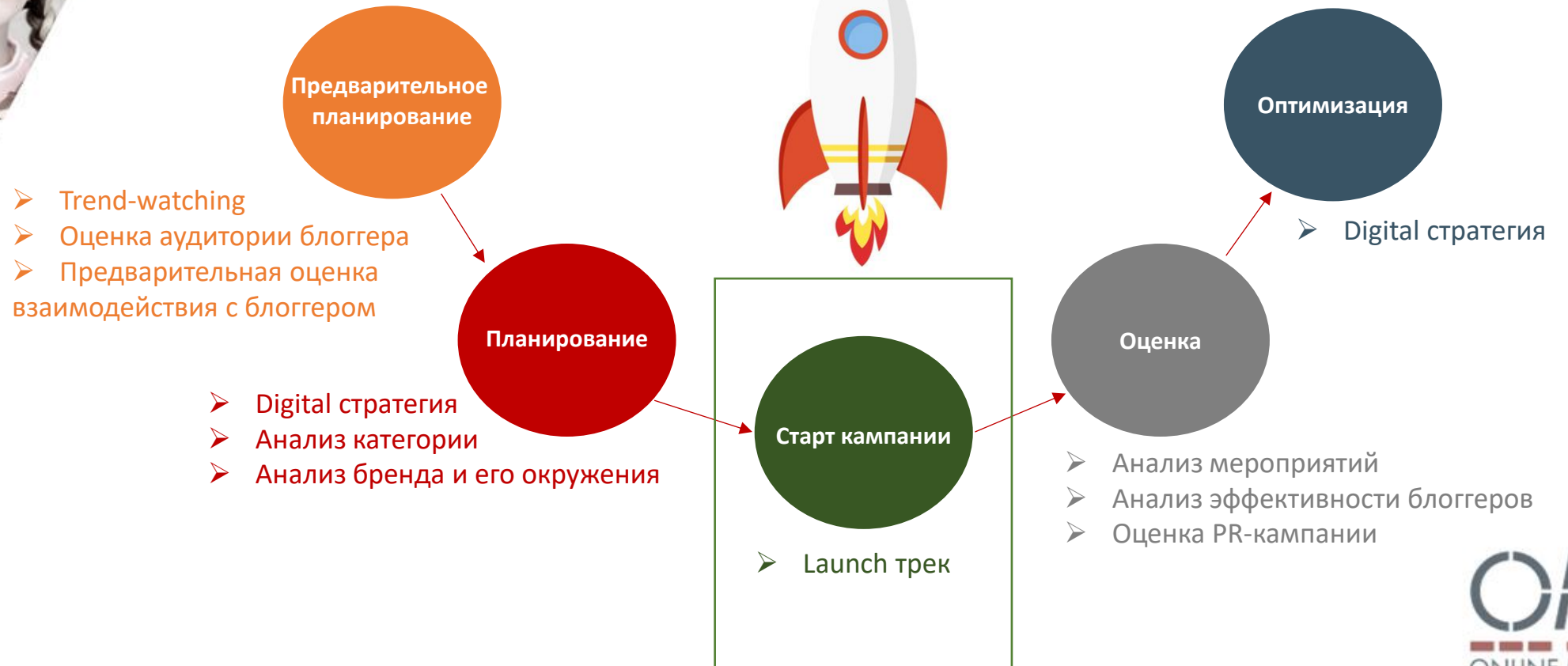


**LAUNCH TRACK:  
анализ отзывов о  
продукте в сети**

# Диалоговая модель



# Формула эффективного использования площадки social media



# Launch track – общая информация

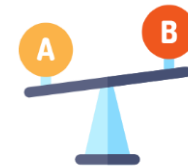
## ЧТО АНАЛИЗИРУЕМ



**Оценка  
эффективности  
продвижения  
рекламной  
кампании**



**Облако слов**



**Выявление  
мотивов выбора**



**Выявление  
самых  
обсуждаемых  
характеристик**



**Выделение  
критериев  
выбора  
продукта/линейки**



**Сегментация  
потребителей**

## LAUNCH TRACK

# CASE STUDY

---

**Бизнес-задачи:** определить эффективность позиционирования бренда в социальных сетях, скорректировать коммуникацию с потребителем

**Исследовательские задачи:**

- Определить отношение к бренду, динамику его упоминаний
- Анализ данных бренда с точки зрения отношения, тем обсуждений, влиятельных платформ, максимального охвата, источников упоминаний, основных драйверов обсуждения, привлекательности для аудитории и т. д.
- Анализ негативных отзывов в отношении бренда
- Позитивные и негативные атрибуты продуктов бренда

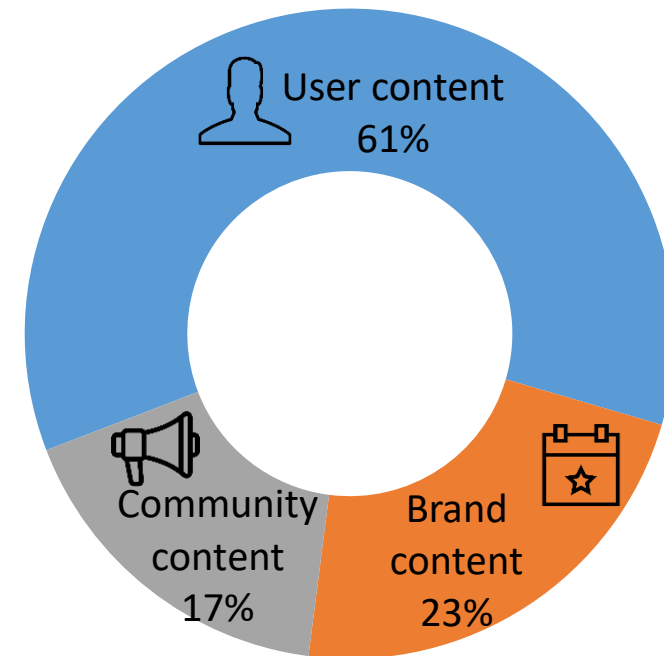
**Метод:** аналитика социальных медиа

**Сроки:** 10-15 рабочих дней

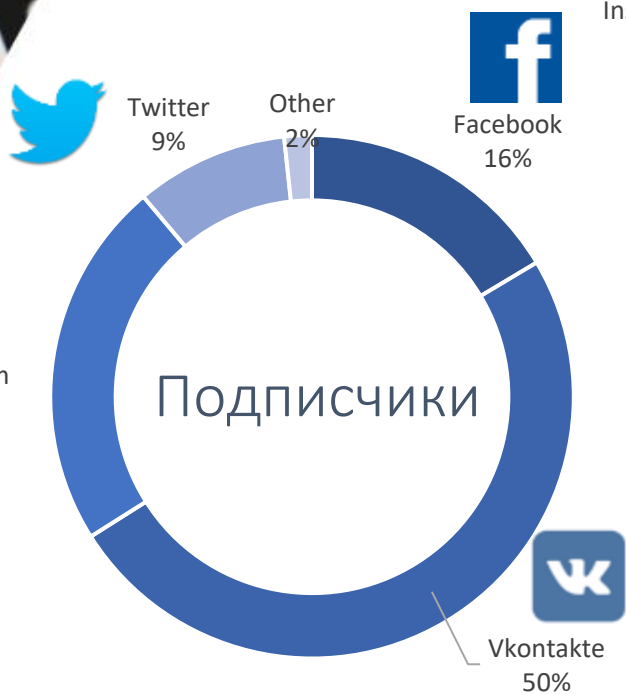
# Основные индексы

	Brand mentions						
<b>Captured Raw Data</b> – including all messages	52 588						
<b>The Amount of Relevant Posts</b>	11 093						
<b>Max Coverage (or OTS)</b> - subscribers' sum of all <b>authors</b>	4 524 165						
<b>Rate of Return</b> – single message coverage	4 158						
<b>Engagement</b> – the amount of comments, likes, and message reposts	467 113						
	<table border="1"> <tbody> <tr> <td>Likes</td> <td>85%</td> </tr> <tr> <td>Comments</td> <td>9%</td> </tr> <tr> <td>Reposts</td> <td>6%</td> </tr> </tbody> </table>	Likes	85%	Comments	9%	Reposts	6%
Likes	85%						
Comments	9%						
Reposts	6%						
<b>Involvement Rate</b> – share of active subscribers among max coverage (% of active subscribers)	1,01%						

## Type of content split



# Активность на платформах



- recipes
- discussion of product characteristics
- discussion of healthy nutrition



Mainly recipes, low level of discussions and low engagement



- Recipes
- Advertising

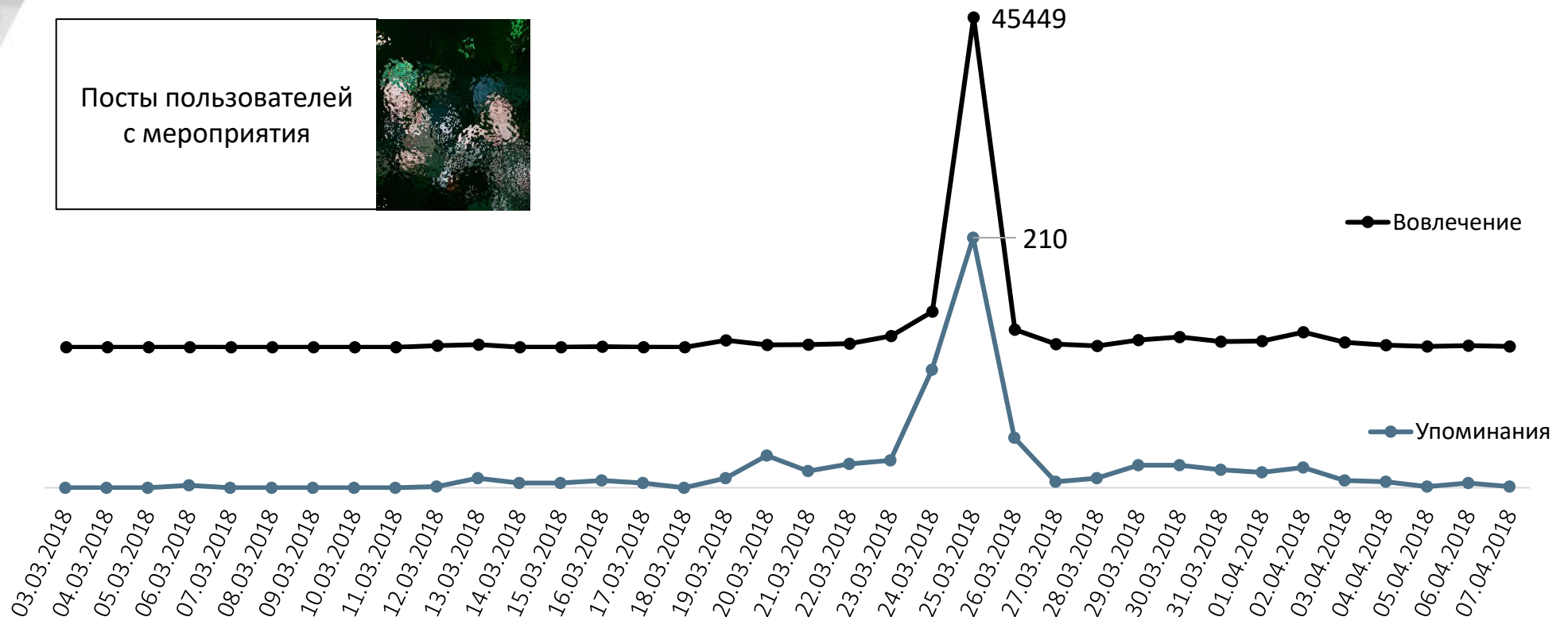


Review on products characteristic and ways of usage



# Динамика упоминаний

Посты пользователей с мероприятия



**Пики и спады**

- Анализ пиков и спадов сообщений.
- Выявление причин и инфоповодов

**Конкуренты**

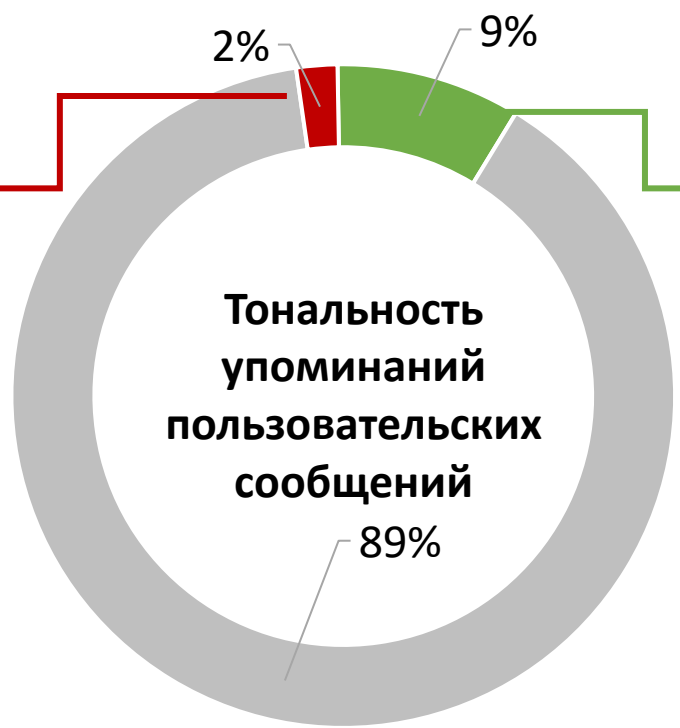
- Выявление общих тенденций
- Сравнение динамики

# Тональность упоминаний



**— Negative posts refer to:**

- Topic / attribute A
- Topic / attribute B
- Topic / attribute C
- Topic / attribute D
- Topic / attribute E



■ Positive ■ Neutral ■ Negative



**Positive posts more often are related to:**

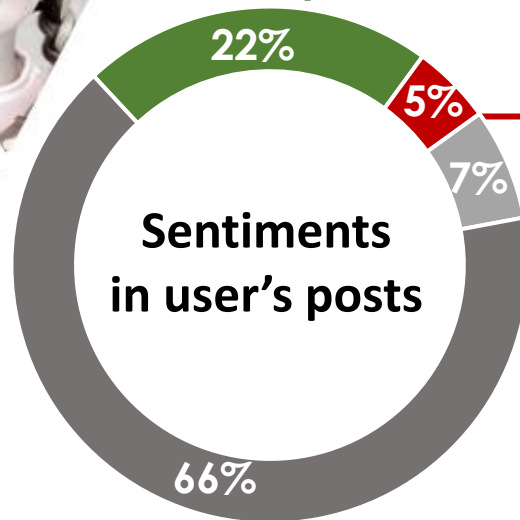
- Topic / attribute A
- Topic / attribute B
- Topic / attribute C
- Topic / attribute D
- Topic / attribute E

# Тональность упоминаний

Such a number of positive comments is connected with the contest.

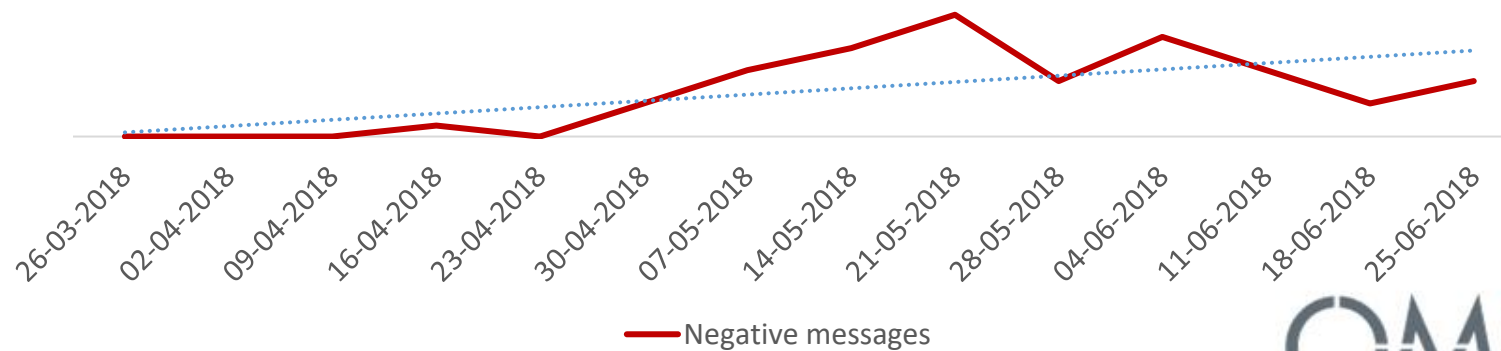
**34%**

of all positive messages is belong to this contest



User's posts base: N=713

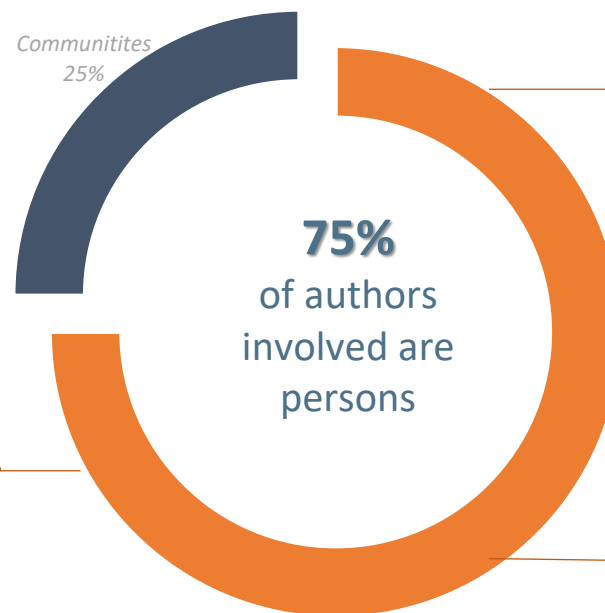
Dynamic of negative messages



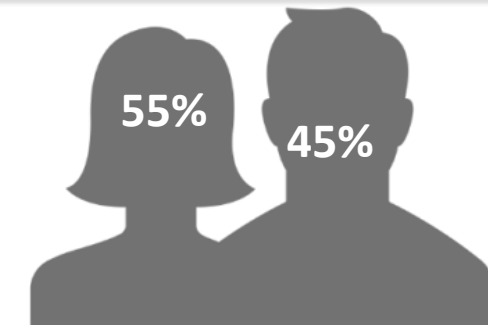
— Negative messages  
Negative mentions base: N=53

# Активная аудитория

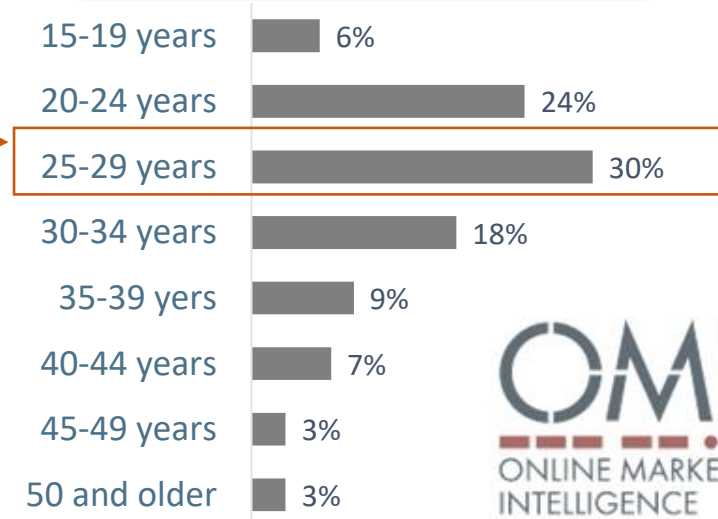
№ of Authors – authentic consumer voices coded	7 584
Influential Authors - more than 3000 subscribers	89
Engagement Rate - average number of posts per author	1,2
Rate of Return - single message coverage	7 069



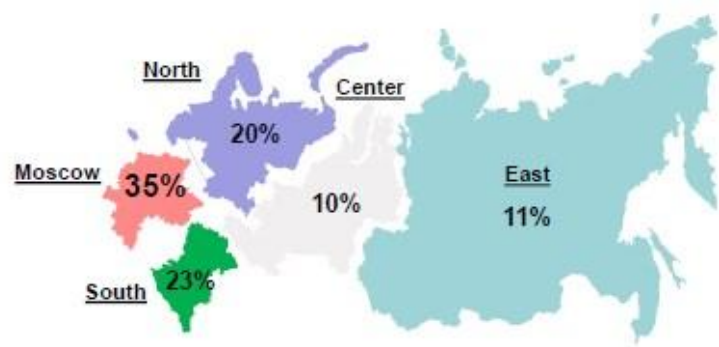
## Gender\*



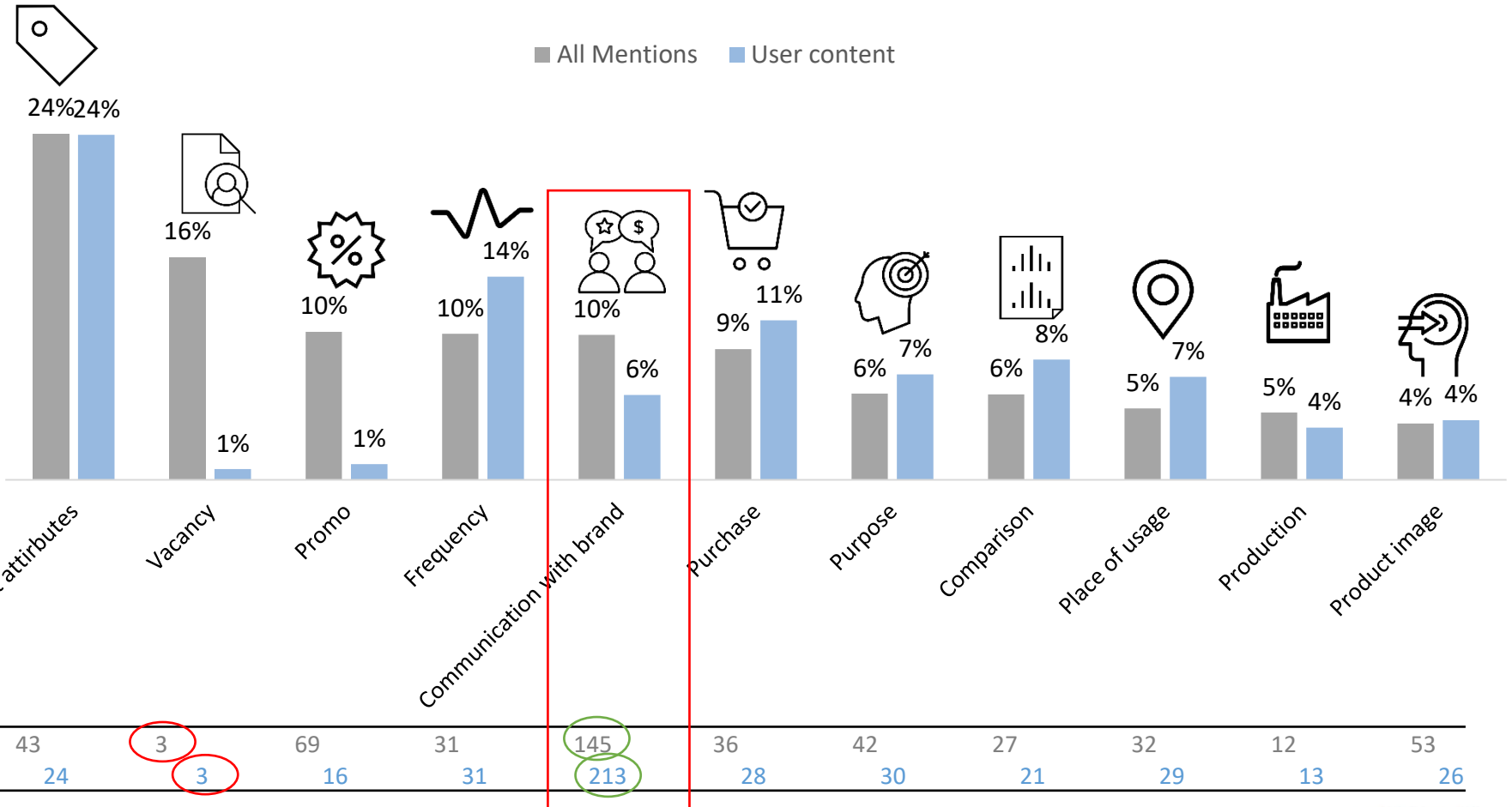
## Age Range \*\*



## Geo\*

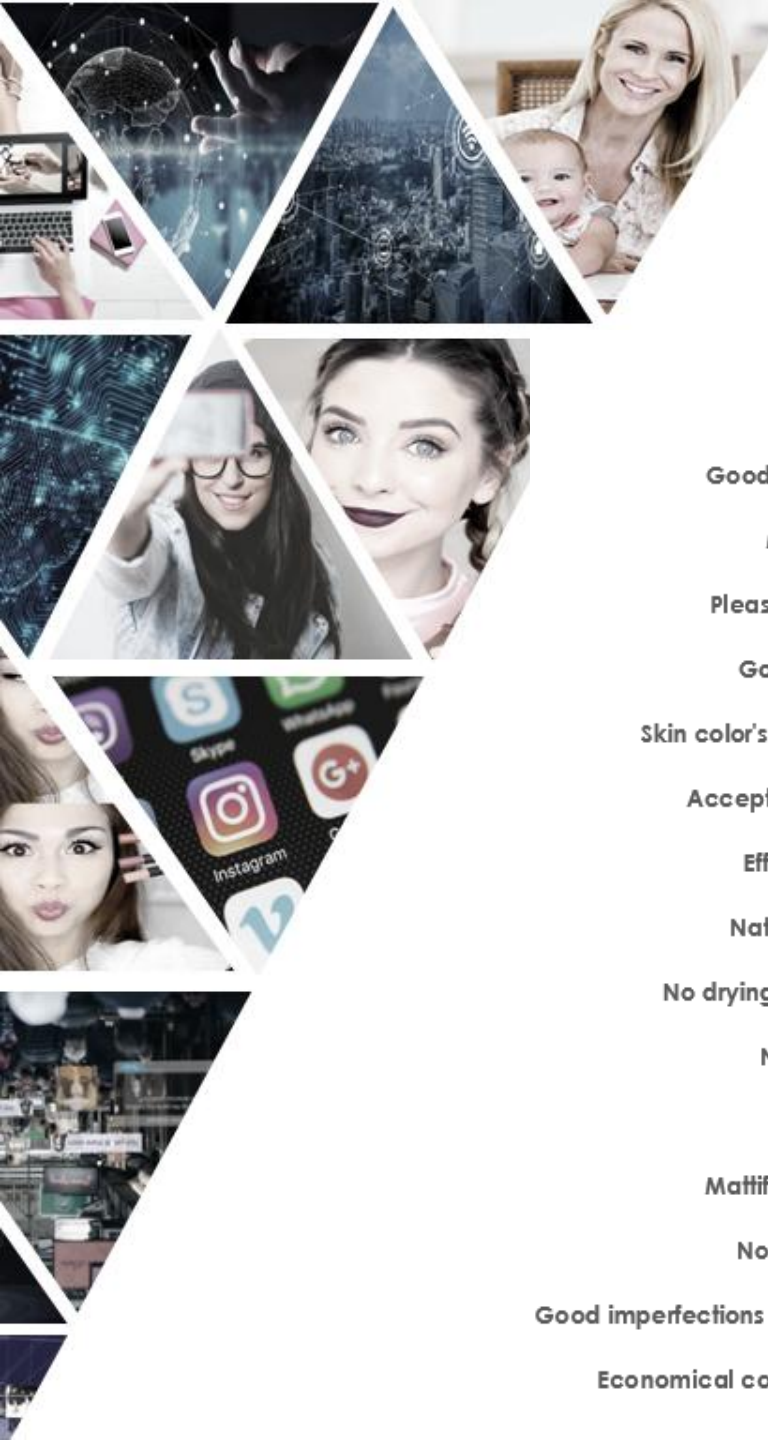


# Основные топики обсуждений



\* Engagement (the sum of all comments, likes and reposts) to the number of posts in the category

# Атрибуты продукта



## Positive attributes

Brand mentions base: N=3293



Garnier skincare mentions base: N=3293

There are 5% of mixed messages which contain both positive and negative attributes.

Neutral messages do not contain any attributes.

У крема консистенция не жидкая не текучая, текстура лёгкая, но легко распределяется по коже и не скатывается.

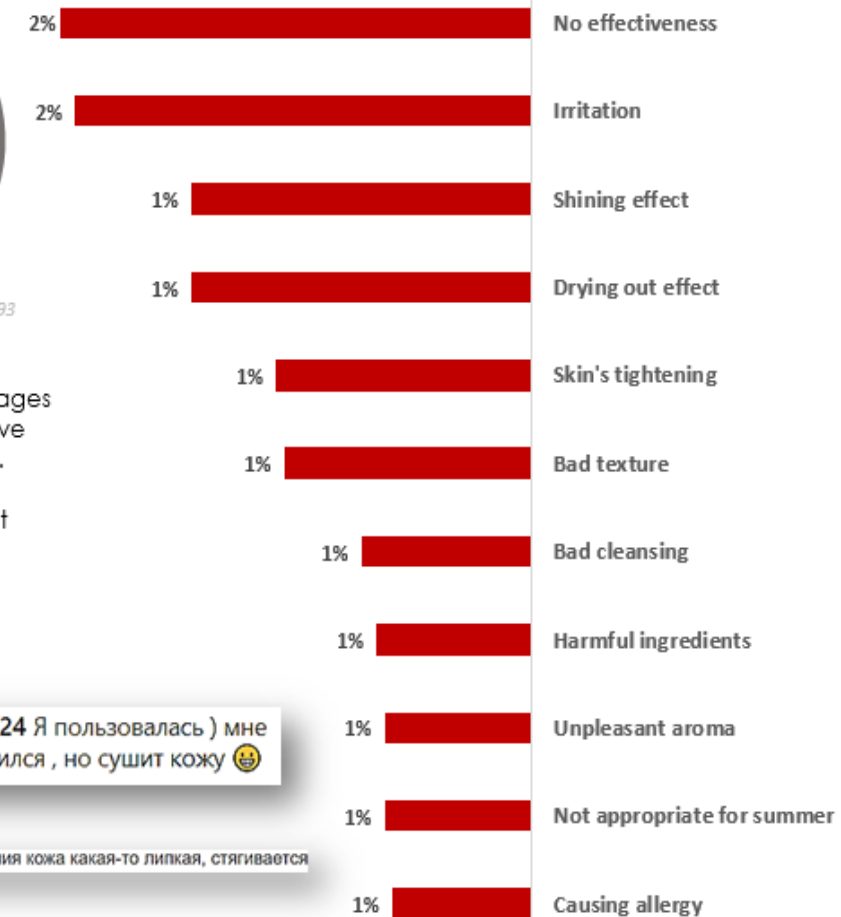
♥ Она не щипит глазки, не сушит кожу, прекрасно очищает.  
♥ У нее приятный аромат.  
Я постоянно ее покупаю на другие и не смотрю. 😊 #бьютиблоггер #блоггеркиев #блоггеродесса #косметика

tanya\_p24 Я пользовалась ) мне понравился , но сушит кожу 😊










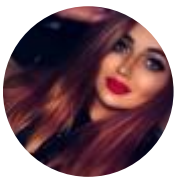
После нанесения кожа какая-то липкая, стягивается

## Negative attributes

Brand mentions base: N=3293



# Наиболее влиятельные авторы

Name	<b>Mila Levchuk</b> 	<b>Evgeniy Komarovskiy</b> 	<b>Annet</b> 	<b>Larisa Surkova</b> 	<b>Diana Peshkova</b> 
Followers	1,5 m	2,2 m	853 k	1,3 m	1 m
Bio	Writes about her life and articles about <b><u>relationship between women and men</u></b> . Released 2 books and her online course for women.	Pediatrician, writes about <b><u>parenting and children health</u></b> .	Conducts paid <b><u>marathons</u></b> that helps to develop <b><u>healthy habits</u></b> .	<b><u>Psychologist</u></b> and mother of 5 children. Released 15 books. Writes about <b><u>parenting</u></b> .	Her blog is for mothers, writes about <b><u>children master classes and unusual ideas for parenting</u></b> .
Name	<b>Elena Krygina</b> 	<b>Lyubov Soboleva</b> 	<b>Irina Okopyan</b> 	<b>Tanya Butskaya</b> 	<b>Alina Guess</b> 
Followers	626 k	775 k	856 k	1,5 m	27,5 k
Bio	Very famous beauty blogger with a lot of video <b><u>tutorials</u></b> . Releases her own beauty boxes.	Blogger who writes about <b><u>PR in Instagram</u></b> . Useful articles for starters in blogging sphere.	Organizer of popular “Young Mothers Club”. Blog about <b><u>motherhood</u></b> .	Pediatrician and expert in <b><u>maternity hospitals</u></b> . Also writes about <b><u>parenting</u></b> .	<b><u>Makeup artist</u></b> , CEO of makeup academy. From Lithuania.

# Имидж в социальных сетях

## Тип контента Бренд 1 и Бренд 2

	Бренд 1			Бренд 2		
	Facebook	Vkontakte	Instagram	Facebook	Vkontakte	Instagram
KOLs (Key Opinion Leaders)	36	41	40	n/a	n/a	12
Промо	31	37	37	n/a	46	48
Мероприятия	14	4	5	n/a	7	10
Спец предложения	3	4	3	n/a	10	16
Конкурс	n/a	1	1	n/a	2	5
Объявления	n/a	1	n/a	n/a	11	16
Инструкции	n/a	n/a	n/a	5	5	1
Вопросы	n/a	n/a	n/a	n/a	2	10
Коллаборации	n/a	n/a	n/a	n/a	7	13

## ИНФЛЮЕНСЕРЫ TOP-7\*

Имя							
Имя	Nastya Larkicheva	Lesho Banks	Lesho Teravkov	MAXIM VO	STAS FERBERS	VYACHESLAV GUSHKOV	YULIA ZHELENTAKOVA
URL	<a href="https://www.instagram.com/larkicheva/">https://www.instagram.com/larkicheva/</a>	<a href="https://www.instagram.com/alexbanks/">https://www.instagram.com/alexbanks/</a>	<a href="https://www.instagram.com/leshteravkov/">https://www.instagram.com/leshteravkov/</a>	<a href="https://www.instagram.com/maximvo/">https://www.instagram.com/maximvo/</a>	<a href="https://www.instagram.com/stasferbers/">https://www.instagram.com/stasferbers/</a>	<a href="https://www.instagram.com/slavovasev/">https://www.instagram.com/slavovasev/</a>	<a href="https://www.instagram.com/lenkiob/">https://www.instagram.com/lenkiob/</a>
Биография	Life-style blogger, writes about travelling, her thoughts and beloved woman.	Starting singer, took part in TV show "Songs on TNT" and had a success.	Life-style blogger, writes mostly about travelling and his activities.	Blogger popular for his reviews on restaurants and cafés. Advises music and writes about his thoughts.	Writes about appearance, travelling, healthy life-style and sport.	Life-style blogger, loves creative things and places.	Blogger popular for her group with music on VKontakte. "#BVLAVSOBZEMLES"
Аудитория	96 k	362 k	99 k	185 k	103 k	77 k	322 k
Лайки	53 890	52 410	7 790	24 161	13 628	10 920	10 689
Не посты	4	2 (1 is deleted)	3	3 (1 is deleted)	2	3 (1 is deleted)	1



## ОСНОВНЫЕ ПАРАМЕТРЫ

	БРЕНД 1	БРЕНД 2
Communication with audience	✗	✓
Easy to join the group/public	✓	✗
KOLs and Ambassadors	Not very famous, young and creative bloggers	Both not well-known bloggers and very famous ones
Instructions for device	✗	✓
Engagement	Very low in Facebook and VKontakte, average in Instagram - 65	Low in Facebook and VKontakte, but average in Instagram - 344
Diversity of content	✗	✓
Emphasis on	Advantages of device and bloggers' opinion	Individuality, premium-value, ecology
Personal presentation	✓	✓
Test-drive	✓	✓



Рекомендации  
по контент-стратегии



The logo for OMI (Online Market Intelligence) features the letters 'OMI' in a bold, blue, sans-serif font. The 'O' is a circle with a gap on the right side. To the right of the 'i' is a small red dot. Below the letters are five red horizontal bars of varying lengths, followed by two red dots.

ONLINE MARKET  
INTELLIGENCE

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[WWW.OMIRUSSIA.RU](http://WWW.OMIRUSSIA.RU)

CONNECTION  
ANALYSIS  
DATA  
SEARCHING  
VERIFICATION  
CODING  
SENDING



**OMI IS THE ONLY ISO 20252: 2019**  
CERTIFIED ONLINE PANEL PROVIDER  
IN RUSSIA