

The 4 types of brands in social media



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4 criteria analyzed:

Volume of buzz



Sentiment



Social media presence



comments / article



Profile # 1

The boring brand

#1 The boring brand - Definition

Foster no spontaneous interest, leaving consumers indifferent.



#1 The boring brand - Social profile

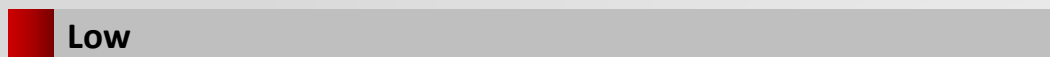
Social profile | The boring brand

Volume of buzz



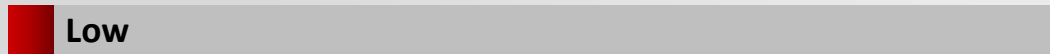
Average

Sentiment



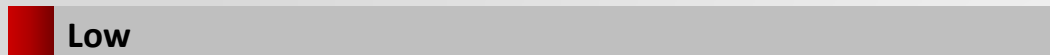
Low

Social media presence



Low

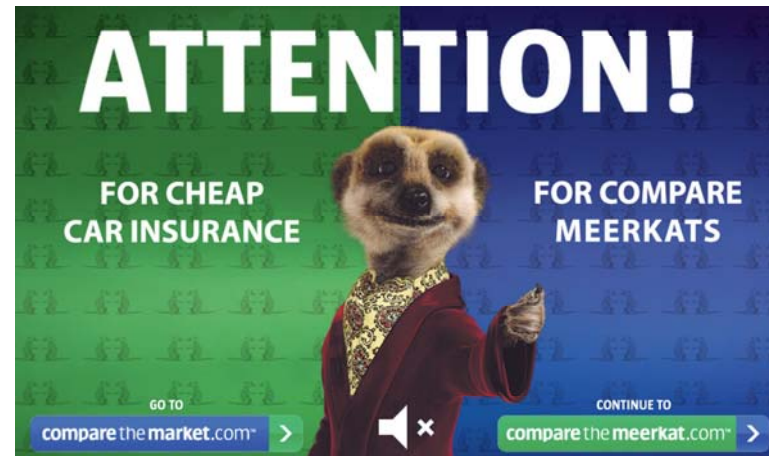
of comments / article



Low

#1 The boring brand - **Best practice**

They created fun!



Profile # 2

The functional
brand

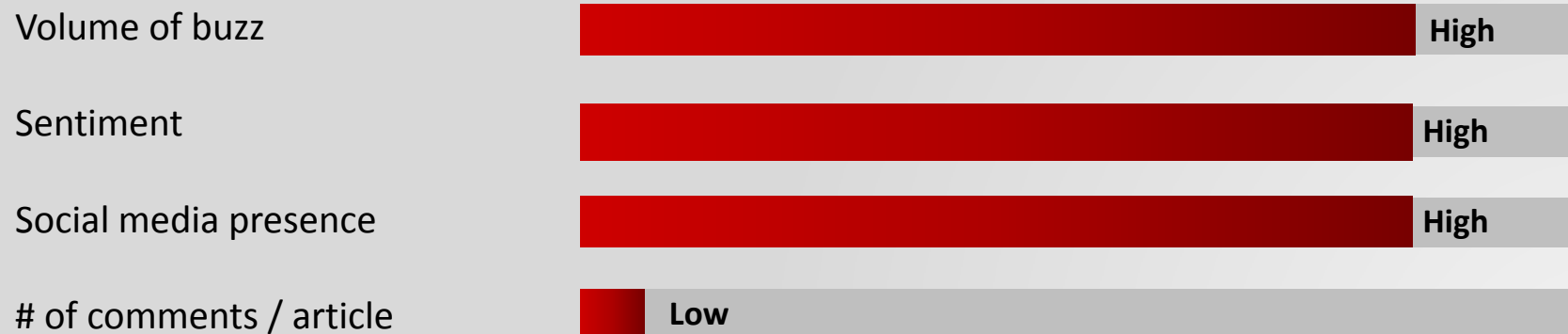
#2 The functional brand - Definition

Basic functions are more important than brand name.
The product has to deliver on certain criteria and
customer service.



#2 The functional brand - Social profile

Social profile | The functional brand



#2 The functional brand - **Best practice**

They created online customer service experiences



Profile # 3

The exciting
brand

#3 The exciting brand - Definition

Appeal to desires of association and community.



#3 The exciting brand – Social profile

Social profile | The exciting brand

Volume of buzz



Sentiment



Social media presence



of comments / article



#3 The exciting brand - **Best practice**

They nurtured their community



Profile # 4

The vital
brand

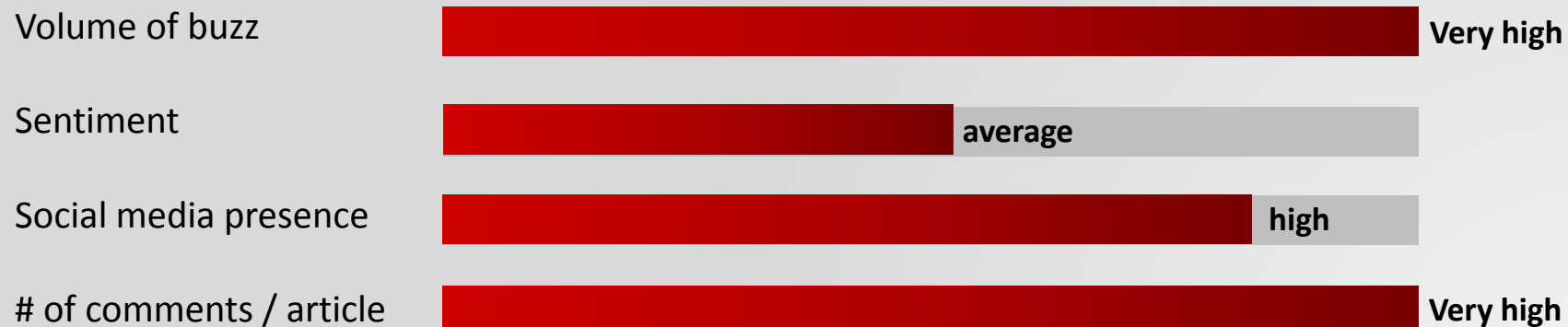
#4 The vital brand - Definition

Affect your primary sources of concern and can foster anxiety and doubts that you may need to share with your peers.



#4 The vital brand - Social profile

Social profile | The vital brand



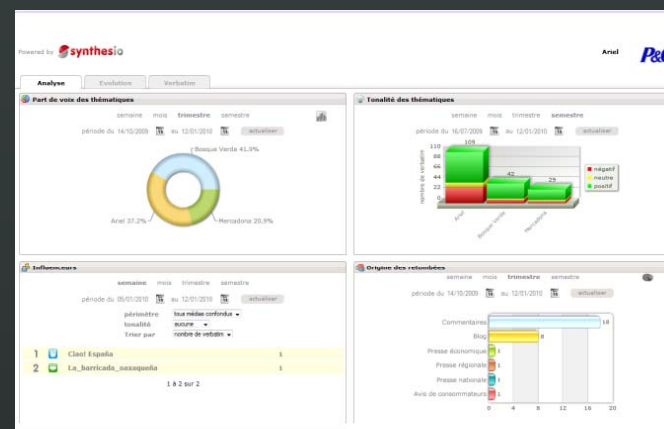
#4 The vital brand - **Best practice**

Discover insights and reassure



Know your brand's social profile to
drive your digital strategy

- ✓ Online reputation monitoring
- ✓ Influencers & Engagement services
- ✓ Campaign measurement
- ✓ Consumer insight
- ✓ Crisis monitoring
- ✓ DIY tool



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