



SOCIAL MEDIA AUDIT

Fintech in Social Web

Status Quo in January - June 2017

facebook

twitter

instagram

youtube

foren

blogs

Your contact

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01.

Method



The aim of this analysis is to present, evaluate and benchmark the social media presence and positioning of your company.

In the Social Media Audit, the **user-generated contributions** on the Social Web (**Earned Media**) are analyzed. Your products, services, brands, campaigns, direct competitors, etc. are all based on search word data - as well as topics in the corporate environment. In this way, both the revenue from **contributions** and the **potential Reach** for your business as well as that for your competitors including distribution to the various social media channels will be determined. It also identifies **Hashtags** that have been most frequently used in connection with your company and campaigns. Furthermore, insights into gender-specific interrelationships within of the target groups and to improve the **tonality** of the user contributions.

In **Benchmarking**, the **Owned Media** of the defined competition are compared with the social media channels of your company on the basis of the interaction rates. In addition, the **(Content) Performance** of your company on Facebook, Twitter, Instagram, YouTube and the Corporate Blogs will be evaluated on the basis of the number of interactions achieved, such as **Likes, Comments, Shares or Retweets**. The **interaction rate** is the quotient of the interactions of the users, the number of company-owned contributions as well as the potential reach of the company's own Social Media Channel.

The last part of the report directly compares the content quality and SEO data of your corporate blog with that of your predefined competitor. This is because only through search engine optimization these blogs can be perceived by readers and potentially interested parties in the Google search.

Sequel Method

IN ORDER TO SEE WHETHER THE CORPORATE BLOGS ARE GEARED TO THE RELEVANT TARGET GROUP IN THE NETWORK, WE ANALYZED THE FOLLOWING SEO-RANKING FACTORS:

- Representation of organic visibility ([SEO Visibility](#)) in comparison from Desktop to Mobile Rankings.
- Mapping of the number of [organic Keywords](#), for which the input is found in the organic search results.
- Naming of the [Keyword Distribution](#) in the Google search on the first three result pages.
- Number of [Backlinks](#) that provide a first starting point for link popularity and popularity of the website content on the Internet.
- [Domain popularity](#), which shows how strong the a website is linked.
- [Page Strength](#), which determines the link strength of the side is reflected.

02.

Share of Voice

Quantitative competitive comparison according to received contributions.

A first look at the buzz clearly points out that **FinTech A** was by far the most frequently mentioned and discussed company.

The focus of the nominations was, on the one hand, the success of the mobile payment campaign and on the other hand, the discussions about the benefits of the new offers of the **Fin-Tech Company A**. Here the posts were most often commented, geliked or shared.

Company FinTech A

564

As part of the social media status quo analysis, it was examined how present the company **FinTech A** has been on the Social Web for the past six months. In addition to the company's mentions „FinTech A“ also mentions of the competitors are taken into account.

Competitor FinTech B

441

Competitor FinTech C

436

Competitor FinTech D

321

03.

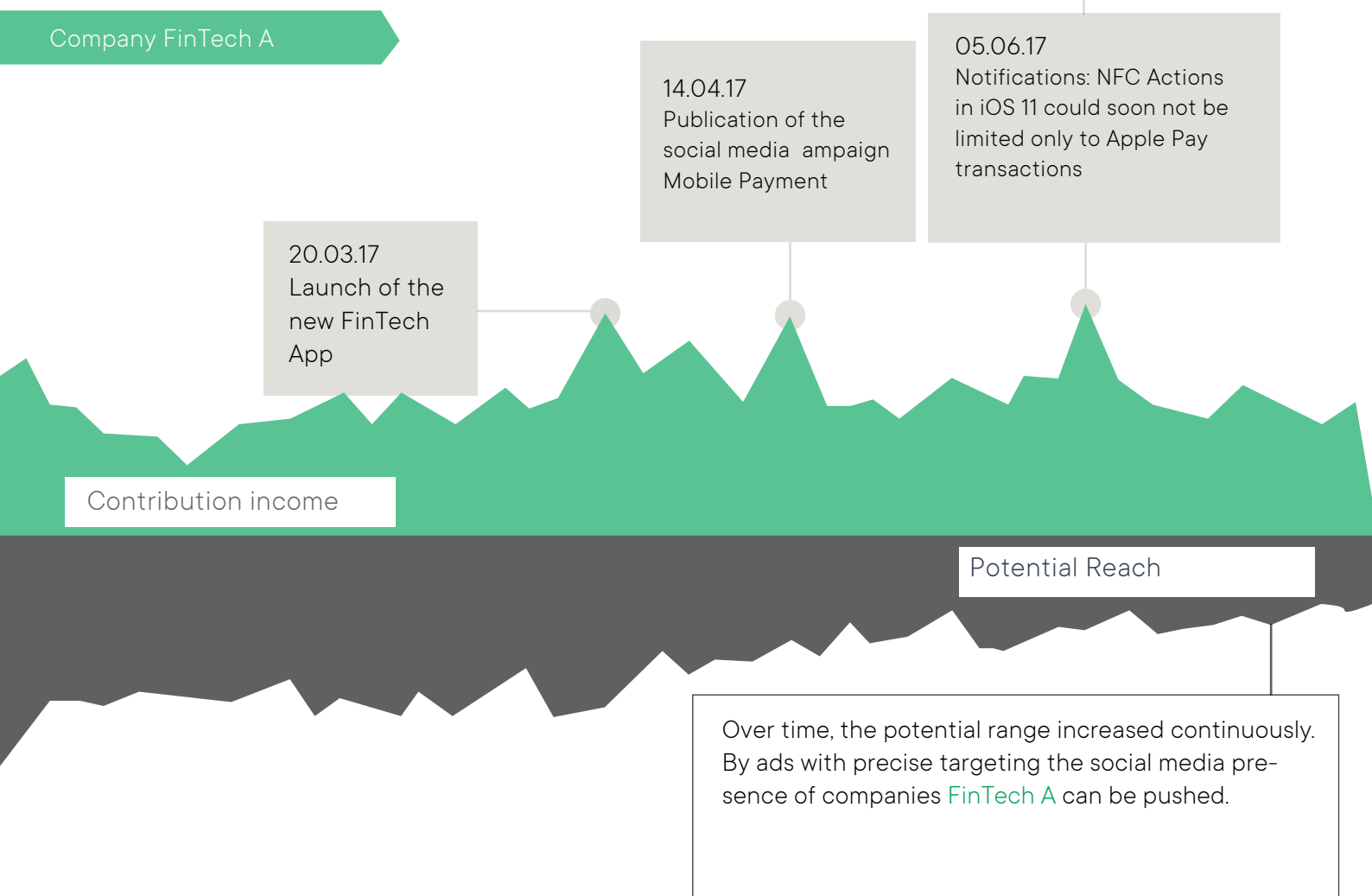
Contribution income & potential Reach

More than 564 social media articles about FinTech A were published during the observation period. Trigger of the peak in March was the launch of the new FinTech App. In April, most of the contributions were triggered by the start of the mobile payment campaign.

Blog and forum contributions were removed from the coverage measurement, since for these channels only the range of the domain can be taken into account and therefore these mentions could distort the result.

The peak in June results from the announcement that the iPhone's NFC chip not only works for Apple's payment system Apple Pay, but could be opened for other services in the future.

Company FinTech A



04.

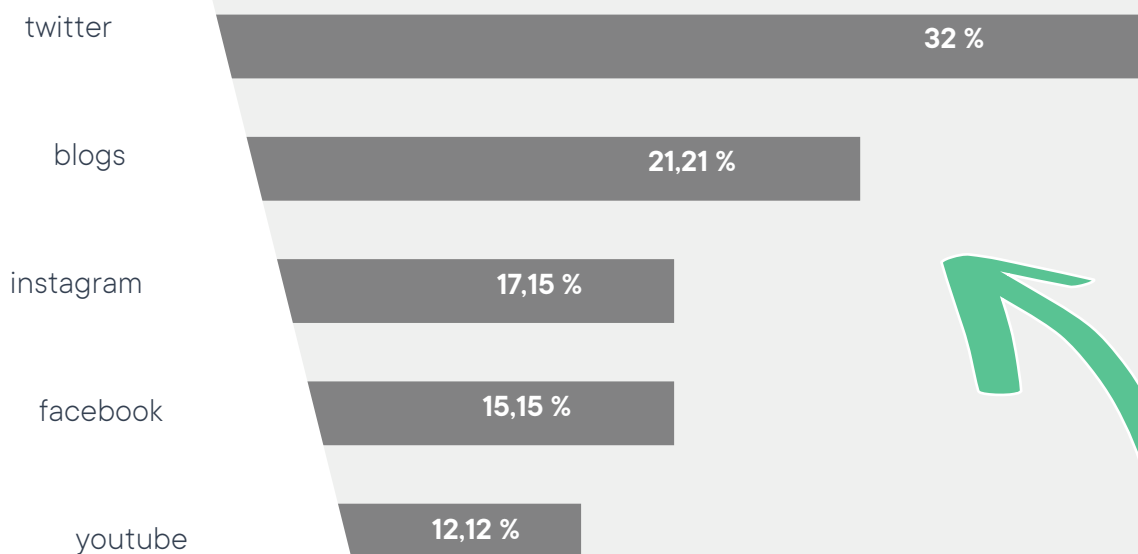
SHARE OF MEDIA A

Strong exchange on Twitter & Blogs

Company FinTechA

The company **FinTech A** itself was particularly active on Twitter, as were their communication managers. However, the overall majority of tweets on the subject of mobile payment came from Twitter profiles that were directly connected to **FinTech A** or its competitors.

Mobile
Payment



The blogs mainly featured articles on trends and the latest developments in the FinTech sector. Particularly high coverage rates were achieved by articles on payment solutions and Crypto Currencies.

Crypto
Currencies

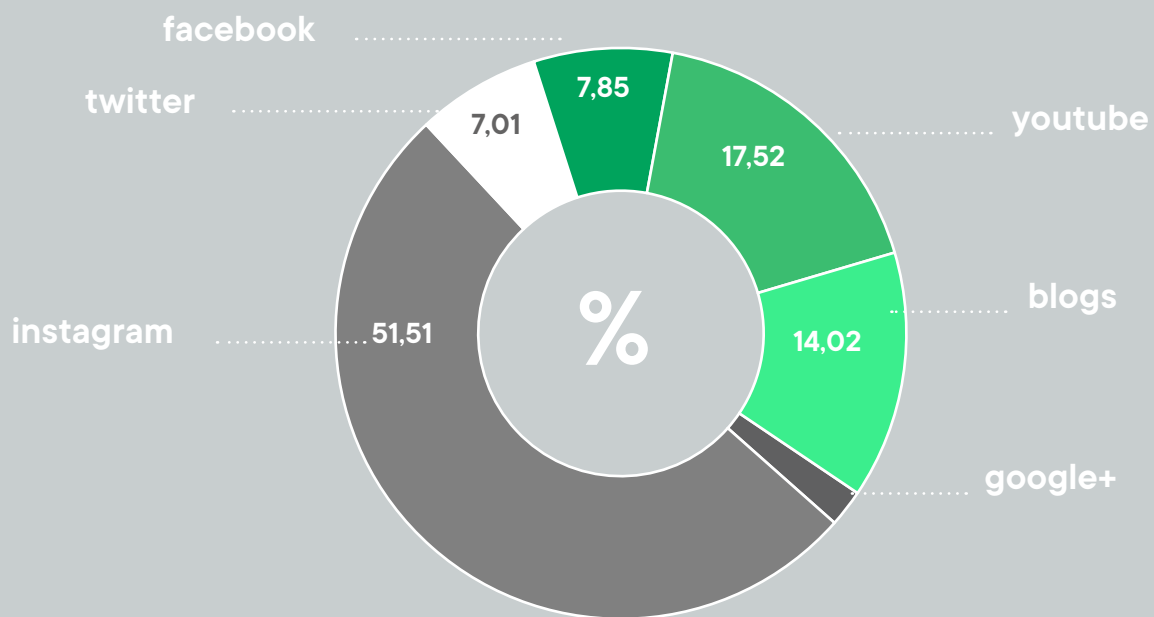
SHARE OF MEDIA B

Social media channel distribution according to interactions



Most interactions were achieved on Instagram. The commitment of the users was seven times higher here than on Twitter or Facebook. The YouTube videos of the event Paris Fintech Forum and FinDEVr London were particularly well received by users. Events offer an ideal content to appeal to the target group and lead to an increase in post income.

Company FinTech A



In addition to measuring the reach, the analysis also included the generating of interactions, This gives a clear picture of which articles about **FinTech A** have been shared, commented and liked by users most frequently.

05.

TOP HASHTAGS

Company FinTech A

In relation to Switzerland, the Hashtags found significantly more presence in Germany.

No hash tag was used for **FinTech A** itself.

Hash tags that have been used in connection of **FinTech A** exclusively focussed on electronic forms of payment on the Internet and mobile payment transactions.

The most popular hash tag on Twitter was #payment with 502 mentions.

In order to increase the visibility and get a stronger representation of **FinTech A** in the Social Web, a company-related Hashtag should be established. For example #[product name] in combination with #[company name]

Blog posts should also be provided with their own hash tag in order to distinguish them more clearly from the competition and to improve their visibility in the Social Web.

#DigitalerWandel

#ecommerce

#security #fintech

#payment #ebanking

#mcommerce

#Bezahldienst

#mobilepayments

06.

GENDER DISTRIBUTION

Company FinTech A



38%



62%

For 341 public posts the Gender of the respective author has been identified. Within this group of authors men are more active than women and post more frequently contributions related to the **FinTech A** company. Women mainly communicated via the Fin Tech industry in general, while men were more likely to refer to digital technologies.

While on Facebook and Twitter, the gender distribution was quite balanced, YouTube was mainly used by male users (75%).

Also on Instagram, mainly men (69%) were active, although on the platform the proportion of female users is generally higher.

07.

Benchmarking

Tonality



In the period under review, **FinTech A** 564 relevant contributions were identified, the total of 905 interactions and generated a potential range of 21,005,916. About competitors **FinTech B** were 441 posts in the period under review published with a potential reach of 18,828,986 and 1,368 interactions.

Competitor **FinTech B** scores best compared to company **FinTech A** in terms of tonality and interactions. Even if **FinTech A** receives more publications, the contributions often had a more negative tonality. Especially Posts regarding the companies App were connected with negativity.

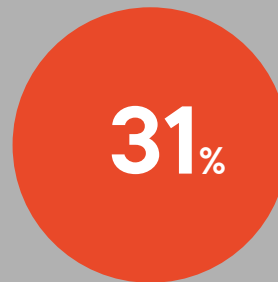
Company **FinTech A**

Benchmarking/ Tonality



positiv

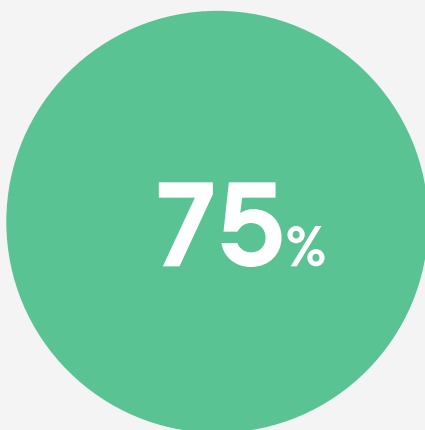
vs.



negativ

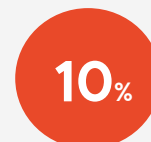
Competitor **FinTech B**

Benchmarking/ Tonality



positiv

vs.



negativ

08.

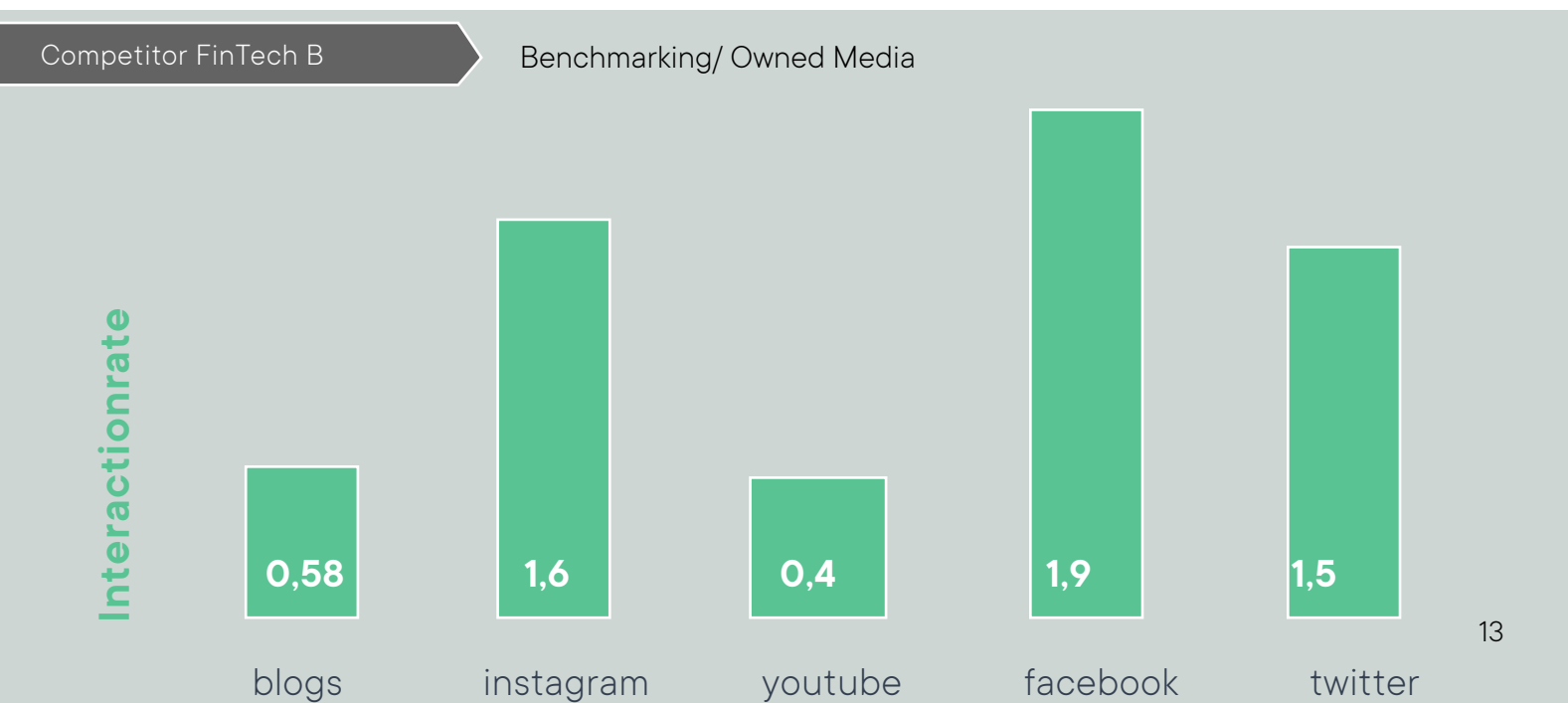
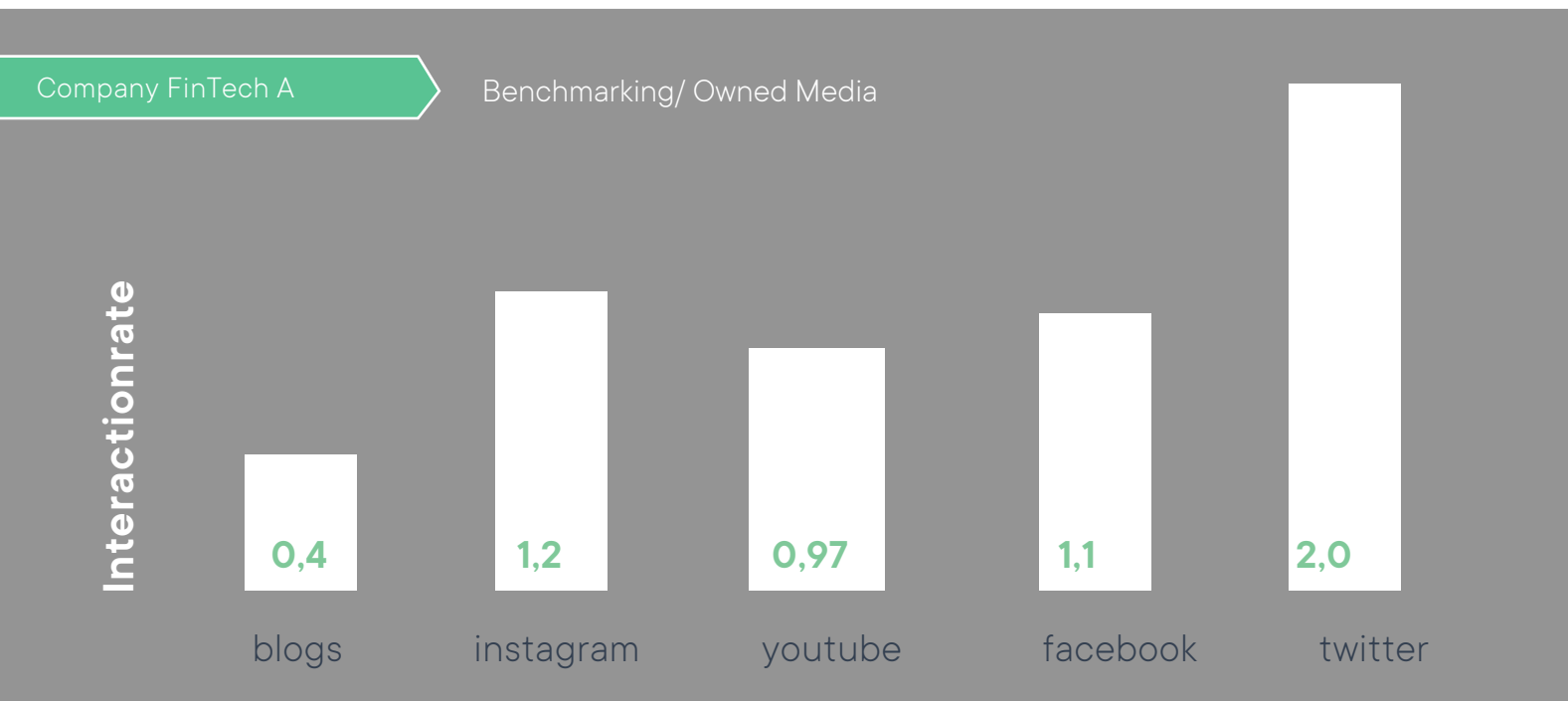
Benchmarking

Owned Media



Also on the company's own profiles FinTech B was able to generate a higher interaction rate than FinTech A. This was mainly due to the fact that competitor FinTech B published more video content on Facebook and thereby achieved a higher reach and interaction.

On Instagram, competitor FinTech B posted photo stories about the company and gave tips on the subject of mobile payment. Especially those posts were well accepted by the users and were often shared and liked. With Twitter Moments FinTech A was able to score and has been rewarded with many Likes and Retweets.



09.

SEO Benchmarking



Corporate BLOG

Company FinTech A

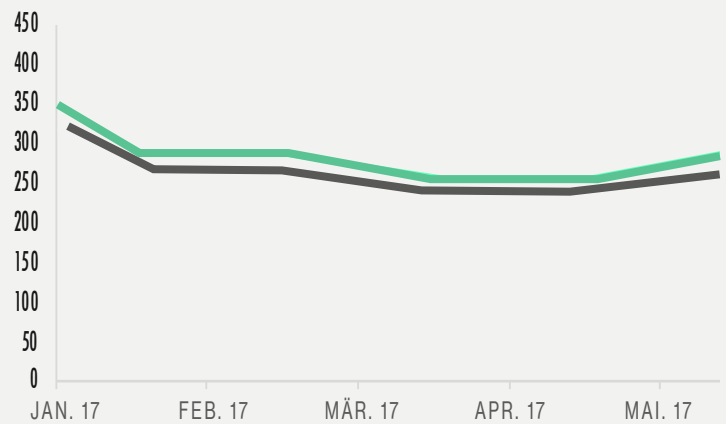
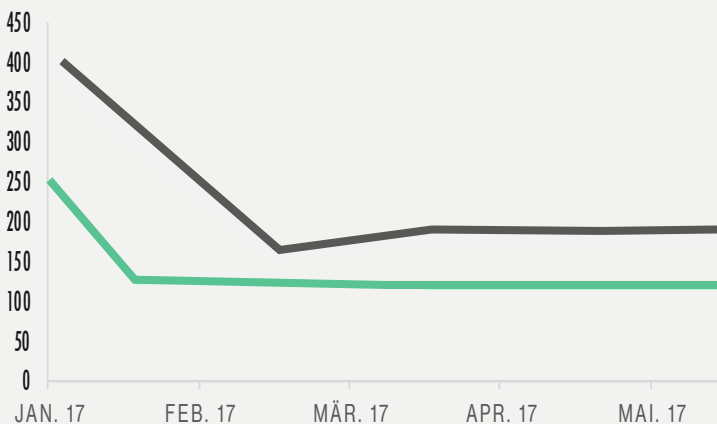
This blog is one of the FinTech blogs with a broader range of topics. From time to time articles about the topics: Economy, Career and Success are published. The emphasis is placed on infographics and analyses, rather than on excessive texts. The blog is characterized by a solid visibility on the web. Positive to emphasize is the high Mobile SEO Visibility. Which is even more valuable since Google had the "Mobile first" rollout. The link structure could be improved. The most effective type of link building would be by providing high quality content to which visitors like to link. With the external links should care must be taken to ensure that the destination addresses vary.

Corporate BLOG

Competitor FinTech B

Blog FinTech B is actually no longer a blog, but one of the leading online magazines on the topic of Mobile Business and Mobile Payment. There won't be umpteen press releases, but rather Expert contributions and technical articles. Regarding SEO, this blog comes off best. The organic visibility, both on the desktop and on the on mobile devices, is very good with an average Value of 345. The backlink structure and the Domain popularity is strong. Positive aspects are the Keyword Ranking - 40% of keywords from the Mobile Payment sector tendrils on the first three pages within the Google search engine.

■ SEO Visibilty Desktop
■ SEO Visibilty Mobil



SEO Visibilty: 121
Organic Keywords: 2.368
Traffic Value: 193,59 €

Domainpopularity: 84
Backlinks: 567
Page Strength: 3.2

SEO Visibilty: 345
Organic Keywords: 2.045
Traffic Value: 681,91 €

Domainpopularity: 1094
Backlinks: 13.759
Page Strength: 5.0

Summary



1

The Social Media Audit has shown that Company FinTech A is strongly present on the Social Web. In comparison with competitors, however, the contributions have a significant less positive tonality.

2

Among the channels examined, Twitter is the strongest platform when it comes to reaching a broad public. Product campaigns, on the other hand, usually perform better on Instagram and Facebook, in terms of image and video content. Especially Instagram, but also Twitter and Facebook stand out because of a high number of interactions. Here the followers are optimally animated to use the platforms to get in contact and to interact with the company..

3

Especially many interactions and clicks were achieved by posts on the mobile payment campaign, but also contributions on new products and developments from FinTech A. Videos of events in which FinTech A participated also received many interactions. The expansion of these topics could generate even more interactions.

4

Video content achieved the highest potential reach. Company FinTech A posted Videos with a consistent average length of 20 seconds. We recommend to also publish longer videos. In the past, long Videos have been rated at a disadvantage, this was changed on Facebook in January 2017. Longer Videos that are actually viewed by the user will receive more reach in the newsfeed, in the future. Also live videos are rewarded with additional reach by many social media networks. Another advantage: They are limited in availability, thereby exclusivity and the impression of being first is generated.

5

To increase blog traffic, we recommend to increasingly publish linked tweets that are appropriate in terms of subject matter and content. In addition, by republishing existing blog posts, which were particularly well received by users, the ranking for declining keywords, which have recently lost positions, can be improved. Republishing can also be used to improve visibility for URLs with poor CTR value.

6

In order to increase the visibility and get a stronger representation of FinTech A in the Social Web, a company-related Hashtag should be established. For example #[product name] in combination with #[company name]