

Market Intelligence Reports

DESCRIPTION

In a constantly changing environment, it can be difficult to ensure that your social media activation is keeping up with trends and competitors. Do you know if you're taking advantage of the latest ad optimizations? Have your competitors gone all-in on Instagram Stories when you've just dipped your toes in the water? Do you ever lie awake at night wondering if you're falling behind other brands that are using social to drive e-commerce goals? With our Market Intelligence Reports, Likeable will dive deep into the channels and paid social activity of both your brand and your competitors. We'll identify immediate wins as well as any longer-term strategic shifts needed for your brand to maintain a competitive edge.

PRODUCT OVERVIEW

INTERNAL ASSESSMENT	COMPETITOR ADS SNAPSHOT	COMPETITIVE DEEP DIVE
Detailed analysis of past brand activity on social media, identifying strengths to build on and weaknesses to overcome.	A snapshot of the ads competitors are running on social, identifying areas of concern as well as opportunity.	Detailed analysis of competitor content and paid social strategies, identifying industry best practices and trends.
<ul style="list-style-type: none"> Quantitative analysis of post/ad activity Qualitative analysis of post/ad activity Audience and targeting insights Establishment of internal benchmarks Recommendations 	<ul style="list-style-type: none"> Flighting patterns Creative approach Key messaging points Audience and targeting insights Recommendations 	<ul style="list-style-type: none"> Quantitative analysis of public posts and ad activity Qualitative analysis of notable content, campaigns, and trends Audience and targeting insights Establishment of competitor benchmarks Recommendations
1 Brand Up to 5 Networks	4 Weeks Monitoring Up to 5 Competitors 3 Platforms <i>(Facebook, Instagram, Twitter)</i>	5 Brands Up to 5 Networks Each