



Content Audit: Telcos in Singapore

THE CHALLENGE

- The client's social media team needed to **evaluate their content strategy**
- The team was looking for insights on **content performance** and **content mix** across social platforms to gauge the current state and formulate an action plan for future

OBJECTIVES

- Identify **social engagement drivers** amongst Singapore telcos to understand the type of content that resonates with the social audience
- **Examine the content mix** for the client and selected socially-engaged local competitors to identify gaps in their content mix

SOLUTION

- Analyse **posting frequency** for the client and competitors across social media platforms
- Identify **most engaging social content** amongst Singapore telcos and derive engagement drivers
- **Categorise content pieces** for the client and competitors to derive the content mix
- Analyse the **engagement trend** for all local telcos for any identifiable patterns

INSIGHTS

- **Frequency of posting** could be ramped up for the client on **Twitter** and **Instagram**
- The client had a healthy content mix distributed between Events, Contests, Humor and Deals. However, **opportunity to introduce Lifestyle** content could be explored especially on **Instagram**

BUSINESS IMPACT

- **A well balanced social content strategy**, enabling the team to leverage as well as incorporate the type of content that resonates with the audience

SAMPLE OUTPUT

TOP ENGAGEMENT DRIVERS TELCOS

	Event	Interactive Contest	Humanized Content	Popular Handset Deals	Informational Guide	Humor	Nostalgia
Brand A	✓	✓	✓	✓		✓	
Brand B		✓	✓	✓		✓	✓
Brand C		✓		✓			
Brand D	✓						
Brand E			✓		✓		
Brand F	✓				✓		

TOP CONTENT CATEGORIES BY TELCOS

	Brand A	Brand B	Brand C
Facebook	Product-Related	Product-Related	Product-Related
Twitter	Community Engagement	Product-Related	Lifestyle
Instagram	Community Engagement	Lifestyle	Lifestyle
YouTube	Product-Related	Product-Related	