

TrackMaven

Food & Beverage Industry Benchmarks: B2C Social Media Impact Report



**THE B2C SOCIAL MEDIA LANDSCAPE:
HOW DO B2C INDUSTRIES STACK UP ON
SOCIAL MEDIA?**

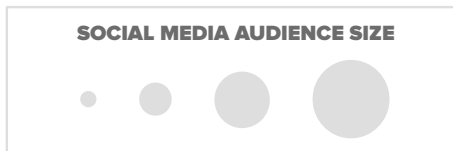
Which industries drive the greatest ROI from social media? The graph to the right provides a high-level answer for B2C marketers.

This graph plots the average follower growth and content engagement — measured across Facebook, Twitter, LinkedIn, Instagram, and Pinterest — by industry.

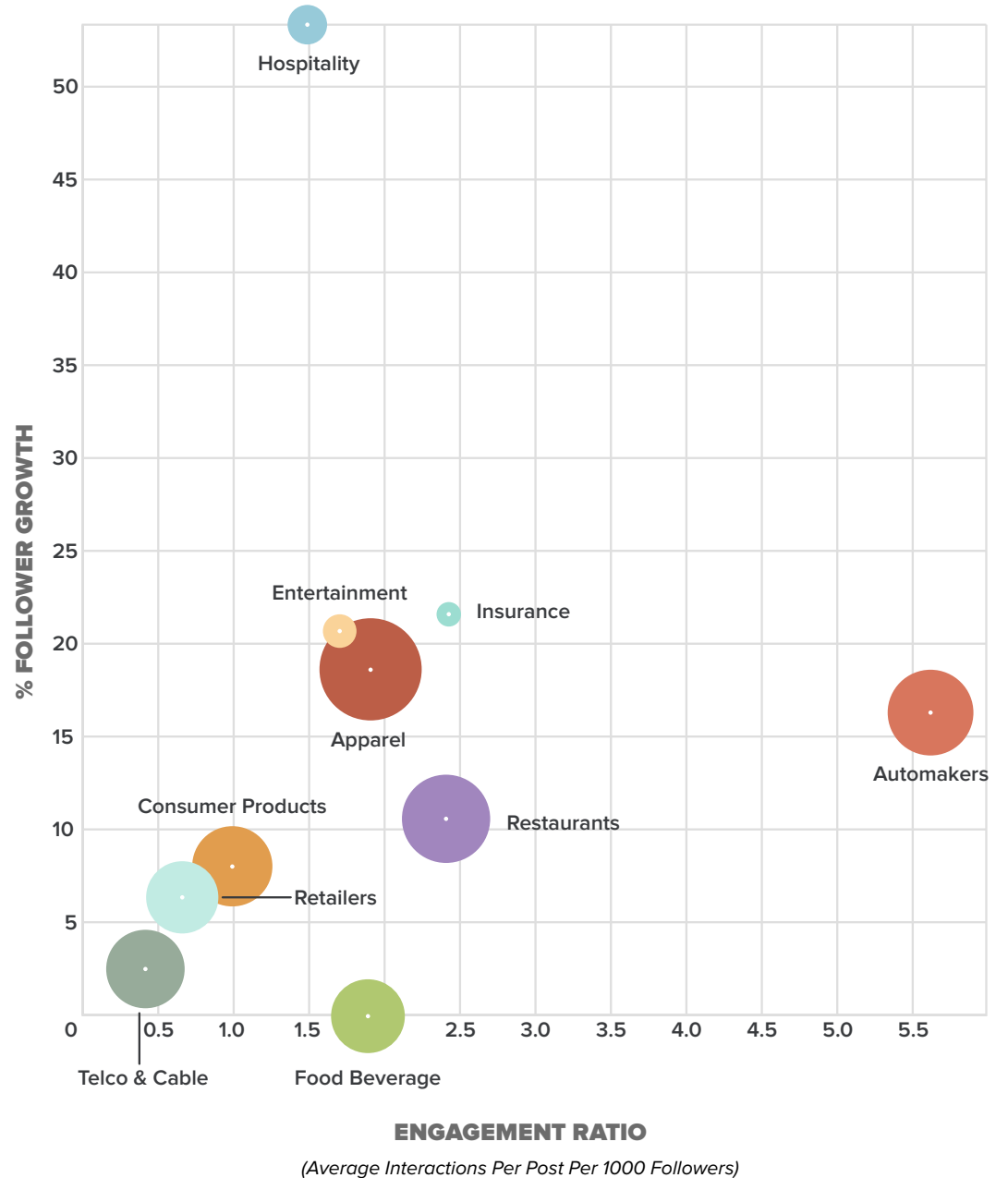
Industries with the greatest average follower growth per brand score highest along the Y-axis. Industries with the greatest engagement ratio — measured as the average number of interactions per post per 1,000 followers — score highest along the X-axis.

The size of the bubble reflects the median total audience size for a brand in each industry on Facebook, Twitter, LinkedIn, Instagram, and Pinterest combined.

Analysis based on social media accounts from 213 B2C brands across Facebook, Twitter, Instagram, Pinterest, and LinkedIn from January 2015-October 2015.



**FOLLOWER GROWTH VS. ENGAGEMENT RATIO FOR B2C INDUSTRIES:
JANUARY - OCTOBER 2015**

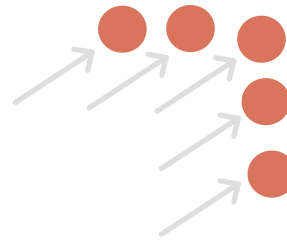


B2C Social Media Landscape: Key Takeaways



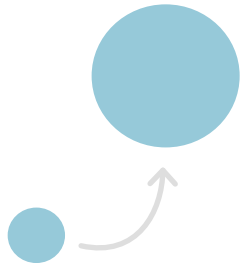
APPAREL, INSURANCE, AND ENTERTAINMENT BRANDS ARE IN THE SOCIAL MEDIA SWEET SPOT.

Brands in these industries have both substantial audience growth and content engagement on social media, indicating highly impactful social content. The Apparel industry's 18.62% average follower growth per brand is especially impressive given the large overall social following.



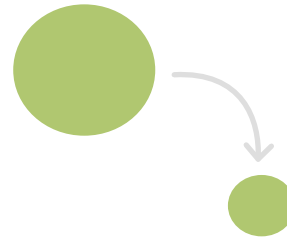
WHEN IT COMES TO SOCIAL ENGAGEMENT, AUTOMAKER BRANDS RULE THE ROAD.

Across the B2C landscape, automakers have the most engaged social media audiences with an average engagement ratio of 5.62. Insurance brands are a distant second (2.43).



HOSPITALITY BRANDS ARE ADEPT AT GROWING THEIR AUDIENCES.

Across the B2C landscape, brands in the hospitality sector see the highest social media audience growth, with 53.34% follower growth on average, despite the fact that their engagement level is just middle-of-the-pack compared to the rest of the B2C industries.



FOOD & BEVERAGE AUDIENCES ARE SHRINKING.

Food & Beverage is the only industry with negative follower growth across the period of study (-0.06%). Across the industry, large beverage brands — including Coca-Cola and Dr. Pepper — experienced a decline in Facebook followers across 2015. This could be due to Facebook's [cleanup of inactive accounts](#), as well as due to the brewing backlash against big soda.

Food & Beverage

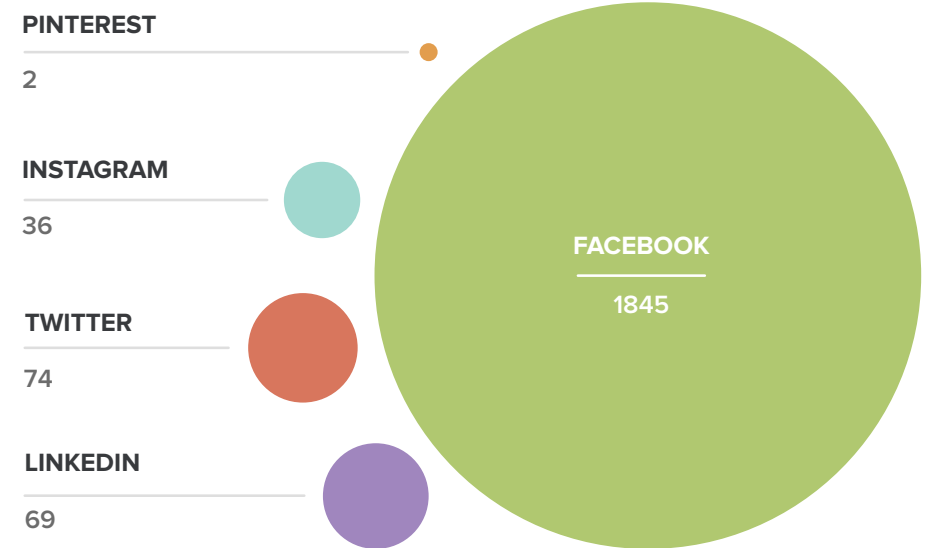
 **TOP CHANNEL: INSTAGRAM**

KEY TAKEAWAYS

- Facebook is where Food & Beverage brands have the largest median audience size (1.8 Million Page Likes).
- Instagram is the most effective channel, with an engagement ratio of 34.71. Pinterest is the second most effective channel (13.69 engagement ratio).
- On Instagram, beer brands (26.2 engagement ratio) out-engage soda brands (23.3), energy drink brands (18.9), and food manufacturers (13.3).

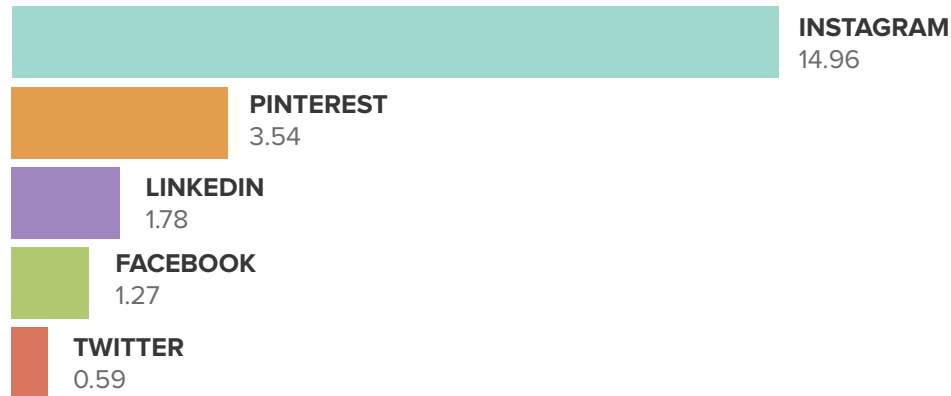
Analysis based on the top 38 food & beverage brands in the Global 500 and leading food & beverage brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS

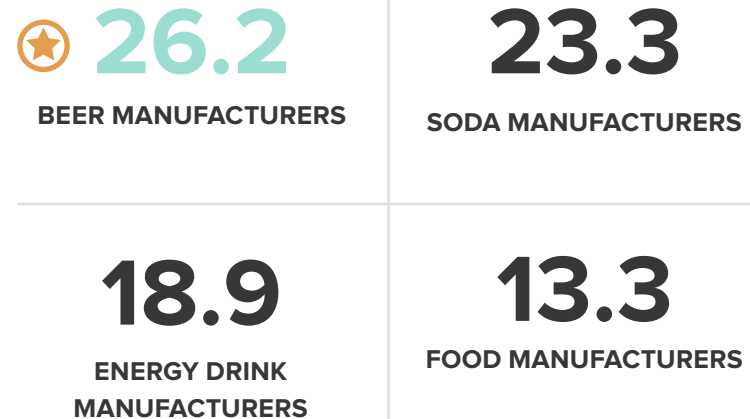


ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)

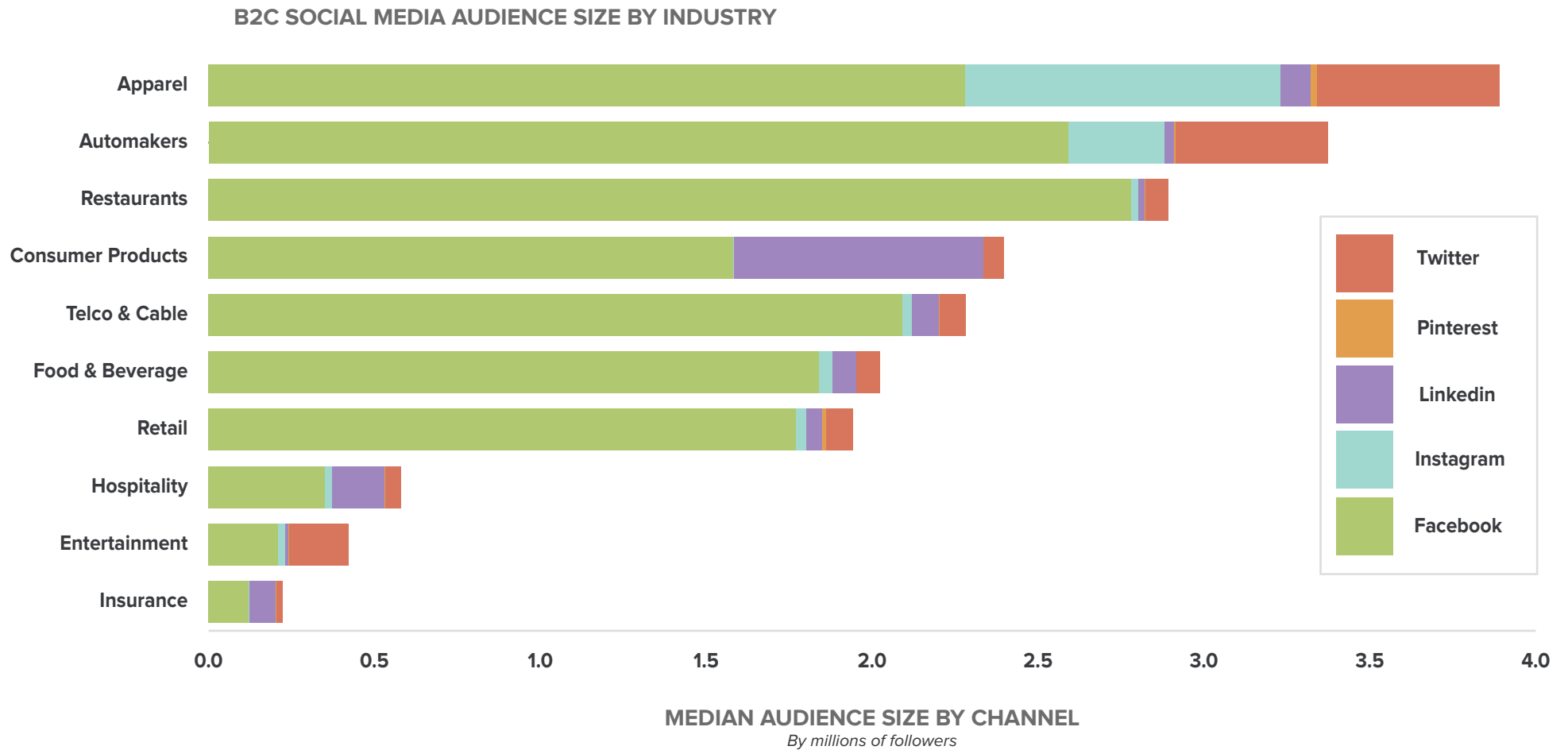


INSTAGRAM SUBSECTOR ENGAGEMENT RATIO



How Do B2C Industries Stack Up By Audience Size?

The graph below displays the median social media audience size for B2C brands by industry across Facebook, Twitter, LinkedIn, Pinterest, and Instagram.



Analysis based on social media accounts from 213 B2C brands across Facebook, Twitter, Instagram, Pinterest, and LinkedIn from January 2015-October 2015.

TrackMaven

Want to learn more from the best B2C brands?

Go to trackmaven.com/b2c-report to get your free copy of our complete **2016 Social Media Impact Report: B2C Industry Edition**.

You'll learn:

- Which B2C industries get the greatest impact from social media marketing;
- The most effective strategies for social in each industry;
- How disruptive brands build loyal audiences on saturated social networks.

