

TrackMaven

2016 Social Media Impact Report: B2C Industry Edition



We all learn from the best. So what could you learn from the best brands in your industry?

For this report, we used the TrackMaven software platform to analyze 10 months of content from 213 leading B2C brands on 5 key social networks to understand the impact of social media for B2C marketers.

The findings presented in this report show how industry-disruptive brands find audiences on saturated social networks, and how innovative social strategies keep long-established brands on top. We also compare the impact of different B2C industries on social media, including detailed industry breakdowns with best practices and recommendations.

THE B2C INDUSTRIES ANALYZED IN THIS REPORT INCLUDE:

- Apparel
- Automakers
- Consumer Products
- Entertainment
- Food & Beverage
- Hospitality
- Insurance
- Restaurants
- Retailers
- Telco & Cable

Learn which social networks drive the greatest impact for your peers, and see how your brand measures up against industry-specific benchmarks.

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

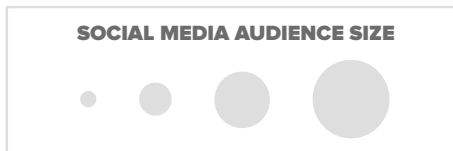
Which industries drive the greatest ROI from social media? The graph to the right provides a high-level answer for B2C marketers.

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

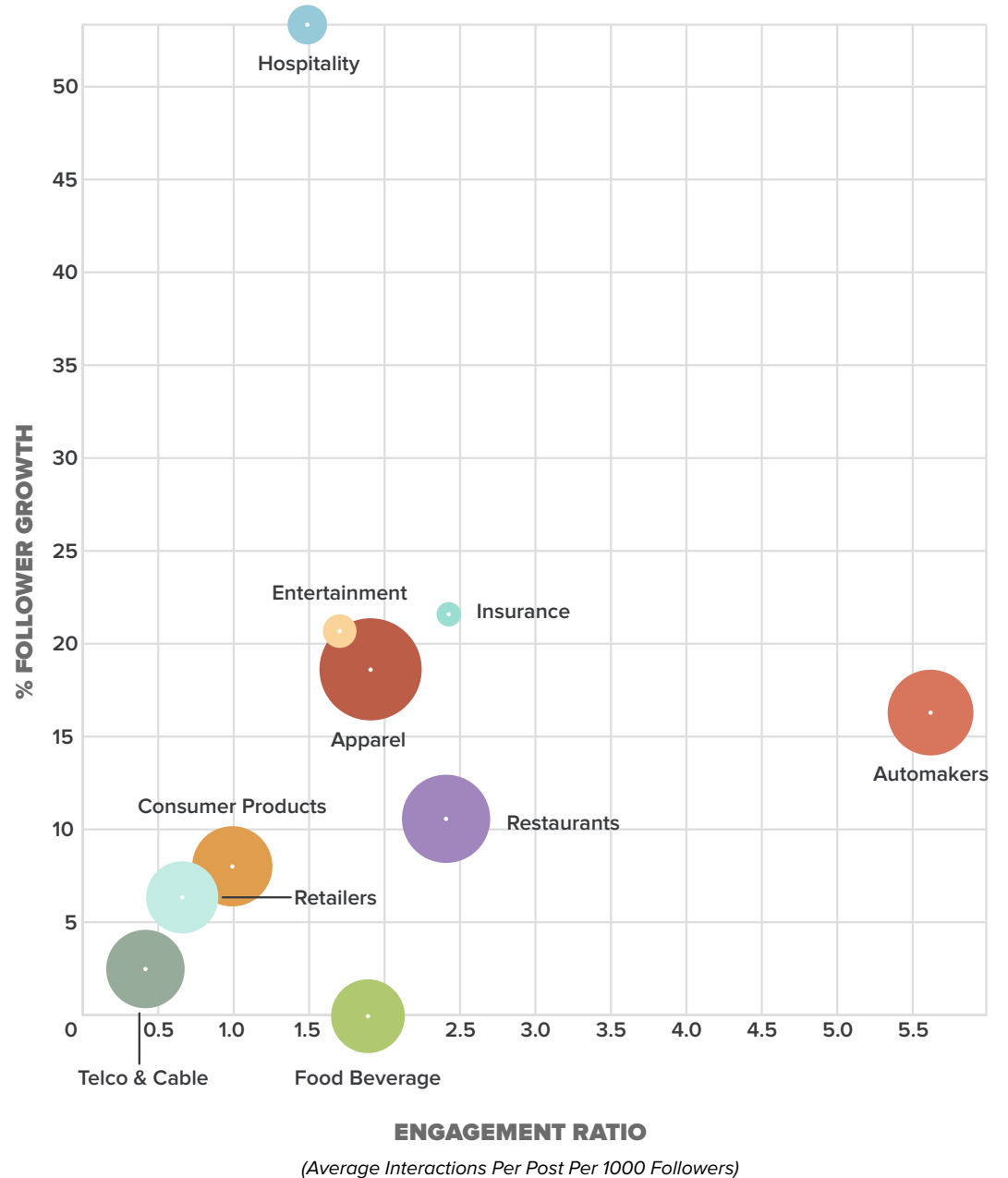
Industries with the greatest average follower growth per brand score highest along the Y-axis. Industries with the greatest engagement ratio — measured as the average number of interactions per post per 1,000 followers — score highest along the X-axis.

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**

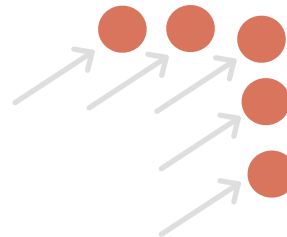


B2C Social Media Landscape: Key Takeaways



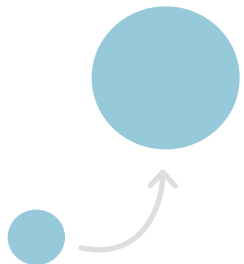
APPAREL, INSURANCE, AND ENTERTAINMENT BRANDS ARE IN THE SOCIAL MEDIA SWEET SPOT.

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.



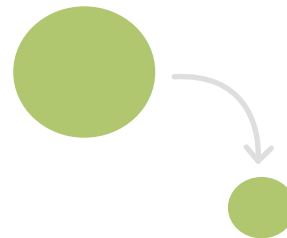
WHEN IT COMES TO SOCIAL ENGAGEMENT, AUTOMAKER BRANDS RULE THE ROAD.

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.

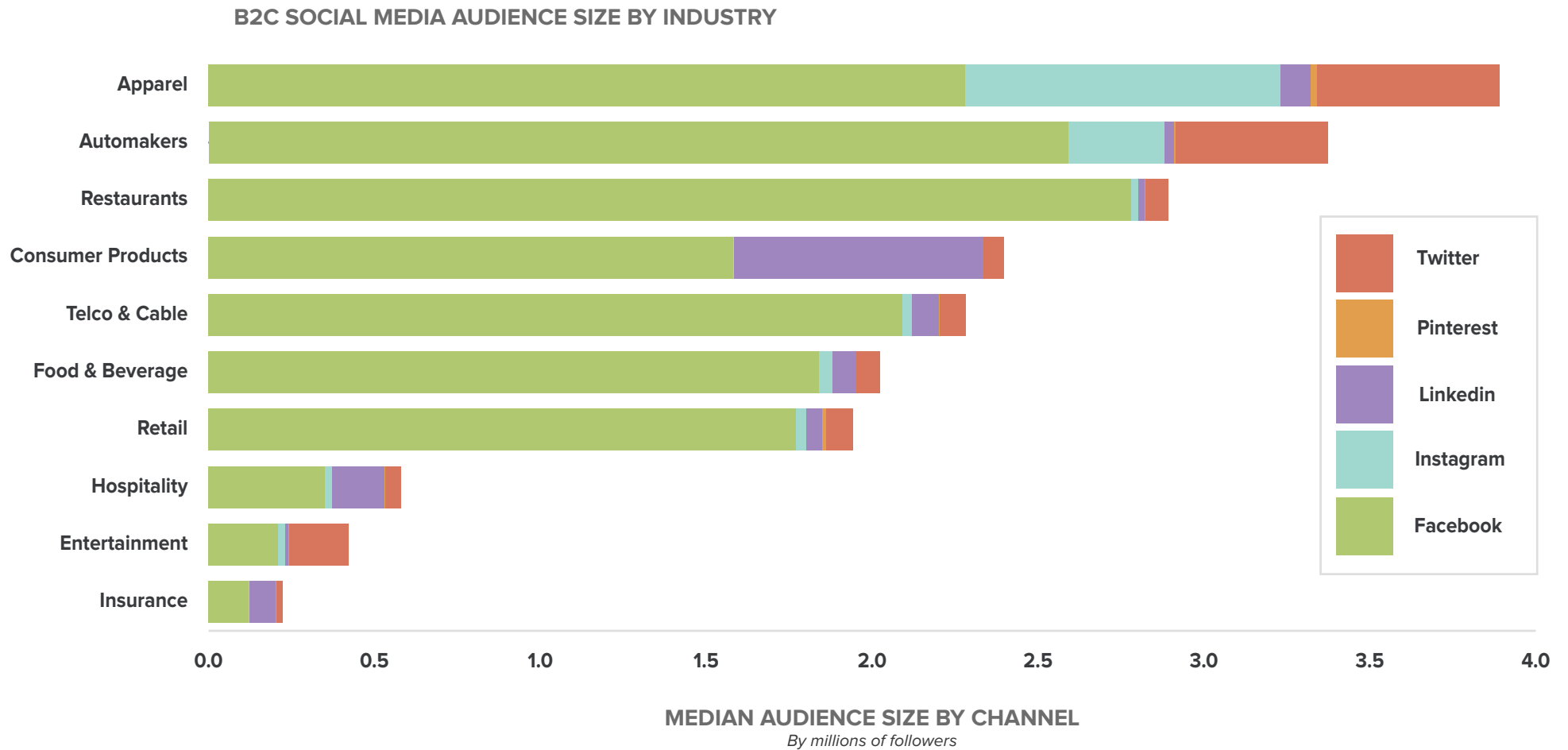


FOOD & BEVERAGE AUDIENCES ARE SHRINKING.

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.

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.

Audience Size: Key Takeaways



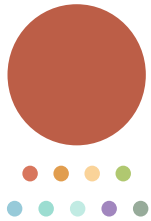
FACEBOOK IS A FOLLOWER FEEDING GROUND.

Across industries, B2C brands have the largest median audience sizes on Facebook. Among B2C industries, restaurant brands have the largest median Facebook audience (2.8 Million Page Likes).



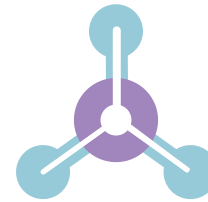
APPAREL & AUTOMAKER BRANDS CULTIVATE CHANNEL VARIETY.

While Facebook dominates the overall social audience for the majority of B2C industries, Apparel and Automaker brands have significant audiences on a diverse mix of channels.



APPAREL BRANDS ARE SOCIAL MEDIA BEHEMOTHS.

On Instagram, Twitter, and Pinterest, Apparel brands sport the largest median audience sizes (952K, 545K, and 18K, respectively). Apparel brands also sport the 3rd largest median Facebook audience (2.3 million Fans).



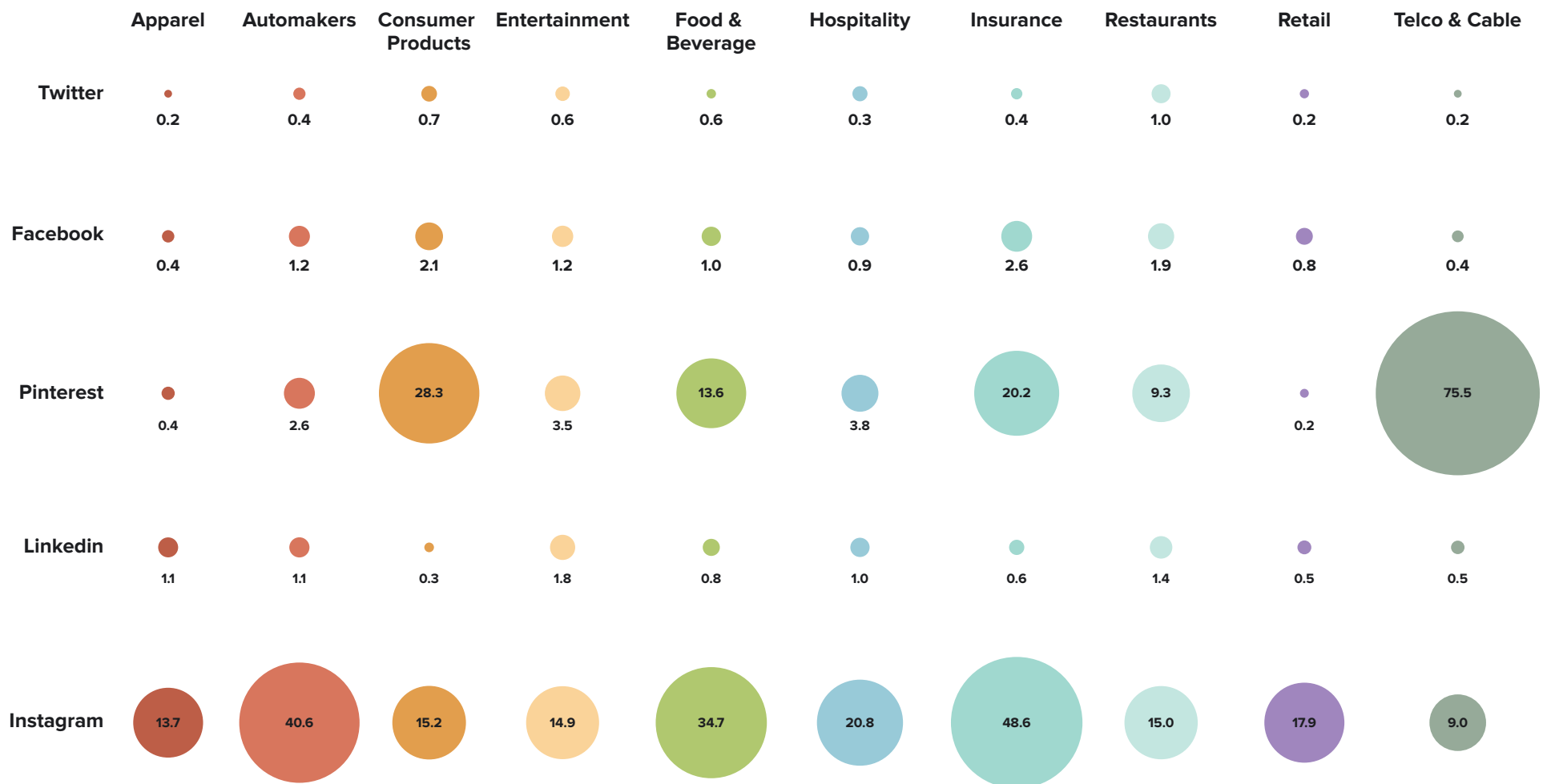
CONSUMER PRODUCT AND BRANDS CONNECT ON LINKEDIN.

At 748K, the median LinkedIn audience for Consumer Products brands is 5X greater than that of brands in all other B2C industries.

Where Do B2C Industries See Engagement?

B2C SOCIAL MEDIA ENGAGEMENT RATIO BY INDUSTRY

The graph below displays the engagement ratio — measured as the average number of interactions per post per 1,000 followers — on Facebook, Twitter, Instagram, Pinterest, and LinkedIn. In other words, the bigger the bubble, the more engagement a brand in the industry gets on that social network.



Engagement Ratio: Key Takeaways

B2C BRANDS FAIL TO ENGAGE ON TWITTER.

Industry-wide, B2C brands see minimal engagement ratios on Twitter. Restaurant brands perform best on Twitter, but still sport a measly engagement ratio of 1 interaction per post per 1,000 followers on average.

DESPITE MYRIAD FANS, FACEBOOK FLOUNDERS.

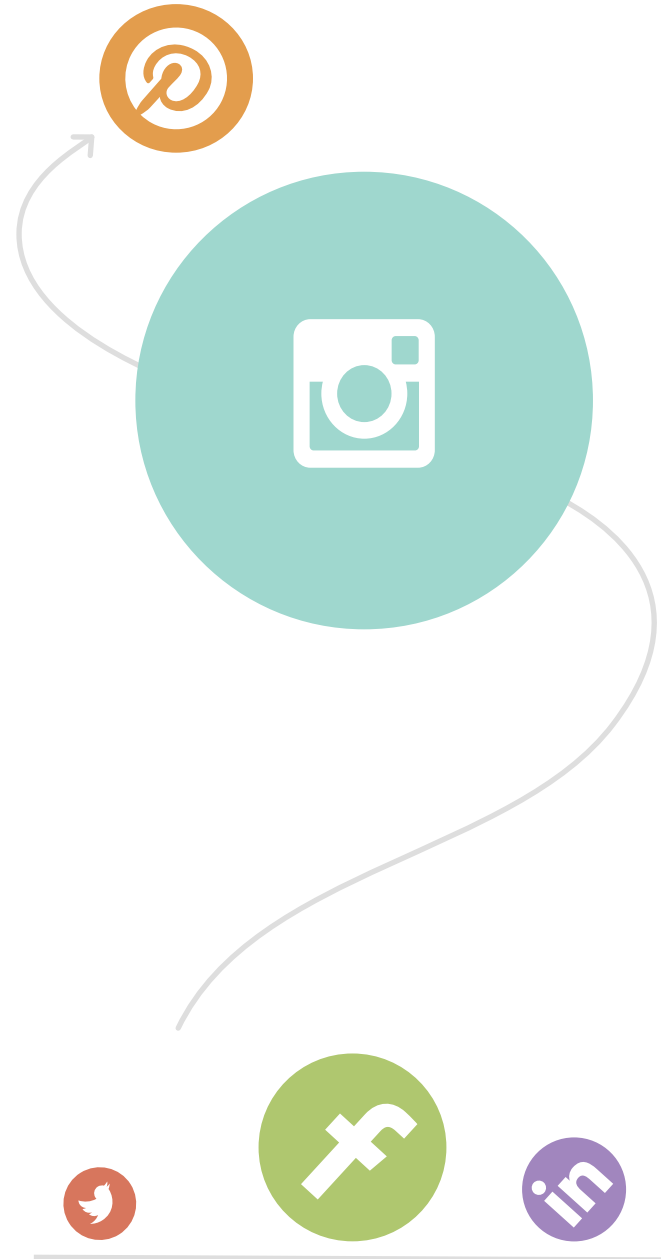
B2C brands have plentiful Facebook fans, but their Facebook audiences engage minimally, likely due to overall decreases in organic reach on the network. B2C brands see a higher ratio of interactions on Instagram and Pinterest.

INSTAGRAM IS THE B2C ENGAGEMENT WINNER.

With the exception of the Consumer Products and Telcommunication & Cable industries, B2C brands see the highest engagement ratios on Instagram.

TELCO & CABLE AND CONSUMER PRODUCTS BRANDS SOAR ON PINTEREST.

Believe it or not, these two industries are Pining their way to greater brand engagement. We'll explore this finding further in the industry breakdown sections of this report (pages 20 and 13, respectively).



The background features a dark grey field with a network of colorful nodes and lines. The nodes are circles in various colors: orange, purple, cyan, red, green, and grey. Some nodes are significantly larger than others. The lines are thin and connect the nodes in a non-uniform, scattered pattern across the frame.

Industry Case Studies

Apparel

★ TOP CHANNEL: INSTAGRAM

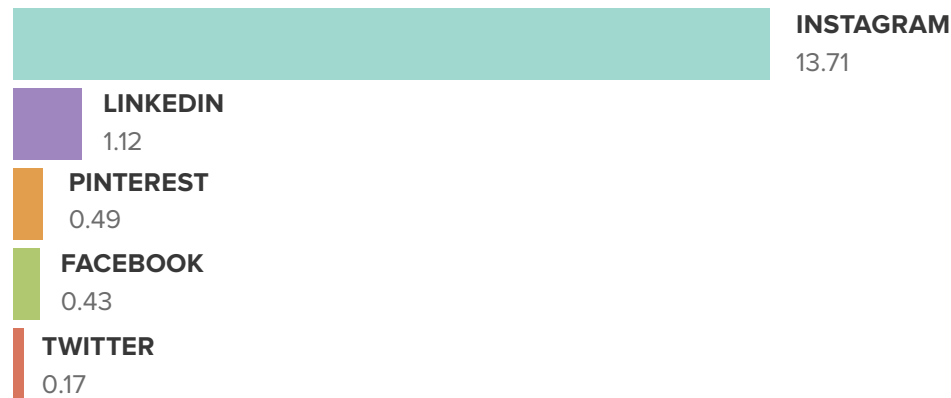
KEY TAKEAWAYS

- Facebook is where Apparel brands see the largest audiences (2.3 million Page Likes). Compared to other B2C industries, however, Apparel brands are also well-represented with sizable audiences on Instagram and Twitter.
- Instagram is the most effective channel for Apparel brands, with an average engagement ratio of 13.71. LinkedIn is the second most effective channel (1.12 engagement ratio).
- Outerwear brands are top performers on Instagram (24.9 engagement ratio), 2X the engagement ratio of Casual Clothing (13.8), Footwear (12.9), and High Fashion (11.8) brands on average.

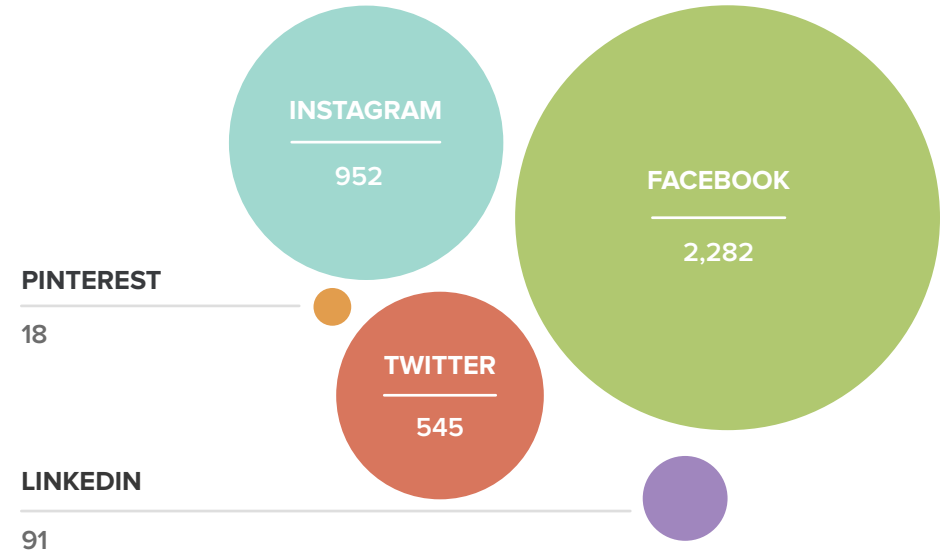
Analysis based on the top 27 apparel brands in the Global 500 and leading apparel brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

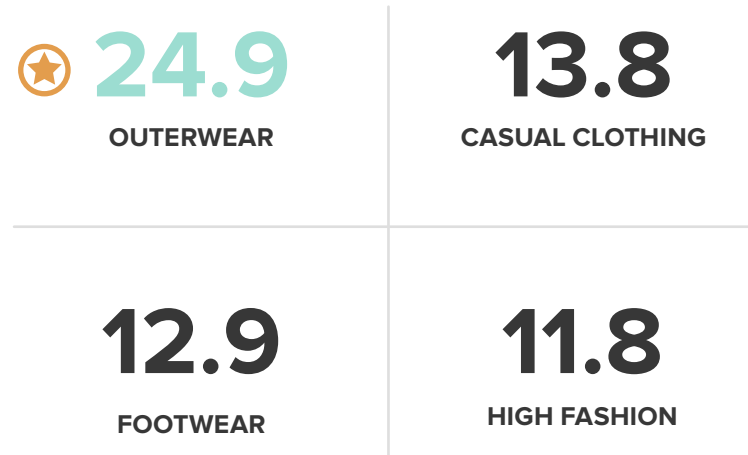
(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



INSTAGRAM SUBSECTOR ENGAGEMENT RATIO



Automakers

 **TOP CHANNEL: INSTAGRAM**

KEY TAKEAWAYS

- Facebook is where Automaker brands have the largest median audience size on Facebook (2.6 million Page Likes).
- Instagram is the most effective channel for Automakers, with an average engagement ratio of 40.68. Pinterest is the second most effective channel (2.69 engagement ratio).
- Luxury car brands out-engage Standard brands on Instagram, with an engagement ratio of 37.6 versus 22.4.

Analysis based on the top 25 automaker brands in the Global 500 and leading automaker brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

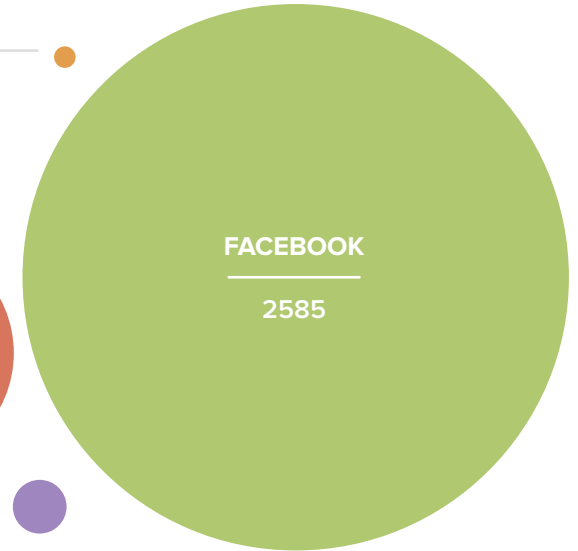
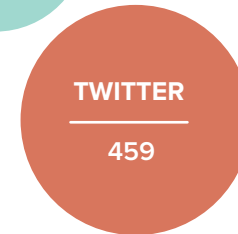
(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS

PINTEREST

4



LINKEDIN

25

INSTAGRAM SUBSECTOR ENGAGEMENT RATIO



Consumer Products

★ TOP CHANNEL: PINTEREST

KEY TAKEAWAYS

- Facebook is where Consumer Product brands have the largest median audience size (1.6 Million Page Likes).
- Pinterest is the most effective channel with an average engagement ratio of 28.33. Instagram is the second most effective channel (15.22 engagement ratio).
- [L'Oreal Paris](#) is a top performer on Pinterest in this industry, with 6X the industry median follower count and nearly 2X the average engagement ratio.

Analysis based on the top 15 consumer products brands in the Global 500 and leading consumer products brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS

PINTEREST

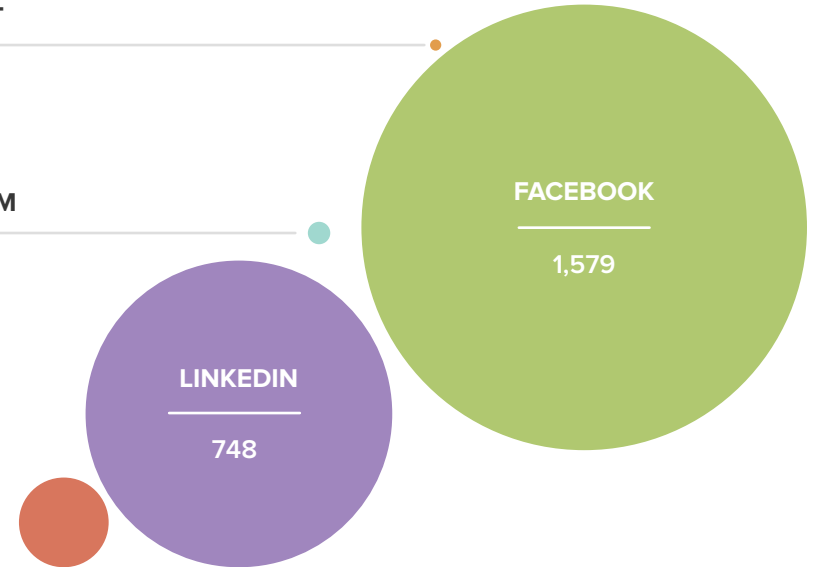
1

INSTAGRAM

4

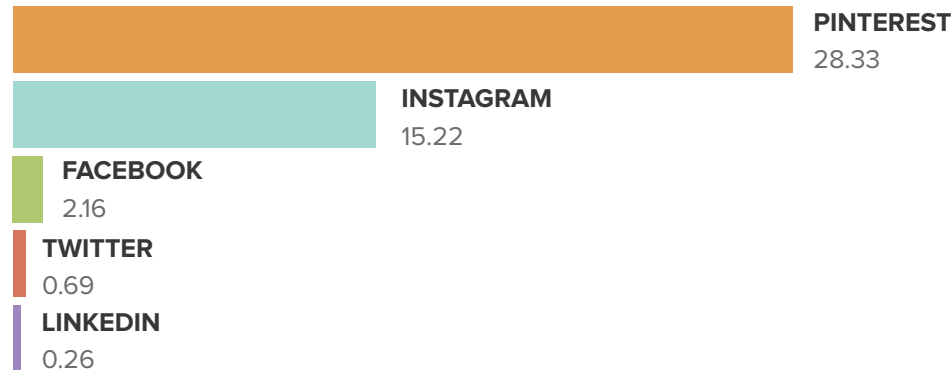
TWITTER

64



ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



L'OREAL VS. INDUSTRY AVERAGE ON PINTEREST

	L'OREAL	INDUSTRY AVERAGE
NUMBER OF FOLLOWERS	7,999	1,278
ENGAGEMENT RATIO	45.7	28.3

Entertainment

★ TOP CHANNEL: INSTAGRAM

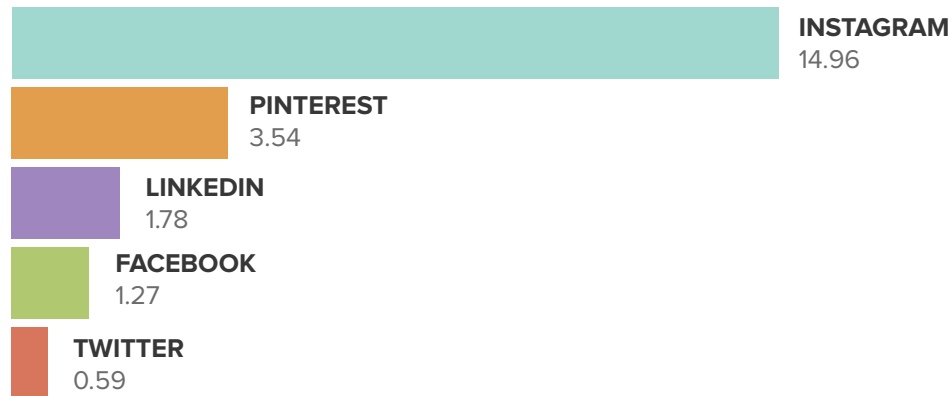
KEY TAKEAWAYS

- Facebook is where brands entertainment industry have the largest median audience (210K Page Likes).
- Entertainment brands have the highest engagement ratio on Instagram (14.96). Pinterest is the second most effective channel (3.54 engagement ratio).
- On Instagram, Event Management brands out-engage Casino brands (16.7 versus 13.7 engagement ratios).

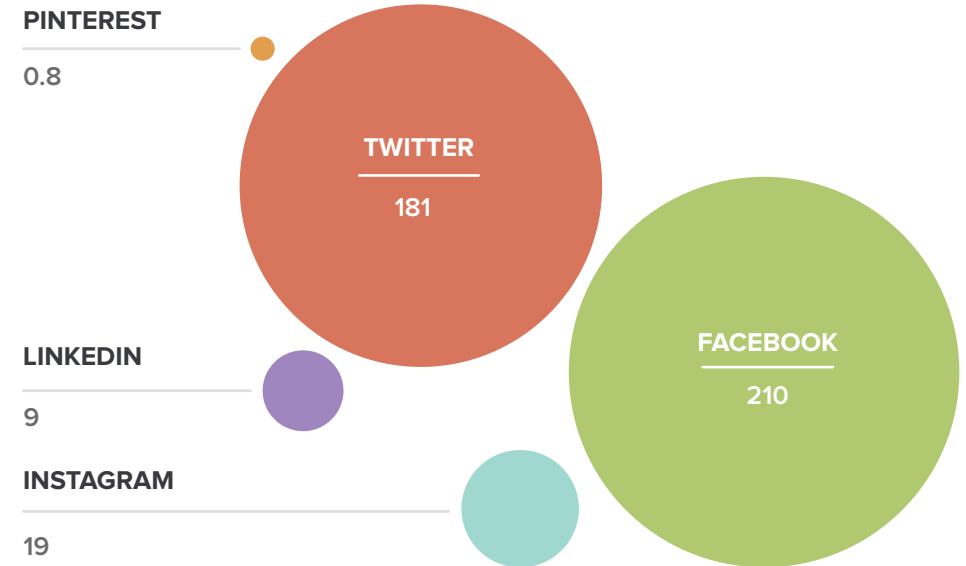
Analysis based on the top 11 entertainment brands in the Global 500 and leading entertainment brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



INSTAGRAM SUBSECTOR ENGAGEMENT RATIO



Food & Beverage

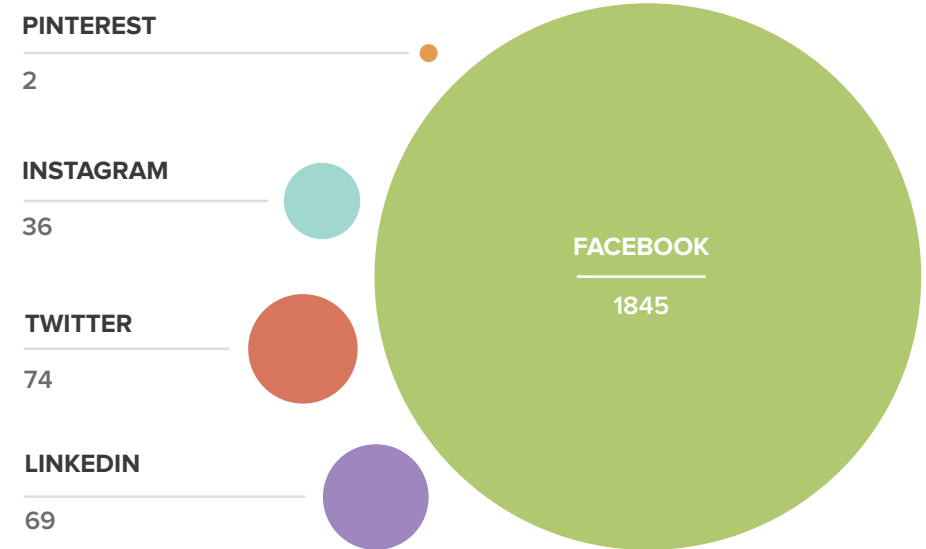
 **TOP CHANNEL: INSTAGRAM**

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).

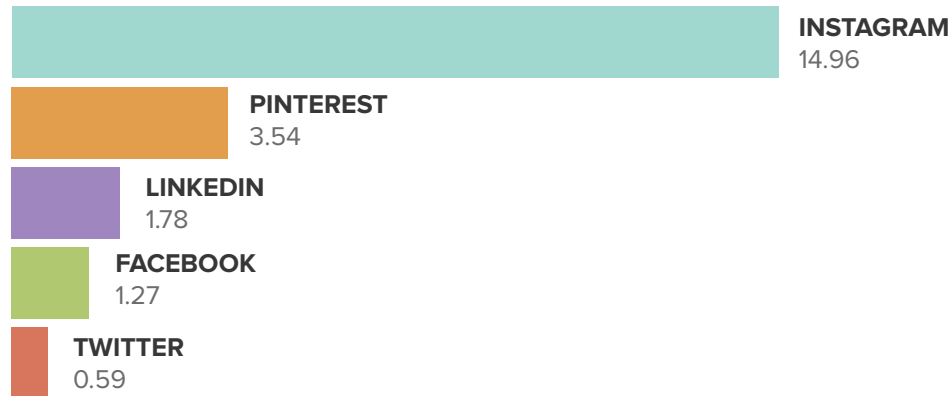
Analysis based on the top 38 food & beverage brands in the Global 500 and leading food & beverage brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS

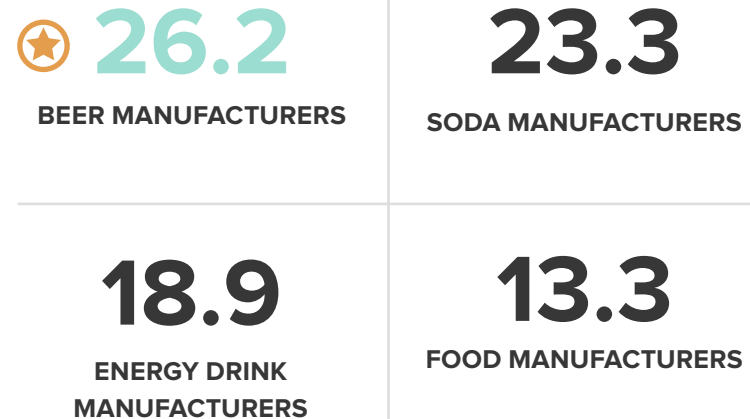


ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



INSTAGRAM SUBSECTOR ENGAGEMENT RATIO



Hospitality



TOP CHANNEL: INSTAGRAM

KEY TAKEAWAYS

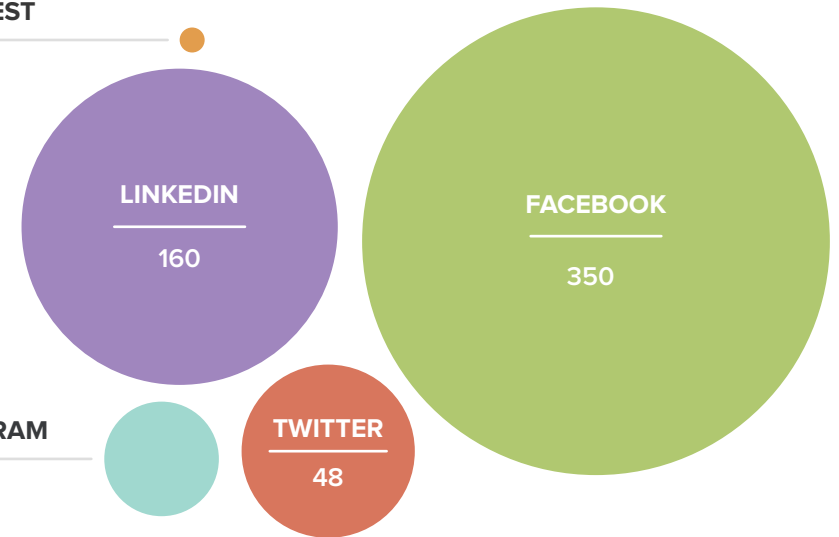
- Hospitality brands have the largest median audience size on Facebook (350K Page Likes).
- Instagram is the social network with the highest engagement ratio for hospitality brands (20.82).
- On Instagram, Autoservices brands out-engage Lodging brands on average (24.5 versus 18.1 engagement ratio).

Analysis based on the top 15 hospitality brands in the Global 500 and leading hospitality brands on social media as identified by the TrackMaven platform.

MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS

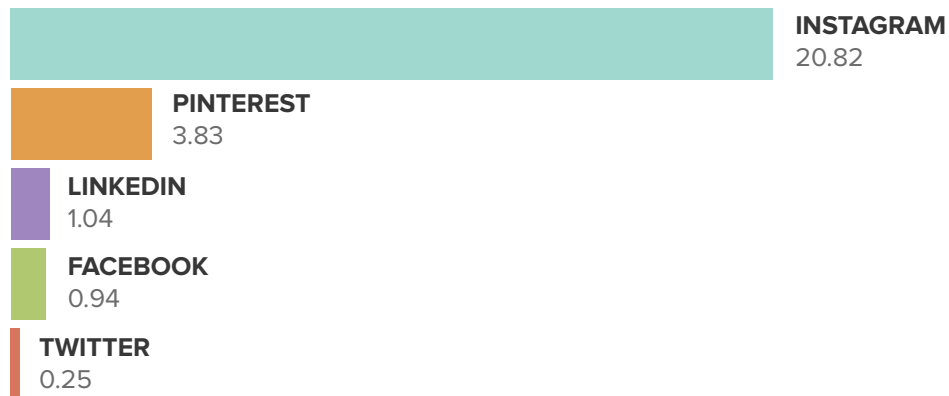
PINTEREST

1



ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



INSTAGRAM SUBSECTOR ENGAGEMENT RATIO



24.5

AUTOSERVICES

18.1

LODGING

Insurance



TOP CHANNEL: INSTAGRAM

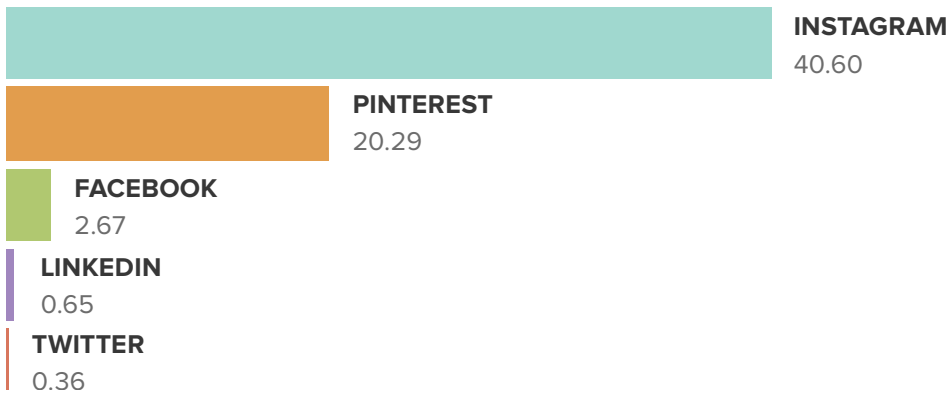
KEY TAKEAWAYS

- Insurance brands have the largest median audience size on Facebook (123K Page Likes), as well as a sizeable LinkedIn audience (81K followers).
- Instagram is the social network with the highest engagement ratio for Insurance brands (48.6). Pinterest is the second most effective channel (20.29).
- On Instagram, Property & Casualty Insurance brands out-engage Life Insurance brands on average (48.8 versus 28.7 engagement ratios).

Analysis based on the top 18 insurance brands in the Global 500 and leading insurance brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

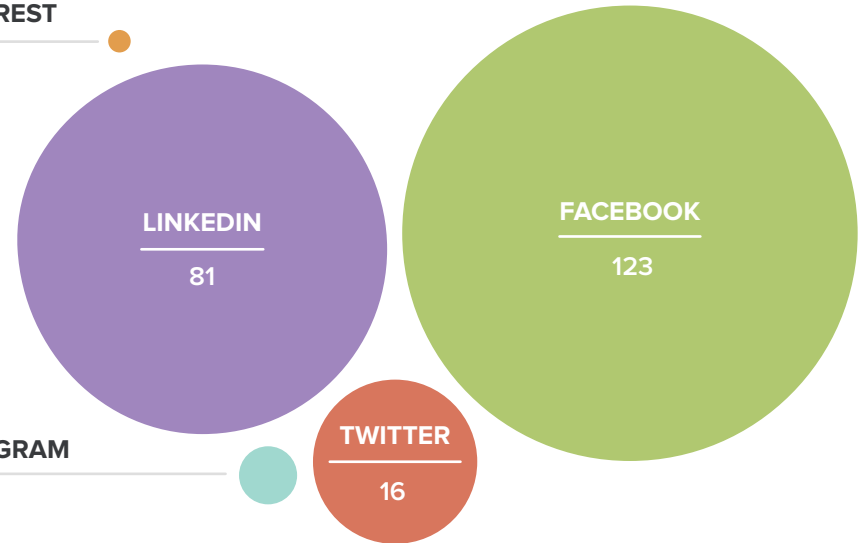
(AVERAGE INTERACTIONS PER POST PER 1000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS

PINTEREST

0.3



INSTAGRAM

2

INSTAGRAM SUBSECTOR ENGAGEMENT RATIO



43.8

PROPERTY & CASUALTY
INSURANCE

28.7

LIFE INSURANCE

Restaurants



TOP CHANNEL: INSTAGRAM

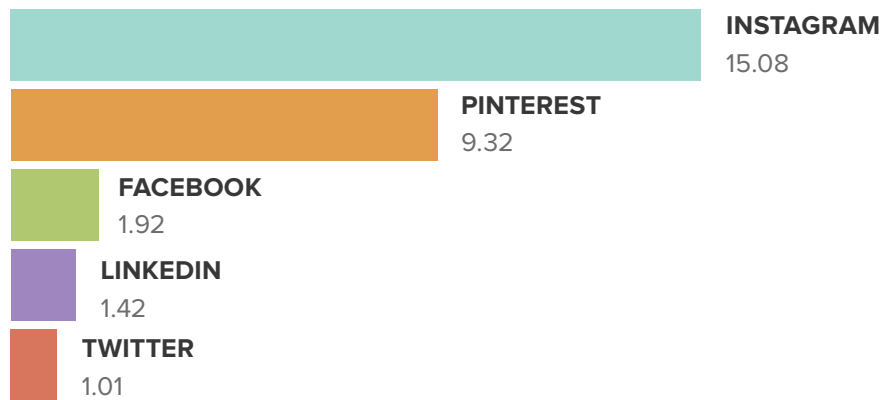
KEY TAKEAWAYS

- For Restaurant brands, Facebook is King (median 2.8 Million Page Likes). Restaurants have yet to find substantial audiences on other social channels.
- Instagram is the social network with the highest engagement ratio for restaurant brands (15.08). Pinterest is the second most effective channel, with an engagement ratio of 9.32.
- On Instagram, Fast Food brands out-engage Full-Service brands (21.4 versus 18.4 engagement ratios).

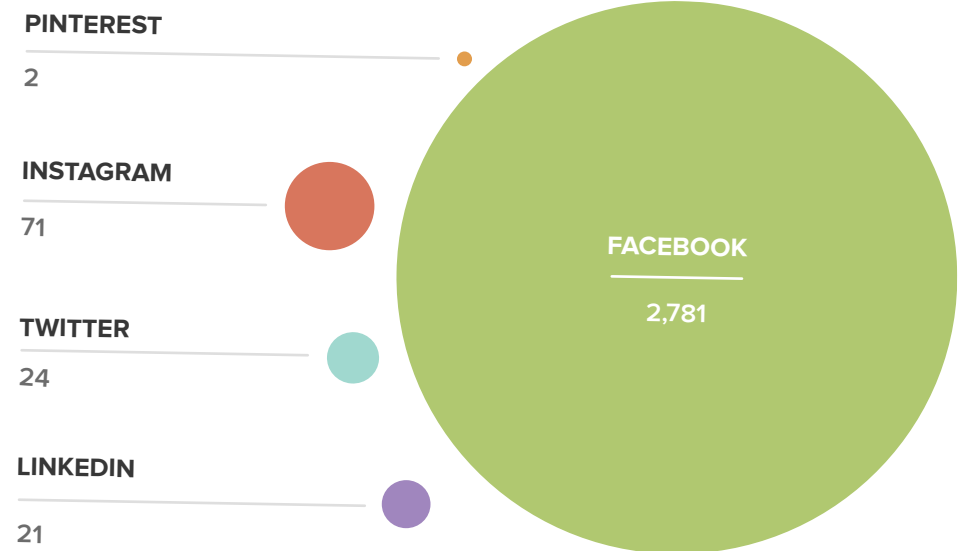
Analysis based on the top 15 restaurant brands in the Global 500 and leading restaurant brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



INSTAGRAM SUBSECTOR ENGAGEMENT RATIO



21.4

FAST FOOD

18.4

FULL SERVICE

Retail

★ TOP CHANNEL: INSTAGRAM

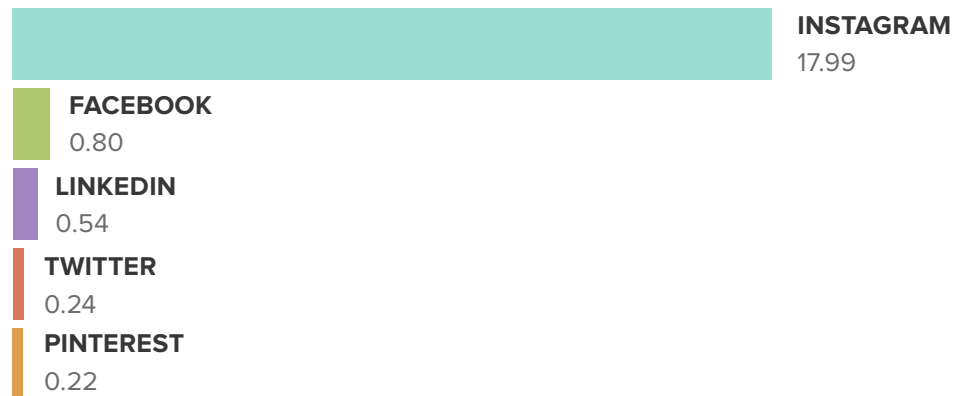
KEY TAKEAWAYS

- Retailers have the largest median audience size on Facebook (1.8 Million Page Likes).
- Instagram is the social network with the highest engagement ratio for Retailers by far (17.99). Facebook is a distant second for retailers, with an engagement ratio of 0.80.
- On Instagram, Mass Merchant brands perform especially well (21.7 engagement ratio), beating out Department Store (14.6) and Grocers (16.2) brands on average.

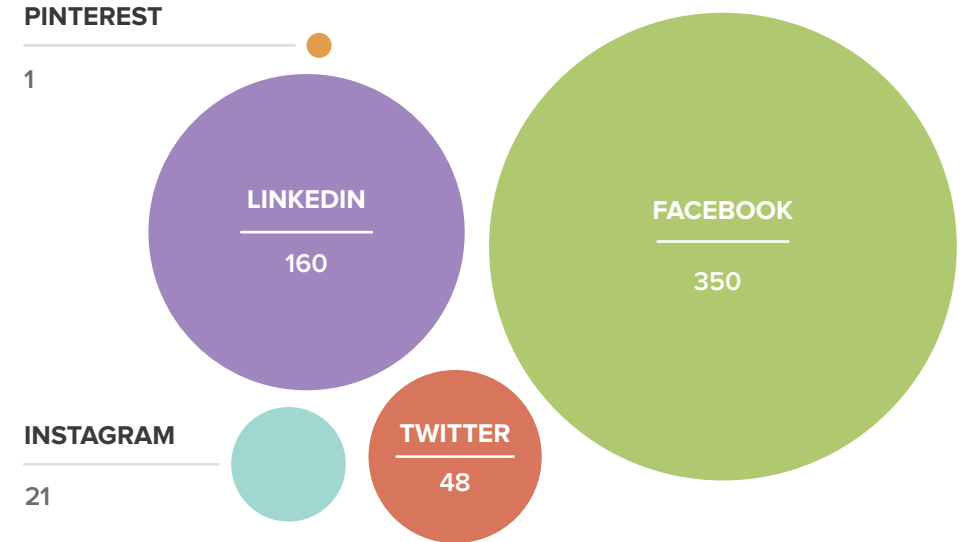
Analysis based on the top 34 retail brands in the Global 500 and leading retail brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

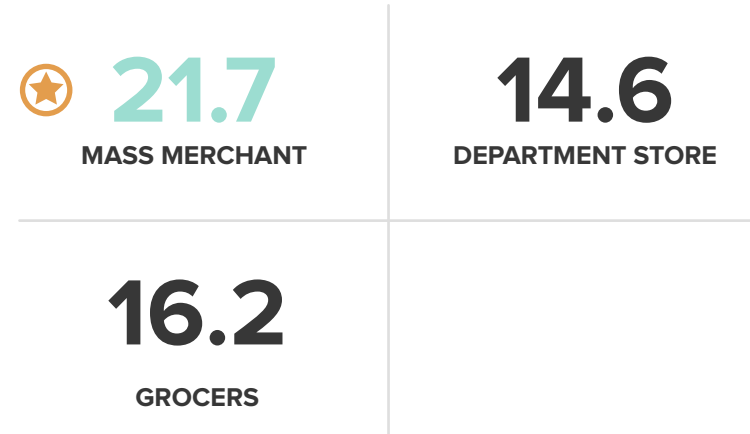
(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



INSTAGRAM SUBSECTOR ENGAGEMENT RATIO



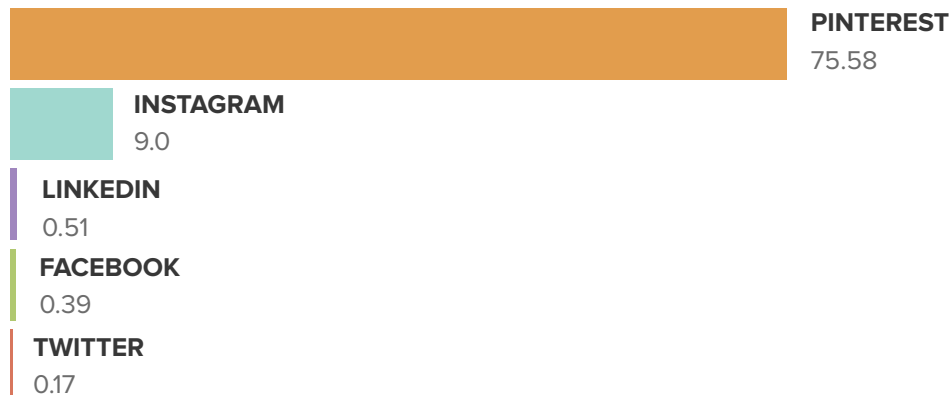
KEY TAKEAWAYS

- Telco & Cable brands have the largest median audience size on Facebook (2.1 Million Page Likes).
- Pinterest is the social network with the highest engagement ratio for Telco & Cable brands (75.58), significantly greater than other B2C industries. Instagram is a distant second with an engagement ratio of 9.00.
- On Pinterest, Telco Carriers drastically out-engage Cable & Satellite brands. Look at [Verizon](#) and [AT&T](#)'s Pinterest boards, for example, which are top-performers in the industry.

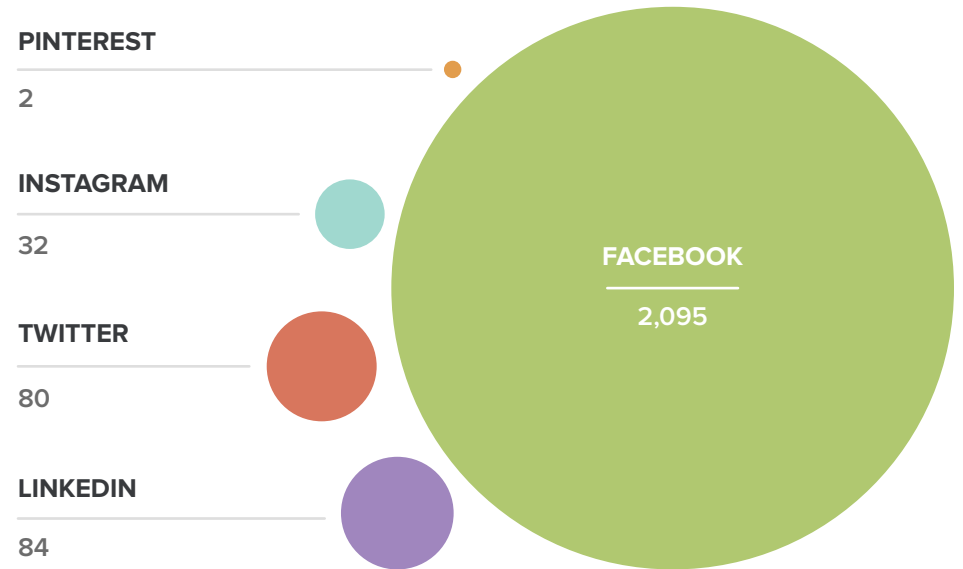
Analysis based on the top 15 Telecommunications & cable brands in the Global 500 and leading Telecommunications & cable brands on social media as identified by the TrackMaven platform.

ENGAGEMENT RATIO

(AVERAGE INTERACTIONS PER POST PER 1,000 FOLLOWERS)



MEDIAN SOCIAL MEDIA AUDIENCE SIZE IN THOUSANDS



PINTEREST SUBSECTOR ENGAGEMENT RATIO



TrackMaven

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Want to see how your content marketing stacks up against other companies in your industry?

Go to trackmaven.com/b2c to get a custom benchmark of your content. You'll learn exactly which channels and topics are working for you and what you can do to leapfrog your competitors.

