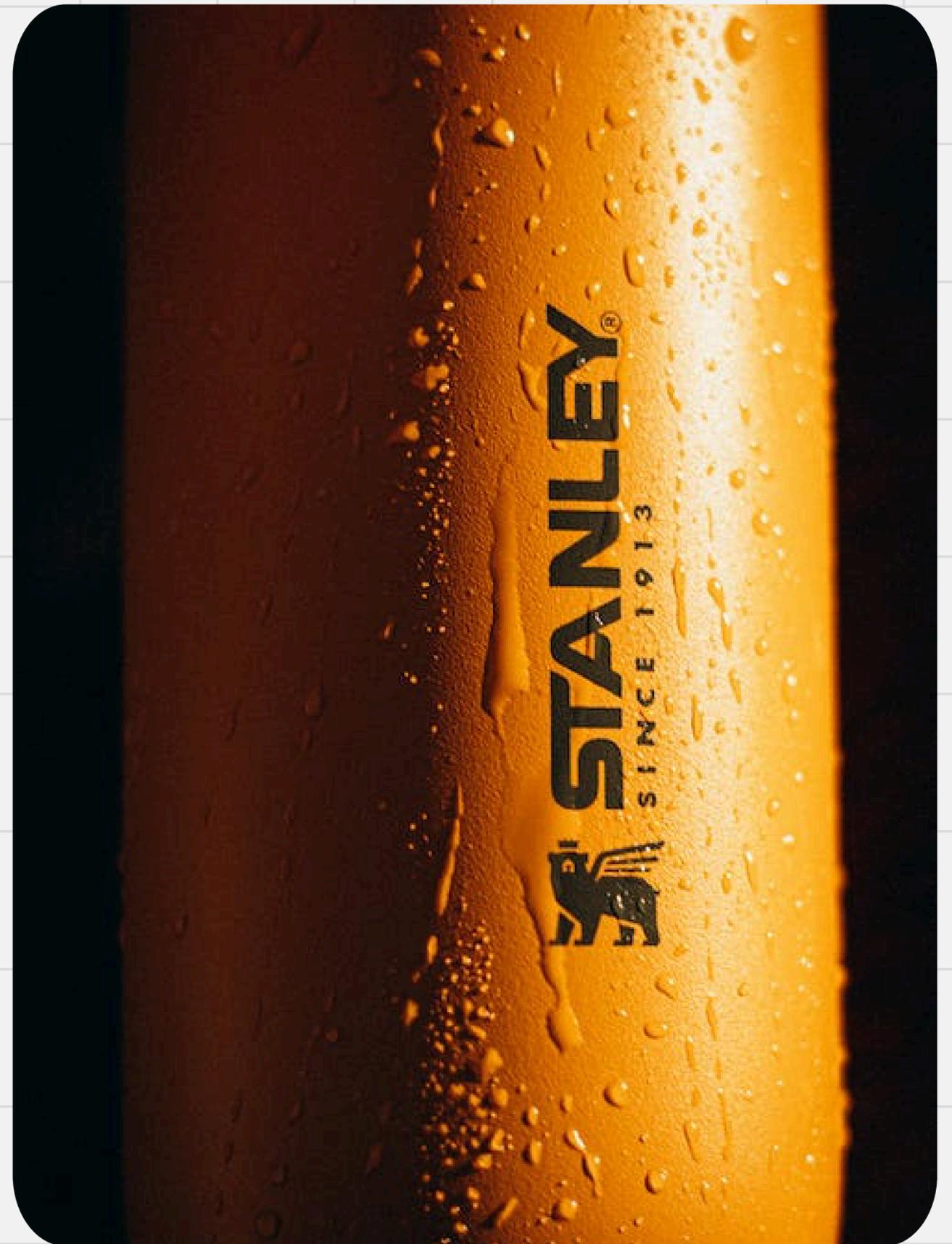




# SOCIAL MEDIA MARKETING AUDIT

DHRUV MANOJ LAKHIANI  
KASHISH NARESH KAKKAD  
MALAVIKA SUDARSANAN





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# BUSINESS OVERVIEW

## REVENUE GENERATION

Stanley primarily sells insulated drinkware products to generate revenue. This includes insulated bottles and tumblers, food jars and storage, mugs and travel tumblers, camp cookware and coolers. The American brand operates within the broader consumer goods industry, specifically the drinkware and outdoor equipment sectors. The brand follows a hybrid business model.

## POSITIONING

Stanley is renowned for its high-quality, long-lasting, functional products that appeal to outdoor enthusiasts, working professionals, and anyone else looking for chic and reliable drinkware choices. The company has recently successfully expanded its target audience beyond its traditional clientele by reaching out to younger demographics.

## DISTRIBUTION CHANNELS

Consumers can buy Stanley through any of the channels: 3rd party physical retail (department stores, major sporting goods store, speciality retailers), 3rd party online ecommerce (Online retailers like Amazon), owned online ecommerce (own website).

## SEASONALITY

There could be seasonality in Stanley's business, with some seasons of the year being more significant than others. For example, Holiday sales, especially in the winter, are at their peak. During the warmer months, there is typically a rise in demand for drinkware due to outdoor activities like camping. Back-to-school or back-to-work routine may result in a spike in sales.

# AUDIENCE PERSONA

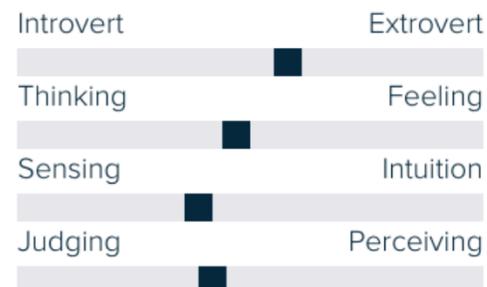
## On-the-Go Ophelia



"I love a good product that's both cute and functional."

Age: **22-35**  
Work: **Graphic Designer**  
Family: **Single, No kids**  
Location: **Major city, Urban**  
Character: **Trendsetter, Conscious consumer, Wellness enthusiast**

### Personality



Health Conscious

Values Sustainability

Brings Positivity

Trendsetter

Discerning

### Goals

- Stay hydrated throughout her busy day.
- Lead a sustainable lifestyle
- Feel a sense of positivity knowing her eco-conscious choices

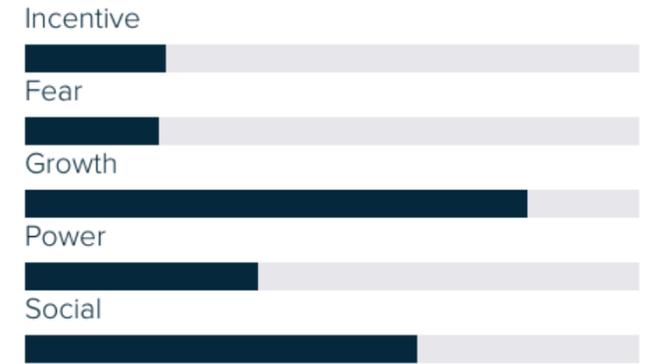
### Frustrations

- Flimsy and leaky water bottles
- Too many flimsy and unattractive choices in the market.
- Inexpensive water bottles generate waste, and attractive designs aren't necessarily functional.

### Bio

Ophelia is a graphic designer who is always active and loves the lively atmosphere of her city. She needs to stay hydrated and get enough caffeine, whether she's rushing from café to cafe for meetings or fitting in a yoga session after work. Olivia is tired of spending money on disposable cups and is dissatisfied with poorly made bottles. She wants a reliable and attractive travel companion that complements her on-the-go lifestyle.

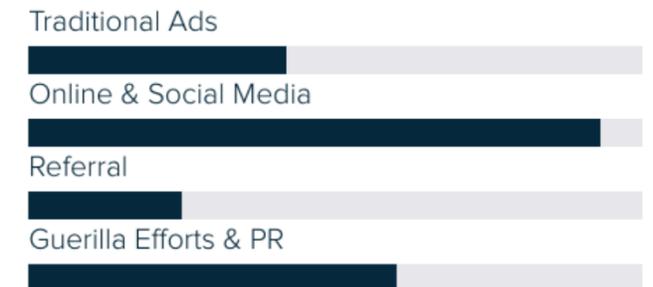
### Motivation



### Brands & Influencers



### Preferred Channels



# BRAND PRESENCE

STANLEY



Social Network	No. of Followers	Profile Optimized?	Main Objective	Type of Posts	Frequency	Engagement or Response Time	Brand Sentiment
Instagram	807K	Yes, they have a clear bio and recognizable profile picture. However, they could have more Highlights, stories and use Hastags in the posts.	Showcase their products and encourage engagement through user-generated content.	Product-Focused, User-Generated, Recipes, Outdoor Lifestyle  (Images, Reels, Carousels, Stories)	3-6x/week	Engagement Rate - 2.61%	4:1
Facebook	293K	Yes, profile & cover photo is on-brand and their about section is completely filled out. Links to the website. But, can add Shop tab.	Promote their products and build loyal community	Product-Focused, User-Generated, Recipes, Outdoor Lifestyle  (Images, Videos, Stories)	2-4x/week	Engagement Rate - 2.08%	0:1
X	11K	Yes, their Profile picture, Header Image, Bio is updated and has a branded hastags. Also, profile links to website. Could add a pinned post.	Increase brand awareness and connect with customers	Product announcements, Relatable content, Lifetsyle images, Replying to customer queries or mentions	1-2x/month	N/A	Don't Know
Pinterest	2.8K	Yes, their business profile is complete and pins directs user to the website. However, there are only 2 boards, only posting images and they're not utilizing rich pins.	Feature products and drive traffic to website	Static Product & Recipe Pins  (Images)	Occasional	N/A	Don't Know
Tiktok	1M	Yes, their profile is complete, links to the website and they have visually engaging content.	Showcase their products in a fun & relatable way and attract younger generation	Product-Focused, Recipes, User-Generated, Trending, Lifestyle	3-6x/week	Engagement Rate - 5.79%	3:1

# BRAND PRESENCE

YETI



Social Network	No. of Followers	Profile Optimized?	Main Objective	Type of Posts	Frequency	Engagement or Response Time	Brand Sentiment
Instagram	2M	Yes, they effectively showcase their brand identity, highlight their products, and provide a seamless user experience.	To showcase its products in action, share brand stories, and connect with customers to promote its brand and drive sales.	High-Quality Product Shots Action Shots Athletes Sponsored posts User-Generated Content	3-5x/week	Engagement Rate-0.31%	3:1
Facebook	1.2M	Yes, they have a clear profile and cover image, concise bio and links to their website	To get long-term brand loyalty and a passionate following among those who connect with their values and adventurous spirit.	High-quality visuals User-generated content Inspirational outdoor content Contests and promotions	1-2x/week	Engagement Rate-0.056%	1:0
X	130.5K	Yes, the profile includes a clear bio, link to website, relevant hashtags and pinned posts as well	To promote their products and lifestyle, and to engage with customers.	Product announcements Promotions User-generated content Values-driven content Contests and giveaways	Inactive	N/A	Don't Know
Pinterest	18.4K	Yes, they have a clear, visually appealing profile image and a concise bio. The boards are also organized by themes	Provide inspiration and a lifestyle centered around quality and durability along with making their products easily discoverable.	Product Pins Lifestyle Pins Inspirational outdoor adventures DIY and Recipes	Occasional	N/A	Don't Know
Tiktok	590.2K	Yes, with a clear bio, a link to their website, and a call to action to follow them.	Promote their brand and products by showcasing how customers use them to enjoy an adventurous lifestyle.	User-generated content Short films Behind-the-scenes glimpses Product launches and announcements	3-6x/week	Engagement Rate-3.54%	4:1

# BRAND PRESENCE

HYDRO FLASK



Social Network	No. of Followers	Profile Optimized?	Main Objective	Type of Posts	Frequency	Engagement or Response Time	Brand Sentiment
Instagram	637K	Yes, A well-optimized profile with a clear bio, high-quality profile picture, and relevant highlights showcases professionalism and attention to detail	Mix of awareness and engagement. Hydroflask wants to expand its reach while keeping followers involved.	Product showcases Lifestyle content User-generated content Behind-the-scenes	3-5x/week	Engagement rate-0.54%	3:1
Facebook	286K	Yes, they have a clear about section and high quality cover photo but would be better if they had a verified badge	Mix of engagement and sales, due to its wider age demographic.	Eye-catching product images/videos Inspiring lifestyle content User-generated content	3-5x/month	Engagement rate-0.27%	1:1
X	25.7K	Yes, they have a branded profile picture and bio, and they include a link to their website in their bio.	Customer engagement and community building.	Product announcements User-generated content Engagement with other	1x2/month	N/A	Don't Know
Pinterest	17.4K	Yes, their business profile is complete, pins directs user to the website and multiple boards	Increase brand awareness and inspire users with lifestyle content	Original Photography User-Generated Content Video Pins Idea Pins	1-3x/week	N/A	Don't Know
Tiktok	146.3K	Yes, the profile includes a link to their website and a short bio.	Brand awareness and virality through engaging and trend-focused content	User-generated content Promotional content Recipes Product announcements Challenges Giveaways	5-8x/week	Engagement rate-2.80%	3:1

# BRAND VOICE



## STANLEY



Stanley's brand voice is rugged, reliable, and heritage-focused. They evoke a sense of timeless durability, passed down through generations. Their messaging emphasizes practicality, dependability, and a no-nonsense approach to keeping things hot, cold, or contained with products built for a lifetime of use.

## YETI



Yeti's brand voice is aspirational, adventurous, and quality-obsessed. They focus on enabling epic outdoor experiences and fueling a lifestyle of exploration. Their messaging emphasizes unyielding performance, premium craftsmanship, and a status symbol within the outdoor enthusiast community.

## HYDRO FLASK



Hydro Flask's brand voice is bright, friendly, and focused on everyday hydration. They promote making staying hydrated fun and accessible with vibrant colors and easy-to-use designs. Their messaging emphasizes personalization, on-the-go convenience, and incorporating healthy hydration habits into a busy lifestyle.

# DIFFERENCES IN BRAND PRESENCE

## **BRAND POSITIONING: TRADITION VS. TREND**

Stanley leans heavily on its 100+ year heritage, emphasizing durability, timelessness, and a hint of nostalgia. This positions them as the classic, dependable choice for a wide range of consumers. Yeti, in contrast, focuses on being the premium, ultra-tough brand for serious outdoor enthusiasts. They emphasize performance under extreme conditions. Hydro Flask embraces a vibrant, youthful image, heavily emphasizing customization, trendy colors, and aligning with current lifestyle trends.

## **BRAND VOICE: AUTHENTICITY VS. ASPIRATION**

Stanley's content has a rugged, reliable feel with a touch of humor. Their brand voice is authentic, even if it sometimes feels less polished, particularly on platforms like TikTok. Yeti's voice is polished and aspirational, showcasing extreme adventures and emphasizing product performance in demanding situations. Hydro Flask is playful, trend-driven, and emphasizes self-expression with a heavy use of influencer partnerships to connect with their target audience.

## **TARGET AUDIENCE: BROAD VS. NICHE**

Stanley appeals to a broad audience, from seasoned outdoorsy types to everyday people looking for reliable, long-lasting products. Their appeal spans generations. Yeti skews more towards adventurous people and those who need gear designed to withstand harsh environments. Hydro Flask has the strongest focus on younger demographics, and those attracted to their customizable, lifestyle-focused brand image.

# SOCIAL INSIGHTS

## STANLEY

**Overall Brand Sentiment:** 7:3

**No. of Mentions:** 459

**No. of Users:** 295

**Top 3 Hashtags/Topics:** #stanleybrand #stanleycups  
#stanleytumbler

**Evaluation:** Stanley's general overall sentiment is favourable. This reflects a well-liked brand and generally satisfied customers. With 459 mentions from 295 users in the past 1-2 days shows a healthy level of engagement. People are actively talking about Stanley products and sharing their experiences with the brand. The top hashtags/topics highlight the popularity of Stanley's core offerings. This indicates that the brand's messaging and products are resonating well, driving discussions around its most iconic items.

## YETI

**Overall Brand Sentiment:** 4:1

**No. of Mentions:** 440

**No. of Users:** 223

**Top 3 Hashtags/Topics:** #yeti #yeticoolers  
#builtforthewild

**Evaluation:** Yeti's general overall sentiment is positive indicating overwhelming approval and enthusiasm. This highlights the success of their products and marketing in resonating with consumers. With 440 mentions from 223 users in the past 1-2 days, Yeti shows an effective reach and engagement. This implies that their content and brand are generating interest and conversation. The top hashtags/topics directly reinforce Yeti's primary brand messaging - premium products and an adventurous lifestyle. This shows a strong alignment between their intended brand image and consumer perception.

## HYDRO FLASK

**Overall Brand Sentiment:** 7:3

**No. of Mentions:** 404

**No. of Users:** 269

**Top 3 Hashtags/Topics:** #hydroflask #HeyLetsGo  
#myhydro

**Evaluation:** HydroFlask's overall brand sentiment is positive. This shows that people are generally happy with Hydro Flask products and their brand message seems to resonate well. With 404 mentions generated by 269 users in the past 1-2 days indicate a healthy level of engagement around the Hydro Flask brand. This engagement suggests an active community discussing the brand, though there's still room to expand reach to new potential customers. The top hashtags/topics reflect brand emphasis, a focus on active lifestyles, and a sense of community ownership among Hydro Flask users.

# SOCIAL MEDIA CONTENT

## MAIN CONTENT THEMES OR TOPICS

- **Product Showcase:** Stanley puts its products in the spotlight through a product showcase that features high-quality photography and videos. The emphasis is on the durability, features, colors, and different product lines.
- **User-Generated Content (UGC):** Stanley amplifies the voice of its customers by reposting their photos and videos of real people using Stanley gear during their adventures. This builds authenticity and a sense of community.
- **Outdoor Lifestyle Focus:** Stanley creates content that showcases the aspirational lifestyle associated with their brand. Think of camping, hiking, beach days, and exploring nature. Stanley products become an essential part of these experiences.
- **Recipe:** Occasionally, Stanley integrates recipes (mainly for beverages) to showcase the versatility of their tumblers and bottles. This adds an extra dimension to product promotion beyond just showcasing the products themselves.



# SOCIAL MEDIA CONTENT

## DIFFERENCES IN SOCIAL NETWORK

- Stanley maintains a consistent brand message and its main content themes (product-focused, user-generated, recipes, outdoor lifestyle) on the majority of platforms. This creates a cohesive voice and experience.
- On Instagram and Facebook, they emphasize high-quality images and a mix of product, UGC, recipes, and lifestyle content. On Twitter, they share the same core themes but add product announcements, relatable content, and customer queries. They use Pinterest to showcase static product pins and recipe pins that cater to people seeking inspiration with direct links to purchase. On TikTok, they create quick product demos, participate in trends, and use humor in a way that aligns with the platform's young, trend-driven audience.
- Stanley understands how to adapt their core themes to the strengths and expectations of each social network. However, they could optimize their presence on Twitter by engaging in relatable trends to further showcase their brand personality in a responsive way. Similarly, they could experiment with Pins on Pinterest to give recipes and outdoor setups a more dynamic presentation.



# SOCIAL MEDIA CONTENT

## CONSISTENTLY USED HASHTAGS

- Stanley prominently uses branded hashtags like #stanleybrand, #stanleytumbler, and #BuiltForLife. This reinforces their brand identity and makes it easy for users to find content associated with them.
- They balance branded hashtags with general ones like #drinks, #fyp, #stayhydrated relevant to their products, posts and target audience. However, using even more niche hashtags could increase reach within specific communities (like outdoor enthusiasts).



# SOCIAL MEDIA NETWORK ANALYSIS - INSTAGRAM

## **Created vs. Curated Content: 75% Created, 25% Curated**

Stanley primarily emphasizes its own created content on Instagram, showcasing a focus on original posts developed in-house or through collaborations with outdoor/lifestyle creatives. This allows them to create a cohesive aesthetic and message that aligns with their focus on adventure and timeless quality.

## **Communication Type/Category Mix: 40% Promotion, 35% Inspire, 25% Entertain**

Stanley's Instagram content strategy prioritizes promotion, aiming to showcase their products through contests and subtle highlights. They also focus heavily on inspiration, using stunning outdoor photography and recipes to evoke a sense of adventure associated with their brand. Finally, Stanley adds an element of entertainment to their mix by tapping into current trends and sharing relatable customer stories.

## **Content Format Mix: 75% Reels, 15% carousel posts, 8% static, 2% stories**

Stanley's Instagram content strategy heavily favors short videos, reflecting current platform preferences and the brand's ability to create engaging content in that format. They also utilize carousel posts to tell more in-depth stories or showcase product features. Static images are used sparingly, potentially for graphics or announcements, while Stories play a very minor role in their current content mix.

## **Interactions & Customer Service:**

Stanley demonstrates proactive customer care by responding quickly to negative feedback and answering questions on Instagram. This fosters positive brand sentiment and builds trust with their audience.

## **Optimization Opportunities:**

To optimize their Instagram presence, Stanley could better utilize Instagram Stories, particularly the Live Stories feature, to offer real-time interaction and behind-the-scenes glimpses that strengthen their connection with their followers.

# SOCIAL MEDIA NETWORK ANALYSIS - TIKTOK

## **Created vs. Curated Content: 80% created, 20% curated**

Stanley maintains a good balance of created and curated content, with a greater emphasis on original content. This strategy allows Stanley to showcase their products and brand voice authentically while tapping into the virality and community-building power of user-generated content and TikTok trends.

## **Communication Type / Category Mix: Entertainment 40%, Promotion: 40%, Inspire: 20%,**

Stanley prioritizes trending format and showcasing their brand's playful side. This aligns with TikTok's tone and engages its young audience. Product highlights and demos exist, often woven into humorous scenarios or presented in a relatable way that avoids feeling overly sales-focused. Outdoor visuals and adventurous content are less polished than on Instagram, appealing to TikTok's authentic vibe while still associating the brand with a specific lifestyle.

## **Content Format Mix: 75% Reels, 15% carousel posts, 8% static, 2% stories**

Stanley's TikTok content is almost exclusively video-based. They focus on short, attention-grabbing videos that perfectly suit TikTok's quick consumption style. Occasionally, they'll also incorporate static images, usually for humorous memes or text-based content, which aligns with established trends on the platform.

## **Interactions & Customer Service:**

Stanley actively engages in comment sections, demonstrating a responsive and personable brand presence. This fosters a sense of community and strengthens brand loyalty.

## **Optimization Opportunities:**

Expanding their use of trending sounds and formats could dramatically boost visibility. While posting fairly regularly, an even more predictable schedule could further boost engagement. TikTok thrives on authenticity. Occasional glimpses into product creation or even company culture could connect with audiences.

# SOCIAL MEDIA NETWORK ANALYSIS - FACEBOOK

## **Created vs. Curated Content: 75% Created, 25% Curated**

Stanley's Facebook strategy emphasizes original content, demonstrating their commitment to creating unique posts for their followers. However, they also incorporate curated content, likely resharing relevant articles, videos, or customer posts that align with their brand's focus on outdoor adventures and durable products.

## **Communication Type/Category Mix: Entertain: 20% Inform: 15% Inspire: 20% Promote: 45%**

Stanley's Facebook content strategy heavily emphasizes direct product promotions and offers, reflecting a more sales-focused approach on this platform. They also aim to inform their audience with company news and updates. A balance of inspiration and entertainment is maintained through customer stories, humorous posts, and relatable memes.

## **Content Format Mix: Static Image 30%, Carousel posts 5%, Short/Long Video 65%**

Stanley's Facebook content strategy heavily emphasizes short-form videos, showcasing their products in an engaging format that aligns with user preferences. They also utilize static images featuring their iconic bottles, while carousel posts are used less frequently, likely for highlighting product features or collections.

## **Interactions & Customer Service:**

Stanley uses Facebook as a channel for customer service, but their approach could be described as "present but not overly proactive." They respond to direct inquiries and comments but may not actively seek out every potential customer issue mentioned on their page.

## **Optimization Opportunities:**

Stanley should incorporate interactive elements like polls, quizzes, or user-generated content challenges that could boost engagement and create a stronger sense of community around the brand. Finally, running targeted Facebook ad campaigns tailored to specific audiences could expand their reach and drive conversions.

# COMMUNITY MANAGEMENT

## HOW STANLEY ACTIVELY MANAGES ITS OWN COMMUNITY GROUP(S)

- On their website, Stanley offers a blog section where they may share recipes and ideas for using their products, as well as outdoor-related content that aligns with their brand, further enhancing its relationship with its community and establishing itself as a trusted source of information in its industry.
- Stanley encourages and amplifies UGC on social media, showcasing real people using their products in outdoor adventures.
- Utilizes the captions and comment section to engage with followers and foster a sense of community.

## HOW STANLEY DOES EXTERNAL COMMUNITY OUTREACH OFF-PLATFORM

- With the Stanley Creators Fund, Stanley is making investments in a fresh group of Creators who are coming up with bold ideas to some of the most critical issues impacting our communities.
- Stanley offers support to Women in Conservation Leadership (WCL) for women in the conservation movement to connect specifically around leadership and professional growth.



# SWOT ANALYSIS

Strengths	Weaknesses
<p>The "Built for Life" tagline and Stanley's legacy continue to resonate and inspire trust in all generations making it easier for storytelling and brand loyalty.</p> <p>Stanley has successfully transitioned content styles between platforms (the humour of TikTok versus the refinement of Instagram).</p> <p>Regular users and enthusiastic outdoor enthusiasts create a base of supporters eager to share content.</p> <p>The brand engages its audience on several social media platforms by effectively utilizing a mix of product showcases, user-generated content, and lifestyle-focused posts.</p> <p>The brand effectively employs a range of content formats, such as videos, live stories, and static photos, to accommodate diverse platform preferences and engage users.</p>	<p>Risk of losing the core audience if excessive attention is paid to temporary trends.</p> <p>Limited use of features like Instagram and Facebook Stories for real-time engagement.</p> <p>Challenges to entry may arise from premium price, particularly for younger audiences that are lured to trend components.</p> <p>Although Stanley answers questions and leaves comments on social media, there could be variations in the level of proactive customer care provided on various channels.</p> <p>Stanley is active on TikTok, but the platform's virality and community-building potential is not fully utilized.</p>
Opportunities	Threats
<p>Utilize the passion of current customers to produce genuine content.</p> <p>Work together with micro-influencers in niche markets (such as outdoor activities, zero-waste, etc.).</p> <p>Continue experimenting with popular audio and video formats to improve TikTok discoverability.</p> <p>Utilizing social listening technologies to learn about consumer trends, sentiments, and preferences can help guide content strategy and raise engagement levels.</p> <p>Initiating campaigns with interactive content, such competitions, challenges, or user-generated content projects, can encourage community involvement and boost brand awareness.</p>	<p>Reduced organic reach on many platforms or changes in the formats that are desired.</p> <p>The fierce competition among brands on the internet as they vie for the attention and market share.</p> <p>Social media platform algorithm changes can affect the visibility and engagement of content, making it difficult to maintain steady reach and performance.</p> <p>Stanley's brand reputation may be harmed by negative reviews, controversies, or perception issues, which might damage consumer loyalty and trust.</p> <p>Risk of becoming irrelevant in the face of changing consumer preferences or behaviours.</p>



# RECOMMENDATIONS

## **Continue to keep doing something that's working:**

To continue their successful social media strategy, Stanley should maintain its emphasis on high-quality product visuals, as these resonate strongly with their audience. They should also continue to encourage and share user-generated content, as this helps build a sense of community and authenticity.

## **Change something you're doing to make it better:**

Stanley should consider reducing reliance on static images and prioritize video content across all platforms, as this better aligns with current social media trends and user preferences.

## **Stop doing something that's just not working:**

Stanley should discontinue their current hashtag strategy and reduce pushy promotion-based content, as these tactics have shown low engagement levels and don't resonate well with the target audience.

## **Start doing something...a new BIG idea:**

For a new big idea, Stanley should collaborate with micro-influencers in niche areas such as hiking, kayaking, or van life. This partnership will grant access to highly engaged, targeted audiences and provide a more authentic voice for product integrations.

**THANK YOU**

