

Social Media Brand Audit

The logo for Charlotte Russe, featuring the brand name in a white, lowercase, sans-serif font on a bright pink circular background.

charlotte
russe

Social Media Marketing

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Fashion Retailers Industry

Companies that compete in this industry operate physical stores that typically offer wide ranges of clothing items and accessories.

Most Popular Social Media Platforms

1. Instagram: This social platform highlights photos, and fashion uses photos to showcase its designs. Fashion brands can easily share new clothing and outfits through posting a photo of them on Instagram and followers will see them more easily as they go through their feeds.
2. Facebook: This platform has the most users of any other social media platform, so it makes sense for just about any company in any industry to have a facebook page. Facebook pages will allow companies to show new products, and interact with consumers.

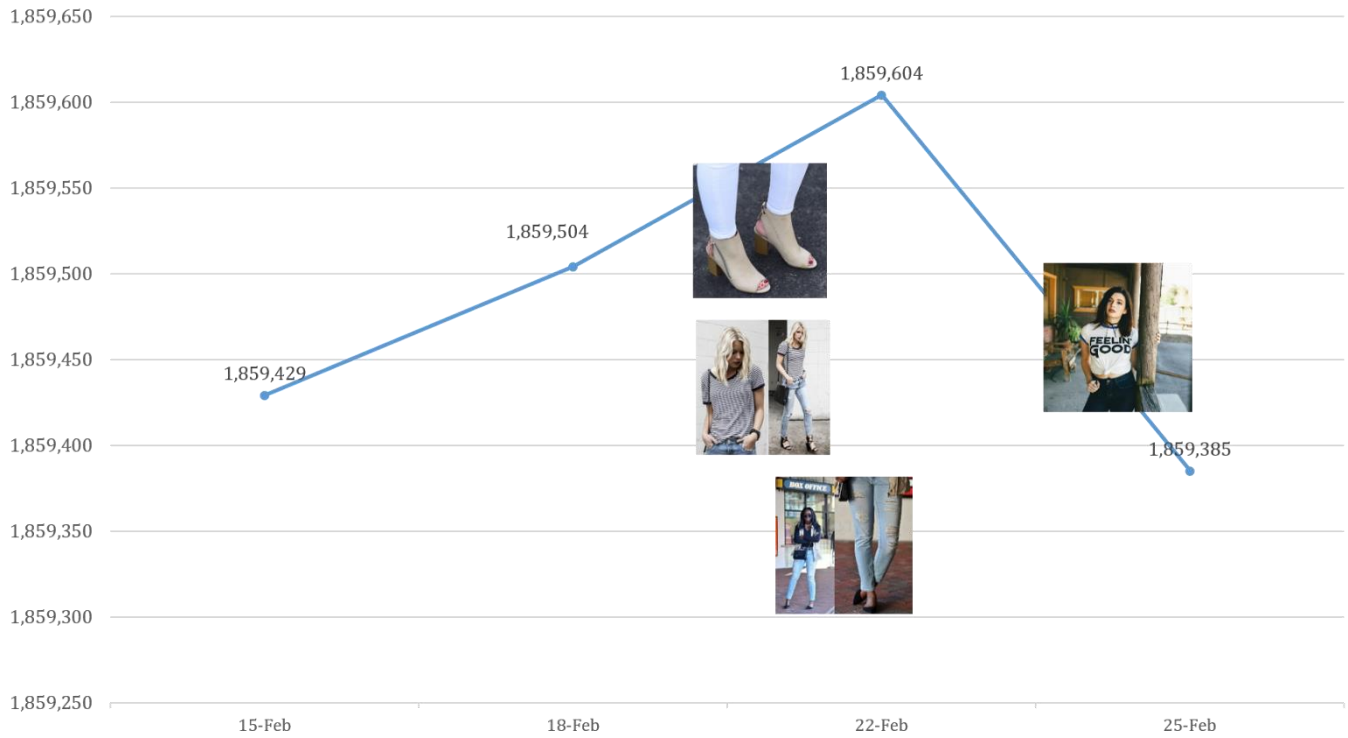


Charlotte Russe

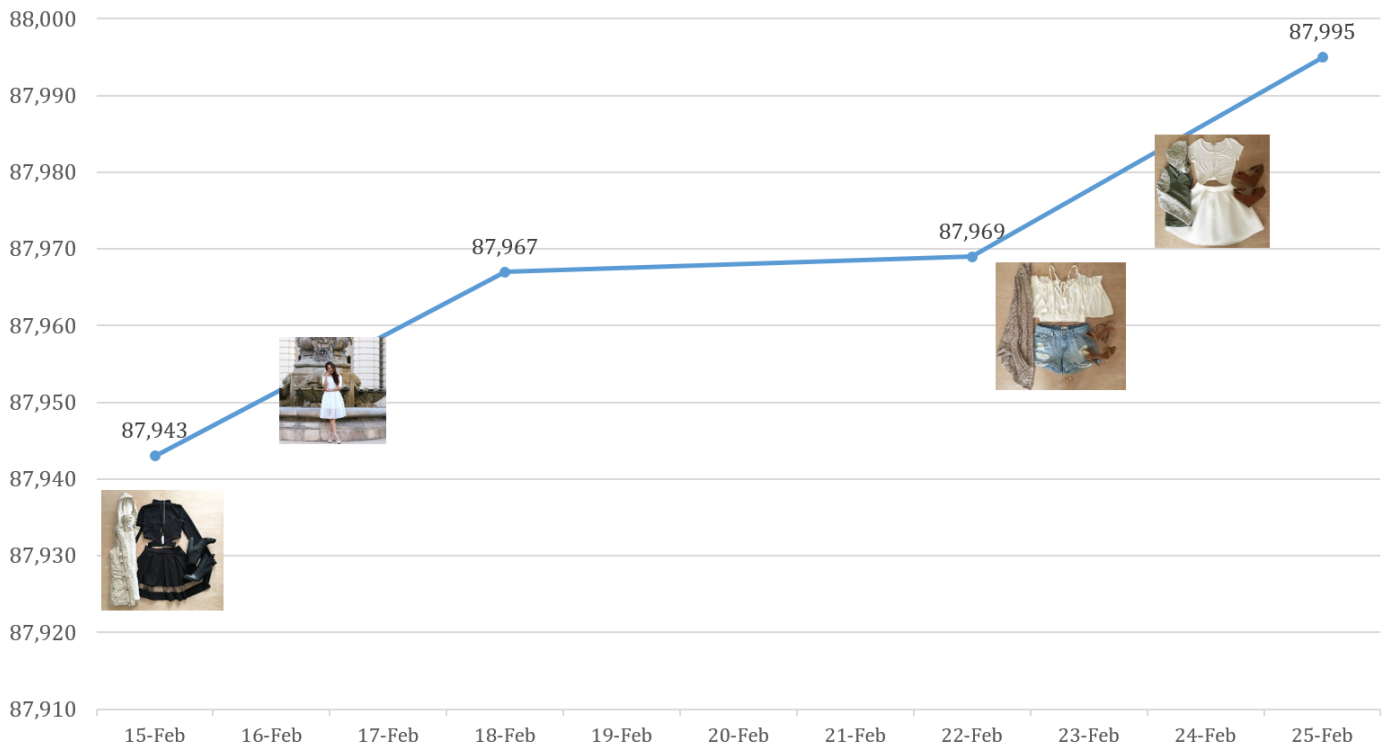
Charlotte Russe was founded in 1975, and currently has 560 locations throughout 45 states in the United States. They are headquartered in San Francisco California. They are a clothing retail chain store. The company's target audience are females that are in their late teens and women in their twenties.

On Facebook, they posted a few unpopular posts in a row, which I believe led to a decline in page likes. They started posting more popular posts after the decline in page likes, but it was not soon enough, the followers were already declining. I also believe that the growing popularity of Instagram may have taken some Facebook page likes.

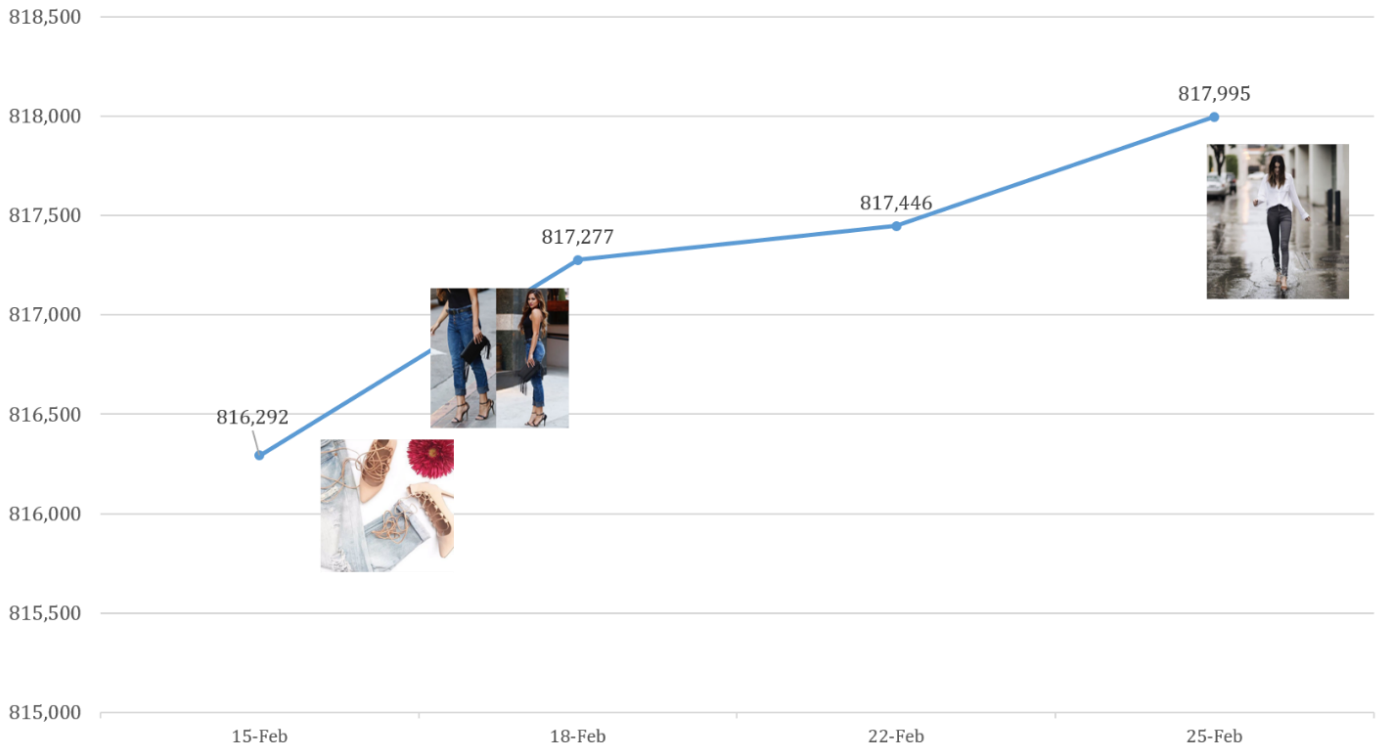
Number of Facebook Page Likes



Number of Twitter followers



Number of Instagram Followers



I noticed the most popular posts were images of complete outfits laid out, without a model. They received the most attention. They received the most retweets and Facebook reactions in comparison to other posts. They only posted this type of content on their twitter and on their Facebook, and did not post them on Instagram.



442 Facebook Reactions
7 Retweets and 41 likes

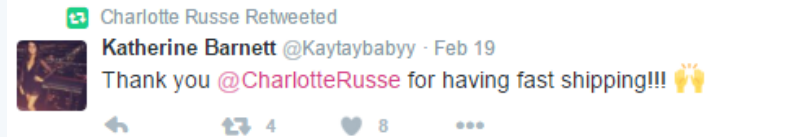
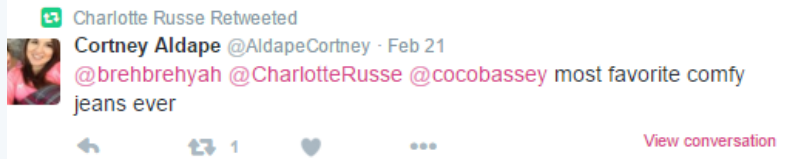
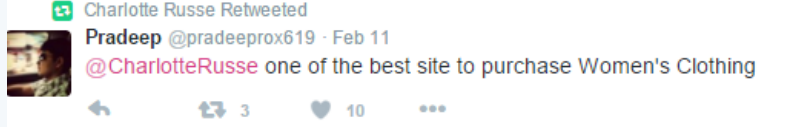
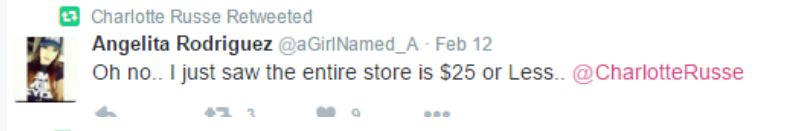
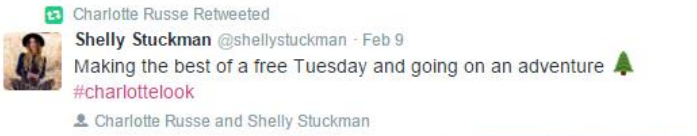
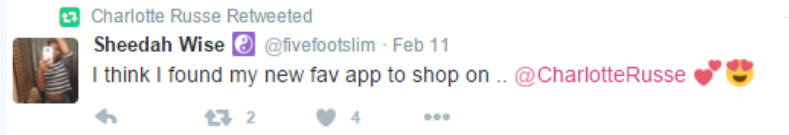


475 Facebook Reactions
9 Retweets and 50 likes



440 Facebook Reactions
10 Retweets and 49 likes

Charlotte Russe effectively leverages positive user feedback by retweeting positive tweets from customers, and brand fans. They don't really use much other consumer engagement. Throughout the audit, after viewing several posts, only one comment response was seen.



Posts that appeared to be least effective were photos that showed two different looks in one. Perhaps people didn't like one of the looks, so they chose not to like the photos. Images showing two or more outfits received the least amount of likes and shares and comments. Another type of post that seemed to receive less attention were posts that related to plus size product. Other posts that were not very successful didn't have a specific pattern to them. The product and fashion that was shown in those posts were probably just not as favorable as other products.



94 Facebook Likes
3 retweets and 9 likes

76 Facebook likes
3 retweets and 12 likes

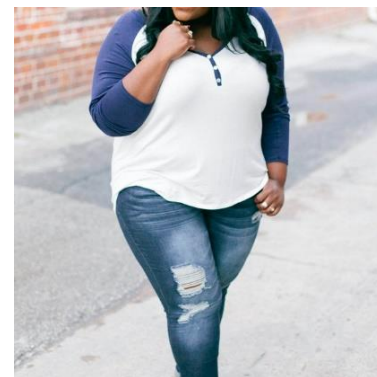
67 Facebook likes
1 retweet and 19 likes



2 retweets and 6 likes



1 retweet and 7 likes



1 retweet and 5 likes

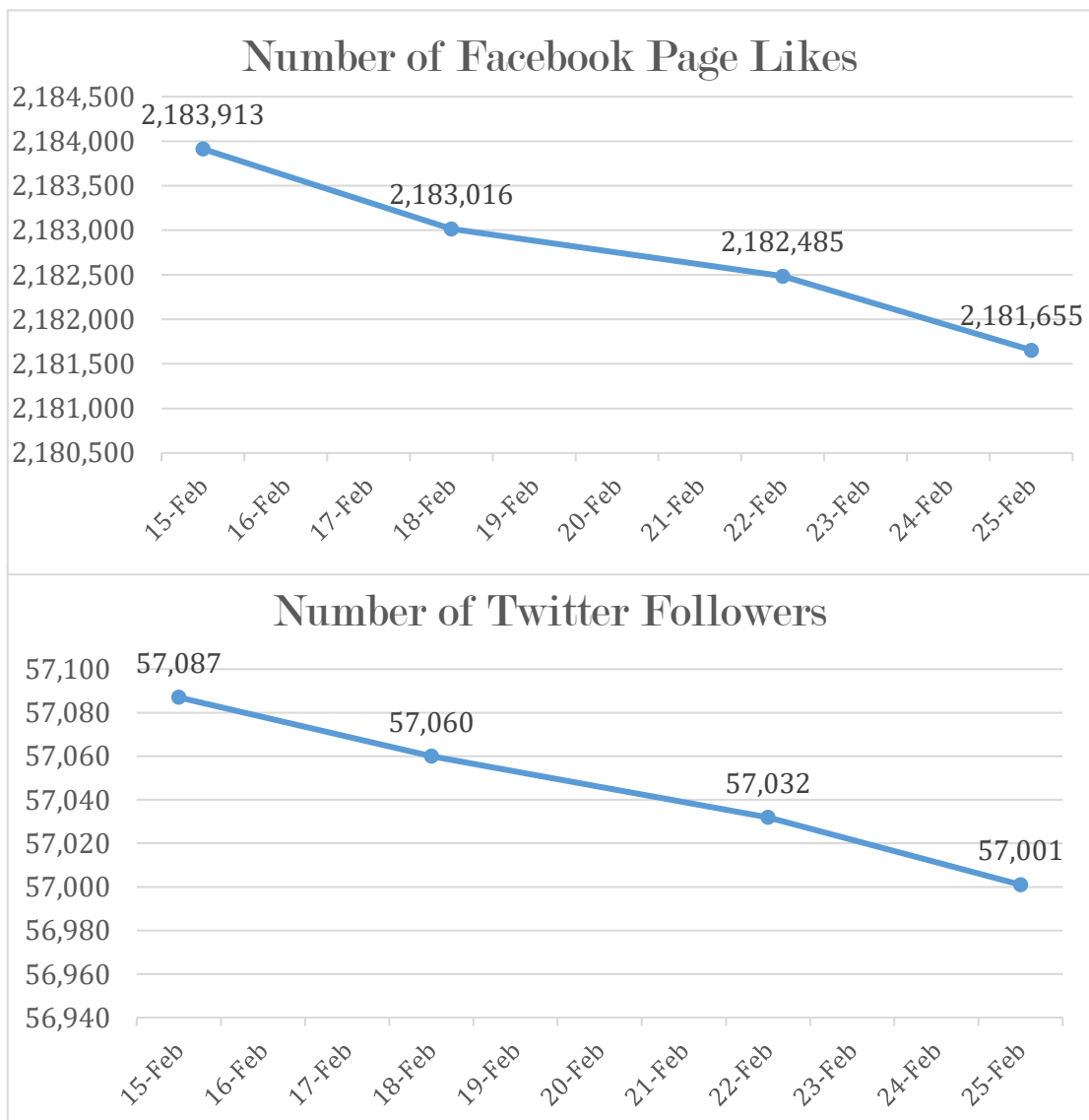
There appeared to be no negative comments or negative attention on any of the posts that were made by the company. Either there was no negative reactions, or the company hid those comments or deleted them. However, there were negative posts to the page complaining about customer service in store and online, and a few other complaints. Charlotte Russe handled these complaints by apologizing for their bad experience(s) and asking them to direct message them so that they can assist them.

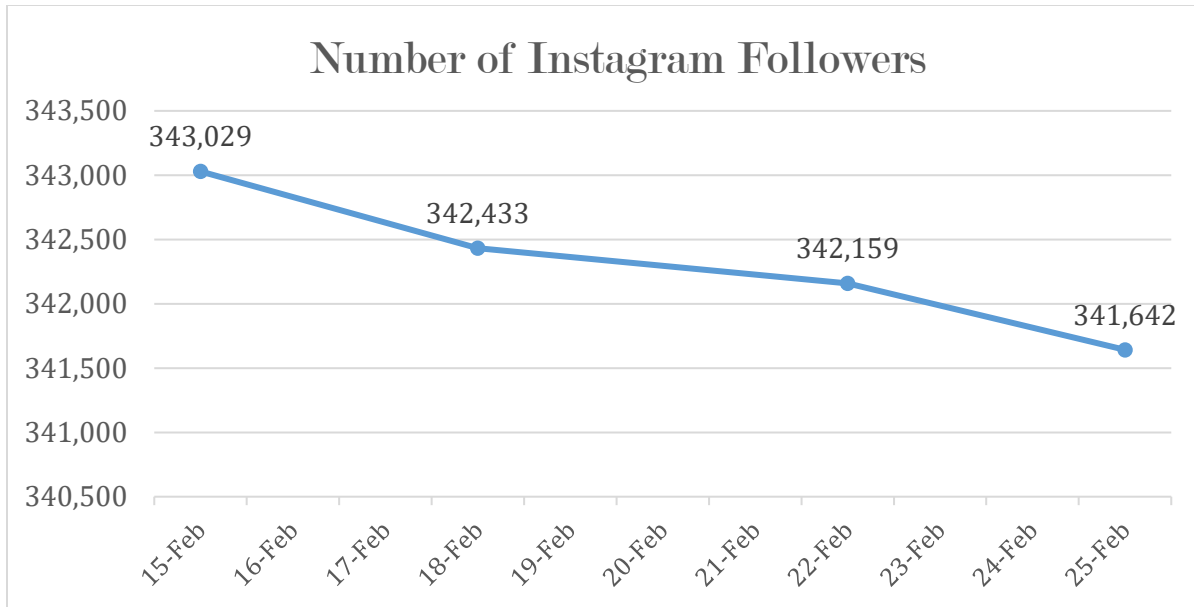


Wet Seal

Wet seal was founded in 1962 and is headquartered in Foothill Ranch California. They are a clothing retail chain store. They sell clothing targeted towards young women. Wet seal sells lower cost apparel and economy priced brand apparel. The company also designs and sells as its own apparel and accessories in its stores. Wet Seal's target audience are young women in their teens and in their twenties.

Most of the posts made by Wet Seal didn't seem to very successful. They did not receive many comments, shares or likes. No specific posts could be a reason for the decline in followers, as the collection of posts appear to be about as equally unpopular.

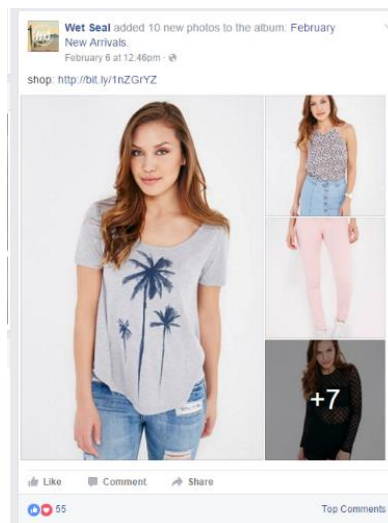




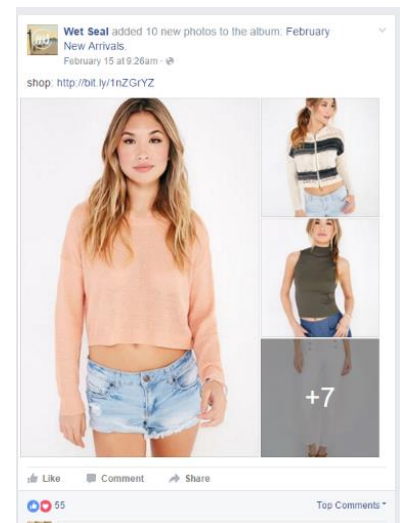
Most of their posts were not very successful, but the ones that seemed to work more than others were posts that had specific products with a link to buy. And their facebook posts that had multiple separate photos of different products with the shopping link to purchase. Another type of post that appeared to be more successful than others were photos with an outfit laid out without a model.



33 Facebook reactions



55 Facebook reactions



55 Facebook reactions



7 retweets and 19 likes



5,499 Instagram likes and 44 comments

Wet seal doesn't leverage positive user feedback very well. They have very few retweets of consumers and/or followers with positive comments about their brand.

Almost all of the posts were not very successful, and did not receive very much attention. It is difficult to differentiate what was less successful than other posts because all of these posts received between 4-17 likes, making them appear to be almost equally unsuccessful. Although most posts are different, so it is difficult to pinpoint an exact type of post that is unsuccessful, there is one type that proves to be continuously unsuccessful, this type of post is a photo with information indicating a sale, with no examples of products.



There were comments on posts of consumers that were struggling to purchase items online, and having issues with coupon codes that were shown in the post. Most of the comments are left un-responded to. Unrelated to the company's posts, there are many consumer posts to the page with complaints and issues. Wet seal appears to take a while to respond to these individuals, if at all.

Summary

What seemed to be most effective for both brands appears to be photos of outfits laid out without a model. This might be more effective because you are able to focus in on the outfit instead of being distracted by the model, or the background of the model. This tactic may also be more effective because the consumers/followers don't see a skinny beautiful model wearing the clothes, so the image feels more relatable to them, and they don't have to feel like they won't look as good in the outfit as the model wearing it in the photos.

Other tactics by the brands include showing photos of product, with links to shop, and photos informing followers of sales. The photos of product varies on effectiveness, which I believe is based on how they are accepted by consumers and followers. It is very possible that a clothing product they post may only be appealing to a smaller number of individuals. Sale posts don't appear to have that great of reactions on social media, but it is possible that individuals see the link and click to shop, but don't actually give attention to the posts.

Of the two brands, Charlotte Russe is the clear winner. Charlotte Russe did have a decline in Facebook page likes, but have increased both their Instagram and twitter followers. While Wet Seal has a decline in all three social media platforms. Charlotte Russe also has a lot more attention on their posts. Charlotte Russe also responds quickly and more frequently to consumers and followers.

Appendix

Brand Audit Information Tracking Charts:



Charlotte Russe

Charlotte Russe	2/1	2/4	2/8	2/11
Audience				
Content Posted	On twitter they tweeted 3 Photos on this date. On Facebook they posted 2 photos, one of which was the same as what they had posted on Twitter.	Since 2/1 they tweeted 7 times. And retweeted 6 tweets from consumers. They tweeted two photos and retweeted one consumer. They posted 2 times on this date on facebook, all of which were photos with links to shop. One of these posts was also tweeted.	On this date they posted a sweepstakes post on facebook, and two additional posts with product photos and links to purchase. The sweepstakes was also tweeted about. Along with an additional 2 tweets which were photos of product, 1 of which was the same post from facebook.	On this date they tweeted 3 photos with links to purchase. They posted 4 photos on facebook with links to purchase. Two of those posts were repeat posts. And all of them were the same from the tweets they posted.
Social Media reaction to brand tactics (+ & -)	The first post was a photo unrelated to fashion which got 87 likes on FB and one comment, one retweet and 19 twitter likes. The second post was a photo of nails which got 4 retweets and 27 likes. The 2 most successful posts were most related to clothes, 212 FB likes, 1 share ad 2 comments. 5 retweets and 29 likes. Comments were positive.	Their twitter photos from this date received 7 retweets, and 25 likes on one, and 8 retweets and 22 likes on the other. The first facebook post has 68 likes, the second post has 126 likes and 1 share.	The sweepstakes on twitter received 3 retweets, and 12 likes, on facebook it received 75 likes, and 2 comments. One facebook post received 53 likes, and the second one received 168 likes, one comment and 3 shares. The twitter pics received 1 retweet, and 6 likes, the second one received 3 retweets and 25 likes.	The first tweet received 3 retweets and 12 likes, the second received 2 retweets and 4 likes, and the third 6 retweets and 14 likes. The first facebook post has 161 likes and 2 shares, the second has 55 likes and one share, the third one has 48 likes and 2 shares, the fourth post. which was the same post as the first post of this date has 113 likes and one share.

Brand engagement	They liked one of the positive comments.	The brand retweeted a consumer on this day.	None	One customer retweet
Other information	One of the comments was someone trying to sell something.			

Charlotte Russe	2/15	2/18	2/22	2/25
Audience	Twitter: 87,943 Facebook: 1,859,429 Instagram: 816,292	Twitter:87,967 Facebook:1,859,504 Instagram:817,377	Twitter:87,969 Facebook:1,859,604 Instagram:817,446	Twitter:87,995 Facebook:1,859,385 Instagram:817,995
Content Posted	3 Facebook posts with products and links to purchase. 2 of those posts were also posted on twitter. They also posted an image on instagram of a manicure.	3 facebook posts with products, and product links. 1 facebook post also had a sweepstakes offer including instagram as part of the sweepstakes.	3 tweets, photos with links to purchase. 3 FB posts, all the same as the tweets. 1 IG post, a different photo of product.	4 tweets with product photos and links to buy. 3 facebook posts, all the same photos as those that were tweeted. 2 instagram photo posts.
Social Media reaction to brand tactics (+ & -)	The first FB post has 39 likes and 3 shares, the second one has 74 likes and one share and one comment which was negative. The third post has 95 likes, a share and one comment, which is neutral. The first tweet has 2 retweets and 12 likes, the second tweet has 5 retweets and 15 likes. The instagram post has	12 likes on the sweepstakes and one comment trying to promote something else. The 2nd FB post has 70 likes, and the 3rd has 120 likes and 2 shares and the sae weird comment as the first post. 3 tweets, all the same as the facebook posts. the first doesn't discuss the sweepstakes but still has 7 likes and 1 retweet. the second tweet has 6 retweets and 27 likes. The third has 3 retweets and 14 likes. They posted one	First tweet has 13 likes and 3 retweets, second one has 13 likes and 6 retweets, and the third has 10 likes and 4 retweets. The first FB post has 103 likes, the second has 68 likes and the third one has 96 likes and 1 share. The IG post has 9,518 likes and 34 comments. The comments seem to be very positive.	First tweet has 1 retweet and 19 likes, the second has 4 retweets and 25 likes, the 3rd has 4 retweets and 25 likes, the 4th has 3 retweets and 16 likes. The first FB post has 268 reactions, 11 shares and 2 comments, the second one has 200 reactions, and 2 shares, the third has 49 reactions and 2 comments. The first IG post has 6,889 likes abd 241 comments,and tthe second one has 7,829 likes and 22 comments. Facebook comments seem to be neutral and positive. IG

	8,002 likes and 122 comments.	thing on instagram which received over 11k likes, and over 267 comments. The comments appear to be positive.		comments seem to be very positive.
Brand engagement	None	None	2 retweets of happy customers.A comment on IG replying to consumers.	They retweeted a happy customer



Wet Seal

Wet Seal	2/1	2/4	2/8	2/11
Audience				
Content Posted	On facebook one photo with a link to purchase. On twitter they had two tweet, one was a link to a valentine's music playlist and one was a good morning tweet.	On twitter they tweeted 2 times. One informing followers of a sale, with a link, and the second tweet said "time to grab a bite, kick off our shoes & relax!". The had one facebook post, which was about the sale, including the link to the sale.	On facebook they posted a photo about bodysuits, with a link to their online store. They tweeted the exact same thing from facebook. They also tweeted once more, telling followers to enter their valentine's day sweepstakes.	On this day they posted one photo about a sale that ends on this date, with a link to the sale. Using scarcity saying "Don't miss out". They tweeted this exact same post, they also tweeted a photo asking followers about a new style of clothing.
Social Media reaction to brand tactics (+ & -)	The first tweet, of the playlist, has 1 retweet. The tweet saying good morning had 1 share ad 4 likes. The facebook photo and link post received 9 likes.	The first tweet has 2 retweets, and 6 likes. The second tweet has 2 retweets and 7 likes. The facebook post has 1 share and 8 likes.	Their facebook post received 16 likes. The first tweet, identical to their facebook post has 5 retweets and 6 likes. Their tweet about the sweepstakes has 2 retweets and 3 likes.	The facebook sale post received 17 likes. The identical tweet has 1 retweet and 5 likes. The second tweet has 6 retweets and 21 likes.
Brand engagement	None	None	None	None

Wet Seal	2/15	2/18	2/22	2/25
Audience	Twitter: 57,087 Facebook:2,183,913 Instagram: 343,029	Twitter: 57,060 Facebook: 2,183,016 Instagram:342,433	Twitter:57,032 Facebook:2,182,485 Instagram:342,159	Twitter: 57,001 Facebook:2,181,655 Instagram:341,642
Content Posted	One Facebook post with several photos of their new February collection. The tweeted about it being monday. Posted a photo on instagram of palm trees and a photo of an outfit.	2 Facebook posts, one with several photos, a link to products, and encouragement to follow them on Instagram. The 2nd post was advertising \$20 pants with a link to purchase. They tweeted 2 times, one was an interactive “fill in the blank” the other was telling people to retweet about spring break. The posted 2 times on Instagram, both were photos.	2 tweets, one was a photo with a link to product, one was text about Mondays. 1 FB post, same as the tweet with the photo and product link. 2 IG posts, photos of product	1 tweet, about items under \$10 with a link. 1 facebook post which was the same as the tweet, 2 IG posts. 1 of product and one with a model preparing for a phtoshoot.
Social Media reaction to brand tactics (+ & -)	The facebook post about the new arrivals has 39 likes, and 2 comments. One comment was asking for technical help, the other comment was trying to get people to follow them. Their twitter post has 3 retweets, and 11 likes. Their first instagram post has 4,462 likes and 8 comments, the second instagram post has 5,049 likes and 19 comments.	First facebook post has 13 likes, the second has 12 likes. The 1st tweet had 4 likes, the second had 4 retweets and 4 likes. The first IG post has 2,787 likes and 2 comments, which those comments being neutral. The second IG post has 2,936 likes and 3 comments, which are also neutral. The photos were about the model and less about product.	First tweet had 2 retweets and 6 likes, second tweet has 13 likes. FB post has 4 likes. First IG post has 2,976 likes, and 4 comments, pretty neutral. 2nd IG post had 3,627 likes, and 11 comments, that seem to be positive.	The tweet has 3 retweets and 2 likes, the FB post has 6 likes, the first IG post has 295 likes and 2 comments. The second IG post (the one of product) has 444 likes and 21 comments. the are positive!
Brand engagement	None	They retweeted a consumer saying something positive about them.	None	None