9.3 Reverse Analytics

Choose a well-known company and go to one of their social media platforms.

Gallery Furniture

https://www.facebook.com/Gallery.Furniture.1

https://www.instagram.com/galleryfurniture/

Look at some of the posts and try to find something that is similar across all the posts. What is consistent?

Why do you think they keep it consistent?

I find it interesting that there is more consistency on Instagram than Facebook. I had certain

expectations based on in-person shopping experiences. What I found was not what I expected.

Proof that testing is critical in success. The results themselves are not surprising knowing the

company, but it was not what I expected.

What I expected was for there to be a lot of pictures of furniture on both profiles – front and

center. They are a furniture chain after all. That is not what I found across all platforms.
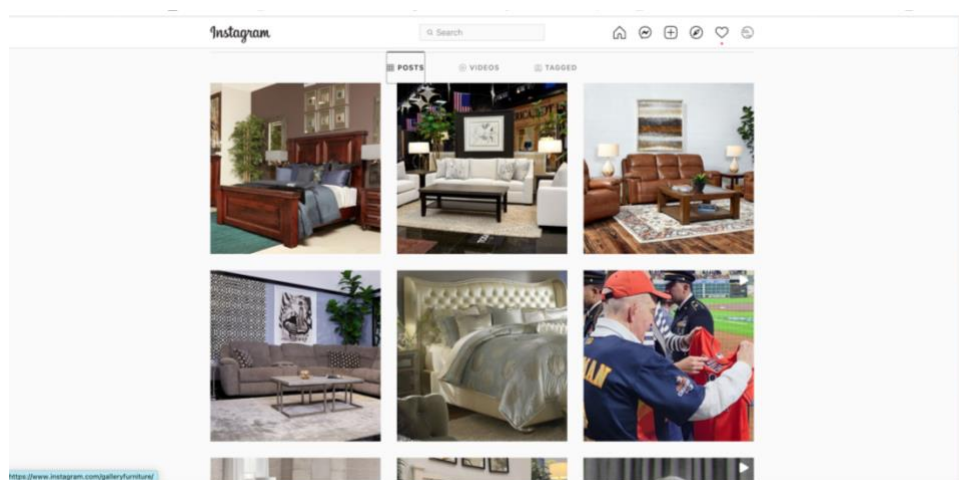
The furniture was prominently on display on Instagram. The bulk of the main screen was furniture.

On Facebook, however, I had to scroll to the third post to find either an image or a furniture post at all. That was the surprising part. Those entirely text posts were bible verses.

On the contrary, there are no posts like this on Instagram.

The furniture images do not even line up across platforms. They have selected different products from the same categories to market on both platforms.

What analytics might have been behind their decisions?

It is very clear that Gallery Furniture has different followings on either platform. They have embraced this with open arms.

The images on Instagram are close-up and often cut off edges of the furniture. The images on Facebook are wider angled or single items. It is also clear that the Facebook audience has a greater tolerance for religious type posts. These religious posts are absent on Instagram entirely. This would fall in line with the predicted age on either platform or their associated social demographics. Where the younger generations are swearing off religion, the older ages are not.

Gallery Furniture has the goal of selling furniture and they have a huge focus on helping the communities where their stores are located. This same application is used in their posting techniques.

Look a little deeper, though. Find posts with high engagement (likes, comments, shares, etc.). Why do you think they have high engagement? How are they different from the posts with low engagement?

On Instagram, this post has a large amount of engagement, over 8,800 likes. Unfortunately, it doesn't have much engagement over the likes. While not everyone is in the market for new bedroom furniture, people still look. As we go into the holidays, more people will be looking to fix up guest rooms for holiday gatherings.

When we contrast that low personal engagement on Instagram (likes are passive engagements) with the high engagement posts on Facebook, it becomes very clear that Gallery Furniture has embraced the audience on the platform, and they have accepted them as a part of their community. The following post has 542 likes (or loves), 120 comments, and 65 shares.
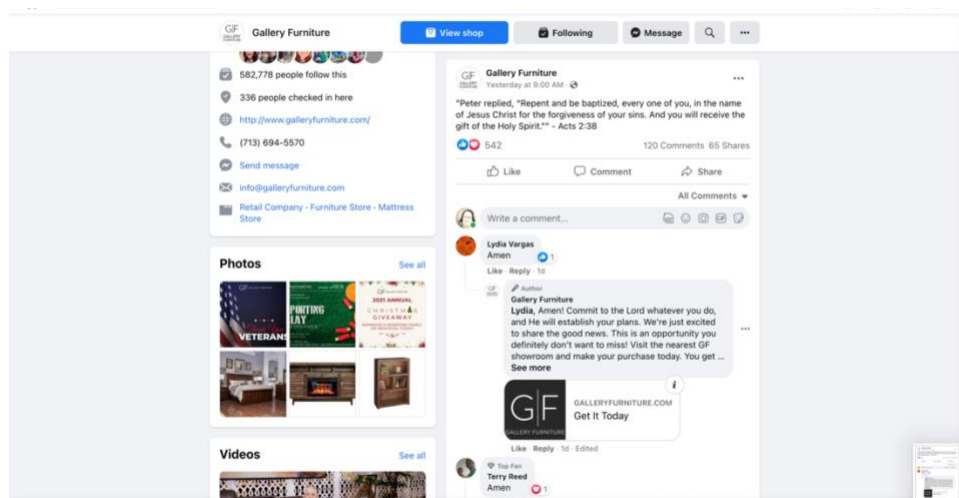
There is a response to each one of the comments on the above post. They are not just copy and paste responses, either. They are unique and many are the same length as above or longer. He has touched the heart strings of his followers and is using them to share his messages, which people are willing to do.
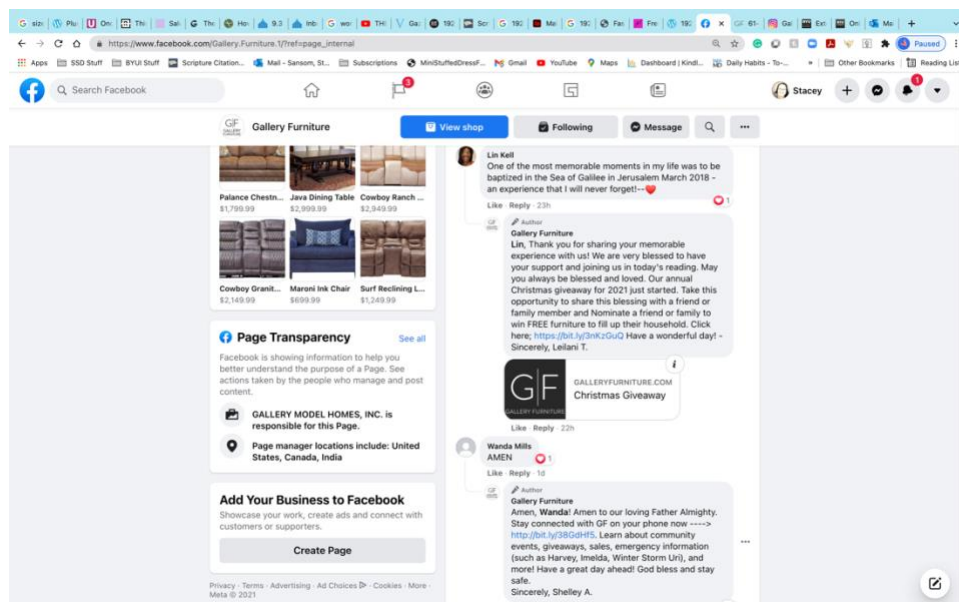
Gallery Furniture embraces this opportunity to share additional information about its holiday sale and other promotions that they have going on.

The biggest promotion is one that will directly impact the community it serves and furthers the company mission – to help and bless lives. Gallery Furniture can actively post Bible verses and other religious content and not be attacked or judged for that. The community knows what Mattress Mack and Gallery Furniture have done for their community time and time again. They know Mattress Mack has their back in the good times and the hard times.

<u>What posts have the lowest engagement?</u>

The following image illustrates a post with incredibly low engagement. It only has 14 likes. Nothing else. It is an attempt to play on the concept of counting down to the new year and resolutions. It is executed and received poorly.
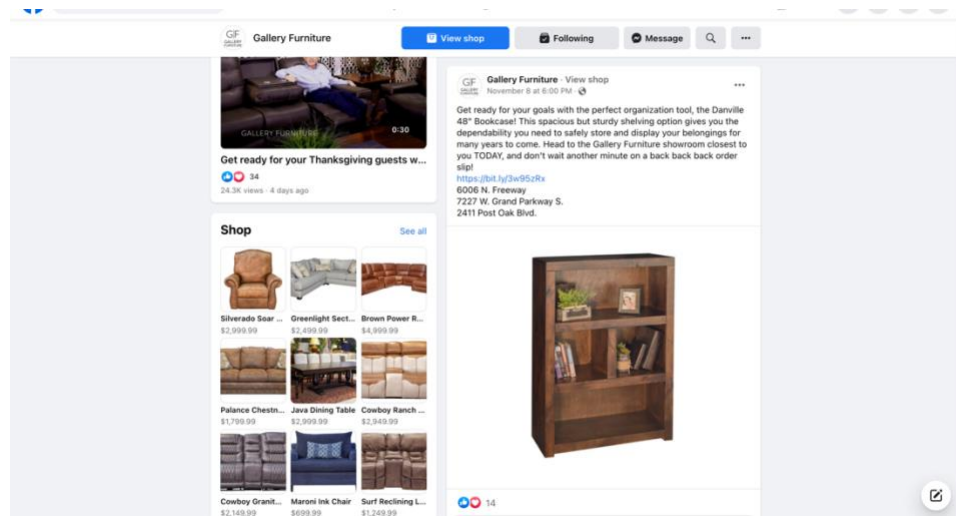
Likewise, the following image illustrates a post on Instagram with poor engagement of only 30 likes. Both posts were made in roughly the same timeframe, leading me to believe that it is a day of the week reception problem.
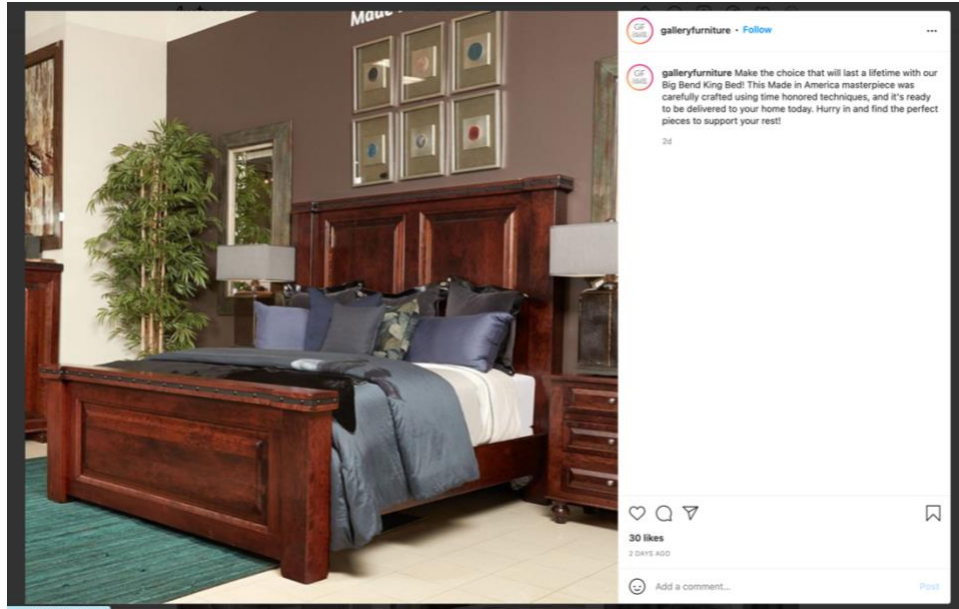
Not even the "Made in America" claim has enticed people in a time when imported furniture is on backorder. Of course, this could be an indicator that people are not interested in the more rustic appearance of this furniture.

Find a post that has relatively low engagement and suggest two ways that post could be improved or changed for higher engagement. Submit your findings to this page.

Sometimes it isn't enough to know your online audience if you are largely a localized business.

Many of these local customers are also going to be your followers.
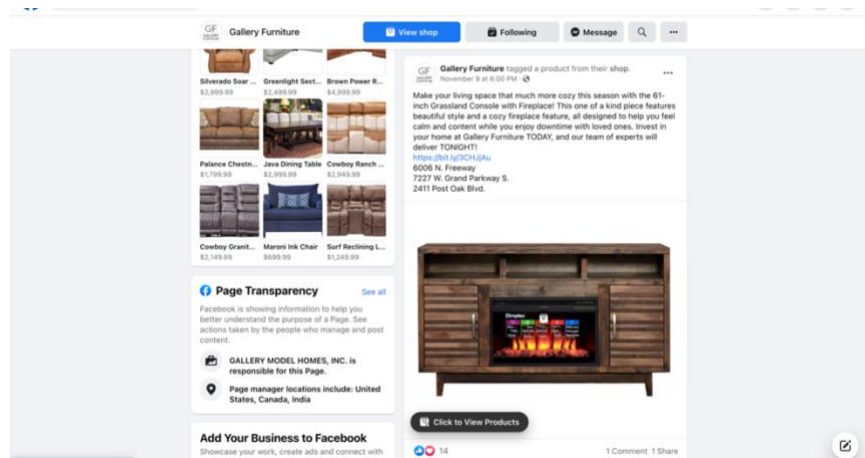
This post may do better in 1-2 months when Texans are reminded why we prefer summer over winter, but without some sort of context or staging, the above image by itself is pointless in early November. Most of the state is still well above freezing and we're supposed to hit the 80s this week – again. Not a timely post for the geographic region they service.

However, a post with this same piece of furniture showing a cozy family gathering at Thanksgiving would make an impact in my opinion. The timing is right if they play on the pain points of locals. We want the cozy family setting just like the rest of the country buying furniture. We just don't have a need for a fireplace most of the year. Simply placing the furniture in a living room setting would change the overall impact on how nice the furniture could look.

Another suggestion would be to provide upfront information on if I can run the flame without the heat setting. It is thermostat controlled, but it does not tell me that I can run it comfortably on a warm evening which their local customers are most likely to experience. Giving information that addresses another pain point for localized clientele would be useful on posts like this.