



Maybe*

Making social media work



“Social media has changed the way we
communicate forever”

Polly Barnfield, OBE
CEO Maybe*



Agenda

1. Why social media matters
2. Case studies
3. Q & A

In just 15 years 3.8 billion people have become social media users



2.5
billion users



1
billion users



330
million users



210
million users

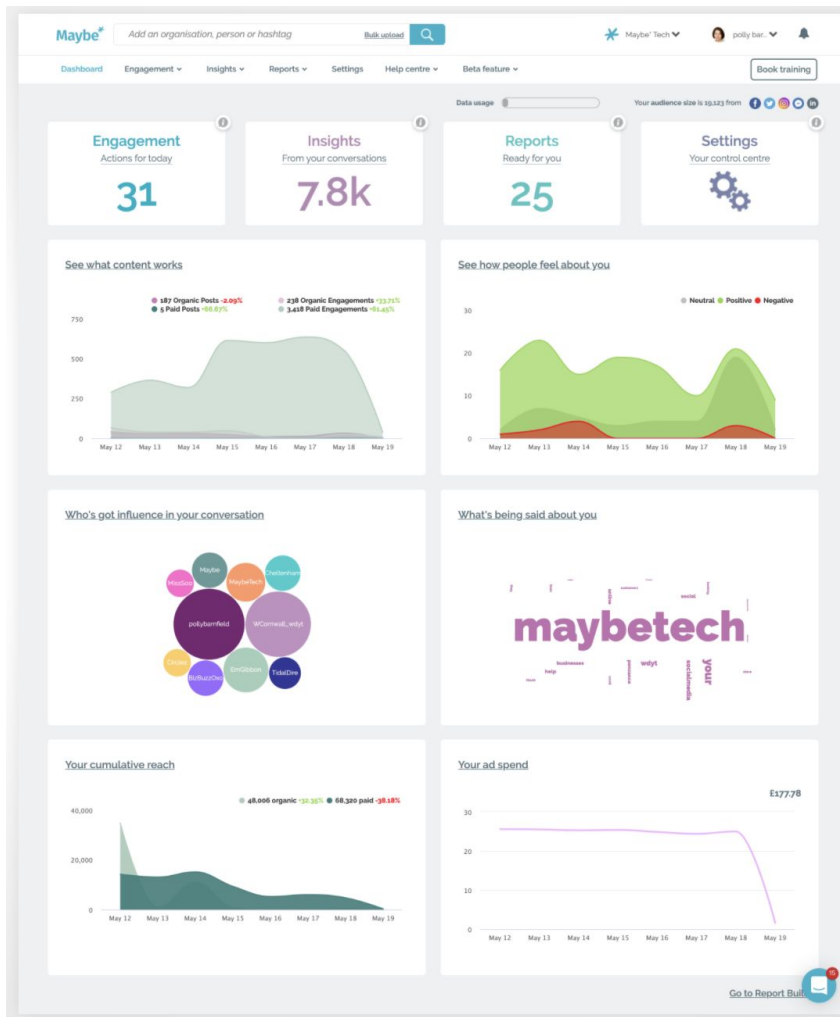
Every minute of every day

- Instagram users post 46,740 photos
- 510,000 comments posted Facebook
- 456,000 tweets are sent on Twitter
- Users watch 4,146,600 YouTube videos
- 300 people join Facebook
- More than 120 professionals join LinkedIn

3.2 billion

People access
social media
through a mobile
device

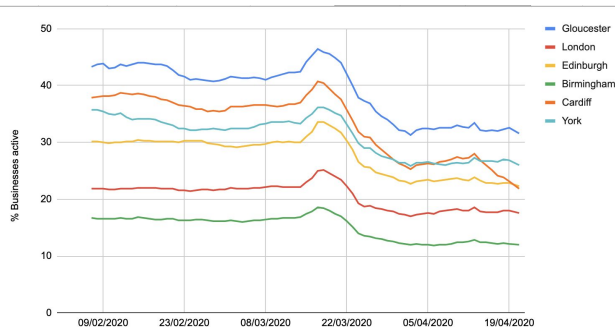




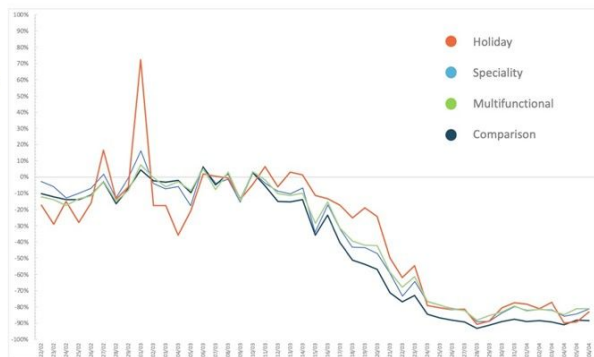
Maybe*

The platform that makes social media work.

Social media data

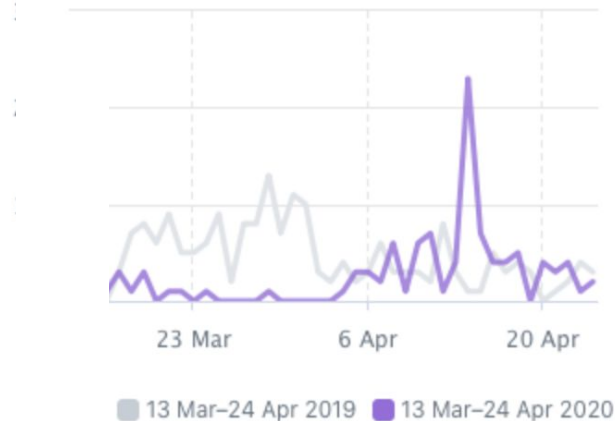


Footfall data



Sales data

ORDERS OVER TIME



Case studies

1. High Street Task Force
2. Independent Retailer
3. Primark
4. FSB

High Streets Task Force

Encouragement, tools, skills and training that communities and local government need to transform their high streets.

[Find out more](#)
[Register your interest >](#)

What is the High Streets Task Force?

The High Streets Task Force helps England's high streets and town centres to thrive - providing expert training, guidance and data to the people who make them. Local place leaders and partnerships will be able to access the latest data and evidence to inform their investment and regeneration decisions.

LATEST NEWS

Task Force welcomes new fund for reopening high streets safely

Task Force releases 10-point checklist for COVID-19 recovery stages

PRE COVID-19

Consumers were spending an average of **2 hrs 22 mins** using social media every day.

(Forbes)

Against this, **up to 78% of High Street organisations**
WERE NOT active on social media.

(Maybe - based on 300k organisations across 1300 High Streets)*

DURING COVID-19

Consumers time spent on social media **has increased by 40%**

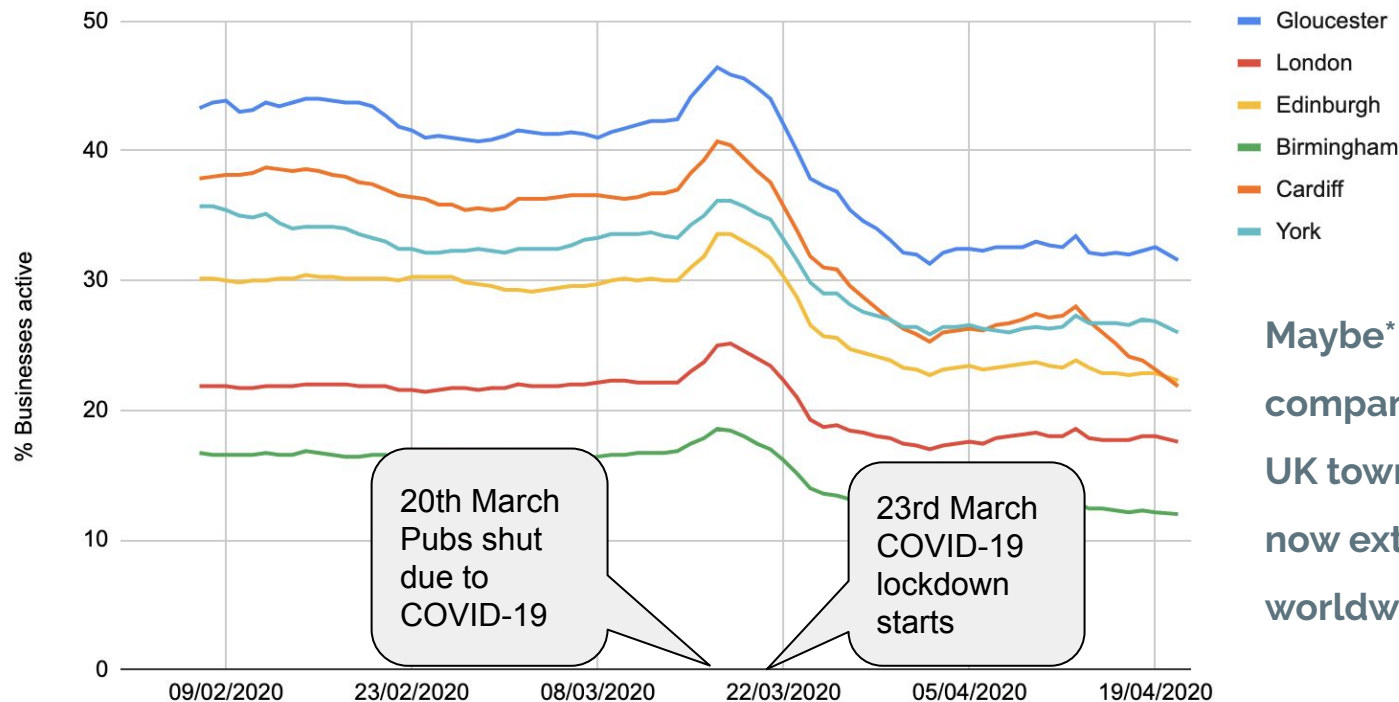
(Statistica)

Against this, **up to 88% of High Street organisations**
ARE NOW NOT active on social media.

(Maybe - based on 300k organisations across 1300 High Streets)*

Weekly social media activity of UK towns

Tracking the moving average of organisations in towns across the UK (300K organisations, 1300K towns)



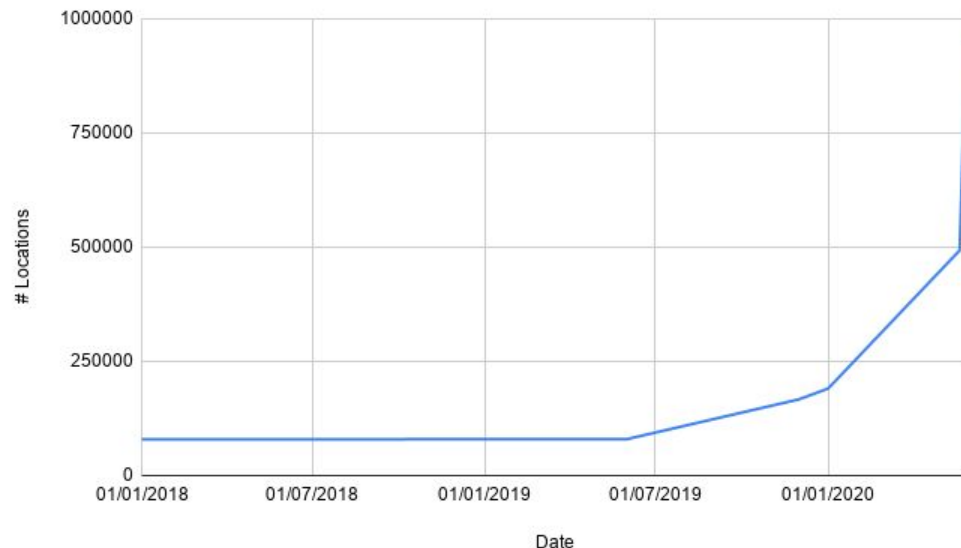
Maybe* tracks 1m
companies in 1300
UK towns and is
now extending this
worldwide

Acceleration the number of businesses we can track

Up from 150K upto 1M

Number of Locations in Database

Maybe* Car Live from Jun 2019

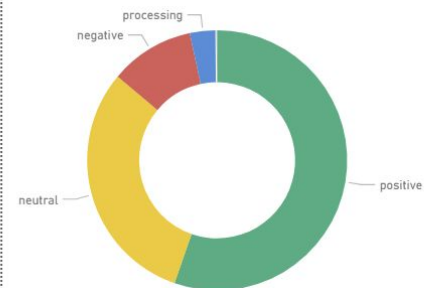


This means we can track over time:

- Changes in businesses reopening
- Changes in opening times
- See what they are saying
- By sector and by location

1300 UK towns and cities and 29 International ones

Column by sentiment_type

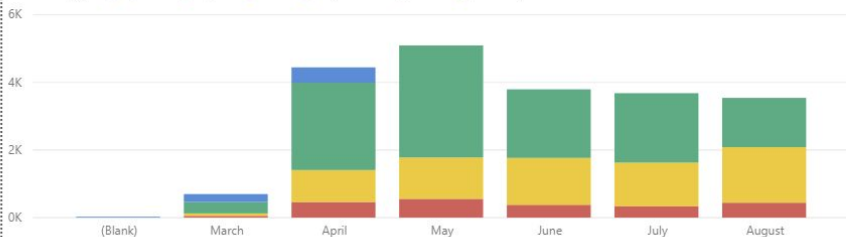


content



Column by Month and sentiment_type

sentiment_type ● mixed ● negative ● neutral ● not_evaluable ● positive ● processing



Word cloud of all tweets for Gloucester

Visualizations

Filters

Values

Drillthrough

Cross-report

Off

Keep all filters

Fields

Search

example

Glos

content

created_at

domain_name

image_url

sentiment

sentiment_type

url

_1

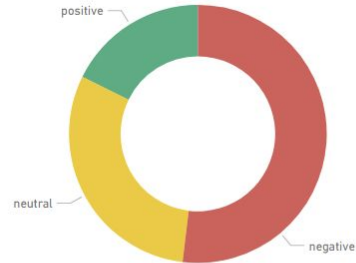
_2

channel_name

Column

Column1

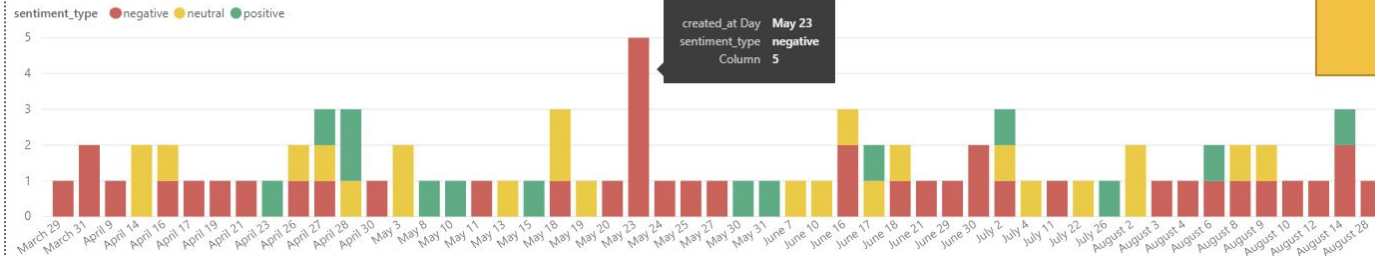
Column by sentiment_type



content



Column by Month, Day and sentiment_type



Show by day of week

Visualizations

Filters

Fields

Search

example

Glos

content

created_at

domain_name

image_url

sentiment

sentiment_type

url

_1

Values

Add data fields here

Drillthrough

Analysing post-Covid retail activity



Summary of evidence for each of our three questions:

Have people started shopping after 1st June announcement?

Huq footfall data:

- This will show activity levels in high streets, with a segmentation of the different types of shoppers (e.g. how far they are travelling and the frequency of their shopping trips)
- Footfall data will be compared to pre-June levels and a pre-covid baseline
- A segmentation will also consider the types of shops where the activity is

This can be triangulated with:

- Springboard camera data
- Google mobility data (for wider regions)
- Social media mentions of local businesses

Have shops opened as a result of the new guidelines?

Google opening times:

- We will trial the google opening hours data to check the validity and cost of this

Social media activity by shops:

- Maybe* data will show activity by local retailers for each area

Average time spent in shopping districts using Huq data:

- The average time spent in a shopping area could provide further evidence that shops are open for business again

Do people feel positively about the change in guidance?

Maybe* social media data:

- Sentiment data to show how people feel from each area (users tagged to each location, or tweets mentioning location)
- Sentiment data about each local business

How one SME shoe retailer has adapted to Lockdown and beaten MoM web sales



The social highlights

Celebrated 45 years as a shoe shop. Rewarded all social comments on social media with a £10 gift voucher and personalised each reply.

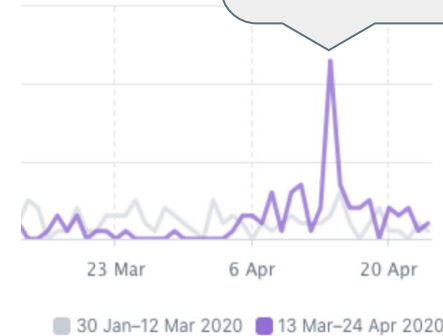
Launched a shoe drawing competition for children.

Hit pause on social and did some reminiscing of best photo shoots and a lot of local engagement.

15th March - COVID-19 begins to impact. Zero footfall in Cheltenham (also Cheltenham race week), more shops closing as the week went on.

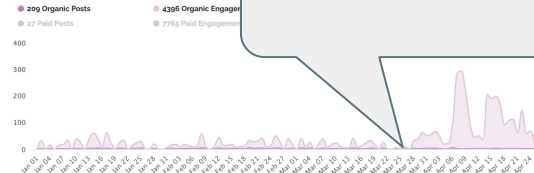
Tuesday 14th April - launched new trainer collection.

ORDERS OVER TIME



Start of Lockdown.

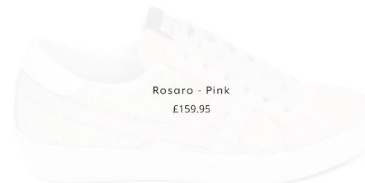
What Keith Scarrott Shoes is saying



New trainer range launched

www.keithscarrott.co.uk

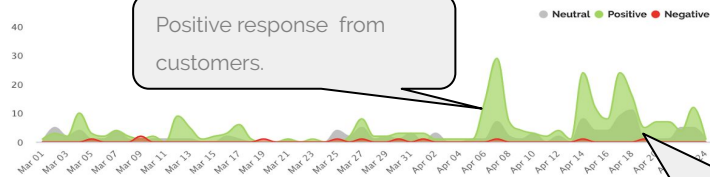
New price point £49.95



Rosaro - Pink
£159.95

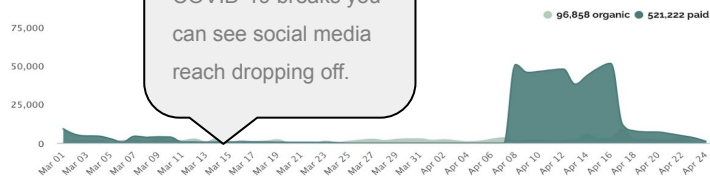


@keithscarrottshoes

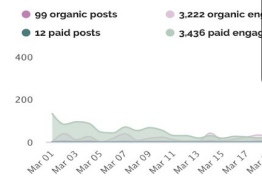


Positive response from customers.

Sentiment remains more positive than pre COVID-19.



As the news of COVID-19 breaks you can see social media reach dropping off.



Organic engagement with positive local content.

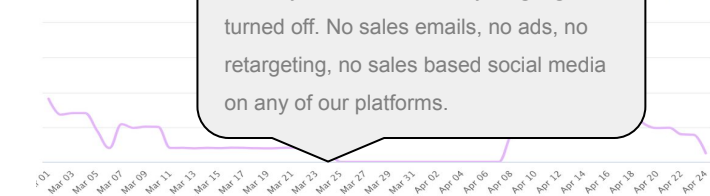
Organic engagement with Children's shoe competition.

Launched new
trainer collection at
a lower price point.

6th April sales campaign and starts and paid social media activity turned back on.



Impact on sales
from new
trainers.



Monday 23rd March - everything digital turned off. No sales emails, no ads, no retargeting, no sales based social media on any of our platforms.



Impact on
online sales as
social media
activity stops.

All images shot on an iphone at home

Maybe*



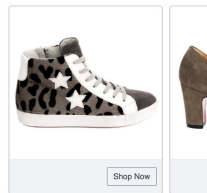


Increase budget on [facebook ad manager](#) because this ad is doing very well

Keith Scarrott Shoes
Sponsored · 1/8

You've left something behind 🛒

Don't forget we're also offering ... See More



Shop Now

1504 reactions 22 shares

[Go to Ads Manager](#)

329 Sold	£18.68 Cost per purchase
£6,146.92 Spent	23,142 times Viewed
10,409 Landing page view	£0.59 Cost per landing page view
1,244 times Added to basket	£50,549.64 Total purchase conversion value is
564 times Checkout has been initiated	18,540 people have been reached

8.22

Purchase ROAS (return on ad spend)

Campaign name: Catalogue Sales - Retarget <28 days view plus add to basket but no purchase

Ad set name: Retarget ad

Ad name: Store collection All Products - Catalogue Sales

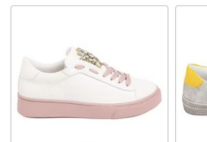
Targeting: product catalog sales



Increase budget on [facebook ad manager](#) because this ad is doing very well

Keith Scarrott Shoes
Sponsored · 1/8

KS Boutique is back for 2020! Sporty, spirited and fun it delivers trend-led trainers at a fabulous price.



£69.95

The Sparkle - Pink

Crystal embellished tr...

Shop Now

The Shin

Distressed

131 reactions 2 comments 2 shares

[Go to Ads Manager](#)

Assign

🔗

41 Sold	£10.82 Cost per purchase
£443.78 Spent	1,422 times Viewed
822 Landing page view	£0.54 Cost per landing page view
96 times Added to basket	£2,917.75 Total purchase conversion value is
52 times Checkout has been initiated	49,713 people have been reached

6.57

Purchase ROAS (return on ad spend)

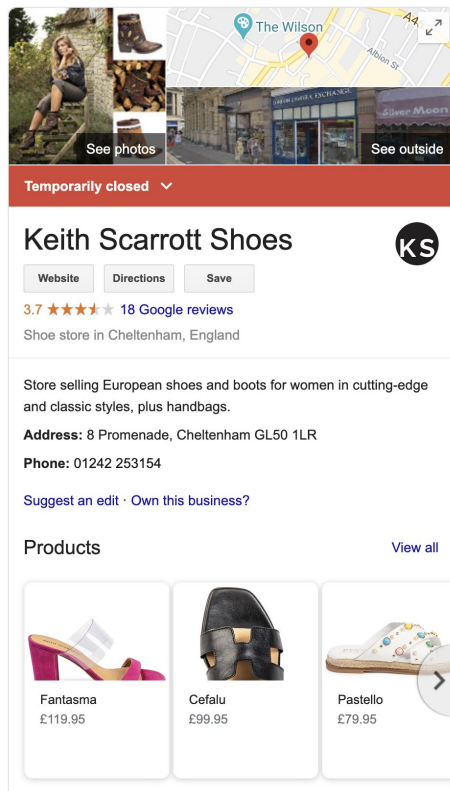
Campaign name: KS Boutique 2020 - main ad

Ad set name: KSB wide

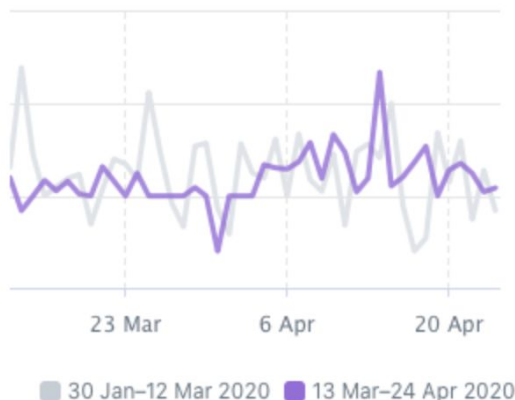
Ad name: KS Boutique 2020 - Conversions

Targeting: conversions

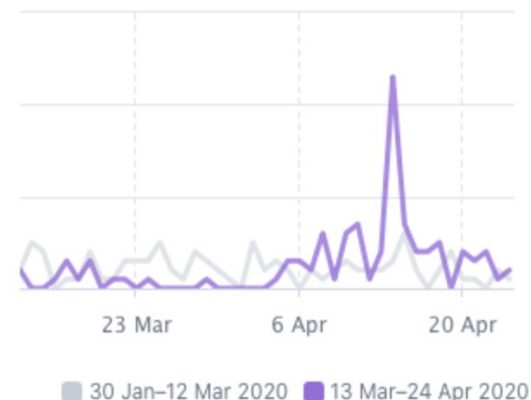
Year-on-year comparison web sales



SALES OVER TIME



ORDERS OVER TIME



PRIMARK®

boohoo

Benchmarking social media performance

Organisation	Followers	Avg. posts per day	Average engagements per post	Avg. engagements per day	% daily engagements of total followers*	Best performing posts
Retailers outperforming the market						
Primark	13,600,000	76	230	17553	0.129%	View
BooHoo	9,500,000	60	836	50000	0.526%	View
Gymshark	5,100,000	128	47	5977	0.117%	View
Retailers that are not beating the market						
Topshop	11,100,000	15	510	7827	0.071%	View
River Island	2,700,000	14	195	2667	0.099%	View

Data is indicative at the time of publishing. Performance and stats may improve over time and are subject to any paid advertising. Go to [maybetech.com](https://www.maybetech.com), sign up, and connect your social accounts to see the live data for your business.

Primark is closed for business

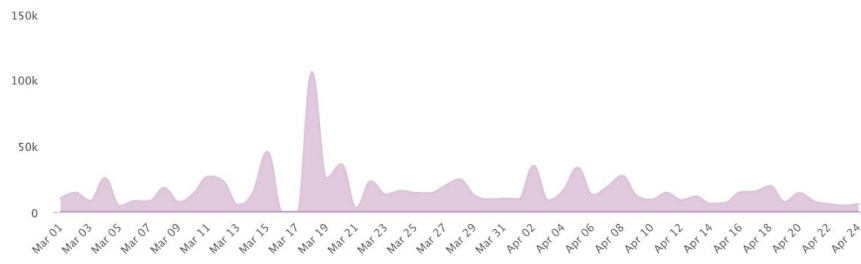
But their conversation has not missed a beat, and their audience is talking about them **ALOT**

What Primark is saying



898997 Engagement

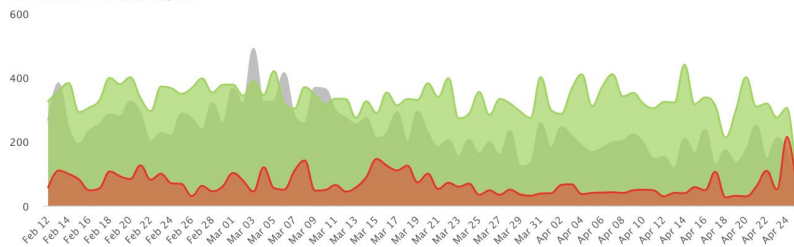
504 Posts



What is being said about Primark



Neutral Positive Negative

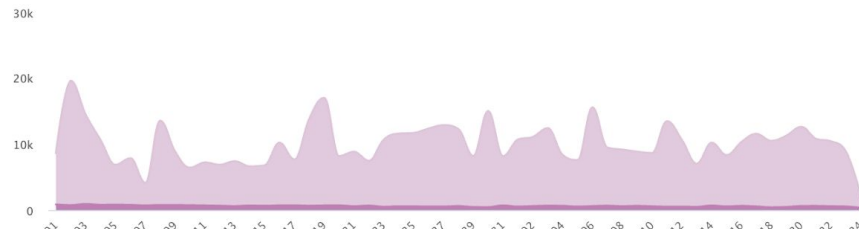


What is being said about Primark



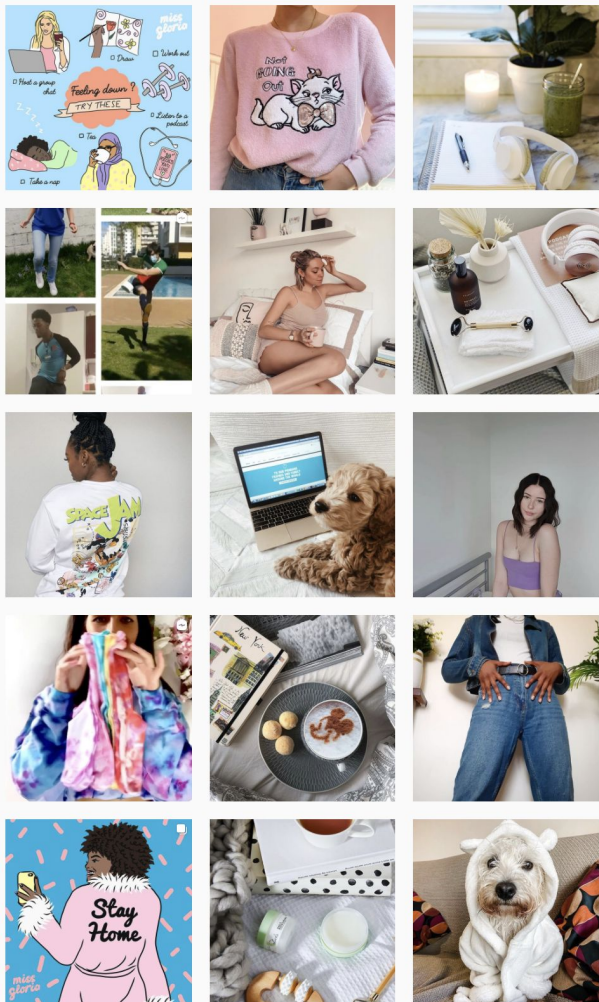
553161 Engagement

34004 Posts



What is being said about Primark





Primark
April 18 at 9:55 AM · 🌐

Bright spring colours 🌈👉 Who else is loving a bit of nail art?

📸: www.instagram.com/elbebeauty



👍👍👍 3.7K 1.1K Comments 140 Shares


👍 Like 💬 Comment ➦ Share 📁 Buffer 👤

Most Relevant ▾

 Write a comment...

 **Briony Minnie Manderson** Love these! 🌈👉 i ordered loads of spring colours the other day to use with my gel lamp got yellow too to brighten the mood! 😊

Like · Reply · 6d

 **Briony Minnie Manderson** Love these! 🌈👉 i ordered loads of spring colours the other day to use with my gel lamp got yellow too to brighten the mood! 😊

Like · Reply · 6d

Most Relevant is selected, so some replies may have been filtered out.

 **Author**
Primark ✓ it must look wonderful on you, Briony! 😊🌟 with spring colours!


Like · Reply · 6d

👉 View 7 more replies

 **Dimple Rehal** I can't do nail art because I don't have any nail polishes left 😊 and it's not worth it to go shops just to buy some, and I really love your gel polishes, so cheap and long lasting


Like · Reply · 6d · Edited

Most Relevant is selected, so some replies may have been filtered out.

 **Author**
Primark ✓ We are grateful you like them! 😊❤️ We hope you find a way to use them some day!

Like · Reply · 6d

👉 View 3 more replies

 **Amy Normanton** Can you please check your content before posting and crediting the wrong creator/account. [Elbe Beauty](#) works really hard and has always credited others nail artists, it's a shame others copyright her work and get the glory. ... [See More](#)

Like · Reply · 6d · Edited

👉 View 6 more replies

 **Author**
Primark ✓ Thanks for notifying us of the mistake - we've corrected and tagged [Elbe Beauty](#) now ❤️

Like · Reply · 5d

👉 View 2 more replies

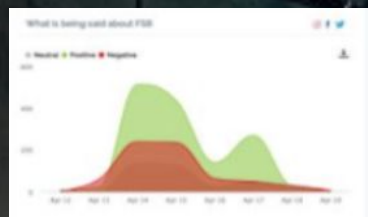


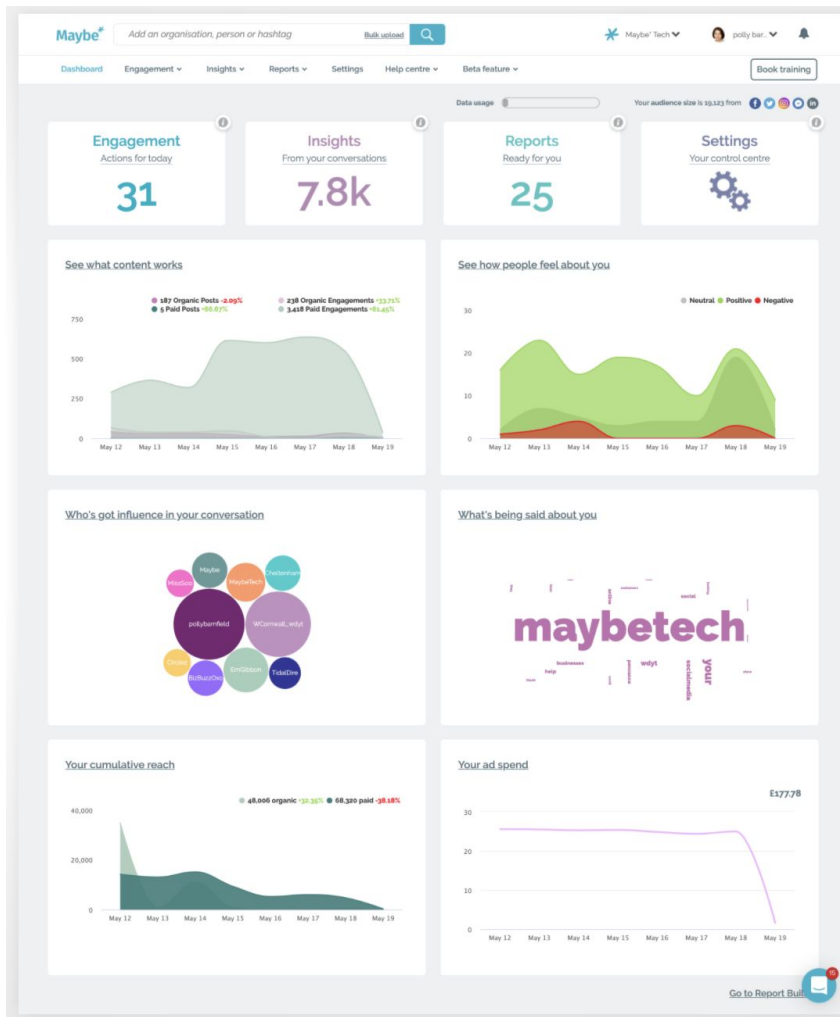
Training and empowering a remote team of 100+ people through COVID-19

Organisation	Follower s	Posts on social channels	Engagements on posts	Average posts per day	Average engagement on each post	Average engagements per day	Best performing posts
FSB	92.3K	251	4.2K	5.70	16.70	95.27	View
FSB North Yorkshire	2.9K	203	859	13.53	4.23	57.27	View
FSB LNR	2.4K	68	255	4.53	3.75	17.00	View
FSB North East Scotland	1.4K	65	253	4.33	3.89	16.87	View
FSB Staffs & West Midlands	1.8K	115	159	7.67	1.38	10.60	View
FSB Gloucestershire & WoE	8.4K	73	126	4.87	1.73	8.40	View
FSB Essex	11.2K	73	87	1.66	1.19	1.98	View

Know what's working or why its not







Maybe*

The platform that makes social media work.



Your customers are your
business's most
valuable asset.

www.maybetech.com
polly@maybetech.com