



## 2013 Facebook Social Performance Review Chanel vs Louis Vuitton

### 2013 Highlights



- ✓ Meaningful Concept
- ✓ Content Marketing



- ✓ Product Information
- ✓ Active Publishing

FANS	10,643,616
GROWTH	2,475,751 ↑30.31
ER	0.07
INTERACTIONS	3,377,032
RELEVANCE	30,152.07
WALLPOSTS	112
LIKES	2,498,079
COMMENTS	38,712
SHARES	159,970
LIKES RATE	23.39%
COMMENTS RATE	0.36%
SHARES RATE	1.50%

FANS	15,887,479
GROWTH	3,712,858 ↑30.50
ER	0.10
INTERACTIONS	7,311,844
RELEVANCE	33,851.13
WALLPOSTS	216
LIKES	6,490,653
COMMENTS	72,914
SHARES	312,012
LIKES RATE	40.78%
COMMENTS RATE	0.46%
SHARES RATE	1.96%

As we can see, in 2013 Louis Vuitton was more active on Facebook than Chanel, releasing almost twice as many Wallposts. While the growth of Fans was fairly similar, the key benefit realised by Louis Vuitton from this strategy was in the number of Interactions - meaning that they were able to better engage with their Fans whether it be for Likes, Comments or Shares.



Rather than simply introducing new products on its Fanpage, Chanel's strategy was to create stories about its iconic Chanel jacket. This really created interest from the audience to follow the history of the fashion and the changes experienced over time.



Louis Vuitton was much more of a straight-forward marketing approach and focused on introducing the Brand's products on its Fanpage. While this is much more of a "hard sale" approach, the brand did manage to create interest from die-hard Fans, generating significant "Likes" and "Comments" as well. However, the metrics reveal that Louis Vuitton had to use twice as much effort (i.e. Wallposts) to spur engagement.

At the end of the day, while consumers do like to be informed about new products, we see that by focusing on the interests of your audience will enable you to create a true engagement.