

2013 Facebook Social Performance Review Chanel vs Louis Vuitton

🗫 2013 Highlights 🦈



Meaningful Concept Content Marketing





✓ Product Information Active Publishing

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.



CHANEL @ Wed, 13 Mar 2013 17:10:01 +0000

Link: http://www.facebook.com/10109514234/posts/174410216040915 The fashion essential that never goes out of style... a new film revealing the story behind the

iconic CHANEL jacket. http://inside-chanel.com

The jacket - Inside CHANEL

248,596 Like(s) 3,631 Comment(s) · 12,779 Share(s)

Rather than simply introducing new products on it's Fanpage, Chanel's strategy was to create stories about it's 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 @ Wed, 05 Jun 2013 17:30:07 +0000 Link: http://www.facebook.com/215138065124/posts/10152882160840125 Subtly elegant, decisevly contemporary, infinitely versatile: the classic damier

enable you to create a true engagement.

Tag

Tag



design goes further in black for Father's with Style at http://vuitton.lv/10XSX9t

242,245 Like(s) 3,691 Comment(s) · 10,957 Share(s)

Louis Vuitton was much more of a straight-forward marketing approach and focused on introducing the Brand's products on it's 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

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