

NZ Special analysis
Social Media analysis

1. Client and webshop informations

- 1.1. Client information
- 1.2. Statistics and Social Media informations
- 1.3. Project Goal

2. Extensive analysis of Company Social Networks

- 2.1. Facebook
- 2.2. Instagram
- 2.3. Snapchat
- 2.4. LinkedIn
- 2.5. Other

3. Methods for adapting social networks to algorithms

4. YouTube as a promotional social network

- 4.1. Channel Description
- 4.2. Video Description
- 4.3. Technical Video Quality
- 4.4. Content Quality

5. Post Types

- 5.1. "Call to Action" posts
- 5.2. Informational / Presentational
- 5.3. Indirect / Educational / Inspirational

6. Posts

- 6.1. Copywriting
- 6.2. PHOTO & VIDEO
- 6.3. Visuals & Graphic Solutions
- 6.4. Quality and Creativity of Content
- 6.5. Link Forms in posts
- 6.6. Frequency of posts
- 6.7. Post Release timing

7. Brand Awareness through Social Networks

8. Social networks in relation to potential customers

- 8.1. Target Groups
- 8.2. Selection of Effective Social Networks by Target Group
- 8.3. Selection of Effective Promotional Type by Target Group
- 8.4. Influencer marketing

9. Customer interaction through social networks

- 9.1. Facebook
- 9.2. Instagram
- 9.3. YouTube

10. Extensive analysis of promoted posts

11. Overall impression

12. Suggestions