

UTF Competitor Analysis & Social Media Strategy

A High-Level Competitor Analysis



Competitor Analysis & Socia Media Strategy Steps

Step 1 - Internal Audit

Step 2 - Competitor Analysis.

Step 3 - Identify Target Audience and their Needs.

Step 4 - Set Objectives.

Step 5 - Action Plan.

Step 6 - Measure Performance.





STEP 1



Internal Audit

Where are we now?

Platforms: Youtube, Facebook, Twitter

	UTF
YouTube Subscribers	215
Facebook Followers	3.2K
Twitter Followers	32






Internal Audit

STEP 1



What type of content are we posting?


The majority of UTF posts across the platforms are demonstration, within the warehouse, of how tools can be used or images of the actual tools.




United Tool & Fastener
@unitedtoolfastener1046 215 subscribers 25 videos
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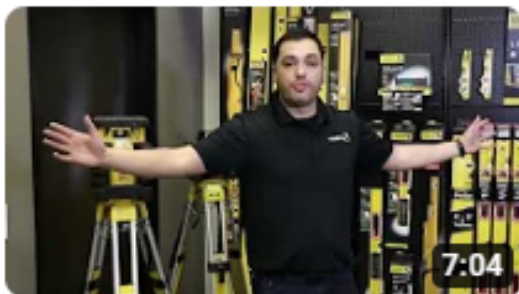
Videos  [Play all](#)




DeWalt Impact Connect Attachments
1.1K views • 2 months ago




DeWalt 3x360 Green Crossline Laser
3.5K views • 2 months ago




Stabila Levels & Lasers
378 views • 3 months ago



Milwaukee M18 Knockout Tool Demo
1.9K views • 3 months ago



Milwaukee M18 Force Logic Crimpers
1.5K views • 3 months ago



Where do we want to be?

What type of content SHOULD we posting?

To help us answer these queastions, the next section of the presentation is a competitor analysis. Knowing what competitors are doing well can help to guide our actions.

A competitor analysis in marketing helps:

- Identify market trends
- Uncover competitive advantages
- Refine positioning strategies
- Discover potential opportunities
- Mitigate risks
- Improve overall marketing effectiveness





Competitor Analysis

Competitor Analysis

STEP 2

Platforms: Youtube, Facebook, Instagram

Competitors: Ferguson, Grainger, Home Depot

	Ferguson	Grainger	Home Depot
YouTube Followers	2.43K	13K	530K
Facebook Followers	183,648	270,701	5,492,826
Instagram Followers	N/A	27.1K	1.3M



Competitor Analysis

STEP 2

Platform: Youtube


	Ferguson	Grainger	Home Depot
Best Performing YouTube Content	<p>“Prepare your appointment.” “Get to Know Ferguson”</p>	<p>Short Documentary Style Ads – Showing the positive impact of reliable products.</p>	<p>“How to run electrical wires” “Affordable Kitchen Cabinet Ideas” “How to prep for moving”</p>
YouTube Posting Frequency	2-3 times a month	2-3 times a month	4 times a month



Competitor Analysis

STEP 2

Platform: Youtube - Home Depot



The Home Depot ✓


@HomeDepot 530K subscribers 1K videos

How doers get more done. We're helping doers in their home improvement... >

Subscribe


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LatestPopular




Affordable Kitchen Cabinet Ideas | The Home Depot

25M views • 2 years ago




Meet the kind of people who are in our parking lot at 5:45 a.m.

4M views • 1 year ago



How to Run/Fish Electrical Wire Through Walls & Ceilings | The...

3M views • 5 years ago



How to Prep for Moving: A DIY Digital Workshop | The Home Depot


2.4M views • 4 years ago



Competitor Analysis

STEP 2

Platform: Youtube - Grainger



Grainger ✓


@grainger 13K subscribers 918 videos

Grainger is here for you—the ones who get it done. Count on us for supplie... >

Subscribe


HOMEVIDEOSSHORTSPLAYLISTSCOMMUNITYCHANNELSABOUT

LatestPopular




Extraordinary Times: Grainger Industrial Supply

40M views • 2 years ago




Go Getters

11M views • 2 years ago



Extraordinary Times - Grainger Industrial Supply

6.7M views • 3 years ago



Visionaries

4.1M views • 2 years ago



Competitor Analysis

STEP 2

Platform: Instagram

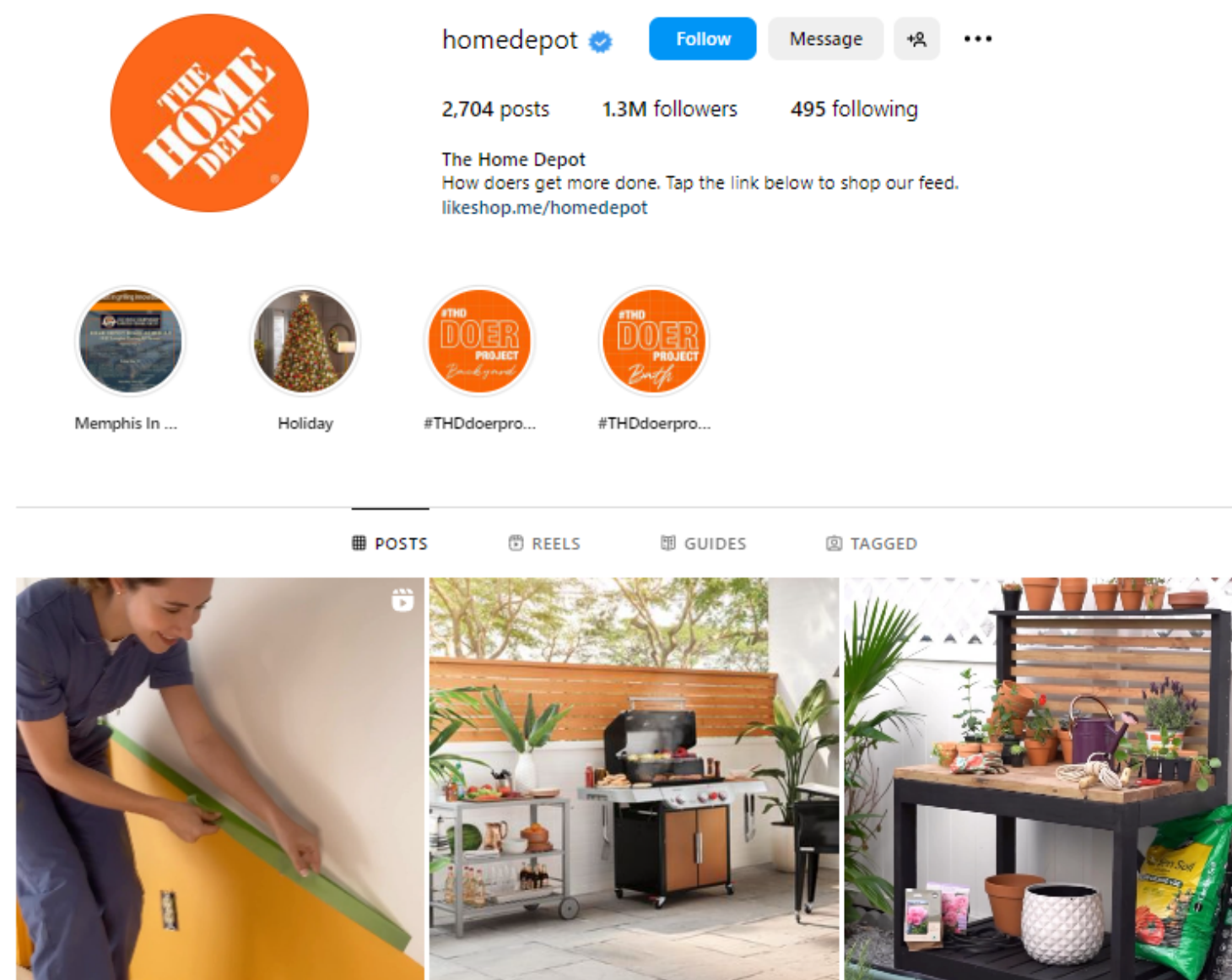
	Ferguson	Grainger	Home Depot
Best Performing Instagram Content	N/A	High-quality videos and photos of tools in action – employees and real-life situations.	Real-life people using tools, a sense of community, very creative and relatable.
Instagram Posting Frequency	N/A	7 times a month	25 times a month



Competitor Analysis

STEP 2

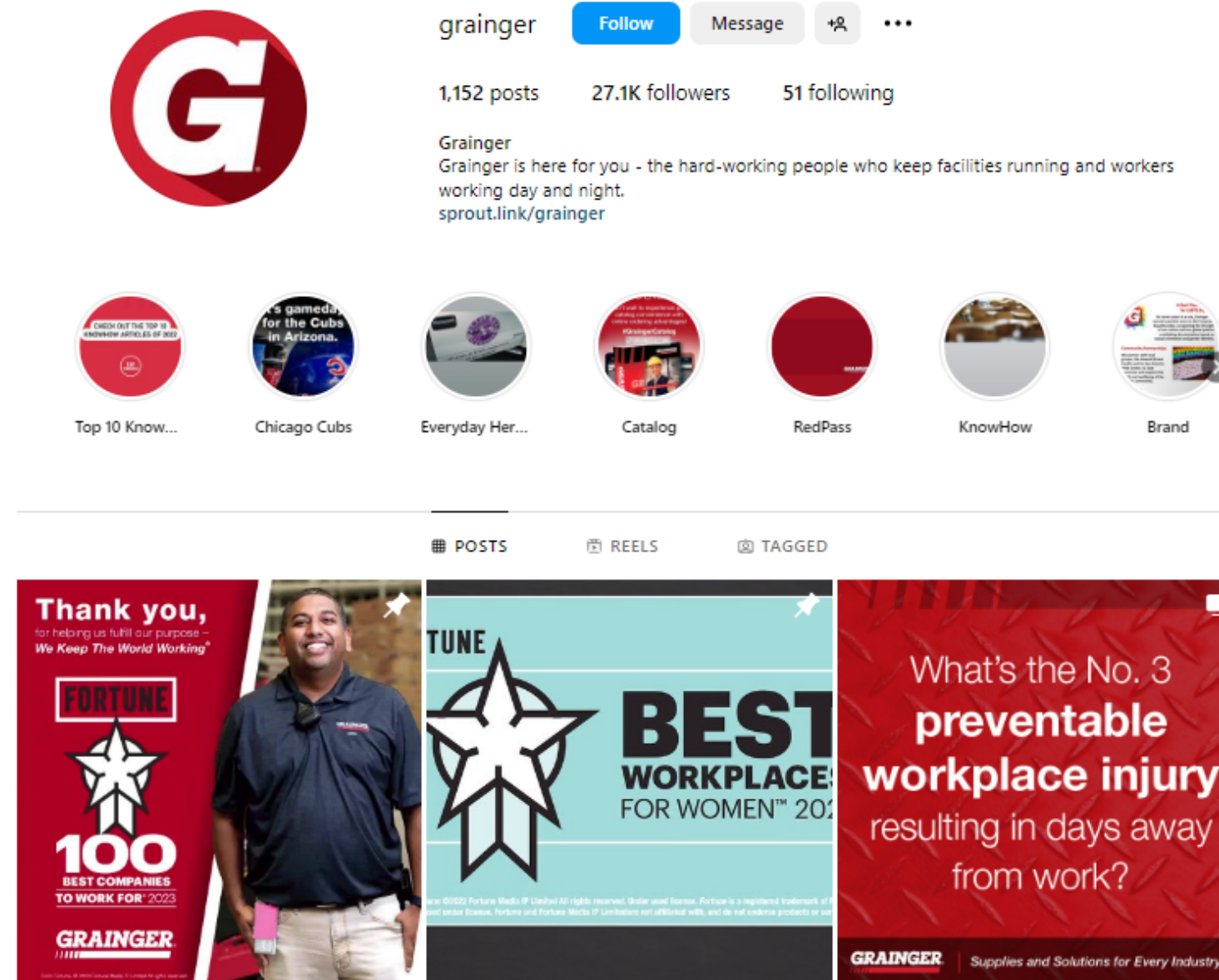
Platform: Instagram - Home Depot



Competitor Analysis

STEP 2

Platform: Instagram - Grainger



The screenshot shows the Grainger Instagram profile. The profile picture is a red circle with a white 'G'. The name is 'grainger' with a 'Follow' button, a 'Message' button, and a '+>' button. The bio states: 'Grainger is here for you - the hard-working people who keep facilities running and workers working day and night. sprout.link/grainger'. The post count is 1,152, followers are 27.1K, and following is 51. Below the bio are seven story highlights: 'Top 10 Know...', 'Chicago Cubs', 'Everyday Her...', 'Catalog', 'RedPass', 'KnowHow', and 'Brand'. The main feed shows three posts: a 'Thank you' post for Fortune magazine's '100 Best Companies to Work For 2023', a 'TUNE BEST WORKPLACE FOR WOMEN 2023' post, and a post about workplace injury prevention with the text 'What's the No. 3 preventable workplace injury resulting in days away from work?'. The Grainger logo and tagline 'Supplies and Solutions for Every Industry®' are at the bottom of the third post.



Competitor Analysis

STEP 2

Platform: Facebook

	Ferguson	Grainger	Home Depot
Best Performing Facebook Content	High Quality finished product photos and short videos – kitchens, bathrooms	Professional staff photos, high-quality ads and pictures of tools, Links to the Grainger blog	Real-life people using tools, a sense of community, very creative and relatable.
Facebook Posting Frequency	5 times a month	14 times a month	15 times a month



Competitor Analysis

STEP 2

What are Competitors Doing Well?

- **Presence on Multiple Platforms:** Although Ferguson is not on Instagram, the other companies have a presence on Facebook, YouTube, and Instagram. They recognize the importance of these platforms for reaching a wide audience and engaging with customers.
- **Targeted Advertising:** Each company utilizes targeted advertising on these platforms. By leveraging user data and demographics, they create tailored ads that reach specific audiences who are more likely to be interested in their products or services.



Competitor Analysis

STEP 2

What are Competitors Doing Well?

- **Visual Content:** Facebook, YouTube, and Instagram are highly visual platforms, and all three companies focus on creating visually appealing content. They use high-quality images, videos, and graphics to showcase their products or services in an engaging way.
- **Promotions and Deals:** These companies use social media platforms to announce promotions, discounts, or special offers. They leverage the power of these platforms to quickly spread the word about limited-time deals and drive customer engagement.



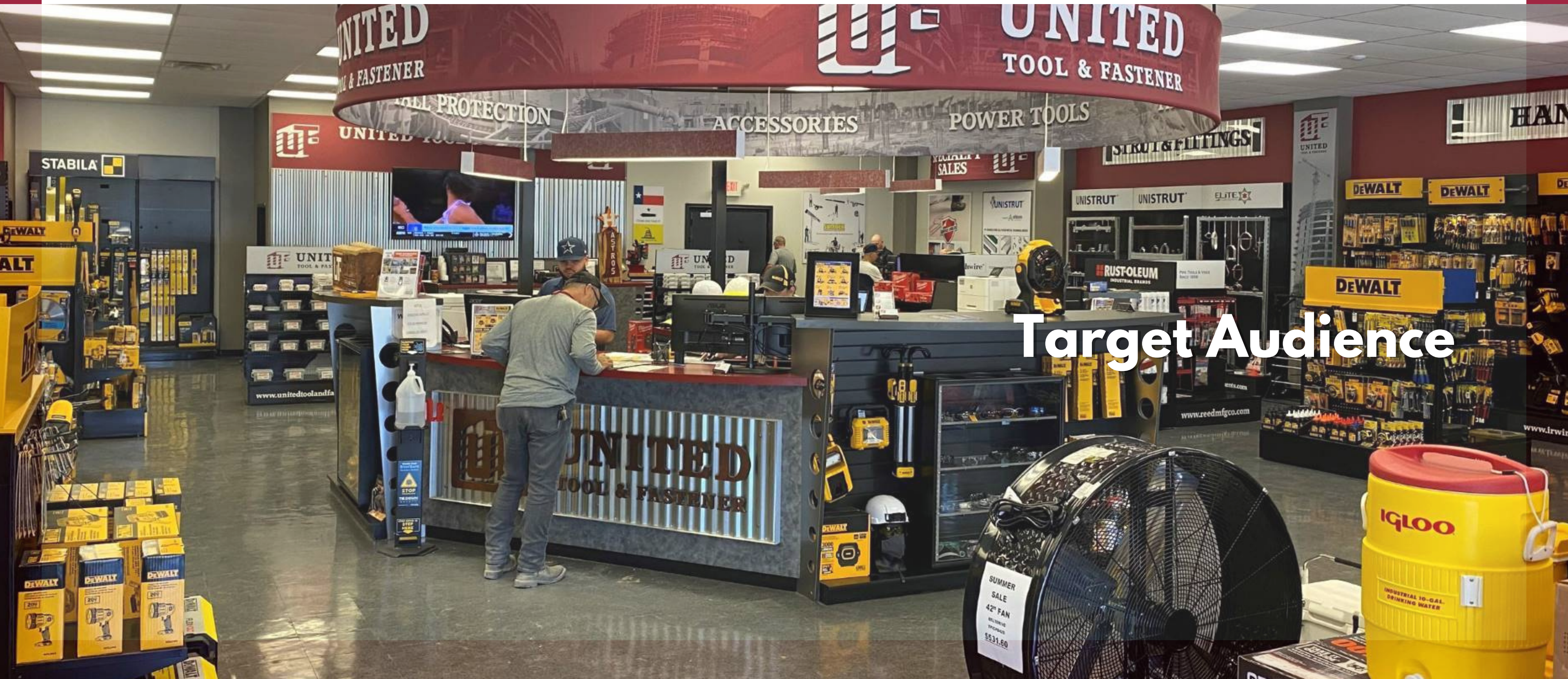
Competitor Analysis

STEP 2

What are Competitors Doing Well?

- **Customer Interaction:** Facebook, YouTube, and Instagram provide opportunities for direct customer interaction. These companies respond to comments, messages, and inquiries from customers, enhancing customer satisfaction and building a positive brand image.





Target Audience

Identify Target Audience and their Needs

If we want to build a relationship with our customers, we need to know who they are. In order to identify our ideal customer, we need to create **Archetypes**. **Archetypes** describe patterns of behaviours, attitudes, and motivations shared between people.

We can give our target **Archetype** a title and description to help us understand their needs.



Site Manager Bob

Bob understands the importance of reliable and high-quality products to ensure smooth operations and the satisfaction of building occupants. Whether it's sourcing maintenance supplies, equipment, or specialized tools, Bob seeks out trusted suppliers.



Identify Target Audience and their Needs

What does Bob need?



Site Manager Bob

- **Reliability:** Bob needs products and services that are reliable and of high quality. He depends on dependable solutions to ensure smooth operations and the satisfaction of building residents.
- **Expertise and Customer Support:** Bob occasionally requires expert advice and assistance in identifying the right products for specific maintenance tasks. He seeks suppliers who offer knowledgeable customer support to address his inquiries and provide guidance.



Identify Target Audience and their Needs



Site Manager Bob

What does Bob need?

- **Comprehensive Product Range:** Bob needs access to a wide range of products to support his maintenance and operations requirements. He values suppliers with their extensive product offerings, as it allows him to find all the necessary items in one place.
- **Competitive Pricing:** Bob is conscious of costs and appreciates suppliers that offer competitive pricing. He seeks suppliers who can provide durable and cost-effective solutions without compromising on quality.

The key is to create content that will resonate with Bob and his needs. »

Identify Target Audience and their Needs



Site Manager Bob

What Activities is Site Manager Bob likely to be involved in?

Activities capture the actions and goals of a customer across their end-to-end experience, from their point-of-view.

Understanding the Bob's potential activities will ensure UTF has engaging content for our target customers.

Activities	Stages				
	DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
	Get Inspired	Read Reviews	Assess Cost	Explore Destination	Review Experience



Identify Target Audience and their Needs



Site Manager Bob

**When Might UTF Interact with Ideal Customers like Site Manager Bob?
How can Principles help UTF Communicate a Consistent Message?**

Interactions are any moment a brand engages with a customer. In order to build a strong relationship with our customers, all our interactions need to be consistent and meaningful.

In order to remain consistent and valuable through our use of social media and all our interactions, we need the right principles to guide our interactions, enabling us to make decisions that customers will find meaningful.



Identify Target Audience and their Needs

Developing Clear Principles Based on Customers' Needs



Site Manager Bob

Because Site Manager Bob needs...	The experience must be...
Reliability	Consistent
Expertise and Customer Support	Supportive and Professional
Comprehensive Product Range	Innovative and Informative
Competitive Pricing	Worthwhile



Identify Target Audience and their Needs

»» What Features should TravelTube Include across its Social Media Platforms?



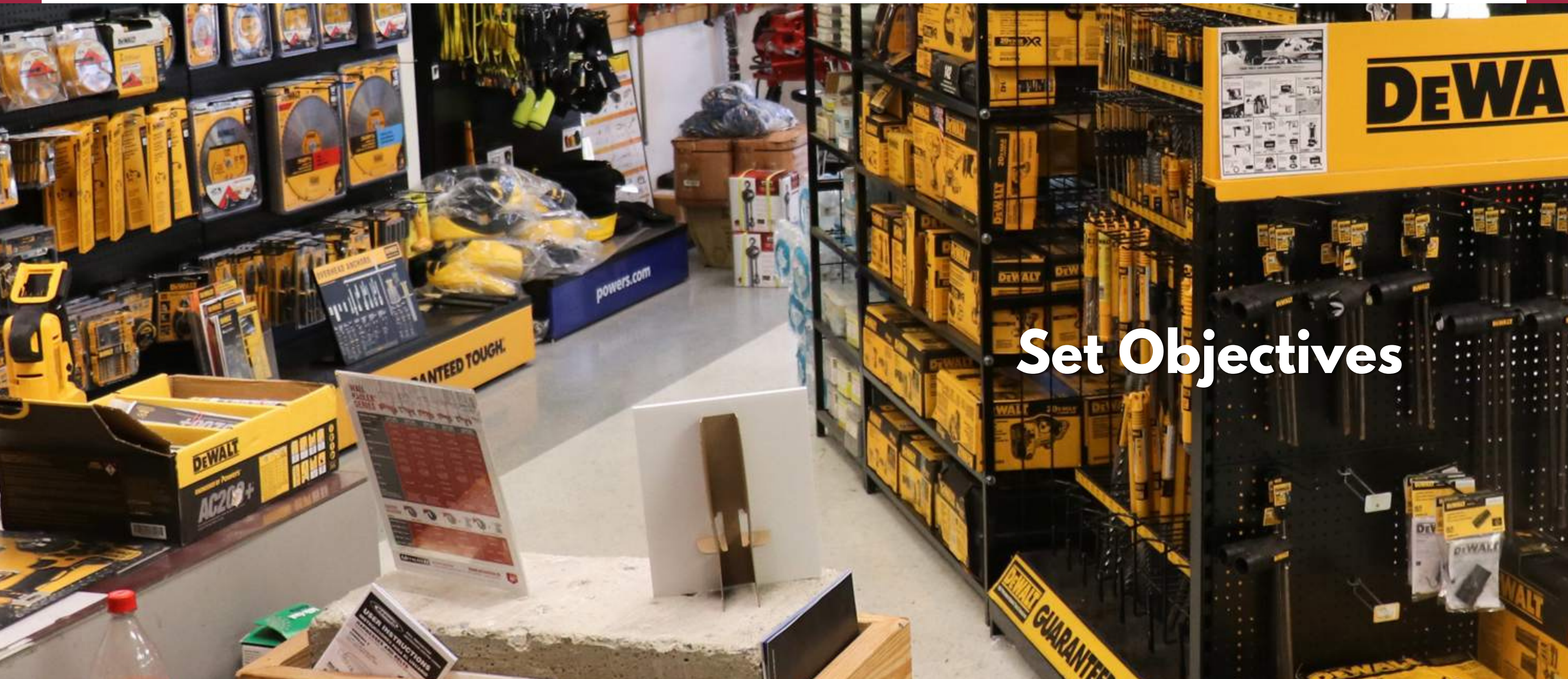
Site Manager Bob

Stages
Activities
Interactions

DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
Get Inspired	Read Reviews	Assess Cost	Explore Destination	Review Experience
High quality picture and video content	Authentic reviews by trusted celebrities/influencers and strong brand positioning	Use a smart pricing strategy - services should be worth the price	Reposting user-generated content to encourage posting	Review and Rating Options - Text or Media

Experience Principles: **Consistent, Supportive/Professional, Innovative/Informative, Worthwhile**





Set Objectives

Setting Objectives

STEP 4

A proven process for establishing and reaching goals is called the **SMART** method - Specific, Measurable, Attainable, Relevant and Time-bound.

Etszone recommends using SMART goals as they are essential for tracking meaningful Metrics/Key Performance Indicators. By setting SMART objectives, United Tool and Fastener can benefit in several ways:

- **Focus:** SMART objectives help UTF's marketing team to concentrate their efforts on specific areas that align with their overall marketing strategy.
- **Measurement:** SMART objectives provide quantifiable metrics, allowing UTF to track progress and measure the success of their marketing initiatives.



Setting Objectives

STEP 4

- **Accountability:** The time-bound nature of SMART objectives creates a sense of urgency and accountability, ensuring that the marketing team stays on track and achieves the desired results within the specified timeframe.
- **Adaptability:** SMART objectives enable UTF to assess and adjust their marketing strategies if they find that they are not meeting their goals. This flexibility allows them to make data-driven decisions and optimize their efforts.

By implementing SMART objectives, United Tool and Fastener can enhance their marketing effectiveness, drive growth, and make more informed decisions based on measurable results.



Setting Objectives

STEP 4

Here are some relevant examples of SMART objectives that UTF can consider:

1. **Specific:** Increase online sales of power tools by targeting a specific customer segment, such as contractors in the construction industry.
2. **Measurable:** Increase website conversion rate by 15% within the next six months by implementing user experience improvements and optimizing product pages.
3. **Achievable:** Launch a targeted email marketing campaign to generate 500 qualified leads from industrial maintenance professionals in the next quarter.
4. **Relevant:** Increase brand awareness by securing partnerships with three influential construction industry blogs and getting featured in their articles or interviews.
5. **Time-bound:** Launch a social media advertising campaign to promote a new line of safety equipment and achieve 10,000 impressions and 500 clicks within the next month.





Action Plan

Create Compelling Content

STEP 5

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.

- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.

Action Plan

STEP 5

Based on the activity of best performing competitors, the following strategy will lead to **maximize growth**:

»»» YouTube

Content Type – High Quality “How to” videos, “Get to know UTF”, Showcasing completed units made with UTF tools eg, Kitchens, bathrooms.

Best frequency to Maximize Growth – Once a week, minimum.

»»» Facebook

Content Type – High Quality finished product photos and short videos – kitchens, bathrooms, Professional staff photos, high-quality ads and pictures of tools, Links to the UTF blog, Real-life people using tools, a sense of community, very creative and relatable.

Best frequency to Maximize Growth – 14 times a month, minimum



Action Plan

STEP 5

»»» Instagram

Content Type - High-quality videos and photos of tools in action – employees and real-life situations. Real-life people using tools, a sense of community, very creative and relatable. Finished products. Vibrant.

Best frequency to Maximize Growth – 15 times a month, minimum.

»»» Website

Content Type - High-quality videos and photos of tools in action. Real-time effective customer service support. Informative blog to educate potential customers.

Best frequency to Maximize Growth – Weekly blog, post monthly updates.



Action Plan

STEP 5

»»» Benefits of Proposed Action Plan

- **Increased Brand Visibility:** Regularly posting on social media platforms increases the visibility of the UTF brand. It keeps the company in front of their target audience's eyes, reminding them of the products and services offered.
- **Improved Engagement:** Frequent social media posts create more opportunities for engagement with followers and potential customers. It encourages likes, comments, shares, and other interactions, which can lead to increased brand awareness and loyalty.
- **Audience Growth:** Consistent posting on social media platforms can attract new followers and expand UTF's audience. Engaging content and regular updates can attract individuals who may not have been aware of the company previously.



Action Plan

STEP 5

»» Benefits of Proposed Action Plan

- **Establishing Authority:** By consistently sharing valuable content, tips, industry insights, and updates, UTF can position itself as an authority in the industrial tools and construction supplies space. This helps to build trust and credibility among the audience.
- **Driving Traffic:** Social media posts can include links to UTF's website, product pages, blog posts, or other valuable resources. Regular posting increases the chances of driving traffic to their website, potentially leading to increased sales and conversions.
- **Staying Top of Mind:** Frequent social media posting keeps UTF on top of customers' minds. When customers need tools or supplies, they are more likely to think of UTF if they have been consistently exposed to the company's posts and updates.



Action Plan

STEP 5

»»» Benefits of Proposed Action Plan

- **Adapting to Algorithms:** Social media algorithms often favor accounts that post frequently and consistently. By maintaining an active presence, UTF can improve the visibility and reach of their posts, ensuring they are more likely to appear in the feeds of their followers.
- **Timely Communication:** Frequent posting enables UTF to communicate timely information, such as promotions, new product launches, industry events, or important updates. This ensures that their audience stays informed about the latest happenings and offerings.

It's important to note that while posting frequently can be beneficial, it's equally important to maintain quality content that is relevant, engaging, and valuable to the target audience.



Measuring Performance



Measuring Performance

Once we have executed on our strategy, the following KPIs may be used to measure our performance.

Channel	Net Followers Gain/Loss	# of Posts	Engagement Rate	Click-throughs	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						



Measuring Performance

What should we continue doing?

Instagram	Facebook
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



Measuring Performance

STEP 6

What should we **STOP** doing?

LinkedIn	Twitter
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



Measuring Performance

What should we **START** doing?

TikTok	Website
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



Thank You

