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Matador Beef Jerky Digital Media Competitive Assessment

Background

Matador Beef Jerky invites its consumers to live a bold, flavorful life and its extra tender beef allows for an easy, protein-packed snacking experience. A competitive review will be valuable for Matador to both find inspiration for their digital spaces and better understand what is being done (and done effectively) digitally in their industry. In this competitive review, I'll be comparing Matador Jerky to Oberto, Krave, and Slim Jim.

Klout and SocialMention Score Card

	Matador Jerky	Oberto Jerky	Krave Jerky	Slim Jim
Klout Score	N/A	N/A	51	79
SocialMention - Strength	0%	0%	0%	21%
SocialMention - Reach	0%	8%	3%	12%
SocialMention - Passion	0%	0%	0%	45%
SocialMention - Sentiment	1:0	0:0	4:1	5:1

Brief Summary

Based on the Klout Scores, neither Matador nor Oberto are influential in the digital space. This is reflected in their SocialMention scores with Matador's only score coming in the Sentiment category and Oberto's in Reach. Krave's scores conflicted in that, though their Klout Score was moderate, their Reach score was relatively low. Slim Jim seemed to be a positive influencer in the digital space with a high Klout Score, high Sentiment ratio, and moderate Passion score.

Competitive Score Card #1 (Facebook)

	Matador Jerky	Oberto Jerky	Krave Jerky	Slim Jim
Likes - total page likes	482,147	166,199	25,906	1,270,251
Engagement - people talking about this / total page likes (x1000)	1.41	1.22	75.7	9.03

New Page Likes – number this week / total likes (x1000)	0.75	0.73	22.7	1.19
Gain/Loss of Likes – within the past week	Down 5%	Down 1.6%	Down 65.6%	Down 0.7%
Number of Posts – during September 2015	6	18	21	10
Community Management and Response – are they responding to comments?				
Quality of Content – original content				

Rationale

Being that Matador is a young brand, I found their nearly half a million likes to be strong. Though their number of likes is strong, their engagement compared to the other brands is only average. This week, their number of new page likes was low, especially compared to Krave. A small loss in the amount of likes is expected, but Matador's loss of 5% was slightly higher than the other brands. When evaluating the number of posts during September, I saw a higher number of posts as strong and successful, making Matador's six posts average in the category. The quality of the original content was subpar due to the low lighting, low photo/video quality, and low visibility of the logo. Matador did not respond to comments.

Competitive Score Card #2 (Instagram)

	Matador Jerky	Oberto Jerky	Krave Jerky	Slim Jim
Followers – total followers on page	538	2,006	4,572	4,619
Number of Posts – during September 2015	24	20	21	12
Average Number of Likes Per Post – during September 2015	12.8	40.5	75.9	51.3
Engagement – average number of likes per post / followers (x100)	2.38	2.02	1.66	1.11
“Official” Check – verified, official account check mark	no	yes	no	no
Quality Profile Photo				
Quality of Content – original content				

Rationale

Krave was founded in 2009, the same year as Matador, and has about 9 times as many followers as Matador and almost as many followers as Slim Jim. Krave was given a strong rating in the Number of Posts category because it had 20 or more posts during the month of September.

Because Krave's average number of likes for September was over 75, it was given a strong rating in the category. Krave's engagement was average because its score was above 1.50, but below 2.00. Krave's account is not a verified, official account. Krave's profile photo fits within the given area and is consistent with its other social media accounts. Their content quality is strong because of their high photo quality, their consistent "look," and the generally high visibility of their logo.

Summary

Krave Jerky performed well in all 3 analyses. Not only was it considered a moderate influencer (with a high Sentiment score), but it has the strongest Facebook and Instagram pages of the 4 brands. Matador has a lot of opportunity for improvement on both social media platforms. Slim Jim is the most influential and positive brand based on the the Klout and SocialMention scores. Krave is the clear hero on social media. On Facebook, their engagement, new page likes, and quality of content are strong. They do struggle, however, to keep the likes that they gain. Slim Jim is the dog of Instagram. For being such a well-known brand, their follower count, likes, and engagement are low. Matador is doing well at getting likes on Facebook and consistently posting on Instagram. Matador's main areas of opportunity to improve are the quality of content on both platforms, community management and response on Facebook, Instagram profile photo, and the number of followers on Instagram. Matador currently owns the number of likes on Facebook and engagement on Instagram.

Implications

Matador should, first, work to improve the quality of their original content on both platforms. In order to do this, they should look to Krave for inspiration and put their product in more bold, adventurous situations and locations. More partnerships with brands like GoPro or Red Bull could also help increase the quality. With better content, the number of their followers on Instagram may increase. Another potential tactic to increase Instagram followers could be cross promoting that platform on their Facebook page. This could go really well because of the number of likes their Facebook page has. To improve their community management and response on Facebook, they should begin responding to comments on their posts, taking inspiration from any of the other brands. This could be done through hiring a team, bringing on interns, or reaching out to college students in the area to volunteer. The Instagram profile photo could easily be improved by choosing a consistent social media logo and properly formatting it for the platform.