

May 2016 Online Listening Report

By Amber King

Data Source: Brandwatch

Please Note: Due to client confidentiality, the client's branding, name, and product names have been removed

Online Listening Objectives

- Watch brand mentions & perception
- Monitor shifts in public opinion of [MLM Brand]
- Identify ways to change negative perception
- Provide cross channel insights
- Uncover opportunities to partner with brand enthusiasts

May Overview



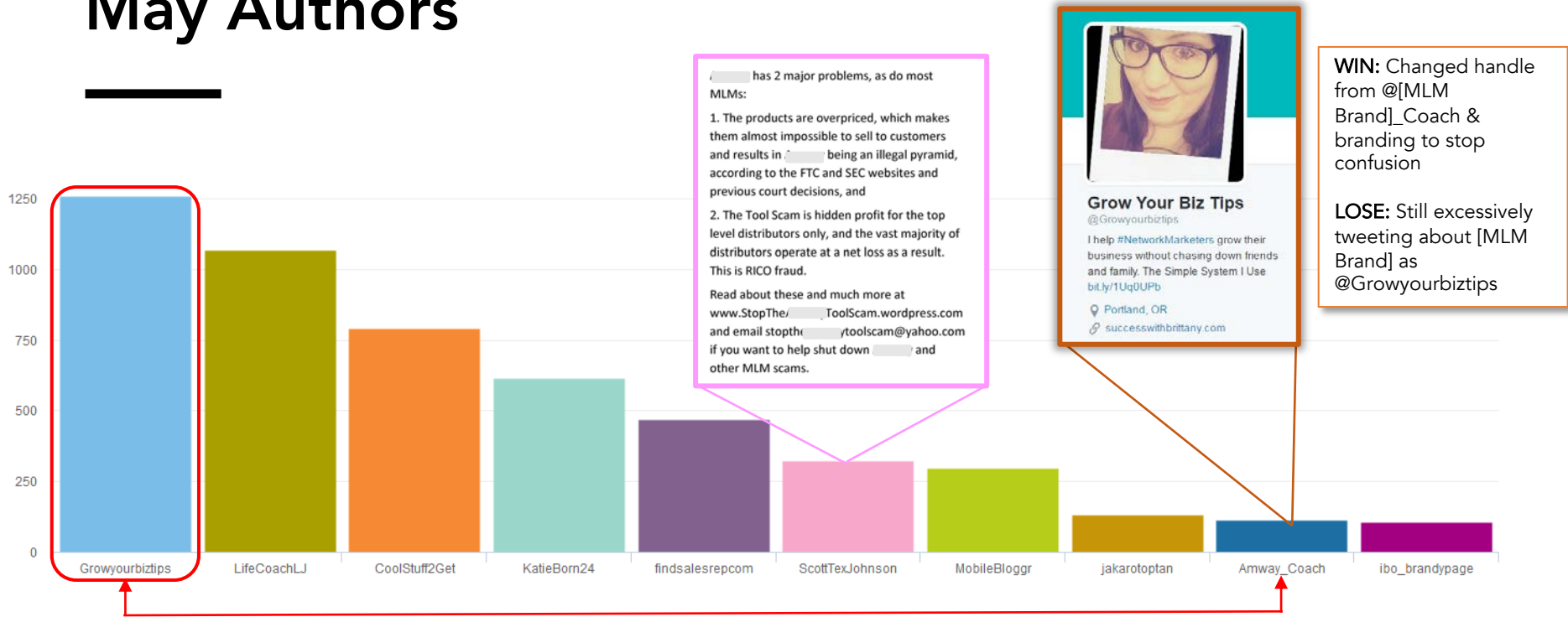
17,907
Mentions

35%
Positive

↑44%
MoM

↑15%
MoM

May Authors

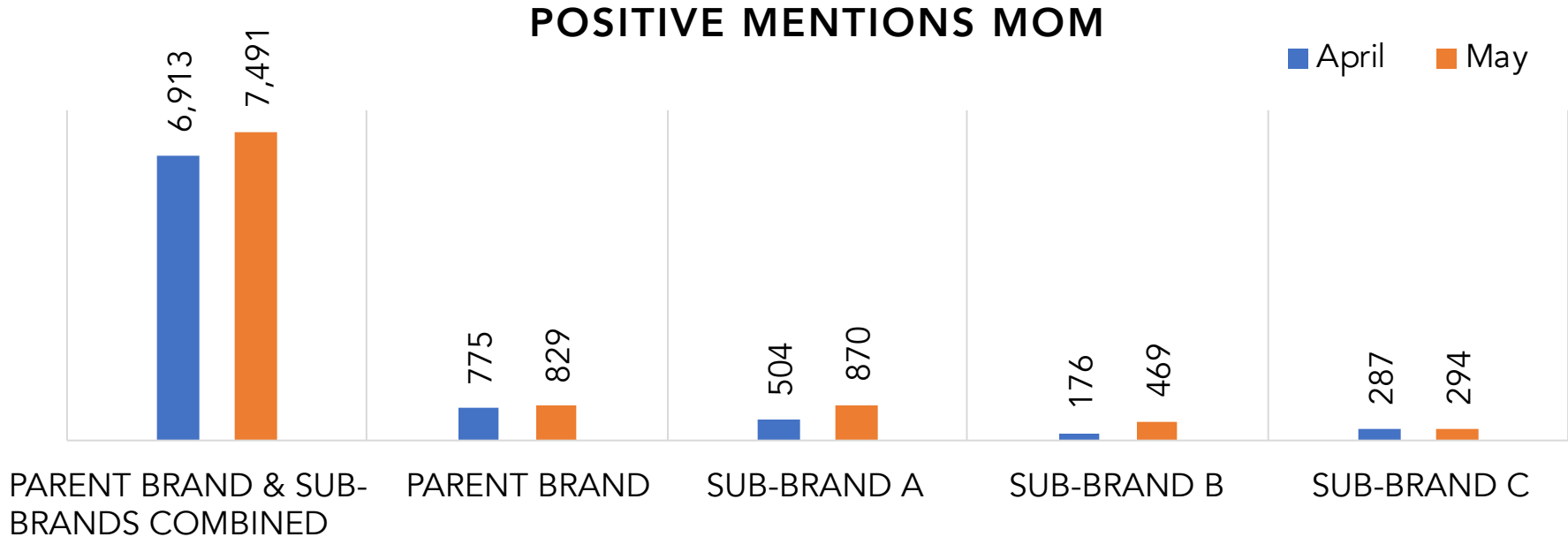


- MLM Coaches like @Growyourbiztips, @LifeCoachLJ & @CoolStuff2Get make up a large portion of mentions detracting from legitimate content
- ScottTexJohnson seems to be mentioning [MLM Brand] less often but this is due to his targeting users with an image and not mentioning [MLM Brand] in ever tweet

[MLM Brand] Brand Analysis



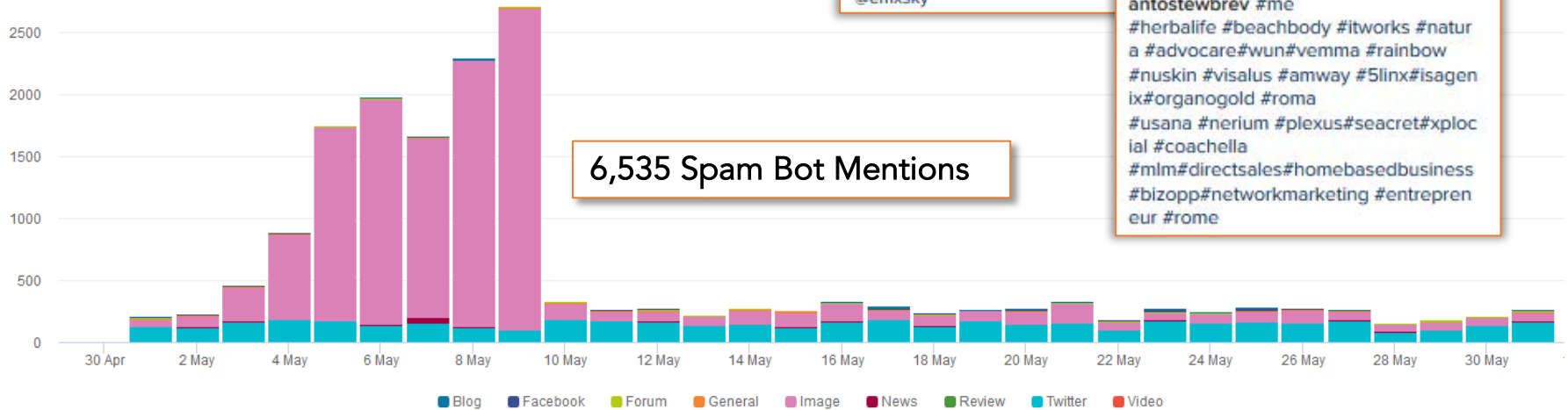
Volume of Brand Conversation



- Positive mentions increased 15% MoM
- Majority of online conversations in relation to [MLM Brand] are in tandem with one of [MLM Brand]'s sub-brands

[MLM Brand]: New Trend

INSTAGRAM SPAM BOTS



oteliaduston9664 Hi people! Go to my friends page --- @_InstaFameFollows_ to start getting thousands likes & follows on your profile everyday! Good luck! ☺

@farmasionlinesatiis

@dank_shxt @idivulgavoe
@936hertfordandware
@haliz_photographer @vincedjalbi
@emxsky

_rossellarek #hardrock #hardrockcafe #hardrockcafeamsterdam #amsterdam #regalini #siamoallaseconda #Money #danbilzerian #yeet #tbh #worldventures #javita #5linx #synergy #entrepreneur #mannatech #enagic #marykay #primerica #success #herbalife #verve #legalshied #empowernetwork #organogold #norwex #business #networkmarketing #wunlife million_dollar_earner How nice! phoenixandscott Nice!

antostewbrev #me #herbalife #beachbody #itworks #natur a #advocare#wun#vemma #rainbow #nuskin #visalus #amway #5linx#isagenix#organogold #roma #usana #nerium #plexus#seacret#xplocial #coachella #mlm#directsales#homebasedbusiness #bizopp#networkmarketing #entrepren eur #rome

- Spike in mentions due to the use of Instagram bots, accounts created just to generate followers for low-brow / bot-related marketing
 - We found 432 Instagram spam bots using #[MLM Brand]
 - Hashtags are created programmatically and used together because separately they are searched often or used often

[MLM Brand] Sub-Brand Analysis



Sub-Brand A

thisiswhereyouwanttobe newbeginnings crossfit

Sub-Brand A

Sub-Brand A & B

Sub-Brand A

: Women

Protein Powder

Sub-Brand A

Daily

Supplement-31

Check

Brand Sub-Brand A

Brand

FREE SHIPPING

Brand Sub-Brand A

Pack

Sub-Brand A Brand

bodykey

Sub-Brand A

bodykey

Brand

good health

Today

Sub-Brand A

Double

Sub-Brand A

bodykey

fr skin

Sub-Brand A

Double

Discover

Sub-Brand C & A

Sub-Brand A

vitamins

Sub-Brand B

daily nutrition

products from

Sub-Brand A

Women

Find

Dietary Supplement

Sub-Brand A

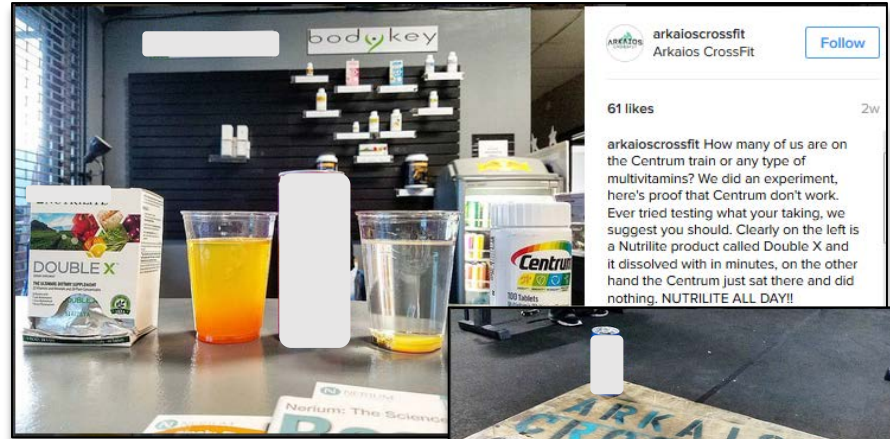
Protein

Sub-Brand A

Cal Mag

vitamins supplements

unitythroughcommunity crossfithi phoenix



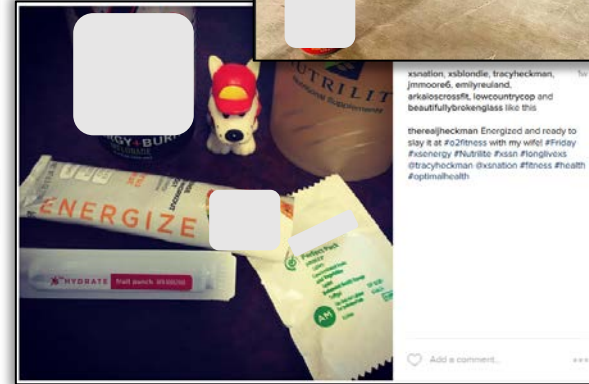
arkaioscrossfit
Arkaios CrossFit

Follow

61 likes

2w

arkaioscrossfit How many of us are on the Centrum train or any type of multivitamins? We did an experiment, here's proof that Centrum don't work. Ever tried testing what your taking, we suggest you should. Clearly on the left is a Nutrilite product called Double X and it dissolved in with in minutes, on the other hand the Centrum just sat there and did nothing. NUTRILITE ALL DAY!!



xnatration, xslblonde, tracyheckman, jimmoore6, emilyreuland, arkaioscrossfit, lowcountrycop and beautifullybrokenglass like this

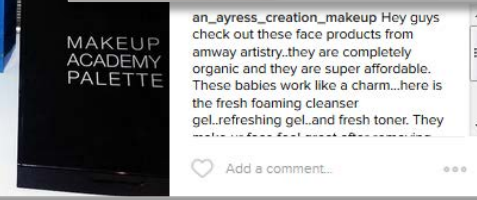
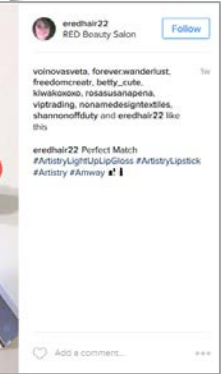
therealheckman Energized and ready to stay it at #o2fitness with my wife! #friday #soenergy #Nutrilite #skin #stronglives #tracyheckman @xnatration #fitness #health #optimalhealth

Add a comment...

- Sub-Brand A & Sub-Brand C regularly mentioned together as these products' relation to energy, health benefits or surrounding exercise and fitness are easily combined
- Increased mentions including "Pack" referring to packing the [Product Name] or taking the women's pack
- A Crossfit location in Hawaii is promoting and selling Sub-Brand A products
 - Is this allowed? Could this be an opportunity to reach out to small gym IBOs to also be [MLM Brand] IBOs?

Sub-Brand B

Sub-Brand B Skincare Brand
makeup makeupidea
Sub-Brand B Brand
Sub-Brand A makeup beauty
Sub-Brand B hydrav
Brand Sub-Brand B
Sub-Brand B makeup
Sub-Brand B Men Skincare
Brand
SUB-BRAND B
Cleansing
skin care
Signature Color
Sub-Brand B Youth Xtend
Brand Sub-Brand B makeup
Brand Products



- 70% of Sub-Brand B mentions are from spammer accounts selling Sub-Brand B products on eBay or Amazon
- Instagram is the most used platform for Sub-Brand B
 - IBOs could use coaching on the type of images that garnish interest and engagement

Sub-Brand B IBO Images Opportunity

POOR IBO IMAGES EXAMPLES



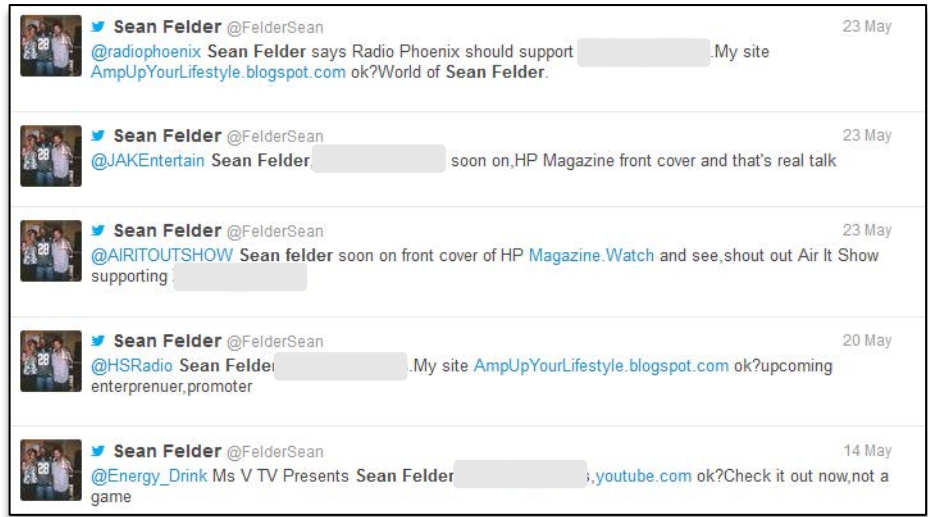
- Poor lighting, product arrangement and background can make an image less engaging

GOOD IBO PRODUCT IMAGES



- Still want the images to look personal, not provided by [MLM Brand]
- Good use of product placement, lighting & angles can make a huge difference

Sub-Brand C



- Opportunity to combine Sub-Brand C & Sub-Brand A in influencer outreach
 - Also opportunity to incorporate messaging to capture the attention of coffee consumers to compare the benefits of switching to Sub-Brand C
- Mentions surrounding IBO Sean Felder continue to each month due to his social media tactic of targeting users with very similar if not duplicate content
 - He's behavior is becoming more of a brand detractor than advocate



Summary



May's Key Takeaways



Report Spam
Accounts

Continue to
Coach IBOs &
Recruiters

Continued
Influencer
Marketing
Efforts