

## Social Media Audit for "GreenLife Wellness" and Competitor "EcoVibe Living"

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### STEP ONE: See Where You Currently Are

#### GreenLife Wellness:

- **Instagram:** 15,000 followers
- **Facebook:** 8,500 followers
- **Twitter:** 3,200 followers
- **LinkedIn:** 1,800 followers
- **Engagement Rate:** 2.5% (Instagram), 1.8% (Facebook), 1.2% (Twitter)
- **Website Traffic from Social Media:** 12% of total website traffic

#### Competitor – EcoVibe Living:

- **Instagram:** 35,000 followers
- **Facebook:** 18,000 followers
- **Twitter:** 7,000 followers
- **LinkedIn:** 3,500 followers
- **Engagement Rate:** 4.0% (Instagram), 3.5% (Facebook), 2.5% (Twitter)
- **Website Traffic from Social Media:** 28% of total website traffic

#### Analysis:

EcoVibe Living significantly outpaces GreenLife Wellness in terms of follower count and engagement across all platforms. Their social media channels are more effective in driving traffic to their website, contributing to nearly a third of their total web traffic, compared to just 12% for GreenLife Wellness. This indicates a stronger overall social media strategy and a more engaged audience.

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### STEP TWO: Determine Where You Want to Go

#### Goals and Objectives for GreenLife Wellness:

1. **Increase Instagram Followers:** Grow from 15,000 to 22,000 followers in the next six months.
2. **Boost Engagement Rates:** Raise the engagement rate to 4.0% on Instagram and 3.0% on Facebook within the next quarter.
3. **Increase Website Traffic from Social Media:** Aim to drive 20% of total website traffic from social media channels over the next three months.

#### Rationale:

These goals are set to bridge the gap between GreenLife Wellness and EcoVibe Living,

particularly in follower growth, engagement, and driving more web traffic through social media. Achieving these targets will position GreenLife Wellness more competitively in the market.

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### STEP THREE: Map Out How to Get There

#### Content Strategy:

- **Content Mix:** Diversify content with more educational posts, user-generated content, and engaging videos.
- **Influencer Partnerships:** Collaborate with micro-influencers in the wellness niche to broaden reach and attract new followers.
- **Campaigns:** Run targeted ad campaigns focusing on follower growth and engagement on Instagram and Facebook.

#### Content Calendar:

- **Weekly Posting Schedule:**
    - **Instagram:** 6 posts per week, including 3 stories and 1 reel.
    - **Facebook:** 5 posts per week, with an emphasis on community engagement.
    - **Twitter:** 3 tweets per day, focusing on trending topics and brand updates.
    - **LinkedIn:** 2 posts per week, targeting professional audiences with industry insights and company news.
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### STEP FOUR: See How Much Progress You're Making

#### KPIs for GreenLife Wellness:

- **Follower Growth:** Track the weekly increase in followers across all platforms.
- **Engagement Metrics:** Monitor the number of likes, shares, comments, and saves on a weekly basis.
- **Website Traffic:** Use Google Analytics to track the percentage of website traffic originating from social media.

#### Monitoring and Adjustment:

- If follower growth stagnates, adjust the ad targeting and revisit influencer collaborations.
  - If engagement rates do not improve, experiment with different content formats and posting times to identify what resonates best with the audience.
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### STEP FIVE: Be More Efficient and Effective

### Efficiency Measures:

- **Automated Tools:** Leverage social media management tools like Buffer or Hootsuite to maintain a consistent posting schedule.
  - **Trend Analysis:** Set up alerts for trending topics within the wellness and sustainability niches to ensure timely and relevant content.
  - **Content Batch Creation:** Create content in batches to avoid the stress of daily content creation and ensure a consistent quality across posts.
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## ROI Analysis and Comparison

### GreenLife Wellness:

- **Current Social Media Spend:** £1,500 per month
- **Current ROI:** 2.5x (for every £1 spent, £2.50 is generated in revenue)
- **Projected ROI with New Strategy:** 3.5x (with improved engagement and follower growth, the goal is to generate £3.50 for every £1 spent)

### Competitor – EcoVibe Living:

- **Estimated Social Media Spend:** £3,000 per month
- **Estimated ROI:** 4.5x (for every £1 spent, £4.50 is generated in revenue)

**Comparison:** GreenLife Wellness currently operates with a lower ROI compared to EcoVibe Living, which is expected given their more extensive and engaged follower base. However, by implementing the strategies outlined, GreenLife Wellness can increase its ROI to 3.5x, narrowing the gap. This improvement is expected to come from more targeted spending, better content, and stronger engagement efforts.

### Strategies to Improve ROI:

- **Optimised Ad Spend:** Focus on high-ROI platforms like Instagram and Facebook, where the audience is most engaged.
  - **Increased Conversion Tracking:** Implement more robust tracking to understand which posts and campaigns drive the highest revenue.
  - **Content Testing:** Continuously A/B test different types of content to identify what generates the most return on investment.
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