

TOP GLOBAL FASHION BRANDS ON Instagram



June 1 - Sept 20, 2015

blogmeter

THE SOCIAL MEDIA INTELLIGENCE COMPANY



RICERCHE DI MERCATO, SOCIALI, DI OPINIONE

 @blogmeter

About us



Since 2007 leader in Italy in the Social Media Intelligence (SMI)



150+

reports carried out in 2014



110+

customers in 2014



3

Offices: Milan, Rome & Turin



Unique member specialized in the SMI



Cutting-edge technologies for the social big data analysis



4 M

posts & interactions measured every year



20 K

configured keywords



15K

semantic expressions



7 K

company social profiles analyzed everyday

Products & Services

Tools for agencies and companies



ONLINE REPUTATION

Analyze your reputation on social media



SOCIAL ANALYTICS

Analyze the performance of your company's social profile



SOCIAL CARING & CRM

Manage your social customer care



SOCIAL TV

Measure the activity generated on Facebook and Twitter by TV broadcasts

Consulting services for companies



ANALYSIS & REPORTING

Quantitative and qualitative reports and advice on defining which KPIs to monitor



INFOGRAPHICS

Analysis of TV programs, brands and marketing efforts on social media, to be shared with top management and media



ACADEMY

Personalized courses on social media based on your company's structure and current level of knowledge

Report overview



Key stats from the fashion industry on Instagram



Most influential global fashion brands

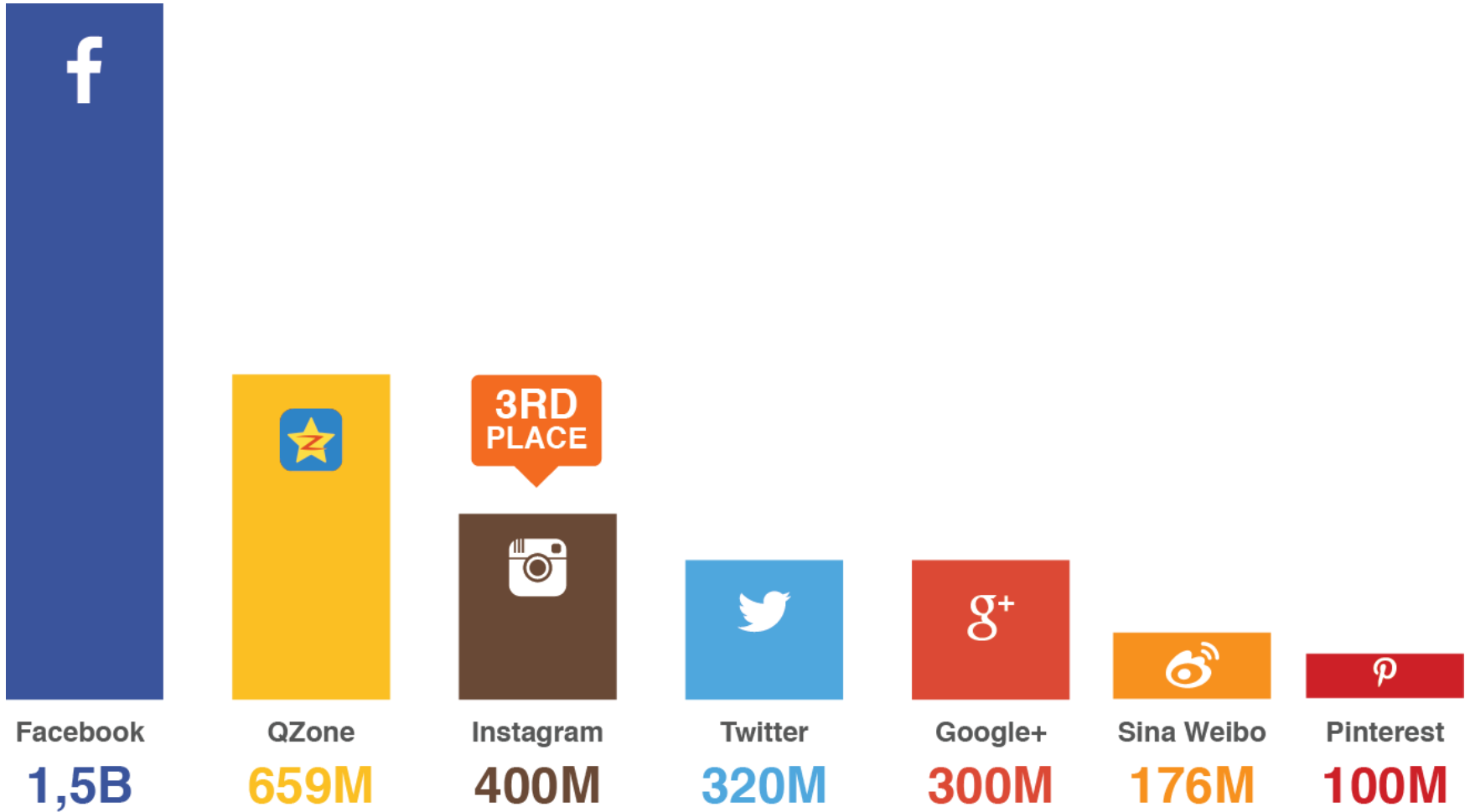


Content strategy that rises above the rest



The power of Instagram

Instagram is the third social network in the world





The Analysis

Methodology



1st June – 20th September 2015
Analysis period



World
Market



Social Analytics
Tool



OBJECTIVES

To discover the most influential fashion brands considering their presence on Instagram and analysing their performances in terms of engagement, follower-base, unique authors and their content strategy.



SOURCES & INSIGHTS

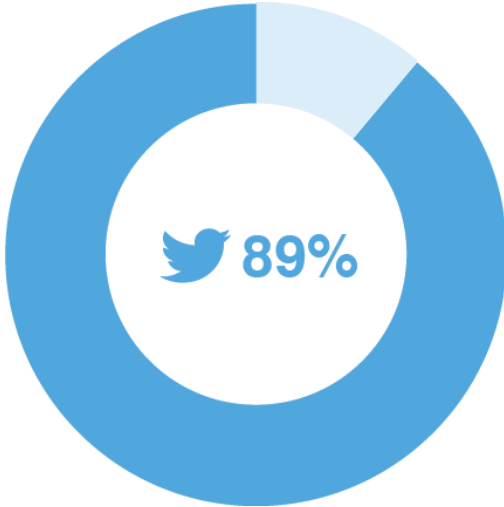
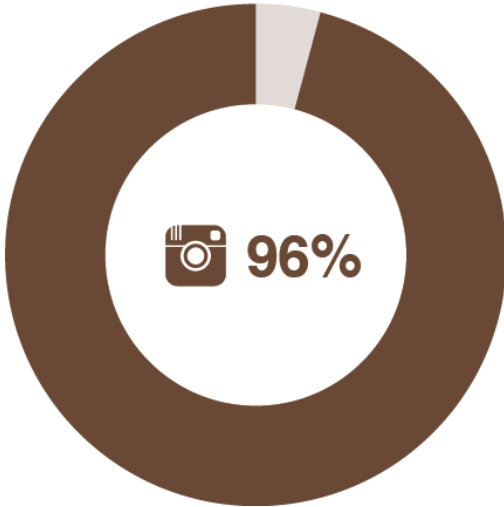
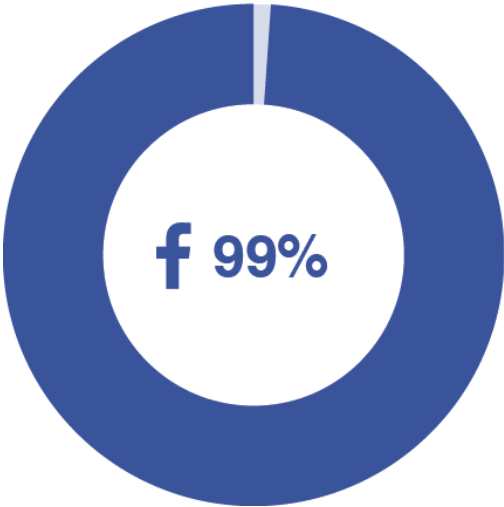
200 top global fashion brands
182 Instagram profiles
Fashion Luxury and Retail rankings
Competitive analysis & top content strategy

Key Insights

- ✓ Fashion brands love social networks, especially **Instagram**
- ✓ **Victoria's Secret** is the overall best performer
- ✓ **Luxury**: Valentino the most engaging, Louis Vuitton the most followed
- ✓ The partnership with **testimonials** is positive on Instagram
- ✓ Fashion brands do **not** use Instagram **filters**. They prefer photos to videos

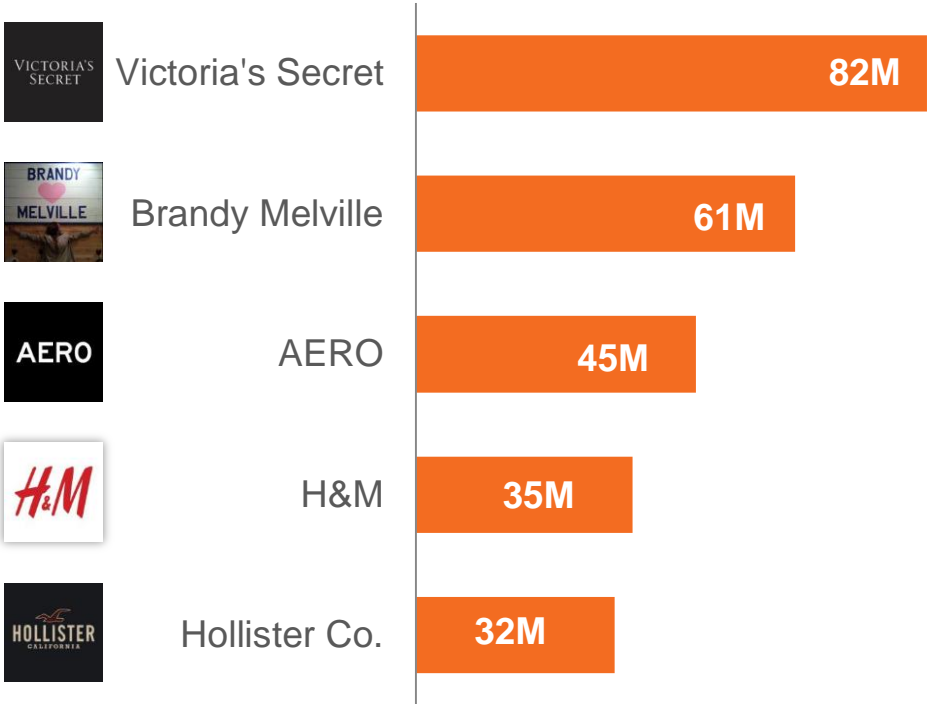
The presence of fashion brands on social networks

200 Brands
Analysed

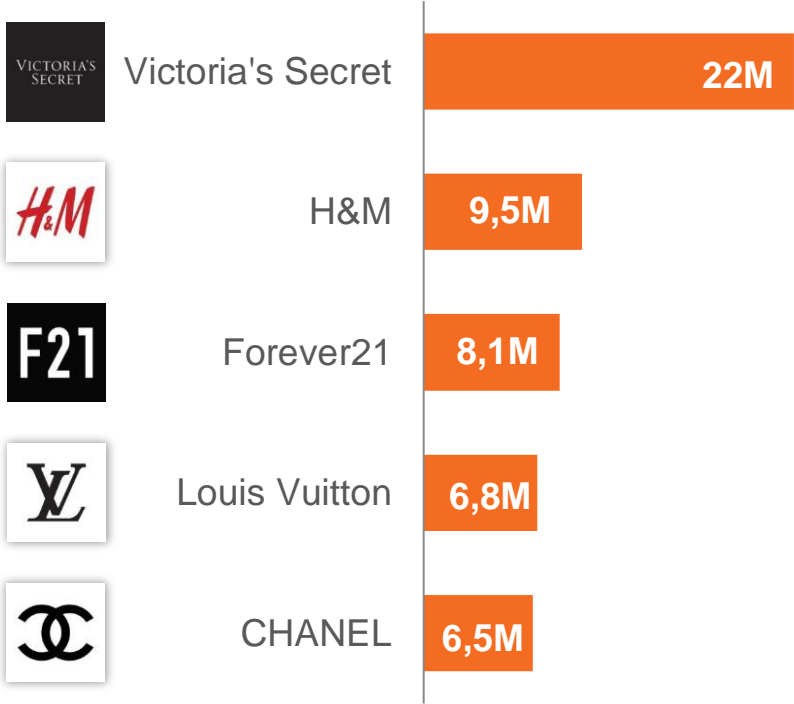


Top 5 performing brands

ENGAGEMENT



FOLLOWERS



Most engaging contents



RETAIL



**TOTAL
ENGAGEMENT**
474,1K



LUXURY



**TOTAL
ENGAGEMENT**
149,6K

Download the
complete report
for 499 euro

THE FULL REPORT CONTAINS:

- ✓ Over **30 pages** of analysis & graphs
- ✓ Extended rankings with top 15 performers & **Luxury vs Retail** brands
- ✓ Engagement map and **most engaging brands**
- ✓ **Most followed** brands & most growing brands by followers
- ✓ **Unique authors** & most active profiles
- ✓ **Top hashtags** & top posts
- ✓ Top **celebrities & fashion blogger content**
- ✓ Focus on **Italian brands**
- ✓ Detailed extract of the **200 most engaging posts**

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In 2014 Blogmeter supported over 110 companies and agencies in the analysis of brand performance on social media and social listening, carrying out more than 150 projects.

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