



# beauty brands on twitter

## BENCHMARKING ANALYSIS

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# project overview

- an in-depth social media analysis on the twitter accounts of five cosmetics companies
- determining conventions and best practices for social media presence in the beauty industry
- different follower counts, volume of tweets, and typical engagement
- brands or accounts based in the U.S.



**@lushcosmetics**  
291,082 followers



**@glossier**  
107,154 followers



**@BurtsBees**  
101,629 followers



**@milkmakeup**  
59,248 followers



**@FirstAidBeauty**  
13,925 followers

# methodology

## DATA COLLECTION

- Supermetrics used to gather data: follower count, number of tweets, tweet text, number of likes and retweets, and links to existing tweets
- tweets from January 1, 2020 to June 30, 2020 were analyzed

### NOTE:

due to an issue in data collection, tweets from **@lushcosmetics** were only able to be gathered from March 2, 2020 to June 30, 2020.

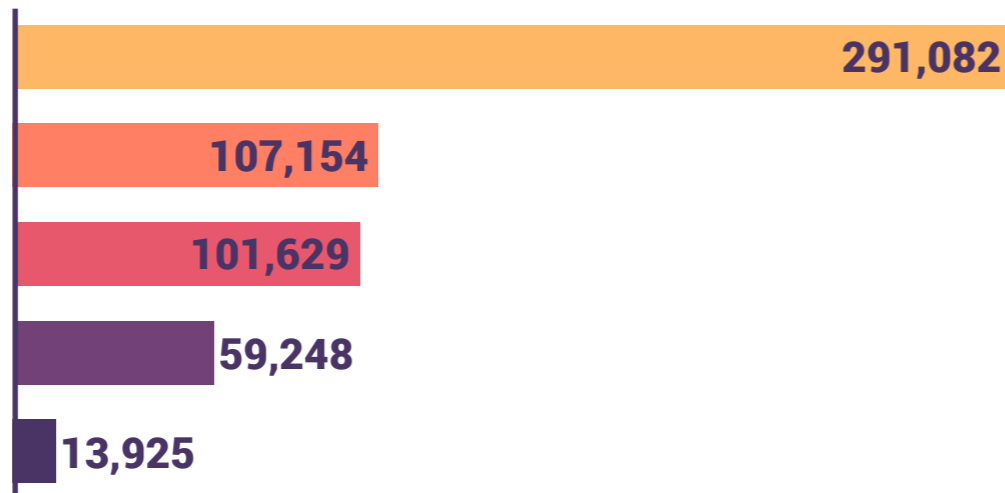
## ANALYSIS & VISUALIZATION

- types of tweets: original tweets, retweets, quote-retweets, replies
- considerations for each tweet: likes, retweets, emojis, photo or video content, external links
- Google Sheets used to compare and analyze data
- Tableau and Adobe InDesign used to generate and style data visualizations

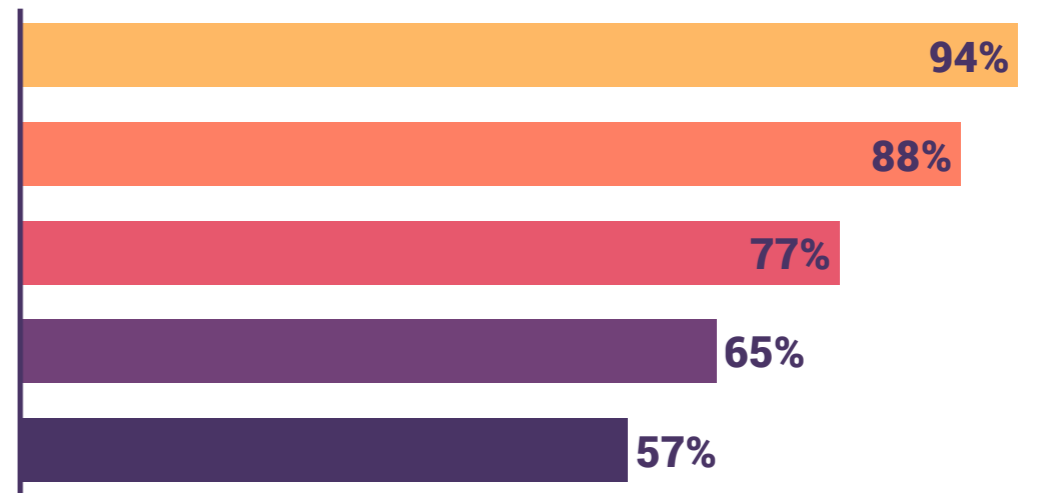
# analysis



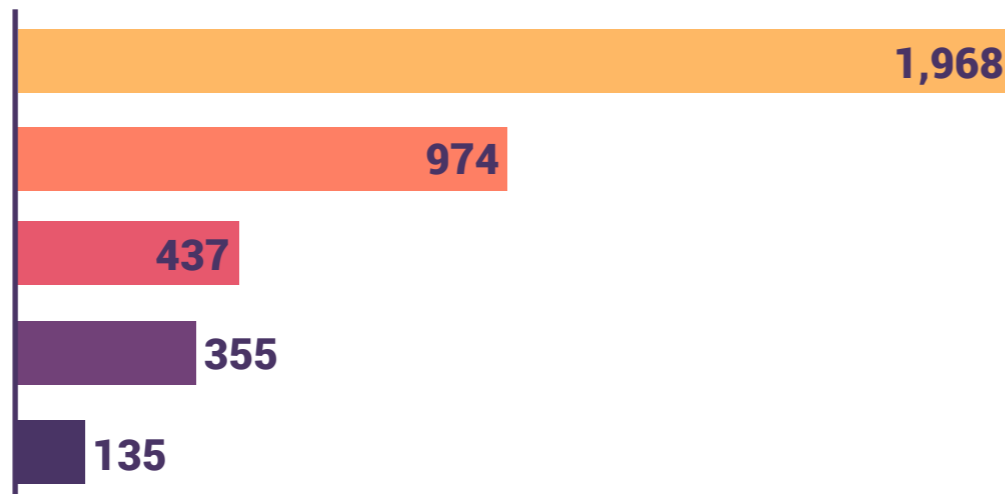
## FOLLOWER COUNT



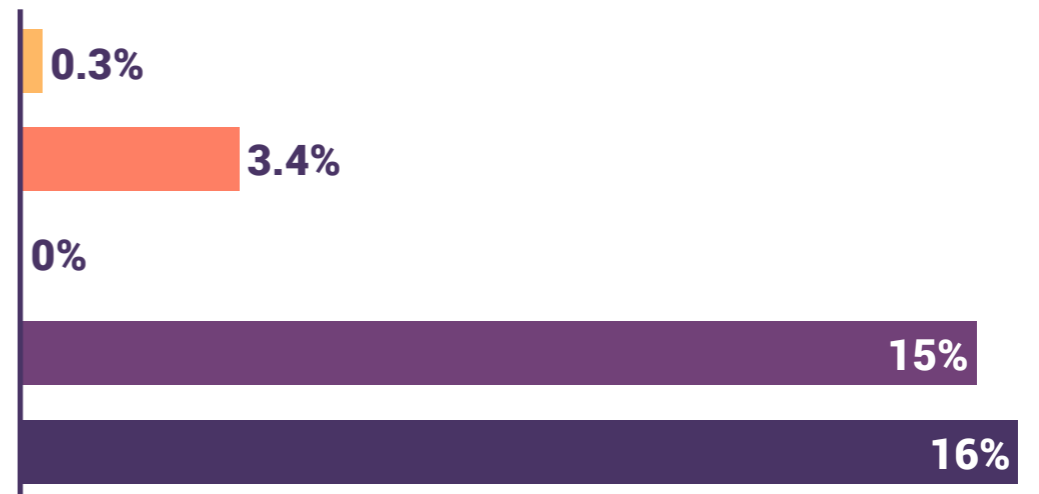
## % REPLIES



## NUMBER OF TWEETS ANALYZED

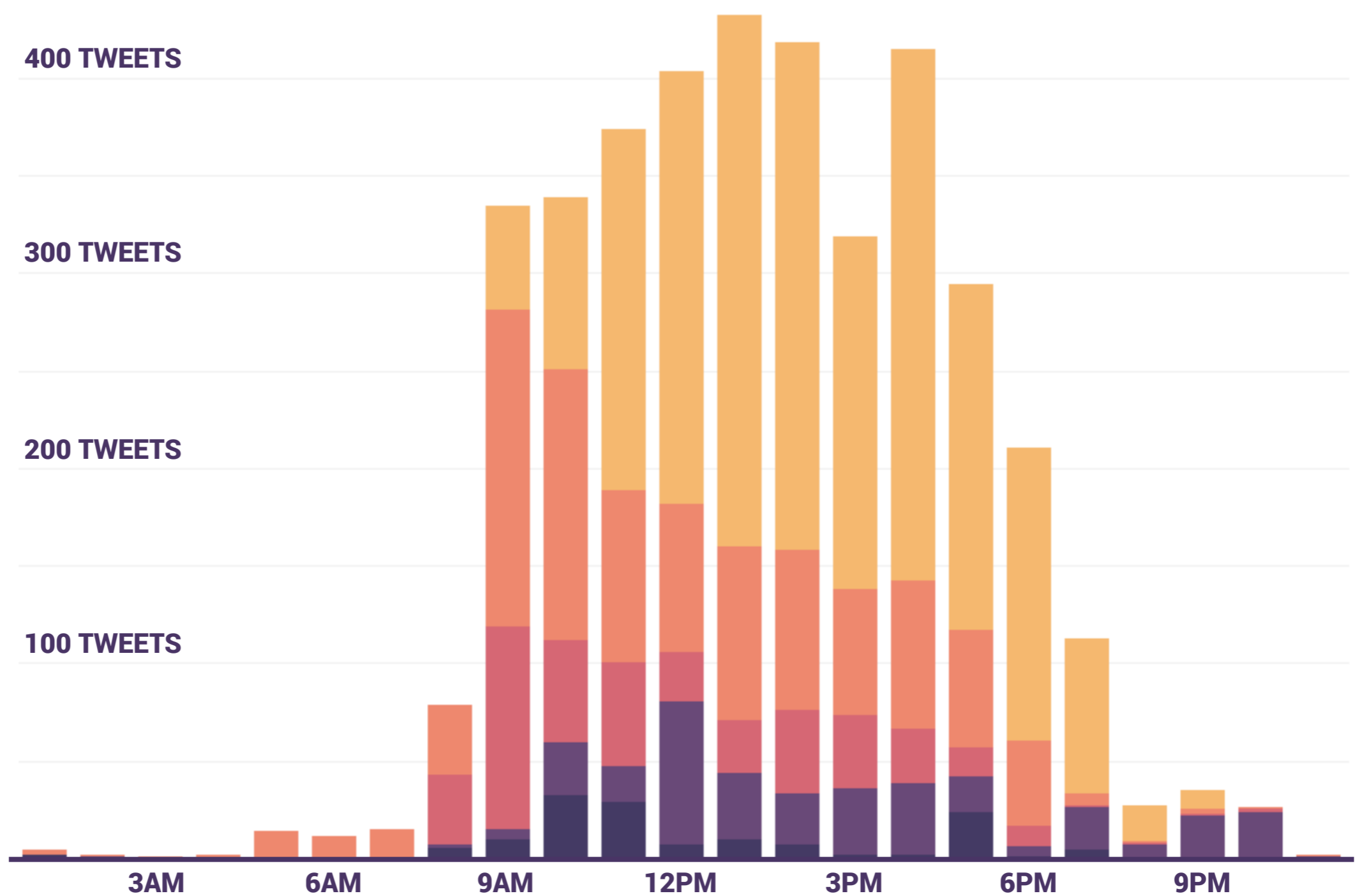


## % RETWEETS



# analysis

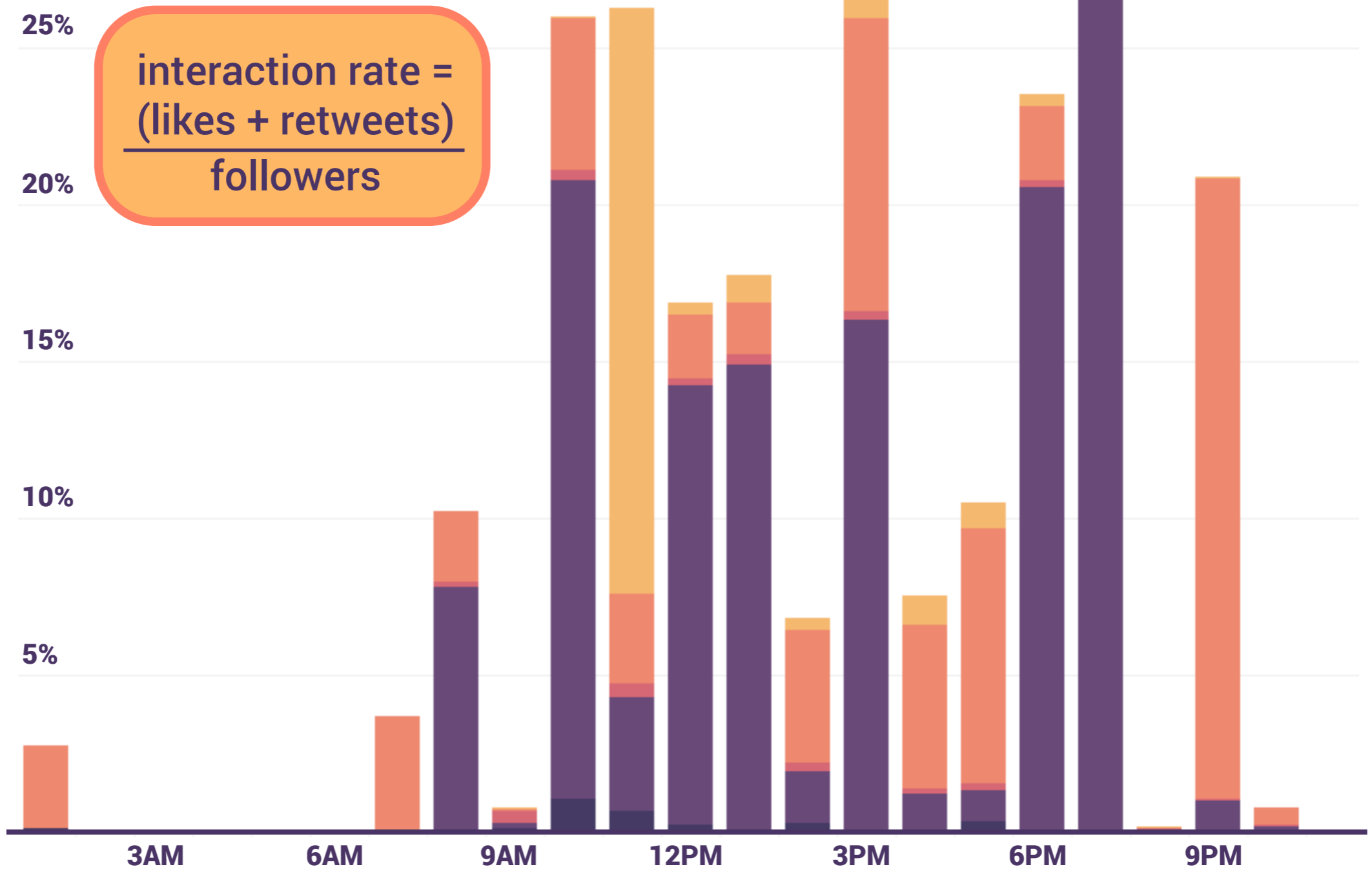
## TWEETING SCHEDULE



# analysis



## INTERACTION RATES



# findings

## MOST SUCCESSFUL TWEETS

- relevant to current events or trends: COVID-19, politics, popular media or memes
- popular hashtags or key words to attract more attention
- pictures and emojis to catch the eye of a casual scroller
- quote-retweets of popular tweets, celebrities, or tweets that mention the brand (in a good way)
- tweeted at peak hours (10am-7pm ET)





# findings



Milk Makeup  
@milkmakeup

Replying to @BRIARAMS

Wow is this on IG cause....\*adds to moodboard\* 🥹🙌

1:51 PM · Feb 25, 2020 · Twitter for iPhone

1 Retweet 1 Like



Glossier  
@glossier

Get ready like a Glossier store manager with Elizabeth Tabak ☀️ Watch here:



Get Ready With Me: feat. Glossier LA's Elizabeth Tabak  
Good morning! Wake up and get ready for the day with store manager of Glossier LA, Elizabeth Tabak. Shop Glossier her...  
youtube.com

1:57 PM · Feb 21, 2020 · Twitter Web App

1 Retweet 39 Likes

## LEAST SUCCESSFUL TWEETS

- replies to individual users
- links to external websites, especially video content
- promotion of products without extra flair or witty captions
- retweets of other accounts with no comments (not quote-retweets)
- tweeted at off-peak hours (early morning or late night)



# recommendations

## SCHEDULE

- tweet regularly: at least once a day
- peak hours: 10am-7pm ET

## CONTENT

- use emojis and pictures
- capitalize on trends with key words and hashtags
- use trends to promote products or less engaging content (especially linking to other websites or long reads)

## INTERACTIONS

- reply to users' complaints, questions, or compliments
- quote-retweet popular accounts and positive brand mentions
- avoid retweeting other accounts without an original comment

## BRAND IDENTITY

- playful, modern tone and vocabulary
- post about political events and keep users aware of social responsibility initiatives

**questions?**