# **Benchmarking of International Social Media Platforms**

Partner up with Psyma's digital experts and gain user-driven insights for targeted optimization of your social media activities!



- Understand your audience
- Best Practices & Benchmarks
- Any social platform
- Create relevance, increase conversion

**Benefit from** 

Psyma's

expertise!



## **Independent expertise**

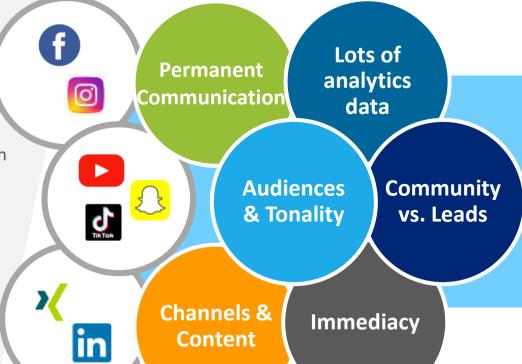
Unbiased results with a fresh look at challenges at hand



Sampling of social media fans / followers with specific needs for content & presentation

## **Proven concept**

Actionable insights through solid KPIs covering user requirements & satisfaction





## **Benchmarking of International Social Media Platforms**



## Fan-/Follower-insights paired with Psyma's Digital Expertise

## **Stakeholder Survey**

- Survey-based "voice of the fan / follower"
- Real users with real life expectations and requirements
- High-quality feedback from actual stakeholders

## **Adapted Recruitment**

- Survey invitation according to possibilities per social platform
- Psyma guidance on how to invite fans / followers without distorting results
- Survey invitation tailored to platform

#### **Results on**

- Content to tonality
- Success of community building to optimal messaging

#### **Deliverables**

- Report & Management Summary
- Feedbackmeeting / Conference with Peer Group
- Optional workshops
- From fan satisfaction to brand strategy
- Immerse, network, improve



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