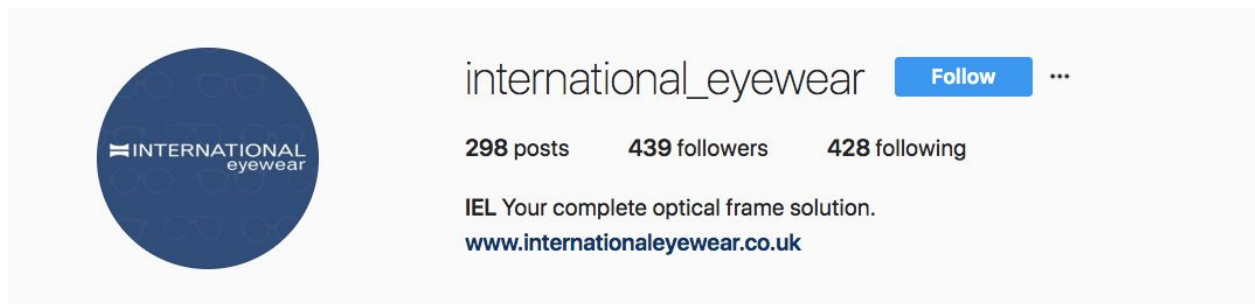


International Eyewear

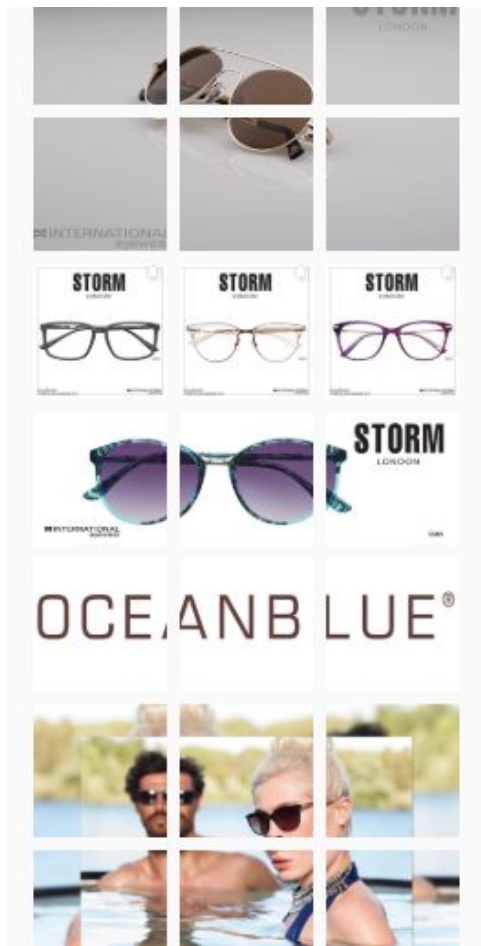
Instagram



As expected with a company with a high end product with a strong visual, Instagram is the first on the list of social media outlets offered to website visitors.

Basic observations:

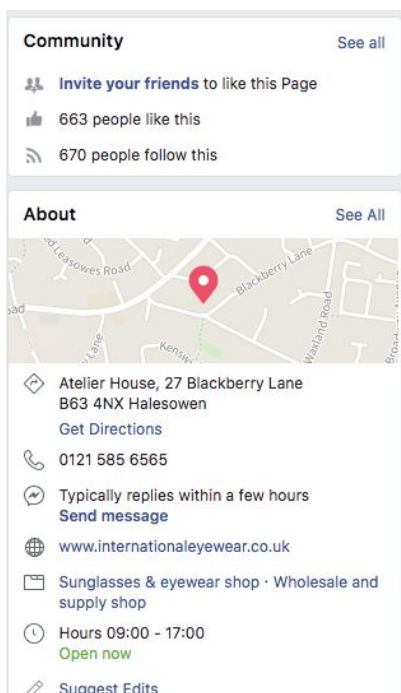
- Page created June 2016
- 439 followers
- Several posts per day (1-3)
- V low number of comments per post if any.
- Multiple posts are used to create a single theme, a strong continuity which instagram users love. (there are apps for this).
- All posts have around 25/26 tags
- Stand alone posts have likes in the 30's. Posts which make up a single visual generally have around 3-25 likes each.
- **Interestingly no "shop now" posts which enable a viewer to look at a post and click on the image to be taken to the product web page.**
- **I see no sponsored posts.**
- **To increase reach and website traffic ie:make the most of this platform, the above 2 points are essential. See [Boden](#) for shoppable posts - must be viewed on a phone/tablet.**



See [Aldi's](#) famous instagram. This evolved some months back and inspired many other instagram feeds. Each post is stand alone but if you look clearly, every single picture makes part of a bigger picture - throughout the whole feed. It makes all other attempts at jigsaw posts (sorry, my own phrase) look rudimentary.

Facebook

- A mix of FB unique posts and duplicate instagram posts
- All posts include a picture or video
- 1-3 posts daily
- The odd day with zero posts
- Pop up message box when you land on page
- Very little input on community page ie: other people/customers rarely post about them/to them.
- No Paid promotions hence fairly low following
- **No paid promotions/offers that I can see.**
- **No ads on the ads page**
- Only 2 reviews on review page




This is a brand/business which comes across as established with high end, well presented products. On what I've seen so far ie: continuous posting, stylish presentation, I would expect to see offers/paid posts/promo's/engaging posts etc. And a much higher following and some interaction with their audience.

And if I'm right their Website is shopify? I have experience of shopify and I like it a lot.

Twitter

Tweets	Following	Followers	Likes	Lists
3,025	1,724	1,857	907	1



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- On average, 1 post a day
- Fairly high number of followers compared to Instagram and Facebook
- Mostly photo posts, a few video posts
- Very minimal likes or re-tweets per post 1-2
- Minimal hashtag usage
- One or 2 engaging posts
- Lacks the attempt at “theme” Instagram presents.
- Could look into Twitter Ad campaigns to reach a new audience.

My comments

- It is my impression that this company value their social media platforms in the order they are listed on their website, as they are here.

- Emphasis very much on the visual as it should be, though even on instagram I have seen this done better. For examples on a running theme through posts see: <https://www.instagram.com/paredeyewear/> (all single pictures, gradual colour theme change throughout pictures. <https://www.instagram.com/elainery/> - clean and fresh presentation. <https://www.instagram.com/shopdoen/> - vintage inspired clothing. One theme continued throughout. See also <https://www.instagram.com/away/>
- I would expect to see sponsored posts which link back to the shop or shoppable posts. Both very easily done and I expect this would really increase website traffic.
- Same with Facebook - FB used to be great for selling with even a shop page where products could be listed. Now promo's revolve around paid posts which are essential to broaden the reach
- More engaging posts - ask opinions/questions/etc. Especially on Fb and insta where it is easy to get seen and invite a response.
- Twitter does not get so much interaction from audience despite the higher number of followers.
- Video posts - would suggest more. Well known to be more engaging.