

Digital Marketing Strategy Through Data Analytics of Social Media Platforms – A Competitive Benchmarking Study

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Abstract: Digital marketing applies technologies or platforms such as websites, e-mail, apps and social networks. Social media has gained importance and acceptance at a very fast pace. It has become an avenue to share one's personal and professional life. In this study, we performed Social media benchmarking of ER&D service providers by taking L&T Technology Services as baseline and proposed the strategy to increase its digital marketing effectiveness. Social media platforms analyzed were, Twitter, Facebook and YouTube. With key insights derived from these data analytics from various sources, we suggested better strategies to accelerate LTTS' growth through digital marketing in future. This research was completed in Sep'2019.

Keywords: *ER&D, LTTS, Social Media sites*

Introduction

B2B companies are striving to increase their product/service penetration in global market to increase sales. One of the ways to increase penetration is to have an effective reach of marketing content to target audience. There are a multitude of platform that enables this reach including Social Media platforms, company's webpages, blogs etc. Social media was more often used by B2C companies when compared to B2B companies earlier because B2C companies promote their brand, products or services through Social media platforms. B2B companies started to promote their brands and engage with prospects through Social media platforms as the first point of awareness of the leads comes from the information search which is typically happening through internet. Like B2C companies, B2B companies too creates the content based on Social Media platforms and target audiences. B2B companies also plan and execute their digital marketing strategy through paid, owned and earned media. Through SEO/SEM strategy they attract more footfalls into the landing page of their web portal.

Background to the study

The objective of this research is to benchmark L&T Technology Services (LTTS)' Digital Marketing Strategy against its competition and propose the strategy that LTTS can follow for increasing the leads. This include analyzing the contents and responses received from various social media platforms, traffic diversion from Social Media platforms to Webpage, SEO/ SEM strategies adopted and their implications towards the leads.

LTTS & Social Media

LTTS is active in social media since 2017 primarily in LinkedIn, Twitter, Facebook and YouTube. From the content analyzed, it follows 80-20 rule in social media marketing. 80% of its articles published would be on latest technologies and 20% would be about company.

Competitor Landscape

Below are the key competitors to LTTS in ER&D services are Altran, Cyient, KPIT, Akka Technologies, Quest Global, Global Logic, Tata Technologies.

Literature Review

Factors that determine the impact of social media in an organization are given below:

- Engagement
- Reach
- Leads
- Conversions

Engagement

Engagement is the major marker to measure the success of your posts/message in social media. It measures volume of likes, shares and comments received.

Some of the engagement marker can be measured by following attributes

Marker	Description
Clicks	Link clicks are an indication of the interest the post or message has generated
Likes	Likes are an indication to the analysts that the content deserves a better ranking in searches
Shares	Shares indicate a more active and conscious decision when compared to “like” which is passive and habitual action
Comments	Comments can be positive or negative. It indicates the direction to move forward
Brand Mentions	Tags are the markers for brand awareness

Engagement could be measured using the following indicators:

Applause rate: It is the ratio of likes to followers. It basically denotes how much of your followers have applauded for the posts

Avg. Engagement rate: It is the ratio which basically signifies the engagement of the followers mentioned as $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Followers}$

Amplification rate: It is the rate which denotes the contribution of followers in spreading the post mentioned as $\text{Shares} / \text{Followers}$

Virality rate: It is the most important ratio specifying the virality of post mentioned as $\text{Shares} / \text{Impressions}$

Reach

Reach is a marker of how far and to how many target audiences it has reached. On the flip side, it may not necessarily indicate on how many noticed the content.

We can measure reach by tracking the following KPIs:

Marker	Description
Followers or fans	The total number of people following a brand on social media indicate the reach without any engagement
Impressions	Impressions show how many times the post showed up in someone's newsfeed or timeline. A higher number is always better
Traffic Data	Traffic Data is the percentage of the traffic to the website coming from various channels including social media

Reach could be measured using the following indicators (Digital metrics):

Audience growth rate: It measures the change in a brand or company's following on social media networks. Tracking your Audience Growth Rate on each individual network will determine the average rate of increase or decrease in your fans or followers over time

Audience growth rate = $\text{New followers} / \text{Total Followers}$

Reach rate: It is the number of people who have seen your post divided by the number of your followers

Share of Voice: It is the share of exposure a brand gets. It can be used to measure brand awareness and gauge how visible the brand was in a specific medium among a specific audience. It can also be used in competitive analysis as a measure of reach, relative to a set of competitors.

Share of voice = $\text{Mentions} / \text{All mentions including competitor's}$

Leads

Once the social media accounts start gaining traction, the next step would be to find out how many of these are getting converted to sales. If this does not happen, we are either on a wrong platform or the content isn't engaging the audience.

Conversions

Most of the social media posts should be focused on providing content for the audience and having a conversation with them. This is the ultimate measurement of the success in social media marketing. If we have truly found the right people and kept them engaged, they will be interested in buying your product or service.

However, we will have to focus on which social media channels produce the highest and lowest numbers. This shows us where to dedicate more time and it also shows, where the best leads are coming from.

This is where web analytics is important to analyze the behavior of consumers to a web portal.

Conversions could be measured using the following indicators (Digital metrics):

Conversion rate: The conversion rate is the percentage of users who take a desired action. The archetypical example of conversion rate is the percentage of website visitors who buy something on the site

Conversion rate = $\text{Conversion} / \text{Clicks}$

CTR: Click through rate is the total number of clicks divided by the total number of impressions.

$CTR = (\text{Call to Action Clicks of a post/Impression}) \times 100$

Bounce rate: “Bounce rate” is the percentage of single-page visits

$\text{Bounce rate} = \text{Total one-page visits/Total entrance visits}$

CTR is an important metric in deciding the effectiveness of an ad. Ads with low CTRs should be modified to improve. Low CTRs imply that most of the users are ignoring the ad after seeing it. In such cases the following factors need to be checked and corrected: Product category, Creativeness and Correct placement.

Content is the base for all the factors in Digital Marketing on which the other metrics depends upon. What to publish, when to publish, where to publish and why to publish are the questions which the marketing team should ask themselves before posting the content in Social Media platforms.

Research Design

Qualitative Research

We did a spot survey within LTTS employees across different teams with varied experience levels and different centers within India with sample size of 150.

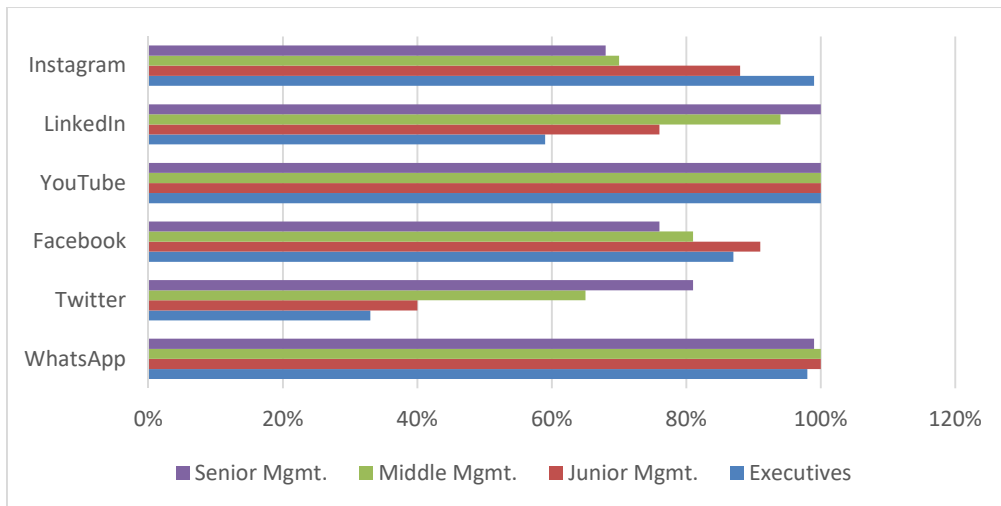
Spot Survey – Employees:

Preliminary Question to Employees: “Have you ever visited any of the LTTS social media platforms?” For those who answered positively, we went ahead with subsequent questions.

More than 60% of the employees whom we asked with this preliminary question replied “NO”. But the website awareness is good as they visited www.LTTS.com website at-least once in the past 3 months.

Subsequent questions asked:

What Social Media platforms do you use?



- WhatsApp and YouTube are the top two platforms used by employees
- Senior Management uses LinkedIn
- Facebook and Twitter are used by Mid and Sr. management employees for following rather than posting
- Use of Instagram is high among Millennials

What Social Media platforms of LTTS have you visited in last 6 months?

- LinkedIn (68%) of LinkedIn users
- YouTube (54%) of YouTube users
- Facebook (78%) of Facebook users

Though the employees are using YouTube more, they are not following LTTS channel. Twitter is too low.

What are all the contents you read in LTTS Social Media Platform (Company’s achievements, Company’s capabilities, General Technology content, others)

Contents which employees read (Order of preferences):

- 1) Company’s Prestigious moments
- 2) Company’s events
- 3) Speech by LTTS leaders on technologies
- 4) Other technology related posts

1.1 Quantitative Research

Since this research is to analyze the digital footprint of LTTS as well as its competitors, major quantitative data are from the Social media platforms which are secondary data source.

For Twitter, we scraped the data using a library TWINT which runs on Python that enabled us to scrape more than the restricted 1000 tweets in Twitter API.

For YouTube, we registered for Google Developers, created a project in Google Developers and enabled few APIs including YouTube. Subsequently, we used TubeR library in R to download the metadata of Videos. Tweets and Video related metadata are taken for the period 1 Jan 2017 to early Sep 2019.

1.1.1 LinkedIn Report Analysis & Inferences:

As a first point of data collection, we took LinkedIn data which is widely used in B2B. We used IBM SPSS AMOS for doing regression on LinkedIn data. Below are our analysis and inferences.

Data taken for a period of 1 year starting from 1st Nov 2018 to 30th Sep 2019 including Organic and Paid. Following metrics were tracked:

- Impressions (sponsored, organic)
- Clicks (sponsored, organic)
- Reactions (sponsored, organic)
- Comments (sponsored, organic)
- Shares (sponsored, organic)
- Engagement rate (sponsored, organic)

We ran regression to identify the significant independent variables that influences dependent variable – Engagement rate (total) and observed that except for Reactions_organic (Marginally significant), Comments_Organic, Shares_Sponsored, the rest are statistically significant. Sponsored comments have negative beta which implies that it is pulling down the engagement rate. Impressions – Organic and sponsored has unstandardized beta coefficient as 0. Though they are statistically significant, it will not influence engagement rate. Statistically, below highlighted metrics are influencing engagement rate for LTTS.

		Estimate	S.E.	C.R.	S	Label
Engagement_rate_total	<-- Impressions_organic	.000	.000	-2.740	***	pag_1
Engagement_rate_total	<-- Impressions_sponsored	.000	.000	-7.915	***	pag_2
Engagement_rate_total	<-- Clicks_organic	.002	.000	1.652	**	pag_3
Engagement_rate_total	<-- Clicks_sponsored	.029	.005	5.952	***	pag_4
Engagement_rate_total	<-- Reactions_organic	.002	.001	1.829	.040	pag_5
Engagement_rate_total	<-- Reactions_sponsored	.191	.028	6.767	***	pag_6
Engagement_rate_total	<-- Comments_organic	.012	.010	.892	.373	pag_7
Engagement_rate_total	<-- Comments_sponsored	-.993	.194	-2.142	.032	pag_8
Engagement_rate_total	<-- Shares_organic	.012	.005	2.215	.027	pag_9
Engagement_rate_total	<-- Shares_sponsored	.261	.117	2.230	.026	pag_10
Engagement_rate_total	<-- Unique_impressions_organic	.000	.000	2.717	.007	pag_11

Correlation can also be used to strategize the organic vs paid campaigns

			Estimate
Shares_organic	<-->	Shares_sponsored	.050
Comments_organic	<-->	Comments_sponsored	-.027
Reactions_organic	<-->	Reactions_sponsored	-.107
Clicks_organic	<-->	Clicks_sponsored	-.043
Clicks_organic	<-->	Unique_impressions_organic	.724
Impressions_sponsored	<-->	Unique_impressions_organic	-.017
Clicks_sponsored	<-->	Unique_impressions_organic	-.054
Clicks_sponsored	<-->	Reactions_organic	-.086
Reactions_sponsored	<-->	Comments_organic	-.093
Comments_sponsored	<-->	Shares_organic	.044
Impressions_organic	<-->	Impressions_sponsored	-.003
Comments_sponsored	<-->	Shares_sponsored	-.027
Comments_organic	<-->	Shares_organic	.141
Reactions_sponsored	<-->	Comments_sponsored	.436
Reactions_organic	<-->	Comments_organic	.533
Clicks_sponsored	<-->	Reactions_sponsored	.824
Clicks_organic	<-->	Reactions_organic	.745
Impressions_sponsored	<-->	Clicks_organic	-.004
Impressions_organic	<-->	Unique_impressions_organic	.906
Impressions_organic	<-->	Clicks_organic	.668
Impressions_sponsored	<-->	Clicks_sponsored	.896
Reactions_organic	<-->	Unique_impressions_organic	.838
Clicks_organic	<-->	Reactions_sponsored	-.065
Clicks_sponsored	<-->	Comments_organic	-.077
Reactions_organic	<-->	Comments_sponsored	-.061
Comments_organic	<-->	Shares_sponsored	.012
Reactions_sponsored	<-->	Shares_organic	.093
Reactions_sponsored	<-->	Unique_impressions_organic	-.085
Impressions_organic	<-->	Clicks_sponsored	-.033
Impressions_sponsored	<-->	Reactions_organic	-.027
Clicks_organic	<-->	Comments_organic	.601
Clicks_sponsored	<-->	Comments_sponsored	.474
Reactions_organic	<-->	Shares_organic	.213
Reactions_sponsored	<-->	Shares_sponsored	.228
Reactions_organic	<-->	Shares_sponsored	-.006
Comments_sponsored	<-->	Unique_impressions_organic	-.046

Impressions_sponsored <--> Reactions_sponsored	.673
Impressions_organic <--> Reactions_organic	.749
Comments_organic <--> Unique_impressions_organic	.450
Shares_organic <--> Unique_impressions_organic	.067
Shares_sponsored <--> Unique_impressions_organic	-.001
Clicks_sponsored <--> Shares_organic	.180
Impressions_organic <--> Comments_sponsored	-.042
Clicks_organic <--> Shares_sponsored	-.005
Clicks_organic <--> Shares_organic	.128
Impressions_organic <--> Reactions_sponsored	-.097
Impressions_organic <--> Comments_organic	.419
Impressions_organic <--> Shares_organic	.245
Impressions_organic <--> Shares_sponsored	.007
Impressions_sponsored <--> Comments_organic	-.060
Impressions_sponsored <--> Comments_sponsored	.330
Impressions_sponsored <--> Shares_organic	.181
Impressions_sponsored <--> Shares_sponsored	.175
Clicks_sponsored <--> Shares_sponsored	.223
Clicks_organic <--> Comments_sponsored	-.054

Six posts were sponsored in 3 campaigns (Germany Outreach, Leverkusen Bus tour – Germany, Salford Bus Tour – UK) where LTTS targets European customer through a physical outreach (by a Bus).

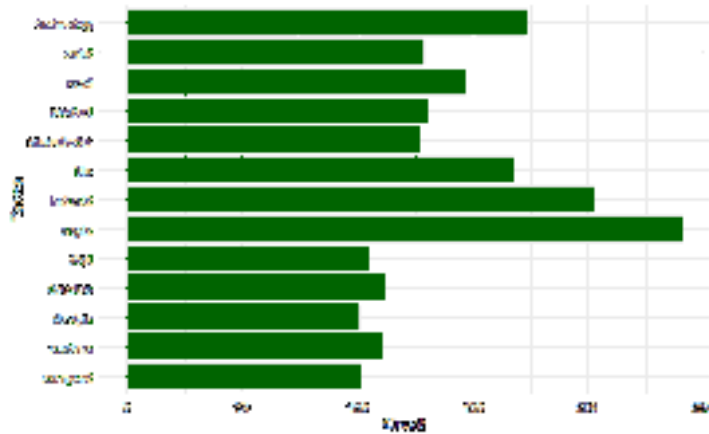
LinkedIn post Summary:

Posts Count	510
Likes Count	54843
Comments Count	793
Share Count	2134
Avg. Impressions	15293
Avg. Engagement Rate	2%
Avg. CTR	1%

Some posts in LinkedIn over **a week** has been tracked down as a part of preliminary analysis as follows:

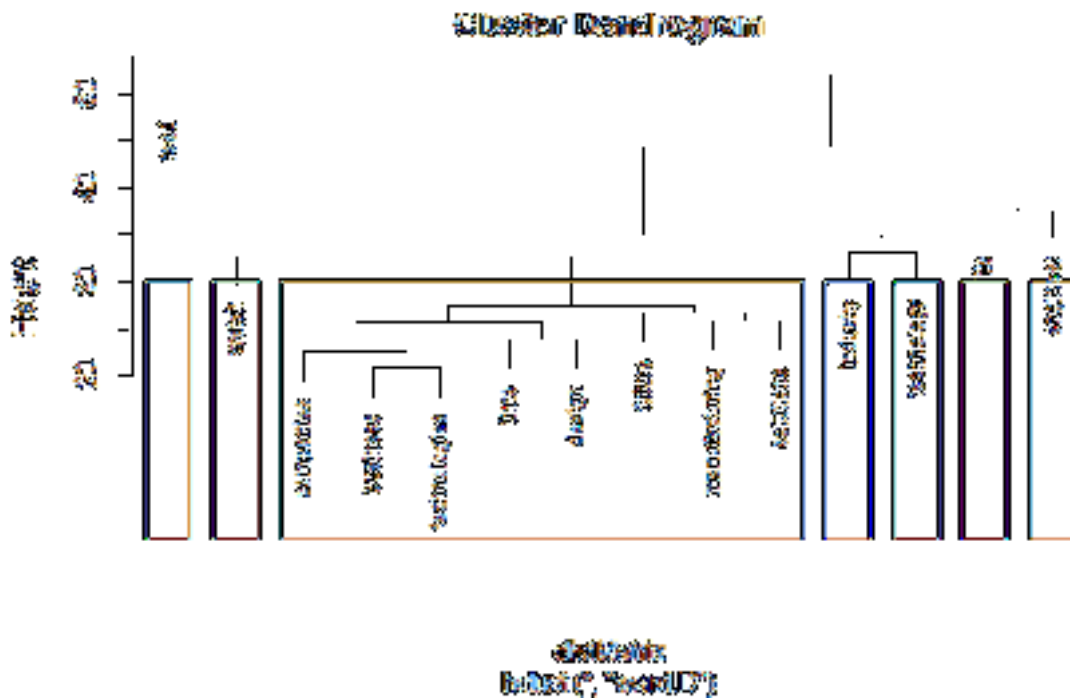
Companies	Posts	Likes	Reachability (Likes/Posts)
LTTS	69	1273	18.44
Altran	27	1738	64.37
Cyient	25	941	37.64
Quest Global	67	1065	15.90

Top frequently used words by LTTS are given below:



We can see that LTTS is talking about design, digital, manufacturing, solution etc. which are related to the technology trends.

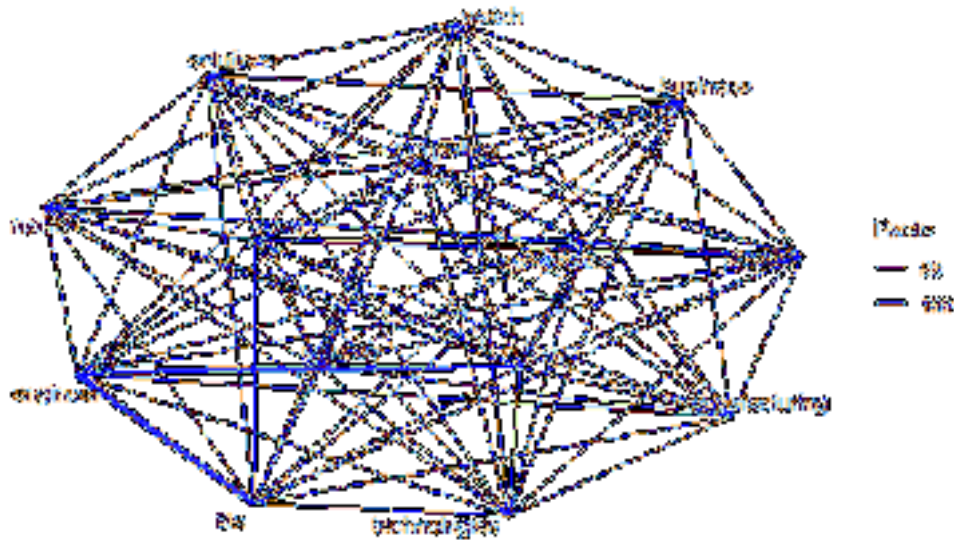
Seven clusters emerged from Scree plot and below the Hierarchical Clusters formed.



The major cluster talks about the future manufacturing solutions / design / technologies all cohesively. We can name this cluster and Futuristic Technology.

60% of the posts are pertaining to this cluster. But Average Engagement Rate and CTR remains the same as that of overall denoting least significant impact. The Avg. Impression is 1500 higher than the overall indicating that it is placed in front of the users most.

The network diagram is not so significant as shown below:



Key Takeaway from LinkedIn Analysis:

LinkedIn is the most corporate channel and LTTS understood the target audience well which is evident by posting different content and running promotional campaigns which are positives. However, LTTS policy of 80:20 seems to have less significant impact as it published more about external technology content rather than in-house capabilities.

LTTS can emphasize to use its catchy words more which will create good memory node.

The paid campaigns seem to be not so attractive. It may be either content issue or may not have created impact in the real audience. LTTS can deep dive on the campaign in detail to analyze the cause of poor response.

As we infer from the regression, LTTS could focus on clicks (organic and sponsored), reactions (sponsored) and shares (organic) as it influences the engagement rate positively.

1.1.2 Twitter Data Analysis and Inferences

- a) Location vs Count (Bar Chart)
- b) Tweets Count Vs No of Followers
- c) Counts and Rate
- d) Likes & Retweets Count Vs No. Of Likes/Retweets
- e) Tweet Count vs Time of day
- f) Tweet Count vs Month
- g) Hierarchical Cluster Dendrogram to identify the word associations
- h) K-Means Cluster to identify the word associations
- i) Sentiment Analysis of the entire phrase of the post
- j) Variation in sentences posted (Sentiment) over the period
- k) Sentiment based on individual word based on the posts
- l) Hashtag analysis

Company	LTTS	Altran	Cyient	KPIT	AKKA	Quest	Globallogic	Tata Tech
Followers Count	3228	1686	3429	7094	9116	1592	2182	5176
Tweet Count	8336	3070	1288	2386	2469	2174	299	858
Likes Count	9298	19746	4654	9536	3762	3097	1252	2761
Replies Count	223	442	92	245	69	60	17	55
Retweets Count	3849	13040	2637	4301	2396	1124	3886	2580
Applause Rate	288%	1171%	136%	134%	41%	195%	5%	53%
Avg. Engagement Rate	414%	1971%	215%	199%	68%	269%	236%	104%
Amplification Rate	119%	773%	77%	61%	26%	71%	178%	50%
Virality Rate	29%	39%	36%	31%	38%	26%	75%	48%

Regression of Twitter Data:

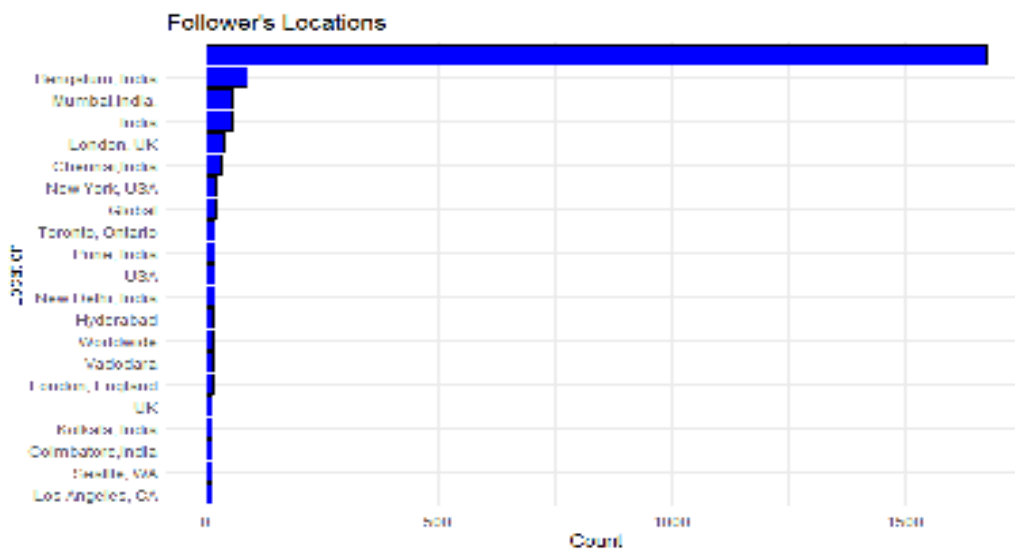
With LTTS Twitter data, we ran linear regression by keeping the Virality Rate as Dependent variable and the following variables as independent: replies_count, likes_count, retweets_count, hashtags, photos, videos, urls. Hashtags, photos, videos and urls are coded as 0 (absent) or 1 (present). R^2 for this model is 0.547. We found that all except hashtags are statistically significant. However, replies_count, likes_count and presence of photos are negatively influencing Virality Rate. Retweets count has the highest beta as it is numerator in Virality Rate (its Standardized Beta Coefficient is 0.92) and for LTTS, it is statistically significant as well.

	Estimate	S.E.	C.R.	P	Label
Virality_Rate <--- replies_count	-.083	.006	-12.782	***	par_1
Virality_Rate <--- retweets_count	.251	.003	95.291	***	par_2
Virality_Rate <--- likes_count	-.062	.002	-39.025	***	par_3
Virality_Rate <--- video	.023	.006	4.149	***	par_4
Virality_Rate <--- photos	-.041	.004	-9.465	***	par_5
Virality_Rate <--- urls	.012	.006	1.994	.046	par_6
Virality_Rate <--- hashtags	.011	.006	1.756	.079	par_7

None of the Independent variables have strong positive correlation.

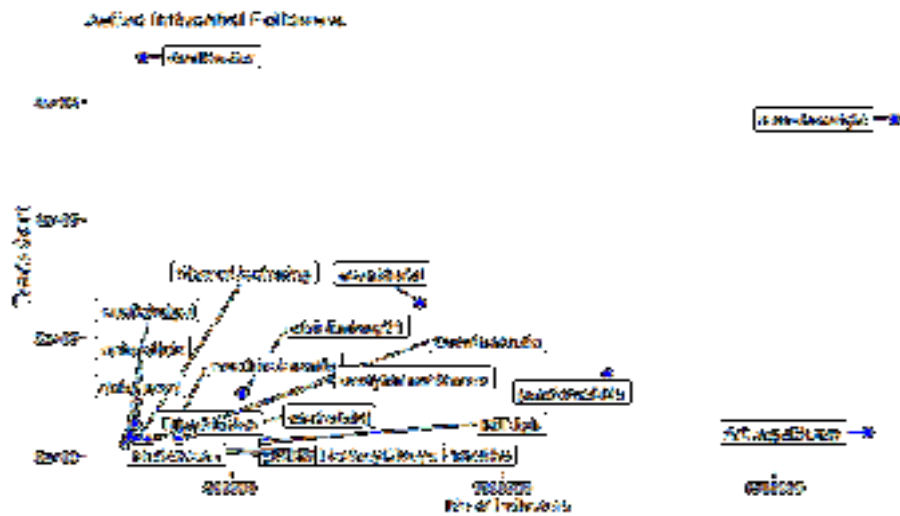
			Estimate
urls	<-->	hashtags	.032
photos	<-->	urls	-.082
video	<-->	photos	-.440
likes_count	<-->	video	.177
retweets_count	<-->	likes_count	.636
replies_count	<-->	retweets_count	.200
replies_count	<-->	likes_count	.152
retweets_count	<-->	video	.119
likes_count	<-->	photos	-.192
video	<-->	urls	-.128
photos	<-->	hashtags	.173
video	<-->	hashtags	.069
likes_count	<-->	urls	-.123
retweets_count	<-->	photos	-.094
replies_count	<-->	video	-.005
replies_count	<-->	photos	.000
retweets_count	<-->	urls	-.076
likes_count	<-->	hashtags	-.009
retweets_count	<-->	hashtags	.038
replies_count	<-->	urls	-.105
replies_count	<-->	hashtags	-.002

Plot of Follower's Location - Top 20



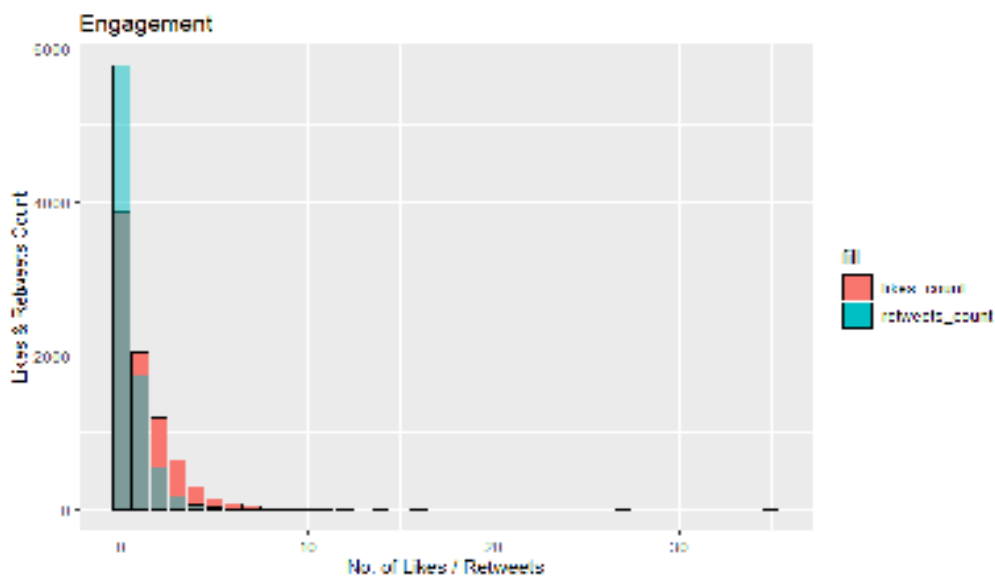
From available data, Bengaluru followed by Mumbai have the highest number of followers for LTTS. This not only indicates company's presence in these regions, but also concentration of active twitter users.

Plot to identify top 20 Influential Followers



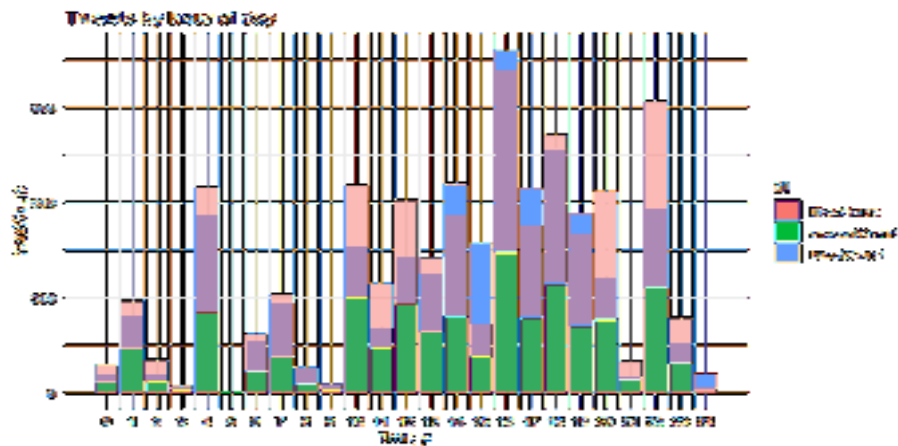
Above graph indicates the number of influential followers for LTTS. We observe that ‘marshawright’ is most influential because it has maximum number of followers and besides, ‘marshawright’ is very active on twitter. ‘ArkangelScrap’ is equally influential but is dormant in tweeting behavior for LTTS.

Plotting No. of Retweets Vs Retweet & Like Count. This shows the total likes for the Retweet instance.



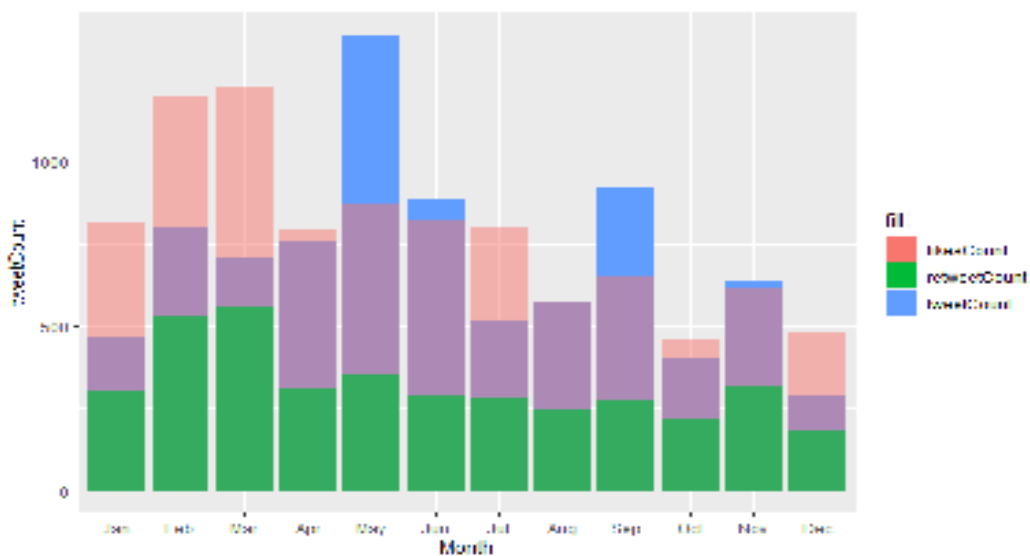
From above it is evident that there are a lot of posts that did not secure a like or any retweets showing the effective communication is lacking. The first bar should be as small as possible.

Plotting the number of tweets posted by Hours of Day and its influence on Likes and Retweets Count.



From the above graph, we observe that LTTS posts lot of tweets in evening. Majority of tweets was posted at 4 PM followed by 10 PM & 6 PM. Another observation is tweets that were posted at 4 PM received maximum number of likes and retweets.

Plotting number of tweets posted in Months and its influence on Likes & Retweets Count



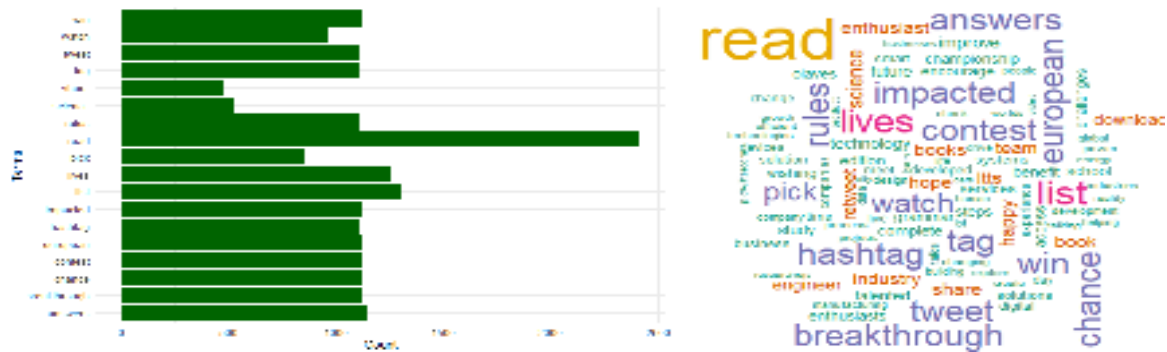
Tweets posted by LTTS is not consistent throughout the year. Maximum number of tweets are posted in May, March and February in that order.

The following are the text analysis from the tweets.

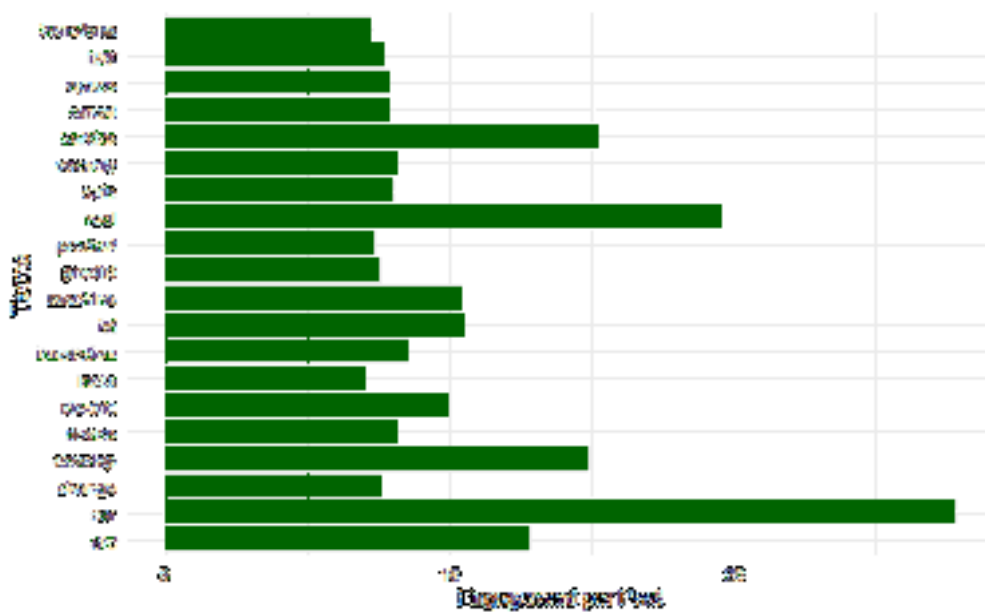
Frequently Used Words:

From text analysis, we see that LTTS is using the word ‘read’ more frequently and that could be because it is asking the users to read the content it has tweeted. Next mostly used word is

'list', 'lives', 'breakthrough', 'answers', impacted' all pointing towards the use on new technologies adopted by LTTS.

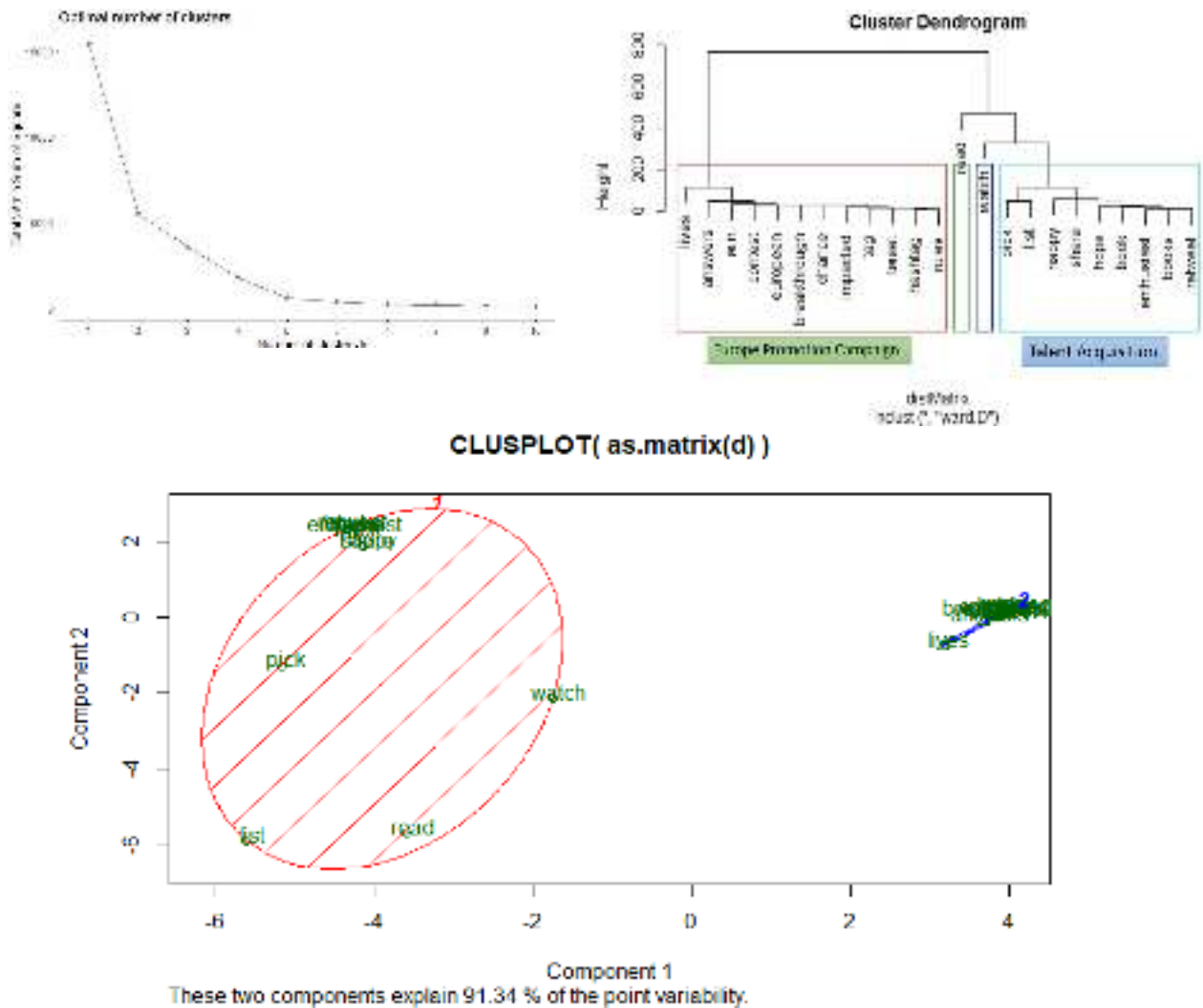


Based on the Engagement per post, the below top words attract the audience most. Most of these words are towards the emerging technologies like Electric Car, Electric Vehicle, IoT, Smart products, Security solutions, machine learning, prediction etc.



Hierarchical & K-Means Clustering

We identified optimum number of clusters through Scree plot. We observed that the slope is steep until 4 clusters and then it tapers off. Hence, we took 4 clusters for both Hierarchical and K-Means.



Clustering by Hierarchical and K-means shows the word associations. In terms of technology, LTTS is mentioning about “Breakthrough”, “European”, “Contest” together which indicates its promotion campaign in Europe.

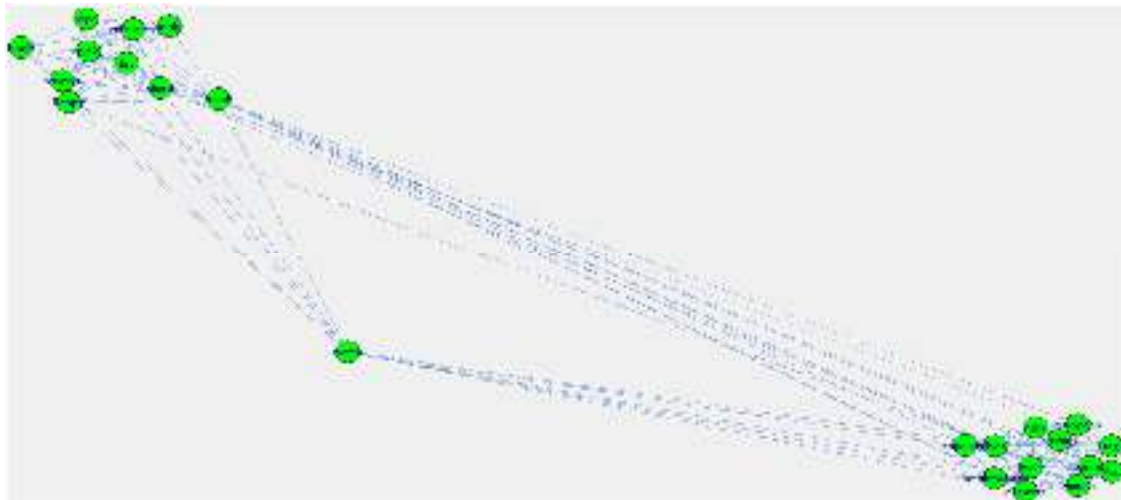
From the Dendrogram, we see two major cluster segments namely

1. European promotional Campaign which is about the show in Europe on LTTS capability and its successes stories
2. Talent Acquisition that talks about the trend asking the user to read books and share knowledge as part of acquiring new talent from market

Cluster	Posts	Likes	Comments/ Retweets	Shares/ Replies	Applause Rate	Avg Eng Rate
Overall LTTS	8336	9298	3849	223	288.04%	414.19%
European Promotional Campaign	2183	1166	487	90	36.12%	54.00%
% Contribution	26%	13%	13%	40%	13%	13%
Talent Acquisition	1006	613	215	22	19.0%	26.3%
% Contribution	12%	7%	6%	10%	7%	6%

Looking at the above table, we get a clear indication of impact the clusters are generating. Choice of words and word association used in “European Promotional Campaign” and “Talent Acquisition” is creating least engagement. While these two clusters contribute to 38% (26% + 12%) of posts, contribution of “Likes” 20% (13% + 7%), contribution of “Comments” 19% (13% + 6%), contribution of “Applause rate” 20% (13% + 7%), & contribution of “Average Engagement Rate” 19% (13% + 6%) is below the average. Only “Shares” is above average. This is a clear indication that the most focused events and choice of words in tweets is least helping LTTS in increasing engagement.

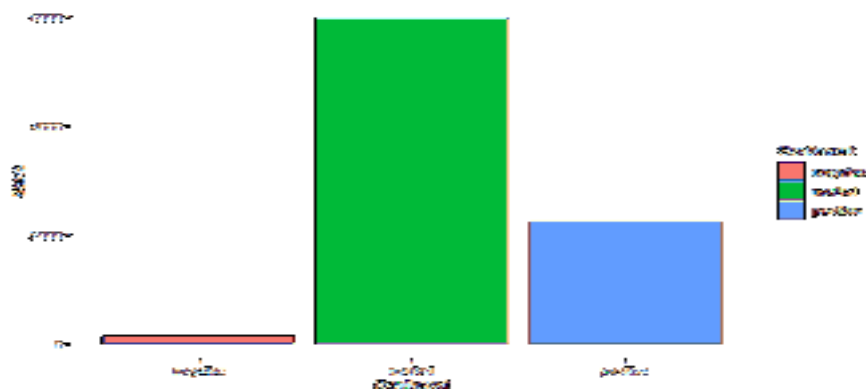
Network Diagram



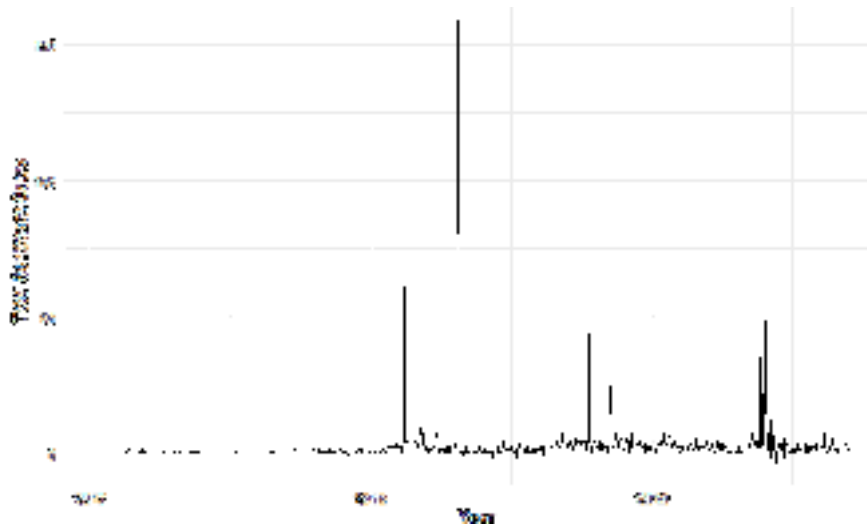
From above network diagram, we see a close knit of word association like cluster analysis with “European Promotion campaign” on one side and “Talent Acquisition” on other.

Sentiment Analysis Plot

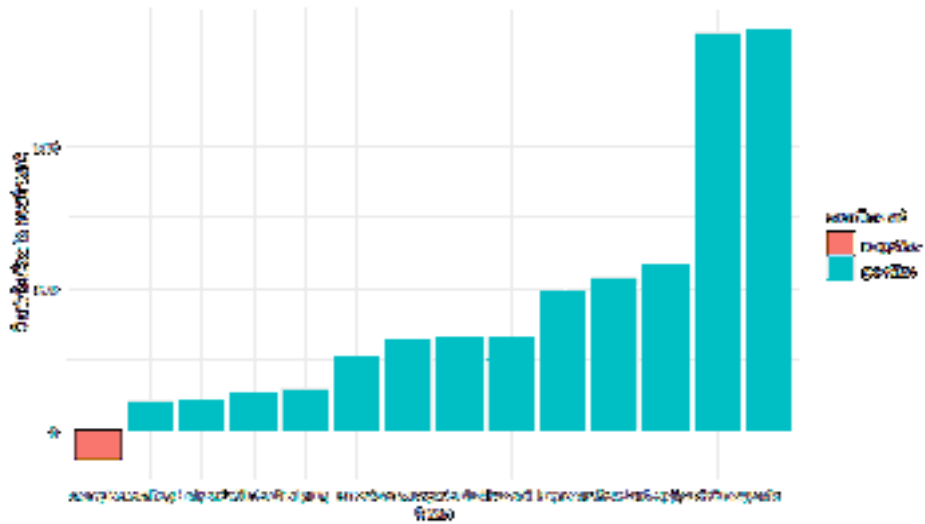
Sentiment Score calculated through Sentiment library for the entire phrase



From sentiment analysis above, LTTS has drawn a positive sentiment in its tweets from adopting breakthrough technologies, success stories and order wins. A high amount of tweets have neutral sentiment and these could be based on catch up stories, rankings.

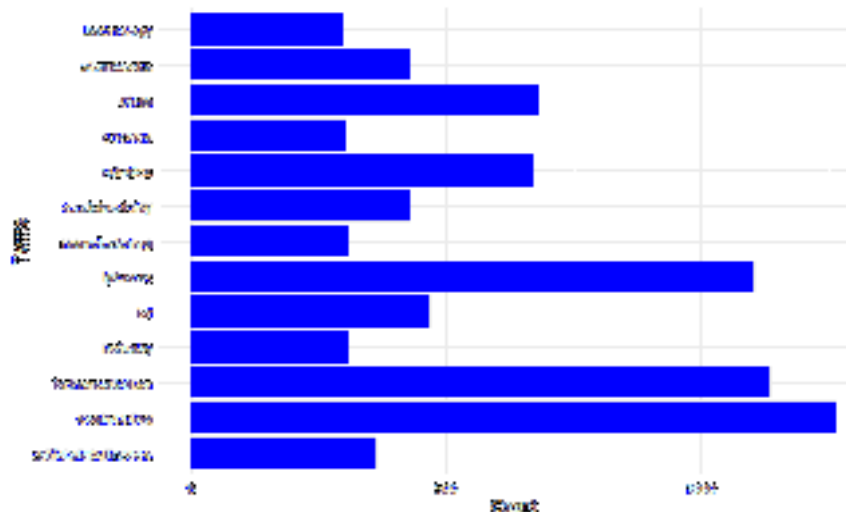


Two Sentiment Analysis based on Document Term Matrix



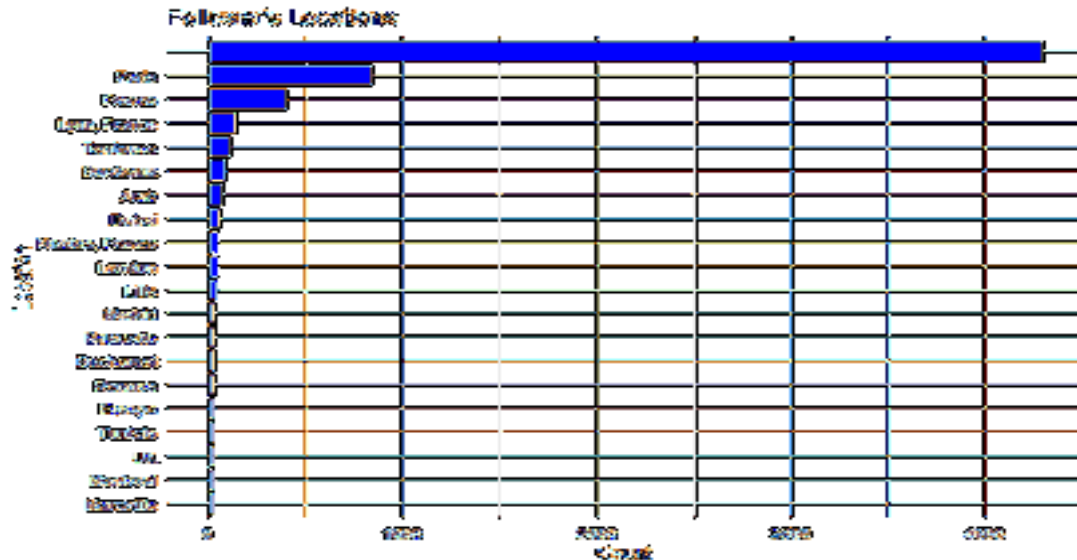
“Breakthrough” and “Win” have contributed highly to the words used for positive sentiment.

Hashtag Analysis



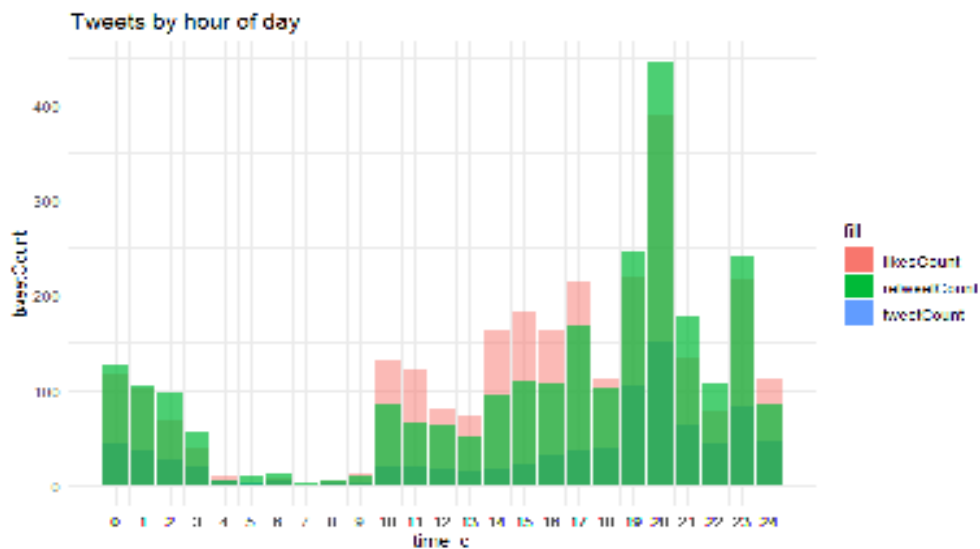
Engineering has gathered highest hashtag which is a good for an ER&D company. However, upcoming technologies such as “artificial intelligence”, “IoT”, “robotics” needs more focus.

Key Insights from AKKA in Followers location pattern



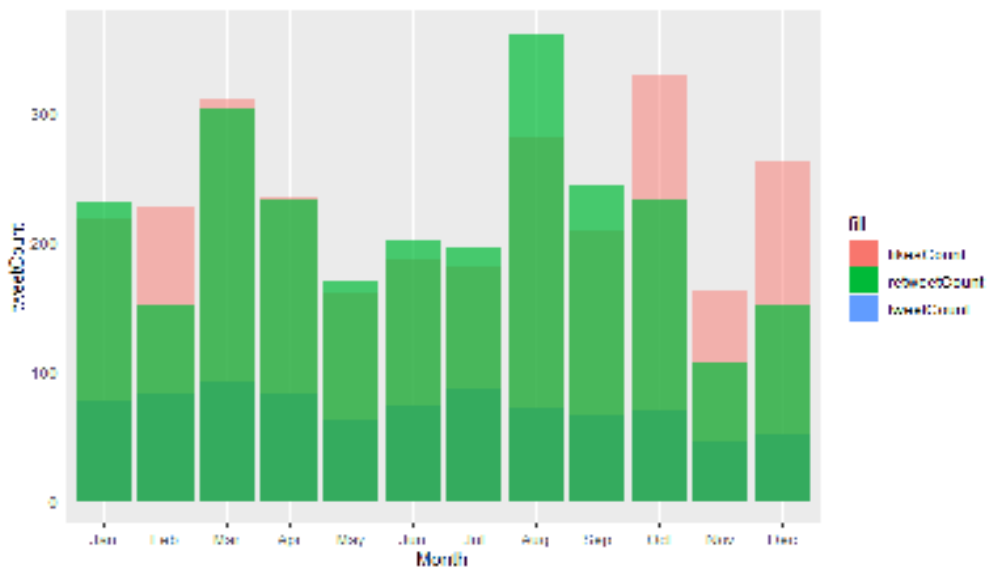
From above, it is evident that AKKA has focused on engaging audience from Europe where there is more Business opportunity and more followers. Although AKKA is a France based company, for a service company, it is important that it remains competitive globally.

Key Insights from Tata Tech in tweet Count / hour



Tata Tech have timed the tweets consciously around the late evenings and has seen a spike in retweets also around the same time. Retweets have followed around the same timeframe. This is the time that the audience is relaxed and have time to read and respond to tweets.

Key Insights from Tata Tech in tweet Count / month



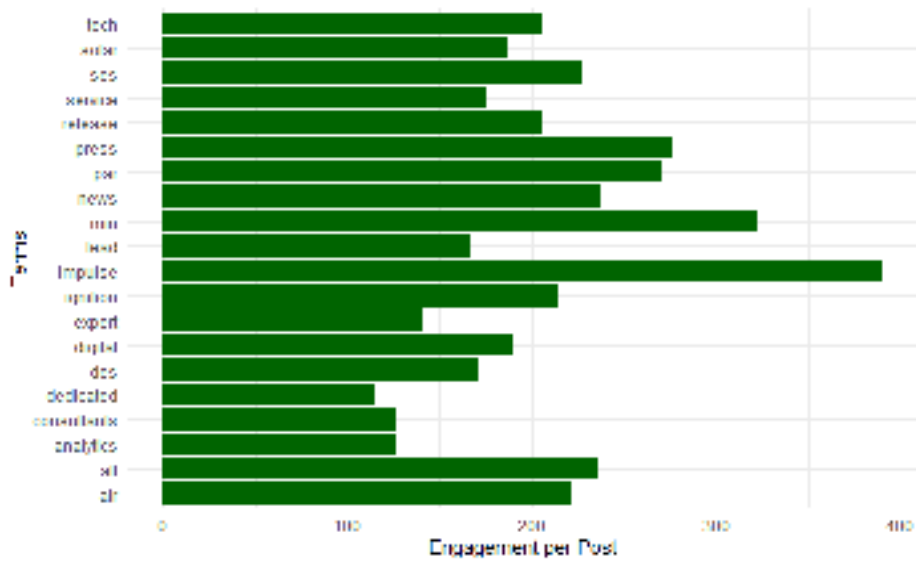
The above graph is a classic example of tweeting pattern of a company per month and the retweets it has drawn. Retweets is almost as much as likes and has exceeded tweets count. Tata has also demonstrated consistency in posting its tweets equally throughout the year.

Key Insights from Quest & Altran in Frequently Used Words

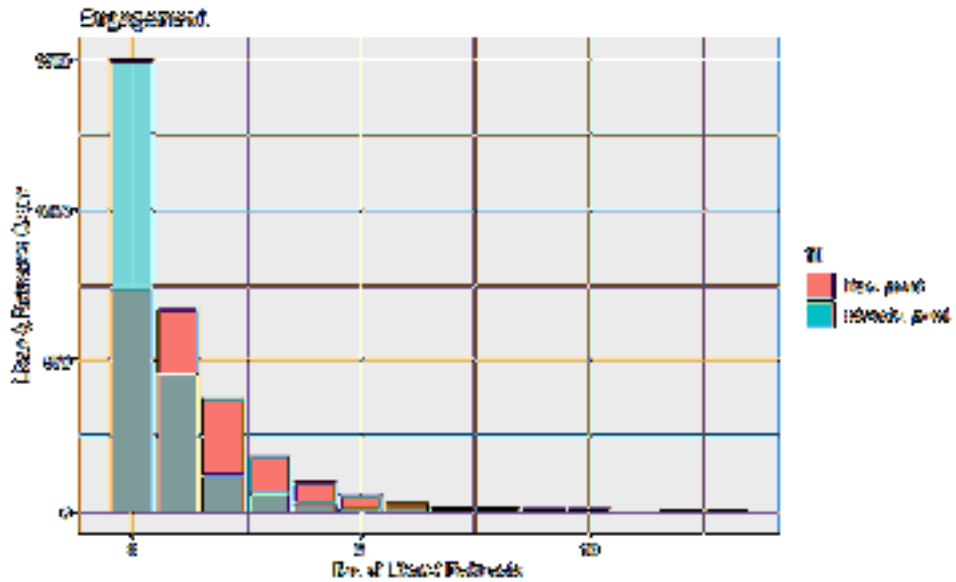


Quest has focused largely on new age technologies such as “artificial”, “digital”, “future”, “learn”, “intelligence” which is the business of the future. Similarly, Altran has focused on words such as “discover”, “innovation”, “future”, and “expertise”. It is important that LTTS also focus on these tweets content to make the audience engaged and associate these terms with LTTS.

Some of the terms used by Altran have very high engagement per post. In the below plot, the scale is 200 times for Altran (400) vs LTTS (20). Their successful capability demonstration of a solar based auto pilot aircraft “Solar Impulse” has the highest engagement per post of close to 400. LTTS can also focus on emphasizing such technology demonstrators they have.

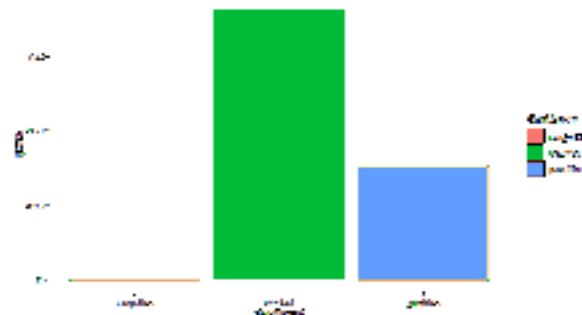


Key Insights from Quest in Likes and retweet pattern



We observe that the number of tweets that received zero likes or retweets as compared to that of LTTS is lower. This implies that the tweets from Quest is far more engaging, relevant to the audience.

Key Insights from Cyient in Sentiment analysis



Cyient is successful in carefully including positive words such as “Smarter”, “benefits”, “intelligence”, “agile” etc. These positive tweets are important to keep audience engaged. Positive sentiments are almost 40% of all sentiments.

LTTS has also used these words effectively but there is still some scope for adding more words like those in its content.

Key Takeaway from Twitter Analysis:

LTTS has a planned Twitter strategy and is more active. The engagement given the number of followers is very good with good Applause, Engagement and Amplification rate. However, there are few areas of improvement as suggested below.

LTTS can focus on increasing its follower count in regions such as US and Europe that generate more revenues. These are the regions where ER&D service penetration is still low and LTTS can leverage its expertise more effectively. Increasing follower base in these regions means better trust and brand image for LTTS as a small percentage of these followers can be a potential prospect or client. Increasing followers can be achieved by running more campaign in these regions and by sponsoring or contributing to games, tournaments with active client presence. Also, followers from Europe and US are more influential.

It is important that LTTS gives a special focus to the likes & dislikes of ‘marshawright’ as tone of the tweet from this follower will reach a large number of audiences. Analyze the tweets from this user to see his tweet behavior and LTTS could tailor the posts accordingly. Similarly, LTTS can focus on engaging ‘ArkangelScrap’ to become more active and engaged in twitter for LTTS. This can be done by analyzing the tweet behavior of ‘ArkangelScrap’ to see what gains traction for the user to post. Both ‘marshawright’ & ‘ArkangelScrap’ can substantially increasing the penetration of LTTS twitter content. Leveraging these users will benefit LTTS in its Digital marketing strategy.

LTTS can further consider the follower’s pattern for other competitors and draw a strategy to make the most influential followers of the competitors follow us also.

LTTS could focus on ways of engaging the audience to at-least like the tweets it posted. This will only happen if the tweets are screened for its content, benchmarked against the tweets that have gained traction in recent past and appropriate use of megatrend words.

LTTS can ensure that some of the key tweets that requires attention are grouped and posted around the evening timeframe. That way critical tweet gets maximum attention

We notice that the quality/content of tweet is far better in March and February as it received a lot of retweet as compared to the tweets posted in May. LTTS can focus on this kind of tweets to keep the audience engaged.

LTTS could use technology buzz words such as ‘Digital’, ‘IoT’, ‘Smart’ in its tweets as these words gain traction and get most likes and retweets. Quest and Altran for example have correctly used these words in their tweets. Similarly, right words could be used in hashtag.

YouTube Data Analysis and Inferences

After taking the data from YouTube, we created R program for performing the below analysis.

- a) Like Count Vs View Count (Scatter Plot)
- b) dislike Count Vs View Count (Scatter Plot)
- c) comment Count Vs View Count (Scatter Plot)

- d) Videos Posted by Month (Bar Chart) – to see how the postings are distributed
- e) Top Videos by Views – which Videos has high footfalls
- f) Top Videos by Likes – which Videos the subscribers like
- g) Top Videos by dislikes – which Videos the subscribers dislike
- h) Engagement Metrics – Applause Rate and Average Engagement Rate
- i) Text Analysis of the video content to identify more frequently used words
- j) Hierarchical Cluster Dendrogram to identify the word associations
- k) K-Means Cluster to identify the word associations
- l) Sentiment Analysis of the entire phrase of the post
- m) Variation in sentences posted (Sentiment) over the period
- n) Sentiment based on individual word based on the posts
- o) Comments Analysis – Frequently used terms
- p) Comments Analysis – Sentiments of Comments
- q) Variation of comments posted over the period
- r) Sentiment based on individual word based on the posts

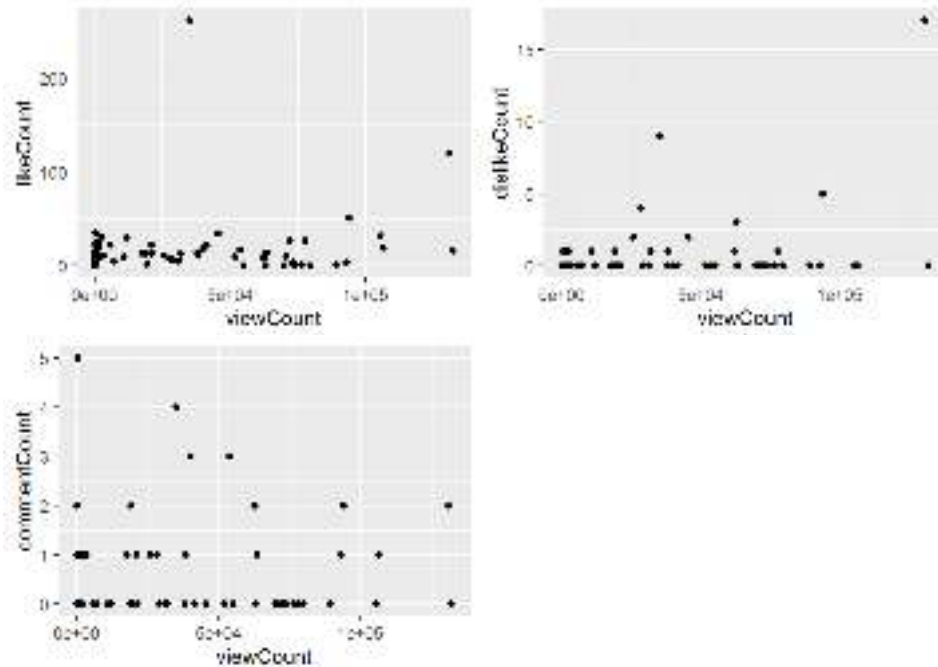
Company	LTTS	Altran	Cyient	KPIT	AKKA	Quest	Global logic	Tata Tech
Subscriber Count	3280	984	1020	2710	1130	0*	1040	2140
Video Count	175	241	54	113	232	184	112	70
View Count	2420667	77445	103152	55767	221180	61950	288348	16701
Likes Count	1618	473	445	891	664	8075	604	205
Dislikes Count	58	29	13	59	69	151	18	11
Comments Count	48	8	0*	14	46	317	23	3
Applause Rate	49%	48%	44%	33%	59%		58%	10%
Avg. Engagement Rate	51%	49%	44%	33%	63%		60%	10%

LTTS has maximum Subscriber count and maximum View Count, it has higher reach than the rest. But the Applause rate is less than AKKA and GlobalLogic which shows that there are improvement areas in terms of reach. It may be due to content or not keeping the audience engaged for subsequent footfalls.

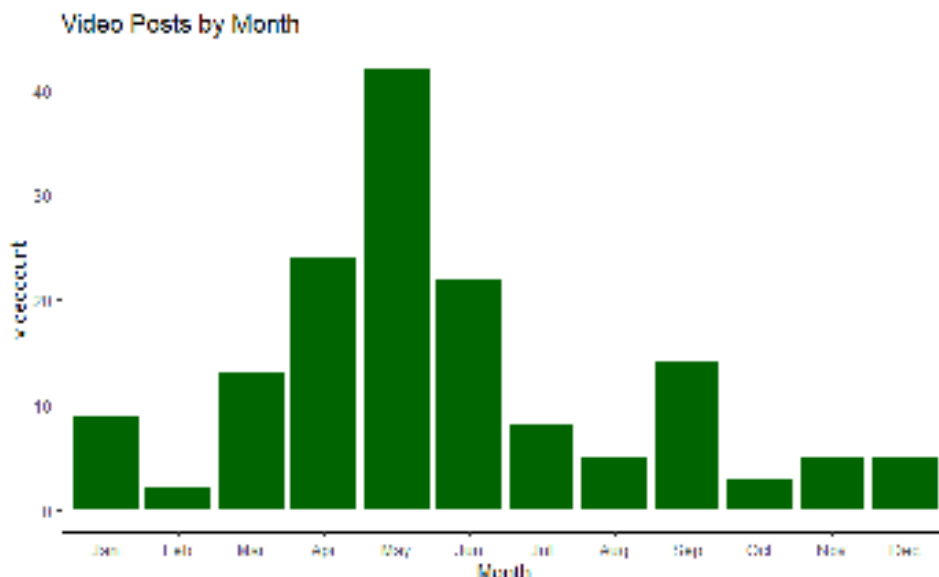
Comments Count which is engagement related metric is lower than Quest. Quest has hidden their YouTube Subscriber Count. The Average Engagement Rate metric is lower than AKKA and GlobalLogic.

Overall, there is a scope of improvement in Reach and Engagement when compared to its competition.

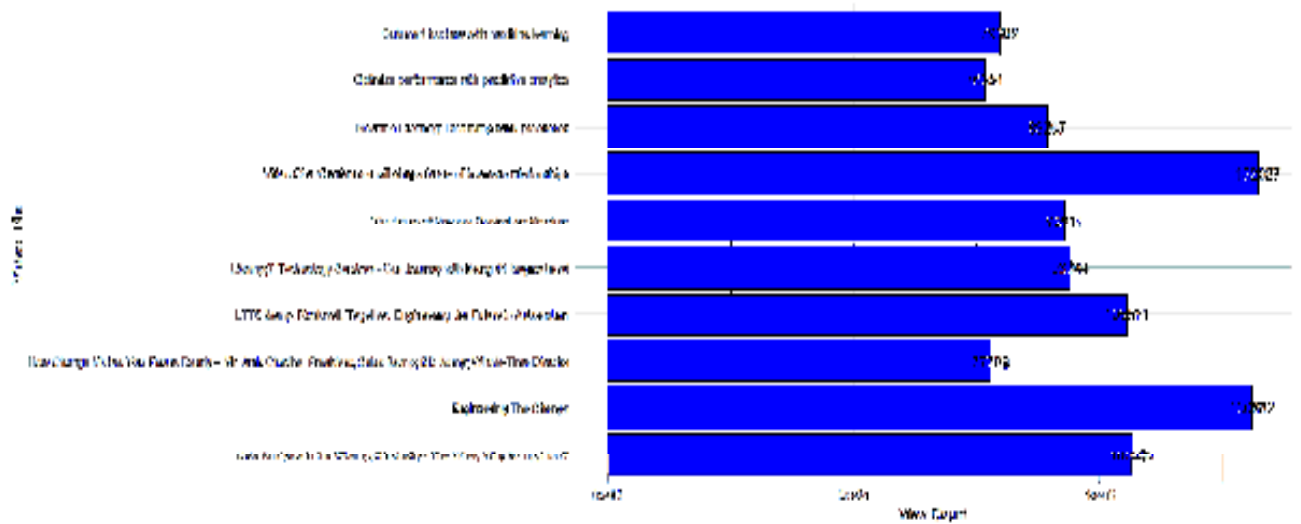
LTTS is posting more videos only during few months rather than even distribution. This may be due to some events or some key corporate news.



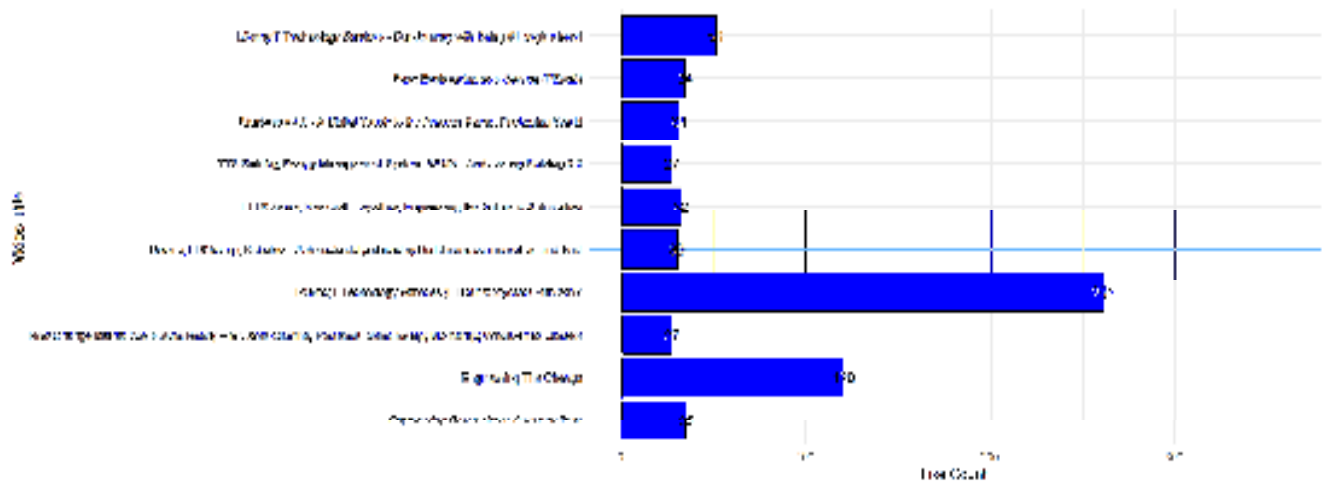
No strong correlation exists based on the above scatter plot signifying less impact on engagement rate. There are more footfalls, but it doesn't mean good engagement. LTTS can relook the content, time, and frequency of posting.



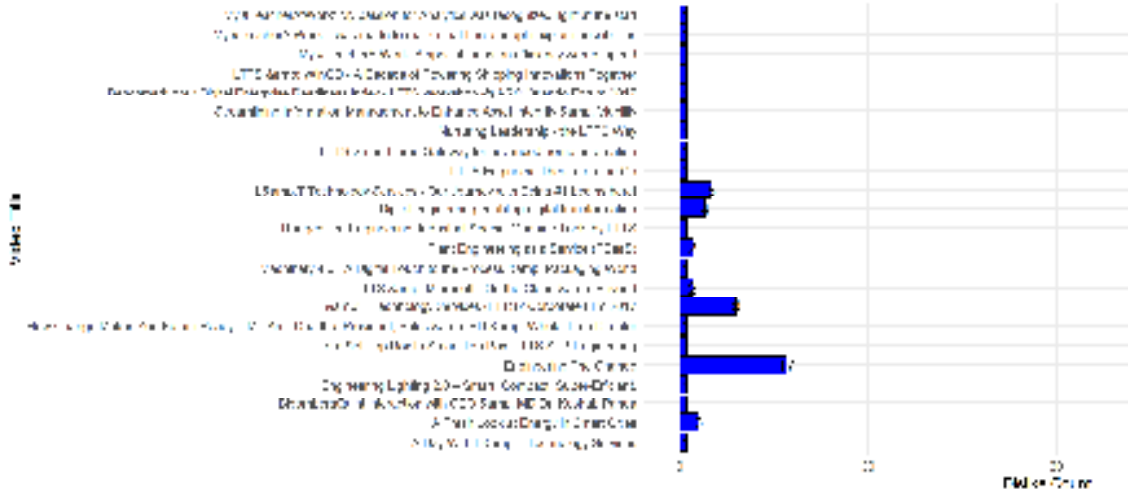
Comments were posted maximum in the month of May followed by Apr, Jun and Sep. May be more during the financial results announcements.



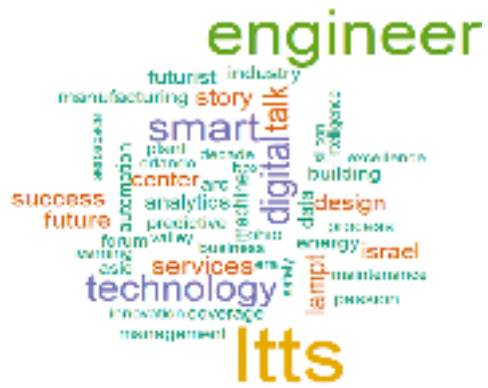
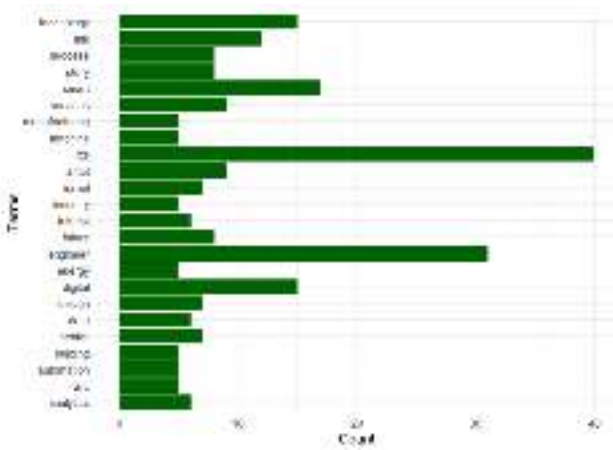
Videos with most number of views are pertaining to LTTS corporate video. Aside to this, the technological trend videos pertaining to the topics like Machine Learning, Predictive Analytics, Rockwell Automation success story, Data Analytics, process control architecture also attracted more viewers.



Most liked video is LTTS corporate video. Videos on technological trends and capabilities in the areas like Machinery 4.0 (Industrie 4.0), Building Management Systems (iBEMS), Plant engineering as a Services and the relationship with Rockwell automation and Kobelco are liked more.

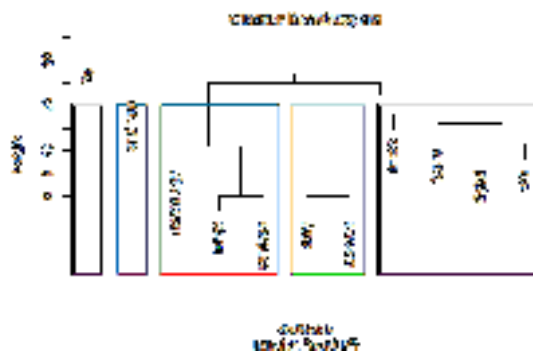
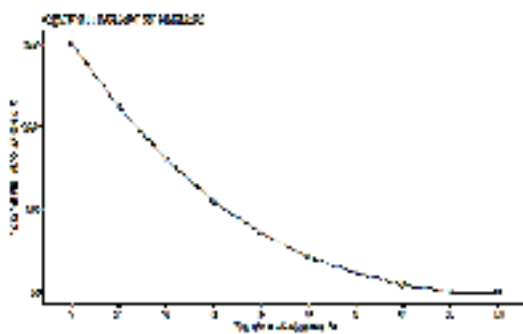


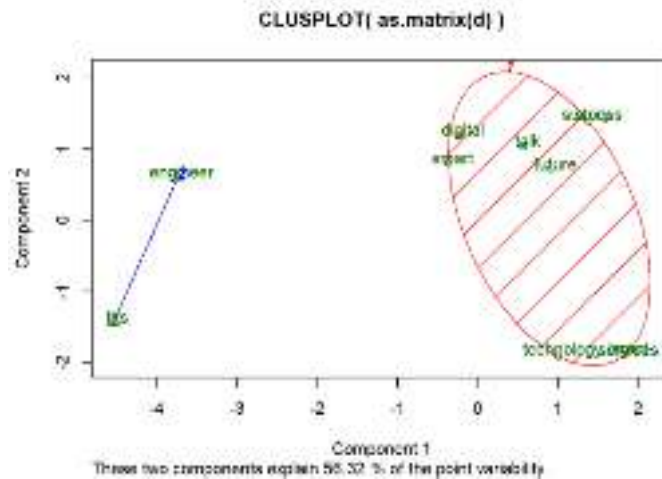
Corporate videos are more disliked which is less compared to the likes it received. All others are less significant.



The above are the top 20 frequently used terms. Aside to the company name and engineer / engineering, the terms like smart, digital, technology are also frequently used.

We have identified the number of clusters through Scree plot. The slope is more till 5 and hence we took 5 clusters for both Hierarchical and K-Means.





Clustering by Hierarchical and K-means shows the term associations. In terms of talking about technology, LTTS is talking about “smart”, “future”, “digital”, “talk” (tech talk) together. LTTS is also mentioning more about success stories highlighting the success it achieved by project execution.

Two prominent clusters are “Success Story” and “smart, future, digital, talk”. We name the clusters as capability and emerging technology trend.

Below the audience reaction for the video content pertaining to the two clusters:

Cluster	Posts	Views	Likes	Comments	Appl Rate	Avg Eng Rate
Capability	8	873	28	1	0.85%	0.88%
Emerging Tech Trend	46	1038613	347	21	10.6%	11.2%

Though the posts are attracting significant viewership, it is creating marginal impact to audience which is evident by Applause rate and Average Engagement Rate. The audience like the emerging technology trend but it needs to be converted to engagement. The content needs to be relooked.

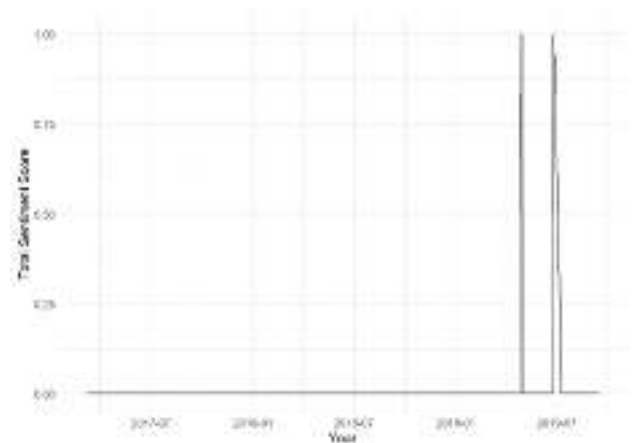
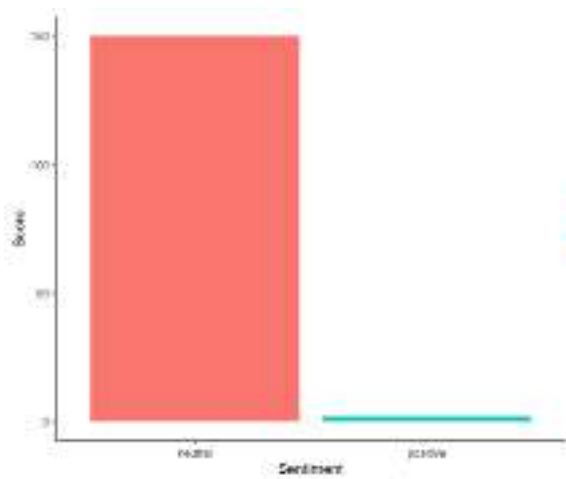
For the posts related to presenting its capability, the results could have been better.

Network graph is created to visualize how close the terms are with respect to each other with its strength based on post count.

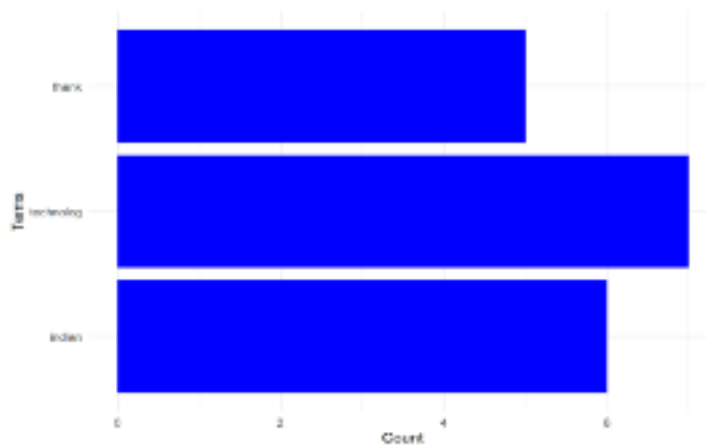


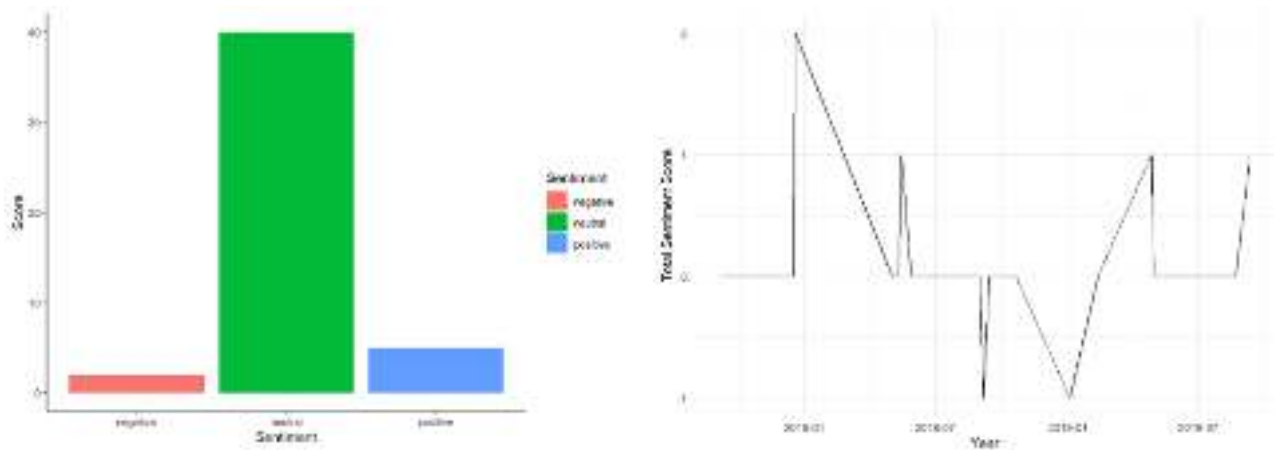
As the posts are more of technical jargons, neutral tone is used most followed by some positive tones.

Most positive used terms are “Smart” and “Success”.

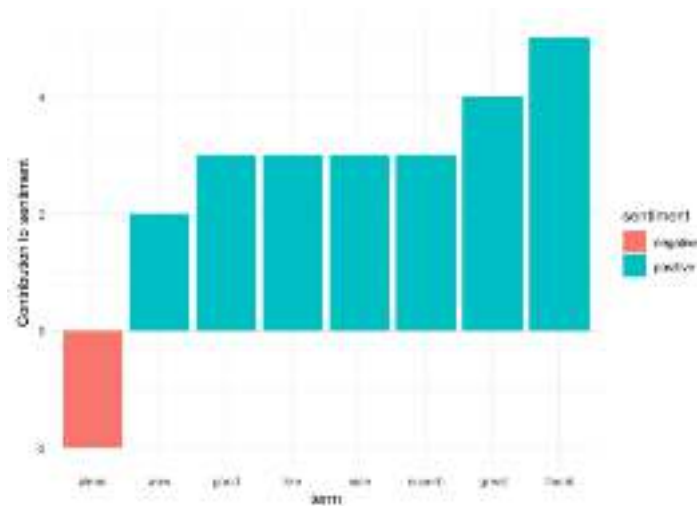


On analyzing the comments posted by the audience, we found that the term “technology” is used high followed by “Indian” and “thanks”. The audience is looking and interacting for technology.





Comments posted by the audience are mostly in neutral tone followed by positive.

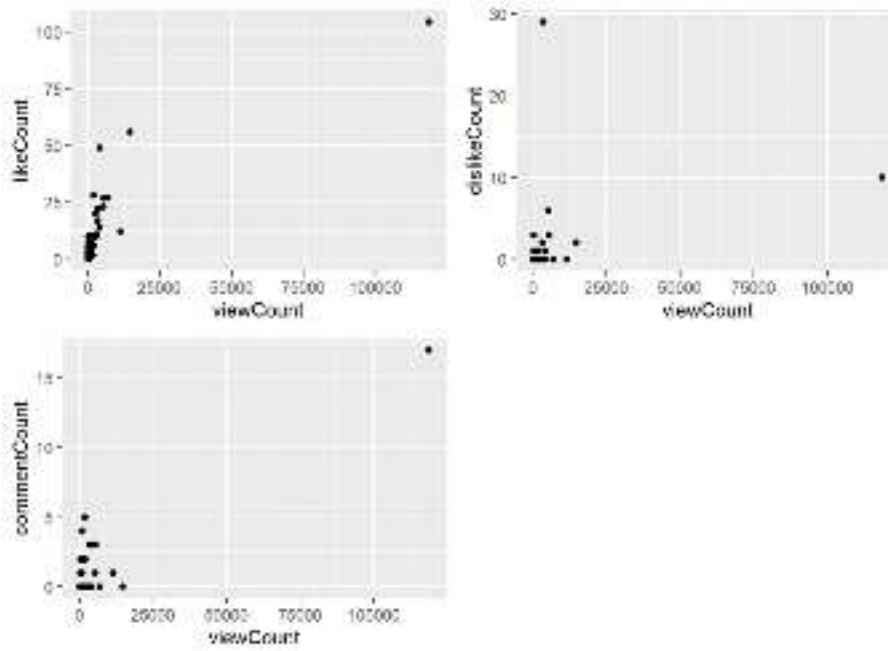


Most of the audiences are thanking LTTS channel followed by appreciations in different tone.

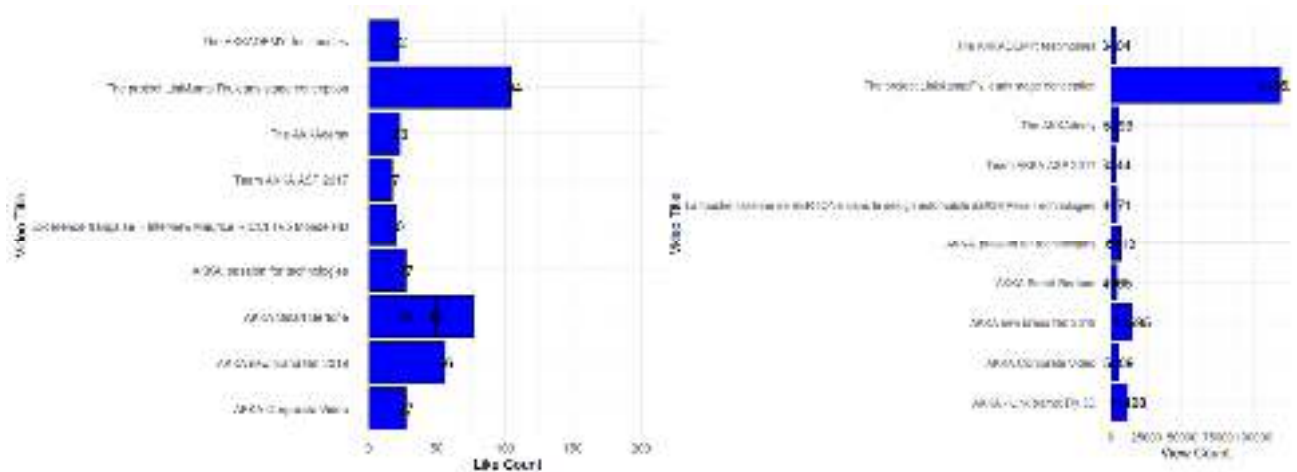
On comparing against the competition, the following best things are noted from competition:

Key Insights from AKKA YouTube Data:

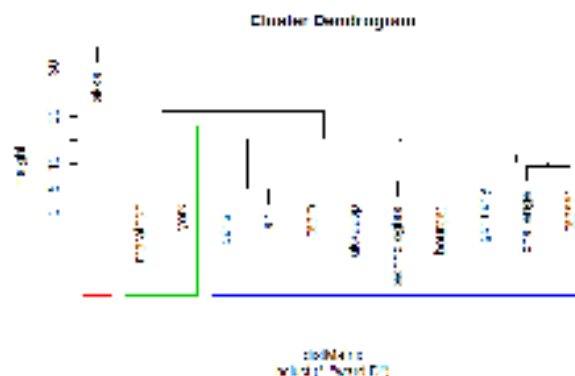
Akka has good Applause rate and Engagement Rate than LTTS. For Akka, View count and Like count as well as View count and Comments count are positively correlated with correlation coefficient greater than 0.8. This denotes that the content is satisfying the audience expectations leading to the engagement.



Aside to that, they are talking more about the marathon event they conducted in New York and their aerospace event Bourget and about their drone – Project Fly which attracted more viewers and likes.



Akka’s prominent clusters (aside to the company name) are the two events - New York Marathon, Paris Air show (in Bourget).



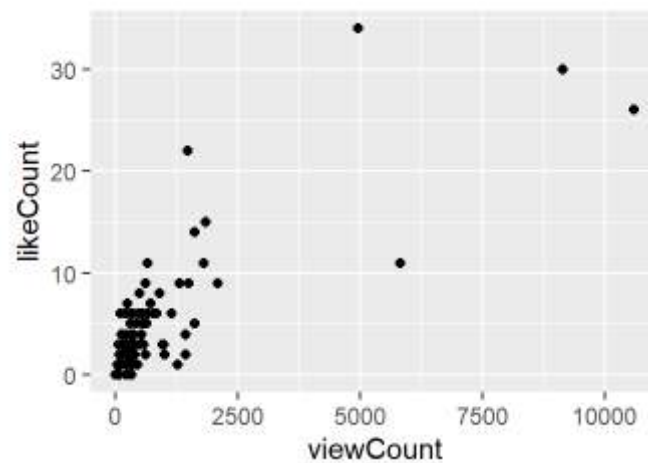
Below the audience reaction for the video content pertaining to the two clusters:

Cluster	Posts	Views	Likes	Comments	Appl Rate	Avg Eng Rate
Event - Marathon	8	4359	42	2	3.7%	3.89%
Event – Paris Air Show	75	92519	479	26	42.3%	44.7%

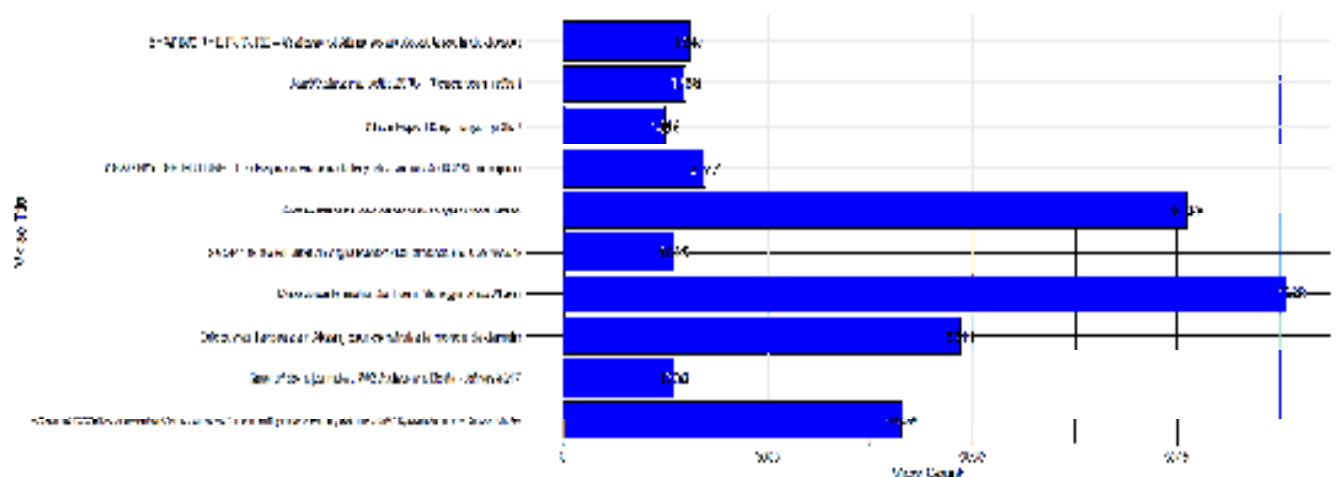
The Paris Air Show event created significant reach and engagement which is evident from the very high Applause rate and Engagement Rate. Akka focused on few themes that created an impact.

Key Insights from Altran YouTube Data:

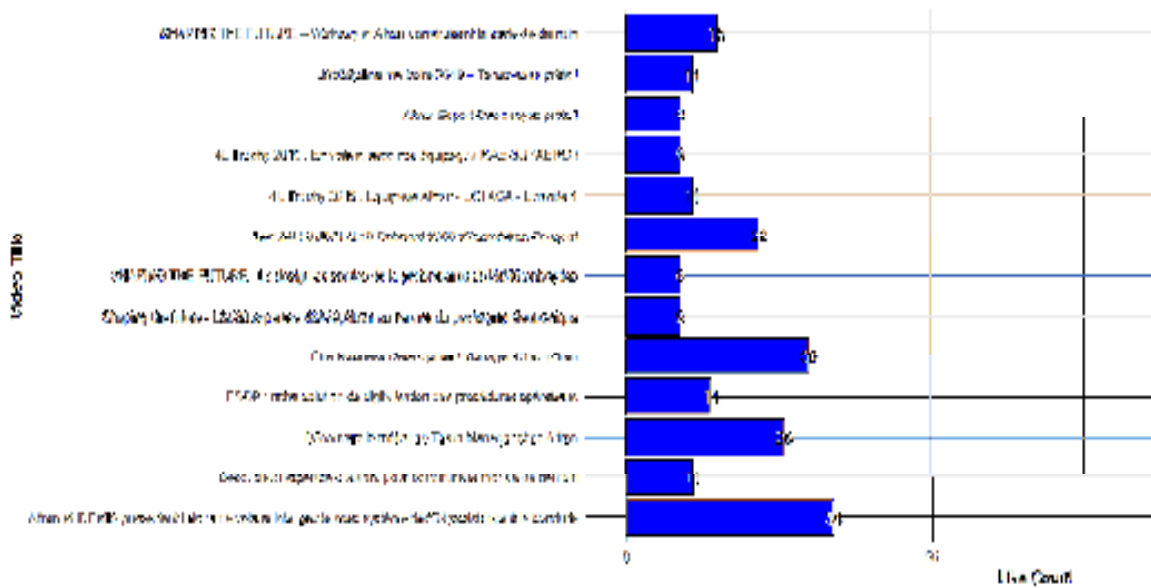
For Altran, there is a positive correlation between view count and likes count (coefficient 0.8)



Their mostly viewed and liked videos are mostly of the narration of the experiences by their employees. They have posted these videos to attract talents from outside.

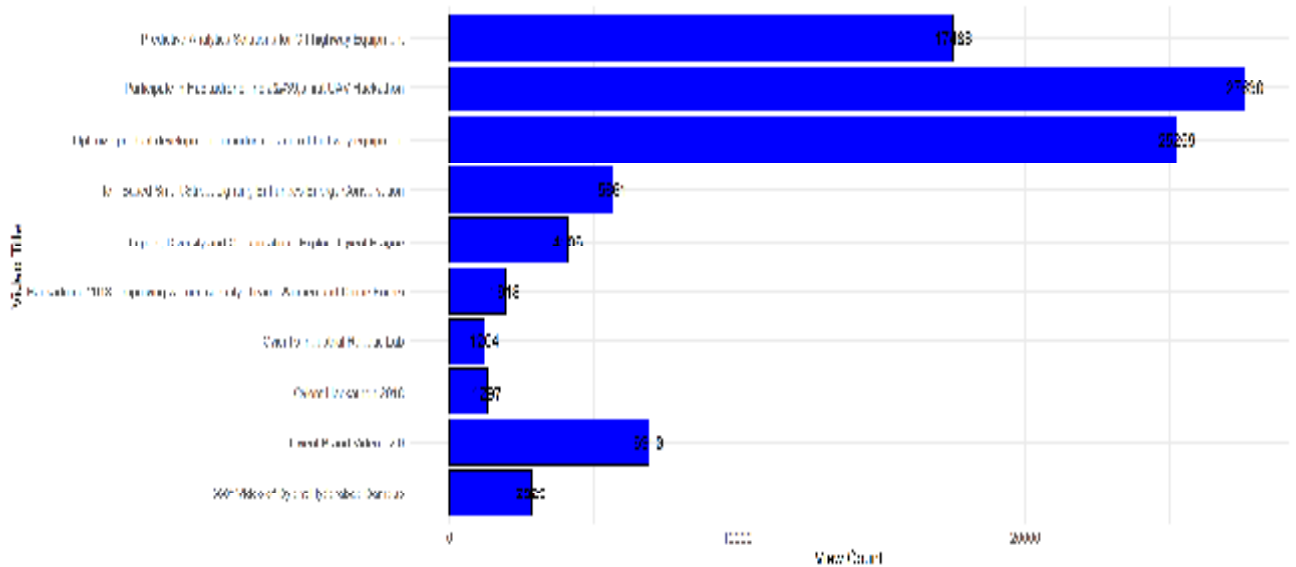


The most commented word is trophy which is related to Altran sponsoring Raid 4L trophy in 2018 and 2019 which exceeds 10 counts.

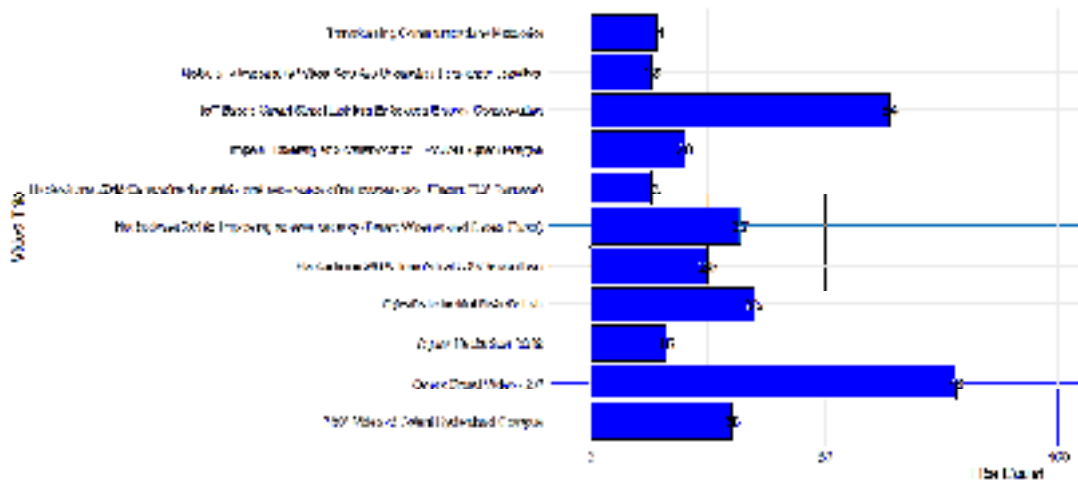


Key Insights from Cyient YouTube Data:

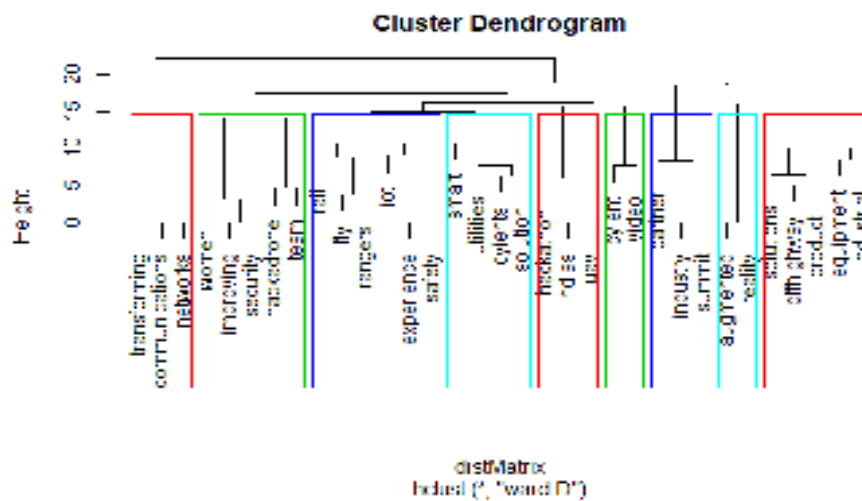
Mostly viewed video is their UAV hackathon event (Hackadron) followed by their product development expertise for industrial and off-highway equipment, predictive analysis solutions for off-highway events. This is greater than their corporate video.



However, the most liked video is their corporate video followed by IoT solution for smart street lighting.



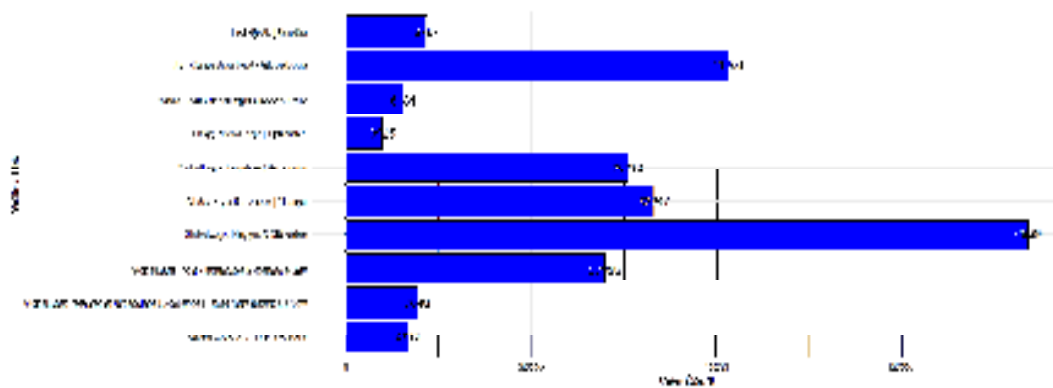
They have 9 clusters and the cluster formation shows that they are talking more about their expertise especially on UAV, Off-highway & Industrial, AR and communications networks.



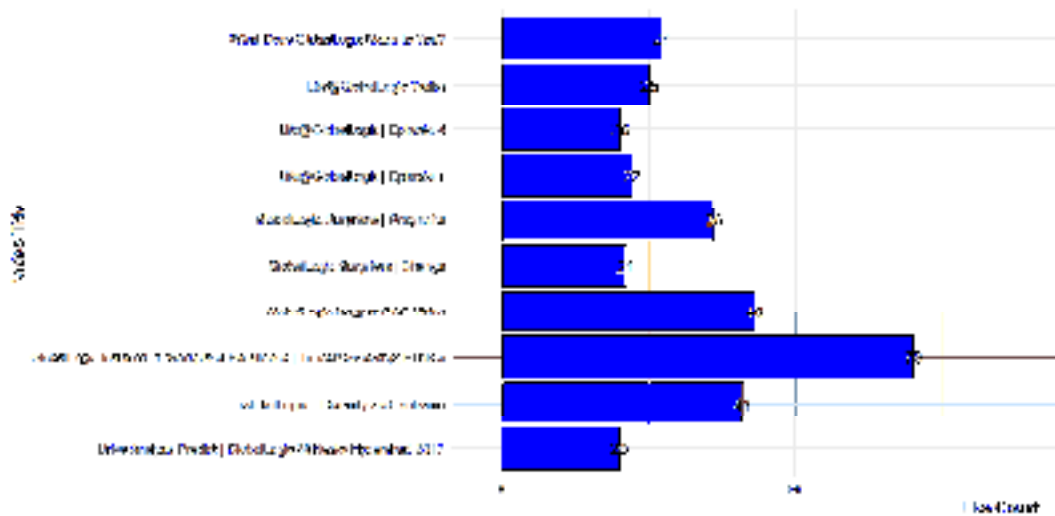
There were no posts which attracted comments from 2017 for Cyient.

Key Insights from Global logic YouTube Data:

Their Nagpur CoE video has been viewed the most



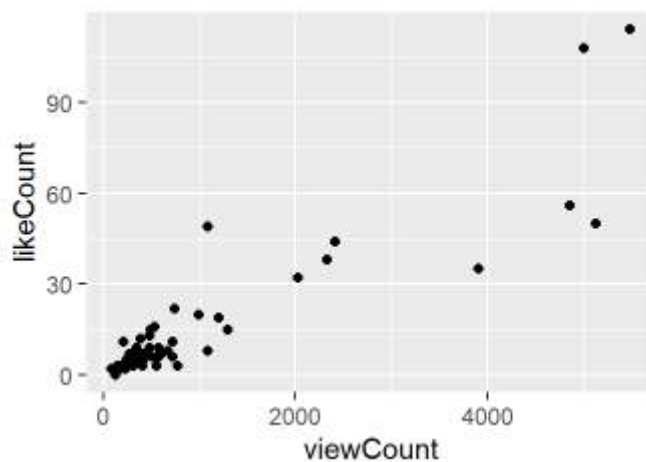
The most liked video is the news came in ET Now and Times Now about their workplace excellence.



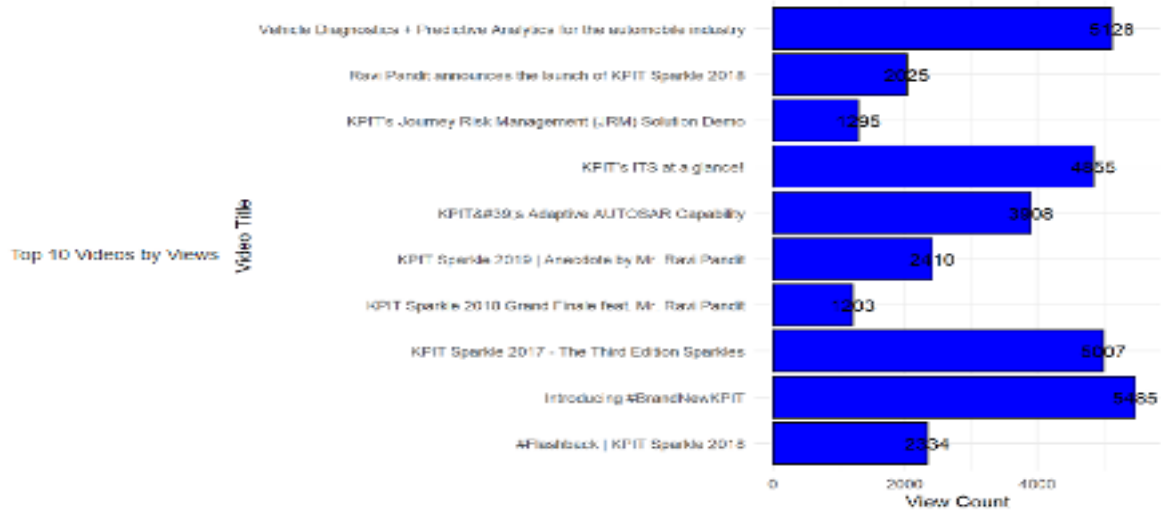
The mostly used terms are related to the employees sharing their experiences (episode, life, surprises).

Key Insights from KPIT YouTube Data:

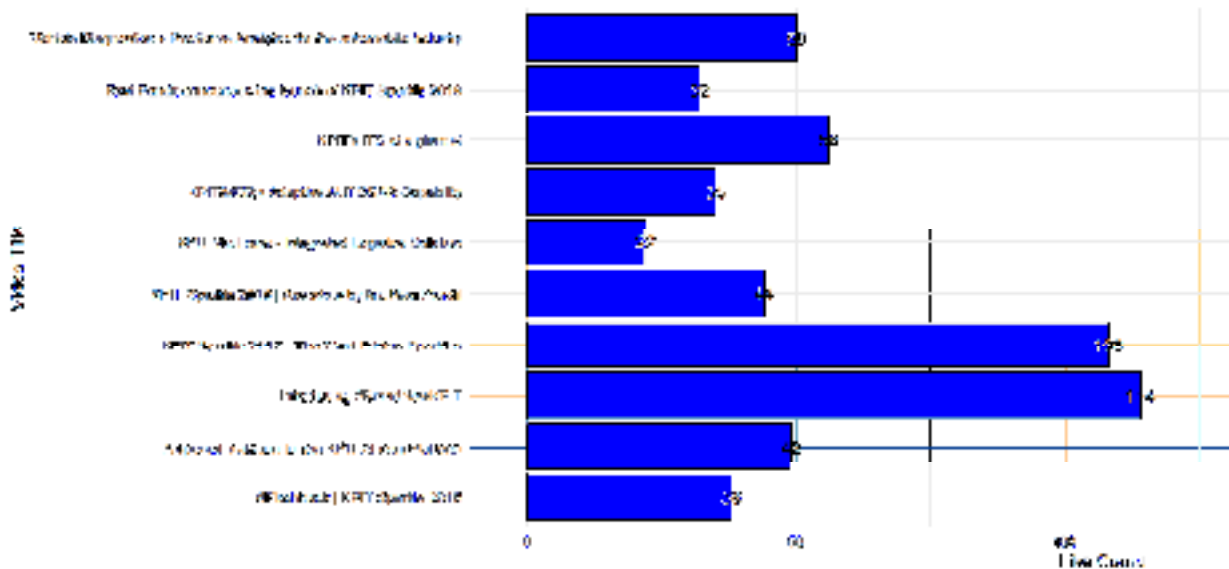
There is a strong positive correlation between view count and like count (coefficient 0.9)



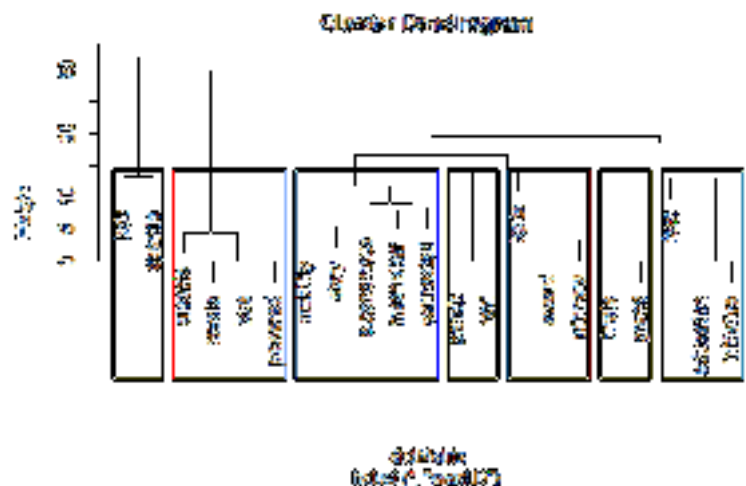
The mostly viewed videos are related to an annual event “Sparkle” and their solution about predictive analytics for the automotive industry.



The videos liked more are again about Sparkle and predictive analytics.



Most frequently used term is Sparkle which is mentioned about 23 times. In addition, they have mentioned about their autonomous electric powered vehicle technology Revolo collectively.

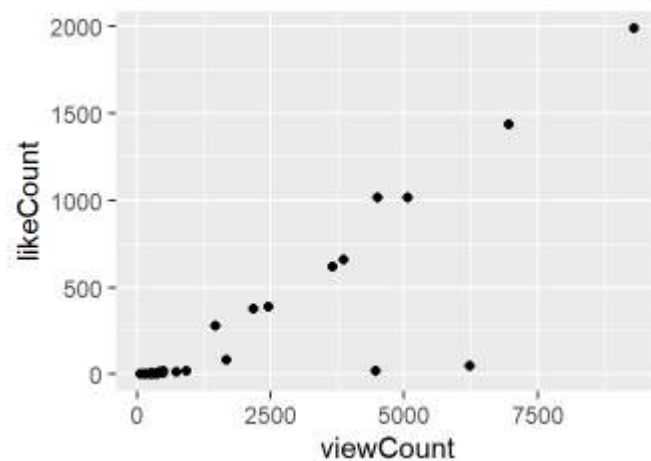


They have 7 cluster formations in which they are talking about Revolo (capability), Sparkle (Event) and autonomous connected mobility (capability).

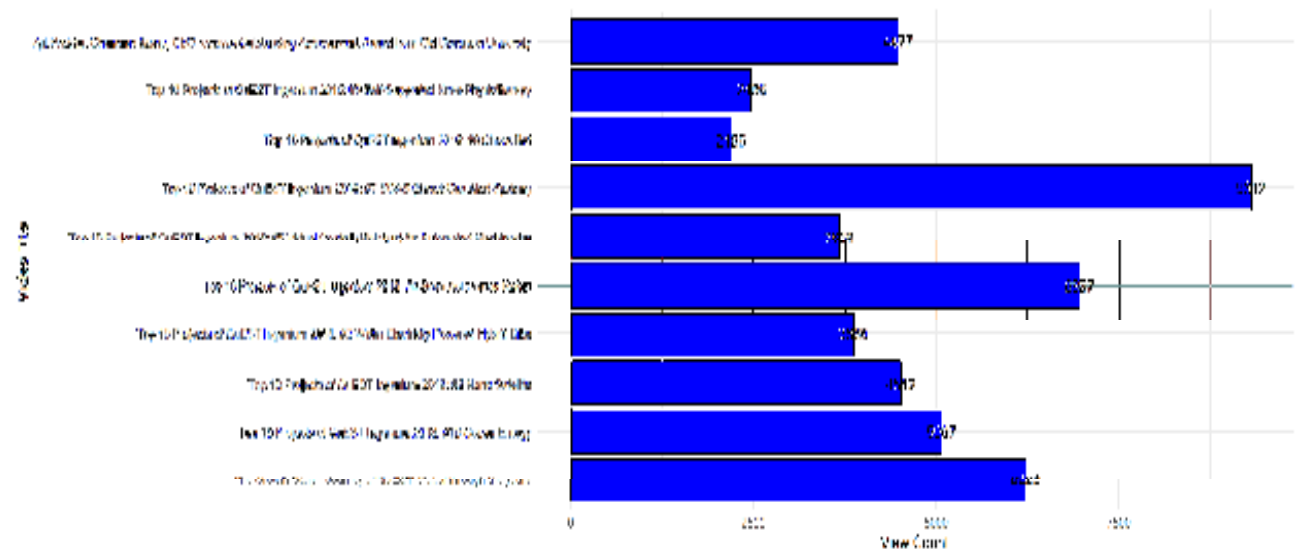
The term “Sparkle” contributes towards the positive sentiment as the word itself stands for positive tone. User comments are positive and appreciative (good, great, nice).

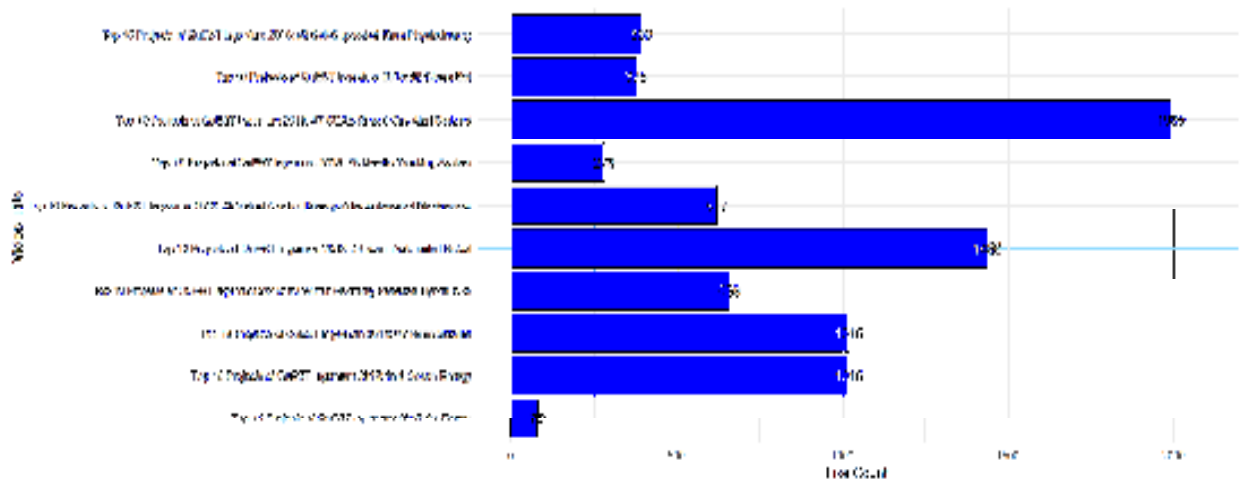
Key Insights from Quest Global YouTube Data:

Quest has positive correlation between viewcount and likecount (Coefficient = 0.87)



The most viewed and liked videos are related to the contest Ingenium (projects executed by B.E/B.Tech students) of which the project on Smart Gas Alert system is viewed and liked most.

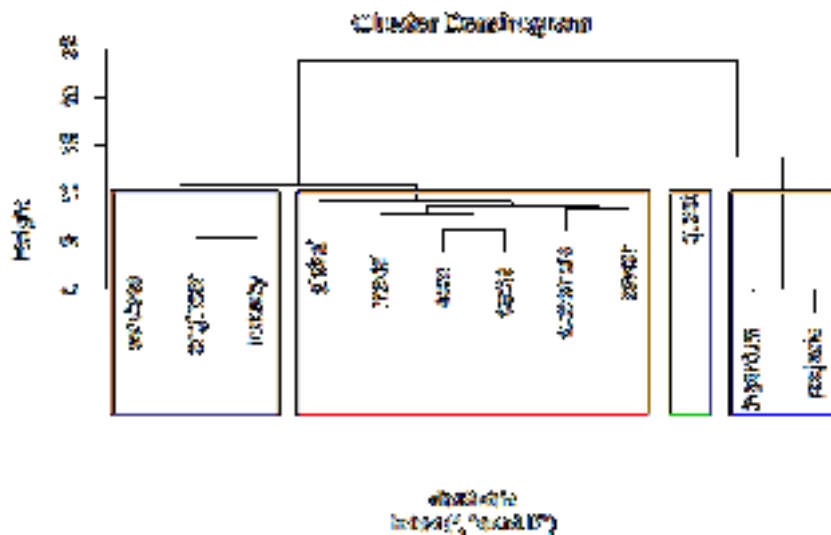




Most frequently used term (aside to company name) is Ingenium and the projects.



Four Clusters are emerged by Scree plot of which “ingenium, projects” are related to the event and the terms “global, model, aero, oems, customers, power” are related to their capability.

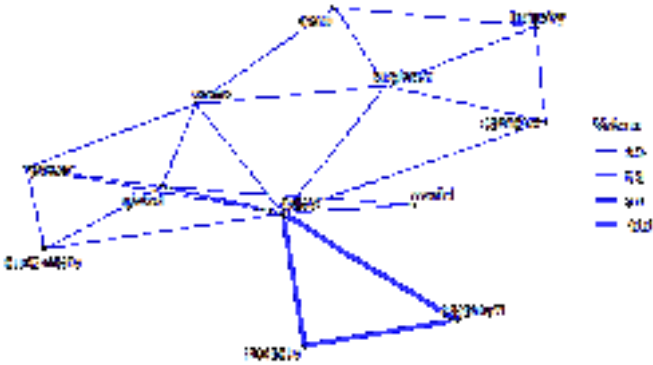


The cluster “Event – Ingenium” has good Applause and Engagement. For 10 number of video posts, the Likes to Posts and (Likes + comments) / Post far exceeded LTTS’ major cluster – Emerging Technology Trend (approx. 120 times).

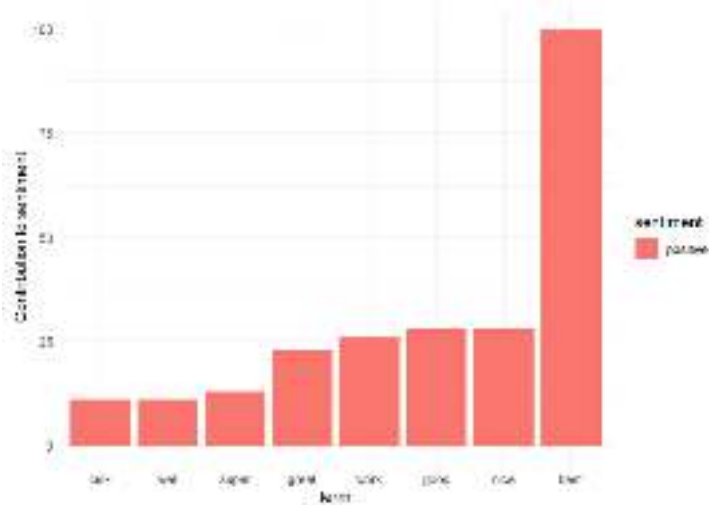
Applause rate and Engagement rate can’t be calculated because of their restriction to access subscriber count data.

Cluster	Posts	Views	Likes	Comments
Event - Ingenium	10	41167	7852	306
Capability	19	15282	783	101

Their network chart is given below. The posts containing the terms “ingenium and projects” are tightly associated with more posts.

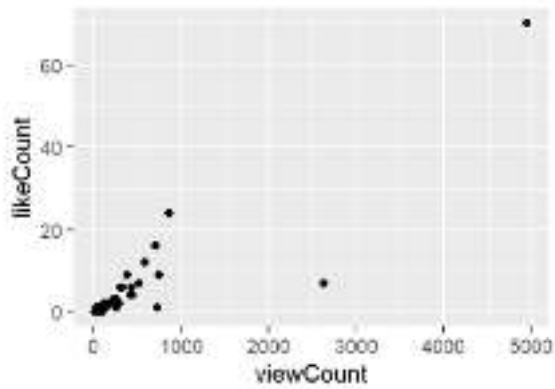


The term “best” has been mentioned around 100 times by the audience. It is again due to the event Ingenium.

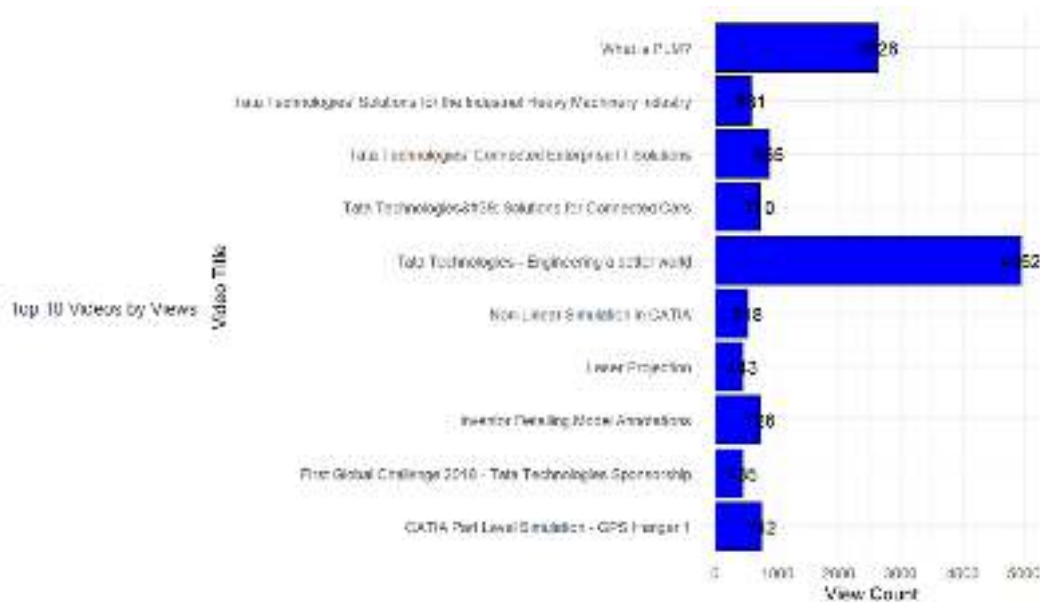


Key Insights from Tata Technology YouTube Data:

There is a positive correlation (coefficient 0.89) between view count and like count.



Mostly viewed video is about PLM (aside to corporate video) followed by other technology solutions from them. Most liked video is the connected Enterprise IT solution (after corporate video).



Frequently used terms (aside to Tata technologies) are audio, PLM & analytics, solutions (connected solutions). Nothing specific about the comments posted by the audience.

Common Insights:

All companies posting frequency in YouTube varies widely. While some companies are posting in start of the year, many companies have more posts during the Q2 and Q3 of Calendar year.

The tone of the posts is neutral in major since these companies are talking about technical and there is bit of positive while they post about their achievements.

Benchmark against India's leading IT Service Firm – TCS:

We also analyzed the data from TCS who India's leading IT Service Firm. Below are the key insights:

Company	LTTS	TCS
Subscriber Count	3280	27700
Video Count	175	565
View Count	2420667	85774
Likes Count	1618	9366
Dislikes Count	58	335
Comments Count	48	427
Applause Rate	49%	34%
Avg. Engagement Rate	51%	35%

LTTS indeed outshines in terms of Applause rate and Avg. Engagement Rate metrics. TCS has mentioned more about digital, innovation and its marathon event (all these exceeding 25 times each).



Key Takeaways from YouTube Analysis:

Seems LTTS spends more towards the content creation for YouTube as they are Videos. Videos create more impact than texts and hence the higher spend towards content creation is justifiable. LTTS attracts more subscribers than the competitors. The applause rate and average engagement rate are one among the top 3. But there is scope for improvement.

LTTS views count and likes count as well as views count and comments count are not correlated signaling that there are scope for improvement in applause rate and average engagement rate by changing the content. It is evident from data that the audience prefers the content pertaining to emerging technological trend rather than LTTS capabilities. LTTS could check the content pertaining to its capabilities or benchmark its capabilities.

From the scree plot, we can infer that LTTS is talking about many areas rather than restricting to few key themes. LTTS can identify such key themes which it wanted others to know and publish the content accordingly.

As the present focus of LTTS is towards Digital, it can participate in good global Digital forums which has good reach. When LTTS is participating in such forums and demonstrating its capabilities, the content generated from such events will create greater impact.

For its Techgium event, LTTS can engage with the students through YouTube (comments) to generate more curiosity and active participation

Facebook Data Inferences:

Since Facebook restricts its API to general users even to access the public profile, we did the analysis through SEMrush platform. Below the inferences:

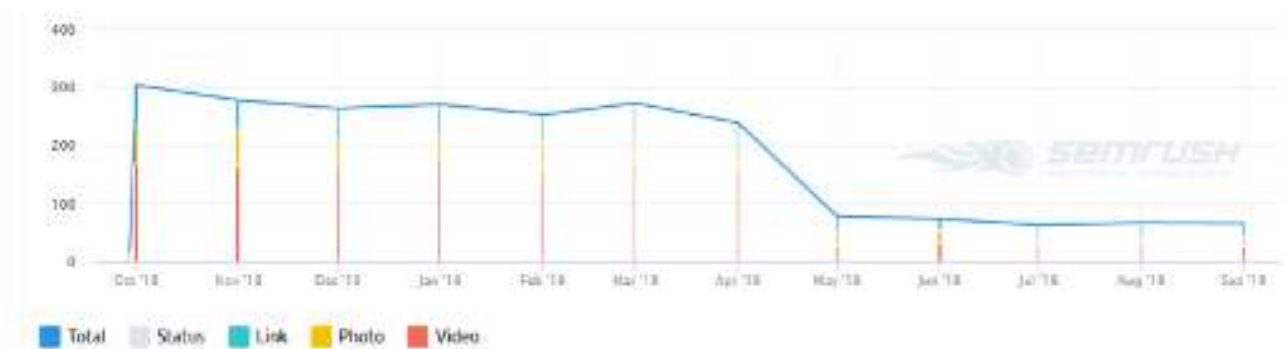
There is a growth of FB posts by 3.54% in this year when compared to last year. However, the number of posts came down after Apr'19.

Though the Video posts are high, the engagement rate is more for Posts containing photos.

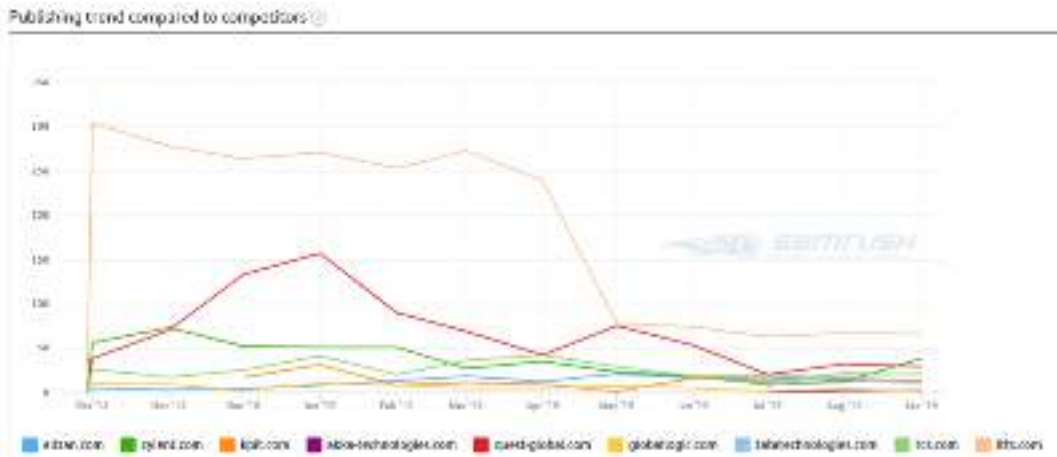


Inferences Data - Facebook

Publishing Trend - Facebook



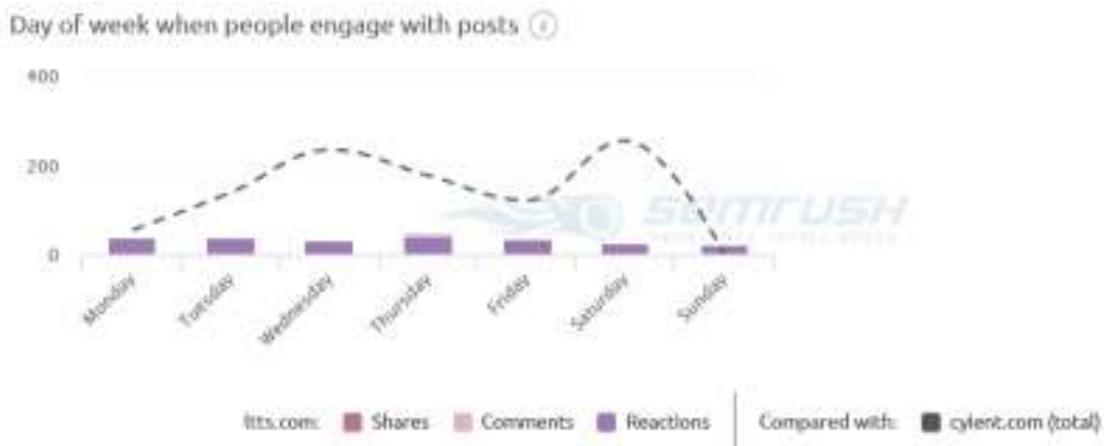
The publishing trend might have come down to be on par with competitors or may be due to any other internal reasons, but it is still higher than competitions.



Publishing Trend Vs Competitor - Facebook

Engagement is higher during weekdays over weekends with Thursday being the top. But for one of the competitors – Cyient, it is high on Saturday.

We can see that some of the competitors have very good engagement per post than LTTs though they publish few posts.



LTTs Vs Competitor people engagement post in week - Facebook

Company	Posts	Number of posts	Posts per day	Engagement per post
ltt.com	20	2,253	6.17	6.16
east-global.com	10	808	3.21	18.88
opit.com	5	648	1.22	118.87
im.com	3	218	0.86	288.28
alman.com	2	141	0.39	9.42
lpt.com	2	135	0.57	283.84
globalag.com	1	67	0.18	53.73
abootechnologies.com	1	49	0.13	5.33
labotechnologies.com	1	49	0.13	5.33

LTTs VS Competitor engagement per post - Facebook

On the audience growth, Cyient was able to increase its audience strength significantly in a month.



LTTTS Vs Competitor Audience growth rate - Facebook

Engagement has been reduced by 66.84% which is may be due to reduction in activity (less number of posts)

Total engagement

29 Sep - 28 Sep, 2019

13,882

Total engagement change

29 Sep - 28 Sep, 2019 (compared to 29 Sep - 28 Sep, 2018)

-27,978

Total engagement change (%)

29 Sep - 28 Sep, 2019 (compared to 29 Sep - 28 Sep, 2018)

-66.84%

Engagement distribution by type

Int Technology/Services | 29 Sep - 28 Sep, 2019



- Reactions 12,575 (50.0%)
- Shares 1,188 (8.6%)
- Comments 119 (1.5%)

Engagement summary

Int Technology/Services | Period: 29 Sep - 28 Sep, 2019 (compared to 29 Sep - 28 Sep, 2018)

Type	Count	Change	Growth(%)
Reactions	12,575	-26,623	-67.92%
Shares	1,188	-391	-24.75%
Comments	119	-964	-89.01%

There are fewer negative reactions and very few are wow.



Overall, LTTTS stand next only to Cyient, KPIT, Quest in terms of engagement.

Company	Total	Change	Growth
tcs.com	84,829	-86,966	-50.62%
cyient.com	51,561	-16,192	-23.9%
kpit.com	38,319	N/A	N/A
quest-global.com	15,912	+8,986	+129.74%
ltts.com	13,882	-27,978	-66.84%
globallogic.com	2,260	-356	-13.61%
altran.com	1,328	+564	+73.82%
tata technologies.com	65	N/A	N/A
akka-technologies.com	8	N/A	N/A

Though LTTS reduced the posts significantly, it could keep the audience engaged by posting high impact posts as KPIT and Quest can able to do the same with lesser audience strength. They can also run campaign to increase the audience strength like Cyient did it in a month.

Key Takeaways from Facebook Analysis:

Though we have less insights from Facebook due to data limitations, we can infer that LTTS realized that posting more content in Facebook won't be helpful and over the last few months, it reduced the posts.

Facebook is one of the least corporate platforms but LTTS can use it for its employee engagement effectively.

Though LTTS reduced its post count, the engagement rate has also dropped eventually because of the choice of content. The posts containing videos are having one of the least engagement rate while the posts containing pictures have very good engagement rate. LTTS can revisit the underlying cause for the video content.

Web Analytics and Inferences:

We did Web Analytics through Secondary data from SEM Rush platform measuring critical parameters such as traffic data, repeat customers, user engagement time, bounce rate, SEO, traffic channels, etc. Web Analytics helps to track the "click through" and drilldown behavior of customers, so we can understand the sites from which customers most often arrive. Web analytics provide many key metrics which when analyzed can provide actionable insights. It is performed to optimize marketing activities over internet.

We used SEMrush platform to perform Web Analytics. Below the inferences:

Web Traffic Analysis:

Starting with Web traffic, we notice that LTTS is poor in getting visitors to its website and has fared low in unique visits. LTTS could draw some serious focus on marketing to attract and increase webpage viewership.

Traffic Analytics: Competitors Comparison (Overview)

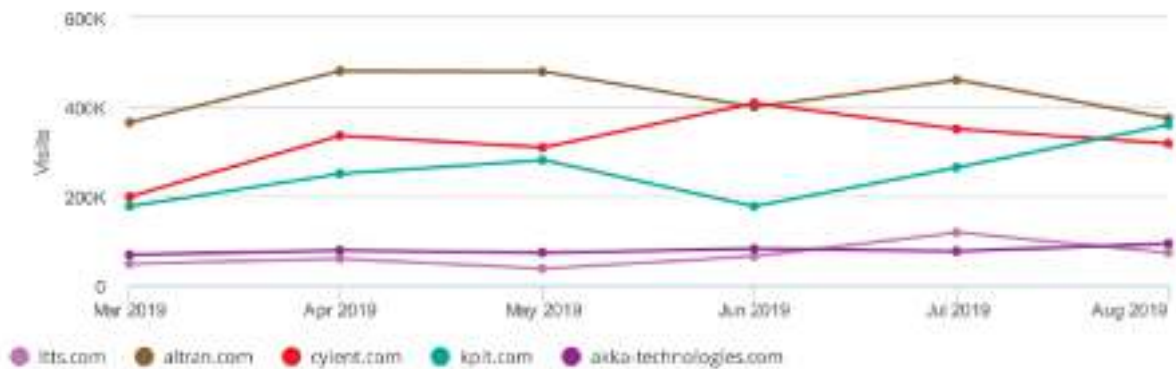
All Devices | All Regions | August 2019

Domain	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate
ltts.com	72.8K -38.49%	40.3K -12.96%	6.72 +41.05%	09:03 +32.75%	85.69% -15.11%
altran.com	374.6K -18.56%	168.5K +8.32%	4.05 -21.95%	06:05 -67.64%	43.92% +4.65%
cyient.com	317.6K -9.22%	43.8K -9.14%	6.54 +13.73%	06:27 -28.07%	69.71% +31.53%
kpit.com	359.7K +86.86%	102.6K +11.88%	4.70 -11.38%	07:42 -21.05%	34.42% -13.02%
akka-technologies.com	92.8K +21.74%	58.5K +11.79%	3.76 -15.54%	06:32 -7.33%	36.66% -8.31%
quest-global.com	190.1K -7.46%	67.4K +14.44%	4.46 -20.81%	09:43 -56.53%	67.78% +26.38%
globalogic.com	188.8K -25.03%	58.1K -11.70%	4.45 -20.20%	11:48 -33.82%	57.71% -5.35%
tata-technologies.com	96.6K +7.44%	35.2K +2.16%	3.16 +1.54%	05:41 +50.88%	31.06% -17.25%

LTTS Vs Competitor Traffic analytics comparison

Traffic Analytics: Competitors Comparison Chart (Visits)

All Devices | All Regions | Last 6 months



Traffic Analytics: Competitors Comparison Chart (Visits)

All Devices | All Regions | Last 6 months

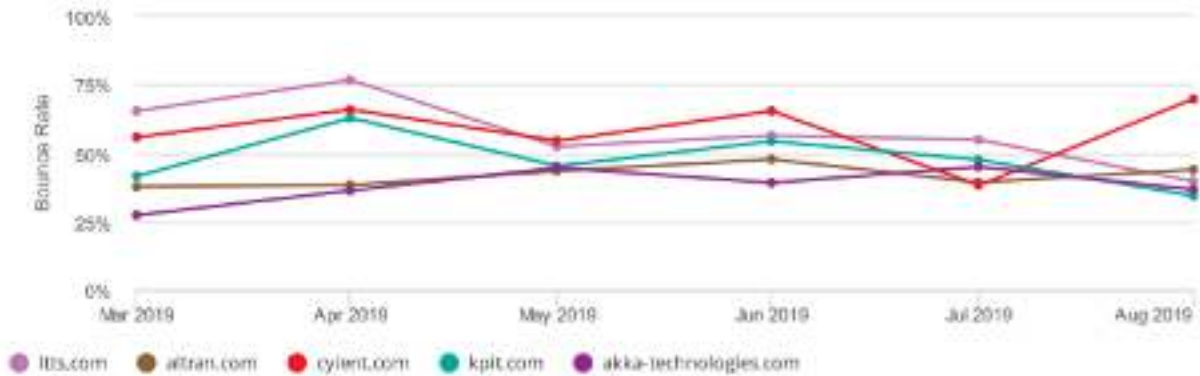


LTTS Vs Competitor Traffic analytics comparison based on visit

However, the content that LTTS website has, has kept the viewers engaged as it is evident from the decrease in “bounce rate”, increase in “number of pages visited” in a session and increase in “average visit Duration” (one of the top few). This along with the visit traffic is key to increased conversion rate. The “bounce rate” rate recently is a cause of concern.

Traffic Analytics: Competitors Comparison Chart (Bounce Rate)

All Devices | All Regions | Last 6 months



Traffic Analytics: Competitors Comparison Chart (Bounce Rate)

All Devices | All Regions | Last 6 months

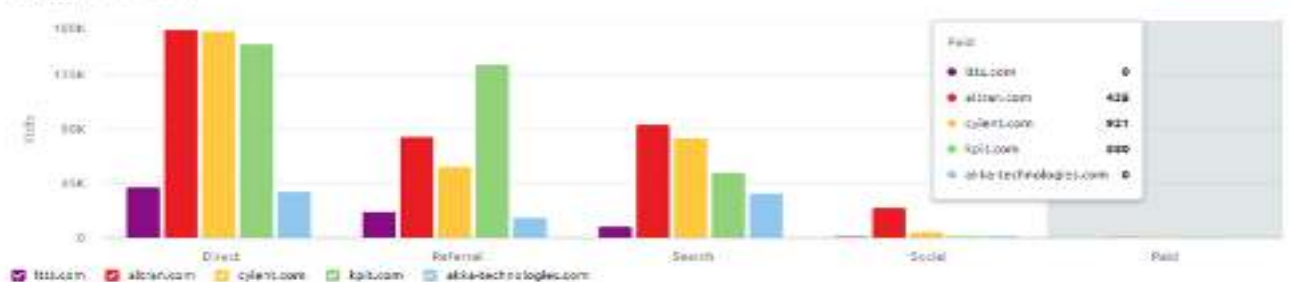


LTTS Vs Competitor Traffic analytics comparison on bounce rate

The foremost challenge in increasing the visit is the poor awareness about the company. LTTS fares badly in all the traffic routes - Direct website entry, Referrals and Search Engines.

Traffic Sources

All devices | Aug 2019



LTTS Vs Competitor Traffic Source

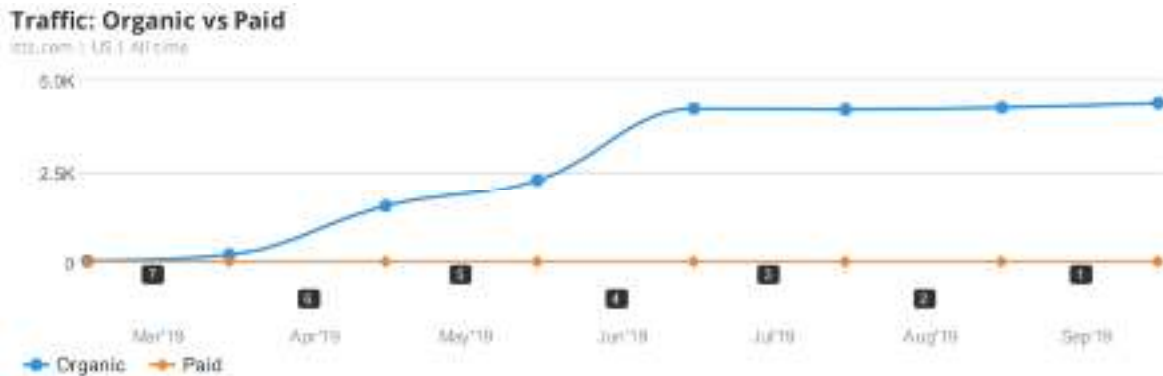
SEO / SEM:

The organic traffic has increased for LTTS in the past year. However, for Altran, it is much higher. Moreover through 62 Ads keywords, Altran was able to generate 14K traffic and this shows the importance of both organic and paid channels. LTTS on other hand has not budgeted for paid search

Domain	Organic Keywords	Organic Traffic	Ads Keywords	Ads Traffic	Display Ads
ltts.com	2.9k +3.6%	4.2k +1.8%	0 0%	0 0%	n/a
altran.com	11.9k +7.8%	7.3k +8.8%	62 +24.8%	14.0k +28.2%	0
qynt.com	5.3k +8.6%	4.7k +8.4%	157 +18.8%	697 +27.2%	652
lgl.com	5.3k +7.1%	4.6k +8.1%	0 0%	0 0%	n/a
altrantechology.com	2.6k +12.0%	1.1k +1.8%	0 0%	0 0%	n/a
altrantechologie.com	3.8k +2.0%	4.5k +3.7%	151 +12.8%	2.9k +4.2%	n/a
ltts.com	92.7k +3.9%	114.3k +3.0%	101 +3.4%	6.5k +129.8%	3.6k

LTTS Vs Competitor SEO/SEM comparison

Organic search has steadily increased from Mar'19 thru Jul'19 but have remained stagnant since then. It is a high time that LTTS starts spending to increase the Paid traffic.



LTTS Traffic Organic Vs Paid comparison

From below table, we see the top keywords that are being used for organic search and all are related to L&T search (including parent and sister companies). Top Organic search keywords could also include some new age words such as digital, innovation, smart etc.

Organic Search

TOP ORGANIC KEYWORDS (117)

Keyword	Pos.	Volume	CPC (USD)	Traffic, %
l&t technology services	1 (1)	1,600	20.83	50.09
lts	1 (1)	210	0.00	4.52
l&t	7 (7)	2,400	0.51	6.39
l&t technology	1 (1)	110	0.00	3.19
l&t technology services limited	1 (1)	110	0.00	3.19

LTTS Organic keyword

Geography

A majority of backlink domain referring LTTS website is significantly through USA followed by India and Germany.

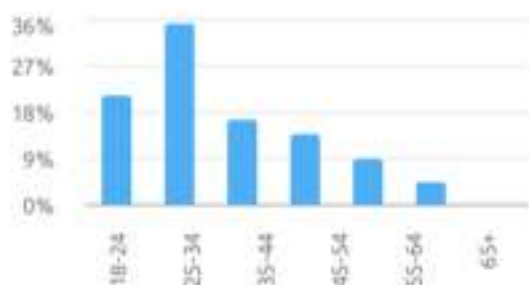
Country	Domain (%)	Domain (N)
United States of America	64%	253
India	15%	59
Germany	10%	40
Netherlands	2%	7
Singapore	2%	6

LTTS Geography domain

Demography

The audience visiting LTTS is largely Male capturing 61% of total Audience. Also, below graph indicates that most of audience are in the age range of 25 – 34 who can relate innovation and digital more closely. The content of the LTTS webpage could use vibrant content talking about cutting edge technology.

Domain Audience Age



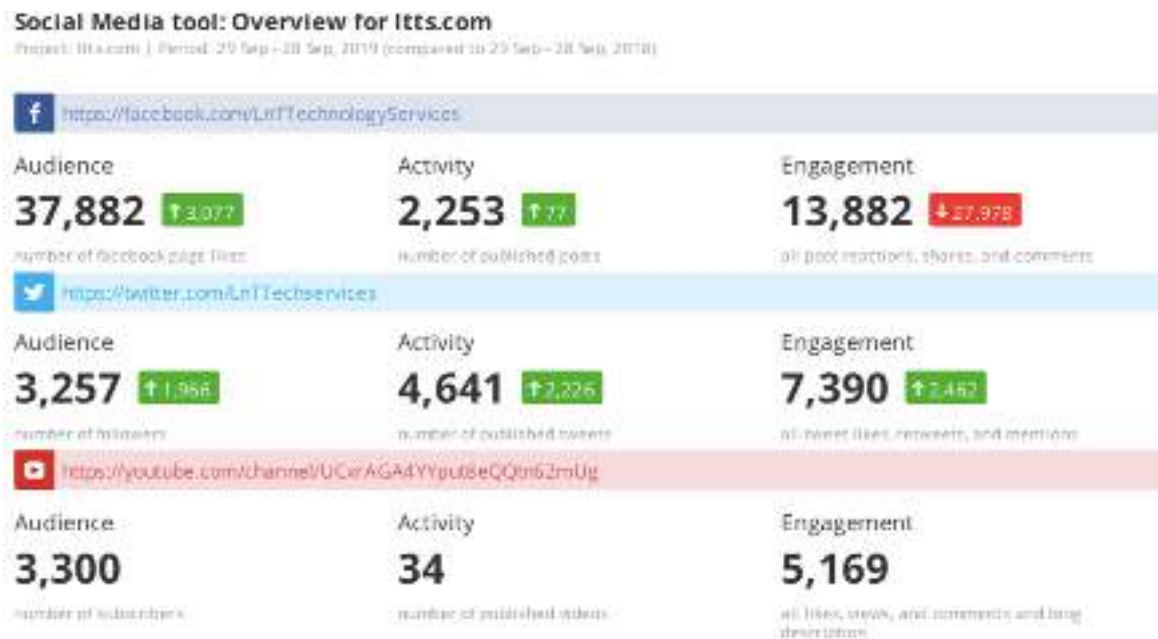
Domain Audience Gender



Social Media Overview

LTTS has been active in multiple social media channels. We have analyzed Facebook, Twitter and YouTube. Between the three, we observe that Facebook has the highest number of

audience and by far scores high in reach. However, Twitter ranks high in engagement rate given the audience and LTTS is now more active in Twitter. It has published almost twice the number of tweets it did one year ago. This is a clear indication of where the traction is more and what LTTS strategy is moving forward. YouTube engagement rank high given the number of videos published is only 34 for the given period. This gives us sufficient insights the videos the best medium to keep the audience engaged



LTTS Social Media Tool Overview

When it comes to volume of the content published in each media put together, LTTS lags behind TCS, Altran and Cyient. TCS is way ahead because it is not a pure play ER&D service company. Altran and Cyient are very aggressive in digital marketing and LTTS has to catch up very soon.

Social Media tool: Competitors comparison by audience

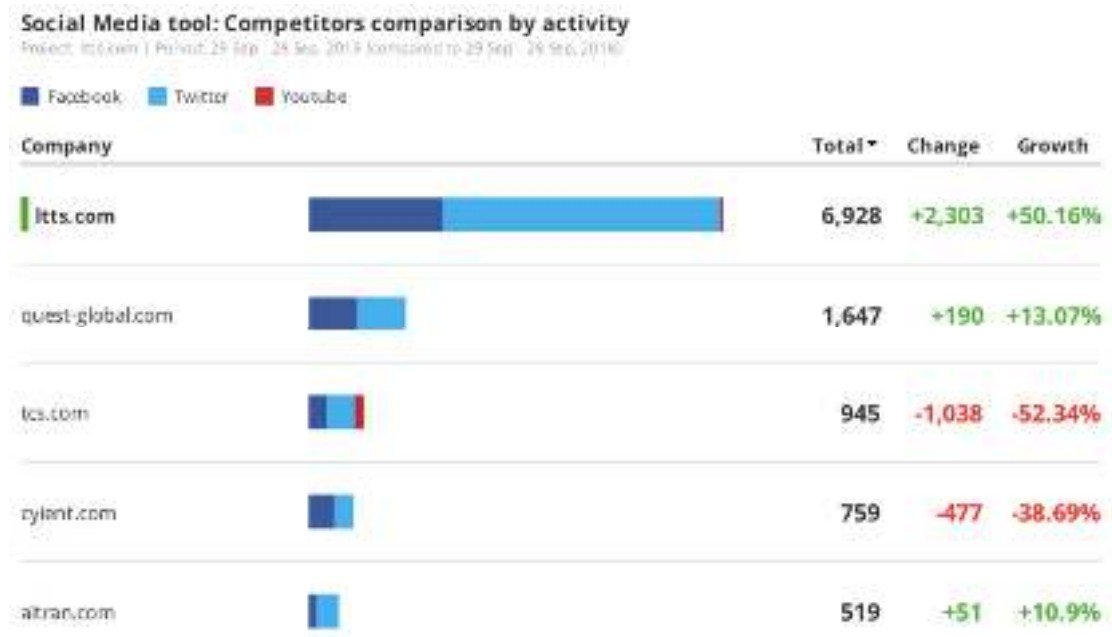
Project: ltts.com | Period: 29 Sep - 28 Sep, 2019 (compared to 29 Sep - 28 Sep, 2018)

Facebook Twitter Youtube

Company	Total	Change	Growth
tcs.com	1,117,056	+111,996	+11.14%
altran.com	68,129	+8,612	+14.47%
cyient.com	51,932	+6,820	+15.47%
ltts.com	44,439	+5,043	+13.97%

LTTS Vs Competitor Social media tool based on audience

LTTS has already started the catch-up game in a big way and has shown tremendous growth close to 50%. This is a very good sign and if it can maintain this growth rate, it can top the digital marketing chart in next 3 – 4 years.

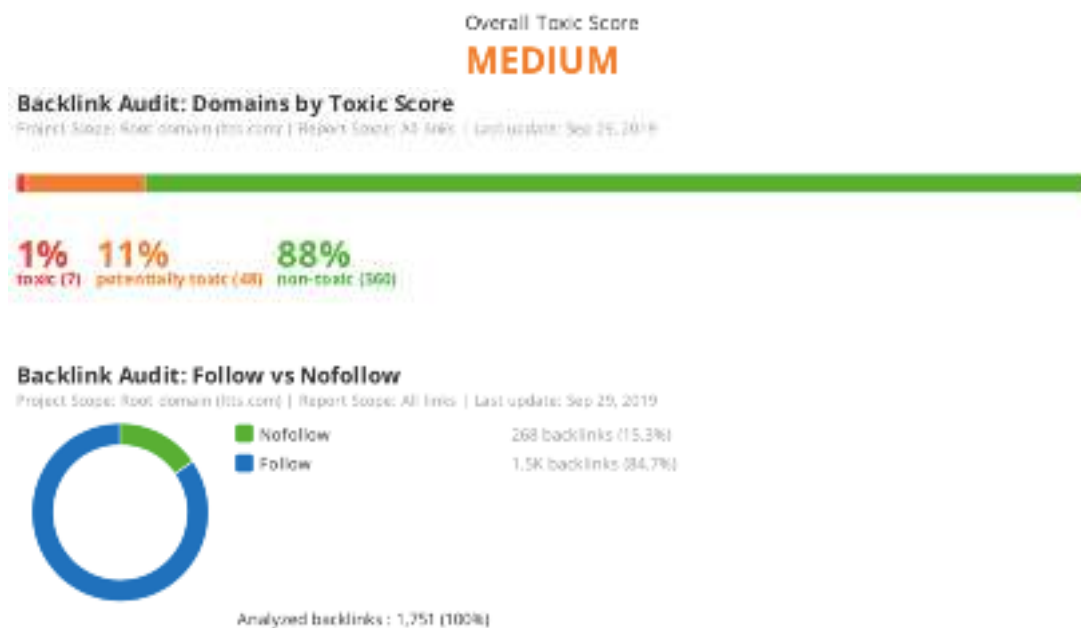


LTTS Vs Competitor Social media tool based on activity

Domain Health

LTTS could do a regular audit on its backlink referrals as its toxic score is only medium. It is very important to block some of these toxic websites referring LTTS as ignoring may eventually result in blocking of website.

At least 7 domains referring LTTS is toxic and 48 domains are potentially toxic.



LTTS Domain health

Regions showing interest in LTTS

Below table shows the regions expressing interest in LTTS by visiting its webpage. India followed by United States are the two biggest contributors to the visit. Canada is also catching up in the visit traffic which is a good sign for a relatively lower LTTS presence.

The worrying part however is the zero presence of European region where LTTS has been doing a lot of activity lately like the roadshows. Effectiveness of these promotion events seems to be low and LTTS could focus on the content and means more closely and increase the reach in European region.



Country	Percentage
India	68.9%
United States	15.73%
Canada	10.87%
Philippines	1.61%
Japan	1.52%
Egypt	0.55%
Nigeria	0.33%

LTTS Geo Distribution & Visit

Strategic Recommendations

Following are our recommendations to LTTS Management for better Digital Marketing Strategy.

- LTTS website content is comparatively good and engaging which is evident by the number of pages visited per session, average time spent by the audience per session and less bounce rate. But the average number of visits is very less than competition which is due to low awareness as a result of poor SEO, referrals and Social Media strategies
- The budget allocated by LTTS on Digital marketing seems to be less compared to the revenue
- Make the Content trendy as the content that LTTS is endorsing is not reaching and liked by audience
- Choice of words used are crucial. Hence select few themes which are oriented towards technology and emphasize them
- Generate more user driven content by encouraging employees to participate in publishing the contents. Encourage them by gamifications
- Focus on increasing audiences based out of USA & Europe
- LTTS Twitter posts are not attracting audience to engage which is evident by no correlation between view and Like count. Stick to the point that LTTS intends to publish rather than some random posts
- It is evident that technology megatrend buzz words like Electric Vehicle, IoT, Smart Products, Security Solutions, ML, Prediction etc. are attracting audience leading to engagement.

- On Twitter, LTTS could avoid hashtag irrelevant terms and keyword strategy can be tracked quarterly instead of yearly. Number of tweets posted can be levelled throughout the year
- Twitter follower concentration in India will not help in revenues. LTTS can focus on increasing the follower base globally as that could lead to increased conversion rates
- More subscriber base and more view count in YouTube won't help unless the videos posted and the description given engages the audience. There is good scope of improving the engagement in YouTube
- LTTS can post more success stories, technology capabilities in-line with the trends and user generated postings from employees (employees narrating their experience) to improve the engagement in YouTube
- The name of the events conducted by LTTS can be sensibly given so it is easy to reach and remember
- For Techgium, LTTS can engage students through gamification
- LTTS has reduced the number of posts that is in-line with competitors. This leads to decrease in engagement as well. While LTTS is reducing the quantity, it can improve the quality of the posts
- LTTS can run paid campaigns in LinkedIn and Facebook to increase audience count and focus on adding influential audience instead of increasing the follower base
- LTTS can bid for technology trendsetter keywords at-least to the location where it targets (US, Europe)
- Women audience have less attraction towards LTTS webpage than global average. LTTS could tailor the campaign to target women audience which can be through user generated posts (LTTS women employees), postings related to LTTS initiatives in changing women life (CSR) etc.
- LTTS website has some toxic links which is not reported to Google and LTTS can review them monthly

Conclusion

Qualitative and Quantitative research may not necessarily be the only success marker for social media marketing, but they will give a good direction on how to proceed. A large part of sales revenue is from existing customer base (account mining). Revenues from new customer is typically a result of combined efforts of the sales force, industry references, Bids and leads from social media marketing and traditional marketing. So directly comparing the increased revenues to the increased traction on social media may not be the right measure. However, a marker would be the rate of change in new customers acquired after the social media marketing strategy rejig.

LTTS positives are its website, time of posting but there is scope for improvement as listed above. The prime pitfall for LTTS is the content which it posts. Being a Technology oriented company, LTTS could invest in building products / PoCs that are technology demonstrators. It can then emphasize its posts on few such themes derived from PoCs to keep the audience engaged. For all these to happen, LTTS could increase its spend by up to 5X by investing to build its own digital marketing team and content.

LTTS can adopt a policy to constantly check its social media strategy and implement the necessary changes from time to time which is lacking today. LTTS could benchmark the post and content from various social media to understand what sells and what does not. Implement multiple level of filtration to ensure that only a quality post goes through.

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Appendix

The R codes in R Markdown are committed in below GitHub Repositories:

https://github.com/csksenthil/Twitter_Analytics

<https://github.com/csksenthil/YouTube>