

The 4 types of brands in social media



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4 criteria analyzed:

Volume of buzz



Sentiment



Social media presence



comments / article



Profile # 1

The boring brand

#1 The boring brand - **Definition**

Foster no spontaneous interest, leaving consumers indifferent.



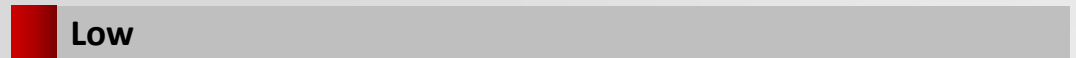
#1 The boring brand - Social profile

Social profile | The boring brand

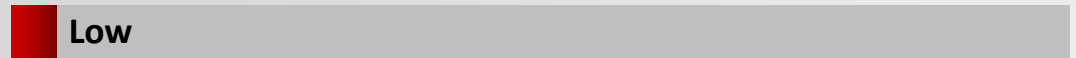
Volume of buzz



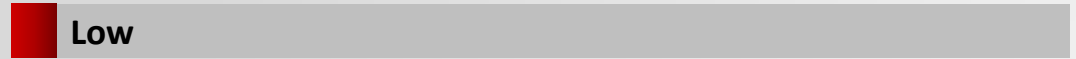
Sentiment



Social media presence

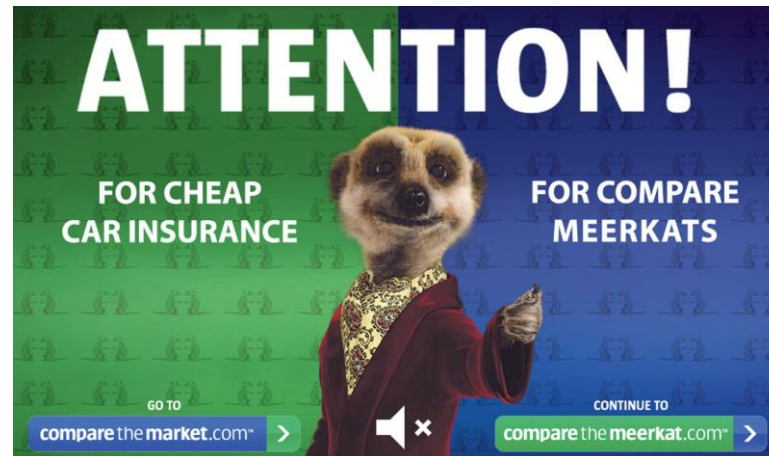


of comments / article



#1 The boring brand - **Best practice**

They created fun!



Profile # 2

The functional
brand

#2 The functional brand - **Definition**

Basic functions are more important than brand name.
The product has to deliver on certain criteria and customer service.

The PayPal logo, consisting of the word "PayPal" in a stylized, italicized, blue font with a white outline, set against a white background.

#2 The functional brand - Social profile

Social profile | The functional brand



#2 The functional brand - **Best practice**

They created online customer service experiences



Profile # 3

The exciting
brand

#3 The exciting brand - **Definition**

Appeal to desires of association and community.



#3 The exciting brand - Social profile

Social profile | The exciting brand



#3 The exciting brand - **Best practice**

They nurtured their community



Profile # 4

The vital
brand

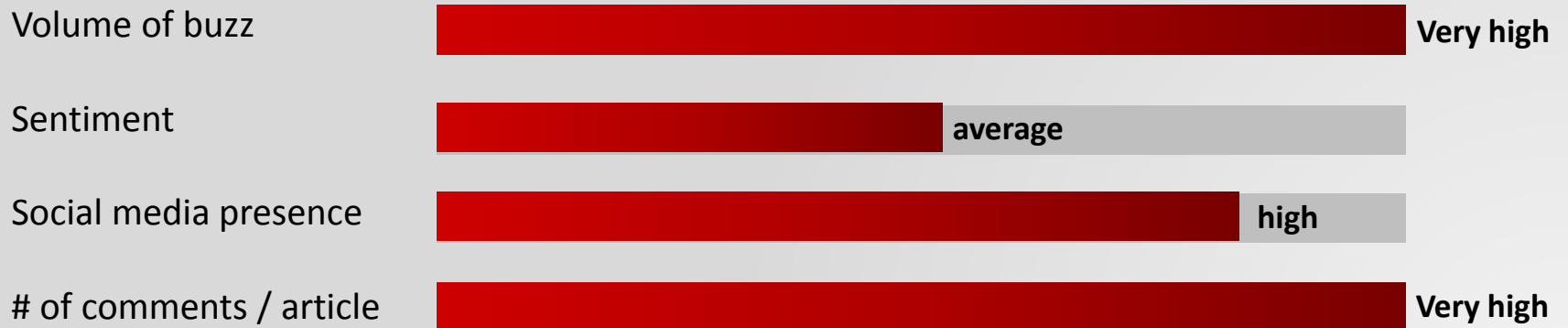
#4 The vital brand - **Definition**

Affect your primary sources of concern and can foster anxiety and doubts that you may need to share with your peers.



#4 The vital brand - Social profile

Social profile | The vital brand



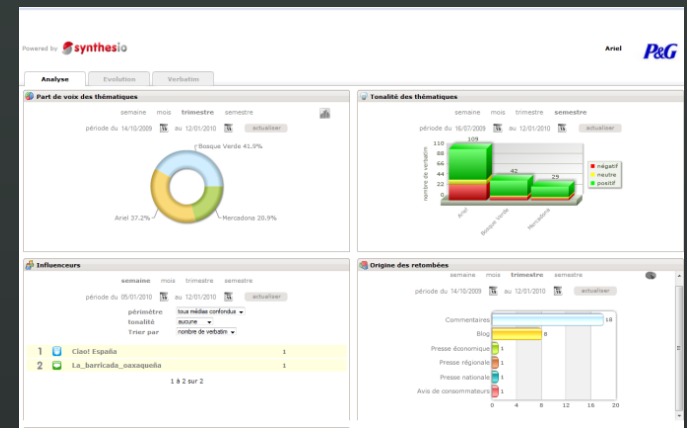
#4 The vital brand - **Best practice**

Discover insights and reassure



**Know your brand's social profile to
know how to measure the results
of your digital strategy**

- ✓ Online reputation monitoring
- ✓ Influencers & Engagement services
- ✓ Campaign measurement
- ✓ Consumer insight
- ✓ Crisis monitoring
- ✓ DIY tool



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