Social Media & Content Analysis

Kashier

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02- Kashier’s Social Media Channels Analysis.
03- SWOT Analysis.
04- Competitors’ Social Media Analysis.
05- Competitors’ Blog Content Analysis.
06- POP & POD.

02
Kashier’s social media channels

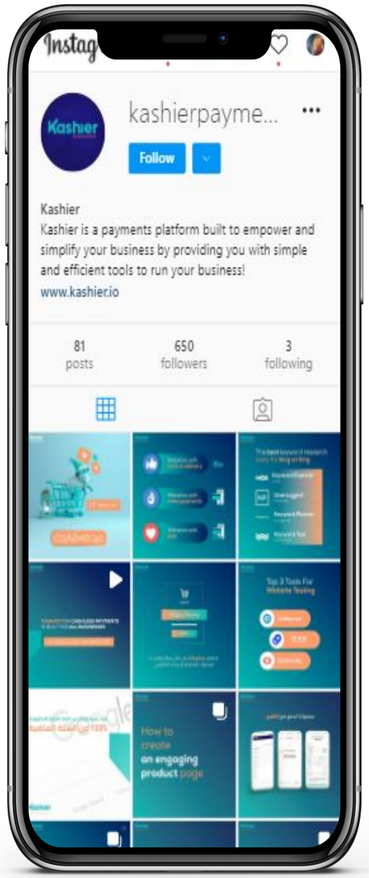
Instagram

650

0-1 AVG

0-1 AVG

81 posts

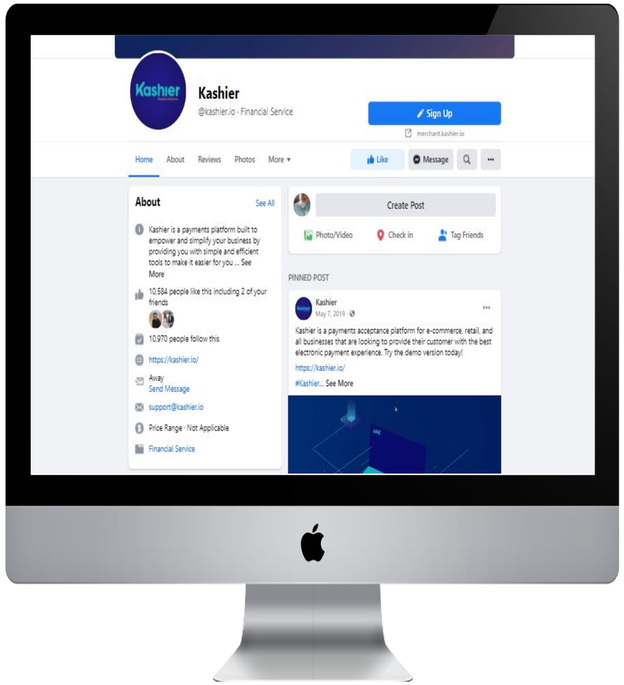


Facebook

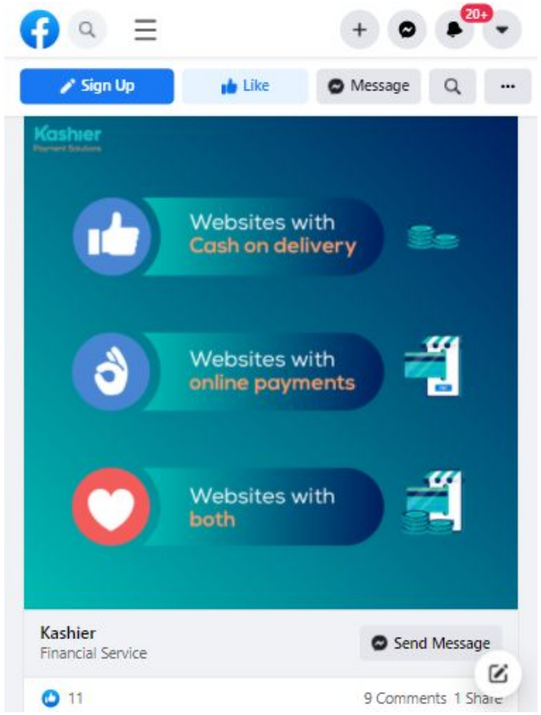
11K

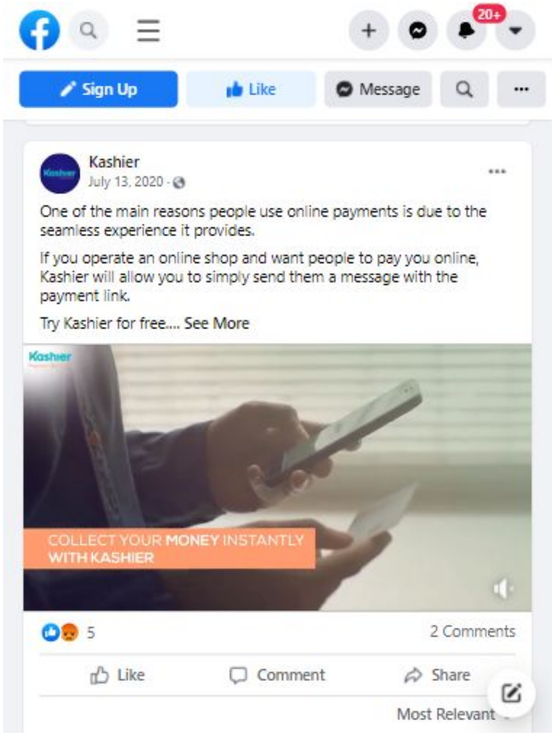
0-1 AVG

0-1 AVG



Post Analysis





Target Audience: small businesses and large enterprises

Tone of Voice: Salesy

Type of posts: Videos and graphic designs with a consistent background
(Mostly direct sales posts or brand awareness)

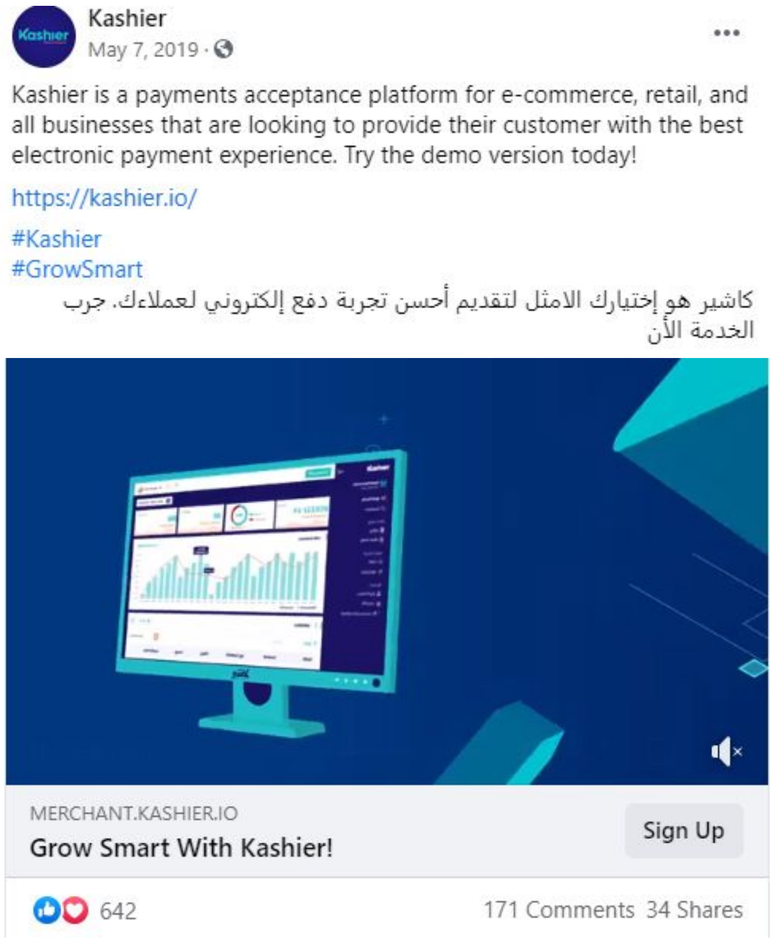
Language used: Mostly English, rarely both Arabic and English

Average of posting: Not consistent, sometimes 3 days a week, sometimes it takes longer or shorter, and sometimes they post two posts per day (No linear timeline for posting)

Moderation style: Formal

Engagement: Very Low

Top content piece



Likes: 642

Comments: 171

Shares: 34 shares

Tone of Voice: Salesy

Type of post: Motion Graphic video

Language used: English and Arabic

It’s the top content piece because it’s a promoted post

Website Blog
Content Analysis

1- Kashir’s **blog** content is not active, only posted articles throughout **2020**.

2- Business, email marketing, finance, and selling, without SEO focus.

3- All the blogs are in **English,** While Arabic blogs would more suitable for awareness and customer reach.

4- Articles aren’t connected to each other.

Recommendations

Kashier’s presence on **social media** is very inactive with low engagement, almost no interactions or **engagements** on posts, so:

- Kashier’s **social media** needs a little push with an **Awareness campaign** that has a good concept and different **direction**
- Kashier needs to **follow** different directions **regarding** their designs, because all the posts look relatively similar.
- Kashier needs to refresh their **digital** presence on **Instagram and Facebook,** and post more content, the last **Instagram** post was in **2020**, and last **Facebook** post was on Apr 12, 2021.

03
SWOT
Analysis

SWOT Analysis for Kashier



- innovative options for accepting payments
- Customer service
- Easy and accessible payment solutions
- Helps businesses to grow
- Builds a trust with customers



- Confused positioning
- Bad reviews and low rating on FB



- Focus on quality and building a good reputation
- Focus on more variety and easy availability of products
- Increase media exposure to brand
- New promotional deals
- New Social media directions to increase reach



- Strong Competitors
- Losing customers to other companies

04
Competitors' social media analysis


paymob


vapulus


easy kash


TPAY
MOBILE


dopay

Facebook

32K

42 AVG

16 AVG



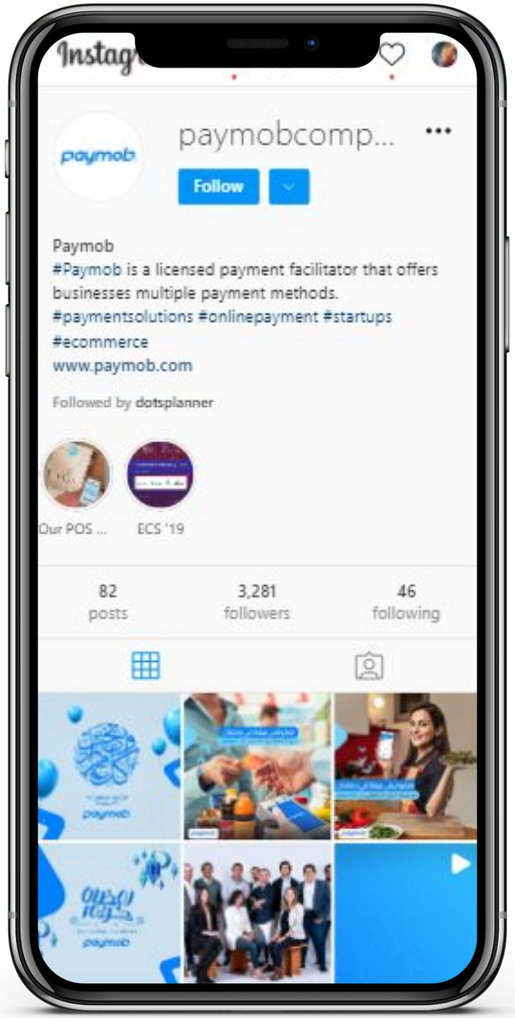
Instagram

3,281

10-60 AVG

0-5 AVG

82



Post samples





Target Audience: Small businesses and large enterprises

Tone of Voice: Salesy, Casual

Type of posts: Motion graphic videos, graphic designs (Brand awareness and promotions. Same mood board is used constantly)

Language used: Arabic

Average of posting: They’re active, but there’s no linear timeline for posting

Moderation style: Casual and engaging

Engagement: High

Top content piece



Likes: 157

Comments: 78

Shares: 77

Tone of Voice: Salesy and casual

Type of post: Motion graphic video

Language used: Arabic

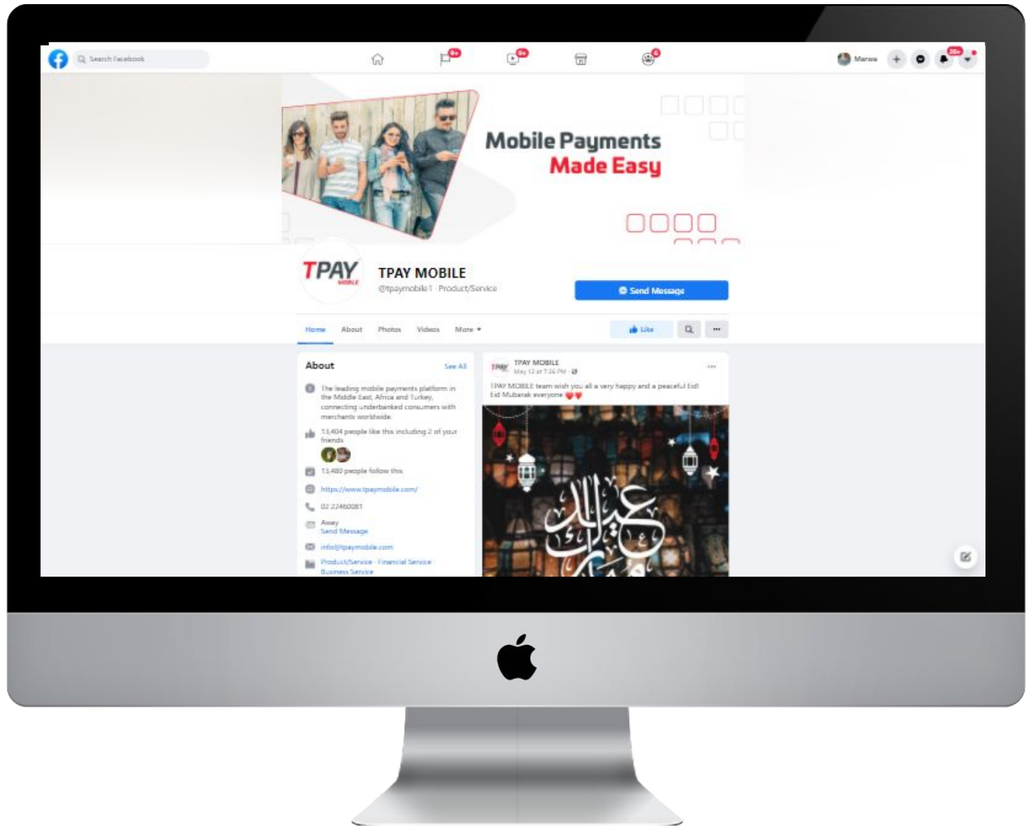
It’s the top content piece because it’s a promoted post

Facebook

13,480K

3-8 AVG

0-1 AVG



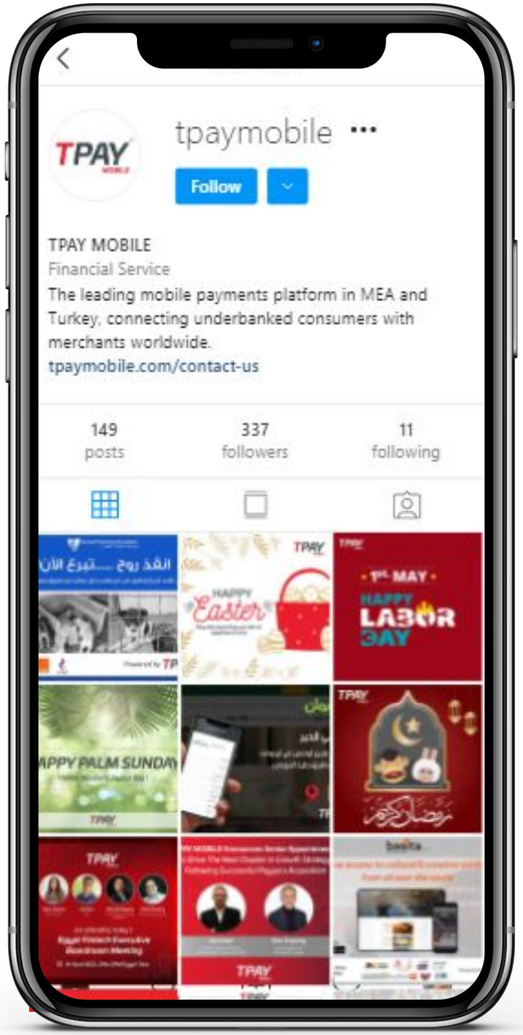
Instagram

337

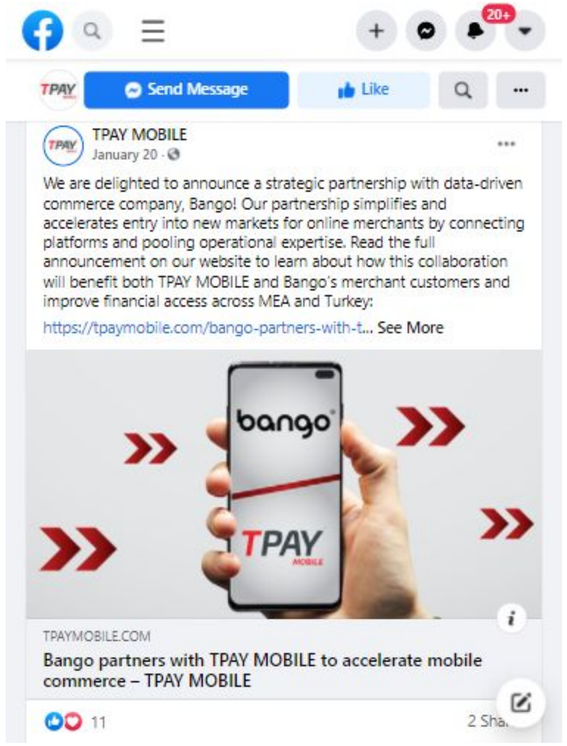
4-10 AVG

0-1 AVG

149 posts



Post samples





Target Audience: Large enterprises

Tone of Voice: Salesy

Type of posts: Graphic designs (Mostly about partnerships and live hosting)

Language used: Mostly English, rarely Arabic

Average of posting: Not consistent, No linear timeline for posting

Moderation style: No moderation on page because there are rarely people commenting on posts

Engagement: Very Low but the AVG no. of posts' likes is fairly good.

Top content piece



Likes: 36

Comments: 3

Shares: 11 shares

Tone of Voice: Appreciative

Type of post: Graphic Design

Language used: English

It’s the top content piece because it’s an appreciation post to the employees.

vapulus

Facebook

830K

100-1.3K AVG

20-100 AVG



Instagram

145K

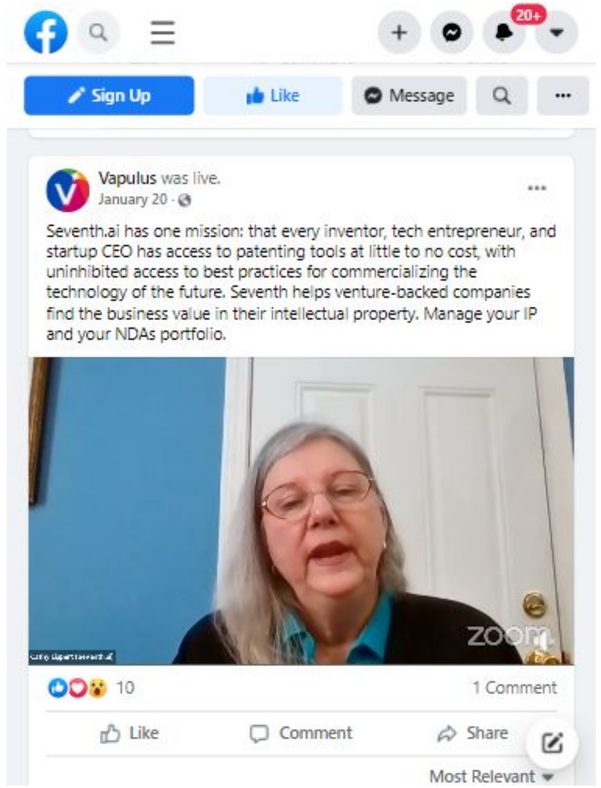
60-100 AVG

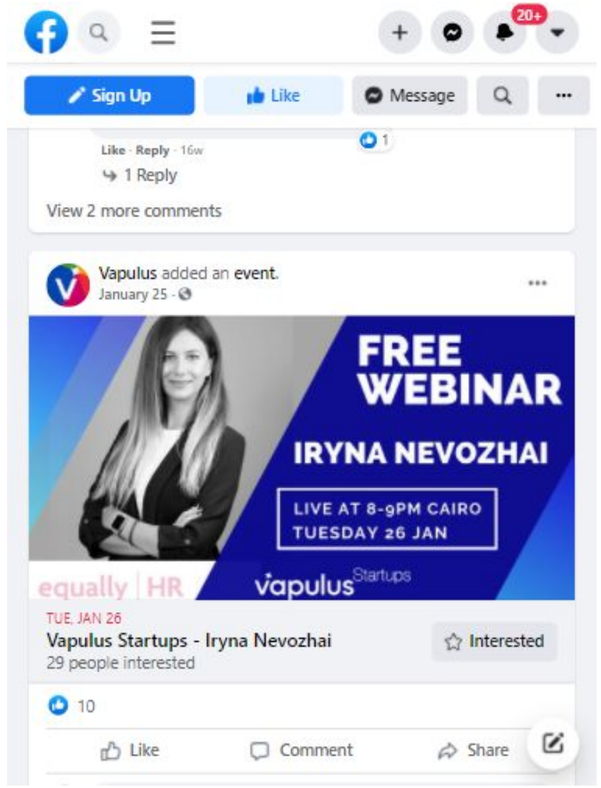
1-4 AVG

542 posts



Post samples





Target Audience: Startups and Large enterprises

Tone of Voice: Salesy, conservative

Type of posts: Live videos and Graphic designs
(Announces for webinars and zoom interviews or live videos, and rare promotions)

Language used: Mostly English, rarely Arabic

Average of posting: Mostly every other day, or every 3 days

Moderation style: Formal but engaged

Engagement: Low interaction, but high avg number of posts' likes.

Top content piece



Likes: 1k

Comments: 332

Shares: 277 shares

Tone of Voice: Salesy

Type of post: Video

Language used: Arabic

It’s the top content piece because the posts’ aim is engagement and interaction.

Facebook

51.483K

0-4 AVG

0-1 AVG



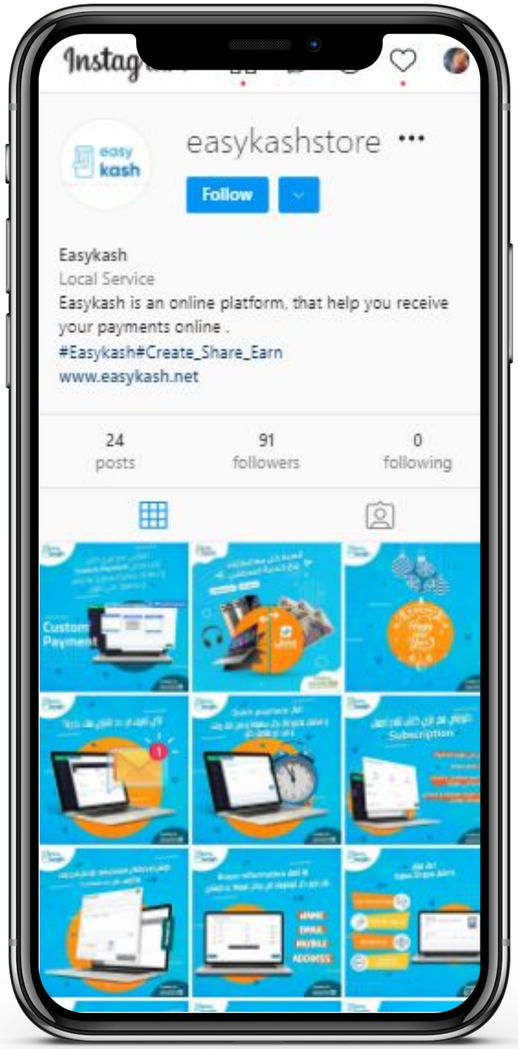
Instagram

91

0-1 AVG

0-1 AVG

24 posts



Post samples





Target Audience: Small businesses

Tone of Voice: Salesy, Casual

Type of posts: Graphic designs (Promotions, brand awareness, partnerships. Same mood board is used constantly)

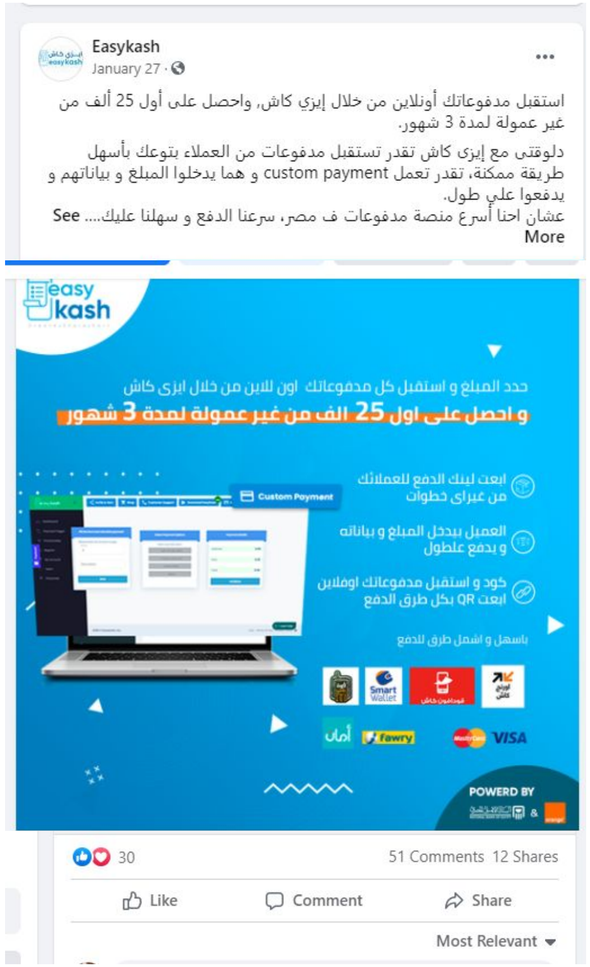
Language used: Arabic/English

Average of posting: Everyday, or 2 to 3 posts per day

Moderation style: Casual

Engagement: Low interaction

Top content piece



Likes: 30

Comments: 51

Shares: 12 shares

Tone of Voice: Salesy and casual

Type of post: Graphic design (too much TOV)

Language used: Arabic

It’s the top content piece because it drives awareness to EasyKash’s services.

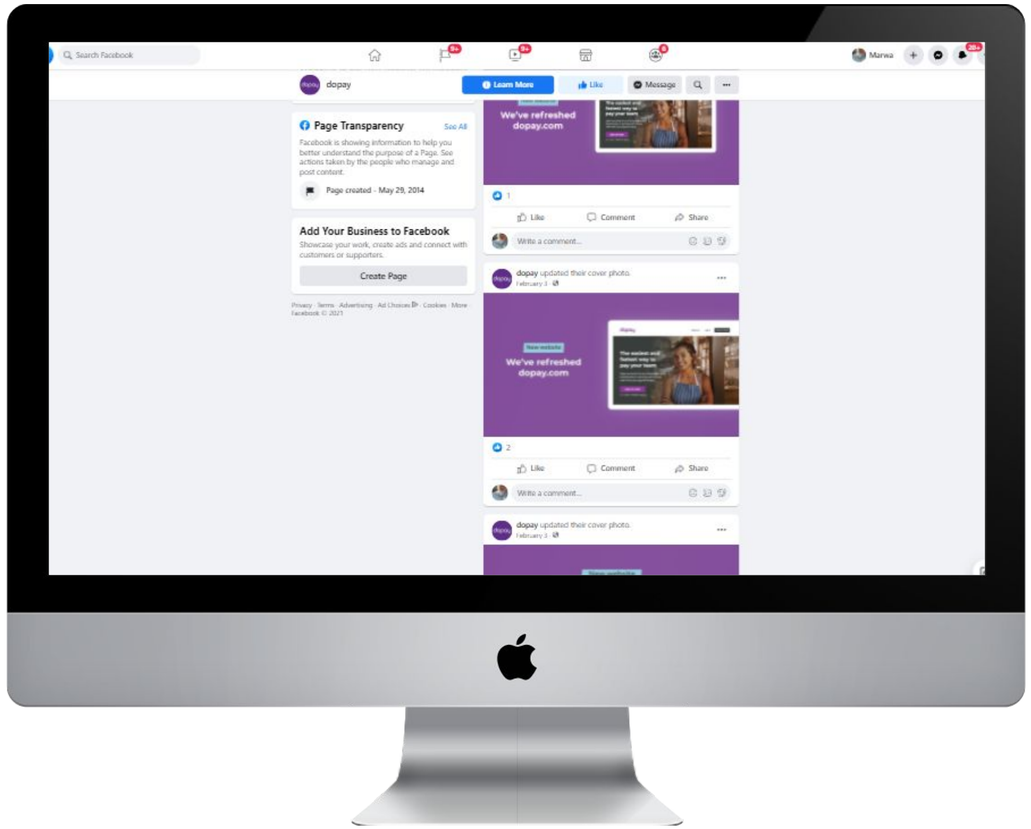
dopay

Facebook

118.576K

0-1 AVG

0-1 AVG



Verified FB page

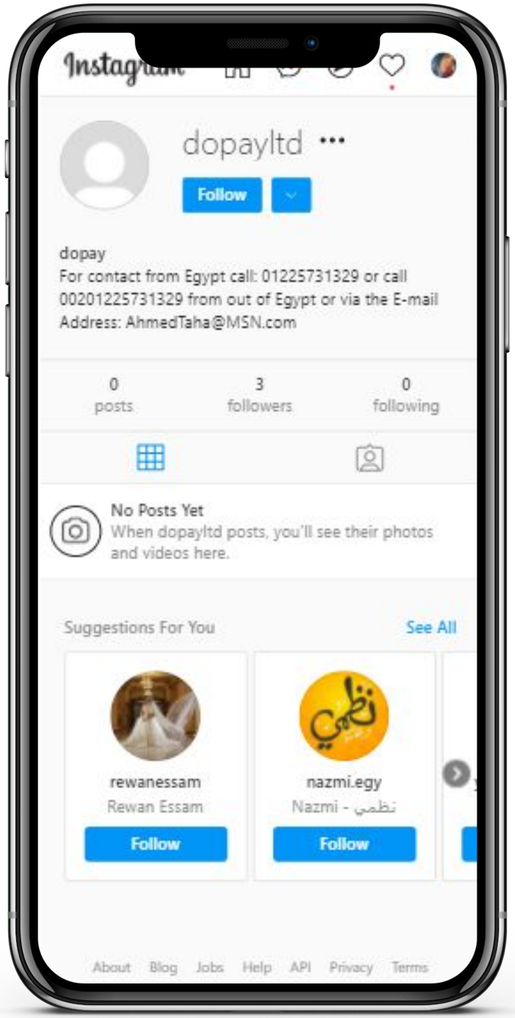
Instagram

3

0

0

0



Post samples





Target Audience: Startups and small businesses

Tone of Voice: Salesy, Casual

Type of posts: Motion graphic videos, graphic designs (Brand awareness and promotions. Same mood board is used constantly)

Language used: English/Arabic

Average of posting: No linear timeline for posting (Not active)

Moderation style: Formal

Engagement: Very low

Top content piece



Likes: 495

Comments: 6

Shares: 7

Tone of Voice: Casual

Type of post: Graphic design

Language used: Arabic

05
Competitors' Blog Content Analysis

Website Blog Content Analysis

1- Paymob: Their blog only contains 3 topics about their services, all in English.

2- TPAY: Their blog is very active since it was created in 2016, till now, April, 2021. All articles are in English, and all the content iis related to financial services.

3- Vapulus: Their blog is very active, they have tons of blogs, both on Arabic and English, and the content is related to finance, e-commerce, and business.

4- EasyKash: They don’t have a blog

5- Dopay: They only have 1 blog topic in English, listing the reasons why someone sould join Dopay.

05
POP & POD
(Points of Parities & Points of Differences)

KASHIER

Kashier’s services and features: Invoice, Recurring payment

Target Audience: small businesses and large enterprises

Tone of Voice: Salesy

Marketing focus: Direct sales or brand awareness)

Language used: Mostly English, rarely both Arabic and English

Average of posting: No linear timeline for posting (Not active)

Engagement: Very Low

Points of Parities & Points of Differences
Paymob and Kashier

POP

Target Audience: Small businesses and large enterprises

Marketing focus: Brand awareness and promotions

Tone of Voice: Salesy, Casual

Engagement: High

Language used in posts: Arabic

They’re active regarding posting

POD

Paymob’s services and features: Risk & Fraud, Real Time Reporting, Cash On Delivery, Fast Integration, Security, Paymobsync, digital wallet

Marketing focus: Brand awareness and direct sales

Tone of Voice: Salesy

Engagement: Low

Language used in posts: Mostly English, rarely both Arabic and English

They’re not active regarding posting.

Points of Parities & Points of Differences
TPAY and Kashier

POP

Tone of Voice: Salesy

Marketing focus: Partnerships and live hosting

Language used in posts: Mostly English, rarely Arabic

Average of posting: Not consistent, No linear timeline for posting

Engagement: Very Low but the AVG no. of posts' likes is fairly good.

POD

- **TPAY'S services and features:** Mobile payments

Target Audience: Large enterprises

Marketing focus: Partnerships and live hosting

Points of Parities & Points of Differences
Vapulus and Kashier

POP

Language used: Mostly English, rarely Arabic

Average of posting: Mostly every other day, or every 3 days (Active)

POD

- **Vapulus' services and features:** simplifies online shopping experiences, increases conversion rates, providing access to various customer acquisition and loyalty tools.

Target Audience: Startups and Large enterprises

Tone of Voice: Salesy, conservative

Engagement: Low interaction, but high avg number of posts' likes.

Marketing focus: Announces for webinars and zoom interviews or live videos, and rare promotions

Points of Parities & Points of Differences
EasyKash and Kashier

POP

Engagement: Low interaction

POD

- **EasyKash’s services and features:** Sales channel for businesses’ customers with diverse payment options

Target Audience: Small businesses

Tone of Voice: Salesy, Casual

Marketing focus: Promotions, brand awareness, partnerships.

Language used: Arabic/English

Average of posting: Everyday, or 2 to 3 posts per day

Points of Parities & Points of Differences
DoPay and Kashier

POP

Average of posting: No linear timeline for posting (Not active)

Engagement: Very low

POD

- **Dopay’s services and features:** fintech company

Target Audience: Startups and small businesses

Tone of Voice: Salesy, Casual

Marketing focus: Promotions, brand awareness

Tone of Voice: Salesy, Casual

Language used: Arabic/English