



PEPSI vs. COCA-COLA

Socialbaker's Guide to Twitter Benchmarking



With parties, picnics and barbeques going on, Coca-Cola and Pepsi are experiencing their best season! These refreshing drinks became an inseparable part of summer, which is why we gathered data to discover which brand is more traditional and which is more social media savvy.

One of the best features of [Socialbakers Analytics PRO](http://www.socialbakers.com) is the possibility of benchmarking your company towards your competition or the industry as a whole. This way, not only that you can monitor and evaluate your own social media presence, you can also monitor how you are doing compared to other brands.

Thanks to Analytics PRO, you are can evaluate and adjust your social marketing strategies accordingly to the entire business context.

The data in this case study has been collected in the last three months: April 7th – July 7th 2012.

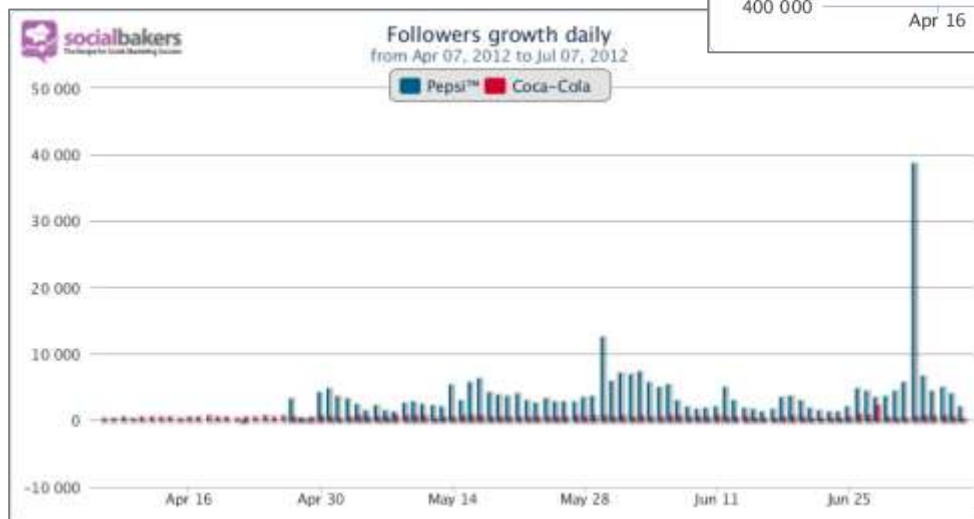
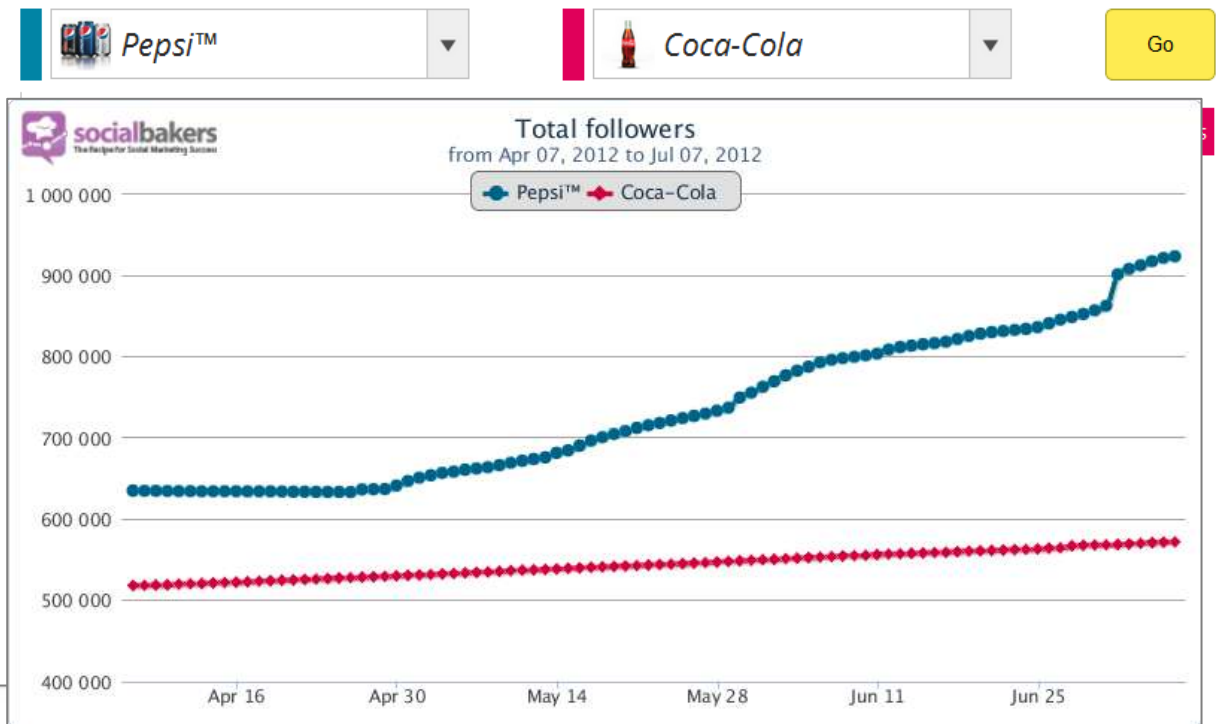




1. Pepsi Grows Faster

In terms of Fan Growth, [Pepsi](#) is more popular on Twitter than Coca-Cola. According to [Socialbakers statistics](#), Pepsi gained the most Followers from all the FMCG brands in the last month (+127 220) and now has a total of nearly 925 thousand followers compared to Coca-Cola's 571 559 followers.

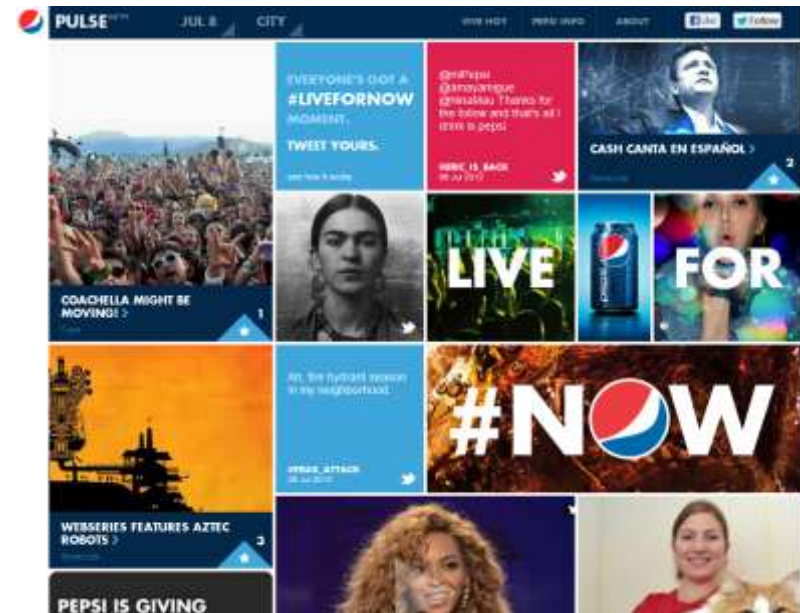
As you can see from the attached graph, the red Coca-Cola curve has been rising extremely steadily and slowly in the past three months (April 7th-July 7th). How come Coca-Cola lost this round when it's the official sponsor of the EURO 2012 Football championship and the worldwide partner of the Summer Games 2012?



To begin with, Pepsi has been encouraging fans to follow [@Pepsi](#) and Tweet using the [#PepsiMusicNOW](#) hashtag to get free Amazon MP3 credit. By limiting the offer exclusively to Pepsi Followers, it has been growing rapidly and enjoying high Engagement Rates and a number of mentions!

Pepsi Launched Its First Global Campaign!

This spring, Pepsi launched its first global campaign called [“Live for Now”](#) based on a research they conducted with fans from all around the world. Most of them agreed that they want to capture the excitement of now so Pepsi’s campaign encourages its fans to live each moment to the fullest through a special interactive platform concentrating pop-culture content, music, entertainment news and consumer incentives. What makes “Live for Now” so successful are mainly unique partnerships with the world’s most leading artists and Twitter enabled summer concerts across the U.S.



Move to the Beat™ of London 2012

We've teamed up with music producer Mark Ronson to inspire young people to Move to the Beat™ of London 2012



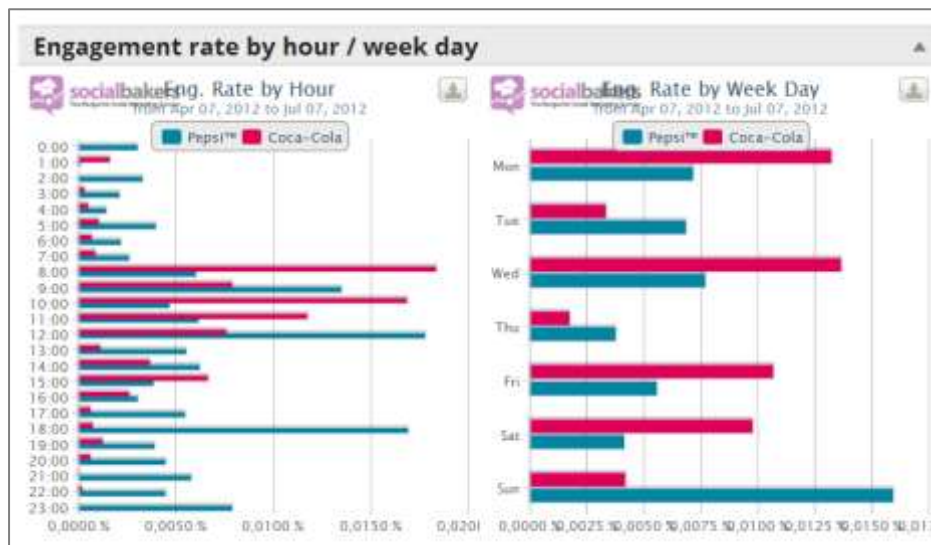
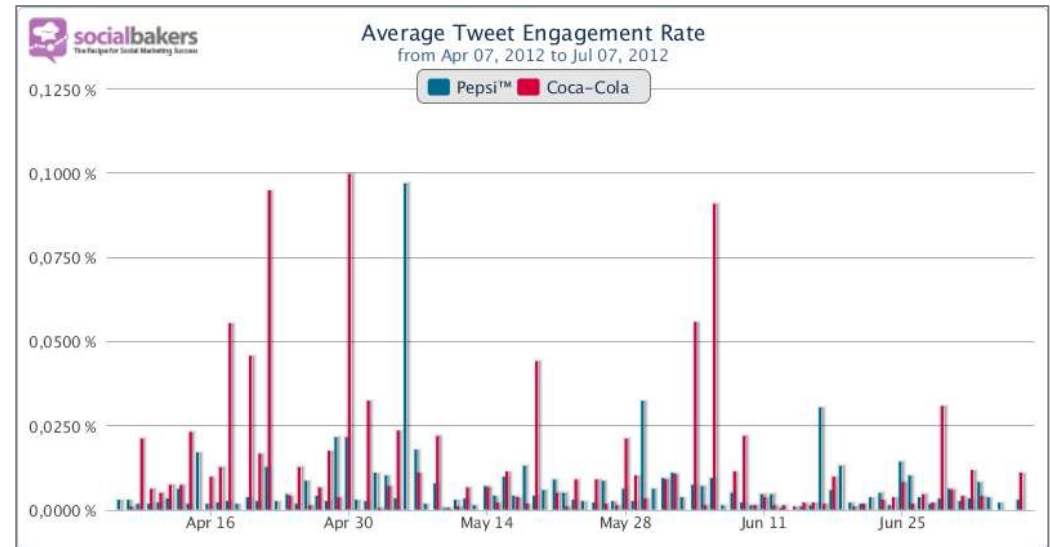
[Coca-Cola](#) also connects with its fans through music and as a worldwide partner of the approaching Summer Games 2012, it launched the [Move to the Beat](#) campaign for a more active and healthier lifestyle! It also aims to create the largest musical collaboration in history with the help of its fans and sounds from different sport disciplines. Coca-Cola on Twitter offers a lot of interesting content including behind the scenes videos and photos taken from the making of the Move to the Beat campaign. It may not guarantee a high increase in Followers like in Pepsi’s case but it’s definitely doing a better job in engaging its fans!



2. Coca-Cola Is More Engaging

Coca-Cola knows how to engage its Followers better than Pepsi! It nearly reached a 0,1% Average Engagement Rate on April 30th and June 6th with simple Tweets like: *“A great week starts with a Coke and a smile”* (527 retweets) or *“Sometimes you just feel like dancing. RT if you agree”* (494 retweets).

According to Analytics PRO, both messages were Tweeted on a Wednesday - Coca-Cola’s most engaging day of the week! Pepsi should Tweet its most important content on Sundays because that has been its most engaging day in the last three months.





The Most Engaging Tweets



Coca-Cola @CocaCola 4 Jul

RT if RIGHT NOW is the perfect time for a Coke!

[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#)

866

RETWEETS

35

FAVORITES



5:34 PM - 4 Jul 12 via SocialEngage · Details



Coca-Cola
@CocaCola

[Follow](#) [Profile](#)

A great week starts with a Coke and a smile :)

[Reply](#) [Retweet](#) [Favorite](#)

527

RETWEETS

58

FAVORITES



6:53 AM - 30 Apr 12 via SocialEngage · Embed this Tweet



Coca-Cola
@CocaCola

[Follow](#) [Profile](#)

Sometimes you just feel like dancing! RT if you agree!

[Reply](#) [Retweet](#) [Favorite](#)

494

RETWEETS

27

FAVORITES



8:00 AM - 6 Jun 12 via web · Embed this Tweet



Pepsi™ @pepsi

3 Jul

What's your fav song to play at the beach? Follow & tweet it to us w/ [#PepsiMusicNOW](#) for a free MP3 credit! [pep.si/M3eH1d](#) (US Only)

[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#)

313

RETWEETS

35

FAVORITES

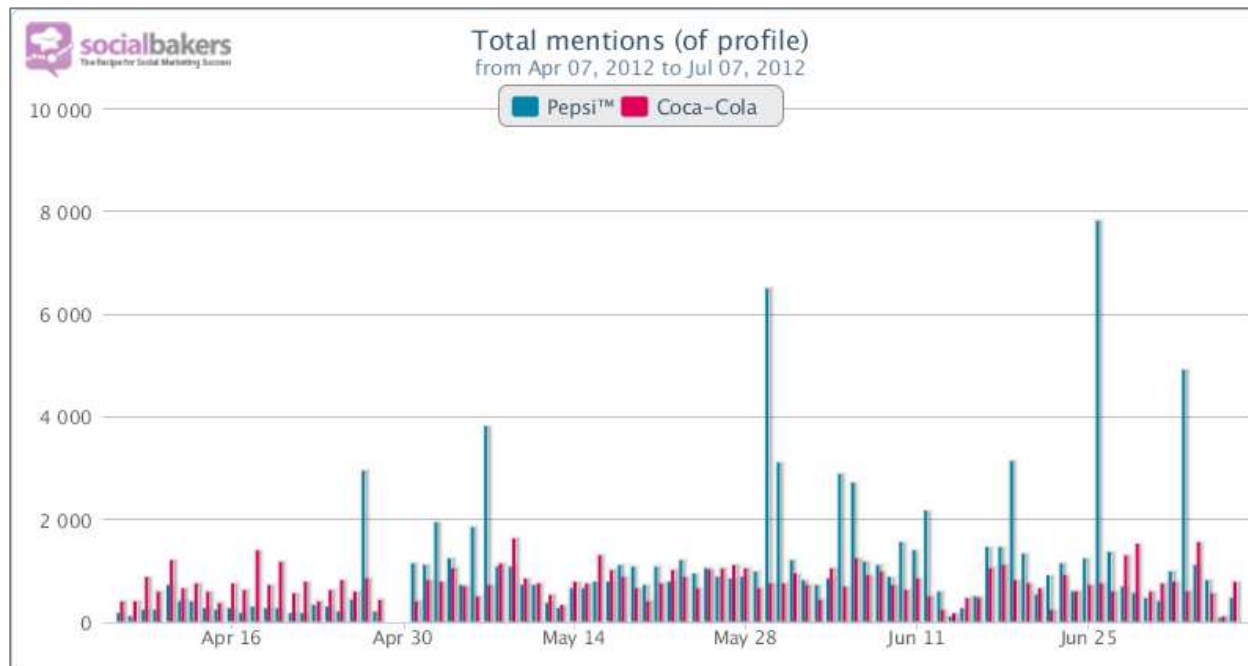


7:01 PM - 3 Jul 12 via web · Details



3. Coca-Cola Mentioned Frequently, Pepsi Intensively

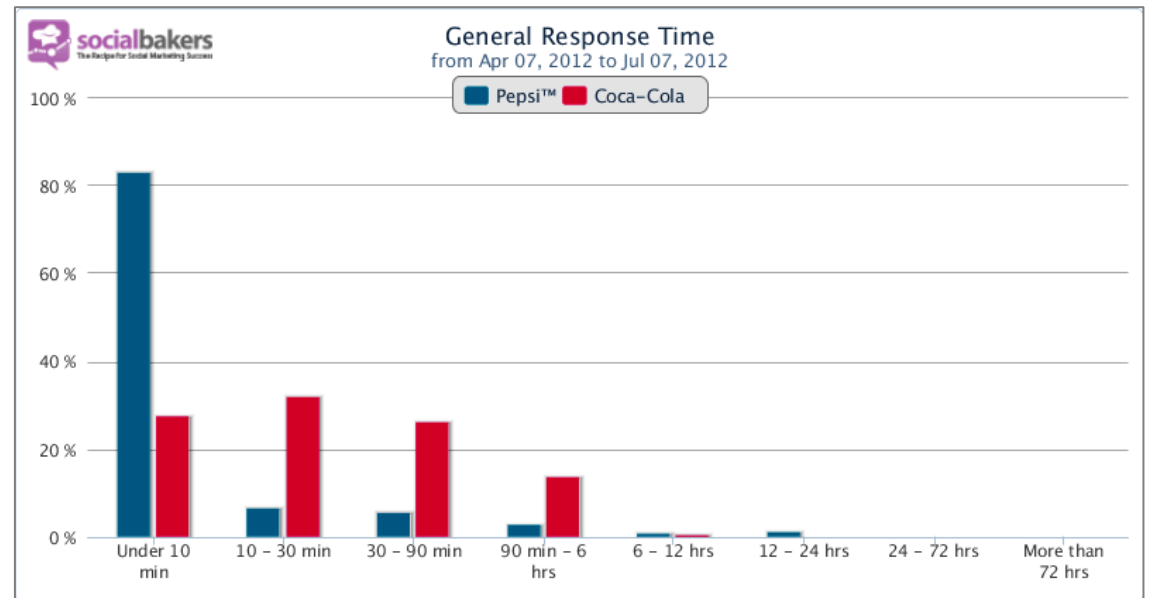
As you can see from the graph below, Coca-Cola has been mentioned more consistently compared to Pepsi but then again Pepsi has been mentioned more intensively mainly thanks to the exclusive partnerships it has with popular artists! It has been mentioned almost 8 thousand times on June 26th thanks to the anticipation of Katy Perry's performance.





4. Pepsi Responds Faster, Coca-Cola Responds More

Pepsi responded to 83% of questions under 10 minutes which makes it more than three times faster than Coca-Cola responding to 27% of questions in the same time. But as you can see from the pie charts below, Coca-Cola answered more fan queries which makes it more [Socially Devoted](#) than Pepsi. The ideal case would be if the brands responded to at least 65% of questions and responded as soon as possible according to our new standard in social media customer care.





The following metrics were used in this case study:

- Followers Growth
- Followers Daily Growth
- Average Tweet Engagement Rate
- Engagement Rate by hour/ weekday
- Total Mentions
- Response Time
- Response Rate

Analytics PRO for Twitter can also monitor:

- Tweets vs. Retweets ratio
- Key Influencers
- Tweet sources
- Moving Average of Tweet Engagement Rate
- Distribution of incoming/ outgoing interactions
- and more...



Sign-up for a free [14-day trial with Socialbakers Engagement Analytics PRO](#) to discover all the insights you can gain for your brand!