

# The Social Spy Game:

Unveil the Secrets of Your  
Competitors' Organic Tactics

Presented by **Dorien Morin-van Dam**



#MPB2B

**B2B**  
**FORUM**  
by MarketingProfs

# CRACKING THE CODE

Decoding Competitors' Organic Tactics

@MOREINMEDIA

# YOUR MISSION

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if you choose to accept it!

- Why Competitor Analysis
- Spy Tools
- Mission Briefing: The Client
- Meet the Spies
- Mission Briefing: High Value Targets
- The Spy Challenge
- Debriefing
- Decoding Data



Only the paranoid survive.

-Andy Grove

A decorative orange circle is located in the bottom right corner of the slide. Inside the circle, there is a grid of binary code (0s and 1s) in a light blue color.

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# Why Competitor Analysis Matters

- Market Gaps and Opportunities
- Strategic Decision Making
- Product and Service Development
- Benchmark Performance
- Marketing and Sales Strategies



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# The Role of Tools

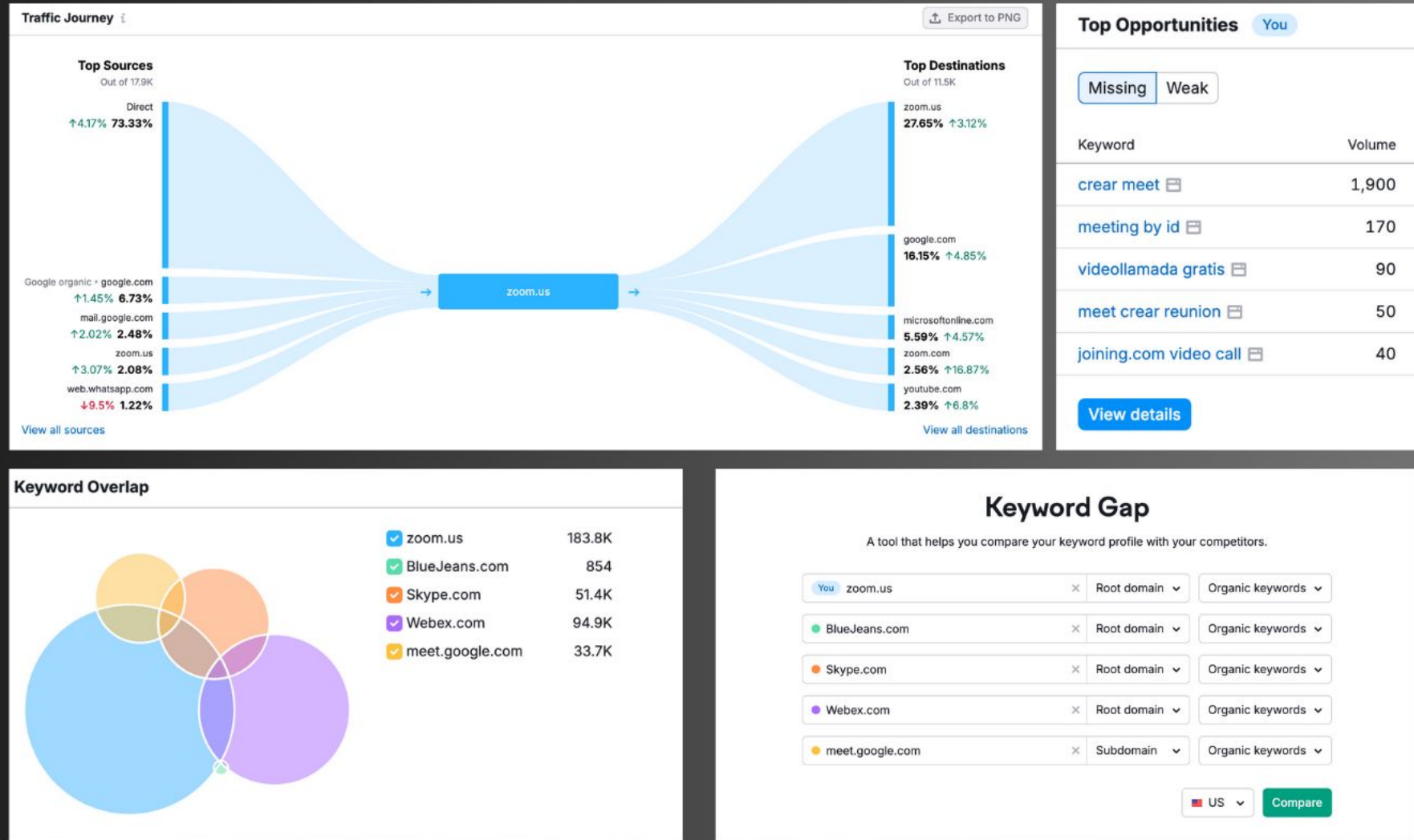
- Speed Up Discovery
- Deep Dive Into Data
- Combine Multiple Sources
- Assist in Analysis

A decorative graphic in the bottom right corner consisting of a semi-circle and several lines of binary code (0s and 1s) in a light blue color.

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# SPY TOOLS: SEMRUSH

- organic research
- competitor research



# SPY TOOLS: SOCIALINSIDER

- benchmarking

Choose the benchmark profiles

- firefliesapp
- GoToWebinar
- Skype
- webex
- zoom

Select the KPIs you want to see in the table

- Followers
- Followers Today
- Followers Growth
- Followers Growth Percent
- Engagement
- Posts
- Avg. Engagement Rate Per Followers
- Engagement Rate Per Followers
- Average Engagement Per Post
- Include Average

Facebook Benchmark

LOUPE

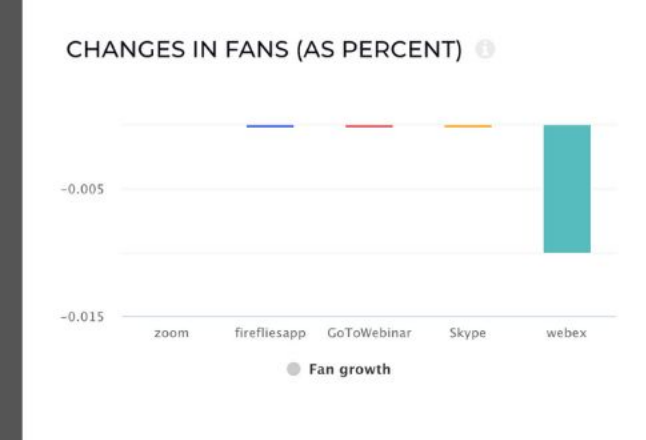
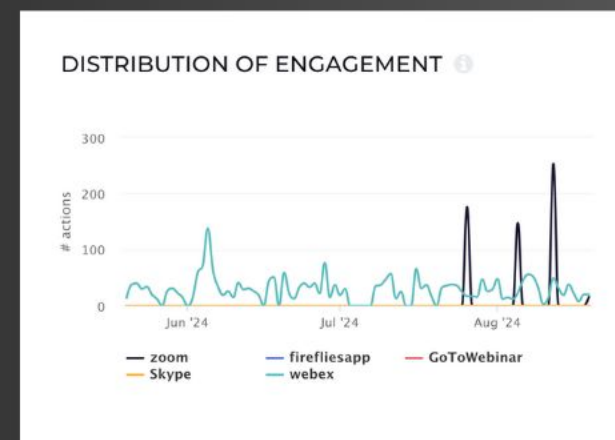
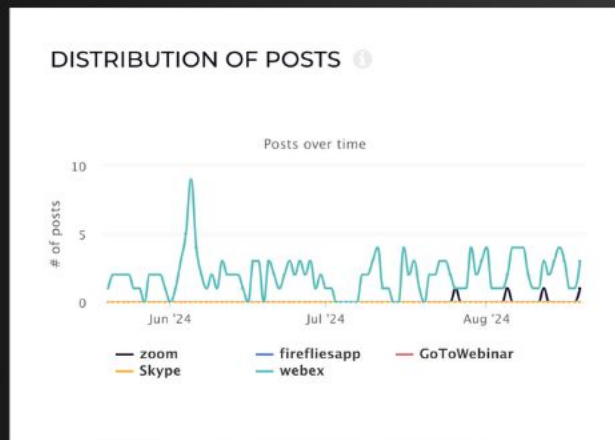
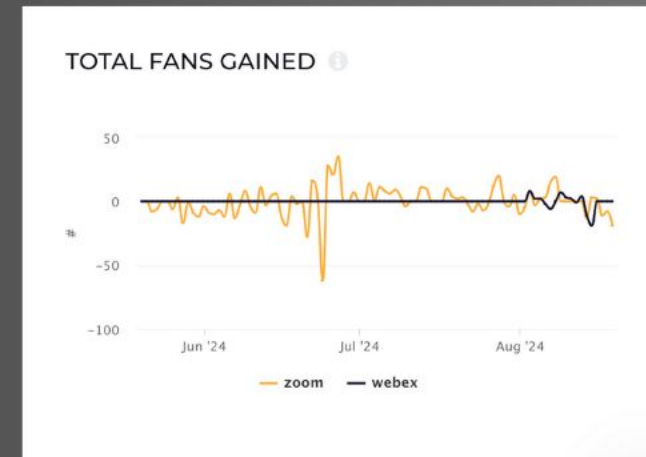
Cross-platform

Brands

- Facebook
- Instagram
- Twitter
- YouTube
- TikTok
- LinkedIn

PAGES SUMMARY

PAGE	FANS	FANS EVOLUTION	ENGAGEMENT	REACH	POSTS	AVG. ENG./POST	AVG. ENG. RATE/POST %	ENG. RATE/PROFILE
Skype	26,257,854	0 0% ↔	0	0	0	0	0%	0%
zoom	548,305	548,305 % ↔	593	17,337	4	148.3	0.027%	0.108%
webex	345,621	-29 -0.01% ↘	2,608	78,930	180	14.5	0.004%	0.755%
GoToWebinar	34,305	0 0% ↔	0	0	0	0	0%	0%
firefliesapp	4,403	0 0% ↔	0	0	0	0	0%	0%





# SPY TOOLS: HUBSPOT

- social monitoring tool
- competitor streams

source: HubSpot blog

The screenshot displays the HubSpot Social Media Monitoring interface. The top navigation bar includes links for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The main header is 'Social Media' with a 'Create social post' button. Below the header are tabs for Monitoring, Publishing, Reports, Messenger, and Settings. The left sidebar shows 'Inbox Streams' with metrics for All Activity (38), Conversations (9), Interactions (0), and New Followers (29). It also lists 'Twitter Streams' such as #HubPartner, @JVocell's Timeline, and Aviation Timeline. The main content area is titled 'Top posts for all companies' and includes filters for 'All networks' and 'Last 30 days'. A search bar labeled 'Filter results' is present. The table below lists top posts with columns for 'TIME PUBLISHED', 'ENGAGEMENT TOTAL', and 'ENGAGEMENT RATE'.

TIME PUBLISHED	ENGAGEMENT TOTAL	ENGAGEMENT RATE
Apple apple.com May 21, 2018 10:46 AM	68,307	1.28%
Apple apple.com May 20, 2018 11:56 AM	48,920	0.92%
Microsoft microsoft.com May 17, 2018 9:22 PM	464	0.01%
Microsoft microsoft.com May 17, 2018 7:34 PM	601	0.01%
Apple		

# AD LIBRARIES:



Meta Ads Library



TikTok Ads Library



LinkedIn Ads Library



Google Ads Transparency Center

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# AD LIBRARIES INSIGHTS

- Creative Inspiration
- Engagement Rates
- Audience Insights
- Offers
- Budget

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# Social Listening

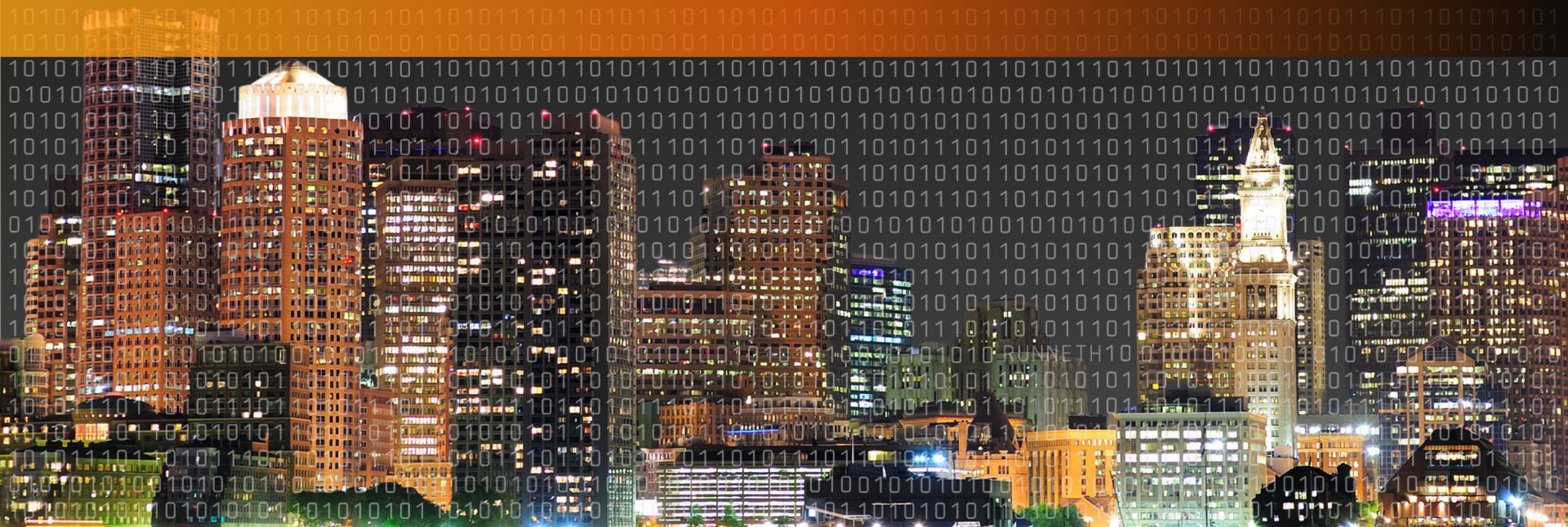
- Mentions
- Trends
- Patterns
- Conversations
- Pages to Watch (Facebook)
- Competitor Analytics (LinkedIn)



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# MISSION BRIEFING

Client: LOUPE



# LOUPE

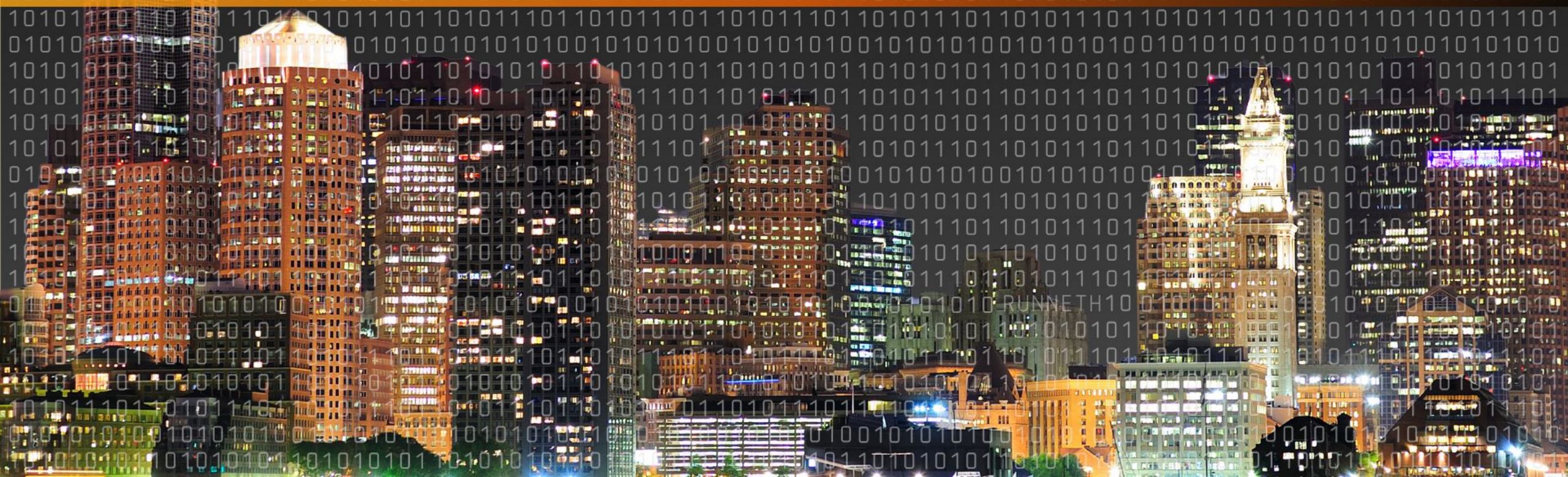
- Telecommunication Services
- 7 employees
- Start-Up (<2 years)
- Seed money: \$2million
- Marketing Budget: \$400K/year
- B2B



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# MEET THE SPIES



# OPERATIVE

## James Bond

Sophisticated brand manager

Charismatic confidence

Trusted expert



Unflappable

Intuition & Instinct

The Suave Operator

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# OPERATIVE Claire Bishop

Quick thinking  
problem solver

Relatable &  
approachable

Connects on a  
personal level

Loyal & dedicated

Resilient &  
adaptable

High ethics

The Empathetic People Person

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# OPERATIVE Jason Bourne

Social Chameleon

Improvises  
without histation

Resourceful  
leverage all  
available tools



Bold decisions

Agile &  
fearless

Reactive

The Agile Improvisor

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# OPERATIVE

## Lisbeth Salander

Cyber warfare expert

Survivalist

Extraordinary  
data analyst

Emotionally  
detached

Social engineering  
master

Moral ambiguity

The Digital Ghost

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# OPERATIVE M

Strategic visionary

Balances complex &  
contradictory data

Global authority

Risk assessment

Secret keeper

Iron will  
tough but fair

The Invisible Leader

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# OPERATIVE You

How you process  
and analyze data?



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# MISSION BRIEFING

High Value Targets





Spending time getting to know your customers is the make-or-break factor for successful marketing.

– Gessica Lomonte

# OUR MISSION

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## TARGETS

- Zoom
- Skype
- Google Meet
- Webex
- GoToWebinar
- FireFlies



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# SPY CHALLENGE

Ready | Set | Spy





People are usually more convinced by reasons they discovered themselves than by those found out by others.

–Blaise Pascal



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# SOCIAL: Choose your KPIS







- Followers
- Followers Today
- Followers Growth
- Followers Growth Percent
- Engagement
- Posts
- Engagement Rate Per Post
- Engagement Rate Per Profile

- Average Engagement Per Post
- Average Engagement Per Day
- Average Posts Per Day
- Likes
- Replies
- Quotes
- Retweets
- Reach

- Organic Reach
- Impressions
- Comments
- Likes On Posts
- Comments On Posts
- Average Hashtags Per Post
- Views
- Shares
- Saves







# SOCIAL MEDIA BENCHMARKS

## Facebook

PAGE	FOLLOWERS GROWTH PERCENT	ENGAGEMENT	POSTS	ORGANIC REACH	AVG. POSTS / DAY
 Google	-0.114%	21,983	45	190,416	1.5
 Skype	-0.008%	0	0	0	0
 zoom	0.036%	0	1	119	0.033
 webex	-0.011%	1,063	56	25,351	1.867
 GoTo	-0.04%	33	3	1,001	0.1
 firefliesapp	0.954%	6	9	470	0.3







# SOCIAL MEDIA BENCHMARKS

## Instagram

PROFILE		FOLLOWERS GROWTH PERCENT	ENGAGEMENT	POSTS	ENGAGEMENT RATE PER POST	ORGANIC REACH	LIKES ON POSTS	COMMENTS ON POSTS
	google	0.149%	173,311	20	0.057%	819,241	170,753	2,558
	skype	-0.219%	0	0	0%	0	0	0
	zoom	0.055%	386	6	0.038%	15,207	359	27
	webex	2.126%	466	11	0.082%	5,777	450	16
	goto	0.017%	0	0	0%	0	0	0
	firefliesai	2.489%	139	2	1.18%	1,427	130	9







# SOCIAL MEDIA BENCHMARKS

## LinkedIn

PAGE	FOLLOWERS GROWTH PERCENT	POSTS	IMPRESSIONS	AVG. POSTS / DAY	COMMENTS ON POSTS
 Google	0.92%	21	5,357,419	0.7	3,599
 Zoom	0.757%	42	587,460	1.4	306
 Webex	0.66%	41	192,093	1.367	82
 Skype	0.42%	0	0	0	0
 GoTo	0.964%	18	73,835	0.6	4
 Fireflies.ai	4.06%	0	0	0	0

# SOCIAL MEDIA BENCHMARKS







## X

PROFILE	FOLLOWERS GROWTH PERCENT	ENGAGEMENT	POSTS	AVG. POSTS / DAY	RETWEETS
 Google	0.332%	22,453	39	1.3	4,295
 Skype	-0.081%	0	0	0	0
 Zoom	-0.066%	500	32	1.067	92
 Webex	-0.099%	235	26	0.867	73
 GoTo	-0.066%	5	3	0.1	1
 firefliesai	1.309%	4	1	0.033	1







# SOCIAL MEDIA BENCHMARKS

## YouTube

CHANNEL	FOLLOWERS GROWTH PERCENT	ENGAGEMENT	VIDEOS	VIEWS	COMMENTS
 Google	0%	7,507	15	321,993	1,031
 Zoom	0.382%	58	4	2,069	0
 Skype	0%	0	0	0	0
 Webex	0.803%	34	8	903	0
 GoTo	0%	9	10	648	0
 Fireflies AI	4.183%	0	0	0	0

# SOCIAL MEDIA BENCHMARKS

## TikTok

PROFILE	FOLLOWERS GROWTH PERCENT	ENGAGEMENT	POSTS	VIEWS	ENGAGEMENT RATE PER POST	SAVES
 google	6.518%	67,847	18	11,832,303	0.152%	3,807
 zoom	-0.182%	0	0	0	0%	0
 webex	1.621%	19	2	1,444	0.37%	0
 firefliesai	4.878%	0	0	0	0%	0



# COPY: Voice and Tone

- Who is the speaker?
- What is the speaker's personality?
- What is the overall mood or emotion conveyed?
- What is the speaker's attitude towards the audience?



# COPY: Style

- What is the level of formality?
- What is the sentence structure?
- Are there any stylistic devices used?
- What grade level is the vocabulary on?



# COPY: Format

- What is the layout?
- How are headings and subheadings used?
- Are there any visual elements/emojis used?
- How is the text organized?



# VISUALS: Format

- What is the layout?
- How are headings and subheadings used?
- Are there any visual elements/emojis used?
- How is the text organized?















# VISUALS: Branding

- Colors
  - Fonts
  - Logo
  - Filter
  - Style
- ★ Topic

# TOP CREATIVES













## Facebook

PAGE	POST	ENGAGEMENT	REACH
 <b>Google</b>  Posted on: 19 Sep	 <p>Now that Apple is starting to #GetTheMessage, Pixel and iPhone®'s relationship has never been stronger. #BestPhonesForever Learn how texting between ...</p>	<u>1,246</u>	18,549
 <b>GoTo</b>  Posted on: 24 Sep	 <p>We're introducing all-new software asset management features for GoTo Resolve! IT teams can easily track, manage, and optimize software assets across ...</p>	<u>13</u>	720
 <b>webex</b>  Posted on: 20 Sep	 <p>Earlier this week, Aruna Ravichandran, CMO, Webex by Cisco, and the Webex team had the opportunity to catch up with McLaren F1 Team Driver Lando Norri...</p>	<u>51</u>	804
 <b>firefliesapp</b>  Posted on: 26 Sep	 <p>Fireflies now integrates with Jira! 🐝 Automatically create tasks, stories, &amp; epics from your meeting notes. Boost team productivity, reduce manual...</p>	<u>3</u>	125














# TOP CREATIVES

## Instagram

PROFILE	POST	ENGAGEMENT	REACH
 <p>google  Posted on: 20 Sep</p>	 <p>We're off to the races! 🏁 Swipe to see McLaren Development Driver and #TeamPixel partner racerbia's pit stop at our Singapore office ahead of her F1 ...</p>	<u>66,444</u>	188,258
 <p>firefliesai  Posted on: 04 Oct</p>	 <p>Meetings will never be the same again This is one of the most exciting things we've been working on at Fireflies and we can't wait to share it with y...</p>	<u>135</u>	2,218
 <p>webex  Posted on: 25 Sep</p>	 <p>You know him as a comedian, best-selling author, and former host of the Emmy® Award-winning "The Daily Show" on Comedy Central. Soon he'll be joining...</p>	<u>101</u>	1,545
 <p>zoom  Posted on: 23 Sep</p>	 <p>ICYMI: We're thrilled to be recognized as the 2024 Gartner Peer Insight's™ Customers' Choice for Unified Communications as a Service! 📌 Link in bio! ...</p>	<u>94</u>	5,578














# TOP CREATIVES

## LinkedIn

PAGE	POST	ENGAGEMENT	LIKES
 <b>Google</b>  Posted on: 09 Sep	 Meet Anjali: a computer science student and software engineering intern on our NotebookLM team. "NotebookLM is an AI-powered learning assistant that ...	12,293	11,921
 <b>Zoom</b>  Posted on: 01 Oct	 We are excited to welcome Michelle Chang as the new Chief Financial Officer of Zoom, effective October 7, 2024. Read more here: <a href="https://zm.me/3BDhnlly...">https://zm.me/3BDhnlly...</a>	2,075	1,804
 <b>Webex</b>  Posted on: 20 Sep	 Earlier this week, Aruna Ravichandran (she/her), CMO, Webex by Cisco, and the Webex team had the opportunity to catch up with McLaren F1 Team Driver ...	381	366
 <b>GoTo</b>  Posted on: 10 Sep	 Introducing GoTo Connect CX, the most complete and affordable multichannel solution for improving customer experiences. Discover why our suite of has...	217	147


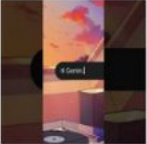






# TOP CREATIVES



PROFILE	POST	ENGAGEMENT	LIKES
 <b>Google</b>  Posted on: 26 Sep	 <p>Starting today, you can upload YouTube video URLs and audio files directly to NotebookLM, in addition to Google Docs, PDFs, text files, Google Slides ...</p>	<u>1,734</u>	1,235
 <b>Zoom</b>  Posted on: 01 Oct	 <p>We are excited to welcome Michelle Chang as the new Chief Financial Officer of Zoom, effective October 7, 2024. Michelle brings more than 25 years of ...</p>	<u>48</u>	32
 <b>Webex</b>  Posted on: 25 Sep	 <p>You know him as a comedian, best-selling author, and former host of the Emmy® Award-winning “The Daily Show” on Comedy Central. Soon he’ll be joining...</p>	<u>24</u>	15
 <b>firefliesai</b>  Posted on: 26 Sep	<p>Fireflies x @Jira is now live!</p>	<u>4</u>	2
 <b>GoTo</b>  Posted on: 24 Sep	<p>Introducing all-new software asset management features for GoTo Resolve! #IT teams can easily track, manage, and optimize software assets across the b...</p>	<u>3</u>	1













# TOP CREATIVES

## YouTube

CHANNEL	VIDEO	ENGAGEMENT	LIKES
 <b>Google</b> Posted on: 10 Sep	 <p>Turn your notes into study guides. 📖 #ChatWithGemini at gemini.google/advanced 🗣️: Amy Rexford</p>	1,103	1,012
 <b>Zoom</b> Posted on: 26 Sep	 <p>Unlock Professional Streaming with RTMP</p>	21	21
 <b>Webex</b> Posted on: 13 Sep	 <p>Bonjour, Cisco Paris Office! 🇫🇷</p>	12	12
 <b>GoTo</b> Posted on: 10 Sep	 <p>GoTo Connect CX: Customer Experience That Fits Your Business</p>	7	7

# TOP CREATIVES

## TikTok

PROFILE	POST	ENGAGEMENT	LIKES
 <p>Google  Posted on: 19 Sep</p>	 <p>Now we're both speaking the same language 🤝 #GetTheMessage #Android</p>	45,012	39,038
 <p>Google  Posted on: 10 Sep</p>	 <p>Unboxing the new #PixelWatch 3 in both sizes #Unboxing #ASMR #MadeByGoogle #Fitbit</p>	4,642	4,061
 <p>Webex  Posted on: 26 Sep</p>	 <p>Back to #WebexOne by popular demand! 🌟 Get into the AI vibes and see how its reshaping work with personalized, efficient workflows. Level up and regi...</p>	15	12
 <p>Webex  Posted on: 17 Sep</p>	 <p>It's no mystery, #WebexOne has a track tailored to the IT Experience. Take a look at the full agenda and register here: <a href="http://cs.co/6046oHPEq">http://cs.co/6046oHPEq</a> #ITPro...</p>	4	4



# DATA: Keywords

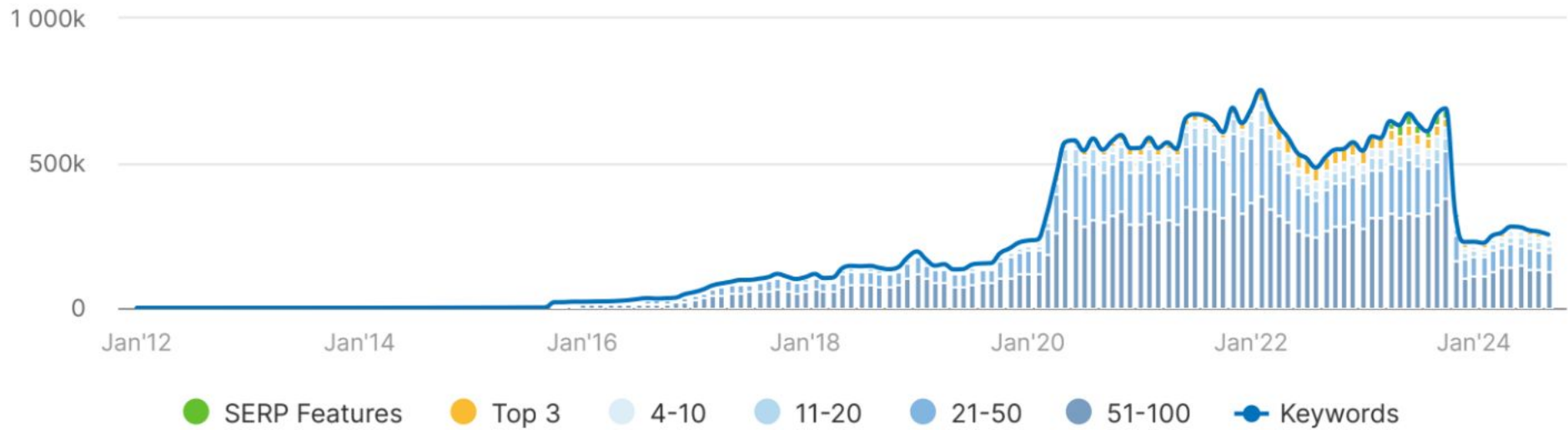
- Organic Reach
- Growth
- SERP
- Top 3

# WEB DATA

## Zoom

### Organic Search: Keywords chart

US | Domain | zoom.us | All time | All Positions



### Organic Search: Top Keywords (253,505)

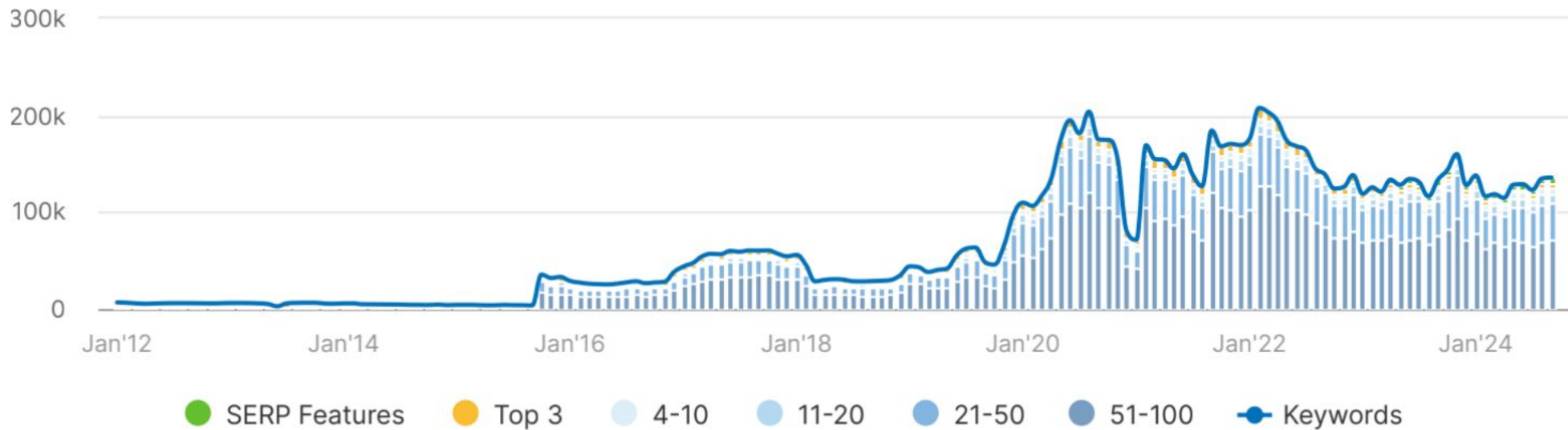
US | Domain | zoom.us

# WEB DATA

## Webex

### Organic Search: Keywords chart

US | Domain | webex.com | All time | All Positions



### Organic Search: Top Keywords (135,867)

US | Domain | webex.com



# WEB DATA

## Google

### Organic Search: Keywords chart

US | Domain | google.com | All time | All Positions



### Organic Search: Top Keywords (43,579,734)

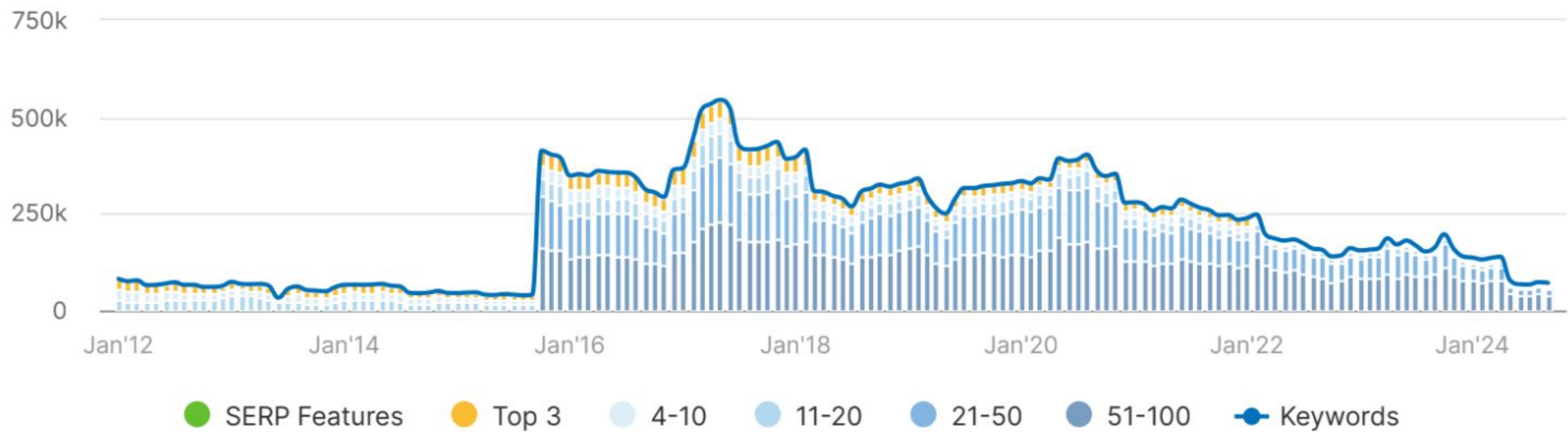
US | Domain | google.com

# WEB DATA

## Skype

### Organic Search: Keywords chart

US | Domain | skype.com | All time | All Positions



### Organic Search: Top Keywords (71,303)

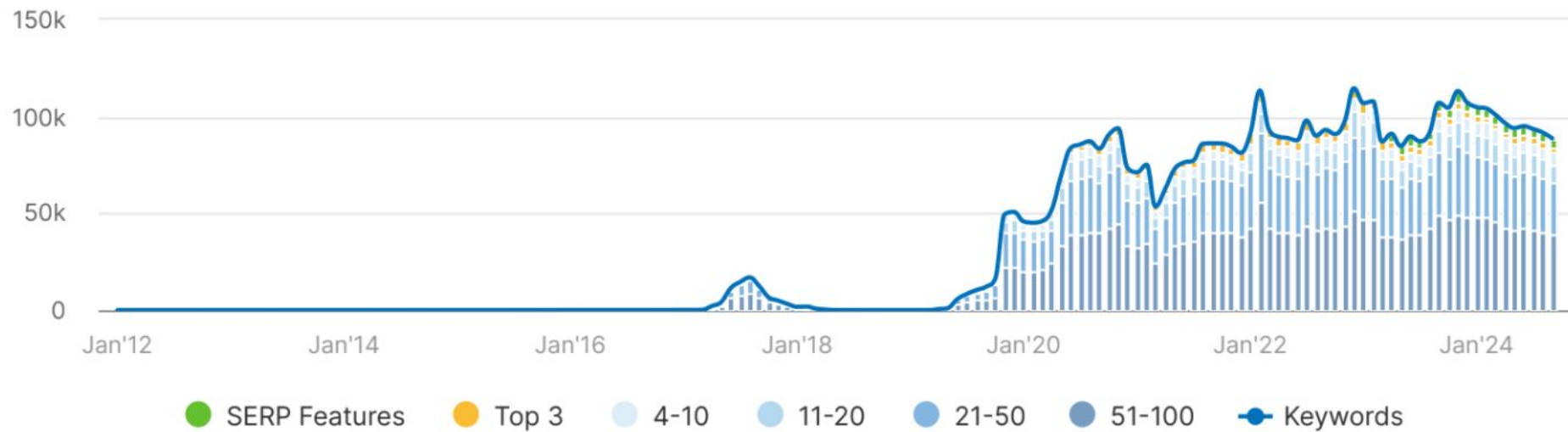
US | Domain | skype.com

# WEB DATA

## GoTo

### Organic Search: Keywords chart

US | Domain | goto.com | All time | All Positions



### Organic Search: Top Keywords (88,729)

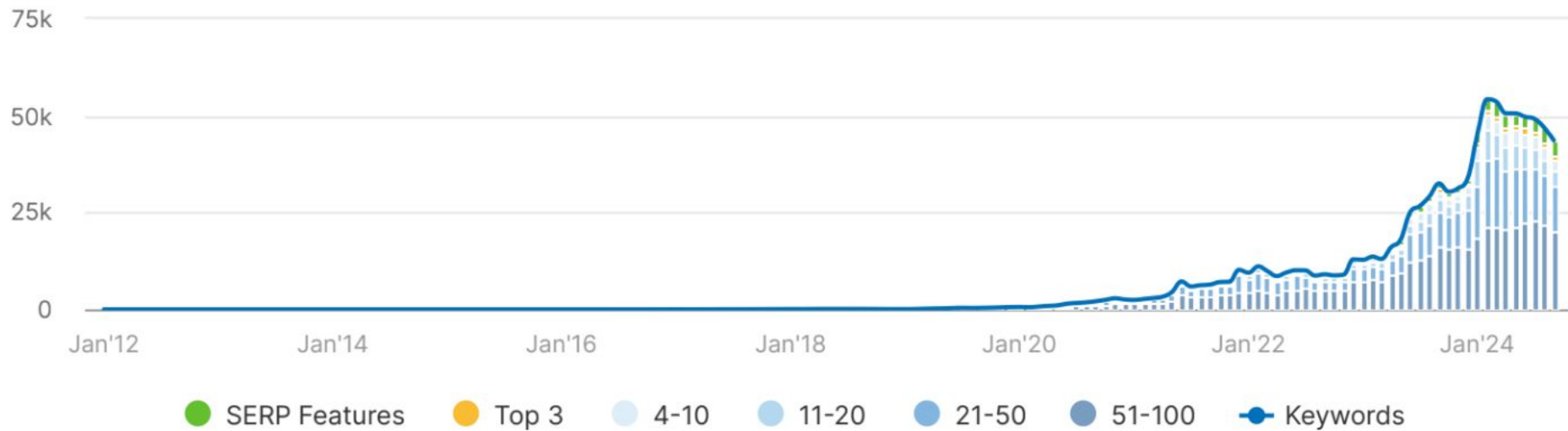
US | Domain | goto.com

# WEB DATA

## Fireflies.ai

### Organic Search: Keywords chart

US | Domain | fireflies.ai | All time | All Positions

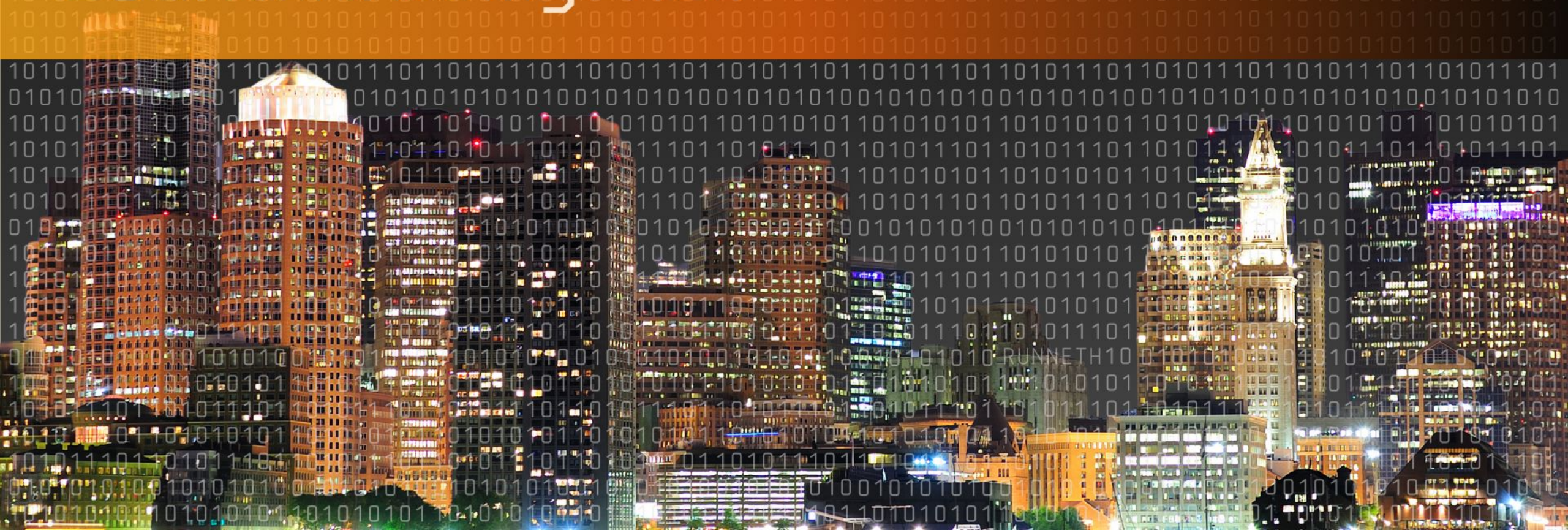


### Organic Search: Top Keywords (43,659)

US | Domain | fireflies.ai

# SPY DEBRIEF

Counterintelligence





A single question can be  
more influential than a  
thousand statements.

–Bo Bennett

# ROUND 1: FOUND

- Trends
- Patterns
- Content
- Conversations
- TACTICS

A decorative graphic in the bottom right corner consisting of a semi-circle of orange and grey colors. Inside this semi-circle, there are several lines of binary code (0s and 1s) in a light grey font. The fourth line of binary code is highlighted with a blue background.

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# ROUND 2: MISSING

- Features
- Information
- Opportunities
- Conversations
- TACTICS

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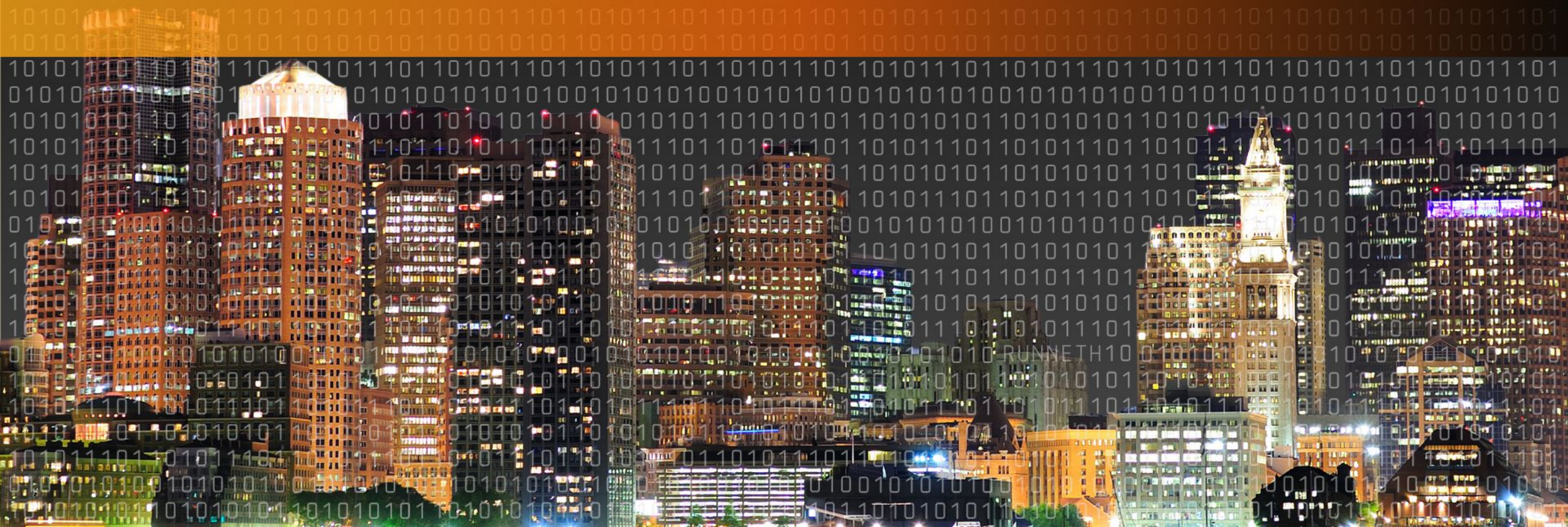
# ROUND 3: NEW SPARKS

- Ideas
- Campaigns
- Funnels
- Formats
- TACTICS

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# DECODING THE DATA

## MASTERMINDING TACTICS





Many ideas grow better  
when transplanted into  
another mind than the one  
where they sprang up.

- Oliver Wendell Holmes Sr

# *SYNTHESIZE*

Findings to create strategy & tactics

- Consolidate data
- Team communication
- Data visualization

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# *IDENTIFY*

## Competitive advantages

- Industry patterns
- Content gaps
- Opportunities

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# *IMPLEMENT*

By creating a step-by-step action plan

- Prioritize tasks
- Allocate resources
- Set timeline

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BUT WAIT!

# MORE DATA

## WHAT IF:

- New Platform(s)
- Larger budget
- Natural disaster
- World news







Stay the course.  
Don't change the strategy,  
change the tactics!

# SPY RESOURCES

Command Center



@MOREINMEDIA

# ADDITIONAL RESOURCES



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# OPERATIVE

Runneth

Curator

Shape shifter

Influencer

Facilitator

Polyglot



The Strategy Decoder

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# Thank You!

WANT TO CONNECT? FIND ME AT:

**LinkedIn**

[in/moreinmedia](https://www.linkedin.com/company/moreinmedia)

**X/Twitter**

[@moreinmedia](https://twitter.com/moreinmedia)

**Website**

[moreinmedia.com](https://www.moreinmedia.com)