

# **The Mayfair Group**

## **Media Analysis**

ESOC 480 | Andrea Paredes

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# 01. **Brand and Social Media Profile overview**

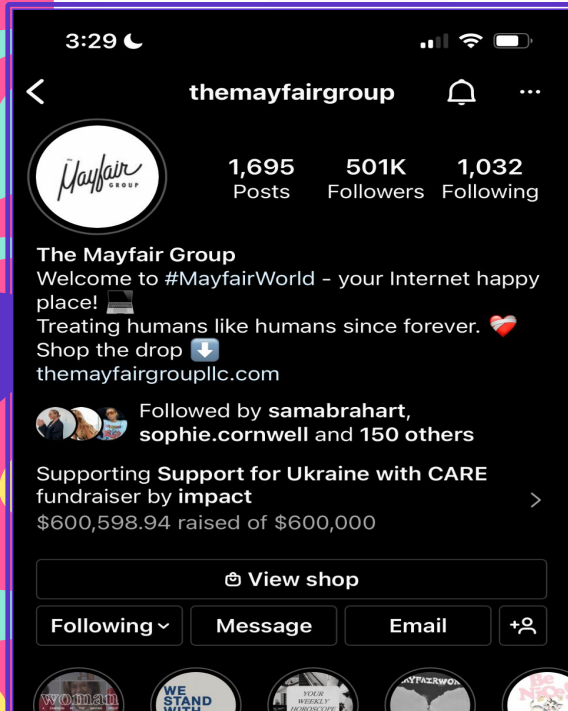
Who is the Mayfair Group? Background and their start?

# The company's purpose

To create impactful messaging, campaigns, and content through their social channels and e-commerce site.

*“Welcome to #MayfairWorld-your Internet happy place! Treating humans like humans since forever.”*

**—@themayfairgroup bio**



02.

# Main ideas & goals

Purpose? Engagement? The “big picture value” or aim drives what they do?

# The Mayfair Group's Values

**Positivity First**

**Empathy**

**01**

**Values  
According  
to their  
Website  
and**

**02**

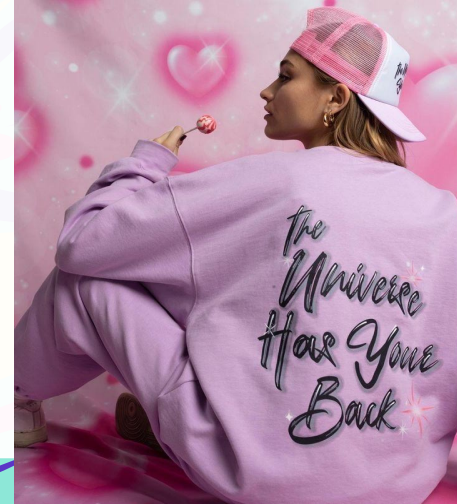
**Vulnerability**

**03**

**Instagram**

**04**

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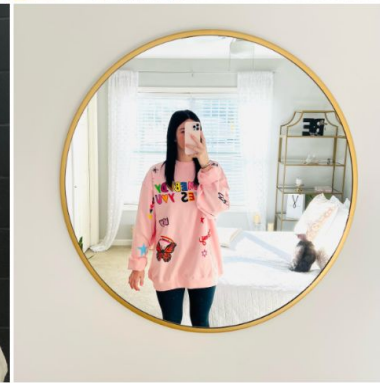
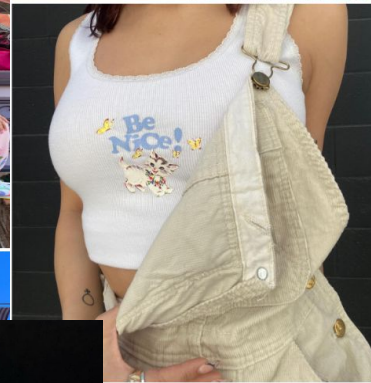


# Audience

03.

Current followers? Audience aiming to reach?









❤️ 👁 📌  
Liked by [tabiaceja](#) and 13,231 others  
[themayfairgroup](#) Cassie is 100% a Cancer.  
@sydney\_sweeney in our I Cry A Lot Baby Tee.  
🤔 Who you got for tonight's episode - Maddy  
Cassie? (aka our #superbowl) 🍷



EMPATHY ALWAYS  
Grey Crewneck >

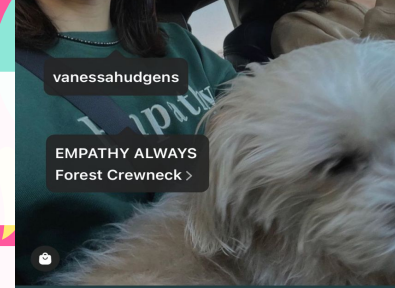
irinashayk

EMPATHY ALWAYS  
Grey Sweatpants >



haileybieber

justinbieber



vanessahudgens

EMPATHY ALWAYS  
Forest Crewneck >



ddlovato

EMPATHY ALWAYS  
Grey Crewneck >



**501K**

# of Instagram followers

**1,695**

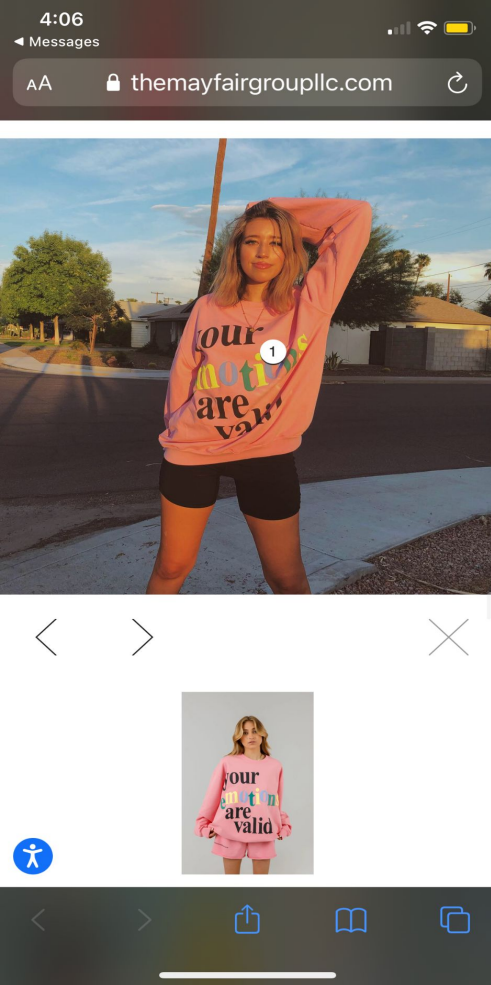
Total # of posts on Instagram  
profile

**8**

Total # of Instagram reels  
posted in the past 2 weeks

**16**

Total # of posts posted in the  
past 2 weeks



**Shared on:** Personal instagram and their website

**Date posted:**

September 2021

**Postidea:** Won a giveaway from a boutique that sold the Mayfair Group merch and share the love of this campaign

**How:**

Tagged The Mayfair Group instagram in the picture

**Caption:** Your emotions are always valid

**Hashtags:** #MeinMayfair

**Call to action**

Mayfair initiated the call to action by...

**Why show this?**

I wanted to share this because I think it's a great example of...

**Engagement:**

**Likes**

279 likes

**Saved**

25

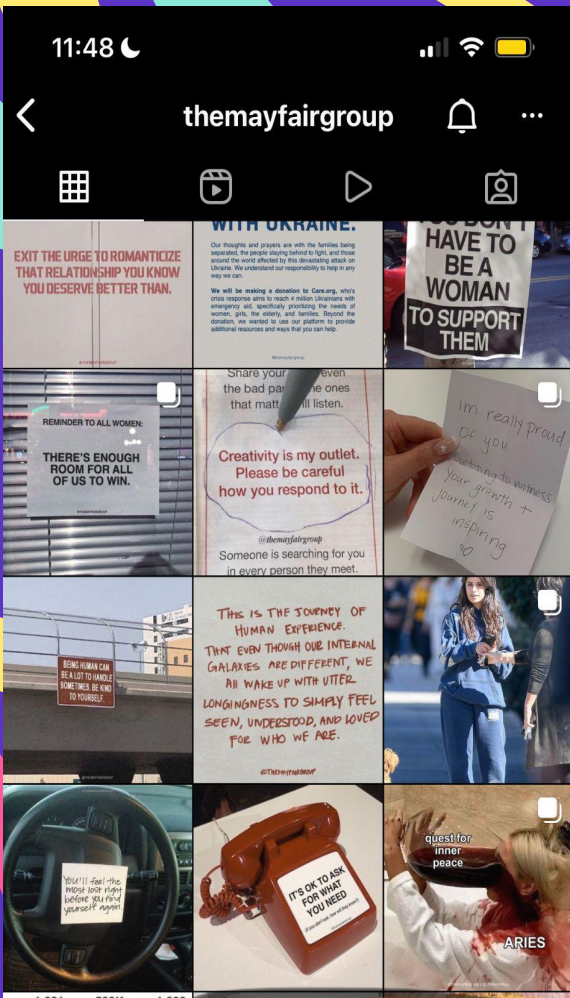
**Comments**

49

# 04. **Content Strategy**

Types of content? Aesthetic? Frequency of posts? Tags? Collabs?





# Instagram Feed

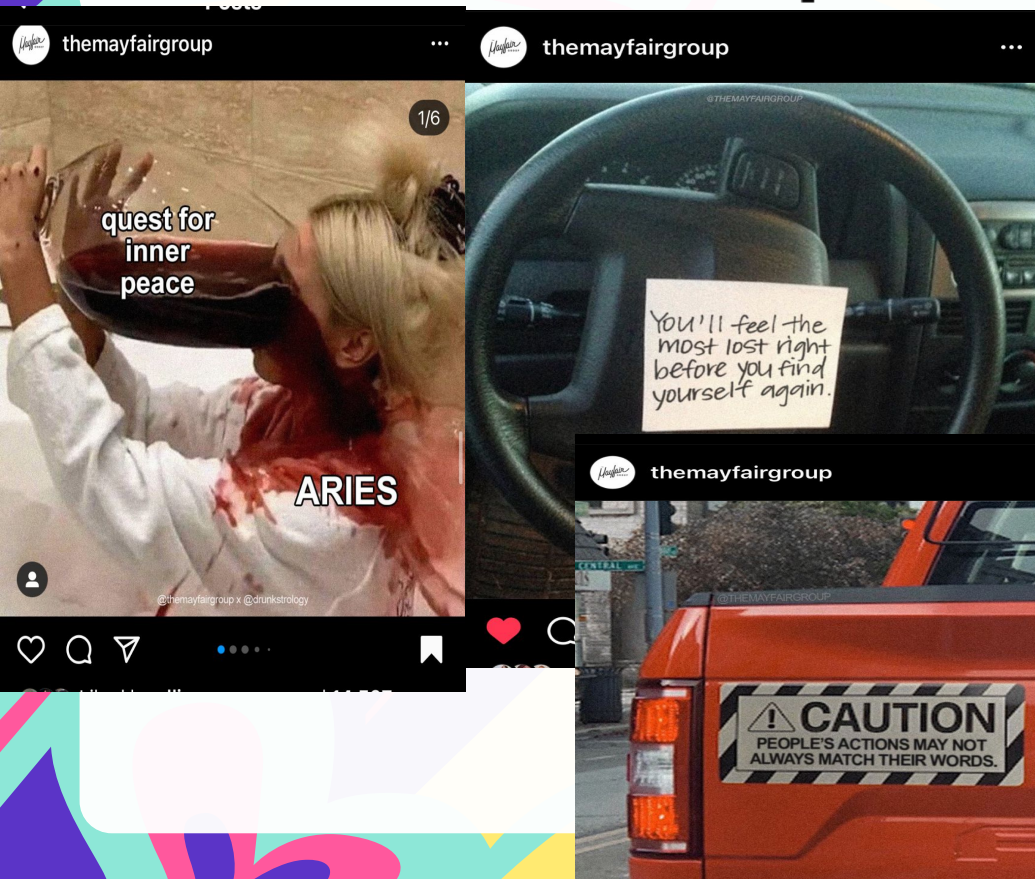


**05.**

# **Stats and Metrics**

Overview of current account's measures of engagement

# The rundown of the past couple weeks



6.31%

Avg. # of likes per post over at least the last 2 weeks along with the range

0.13%

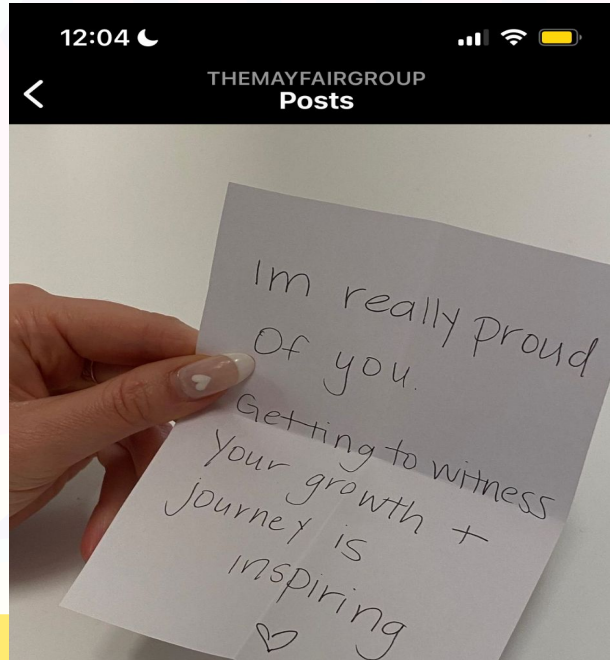
Avg. # of comments

Top-liked vs Least liked post

The breakdown of measuring engagement...



# Top-liked Post Conversion, Applause and Engagement Rate



# Least-liked Post Conversion, Applause and Engagement Rate





06.

# Forward Looking Advice

Critical analysis, predictions, what's working and how they can improve and/or grow?

# Forward Looking Advice and Final Comments

Successes  
Challenges

Where they can grow and/or improve

## Strategies to keep in mind

- Information-Seeking Behavior
  - Information Comm. Tech.
- HCI or Human Computer Interaction

## Overall...

What is working well..

I predict The Mayfair Group in the future will...

As a whole, I believe...



# Thanks!



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