

Case Study: Audience Analysis

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Social Media: Audience Analysis

I think at this point, everybody knows how crucial social media can be when it comes to the success or failure of a brand. It is important to acknowledge that social media can be difficult to maneuver when you are doing it just for the sake of putting content out there. When prepared ahead of time and having done their homework, the brand can definitely be above the rest. A brand can not only be successful by engaging with their audience, but they can secure that success by knowing their audience as much as possible. How to do this? Simple, the brand needs to perform an audience analysis, so they know that they are targeting that right audience. Jacob Porteous (2018) effectively points out, “As a brand, you want to be reaching the right people” (p.1). As evidenced by this, having that analysis (knowing our customers/ audience) will ensure that the brand content is being effective. This can definitely be the difference between the success or failure of a brand.

Nightmare Toys

This company is a collectible and toy store based in Las Vegas, Nevada. The brand distinguishes itself from the rest because as their name points out, they specialize in selling Halloween and horror items. The owner is a bright individual who seems not only to have a deep love for the genre but for her customers as well. She makes frequent appearances on her website and social media platforms (apparently handling them herself) in order to build a close relationship with the intended audience. The company started in 2016 and as of right now, counts with a very dedicated fan base that trusts it implicitly for all things horror (<https://www.nightmaretoys.com/>).

The brand was selected because it sells a variety of items, I am familiar with. The items range from movies (VHS tapes, DVD's. and Blu-ray discs) to NECA figures and other

memorabilia. In addition to that, the brand was selected because it posts consistently, and they also seem to know who their audience. Finally, the brand also counts with a very interactive and unique social media presence across their main pages (Facebook, Instagram, and Twitter).

Analysis

1. Facebook: On this platform, the brand counts with around 72,000 followers and 67,000 likes. For the most part, their content is fairly interactive. The social media manager and owner not only interacts with her audience herself, but she also features how to videos and is highly prominent in plenty of horror and Halloween groups all across Facebook. She seems to be very well liked and respected in all those pages and one often sees her reply to positive feedback and even to negative as well. There is usually one post daily and the page heavily features promotions, content creation (especially true when it comes to YouTube videos from their official page) and plenty of curated content as well. In addition, the brand promotes partners and other similar themed venues. Finally, their cover photo features links to their other social media channels (<https://www.facebook.com/nightmaretoys>).
2. Instagram: With over 90,000 followers and following over 5,000 accounts, the brand posts at the same time as their Facebook counterpart. While the brand seems to follow the same content calendar, they do engage with their targeted audience even more. Many of their posts feature audience interactions tools including the use of IGTV and Instagram Stories. The brand also communicates about contests and offers exclusively on their Facebook and Instagram accounts. Finally, the owner promotes a lot of other pages and events and the owner herself is featured heavily on the page just as on her Facebook page (<https://www.instagram.com/nightmaretoys/>).

3. Twitter: Counting with 1,198 followers and customer focused, the brand consistently engages in conversations with their customers. Here, the brand also focuses on articles and snippets from different websites and magazines as well as trailers and previews from different movies or tv shows from the genre. (<https://twitter.com/nightmaretoys>).

Reviewing the three platforms, it is easy to spot that the brand has done their homework regarding audience analysis. Nightmare Toys seems to be fully aware of who they cater to and how to meet their needs and wants. While they constantly interact with their customers by offering contests and reviews that are pretty much targeted for the horror and Halloween community, they also offer similar content on the three pages, which could be interpreted as having the same target audience all around. All across the three pages, one can appreciate the customer engagement and the fact that the social media manager does keep a trustworthy relationship with their target audience as well. Finally, it can be determined that through their content curation/ creation and audience analysis, they meet several strategic goals. These would be the following: customer retention and satisfaction, community engagement, growing audience, and brand awareness.

Results/ Evaluation

Nightmare Toys is extremely consistent with their three main social media channels. They post often on all three and yet more important, they post engaging and relevant interactive content that targets their particular audience. When they post, one can tell who their audience is. Their audience clearly seems to be adults both male and female who enjoy horror movies. The company sells articles for both genders and also gender-neutral stuff. It is easy to see why the brand is so popular and why it is currently expanding into a new coffee shop that will be next to

their current store. As stated before, the brand has definitely done their homework and seems to know exactly what they are doing when it comes to customer interaction and engagement.

The company most certainly has a defined audience based on the horror and Halloween self-professed ‘geeks’ from all over the United States. “Audience analysis is the research of demographics, language, location, preferences, interests, and other metrics within a group (Porteous, 2018). The latter translates to how the customers are also prominent ambassadors of the brand all over social media. They act as if they personally knew the owner and based on that, it is important to note that the owner does take time to recognize her audience and to feature them on her social media pages too. The latter does help with the customer retention as the customer feels personally connected to the brand that seems to know exactly who they are and why they are there.

Finally, the company seems to be doing a particularly good job with their Public Relations management as whenever there is a bad review, the owner herself jumps on the topic and tries to help. Soon enough, plenty of satisfied customers jump on those threads as well and also help diffuse whatever bad review is taking place. This speaks wonders about both the owner and her audience and of course, it serves as further proof that audience analysis is not only taking place but is being conducted effectively. The audience identifies themselves not only with the brand but with the owner and that says a lot.

Discussion

Nightmare Toys seems to be doing a fantastic job all around. The brand not only seems focused on their target audience through audience analysis, but they also seem to have an amazingly effective strategic plan in place. The brand interacts and engages with their customers better than many other brands. In addition, the brand features heavily curated content partnering

with other similar venues. The brand goes as far as integrating Public Relations strategies in their content since most of the customers are ambassadors to the brand without actually being asked. It is interesting to notice how fierce the audience from this brand is. If one were to look through their pages, one could easily spot how the brand's customers are willing to defend the brand no matter what. This is obviously the brilliant work of the owner as she shows her face all over social media making sure her audience feels connected with her.

Regarding missing opportunities, the main thing would be to notice that as the brand develops and grows, it may be difficult to maintain the relationship the owner has been striving for. Once, new locations open (which is in the works), it may be more difficult to handle everything. Perhaps at that point, the brand will need to figure out how to continue to provide both the same level of service the audience expects but also how to approach the growth without letting their social media accounts falter.

Conclusion

This brand is quite impressive regarding the handling of their social media. It seems as if they were fully aware of who their audience is and how to approach them. If they continue to use their audience analysis, the brand should continue to do great. The only concern would be the future growth of the company, but one would hope that they are getting ready for it as it will become more difficult to provide the same amount of personalized attention. Maybe at that point in time, it will be beneficial to bring other faces into the mix and let them also get close to the audience.

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