



Competitive Analysis:

22nd November 2022

Overview:

To create an engaging and competitive social media presence, it is important to examine both the direct and indirect competitors. Establishing what we require in order to elevate SawTec to a professional, cohesive brand is top priority.

To do this, I have compiled a series of companies that make use of social media and have reviewed what type of posts they make and how they utilise their branding. With the information gathered we can begin to create a front-facing image that will help with selling our services.



Brands to Review.

Brand 1: SCM WoodWorking Technology

First Impressions

SCM uses clear, concise images and text posts when promoting their brand on Facebook, Instagram, YouTube & LinkedIn.

They make use of high resolution images taken by professional photographers, displaying either their team members or their machinery in clear format. They use stylised images of their products and display the results of what the machines can do as a “side-by-side”, so the reader can identify what the machine does.

Website

When it comes to their main website, I can only see two to three styles of fonts being used. One is used exclusively for header images that appear to be stock photos, while they use two different fonts regarding their home page and product page.

All the colours are consistent and don't stray from blue and white. However, when it comes to certain images, it is apparent they have been poorly resized as they are blurry or lack definition when viewed on a large screen.

The screenshot shows the top navigation bar of the SCM WoodWorking Technology website. The navigation menu includes: Products, E-Shop, Service, News & Media, Company, and Contacts. Below the navigation is a large banner for the 70th Anniversary celebration. The banner features a large yellow '70' logo with 'scm group' underneath. The text on the banner reads: 'YOU'RE INVITED 70TH ANNIVERSARY CELEBRATION', 'DEC 8 & 9 9 AM - 4 PM', and 'technology center CARSON, CA'. A blue button on the right says 'REGISTER TODAY'. Below the banner, there is a paragraph of text: 'Since 1952, a leading producer of machinery and systems, as well as service provider, for the woodworking industry'. Below this paragraph is a small line of text: 'Our 3 major production centres in Italy boast a record annual production output of over 17,000 machines, supported by the largest distribution network in the industry and an excellent after-sales service.' and a 'Read more' link.



Facebook & LinkedIn

When looking at their Facebook & LinkedIn, Their posts consist of a simple body of text that they that is in regards to what the machine is capable of, with a side by side of the machine itself with an image of the end result It doesn't make use of any hashtags and simply has a link to the machine in question. It is a simple yet effective form of marketing in regards to what is posted on there.

scm SCM Woodworking Technology [+ Follow](#) ...
7,579 followers
1w •

Focus on the new crosswise profiling machine for chevron flooring celaschi tmc.

Follow the latest trend in the flooring sector and discover the ultimate sc ...see more

[See translation](#)





It is very clear that a lot of money and time have been spent on the quality of their video production, most likely sent off to an external studio that does the work for SCM. Once again the use of colour and font are consistent with the use of real images of their product mixed with clear and concise diagrams, ensuring that their branding is on point and their message is clear regarding what they sell.



The issue when it comes to these videos, the impressions/interactions that they receive does not reach over into the triple digits, and minimal viewers. Their video for the Maestro Opti Wise didn't get more than 500 views (424 to be exact). So the time put into creating Graphics like this may not be the most efficient if the audience is still quite small on the platform posted.

Their youtube videos are a similar story, as their average viewership is between 800 - 2,500 views on their most recent videos. It is important to note that they have "Clean" and clear videos/photography of their machines in use, with close ups of the mechanised sections and use of the screens, which is useful for those who are looking to see how they operate.

Overall, the use of photos is excellent and displays a clean brand, the use of some images displaying the team working together gives it that human factor which can be missing from larger companies such as this one.



Instagram

The use of their instagram gives off a mixed feeling. Their use of stories could have been interesting as it does show off their tools in a trendy and engaging way, however the videos they use are poorly chosen as they are in a landscape orientation on what essentially is a portrait orientated platform. They also use a large amount of hashtags when it comes to their descriptions which, while it does benefit their SEO (search engine optimisation) and presence, looks unprofessional. Instead they should be some at the bottom and keep the main body of text unaffected.

scm_wood_uk • Follow

scm_wood_uk SCM cpc action p

The electro mechanical cabinet clamp #SCM #cpc action p is the ideal solution for the assembly of cabinets.

The automatic set-up allows to a simple use of the #clamp to provide your customers with a perfectly squared cabinet.

This automatic machine is suitable for all #cabinet manufacturers, with low productive volumes (up to 30 #cabinets/shift). #scmgroup #scmuk #furniture #furnituremaker #clamping #madeinitaly

128w

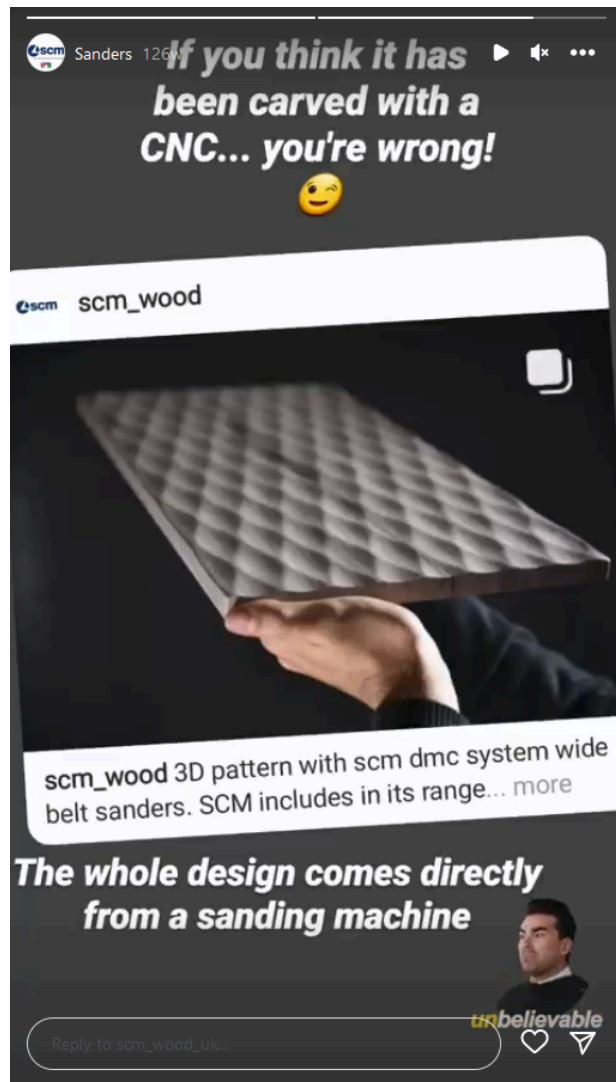
118 views

JUNE 5, 2020

Add a comment... Post

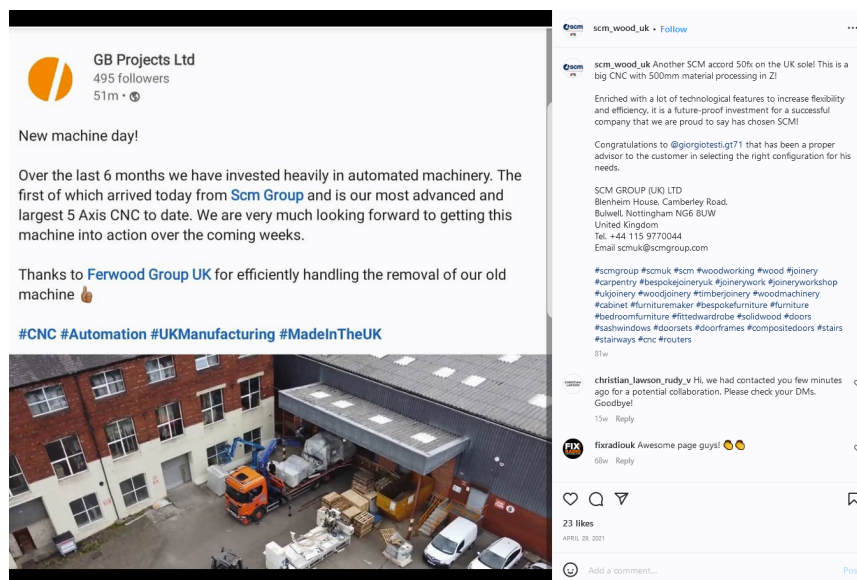


What is interesting is the use of Instagram's stories in regards to making it appear more millennial friendly. Using emojis and GIFs while displaying the results of their products can be seen as an easy way to digest the information, especially for those who may not be familiar with the tools used.

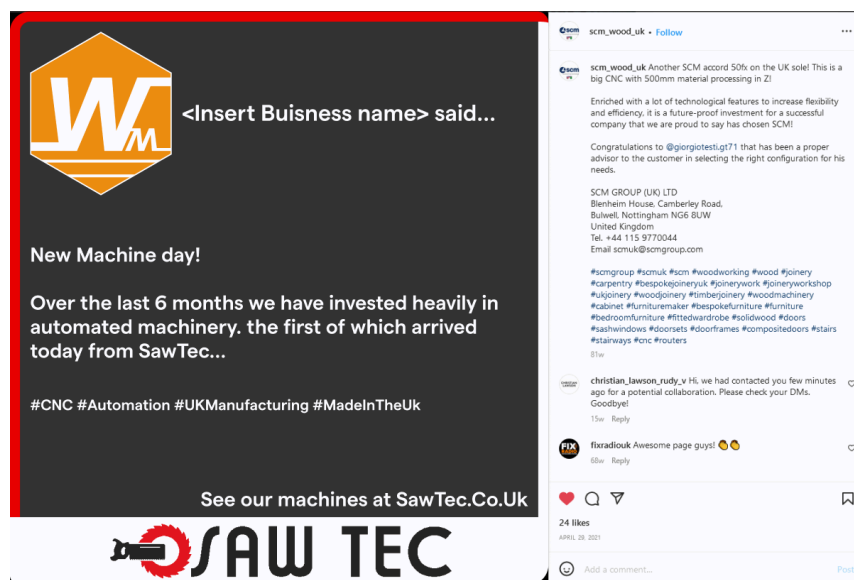




What is not good is the poor presentation of customer brands. What is clearly a screenshot of a post that has been subsequently put onto their own page and poorly implemented, not thinking about the aspect ratio of the image vs the window and forgetting to crop out the scroll bar on the side of the page.



If it were my decision, I would have taken the text and the logo of the company I was quoting and transformed it into my own image using a specialised template and linking to the customer's page/original in the text on the post on the right (example below).





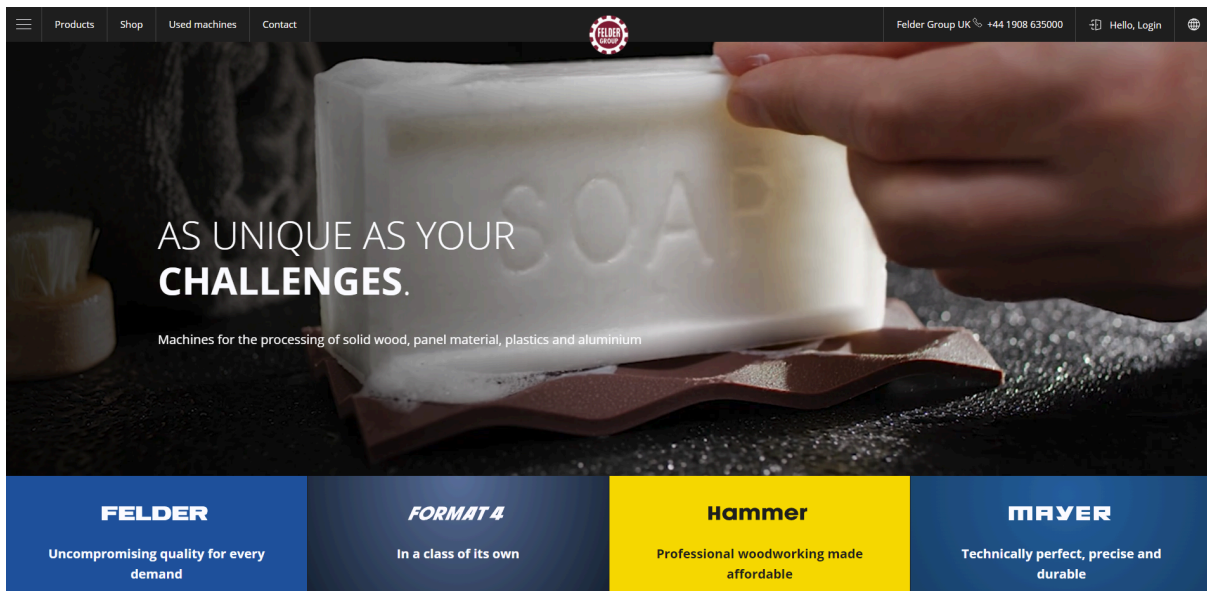
Conclusion

In general, the brand does seem to use its social media effectively, but with some serious caveats which are detrimental to the overall presentation of the brand. When using either other people's posts, SCM seems to allow their standards to slip, which in contrast to some of their videos presented is quite the drop off in quality. When the bar is set, it must be met constantly, otherwise the opinion of the reader may be soured as they continue to look at your social media.

Brand 2: Felder

First Impressions

Felder seems to use a mixture of stock imagery and high quality in-house images to present themselves as a formal and professional business. The layout regarding the remainder of their website however is a mixed approach with strange spacing and buttons on their homepage. What should be a simple presentation of who they are, it is instead a large promotional video at the top, followed by 4 "Brand Identity" tabs before moving into a myriad of other topics. If it weren't for the toolbar at the top indicating the other sections where they actually sell their products, you would be hard pressed to know where to begin.



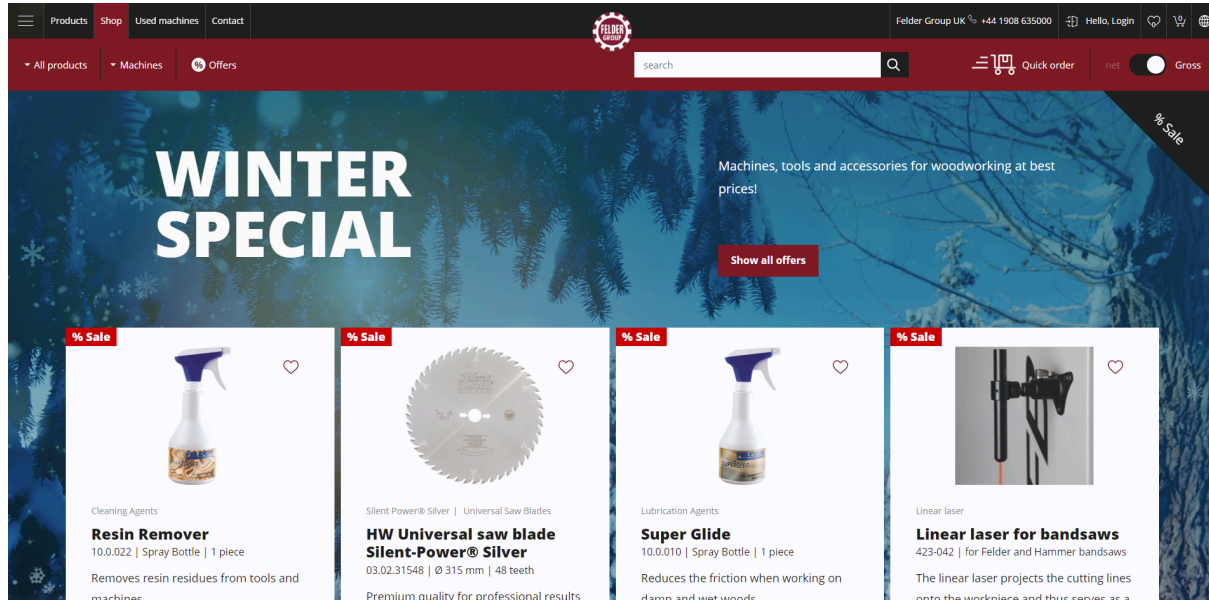


Website Store page

After selecting the Shop page on the navigation bar, it immediately presents items that are on their special offers section overlaid on top of a stock image of a winter scene. The website then proceeds to prompt the user to see what other items are included in the seasonal special. The user can either select to view specific types of product on the top left and can refine their searches as they desire. They can also select the products section in order to see specific brands and tools.

The products are laid out clearly and represented in both their categories and layout. From the initial viewing in a smaller window the user can identify the dimensions, quantity, short description, and price. It is sufficient to get the user to understand what items are without going too in depth, and provides them a link to an individual product page which contains the other necessary information.

In this regard, it's effective in getting across what they're able to get from Felder, however, it's sizing for the products displayed on the page could be made smaller and more concise so that more than four items appear at a time, and perhaps making the products dropdown menu more apparent would speed up the process of discovering what the user wants.



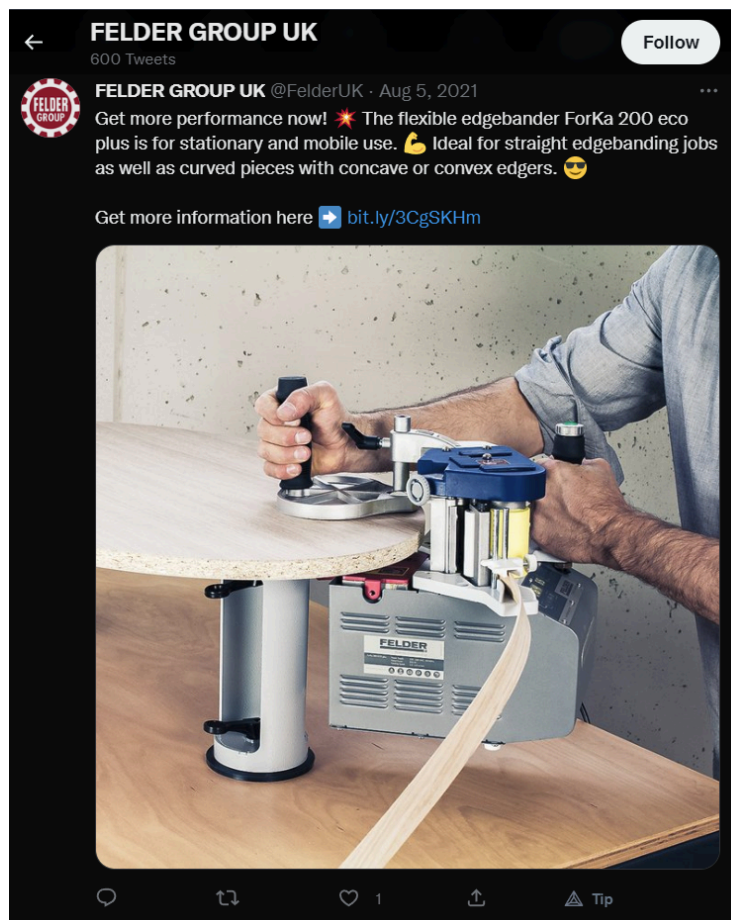


Facebook, Twitter

When reviewing their Facebook and Twitter pages, there is a good effort made in regards to keeping the branding consistent and presenting the best of the company. By using stock imagery/high quality promotional assets, effective phrasing, and use of emojis, the brand comes off as a modern and professional business.

Typically a post would consist of a single image or video, with a brief amount of text regarding the product, and finishing with a link to the store page in question. It's effective, short, and to the point. Emoji use can be seen as childish and does not suit every situation or post, but the impact an emoji can have on the words on screen can improve the tone of a post.

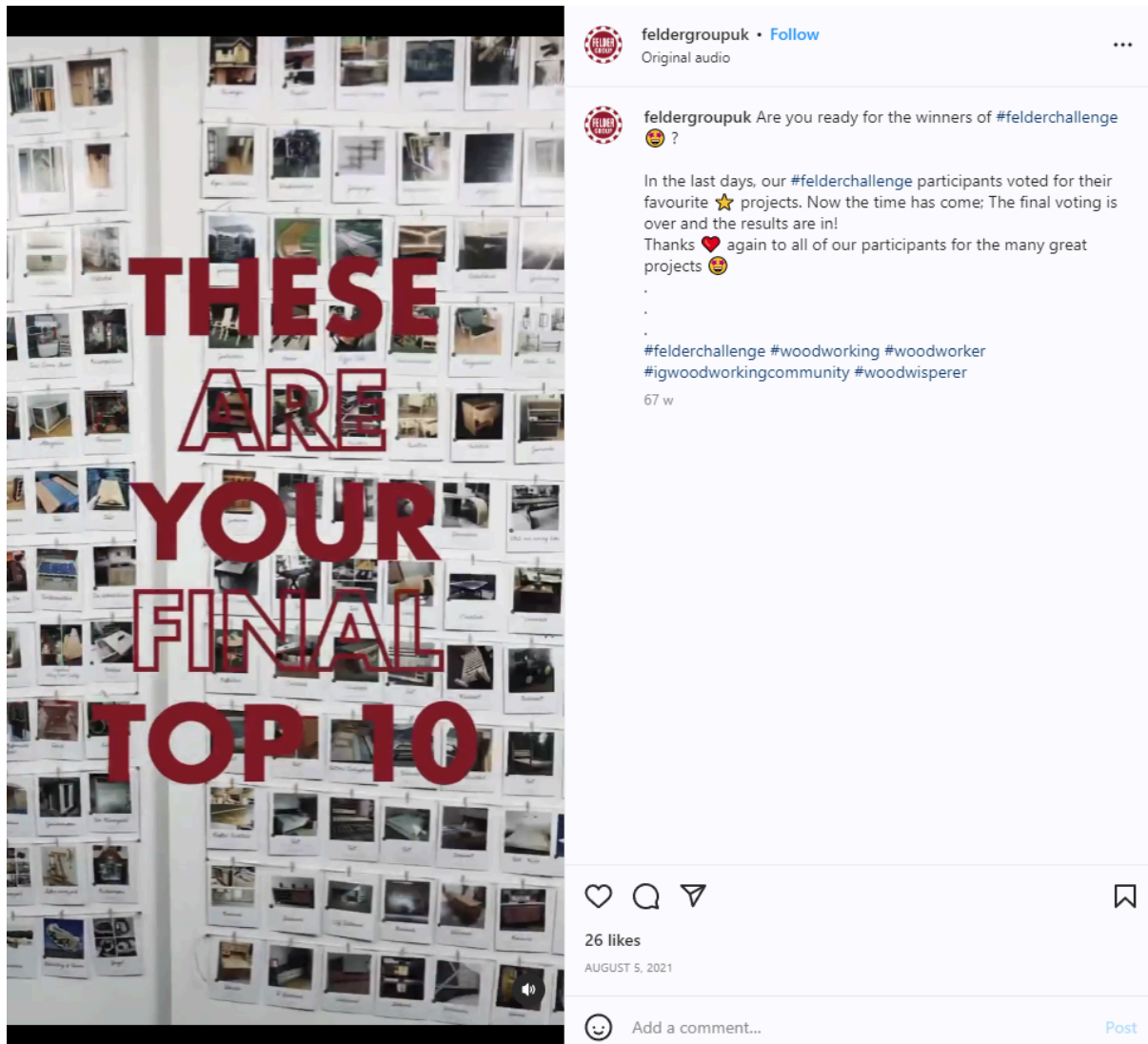
I'd personally still attempt to get something which identifies who the product is from, or who is selling it in the image as that is going to be what most users would be drawn to look at first. Perhaps a border or just placing a logo in the corner of the screen rather than relying on what is in the text above.





Instagram

The Instagram page is a good example of properly formatting your videos and photos to correctly fit the aspect ratio of the screen. The videos are clean cut and have a high production value, which displays the brand and its message in a short but efficient manner. Each video concludes with the brand's logo and the use of hashtags in the description is not overly excessive. It's important to put an emphasis on the brand as it is the last thing you wish for the user to remember and thus come and purchase your product.





Conclusion

Despite the fact that Felder hasn't posted in a long time on any of their social media pages, or on LinkedIn at all, the use of marketing and social media is a good example of how to promote a business effectively. Their style is consistent across their different platforms and when looking at the number of views each post receives, it is apparent that it's a successful approach.

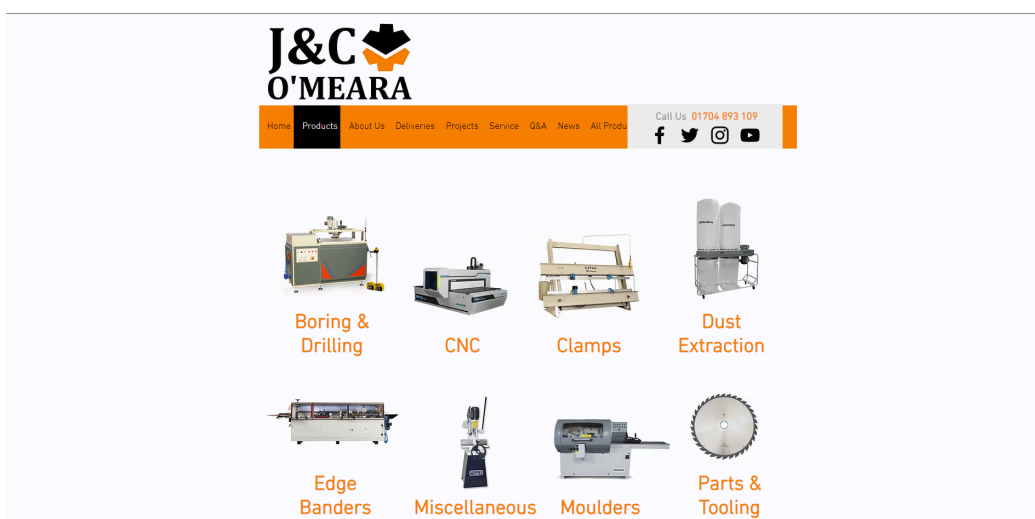
Brand 3: J & C O'Meara

First Impression

The website and social media for J & C O'Meara are presentable and practical, using some semi-professional footage mixed with some in-house photos of the team working. What it lacks in refinement, it makes up for in personability by allowing the audience to see the team working together. The website itself has a featured product carousel which displays a variety of the machines they sell, which gives the user an idea of how many tools they actually sell.

Website

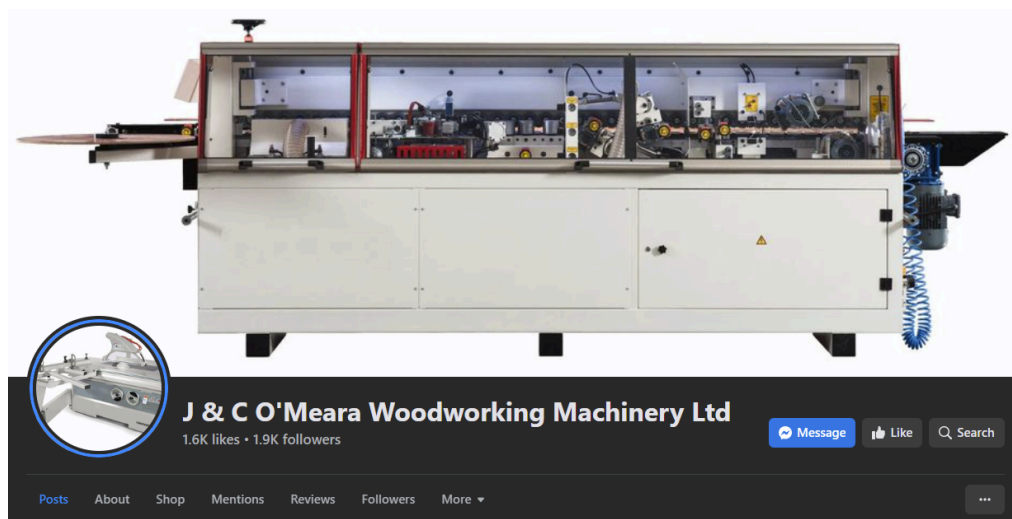
The website URL is an immediate issue. Ukwoodworkingmachinery.co.uk isn't related to the name J & C O'Meara and the name will not perform well regarding SEO due to how generic the domain name is. The website itself in terms of style is standard, with nothing striking regarding the aesthetics outside of a header video that is simple yet effective in getting the user's attention. The navigation bar seems functional, but when you go from the home page to the products page, the "All Products" is cut off. There's a lot of unused white space which makes it seem barren. While it doesn't need to have multiple videos running, it's in stark contrast to what the home page looks like.



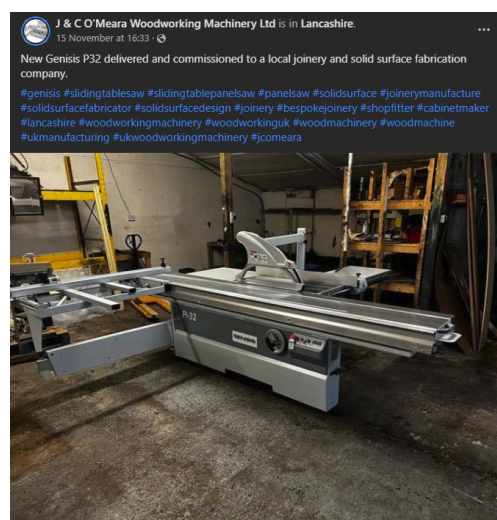


Facebook, Instagram & Twitter

The Facebook page has a general branding issue regarding its header and profile image. It's just two images of a CNC and a saw machine which says nothing about the brand J & C O'Meara. If the title on the webpage was not present, then the end user wouldn't know what page they were on.

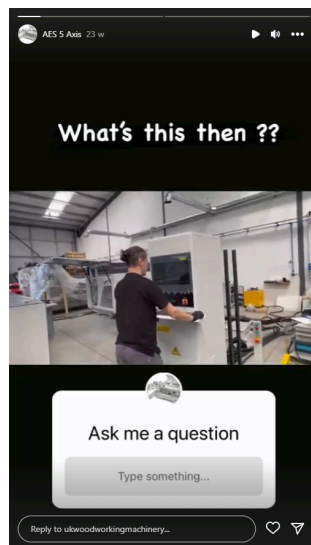


The post quality is reasonable, with the topics typically ranging from the new machinery being sold and installed, to members of the team working with their machinery. The use of hashtags is reasonable in terms of how many used, but could use a hashtag of their own (#J&Comera for example) so that the posts have a better opportunity of reaching the target audience and linking it back to their page and their website. The level of personability doesn't bring down the image of the company and reinforces that it's a cohesive team working together.

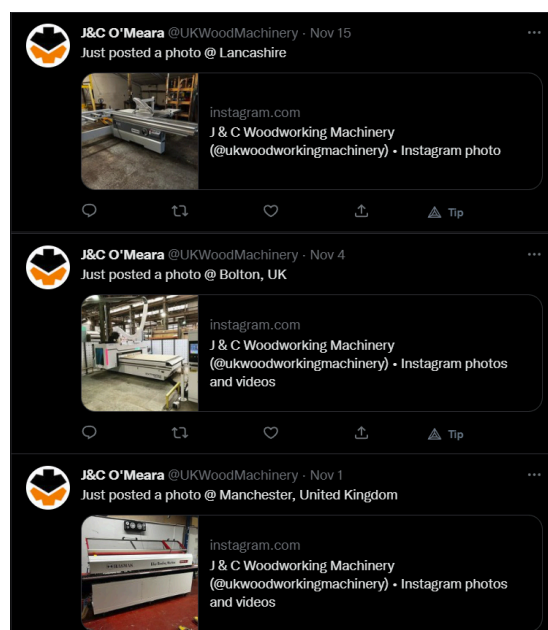




Their Instagram account posts the same things as their Facebook, and suffers the same branding issue, however, there are new videos in the form of stories where they display the site at work in 30 second videos. While the quality of the videos is low, it still can be treated as an effective marketing tool as it displays they are a modern company with a friendly staff.



The same cannot be said for their Twitter, which seems to be used only to repost links to their instagram. This isn't professional in the slightest as it seems to be more of an afterthought account rather than something that is going to help the business. The only positives regarding the Twitter account is that it's correctly branded so that you can tell it is J & C O'Meara.





Conclusion

In regards to what they post on their social media, the quality & release of content seems to be consistent and is enough for a presence online. The branding on their social media is almost non-existent, with only Twitter having any form of logo/presentation in place.

When you have either an inactive or poorly utilised account, it can damage the appearance of the company or make it appear that the business is no longer active. If a company were to post once every week or bi-weekly, it keeps the name in circulation and puts the accounts higher regarding SEO.

Overall Conclusion:

After analysing these sites, on top of other competitors such as AXYZ Telford or Homag, there are three points that go into using social media effectively. These are presentation, regular uploading, and quality of content.

Presentation

Standardising the posts & branding across Instagram, Facebook, Twitter and LinkedIn using efficient branding will allow our messaging and promotional work to stand out from the competition. There is a lack of effective marketing or use of templates that can be overlays on videos or images from direct competitors such as J & C O'Meara where if you were to observe their accounts without a name attached, you could not tell what business they were from. Instagram would have to use a different aspect ratio due to the nature of it being a phone based app rather than something like Twitter, but that will be simple to accommodate for.

Regular Uploading

With a weekly upload schedule, or a bi-weekly schedule, the name of the brand circulates on the platforms and keeps us in the SEO, the use of a hashtag of #SawTec and #ProTec can also increase our likelihood to be seen by our target audience or being picked up by the algorithms which promote accounts to users.

Quality of Content

The quality of video or other media along with engaging posts to represent the company will elevate SawTec and ProTec's standing online. A clear image which has been treated or edited in Photoshop will always upsell what you are selling/doing rather than just a simple shot from a phone camera. We



can take video and put that into Adobe After Effects or Premiere (video editing software) and enhance the original with some stylised branding to add additional flair to our social media.

Next Steps

I recommend the following should be the appropriate course of action:

- Draft some templates/overlays to use for both SawTec for use across all platforms, making specific ones for each platform should they present media in a different way (e.g Instagram)
- Make some video assets to put on the beginning or ending of videos for both website use and social media use
- Finalise header images and profile pictures for each social media platform

Any other topics can be discussed during the week.