

Jameson, PnP top Facebook

South Africa's top-performing brand on Facebook is Jameson Irish Whiskey, followed by credit card Visa, while Edgars ranks third...

These are the findings of new research by social media agency HaveYouHeard, which analysed the performance of 200 brands. The methodology uses the total number of interactions a page has and divides them by the number of fans to calculate an "interaction engagement score". Other top brands include Mercedes-Benz SA, Volvo, Sony Mobile, Nescafé Dolce Gusto, Revlon and Chivas Regal.

The top-performing brands in terms of pure number of fans were Pick n Pay, Gumtree SA, WhatsForDinner?, OLX SA and FNB, while AutoTraderSA, Jose Cuervo, Avon, SMD *Buy it. Fix it. Drive it.* and Jonsson Workwear have excelled at growing their fan base.



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HaveYouHeard's Jason Stewart says most SA Facebook pages are not being given the attention they need and are not being managed to the best standards. He says brand custodians and their communication agencies remain baffled by the metrics that govern social media. "It's a constant refrain, marketers don't know how to compare their performance to that of competitors. The problem is the industry has not agreed on a set of key metrics for success."

Source: Financial Mail

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