· GREAT GROUNDS ·

COFFEE SHOP

	Task	Response
1	Compare the Tweets' data.	The first tweet had almost double the impressions of the second one. However, engagement was less than 20% as good. Additionally, the applause rate for the second tweet was almost double the first one.
2	Compare the Tweets' content and details.	The first tweet, posted at 8:03 a,m,, had no assets, just the text which was very informative and formal. The second tweet, posted at 1:59 a.m., had a photo and was more witty and humorous.
3	Analyze the differences in the Tweets' performance.	The first tweet had double the impressions so we can use a similar style to raise brand awareness. However, the overall performance of the second tweet shows that we hit close to our ideal customer taste. The timing of the second tweet could have been a factor for the fewer impressions it got.
4	Explain how your analysis will inform your strategy.	We can use a shorter, text only, and formal kind of tweets for the general public to raise brand awareness, but we should also focus on tweets with assets that our ideal customers can relate

		with.