

SALOMON

Q2 2023

Activation Breakdown™

**How Salomon's
Facebook Engagement
Rate Outperformed
Competitors by 7X**

OWNED CHANNELS

FACEBOOK

Purpose of This Research

To identify the content and marketing strategy that contributed to the Facebook growth of Salomon:

- ✓ **Assess key growth periods**
- ✓ **Identify factors behind successful growth**
- ✓ **Highlight applicable tactics and content opportunities**

Why Examine **Salomon** For Facebook Growth Insights?

- ✓ **Audience Attention Growth.** Salomon's gained by 64K Facebook page likes from April 2022 to April 2023. Video views have increased by an +81% YoY, and their engagement has seen a +653% YoY increase.
- ✓ **Viral Video Content.** Two of Salomon's videos have amassed a total of 26M views, indicating the brand's ability to create viral video content.
- ✓ **Engaged Audience.** Salomon's Facebook audience is highly engaged, fostering an active community with a 0.5% engagement rate, which surpasses the average rate of its competitors by 7X.
- ✓ **Paid Growth Strategies.** Salomon's +31% YoY increase in web traffic coincides with a +371% YoY increase in Facebook ad spending, , indicating the brand's successful use of paid ads on the platform.

Applying Trends & Tactics

Competitor Trends & Tactics:

- ✓ **Increased Facebook Ad Spending.** Salomon raised its Facebook ad spend by +371% YoY, coinciding with a +31% YoY increase in web traffic.
- ✓ **Link Ads.** Salomon allocated 57% of their Facebook ad spend to link ad posts.
- ✓ **Carousel Ads.** Salomon uses Advantage+ Catalog ads to target specific audiences and drive e-commerce sales.
- ✓ **Compelling and Daring Content.** Salomon's [two viral videos](#), which accounted for 61% of total views, captivated audiences with their draining and thrilling nature.
- ✓ **Optimize Videos.** Viral videos used vertical format and 360-degree action cameras and were 30-45 seconds long.
- ✓ **Increased Engagement.** Salomon surpasses competitors in Facebook interactions, with 4X their total engagements and a 653% YoY growth.

Application:

Increase Facebook ad investments to drive website traffic, concentrating spending at the onset of [new seasons](#): October for winter sports and March for spring outdoor activities.

Create captivating [link posts](#) to promote new products and drive traffic to specific pages on your website.

Retarget visitors who viewed but didn't purchase items using Advantage+ Catalog ads on Facebook to drive e-comm sales.

Utilize this [tool](#) to extract highlights from long form video content to create short videos for Facebook, focusing on the most captivating moments.

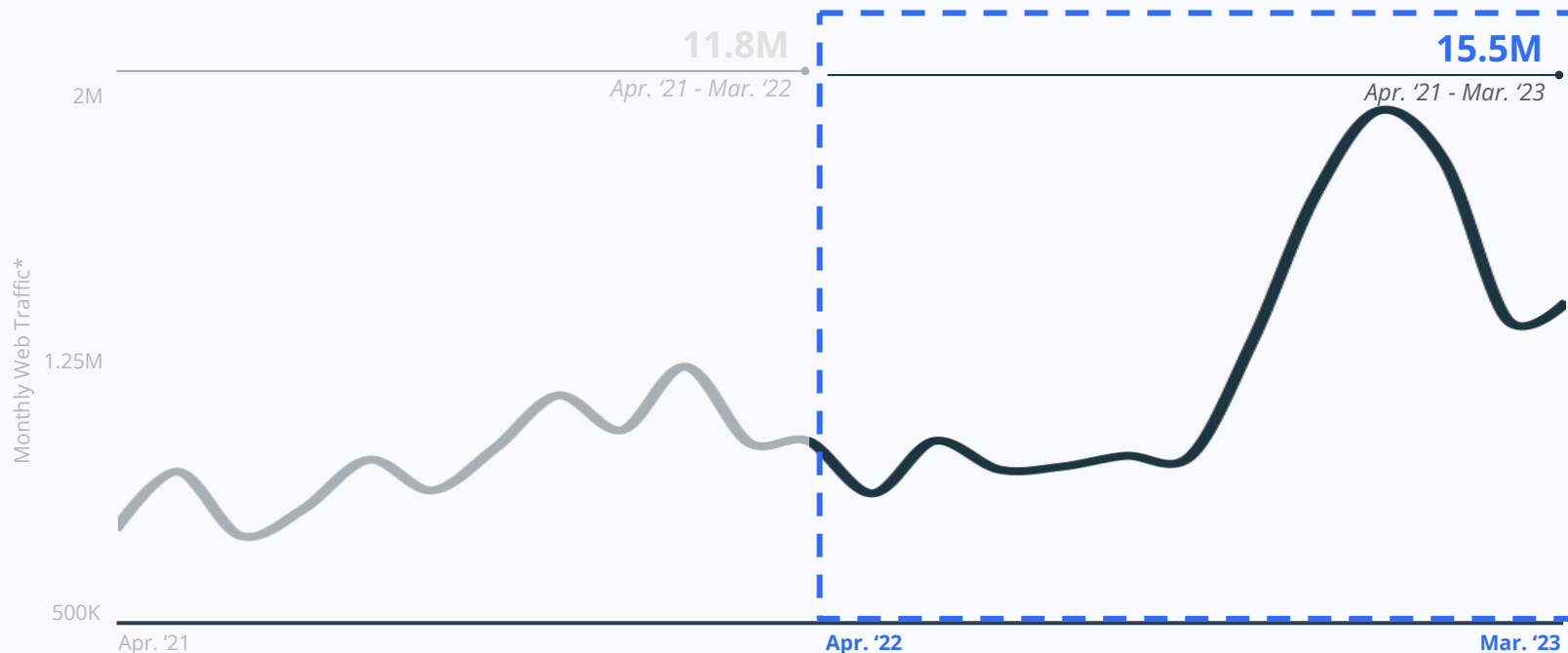
Adopt vertical, 30-45 sec videos for mobile users. Use POV and 360-degree cameras for immersive, viral content.

Adopt Salomon's Facebook strategy, featuring product-centric and community-building content through both video and photo posts, while ensuring a steady posting cadence.

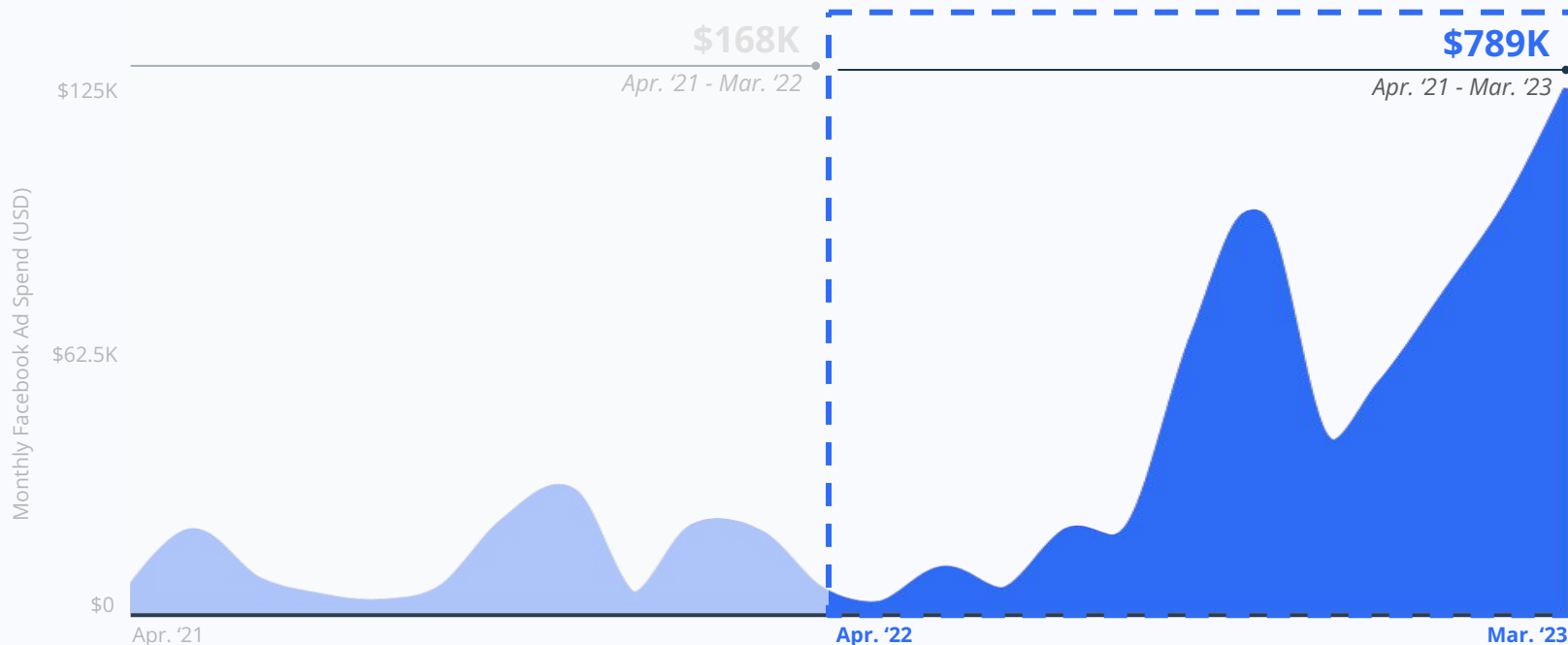
Paid Growth Breakdown



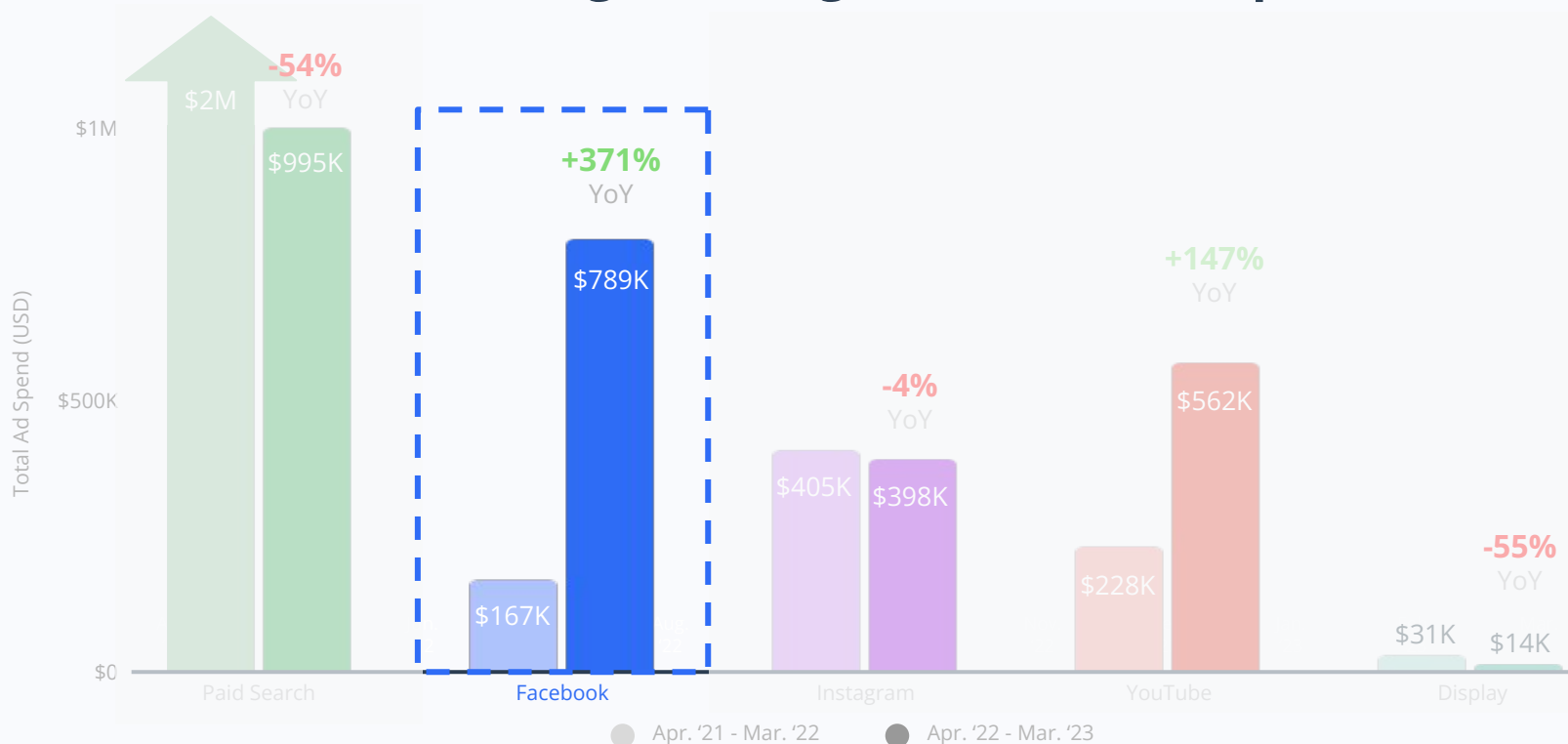
From **April 2022** to **March 2023**, Salomon experienced a **+31% YoY growth** in web traffic.



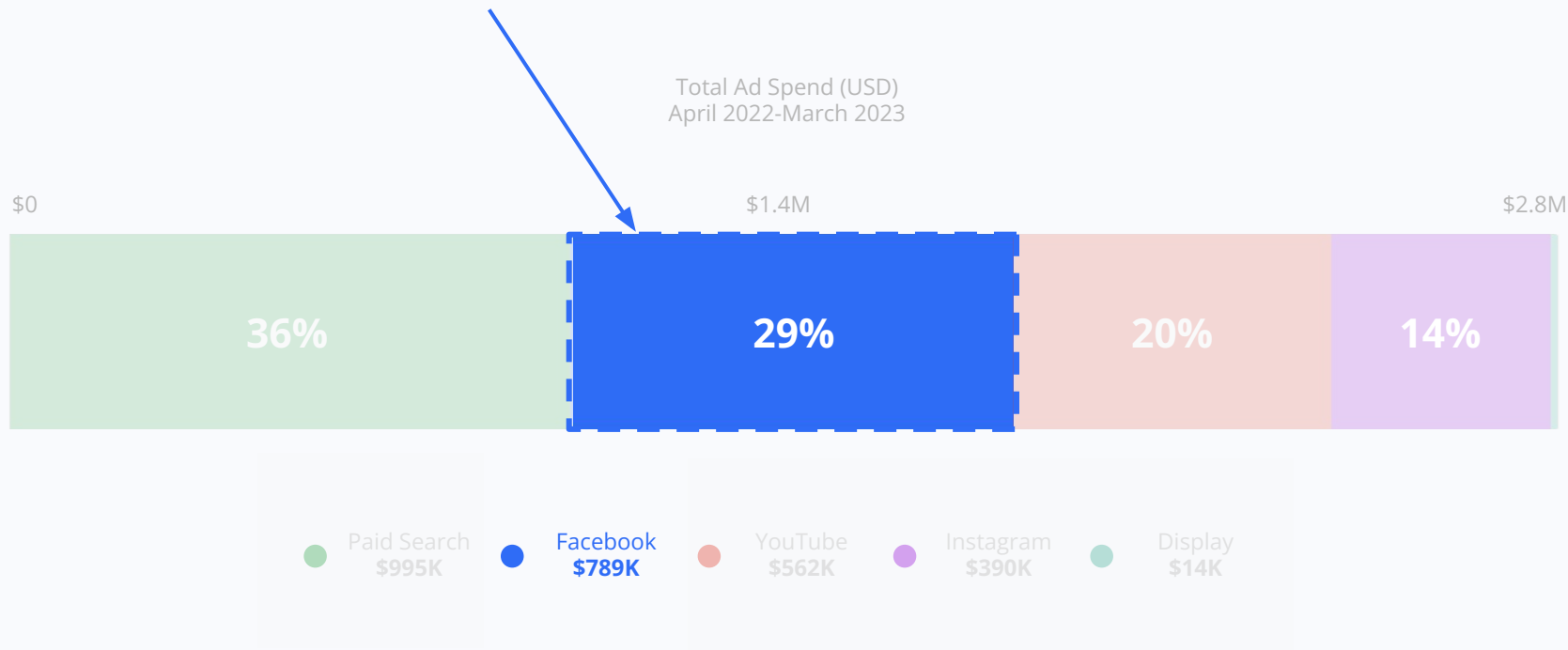
During this period, they increased their **Facebook** ad spending by **+371% YoY**.



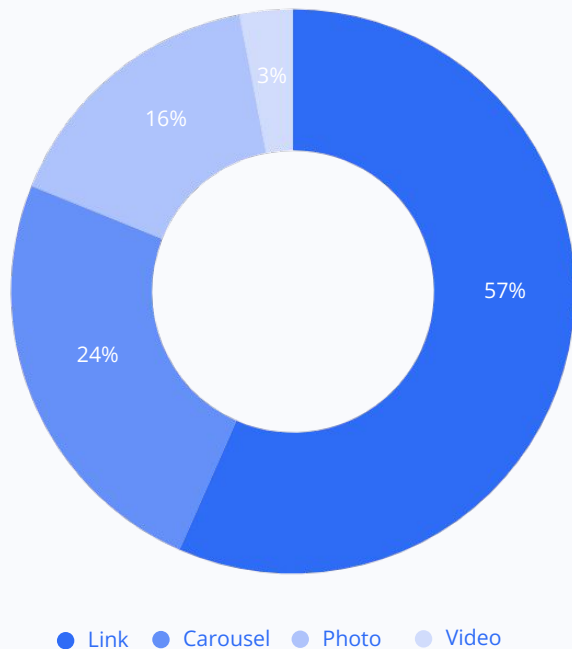
This **+371%** YoY surge in Salomon's **Facebook** ad spend marked the most significant growth across all platforms.



Next to **Paid Search**, Salomon allocated the highest amount to **Facebook** ads from April 2022 to March 2023.



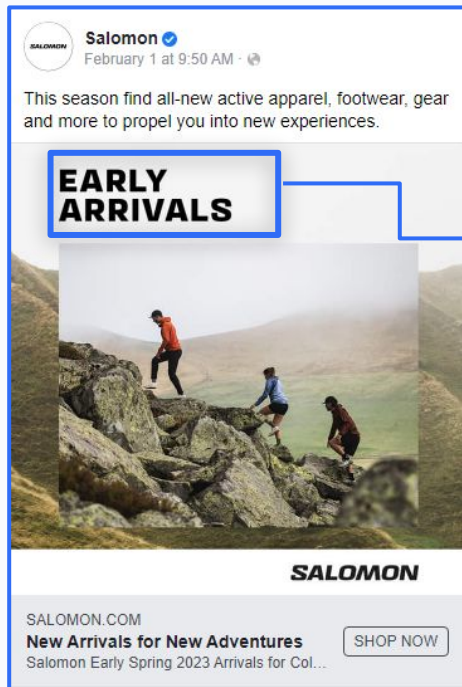
Of Salomon's Facebook ad spend, **57%** went to **link posts**, **24%** went to **carousel posts**, and **16%** went to **photo posts**.





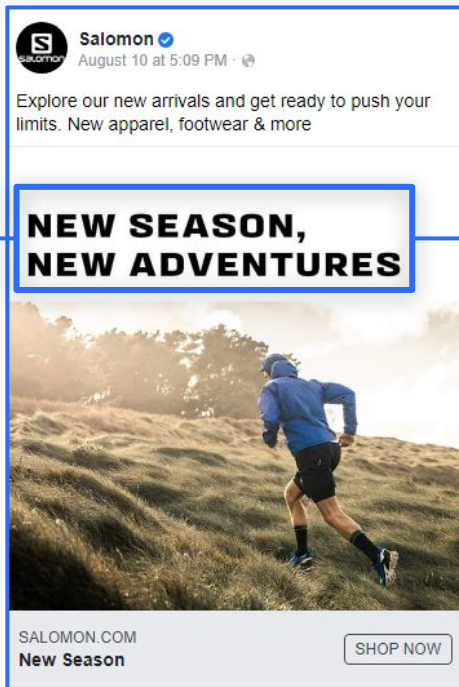
The top link ads featured an **outdoor visual** with an **overlaid headline**.

Link Post Ad



Spend \$52K | Imp. 6.6M | CPM \$7
[Click to View](#)

Link Post Ad



Spend \$17K | Imp. 4M | CPM \$4.1
[Click to View](#)



The top link ads feature captivating **outdoor imagery** of individuals utilizing Salomon's products, accompanied by an **attention-grabbing headline** presented in bold, capitalized font overlaying the visual.

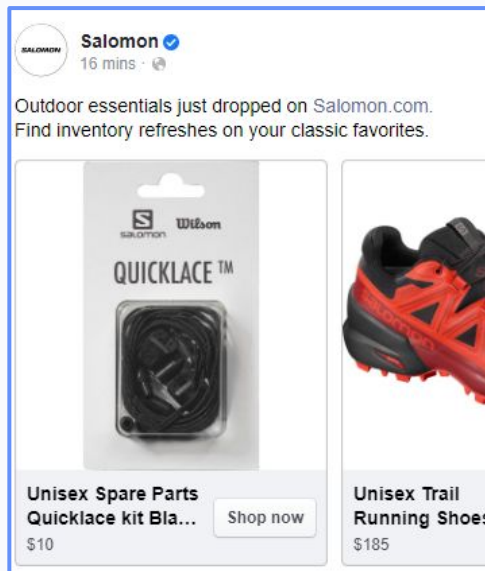


The ads are all about **showcasing the latest and greatest** with the phrases such as "all-new," "New Arrivals," and "New Season." It creates an **exclusive vibe**, making you feel like you don't want to **miss out** on their newest collection.



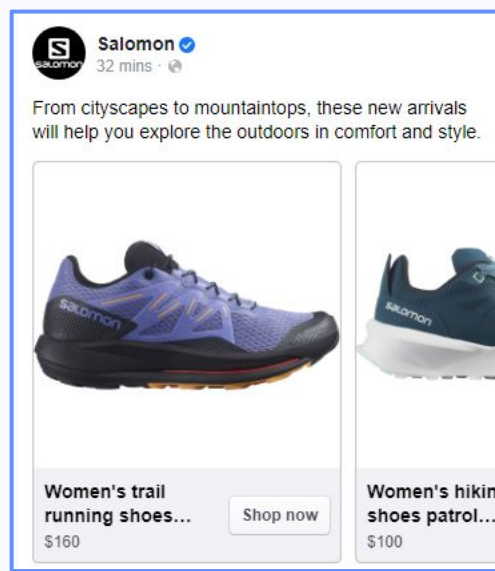
Salomon utilizes Advantage+ Catalog ads to drive e-comm sales.

Carousel Ad



Spend \$86K | Imp. 11M | CPM \$7.8
[Click to View](#)

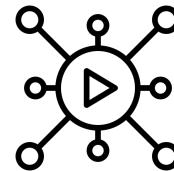
Carousel Ad



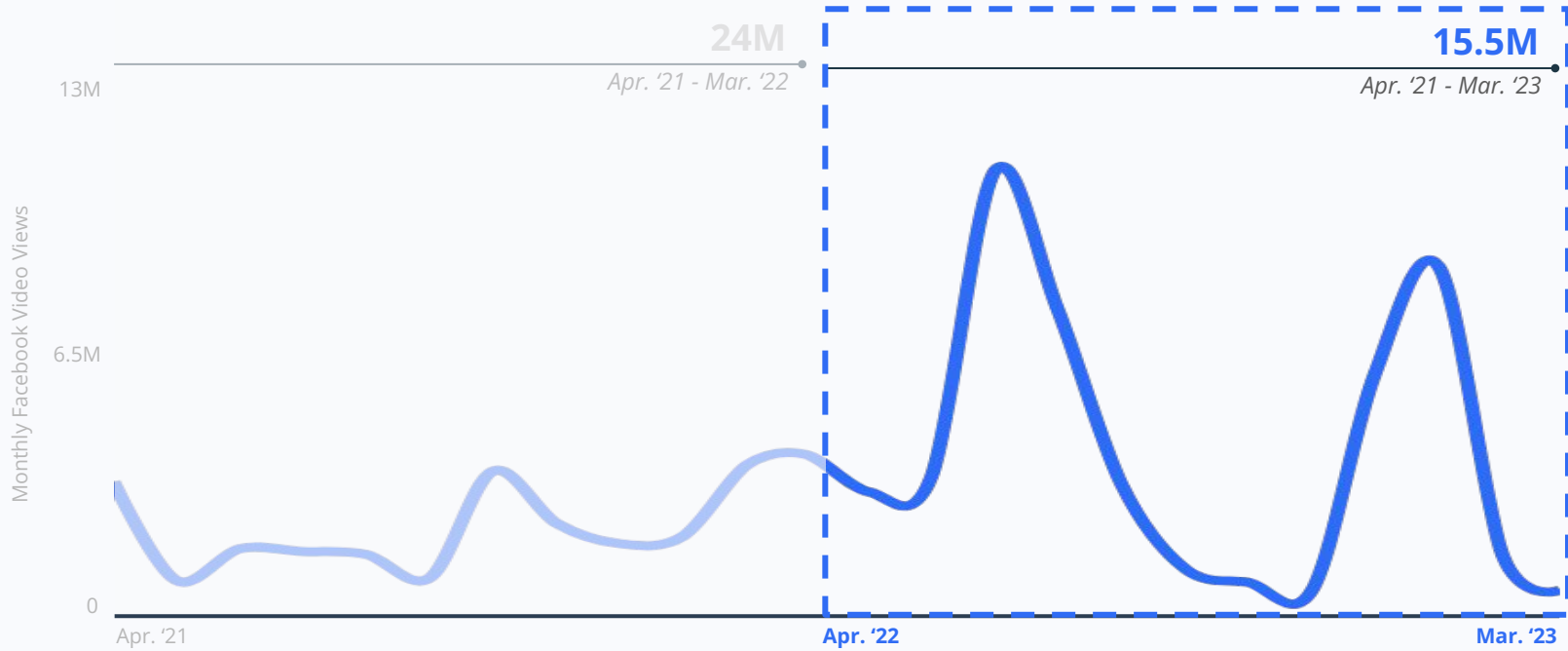
Spend \$10K | Imp. 1.3M | CPM \$7.7
[Click to View](#)

- ✓ To optimize your ad set, Facebook recommends **filtering items by a few broad categories**, such as all women's running shoes priced under \$200. This ensures that your ads are **relevant to your target audience** and are more likely to convert.
- ✓ Utilize **Meta Pixel/App Events** to **retarget** visitors who viewed but didn't purchase items and **remind them of those products** using **Advantage+ Catalog ads** on Facebook.

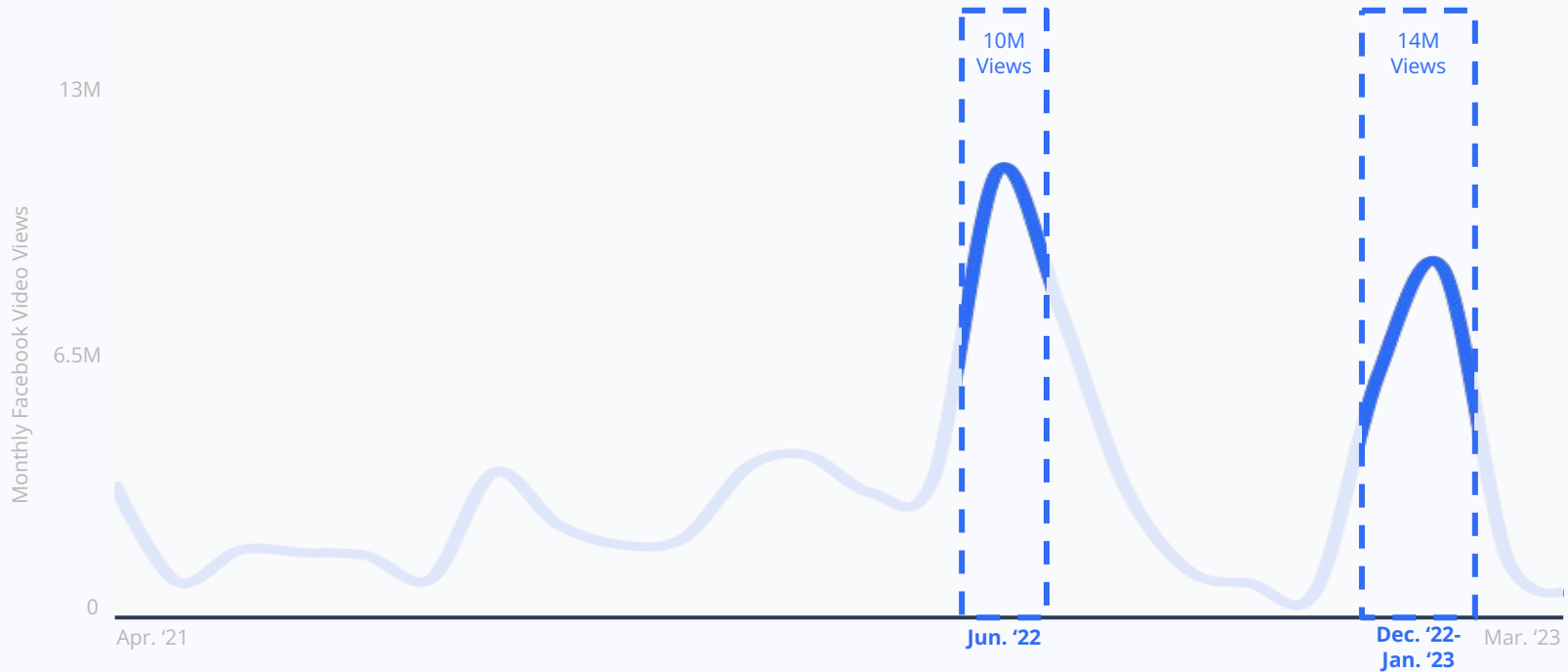
Viral Videos Breakdown



From **April 2022** to **March 2023**, Salomon experienced a **+81% YoY** growth in Facebook views.

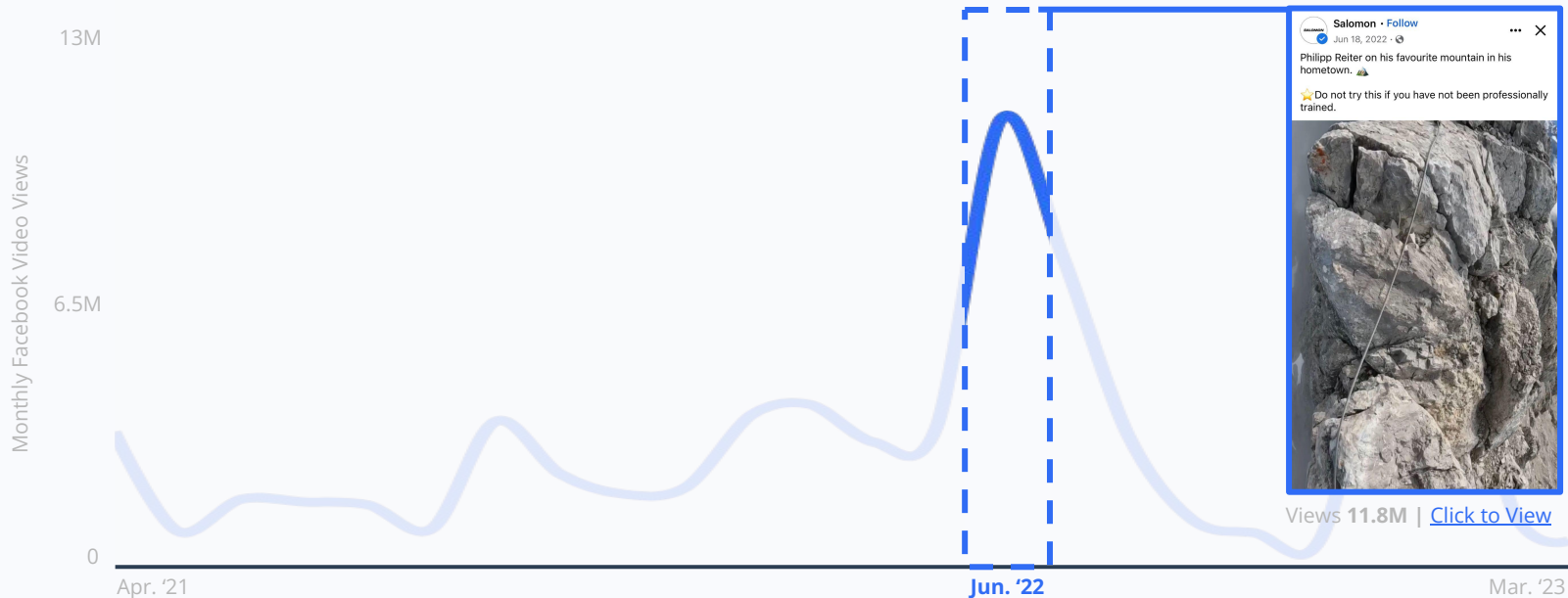


Salomon experienced two surges in Facebook views: **June 2022** at **10M** and **December 2022 - January 2023** at **14M**.

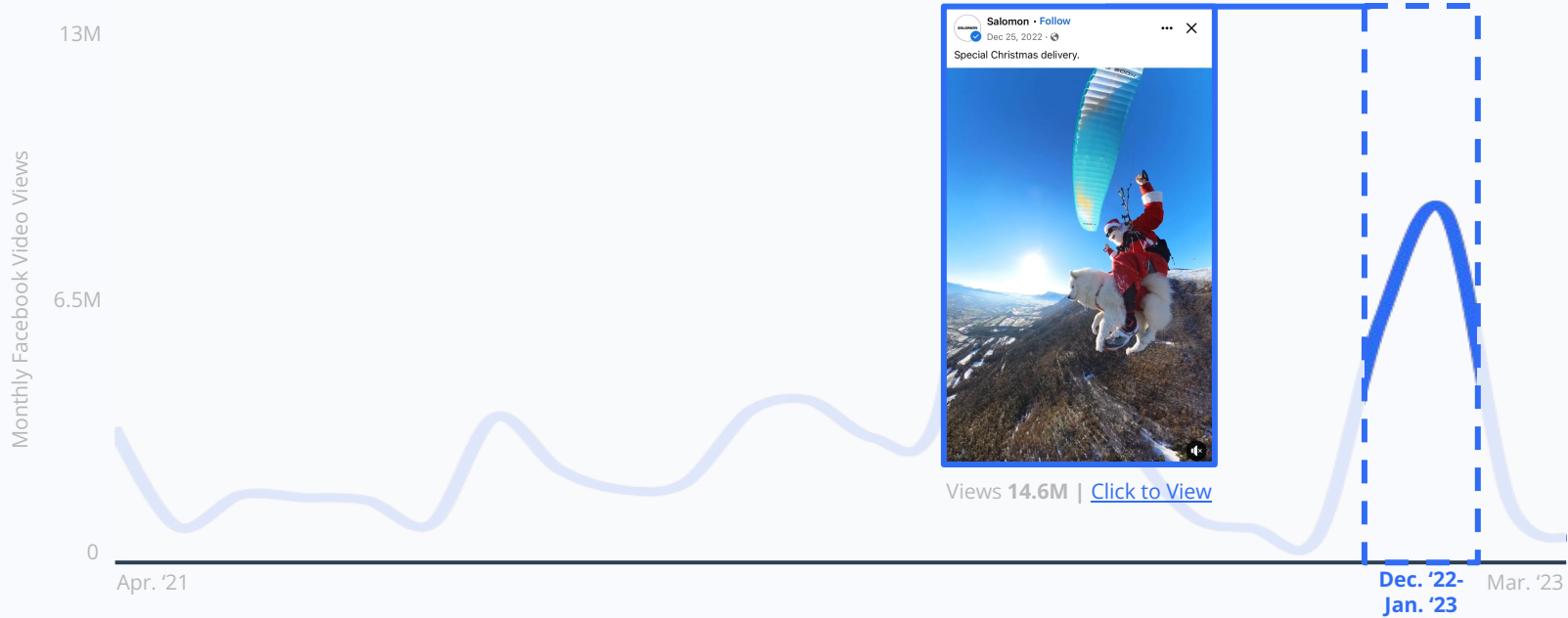


In June 2022, Salomon shared a [viral POV video](#) featuring [Philipp Reiter](#) scaling a mountain at great heights.

As of April 2023, the video has garnered over 11M views.



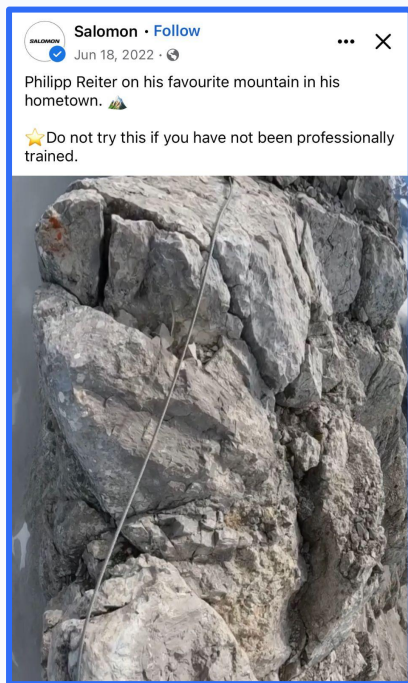
Salomon's [Christmas 2022 video](#) of "Santa" paragliding with a dog went viral on Facebook, generating over **14.6M views**.





These two viral videos accounted for **61%** of Salomon's total views*:

June 2022



Views **11.8M** | [Click to View](#)

December 2022



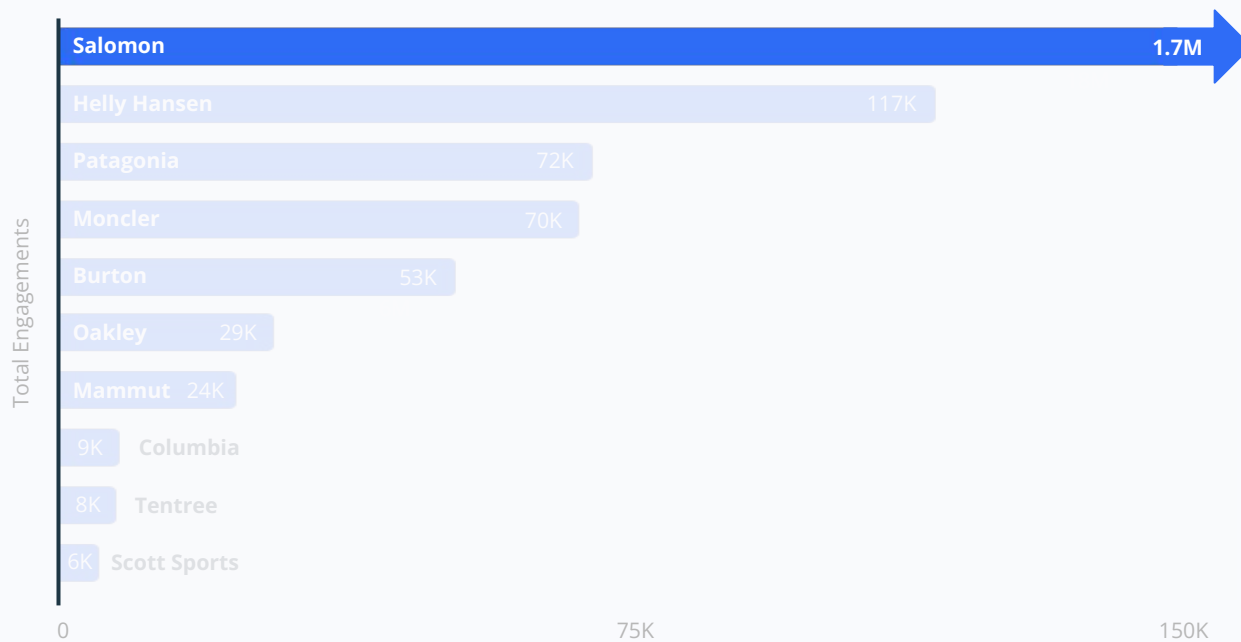
Views **14.6M** | [Click to View](#)

- ✓ These two videos likely gained **viral traction** due to their **compelling and daring nature**. In this [video](#), the intense POV perspective of Philipp Reiter ascending an incredibly steep mountain is hard to resist. Additionally, this [video](#) grabs attention with its bold stunt, featuring a paraglider dressed as Santa riding a dog, complete with 360-degree POV footage as they glide through the sky.
- ✓ Both viral videos effectively employed a **vertical format**, were captured using a **360-degree action camera**, and were between **30-45 seconds in length** (specifically, [35](#) and [44](#) seconds long).
- ✓ This [video](#) features the **Salomon sponsored Adventure Film Director**, [Shams](#), who creates paragliding content for the brand.

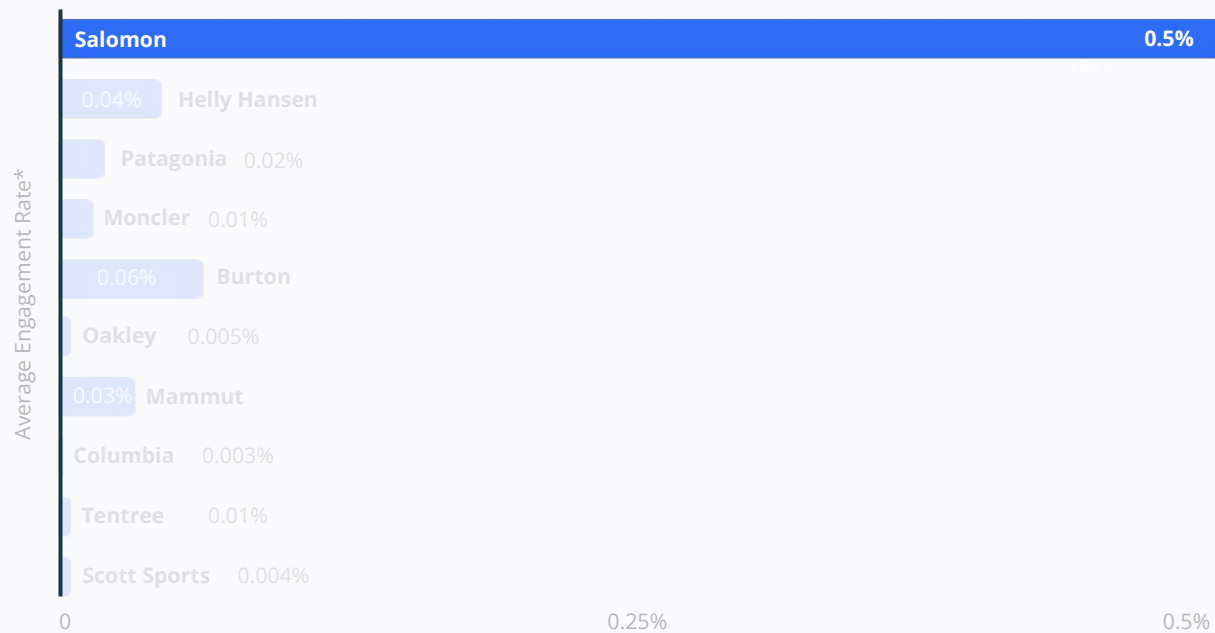
Organic Engagement Breakdown



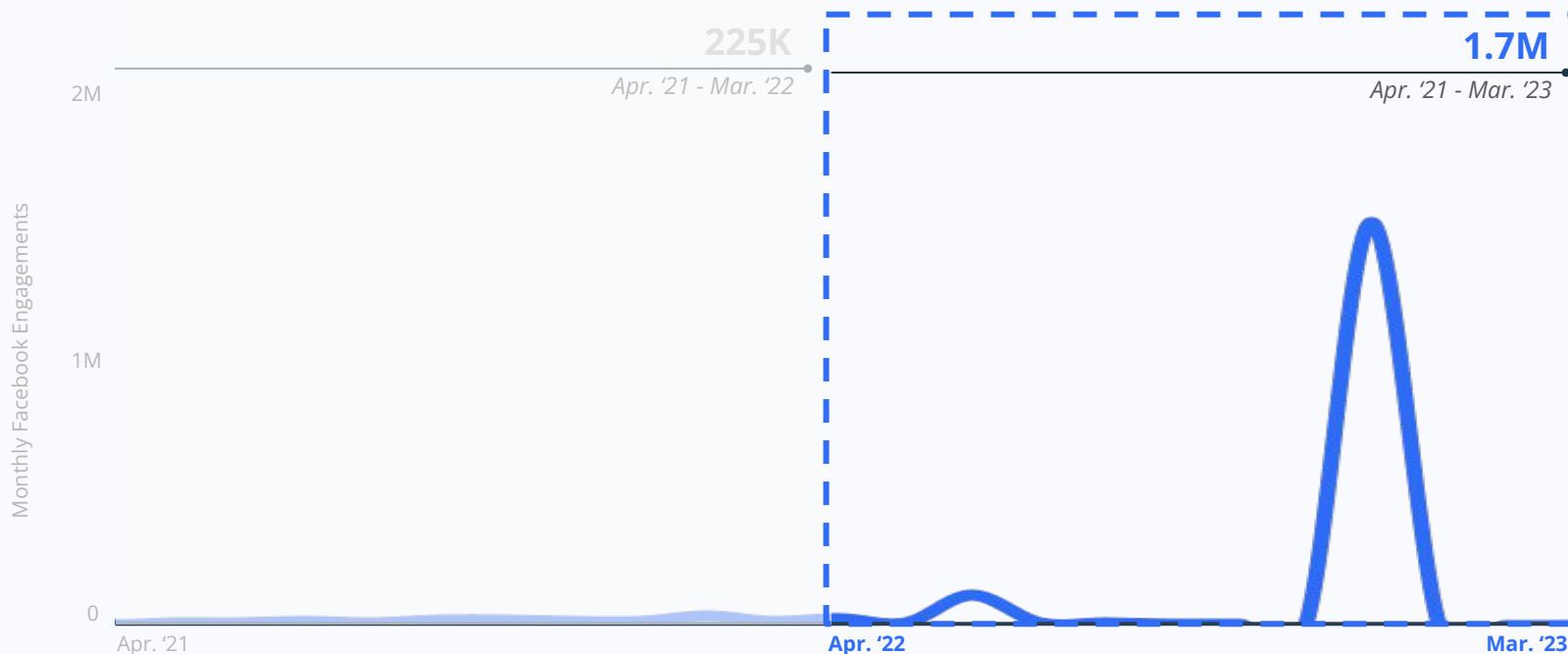
Salomon excels in Facebook engagement volume among competitors, yielding **4X** of their **total collective engagements**.



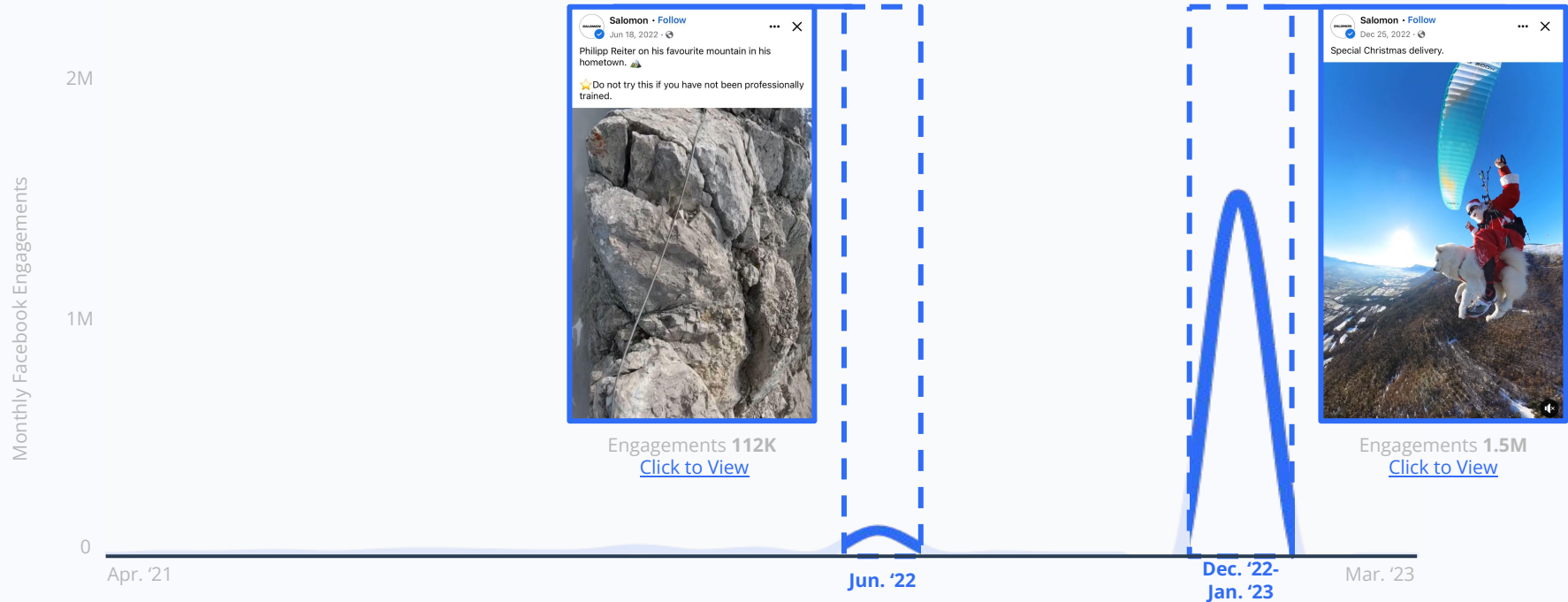
Additionally, Salomon excels in engagement rate (0.5%), outperforming competitors with a 7X higher average rate. Indicating its ability to engage with its audience on the platform effectively.



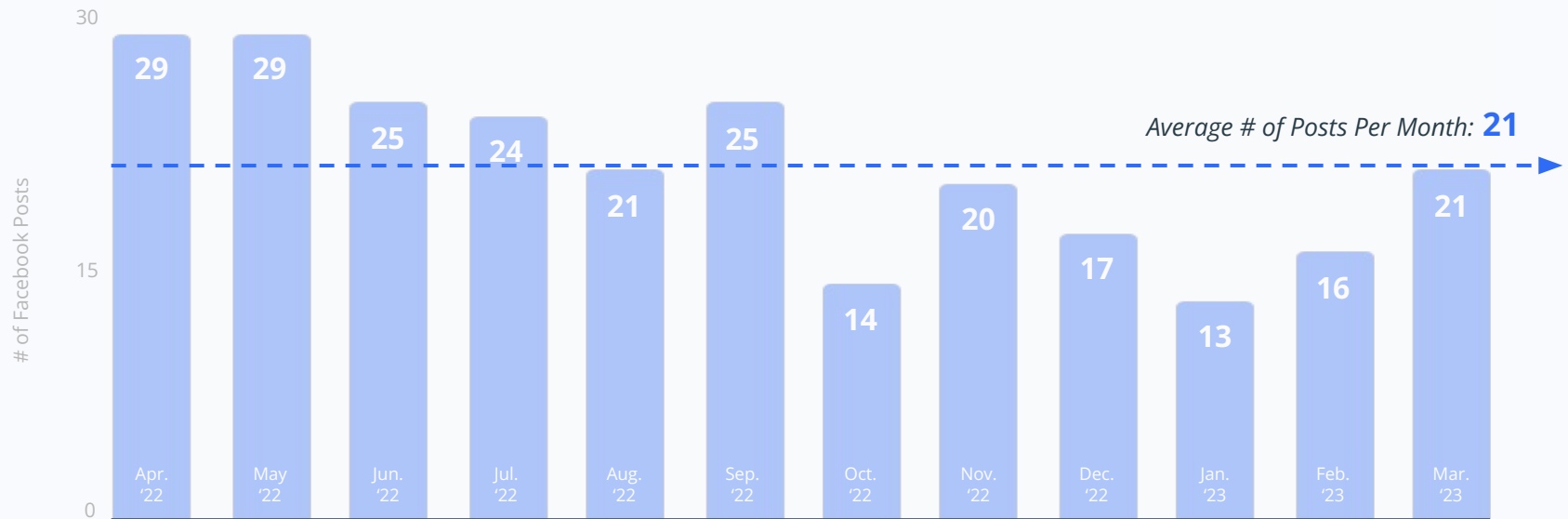
From **April 2022** to **March 2023**, Salomon experienced a **+653%** YoY growth in Facebook engagements.



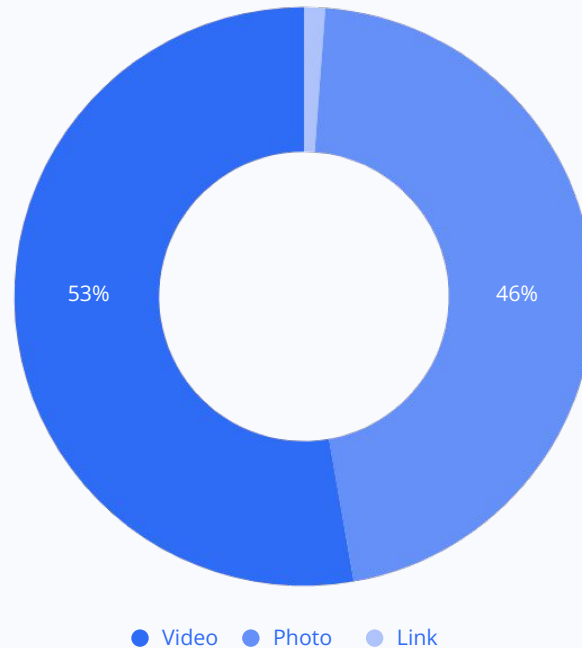
Salomon's spikes in engagement coincide with the viral posts shared in June 2022 and December 2022.



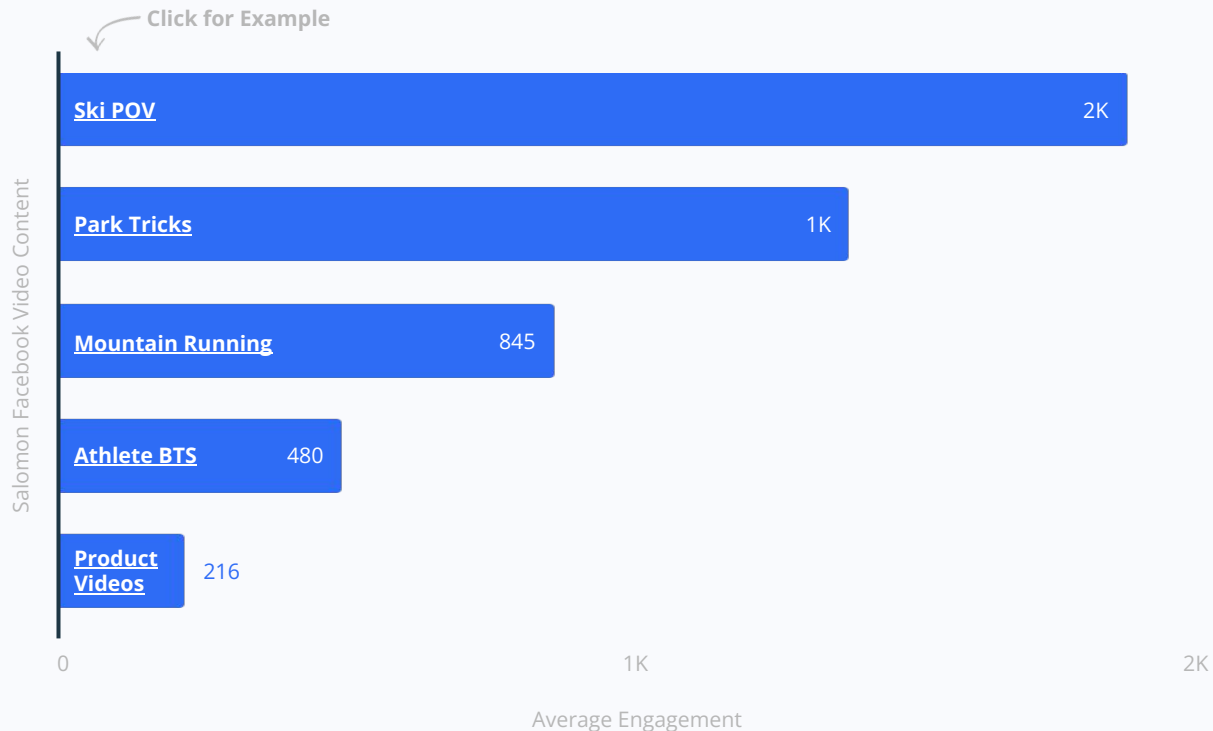
Salomon maintained a **relatively consistent** post cadence on Facebook, averaging **21 posts per month**.



Salomon's Facebook content strategy focuses on **videos (53%)** and **photos (46%)**.



Salomon's **Ski POV** and **Park Tricks** videos generated the highest levels of engagement on average.

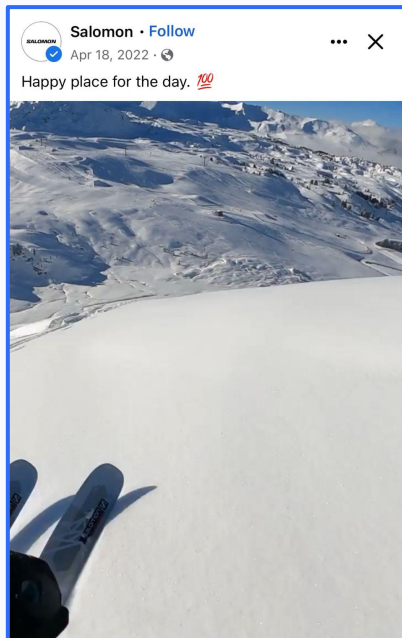




Ski POV Videos

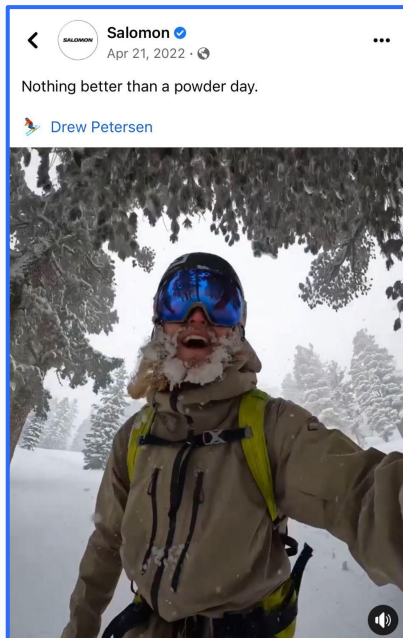
Organic Engagement — Video Posts

These videos give viewers a **first-person view** of the skiing experience, allowing them to see what it's like to navigate down the mountain.



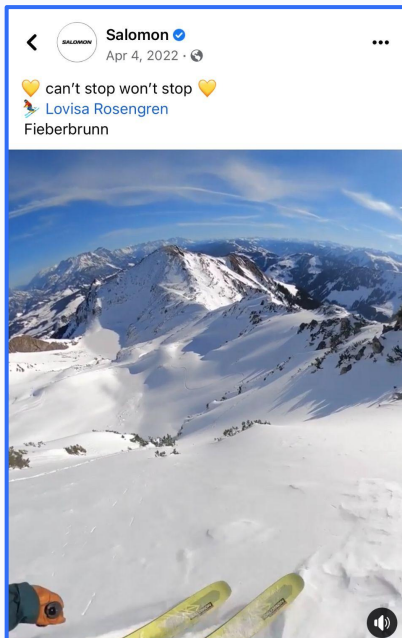
Engagements **7.4K**

[Click to View](#)



Engagements **4.8K**

[Click to View](#)



Engagements **2.7K**

[Click to View](#)

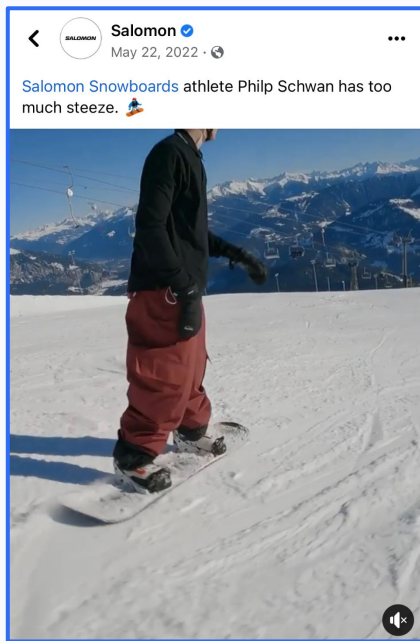
- ✓ The videos are captured using an **action camera**, are **vertically oriented**, and typically last between **30 to 60 seconds**.
- ✓ Salomon's **concise captions mention the skier featured in the video** while incorporating **emojis**. These emojis help **grab viewers' attention**, add a **playful touch**, and **break up the text**.
- ✓ This **video** employs a **selfie angle**, providing a perspective that lets the viewer see the **skier's reaction** as they carve through deep powder.



Park Trick Videos

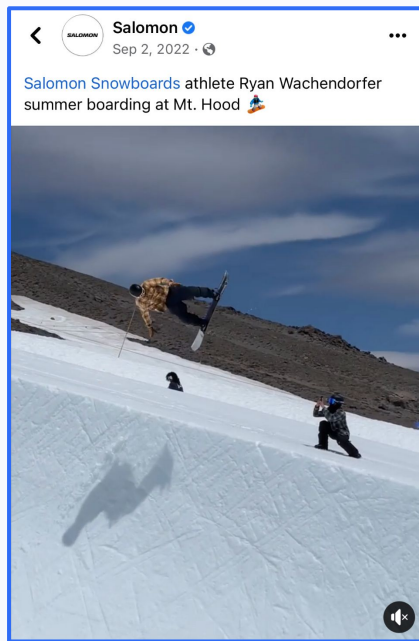
Organic Engagement — Video Posts

The videos showcase **ski** and **snowboard** athletes exhibiting their **skills** in terrain parks or on a halfpipe.



Engagements **5.0K**

[Click to View](#)

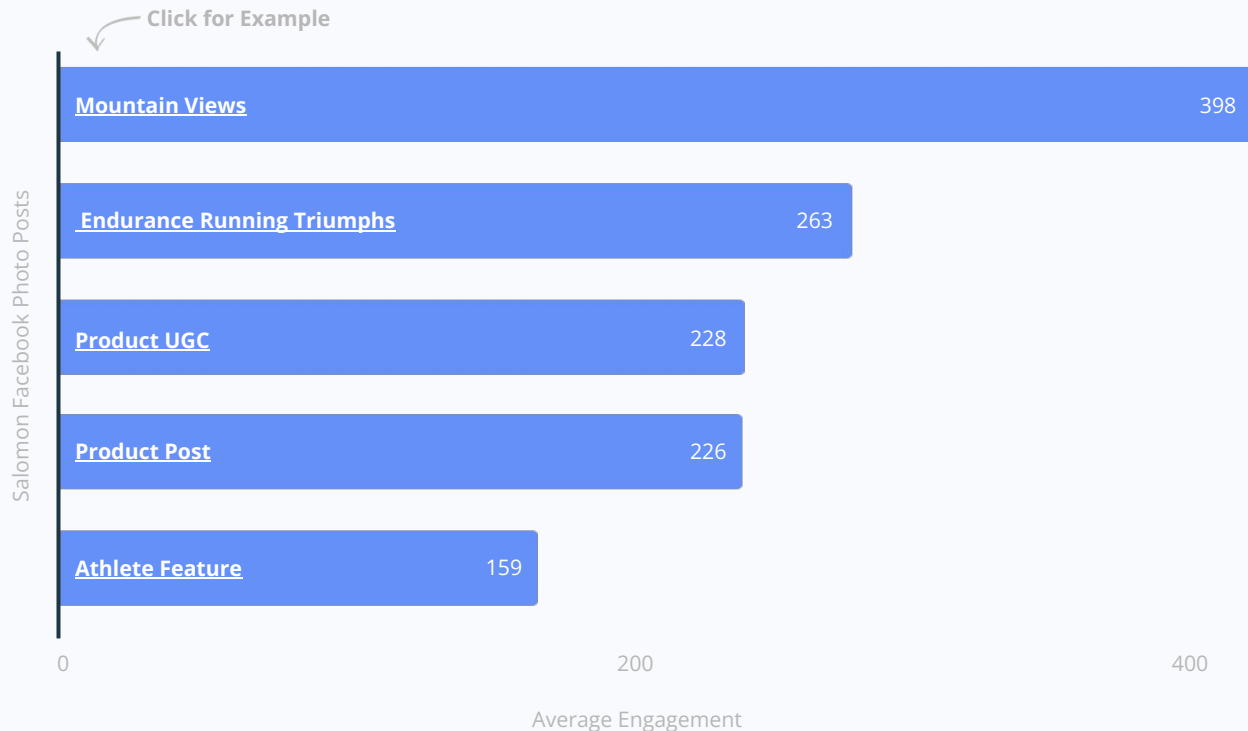


Engagements **1.0K**

[Click to View](#)

- ✓ **Slow-mo** is used in this [video](#) to give the viewer a better view of the trick and to highlight the **bottom of the athlete's snowboard**, which features the Salomon logo.
- ✓ **Follow-Cam**: In this [video](#), the athlete is filmed performing tricks in the terrain park while someone follows them closely, capturing the action from behind.
- ✓ Salomon **sponsored athletes** are highlighted in these posts through the use of content features and tags.
- ✓ While Salomon has a **separate Facebook account** dedicated to [snowboarding](#), some snowboarding videos are also shared on their main account and tagged with Salomon Snowboards.

On average, Salomon's photo posts showcasing **Mountain Views** and **Endurance Running Triumphs** had the highest engagement.

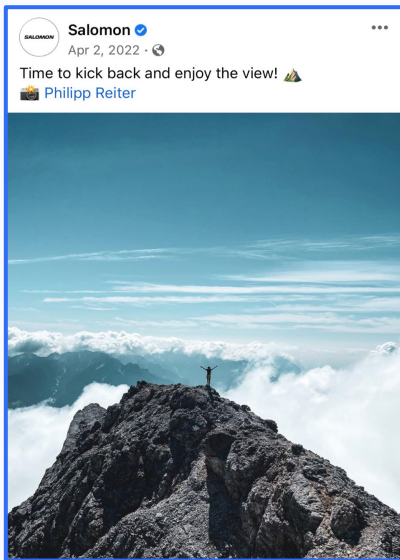




Mountain Views

Organic Engagement — Photo Posts

Posts feature a **single image** of a breathtaking **mountain scenery**, with the photographer being credited in the caption.



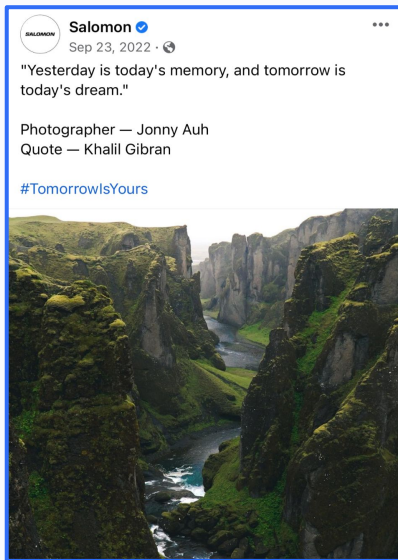
Engagements 743

[Click to View](#)



Engagements 652

[Click to View](#)



Engagements 310

[Click to View](#)



Salomon's engaging **branded hashtag**, [#TomorrowsYours](#), has amassed over 20K Facebook posts. To emulate their success, create a **distinctive hashtag** to promote your brand, incorporate it into **Facebook content**, and **engage with users** who use it in their posts.



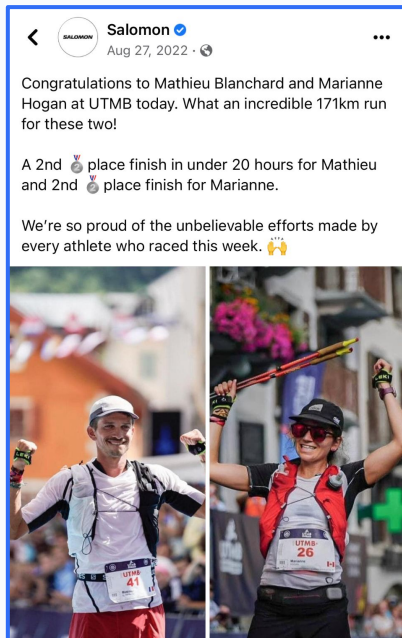
Although Salomon's **products** are not **explicitly highlighted** in these posts, the inclusion of such content aligns with Salomon's **brand identity**, which targets outdoor enthusiasts who appreciate and value nature.



Endurance Running Triumphs

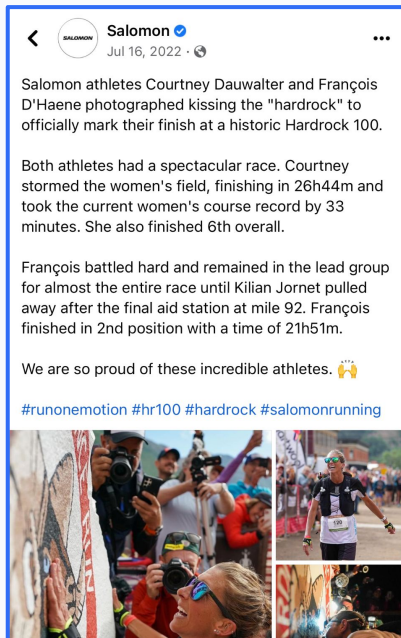
Organic Engagement — Photo Posts

These posts **celebrate** Salomon's endurance running athletes' triumphs in challenging races such as the UTMB and Hardrock 100.



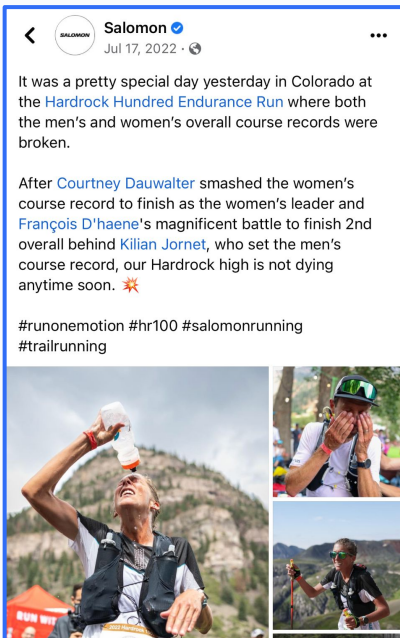
Engagements 332

[Click to View](#)



Engagements 328

[Click to View](#)



Engagements 235

[Click to View](#)



Content **emphasizes the achievements of Salomon athletes**, recognizing their wins and sharing race details and updates with followers. Posts strive to connect with the endurance running community, evoking a sense of celebration and pride for both sponsored athletes and fellow competitors.



These posts showcase an **array of high-quality, professionally** captured images taken throughout and following the race. The photos emphasize the **authentic moments lived by athletes**, encapsulating the commitment, perseverance, and emotions inherent to the sport.

