



REAL MADRID

Facebook **Market Audit**: 1 June - 30 June 2017



EXECUTIVE SUMMARY

POSITIVES

Audience Growth ▲ 52%

Engagement Rate ▲ 11%

Shares ▲ 6%

NEGATIVES

Comments ▼ 29%

Content Posted ▼ 7%

Likes ▼ 8%

THE SCOREBOARD



STATE OF THE LANDSCAPE

- The total market size is at 222,039,323 followers. The landscape has grown by 0.95% in the last month.
- Real Madrid C.F. has 47% of the total audience in the competitive landscape. The brand grew 155% faster in June than the average growth in the landscape.
- Real Madrid C.F. stood for 39% of all the new posts in June and the sentiment was 13% more positive than the average sentiment in the landscape.
- Real Madrid C.F. share of engagement stood for 72% of all engagement in the landscape.

ACTIVITY



86 VIDEOS 0.14% ER

56 PHOTOS 0.41% ER

36 LINKS 0.05% ER

- Real Madrid C.F. posted 178 times, which is a 7% decrease compared to May.
- The most used post format were videos with 48% of all posts. Photo was the post format with the highest engagement rate at 0.41%.
- The average post engagement rate was at 0.21%, which is 8% higher than in May.

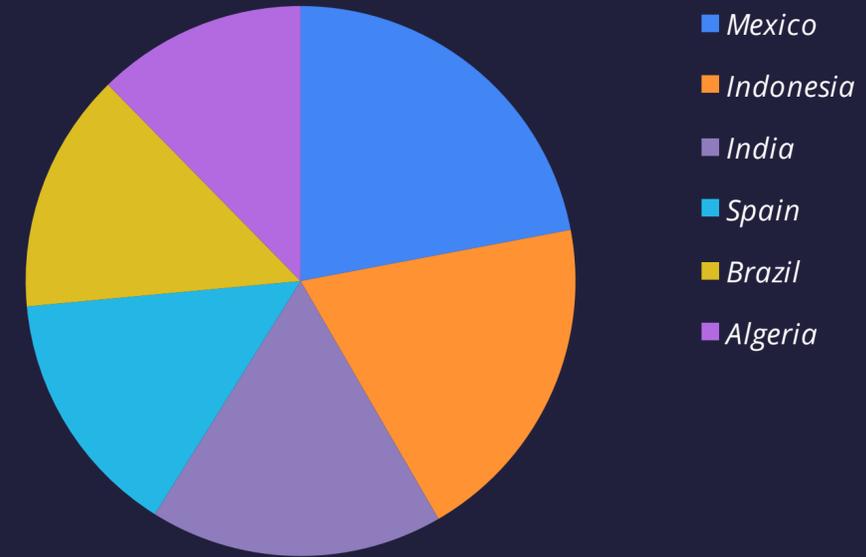
AWARENESS

AUDIENCE GROWTH

1,617,250

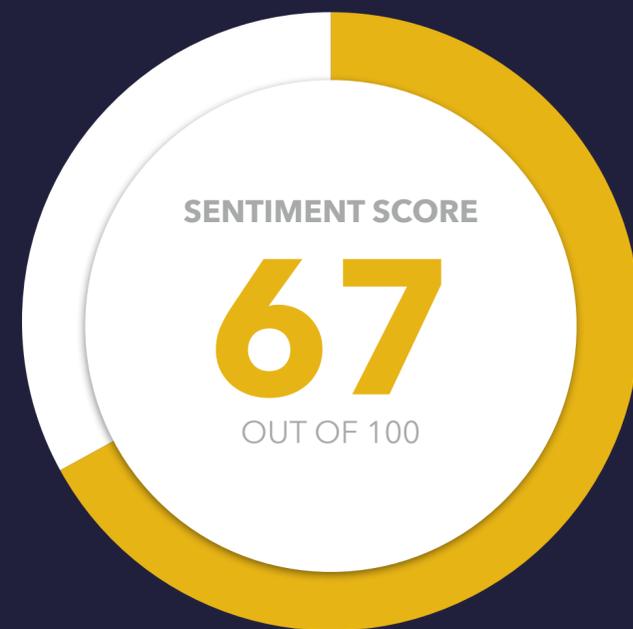
TOTAL ENGAGEMENT

37,866,776



- Real Madrid C.F. audience is at 104,616,539 with Mexico being the top country with 22% of audience.
- The brand grew by 2% in June. The predicted growth for July is 0.59%.
- There were 37,866,776 engagements in total which is a 0.14% decrease compared to last month.

WHAT PEOPLE ARE SAYING



SENTIMENT SCOREBOARD

Real Madrid



FC Barcelona



Athletic Club



Atlético de Madrid



CONTENT KEYWORDS

REAL MADRID KEYWORDS THAT WORK

MARCO ASENSIO WILLEMSSEN



JUVENTUS



FINAL



REAL



REAL MADRID KEYWORDS THAT DON'T WORK

KARIM BENZEMA



FOOTBALL



EQUIPACIN



NUEVA



COMPETITORS KEYWORDS THAT WORK

FORA BARA



LEO MESSI



FAVORITA



TEVA



POST WITH THE HIGHEST NUMBER OF LIKES

REAL MADRID



Photo on 03/06/17

🏆 UEFA Champions League 2017
#CHAMP12NS

1,416,759 likes
33,605 comments
480,452 shares
1.87% engagement rate
1,930,816 engagement

Real Madrid



2,673% higher than the average likes in the landscape.

POST WITH THE GREATEST NUMBER OF COMMENTS

REAL MADRID

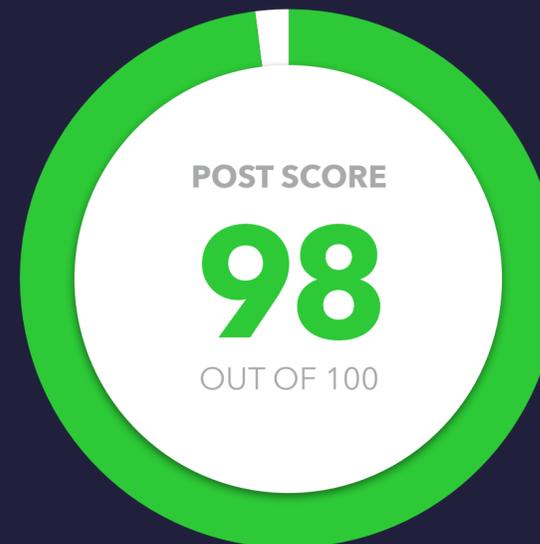


Video on 04/06/17

🏆🏆🏆 #CHAMP12NS
Follow the celebrations at the Bernabéu!
¡Sigue en directo nuestra celebración en el Bernabéu!

404,211 likes
79,763 comments
766,644 shares
1.19% engagement rate
1,250,618 engagement

Real Madrid



21% more comments than the average post in the landscape

POST WITH THE GREATEST NUMBER OF SHARES

REAL MADRID



Photo on 03/06/17

🏆 UEFA Champions League 2017
#CHAMP12NS

1,416,759 likes
33,605 comments
480,452 shares
1.87% engagement rate
1,930,816 engagement

Real Madrid



39,915% more shares than the average post in the landscape.

POST WITH THE GREATEST NUMBER OF LIKES

COMPETITORS

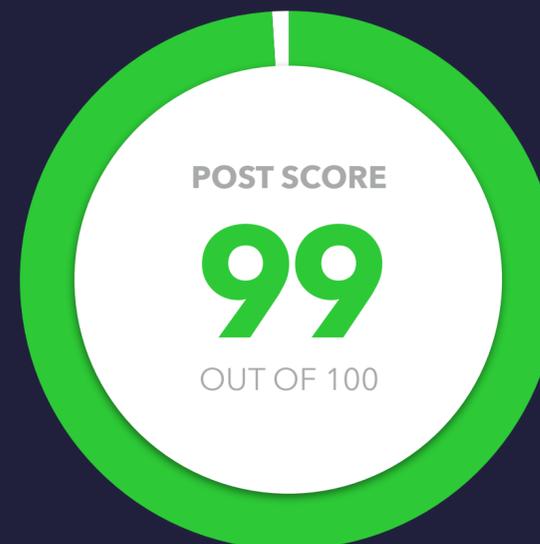


Photo on 25/06/17

🇧🇷🇪🇸 Força Barça!
#Repost by @leomessi · · ·
Terminando el cumple 🥳🥳🥳 muchísimas gracias a todos por los saludos .. 🙌🙌🙌

564,781 likes
8,167 comments
10,880 shares
0.57% engagement rate
583,828 engagement

FC Barcelona



188% higher than the average Real Madrid C.F. likes.

POST WITH THE GREATEST NUMBER OF COMMENTS

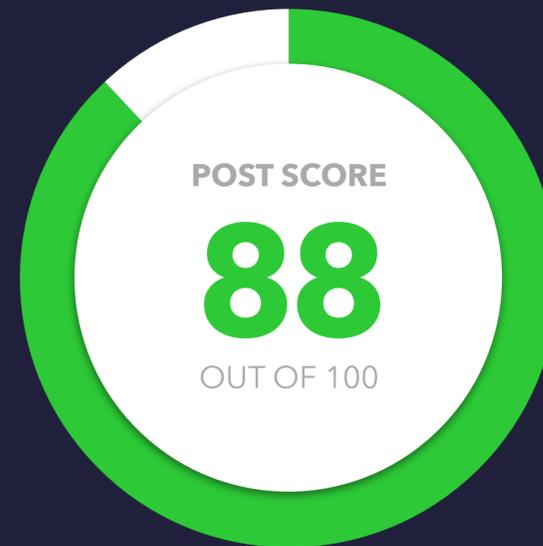
COMPETITORS

Video on 19/06/17

LIVE | #Wembley25 commemoration at
EN DIRECTO! Sigue la fiesta de
#Wembley25 en el Camp Nou
Força Barça!

87,977 likes
16,954 comments
4,233 shares
0.2% engagement rate
109,164 engagement

FC Barcelona



290% more comments than the average Real Madrid C.F. post.

POST WITH THE GREATEST NUMBER OF SHARES

COMPETITORS



Video on 24/06/17

#L30MESSI
Great goals, mazy dribbles, killer passes... that's what Leo Messi was about as a kid

139,405 likes
2,315 comments
25,533 shares
0.16% engagement rate
167,253 engagement

FC Barcelona



114% more shares than the average Real Madrid C.F. post.