
CANADA GOOSE

SOCIAL MEDIA

AUDIT



This document contains the social media marketing audit of the clothing brand Canada Goose.

It will also provide key insights into what leads to the success of the brand on social media.



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Business Overview



Canada Goose Holdings Inc. is a Toronto-based high quality fashion brand of winter clothing.

Canada Goose is a public company founded in 1957 by Sam Tick, under the name Metro Sportswear Ltd. **Their headquarter is in Toronto, Ontario, Canada.**

They operate in the retail industry and manufacture and sell a wide range of Outerwear and Knitwear such as jackets, vests, hats, shells, gloves, parkas, and other apparel through various avenues, both B2B and B2C, with their retail stores. But they mainly focus on B2C.

They sell their products online on the e-commerce website and through retail stores. **Canada Goose has 21 retail stores globally.**

Canada Goose uses high-quality Canadian Hutterite down, recognized as one of the highest quality in the world. In addition, the company claims its animal fur trim disrupts the airflow and protects exposed skin against frostbite. In fact, Canada Goose says its jackets can withstand the coldest part on the earth and temperatures as low as -30° Celsius.

The peak selling season for the company is winter. It rarely offers discounts. Canada goose never holds sales or Black Friday discounts either on its website or its retail stores.

“The best and warmest clothing on earth made in Canada for people who want durable, fashionable winter outerwear.”

Business Review

Main Products

“Canada goose specializes in high quality outerwear and knitwear keeping the planet cold and the people on it warm.”



- Hoodies
- Puffers
- Jumpers
- Parkas
- Bombers
- Lightweight Down Jackets
- Raincoats
- Snow Pants
- HyBridge Knits
- WindBridge Knits



- Cardigans
- Fleece
- Hood Trims
- Face Masks
- Hats
- Gloves and Mitts
- Scarves
- Kids Outerwear
- Kids Accessories
- Lifestyle Accessories

Buyer Persona



Name: Emily Watson

Age: 37

Work: Marketing Director

Status: Married

Income: \$70,000+

Location: Toronto, Canada

"I love looking different and stand out by wearing elegant and comfy clothes."

Goals

- Receive value for her purchase.
- Buy collection of outerwear that go well together for winter season.

Frustrations

- Outdated fashion products.
- Getting fewer options.
- Not able to find the matching products with the purchased products.

Bio

Emily Watson loves to go out and wear comfy and stylish outerwear. Price is not a big deal for her. She also loves to buy stuff for her husband. She's very concerned about the way clothes make her look and feel.

Personality

- Introvert < Extrovert
- Thinking < Feeling
- Sensing < Intuition
- Perceiving > Judging

Preferred Channels

She prefers online and social media ads as compared to traditional ads and referrals. She also give attention to Guerrilla efforts of brands and PR.

Favorite Brands & Apps

MANGO



ZARA



Coca-Cola



Brand Presence

Canada Goose



The voice that Canada Goose uses across all their social media channels is positive, authentic and simple.



High brand sentiment.



Brand is present across all major social channels.



Good variety of content.

Social Network	# Of Followers	Type of Posts	Frequency	Main Objective	Engagement or Response Time	Brand Sentiment
Facebook	695K	- Photos - Videos	2/week	Promotion	2 minutes	Positive
Instagram	756K	- Story - Video - Photo	2/week	Inside look at the brand, Detailed information	10 minutes	Positive
Twitter	40.2K	- Tweets - Retweets	1-2/week	Information	N/A	Neutral
YouTube	6.56K	- Videos	1/month	Campaigns/ Events, Films	N/A	Positive

Competitor Brand Presence

Columbia Sportswear



The voice that Columbia Sportswear uses across all their social media channels is enthusiastic, humorous, and classic.

- ✓ Building relationships with customers through social media channels.
- ✓ Online Advertising.
- ✓ Humorous social media campaigns.

Social Network	# Of Followers	Type of Posts	Frequency	Main Objective	Engagement or Response Time	Brand Sentiment
Facebook	2.1M	<ul style="list-style-type: none"> - FB Video - Link to website - Articles - Posts 	2-3/week	Promotion, Information	Few seconds	Positive
Instagram	489K	<ul style="list-style-type: none"> - Posts - Video 	4-5/week	Promotion	N/A	Positive
Twitter	129K	<ul style="list-style-type: none"> - Tweets - Retweets 	2-3/week	Information	N/A	Neutral
YouTube	148K	<ul style="list-style-type: none"> - Videos 	2-3/month	Information & Promotion	N/A	Positive

Current Conversation



Luxury parka maker Canada Goose Holdings Inc. said last month that the company will end the purchasing of all fur by the end of 2021 and will stop manufacturing with fur by 2022.

“Our Future Is Fur-Free.”

Many celebrities used their public platforms to demand change and urge their social media followers not to buy Canada Goose. So, **the company looks to become more environmentally conscious after years of backlash over its use of coyote fur** and now it will be completely fur-free by the end of 2022.

It is widely discussed on social media that Canada Goose is too expensive and the fact that it never goes on sale is quite beneficial for its competitors. But the brand claims that people are loyal because of the company’s competitive advantage, “Warmth without bulk”.

The company says its products are expensive, but people buy with the hope of having them for many years because these are **“fully warranted against defects in materials and workmanship for the lifetime of the product.”**

The company is refocusing on its investment in social and digital channels. For example, in China, Hot Pot partnered with Canada Goose to deliver full-scale China market entry, branding and execution via marketing strategy, digital ecosystem build and major launches on E-commerce and retail to beat the competition. While on the other hand, Columbia Sportswear is on a mission to become Footwear-first.

Social Media Content

Main Content Theme

“Inspiring All People To Live In The Open”

Canada Goose wants to break away from the sales and product-focused messages. Instead, the brand’s content strategy for social media is to show the importance of **life, family connections, adventures, fun, thrill and happy holiday** meal in an open and cold environment in a heart-warming and inspiring way. As the company is committed to ‘Free People From The Cold,’ they put forward inspiring and informative content (that doesn’t look typical) out there for their customers to lift.

Hashtags

#LiveInTheOpen #canadagoose

Social Media Content Theme



Sales Promotion & Information Sharing



Inspiring & Promotional Content



Information & Thought Sharing



Inside look into the events of Canada Goose, Video Campaigns & Films

Social Network Analysis

Facebook

Key Themes

Inspiration, Promotion, Product Information, Endorsements, Brand updates

Hashtags

#LiveInTheOpen

Interaction & Response Rate

Canada Goose don't always reply to comments, but they reply to 100% of customer messages within few minutes.

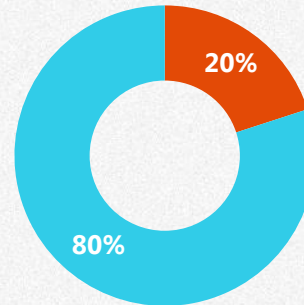
Opportunities to Optimize Facebook

- Update and engage with customers regularly
- Enable Reviews tab

Communication Type Mix

Out of the total content posted on Facebook, 20% of the posts inspire people to challenge the hardship of adventurous activities.

While all the other content, i.e., **80%, is promotional** with a direct call-to-action in captions to shop the product on the website.



■ Inspiring Ideas ■ Promotion

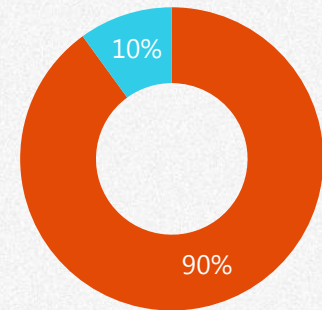
Content Format Mix

Word/static image: N/A

Visual/multi-image: 90%

Video: 10%

Multimedia/live stories: N/A



■ Visual/multi-image ■ video

Content Mix:

Created: 100%

Curated: N/A

Social Network Analysis

Instagram

Key Themes

Inspiration, Promotion, Product Information, Endorsements, Brand updates

Hashtags

#LiveInTheOpen #canadagoose

Interaction & Response Rate

Canada Goose's Instagram page is 100% responsive and interactive. They reply to 100% of customer messages and comments within few minutes.

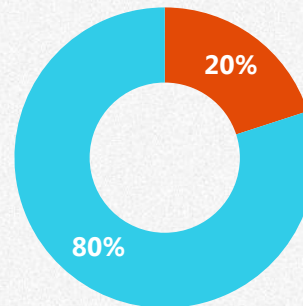
Opportunities to Optimize Instagram

- Encourage user-generated content
- Use relevant hashtags
- Post entertaining content

Communication Type Mix

As exactly the same creative and content is posted on Facebook, and Instagram there is no difference in communication type mix or the content format mix in both the platforms.

Hashtags are not used either in caption or comments.



■ Inspiring Ideas ■ Promotion

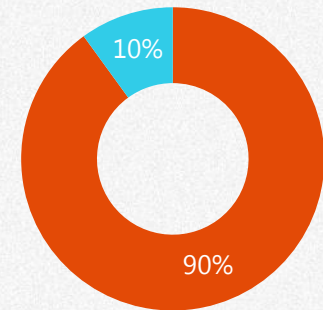
Content Format Mix

Word/static image: N/A

Visual/multi-image: 90%

Video: 10%

Multimedia/live stories: N/A



■ Visual/multi-image
■ Video

Content Mix:

Created: 100%

Curated: N/A

Social Network Analysis

Twitter

Key Themes

Inspiration, Promotion, Product Information, Thought sharing

Hashtags

#LiveInTheOpen

Interaction & Response Rate

Canada Goose's Twitter page is not responsive and interactive. They don't reply to customer's messages or comments. Neither do they tweet regularly.

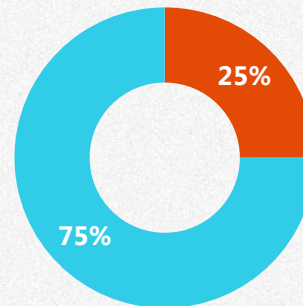
Opportunities to Optimize Twitter

- Content on social/environmental issues
- Use of relevant hashtags

Communication Type Mix

Similar to Facebook and Instagram, most of the content posted on Twitter is promotional.

However, none of these posts contains hashtags.



■ Inspiring Ideas ■ Promotion

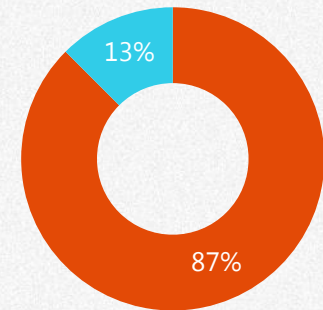
Content Format Mix

Word/static image: N/A

Visual/multi-image: 87.5%

Video: 12.5%

Multimedia/live stories: N/A



■ Visual/multi-image

■ Video

Content Mix

Created: 100%

Curated: N/A

Social Network Analysis

YouTube

Key Themes

Inspiration, Promotion, Video Campaigns, Collaborations, Brand updates

Hashtags

N/A

Interaction & Response Rate

Canada Goose doesn't reply to comments on YouTube.

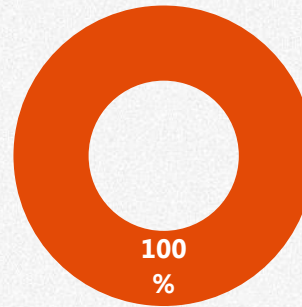
Opportunities to Optimize YouTube

- Reply to comments.
- Post interesting & entertaining videos more frequently.

Communication Type Mix

Canada Goose posts **one video in a month** on YouTube. This month, it posted a video promoting kids' jackets with a 'Designed For Play' tagline.

Posts related to this campaign are on all the other social channels, but the 30-second video on YouTube allows for more detail.



■ Promotion

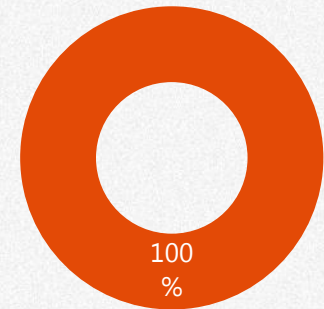
Content Format Mix

Word/static image: N/A

Visual/multi-image: N/A

Video: 100%

Multimedia/live stories: N/A



■ Video

Content Mix

Created: 100%

Curated: N/A

Community Management



Canada Goose is active in off-platform community building mainly through its CSR efforts

Canada Goose commits to **Keeping The Planet Cold And The People On It Warm** with launch of **"HUMANATURE"**.

The company brings its CSR efforts under this one platform that aims to invigorate communities, prioritize philanthropic endeavours and support the arts.

The Company is active under "Humanature" in the following ways:

- Partnered with Polar Bears International to Promote Arctic preservation
- Going Fur Free
- Donating fabrics to northern communities
- An art gallery in every Canada Goose store
- Aiming to adopt renewable energy commitments by 2022
- Eliminating single-use plastics that cannot be recycled.
- Setting to achieve Carbon neutrality by 2025

Canada Goose's Partners in Community Service



SWOT Analysis

STRENGTHS

- The brand is present on all major social media platforms
- Sufficient resources available for social media marketing
- Unique products & services that inspires social media users

- Be present on LinkedIn to leverage the position as an industry thought leader
- Encourage customers to generate user-generated content
- Share the expertise that shows off brand's unique value on social platforms
- Use social media to post brand updates

OPPORTUNITIES

WEAKNESSES

- Lack of sufficient expertise to make the most of social media
 - Lack of brand advocates
- Does not engage enough with social media community
 - Same creative and content posted across all platforms, and hence does utilize features of individual platform

- Competitors are far ahead into building relationships with customers through social media
- Negative press/media coverage
 - Changing customer attitudes towards the brand

THREATS



Recommendations



Continue posting inspiring content that shows off the brand's values.



Change the content format and invest more in video content as it is booming right now. With the birth of IGTV and the rapid growth of Tiktok, YouTube, Facebook Live and more, social media users are consuming more video content than ever before.



Stop ignoring follower's comments, positive or negative, and interact with the audience and customers on social media platforms.



Start collaborating with existing and loyal customers to create user-generated-content and focus on creating a community of brand advocates.

Appendix

Process For Social Listening



Simply searching for Canada Goose mostly revealed results of the bird goose. Hence, I had to setup stream on Hootsuite for social listening.

After doing some research on products sold at Canada Goose, I was able to include the categories and product names in my Hootsuite streams by conducting Boolean searches.

This helped me immensely to determine overall brand sentiment.

Primary stream were for the search queries "Canada Goose" and #canadagoose

Additional streams were also added to get results using following boolean operators, for example:

- "Canada Goose AND apparel"
- "Canada Goose AND clothing"
- "canadagoose -bird"
- "canadagoose AND jacket"
- "candagoose OR canadagoose OR canadagooseOR #canadagoose OR #canadagoose"
- #LiveInTheOpen

Process For Calculating Metrics

Steps I took to calculate the content mix:

- Counted how many times Canada Goose posted to each social media platform over 30 days (from 10th July 2021 to 10th August 2021).
- Counted how many of their posts were original (created) and reposts (curated).
- Then, divided this number by the total number of posts.

Created Posts in 30 days/Total posts in 30 days x 100

Curated Posts in 30 days/Total posts in 30 days x 100

Content Mix	Facebook	Instagram	Twitter	YouTube
Created	$10/10 \times 100 = 100\%$	$10/10 \times 100 = 100\%$	$8/8 \times 100 = 100\%$	$1/1 \times 100 = 100\%$
Curated	$0/10 \times 100 = 0\%$	$0/10 \times 100 = 0\%$	$0/8 \times 100 = 0\%$	$0/1 \times 100 = 0\%$

Process For Calculating Metrics

Steps I took to calculate the communication mix:

- Counted how many times Canada Goose posted to each social media platform over 30 days (from 10th July 2021 to 10th August 2021).
- Counted how many of their posts were Inspiring, Informational, Entertaining, Promotional or Brand news.
- Then, divided this number by the total number of posts.

Brand news Posts in 30 days/Total posts in 30 days x 100

Inspiring Posts in 30 days/Total posts in 30 days x 100

Inform how-to Posts in 30 days/Total posts in 30 days x 100

Entertaining Posts in 30 days/Total posts in 30 days x 100

Promotional Posts in 30 days/Total posts in 30 days x 100

Communication Type Mix	Facebook	Instagram	Twitter	YouTube
Inspiring	$2/10 \times 100 = 30\%$	$2/10 \times 100 = 50\%$	$2/8 \times 100 = 25\%$	$0/1 \times 100 = 0\%$
Inform how-to	$0/10 \times 100 = 0\%$	$0/10 \times 100 = 10\%$	$0/8 \times 100 = 0\%$	$0/1 \times 100 = 0\%$
Entertaining	$0/10 \times 100 = 0\%$	$0/10 \times 100 = 10\%$	$0/8 \times 100 = 0\%$	$0/1 \times 100 = 0\%$
Promotion	$8/10 \times 100 = 70\%$	$8/10 \times 100 = 30\%$	$6/8 \times 100 = 75\%$	$1/1 \times 100 = 100\%$
Brand News	$0/10 \times 100 = 0\%$	$0/10 \times 100 = 0\%$	$0/8 \times 100 = 0\%$	$0/1 \times 100 = 0\%$

Process For Calculating Metrics

Steps I took to calculate the content format mix:

- Counted how many times Canada Goose posted to each social media platform over 30 days (from 10th July 2021 to 10th August 2021).
- Counted how many of their posts were word/static image, visual image, videos or live stories
- Then, divided this number by the total number of posts.

Word/static image Posts in 30 days/Total posts in 30 days x 100

Visual image Posts in 30 days/Total posts in 30 days x 100

Video Posts in 30 days/Total posts in 30 days x 100

Live stories in 30 days/Total posts in 30 days x 100

Content Format Mix	Facebook	Instagram	Twitter	YouTube
Word/Static Image	$0/10 \times 100 = 0\%$	$0/10 \times 100 = 0\%$	$0/8 \times 100 = 0\%$	$0/1 \times 100 = 0\%$
Visual Image	$9/10 \times 100 = 90\%$	$9/10 \times 100 = 90\%$	$7/8 \times 100 = 87.5\%$	$0/1 \times 100 = 0\%$
Video	$1/10 \times 100 = 10\%$	$1/10 \times 100 = 10\%$	$1/8 \times 100 = 12.5\%$	$1/1 \times 100 = 100\%$
Live stories	$0/10 \times 100 = 0\%$	$0/10 \times 100 = 0\%$	$0/8 \times 100 = 0\%$	$0/1 \times 100 = 0\%$

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