Exhibits
Case 1 - Setting the Direction for #RealGlow

Exhibit 1 – Business Goals, SMART Objectives, and Funnel Alignment

Funnel Stage	Broad Marketing Goal	SMART Objective	Key KPI or Metric	Primary Platforms
Awareness	Reconnect with Gen Z and younger millennials	By April 30 2025, increase engagement among 18–34-year-olds by 30 percent vs. Q4 2024	Reach, Engagement Rate (ER), CTR	Instagram, TikTok
Engagement	Strengthen brand authenticity and transparency	Achieve a 20 percent rise in positive sentiment for AURORA mentions vs. December 2024 baseline	Sentiment Score	X (Twitter), YouTube
Conversion	Boost conversions from social to web	Drive a 15 percent increase in referral traffic to auroraskin.com by Q2 2025	Sessions, Conversion Rate (CR)	Facebook, LinkedIn, GA4

Note: Funnel alignment ensures that awareness metrics (reach, ER) are interpreted separately from lower-funnel outcomes (clicks, conversions).

Exhibit 2 – Simulated Cross-Platform Performance (Week 1)

Platform	Post Type	Impressions	Engagement Rate (%)	Sentiment Score (−1 to +1)	Link Clicks	Conversions
Instagram	Carousel Image	25 000	5.0	+0.65	200	12
TikTok	Short Video	40 000	9.0	+0.78	300	22
Facebook	Paid Ad Post	50 000	2.0	+0.60	500	40
YouTube	Tutorial Video	15 000	6.0	+0.72	220	15
X (Twitter)	Thread	10 000	3.0	+0.50	50	3
LinkedIn	Article	5 000	8.0	+0.80	100	5

Interpretation:
Short-form video (TikTok and Instagram Reels) exhibits the strongest engagement and sentiment, indicating content resonance with younger audiences. Facebook ads produce higher conversion counts despite lower engagement rates. LinkedIn provides niche professional engagement that supports thought-leadership positioning.

Exhibit 3 – Research Questions by Funnel Stage

Funnel Stage	Analytical Question	Potential Data Source(s)	Intended Insight
Awareness	Which platforms generate the highest engagement and reach for #RealGlow content?	Meta Insights, TikTok Analytics, YouTube API	Identify top-performing channels for content investment.
Engagement	How do content formats (video, carousel, story) affect engagement and sentiment?	Platform post-level exports	Determine optimal content mix per platform.
Engagement	What themes and emotions dominate conversations about AURORA vs. competitors?	Public APIs (X, Reddit), Social-Listening Tools	Assess brand perception and authenticity cues.
Conversion	Which platforms contribute most to website traffic and conversions?	GA4 Web Analytics, UTM tracking	Attribute ROI across social-media touchpoints.

Exhibit 4 – Alignment and Feasibility Matrix

Criterion	Assessment
Data Availability	All metrics obtainable via public APIs, Meta Insights, TikTok Analytics, and GA4 demo dataset.
Ethical Boundaries	Analysis limited to aggregate and public data; no personal identifiers.
Strategic Relevance	Direct link between objectives and brand strategy.
Timeframe	Eight-week collection window (Feb–Apr 2025).

Exhibit 5 – Timeline of the #RealGlow Analytics Plan

Phase	Key Activities	Responsible Team	Output
Week 1 – Define	Finalize SMART Objectives and Research Questions	Analytics Lead + Marketing Director	Analytics Problem Statement
Weeks 2–3 – Collect	Connect APIs and Begin Data Extraction	Data Analyst Team	Raw Dataset
Weeks 4–5 – Clean & Prepare	Standardize variables, apply taxonomies	Analytics Engineer	Clean Dataset ("Gold Layer")
Weeks 6–7 – Analyze	Sentiment + Performance Analysis	Insights Specialist	Preliminary Findings
Week 8 – Report	Present Insights to Marketing Leadership	Analytics Director	KPI Dashboard and Summary Report

Exhibit 6 – Integration of Social-Listening Data

Platform	Listening Focus	Data Type	Tool / Source	Analytical Purpose
X (Twitter)	Public conversations, mentions of #RealGlow	Text, Hashtags, Emojis	Netlytic, Talkwalker	Monitor tone, language, and frequency of brand mentions.
Reddit	Consumer discussions in skincare forums	Thread text, sentiment	Reddit API	Identify emerging concerns and brand associations.
YouTube	Video comments	Comment text, likes	YouTube API	Analyze viewer sentiment and feedback.
TikTok	User captions and comments	Text snippets	TikTok export tools	Understand viral themes and language.
Instagram	Hashtag mentions (#RealGlow, #AuroraSkin)	Post captions	Meta Insights	Track user-generated content tone and tag usage.

Note: Social-listening insights provide qualitative context for sentiment metrics and help validate shifts in audience perception.