

FUNDAÇÃO GETULIO VARGAS  
ESCOLA DE ADMINISTRAÇÃO DE EMPRESAS DE SÃO PAULO

VICTOR CANDELORO FERRARI

**CONTENT MARKETING AND BRAND ENGAGEMENT ON SOCIAL MEDIA: A  
STUDY OF FACEBOOK'S POSTS IN THE ECOMMERCE INDUSTRY IN BRAZIL**

SÃO PAULO

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requirement to obtain the title of Master in  
International Management (MPGI).

Knowledge Field: Marketing

Adviser: Prof. Dr. Felipe Zambaldi

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*I dedicate my Thesis to my family and friends,  
for their unconditional support and love*

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## ABSTRACT

Content marketing refers to marketing format that involves the creation and sharing of media and publishing content in order to acquire customers. It is focused not on selling, but on communicating with customers and prospects. In today world's, a trend has been seen in brands becoming publishers in order to keep up with their competition and more importantly to keep their base of fans and followers. Content Marketing is making companies to engage consumers by publishing engaging and value-filled content. This study aims to investigate if there is a link between brand engagement and Facebook Content Marketing practices in the e-commerce industry in Brazil. Based on the literature review, this study defines brand engagement on Facebook as the numbers of "likes" "comments" and "shares" that a company receives from its fans. These actions reflect the popularity of the brand post and leads to engagement. The author defines a scale where levels of Content Marketing practices are developed in order to analyze brand posts on Facebook of an ecommerce company in Brazil. The findings reveal that the most important criterion for the company is the one regarding the picture of the post, where it examines whether the photo content is appealing to the audience. Moreover, it was perceived that the higher the level of these criterion in a post, the greater the number of likes, comments and shares the post receives. The time when a post is published does not present a significant role in determining customer engagement and the most important factor within a publication is to reach the maximum level in the Content Marketing Scale.

**KEYWORDS:** brand engagement, Content Marketing, Facebook, ecommerce, Brazil.

## RESUMO

Marketing de Conteúdo refere-se a qualquer ação de marketing que envolva a criação e o compartilhamento de meios de comunicação e publicação de conteúdo, afim de adquirir clientes. Essa ação não consiste em vender, mas em se comunicar com os clientes. No mundo de hoje, há surgido a tendência de marcas se tornarem editores afim de acompanharem a concorrência e, mais importante, para manter a sua base de fãs e seguidores. O Marketing de Conteúdo está fazendo com que as empresas se envolvam com os consumidores através da publicação de um conteúdo atraente e com valor. Este estudo tem como principal objetivo investigar se existe uma ligação entre engajamento da marca e as práticas de marketing de conteúdo do Facebook no setor de ecommerce no Brasil. Com base na revisão literária, o estudo define engajamento da marca no Facebook a partir da quantidade de número de "curtidas", "comentários" e "compartilhamentos" que uma empresa recebe de seus fãs. Estas ações refletem a popularidade da marca e leva ao engajamento. O autor define uma escala onde os níveis da prática de marketing de conteúdo são desenvolvidos a fim de analisar as mensagens da marca no Facebook de uma empresa de comércio eletrônico no Brasil. Os resultados revelam que o critério mais importante para a empresa é o que diz respeito à imagem do post, onde é examinado se o conteúdo da foto é atraente para o público. Além disso, percebeu-se que quanto maior o nível desse critério em um post, maior será o número de "curtidas", "comentários" e "compartilhamentos" que o post recebe. A hora em que um post é publicado não é significativa na determinação do envolvimento do cliente e o fator mais importante dentro de uma publicação é o alcance do nível máximo na escala de Marketing de Conteúdo.

**PALAVRAS CHAVES:** engajamento da marca, marketing de conteúdo, facebook, ecommerce, Brasil.



## LIST OF FIGURES AND TABLES

Table 1: Criterion A – Descriptive Statistics.....	47
Table 2: Criterion B – Descriptive Statistics.....	48
Table 3: Criterion C – Descriptive Statistics.....	49
Table 4: Criterion D – Descriptive Statistics.....	50
Table 5: Criterion E – Descriptive Statistics.....	51
Table 6: Likes – Descriptive Statistics.....	52
Table 7: Comments– Descriptive Statistics.....	53
Table 8: Shares– Descriptive Statistics.....	55
Table 9: Correlation Analysis – Criteria A, B, C, D and E.....	58
Table 10: Regression Statistic - Likes.....	59
Table 11: Regression Statistic - Comments.....	60
Table 12: Regression Statistic - Shares.....	61
Table 13: Complete Regression Statistic - Likes.....	81
Table 14: Complete Regression Statistic - Comments.....	82
Table 15: Complete Regression Statistic - Shares.....	83
Figure 1: Bar chart – Criterion A.....	47
Figure 2: Bar Chart – Criterion B.....	48
Figure 3: Bar Chart – Criterion C.....	49
Figure 4: Bar Chart – Criterion D.....	50
Figure 5: Bar Chart – Criterion E.....	52
Figure 6: Histogram – Likes.....	53
Figure 7: Histogram – Comments.....	54
Figure 8: Histogram – Shares.....	55
Figure 9: Bar Chart – Boosted posts and Product X Content.....	56
Figure 10: Bar Chart – Time.....	56
Figure 11 – Correlation Formulae.....	58
Figure 12: Scatter Diagram – Likes X Criterion A.....	74
Figure 13: Scatter Diagram – Comments and Shares X Criterion A.....	75
Figure 14: Scatter Diagram – Likes, Comments and Shares X Criterion B.....	76
Figure 15: Scatter Diagram – Likes, Comments and Shares X Criterion C.....	77
Figure 16: Scatter Diagram – Likes, Comments and Shares X Criterion D.....	78
Figure 17: Scatter Diagram – Likes, Comments and Shares X Criterion E.....	79

## TABLE OF CONTENTS

<b>1. INTRODUCTION.....</b>	<b>11</b>
1.1. RESEARCH QUESTION AND EXPECTED CONTRIBUTION.....	11
<b>2. LITERATURE REVIEW.....</b>	<b>13</b>
2.1. BRANDING.....	13
2.1.1. Brand Engagement.....	13
2.1.2. Benefits of Brand Engagement.....	15
2.1.3. Online Branding.....	16
2.1.4. Online Marketing.....	17
2.1.5. Social Media Marketing.....	18
2.1.6. E-commerce.....	19
2.1.7. Brand Fan Pages.....	20
2.1.8. Brand Post Popularity.....	23
2.2. CONTENT MARKETING.....	24
2.2.1. The evolution of content marketing.....	24
2.2.2. The definition of content marketing.....	25
2.2.3. Content Marketing practices.....	27
2.2.4. Digital Content Marketing practices.....	28
2.2.5. Digital Content Marketing strategies.....	28
2.3. SUMMARY OF THE LITERATURE REVIEW.....	29
<b>3. METHODOLOGY.....</b>	<b>31</b>
3.1. DATA COLLECTION.....	31
3.2. THE CRITERIA.....	33
3.3. THE SCALE.....	36
3.3.1. Evaluation Model.....	36
<b>4. ANALYSIS.....</b>	<b>46</b>
4.1. DATA TREATMENT.....	46
4.2. DESCRIPTIVE STATISTICS.....	46
4.3. INFERENCE STATISTICS.....	57
4.4. CORRELATION ANALYSIS.....	57
4.5. REGRESSION MODEL.....	59
<b>5. CONCLUSION.....</b>	<b>62</b>
<b>6. LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH.....</b>	<b>66</b>
<b>7. REFERENCES.....</b>	<b>68</b>
<b>8. APPENDICES.....</b>	<b>74</b>
<b>8.1. APPENDIX 1 – Scatter Diagrams.....</b>	<b>74</b>
<b>8.2. APPENDIX 2 – Regression Model.....</b>	<b>80</b>
<b>8.3. APPENDIX 3 – Posts Evaluation..</b>	<b>83</b>

## 1. INTRODUCTION

Content Marketing has been one of the most discussed marketing topics in the past few years. It seemingly is the method which companies are investing in the hope to get better results and more importantly, create a relationship with consumers. It is important to note that even being used for brand building, content marketing itself is hard to comprehend, and due mostly to the fact that there are few academic research on the issue.

This study aims at shedding light and opening more discussion about the subject. The main objective is to investigate if there is a link between brand engagement and Facebook Content Marketing practices in the e-commerce industry in Brazil. Secondary objectives include:

- Exploring the concepts previously studied of social media Content Marketing practices through literature review.
- Developing a scale that supports the linkage between brand engagement and Facebook Content Marketing practices.
- Analyzing and verifying the importance of Facebook Content Marketing practices on the ecommerce sector in Brazil.

### 1.1. RESEARCH QUESTION AND EXPECTED CONTRIBUTIONS

The research question is “Does Facebook Content Marketing practices matter for brand engagement in the ecommerce industry?” Therefore, a Test of Relationship will be performed through Excel. In addition, it will be used the Correlation Test, which tests if values are significantly related to other values. Moreover, a Regression model will also be used in order to predict of how much a value impacts the other value.

The study presents three main contributions. First of all, it should add value to the content marketing literature. It should also enhance the importance of this emerging theory. Second, it will help to understand better the customer engagement with brand towards the use of Facebook

Content Marketing practices. Third, it should provide insights not only to the ecommerce industry in Brazil, but also for other industries that look for information on the topic.

## 2. LITERATURE REVIEW

As formerly mentioned, the primary objective of this study is to investigate if a link exists between brand engagement and Facebook Content Marketing practices in the e-commerce industry in Brazil.

Prior to obtaining and analyzing research data to address the latter question and the research objective, one must establish a corpus of background knowledge, containing information not only on content marketing practices, but also on related topics such as brand engagement, social media marketing and brand fan pages. Furthermore, the literature that I have consulted also covers digital content marketing practices and strategies.

The literature review integrates collected secondary sources, such as reputable books and journal articles published by recognized journal publications, to name but a few. Finally, the literature review will then be used to analyze and support findings of my personal research.

### 2.1. BRANDING

#### 2.1.1. *Brand engagement*

This section discusses the concepts of brand, brand engagement, online branding, online marketing, social media, e-commerce, brand fan pages, and last of all the issue of brand post popularity.

A brand feeds consumer expectations and communicates the "promise" of a product, through presenting its differential against competitors and turning a company into something unique. According to (Hakala et al., 2012) "A brand is a product or service that adds dimensions that differentiate in some ways from other products or services designed to satisfy the same needs". (p. 439)

A brand concomitantly, appreciates or depreciates those who use and/or consume its services, transmits its identity to people, and sells social status. Moreover, a brand is a company's promise to provide a number of attributes, benefits and uniform services to buyers. It decreases the risk taken by consumers when going to buy the product and ensures a certain level of performance (Evef, 2015). As for engagement, it is this process that disseminates content and, consequently, the name of a brand, also distributing opinions of those who have experienced a product or service to other consumers.

Brand engagement can be defined as the act of the company treating consumers as individuals, using its power to influence these consumers and make them engage with the brand. Nowadays, it is evident that brands are seeking to build an almost personal, relationship with consumers, which in return makes consumers feel closer to the brand. This exchange of information and experiences between consumers and companies has several positive effects; the higher value of the product as perceived by the consumer, the greater likelihood of the consumer to recommend the product (Gruen, Osmonbekov & Czaplewski, 2006), and increased sales. In addition, brand engagement facilitates interactions that strengthen the emotional, psychological and/or physical investment that a customer has with a brand (Sedley, 2006)

Social media is giving power to consumers, who start to feel part of the brand and can ultimately influence other consumers. Through the creation of interesting content, brands can attract and engage consumers, without selling products directly, driven by the consumer's desire to seek-information, an act that constitutes one of the important reasons for people to use social networking sites KY & HP (2011).

However, the company must also be aware of negative engagement. In the same way that brand engagement can bring benefits, it can also negatively affect a company's image: people can unite for the sake of a cause but can also unite against this cause. Therefore brands should monitor consumers and enforce them to engage positively.

Organizations that provide interesting and useful information which encourages long-term participation in a group of like-minded people can successfully build a community (Smith &

Vardiabasis, 2010). Furthermore, the pursuit of information is an explication to why people consume brand-related content (Muntinga, Moorman & Smit 2011).

### *2.1.2. Benefits of brand engagement*

A strong brand can create additional value for customers and also for suppliers, who can gain several benefits from building a brand. This added value can be functional, emotional and/or symbolic (Urde, 2003).

Brand awareness is the ability of a potential buyer to recognize that a trademark is a member of a category of products. It is also a way to promote products. Brand awareness is key because for certain products there are very few factors that distinguish one product from others, i.e. its competitors. The product that maintains the highest brand awareness, in comparison with its competitors, will usually have the greatest amount of sales.

Even though there is very little difference separating one product from another, consumers will be more aware of one brand than another because of the brand name and the brand image. The higher the brand awareness of a company, the more sales that specific brand will have, which also serves to prevent competitors from gaining more ground in the sales market (EaSantos, 2015). Furthermore, it is generally argued that the “top-of-mind” brand is most likely to be the one purchased when the need emerges (Hakala et al., 2012).

Brand loyalty is the ability to keep the customer captive even when there are similar offers in the market. Brand-loyal customers do not mind paying more for a product sold by their favorite company, because they perceive that the brand offers a unique value. This can provide a greater profitability to the company and also helps them to engage further with customers, as customer engagement has been identified as an emotional connection between a company and its customers (Narayan 2007).

Brand credibility is related to when a company's success is connected with credibility, credibility that is created through consumers being satisfied with the products / services sold, as well as perceiving the service of the company as transparent.

### *2.1.3. Online Branding*

Online branding or e-branding is seen as the way companies use the Internet to relate with consumers. In the information age, consumers have experienced a change in their behavior, which has also changed the way they relate to brands.

Using the tools available via the Internet to extend the reach of their voice, modern consumers search for more than just products and services, desiring to relate to companies that express values with which they can identify.

The exchange of knowledge with and between customers is the key to engaging them, with information and communication technologies providing great opportunities for organizations to engage with the customer through the exchange of knowledge (Joshi & Sharma 2004).

Consumers are increasingly communicating with brands online, the result being that it is currently no longer sufficient for companies to promote their products only through conventional marketing media, as the use of the internet has become primordial, the network being increasingly used by consumers.

A company that makes use of e-branding is on track to well communicate and engage with consumers because they use online networks to; search for more information about the company, ask questions, defend ideas, criticize products, participate in the development of new concepts, etc. Additionally, research has shown that people tend to have positive attitudes toward informative ads on social networks (Taylor, Lewin & Strutton 2011).



The current digital consumer values much less traditional communication or advertising and is willing to communicate more with companies. Consumers seek the cooperation and advice of other consumers through referrals and sharing their opinions. Companies that do not take into account this perception will be likely to lose the preference of their consumers for more interactive, dynamic, accountable and transparent brands (Marketing Futuro, 2015).

Companies can and should use online media to engage with consumers, and numerous online social platforms can be used to achieve this goal, including applications, websites, online forums and brand fan pages. For this study, it would be important to analyze brand fan pages more deeply.

#### *2.1.4. Online Marketing*

Online marketing, also known as Internet marketing, Web marketing, digital marketing and search engine marketing (SEM), relies only on online branding tools in order to differentiate themselves from the competition and to influence customers' perceptions through the Internet.

The company can benefit from different types of Internet channels that do not exist in traditional marketing channels. In addition, the advantages of electronic channels are that they can be used to communicate globally and to enrich marketing towards consumers at a personal level (Mangold & Faulds 2009).

Previously, it was very common for companies to adopt offline marketing techniques (traditional marketing), whose features include brochures, billboards, events and TV ads. However, these features nowadays have to compete with the features of online marketing.

Online marketing offers a wide variety of techniques and is becoming increasingly used by companies to be tactful, agile, economical and adjustable (as online campaigns can be adjusted at any time).

Growth and profit from online participation are some of the goals that companies seek in online marketing. If before such actions were seen only as an optional plus, or as a differential, today they have become crucial (Agência Tsuru, 2016). Moreover, amongst some of the reasons why online marketing is becoming more popular in business is the fact that online actions have a very fast speed, a surprising range, a remarkable ROI (return on investment) and can be monitored instantly.

Online Marketing channels include Search Engine Marketing (SEM), Search Engine Optimization (SEO), display ads, e-mail marketing, Social Media Marketing (SMM) and Marketing viral. For this study, the research will be focus on Social Media Marketing (SMM).

#### *2.1.5. Social Media Marketing*

Social media marketing, or SMM, refers to the process of gaining attention or traffic through online social media tools. It is key to notice that SMM bring important benefits to the company such as: increased brand recognition; improved brand loyalty; more opportunities to convert; higher conversion rates; decreased marketing costs; improved customers insights (DeMers, 2014).

SMM covers activities that involve the social sharing of content, images and videos and consists of the intentional influencing of consumers through consumer-to-consumer communications using professional marketing techniques (Kozinets et al. 2010). In addition, SMM represents a natural technological platform for online marketing, providing access to a large number of users, grouped in non-geographically bound communities, and based on a structured set of social relationships among admirers of a brand (Muniz et al. 2001).

Moreover, SMM can also be seen as a group of internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of User Generated Content (Kaplan & Haenlein, 2010).

This Digital Marketing Method is focused on involvement with a particular community, emphasizing the relevance of the published content, hence the interaction and two-way communication with the target audience, through which the company listens and communicates with the public.

It is key to comprehend that a company can learn about customers' needs through users' feedback or through the observation of conversations on social media. Therefore this can lead to the involvement of members of the community in the co-creation of values by generating ideas (Palmer & Koenig-Lewis, 2009).

Therefore, SMM provides organizations with a connection to their customers. Companies should follow very closely the information shared by customers on social networks, whether they are comments or concerns. Given the viral nature of social networks (viral marketing), a negative comment from a customer can have disastrous consequences for an organization, whilst in the same fashion, positive reviews can attract more customers.

As stated before, all types of businesses can and should use social media as an online marketing tool. The following section discusses the use of social media in the e-commerce industry, which is the topic of the study.

#### *2.1.6. E-commerce*

The term E-commerce is composed of any type of business or commercial transaction that involves the exchange of information on the Internet. There are different types of businesses that are established for e-commerce: B2B (Business to Business) and B2C (Business to Consumer).

Business-to-Business (B2B) trade encompasses all electronic transactions that occur between companies, whereas business-to-Consumer (B2C) defines the type of transaction established between an organization and the consumer, ranging from dynamic and frequent, or sporadic relationships.

According to the E-bit, a Brazilian website that evaluates the satisfaction of consumers in their purchases on the Internet, 51.5 million Brazilians bought something online in 2014, including 10.2 million new users (Webshoppers, 2015).

Companies use e-commerce not only to exchange products and services with customers or other companies, but also as a showcase for the launch of new products, to gain customer loyalty and to monitor users.

#### *2.1.7. Brand Fan Pages*

A brand fan page is an online social network that companies use in order to communicate and engage with consumers, ranging from a news service for the company to a mini website. The main feature of such a page is a feed of the company's pitches, which automatically updates every time the company publishes something new.

Brand Fan Pages are open to everybody, where people who have an interest in a certain brand can come together to share ideas, questions, photos and reviews, and they constitute a type of marketing that works for any corporate. Through these dedicated pages brand fans can share their enthusiasm for the brand, united by their common interest in the brand and its products (Kozinets et al., 2010). Furthermore, brand fans tend to visit the store more, generating more positive word-of-mouth, and are more emotionally attached to the brand than non-brand fans (Dholakia & Durham, 2010).

Brand fan pages are a reflection of the customers' relationship with the brand (McAlexander, Schouten & Koenig 2002), since they are a place for people to meet and share opinions about whatever topic has a common interest for them.

The highest-profile usage of a brand fan page is a brand's Facebook Page. Facebook is an online social networking platform launched by Mark Zuckerberg, Eduardo Saverin, Andrew McCollum,

Dustin Moskovitz, and Chris Hughes in February 2004, with over 1 billion active users, having become a publicly traded company on May 18, 2012.

Companies can use Facebook to create brand communities in the form of brand fan pages, where customers can interact with a company by liking or commenting on brand posts (McAlexander, Schouten & Koenig 2002; Muñiz & O'Guinn, 2001).

This study uses Facebook as an underlying platform based on the fact that Facebook is currently the fastest growing and largest social network site. Moreover, Facebook has been proven to be a crucial social network for companies in the B2C (Business-to-consumer) sector, gathering in one place all the information a consumer needs to know about the company, engaging consumers by publishing content, and increasing a company's customers base.

Facebook offers 5 ways for a company to use its platform: (1) Facebook Brand Pages, (2) Social Plugins, (3) Facebook Ads, (4) Sponsored Stories and (5) Facebook Applications.

(1) Facebook Brand Pages are pages that a company can create in order to engage with customers. Every time that a company publishes something new, a fan can "like", "comment" or even "share" the publication.

(2) Social Plugins are features like the "Like button", the "Share button", "comments" and other tools that allow a fan to share its experience both in and out of Facebook.

(3) Facebook Ads are targeted ads that a company can create in order to reach diverse audiences and achieve their business objectives.

(4) Sponsored Stories are social ads, which harness the influence of your friends by displaying their recent interactions with brands in the form of advertisements.

(5) Facebook Applications and games are designed to improve a customer experience on Facebook (Facebook, 2015).

It is important to note that this study will focus only on Facebook Brand Pages. Therefore, banners that are posted on Facebook will not be counted as brand posts. "Brand posts differ from banners on another aspect as well: the likes and comments on the brand post reflect active statements of brand fans and are visible to others" (De Vries, Gensler & Leeftang, 2012, p. 84).

In a brand fan page, all content created by the company is referred to as "post" and with each new update, the new post appear on the "wall" or "timeline" of the company. The page created by the company may have one or more moderators who are people authorized to monitor, create and even delete the page content.

In addition, the number of members per page is unlimited, and these members are referred to as fans. Typical characteristics of fans are: self-identification as a fan, emotional engagement, cultural competence, auxiliary consumption, and co-production (Kozinets et al., 2010).

Within a Facebook Brand Page, it is possible that the fans engage with the company in different ways; by showing interested in a post by "liking", "commenting" or even "sharing" the content posted by the company; or by posting a piece of content on the company's wall (but this is possible only if the company has granted the right to do so to its fans). It is important to note that all these actions together generate a story that is shown on the timeline of the fan.

The content generated by the company should be of interest to fans, because only they can generate engagement and interactivity with the company through publications. Setting up a brand fan page and simply generating traffic data (e.g. visits, page impressions, etc.) is not enough to improve customer relationships. The goal of a brand fan-page strategy is to fully engage, integrate, and immerse users in a vivid and active community (Jahn & Kunz, 2012).

The publication published on Facebook is followed by a photo / video / album and a caption accompanying the publication. Brand fan pages must deliver interesting, entertaining, and innovative content to its fans (Jahn & Kunz, 2012).

In addition, companies need to pay attention to their target audience in order to diversify the content that is shown, as well as to best formulate the language used, as each audience has their own language that must be respected.

Furthermore, the company needs to pay attention to the amount of posts that it publishes daily, because an over-publication of posts per day can lead to consumers not reading the content and

eventually abandoning the brand fan page, due to having felt overwhelmed by the quantity of posts. In such cases, the person can decide to click on the "do not follow" button on the company's fan page, which means that, the person remains a fan but does not receive any new notifications, thereby having to click on the company's fan page to view the content. The other alternative would be to click "dislike" on the company's page and therefore no longer be a member of their community. If the brand fan page does not deliver value for the community members on a regular basis they will abandon the page (Jahn & Kunz, 2012).

A study of the target audience is therefore extremely important for the company to generate relevant content. The following section discusses what makes a post popular.

#### *2.1.8. Brand Post Popularity*

Fan pages help a brand to reach their readers and customers. It is evident that fan pages are a convenient way to get direct feedback and suggestions, and also talk to readers. However, the simple act of having a fan page is not enough, content needs to be created in order to engage with the fans.

Facebook does not show the posts to every fan on a company's fan page, as in fact, it will show the post to a certain percentage of the company's fan base, a percentage that is determined by previous engagement between a company's fans and its updates (Agrawal, 2015).

A company can use Facebook's tools in order to create brand posts that are relevant to its target audience. As established by De Vries, Gensler & Leeflang, (2012), "On these brand fan pages, companies can create brand posts containing anecdotes, photos, videos, or other material; brand fans can then interact with these brand posts by liking or commenting on them." (p.84).

One of the methods to increase engagement adopted by companies is to constantly update their fan pages with creative content. A greater number of "like" in a post leads to an eventual higher number of people engaging with it, because it means that the person who "liked" the post is interested, making the post appear in the timeline of some of their friends, increasing thereafter

the chance for other people to “like” the post, therefore increasing engagement. The same procedure is applied for “comments and shares”, which leads us to conclude that “likes, comments and shares” are components that can be adopted to measure the popularity of a Facebook post.

It is worth mentioning the fact that few studies to date have analyzed how to measure the popularity of a Facebook post. In addition, analyzing the positive popularity of a post can be very subjective since a certain number of “shares and comments” may be negative.

Hence, this study will adopt the hypothesis that “likes, comments and shares” measure the popularity of a post on Facebook. Therefore, the higher the number of these three components in a post, the greater the engagement with the public.

The next chapter discusses the principles of Content Marketing, with its evolution, definition, and how is applied to online marketing.

## 2.2. CONTENT MARKETING

### 2.2.1. *The evolution of content marketing*

Understanding the facts of the past leads a company to make better decisions in the present. Content marketing is present in the lives of people much earlier than they know. In fact, since 1985 there is evidence that this form of content had already been generated. A study by John Pullizi, based on his book “Epic Content Marketing” will be discussed in order to understand the most important moments of content marketing.

In 1985, we find the first evidence of a content created by John Deere, founder of the company Deere & Company that launched the magazine “The Furrow”, which now has a circulation of 1.5 million copies in 40 countries and 12 different languages. The aim of the magazine was not simply to sell a simple equipment catalogue, but to educate farmers on new technology and how



they could become more successful business owners and farmers (Pullizi, 2014). Therefore, the goal was to help people to become more prosperous and profitable.

During the nineteenth century, other companies had started doing the same. For instance, Michelin, an auto and truck parts industry, created the "Michelin Guide", a book that would help drivers maintain their cars and find decent lodging.

In 1904, Jell-O, a gelatin dessert, published a recipe book that contributed to sales over \$1 million by 1906 (Pulizzi, 2014). Moreover, in 1913 the consulting company Burns & McDonnell started to distribute "Benchmark" magazine, which is still produced nowadays.

In order to keep people informed about the deflation crisis, Sears, an American chain of American department stores, launched a radio program in 1922.

These are just a few of many examples of companies that have been using content marketing for some time. It is true that the social media platform is something yet to be explored, but it is interesting to note that companies have always been showing an interest in producing content that tells stories to the audience.

Today there are several different types of content format spread across various marketing channels. So it is always crucial for companies to remember that "channels come and go, but good stories (and storytelling) last forever." (Pullizi, 2014, p. 13).

### *2.2.2. The definition of content marketing*

As coined by Joe Pulizzi (2014), Content Marketing is "a marketing process to attract and retain customers by consistently creating and curating content in order to change or enhance consumer behavior" (p. 3), which indicates that nowadays, people are observing a creation of more and more content from marketers. The practice involves the creation and sharing of media, and the publication of content in order to acquire and retain customers.

However, to simply constantly create content is not a way to succeed, as marketers also have to curate content. As marketing guru Beth Kanter suggests “Content curation is the process of sorting through the vast amounts of content on the web and presenting it in a meaningful and organized way around a specific theme” (Kanter, 2011, p. 1). Both of these 2 definitions illustrate that content marketing is an identifying process of the stakeholders’ needs, which entails curating the content to satisfy these specific needs by distributing the right content across appropriate channels (Gurd, 2011).

It is a fact that a shift from paid media towards owned and earned media has been observed in the last several years. “Content marketing is owning media as opposed to renting it” (Pulizzi, 2014, p.3). Due to revolutionary changes in the digital space, new and exciting ways of attracting and retaining customer’s attention, which are free of charge, have been established. Social networks such as LinkedIn, Twitter or Facebook make it possible for brands to interact with their audience directly (Germano, 2012). Nowadays, a trend has been observed: brands becoming publishers in order to keep up with their competition, and more importantly, to keep their base of fans and followers – their close communities – active (Cuene, 2012).

The primary goal for companies, which engage in Content Marketing, is to attract, retain and convert their potential and existing customer base. Apart from these obvious tangible commercial benefits, there are also other financial and non-financial benefits:

- Building strong relationships with the audience – Content marketing offers companies a unique opportunity to re-examine the method they use to interact with their audience. Content marketing enables them to reach out and make a connection with their desired costumers (Pigford, 2013).
- Brand Awareness – Brand awareness is a common goal for the majority of businesses, and content marketing guarantees that the company’s brand name is being communicated to the “widest possible audience” (Gurd, 2011).

- Content Marketing helps beat the competition – Content marketing is less expensive and generates more sales (Hubspot, 2011) than traditional marketing.
- Thought Leadership/Innovators – Content marketing has the ability to provide both potential and current audiences with suited and appealing information (Evans, 2013). “Being the ‘go to’ people for industry trends, innovations or commentary automatically raise your brand awareness and engenders trust” (Gurd, 2011, p.10), which is highly critical in the process of decision-making and results in elevation above competitors.

### 2.2.3. *Content Marketing Practices*

Although there are few studies covering the content marketing topic, the study by De Vries, Gensler & Leeflang, (2012) establishes a classification of the type of content published by companies on social networks: informative content and persuasive content.

Persuasive content has the purpose of selling a product or service directly. Usually the company uses traditional tactics of marketing to sell the product, coupled with persuasive techniques. Companies can offer discounts on initial purchases to encourage customers to buy higher quantities of a product or service. Comparing the qualities of a product with similar products from other companies is another form of persuasive advertisement/content, which lures many consumers.

Informative content, on the other hand, has the goal to sell the idea of something, so the consumers will decide themselves what kind of product or service is the best. It means that the company would work ‘behind’ the product, constructing the brand image, and presenting information about topics related to the product. Informative content helps create awareness about a topic and also lends credibility to the brand in the eyes of the target audience.

Brand posts are regarded as informative when the brand is concerned about creating a piece of content that will help the customer to solve a problem or to better understand a topic.

Therefore, brand fans may have more positive attitudes towards informative brand posts compared to non-informative brand posts, thus leading to higher popularity (De Vries, Gensler & Leeflang, 2012).

#### *2.2.4. Digital Content Marketing practices*

Digital content practices have been closely linked to products and are seen in literature as a value-added feature that amplifies the product offering on an online platform (de Chernatony & Christodoulides, 2004; Koiso-Kanttila, 2004; Rowley, 2008). In addition, according to several authors who have researched content marketing, content marketing should go beyond a simple information about the product (Pulizzi, 2014). As it was pointed out, this study aims to explore digital content practices that are valuable, consistent and free of charge for the end-consumer.

According to a research conducted by the Technology Marketing Community on LinkedIn, it was observed that the top 3 content marketing tactics most frequently used by companies are: Blogging (65%); Social Media (64%) and Case Studies (64%) (Technology Marketing Community on LinkedIn, 2014). Therefore, one can see that Social Media is one of the most used tactics for conducting a proper Content Marketing strategy, and will therefore contribute to this study.

#### *2.2.5. Digital Content Marketing strategies*

According to Pulizzi (2014), B2C marketers use an average of four social media channels to distribute content to their end-consumers. Social media is crucial for a content marketing strategy, as stated by the author, "no content marketing strategy is complete without a strong social media strategy" (Pulizzi, 2014, p. 229).

An ideal strategy for a content marketing campaign on Facebook would include several points that were researched by Pulizzi. The author defends the idea that first of all, an interesting

subject needs to be selected in order to capture the consumer's attention. Spending time posting well-edited photos and well-written pieces of content is the ideal method. It is important to remember that consistent quality is much more crucial than volume.

In addition, the author claims that marketers should communicate the message succinctly unless the content really needs the extra words, since shorter messages are easier to assimilate. A tactic that companies usually use is to include keyword rich tags and descriptions in the post, so those words can be easily found in a user's online search.

In short, the content created should be usable, visible, useful, desirable and engaging, so that the brand can build a socially connected relationship with the consumer.

### 2.3. SUMMARY OF THE LITERATURE REVIEW

The foregoing literature review offers a comprehensive discussion of the topics that are related to the research study. As previously established, the objective in conducting this study is to investigate if there is a link between brand engagement and Facebook Content Marketing practices in the e-commerce industry in Brazil.

Based on the existing literature, new online services have transformed the relationship between how consumers communicate with companies and organizations. Companies have the opportunity to observe customers, and create and curate content, to change or enhance consumer behavior. Therefore companies are investing more in online marketing, and especially in social media marketing (SMM), in order to gain attention or traffic through online social media tools. Through previous studies, it was established that Social Media is the most used Content Marketing practice in the B2C sector

There are several different types of social media that a company can use in order to establish a connection with its fans. However, the highest-profile use of a brand fan page is Facebook's

Page, an online social networking platform launched by Mark Zuckerberg in 2004. Hence, this study uses Facebook as an underlying platform.

Companies post pieces of content and their fans can "like", "comment" and/or "share" the information presented. As a consequence, these are components that can be adopted to measure the popularity of a Facebook post.

### 3. METHODOLOGY

This study aims to investigate if there is a link between brand engagement and Facebook Content Marketing practices in the e-commerce industry in Brazil.

Founded in February 2004, Facebook enables companies to create brand fan pages, in which they can post status updates, photos, videos, photo albums and even upcoming events. Moreover, companies can use social networking in order to advertise new promotions, products and even to push content directly to consumers through Facebook Ads.

It is key to note that Facebook has over 1.393 billion monthly active users (Steeves, 2014), making it currently the world's largest online social network. Statistics show that in Brazil alone the number of Facebook users is 74.8 million, meaning that it is the most used social media network (Statista, 2015) and is a highly relevant platform for this study.

From the moment that an individual becomes part of Facebook, it is possible to 'become a fan' of a brand by clicking on the 'Like' button of a brand fan page. Consequently, informational content will appear in posts on the news feed of the Facebook fans. By liking, commenting or sharing the post, fans are also able to engage and interact with the brand. Recently, Facebook added a 'shop' icon, so people can click and be instantly redirected to a brand's landing page. Therefore, Facebook enables the brand to build a close relationship with their fans in real time actions, by initiating a conversation and sharing valuable content.

#### 3.1. DATA COLLECTION

A quantitative research method was conducted for the study. Quantitative methods emphasize objective measurements and statistical, mathematical, or numerical analysis of data. Quantitative research focuses on gathering numerical data and generalizing it across groups of people in order to explain a particular phenomenon (Babbie, 2010).

All aspects of the study are carefully designed before the data is collected. The unit of analysis of this study will be 100 publications on brand posts of the largest online one-stop-shop for mothers in Brazil: Tricae.

Tricae is an e-commerce ([www.tricae.com.br](http://www.tricae.com.br)) founded in November 2011 in São Paulo, Brazil. The company sells clothes, shoes, accessories, baby items, school material, furniture and toys for children from 0 to 12 years old. The target audience is women aged from 25 to 40, who are well informed, demanding and careful when shopping for their children, and remain conscious about getting good deals.

As for Facebook, Tricae creates content that reinforces the approach of the brand with the mother, through information, fashion tips, food, health, education and inspiration (Tricae Magazine, 2015).

Data collection will therefore be exclusively based on those pages. In addition, the sampling method that will be applied in this case will be a "convenience sampling", which is a non-probability sampling method. This type of method was chosen because it can be assumed that the targets of this study (company's brand posts) are in social media.

A scale will be created in order to measure the level of Content Marketing practices that the company uses on brand posts. Previous studies were investigated with the goal of finding and understanding scales that could be applied for the study. One example is the study of Lee, D.; Hosanagar, K & Nair, H. S. (2013) by the University of Stanford, "The Effect of Advertising Content on Consumer Engagement: Evidence from Facebook". In this study the authors considered that engagement on Facebook can be reached by the number of "likes", "comments" and "shares". Based on these criteria, two classifications of posts are defined: persuasive posts (nonexistent or little Content Marketing practices) and informative posts (Content Marketing practices are presented). Next, in order to be able to classify if a brand post is considered persuasive or informative, the authors developed measures by which several criteria could be analyzed, enabling the assignment of the post to be either persuasive or informative.



In addition, the present study takes into consideration the definitions of Content Marketing analyzed in the Literature Review, mostly proposed by Pulizzi (2014), as well as the author's knowledge about the concept. It was therefore possible to develop a scale with several criteria, enabling the measurement of the levels of Content Marketing practices present in each post on Facebook.

The first step is to choose the period during which the posts will be analyzed. Next, the author should manually investigate each brand post and verify the criteria that a Content Marketing post should present. The third step is to apply the scale for every criteria (the criteria and the scale are presented in the following section). Consequently, it will be possible to calculate the average numbers of the criteria and find the final scale for the post. Based on the final scale and the number of likes, comments and shares, the link between brand engagement and Facebook Content Marketing practices will be tested.

The data will be analyzed through statistical tools. In this study, both descriptive and inferential statistics will be used. Descriptive statistics are used to describe and summarize data, helping patterns to emerge. They typically provide frequency distributions such as mean, medians, and a spread of observations, such as ranges, variance and standard deviation (Dodge, 2003). On the other hand, inferential statistics use a sample from the population in order to make estimations, correlations and predictions using the data. Once again, the research question of this study is "Does Facebook Content Marketing practices matter for brand engagement in the ecommerce industry?" Therefore, a Test of relationship will be performed through Excel. For this, it will be used the correlation test, which tests if values are significantly related to other values. Moreover, a Regression model will also be used.

### 3.2. THE CRITERIA

Based on previous studies, the literature and also the author's knowledge about Content Marketing Practices, five criteria were selected to analyze Tricae's posts on Facebook. It is

important to notice that there is no software that can corroborate all the criteria because they are very subjective. Therefore, the manual verification of each post by the author is essential.

According to the literature, a compelling Content Marketing piece should present (a) valuable and compelling content; (b) engage a clearly defined and understood target audience; (c) position the business as a leader in the field; (d) help customers discover (on their own) that a product or service is the best available; and (e) present a visual content.

#### *A) Valuable and compelling content*

The first criterion adopted by the author is related to the most basic concept of Content Marketing, whereby companies should develop a strategy capable of delivering a valuable experience to the customer. It is about being helpful to each other, and through doing this, the business should share valuable pieces of content that have the goal of enhancing the community and at the same time placing the business as a leader in the segment (Pulizzi, 2014).

The author will verify if the brand post presents a new and/or interesting subject in a compelling context that can educate and/or amuse people about the topic. The piece of content can take the form of an infographic, video, blog, and so on.

Hence, the content should deliver a compelling and valuable piece of information in order to attract and also retain the audience (FulcrumTech, 2014).

#### *B) Engage a clearly defined and understood target audience*

The second criterion is associated with the fact that the target audience makes all the difference. While the brand's name may get the people to use its social page, it is the quality of the content that may encourage them to share and interact with the page, disseminating the word about the brand and its content. Nowadays, technology allows consumers to have great power, since they can interact directly and instantly with companies using social media. By doing this, companies also have the opportunity to create emotional connections with their fans (Stokes, 2014).

At the same time that the brand needs to create a bond with its fans, it is possible to acquire new customers through the use of content marketing strategies (Pulizzi, 2014).

Based on that, the author will analyze if the brand generates activity and discussion around the post; responds to comments directly; invites dialogue; or even encourages the audience to know more about the topic.

*C) Position the business as a leader in the field*

Companies that have decided to adopt a content marketing's tactics can prospect awareness by using once-proprietary knowledge, establishing themselves as thought leaders in their field. The third criterion will verify if the brand can share enough valuable insights, in such a way as to interest the audience, and more importantly, to see the company as a leader in the field.

The author will validate if Tricae's Facebook posts are related to the core business; present valuable advice and specialized words that can prove the company's knowledge about the field.

*D) Help customers discover (on their own) that a product or service is the best one*

The fourth criterion should validate if the brand can indirectly dialogue about a product. Companies that promote themselves on social media using only "sales speak" can engage customers in a short-period of time, but they certainly do not present a content. Consequently, the more a company talks about itself, the less people will value its content (Pullizi, 2014).

The author will verify if the brand does not promote products or services directly, therefore not using displayed product prices or convincing marketing strategies.

*E) Present a visual content*

The final criterion to be analyzed is the photo of the post. On a Facebook post, if the image does not convince the fan that he/she should spend its time reading and consuming the content, the person will most likely not "like/comment/share" the post. Even when using textual content, the visual design is critical (Pulizzi, 2014).

Besides the fact that photos take up a much larger space of a person's News Feed, they are engaging and easy to understand, which makes this tool the most effective one for content marketing (Steeves, 2014).

Therefore, the author will analyze if the photo is appealing; if there is a match between image and text in a way that the image incites the user to read the text; the less product images there are, the better the post.

The five criteria will guide the author to distinguish what can be considered a Content Marketing post and what cannot. The next step will be to classify each criterion in the scale in order to measure the Level of Content Marketing Practice. The scale can be seen below:

### 3.3. THE SCALE

Depending on the level of Content Marketing practice that a post presents, it will receive a classification (1= "nonexistent or little level of Content Marketing practices", 2= low level of Content Marketing practices, 3= medium level of Content Marketing practices and 4= high level of Content Marketing practices). Therefore, for every criterion, a scale from 1 to 4 will be applied, and after analyzing the 5 criteria, an average will be established. Based on that average, the post itself will be classified on a scale of 1 to 4, so the connection between brand engagement and Facebook Content Marketing practices can be investigated.

It is key to underline that "likes", "comments" and "shares" define brand engagement on Facebook. So, the author will investigate the number of "likes", "comments" and "shares", and will analyze if there is a relationship between the quantity of "likes" and the Content Marketing practices.

#### *3.3.1. Evaluation Model*

A) Valuable and compelling content

*Evaluation Criterion:*

- New / interesting topic
- Valuable piece of information
- Photo, infographic, a sense of emotion

## Level 1. Nonexistent or little level of Content Marketing practices

- Not related to what the brand sells (unrelated photo, video unrelated to the value of the brand)
- Promotions (ex: 50% off)
- The company did not create the content

## Level 2. Low level of Content Marketing practices

- Presence of something that can be related to the brand
- Promotions are presented, but are not evident
- Confusing photo/video/infographic
- Content present but difficult to understand

## Level 3. Medium level of Content Marketing practices

- The content connects to the core value of the brand but its not new/creative/compelling
- Lack of promotion
- The information presented is useful

## Level 4. High level of Content Marketing practices

- New/interesting topic related to the core value of the brand
- Information that can be used by the customer
- Easy to understand
- Content relatable to the target audience

## B) Engage a clearly defined and understood target audience

*Evaluation Criterion:*

- The post generates activity / discussion
- A direct response to comments
- Invites dialogue

## Level 1. Nonexistent or little level of Content Marketing practices

- Does not speak to the audience
- Disconnected content
- Little or no dialogue with the audience

## Level 2. Low level of Content Marketing practices

- Slight (yet insufficient) dialogue with the audience
- Long delay in the response to comments
- No verification of what the audience expects

## Level 3. Medium level of Content Marketing practices

- Dialogue with the audience is present
- Response to comments, with a slight delay

## Level 4. High level of Content Marketing practices

- Generates activity
- Fast response to comments
- Manages to create a bond with the audience
- Seems to understand what the audience needs

## C) Position the business as a leader in the field

*Evaluation Criterion:*

- Posts are related to the core business of the company

- Brand shows current valuable advice and specialized words that prove the company's knowledge about the field.

#### Level 1. Nonexistent or little level of Content Marketing practices

- Content does not match with the brand's core values
- Content is very general
- Inaccurate information

#### Level 2. Low level of Content Marketing practices

- Content can be related to the brand's core values
- The brand generates a good content but gives only very general advice that everyone knows

#### Level 3. Medium level of Content Marketing practices

- More specialized advice
- Content presents information but it does not prove the company's knowledge about the field.

#### Level 4. High level of Content Marketing practices

- Presents a high level of information
- Specialized words in relation to the field, proving the company's knowledge

D) Helps customers discover (on their own) that a product or service is the best one

#### *Evaluation Criterion:*

- The brand does not promote products or services directly
- Absence of "sales talk"
- Convincing marketing
- Absence of product prices on display

#### Level 1. Nonexistent or little level of Content Marketing practices

- "Sales" talk
- Display of product prices
- Display of promotions
- Convincing marketing used
- Promotes products or services directly

#### Level 2. Low level of Content Marketing practices

- Possible display of product price and simultaneous information about the product
- Helps the customer to understand why the product is good for them
- Displays the promotion but with content

#### Level 3. Medium level of Content Marketing practices

- Does not use "sales" talk, but it relates to sales in some way
- Does not display product prices
- Helps the customer to understand why the product is good for them whilst relating to the product
- The image shows the product

#### Level 4. High level of Content Marketing practices

- Does not use "sales" talk
- Does not display product prices
- Helps the customer to figure it out by themselves about the best product/service
- The image does not show the product

#### E) Visual content

##### *Evaluation Criterion:*

- Content photo is appealing to the audience
- The image and the text match



- An adequate image

#### Level 1. Nonexistent or little level of Content Marketing practices

- Many products in the image
- The image does not appeal to the audience
- Absence of match between the image and the text
- The image is not adequate

#### Level 2. Low level of Content Marketing practices

- Some products in the image but the product is still the central focus
- An adequate image
- The image appeals slightly to the audience

#### Level 3. Medium level of Content Marketing practices

- Some products in the image but the product is not the central focus
- The image is easily understandable
- A confused but obtainable link between the image and the text

#### Level 4. High level of Content Marketing practices

- The image translates exactly what the brand wants to communicate
- There is a link between the image and the text
- The image is appealing and easy to understand
- There are no products in the image or the product is not the central focus

#### Criterion:

- A) Valuable and compelling content (educate people)
- B) Engage a clearly defined and understood target audience
- C) Position the business as a leader in the field (understand the topic, specialized subjects)
- D) Helps the customer discover (on their own) that a product or service is the best one
- E) Visual content

The following examples show how the scale can be applied to a post.



Text:

*“Atenção futura mamães, tem bebê vindo por aí!*

*Pensando nas mamães que se encontram ansiosas com a chegada do pequeno, separamos algumas curiosidades sobre essa fase tão especial da vida de toda mulher.*

*Alguém aqui se identifica com os dados apresentados?*

*Mamães, venham visitar a Tricae: <http://tricae.me/conhecer-tricae>”*

Publication Date	Time	Likes	Comments	Shares
November 4 <sup>th</sup>	8pm	130	11	17

Criterion	A	B	C	D	E
Grade	4	3	3	4	4
Comments	new/interesting topic related to the core value of the brand	the brand responds to comments, but it takes time	content presents information but it does not prove the company's knowledge about the field	does not display product prices; the image does not show a product	there is a link between image and the text; it is easy to understand

Average grade: 4 - High level of Content Marketing practices



Text:

*“Futuras mães, vocês conhecem a importância do ferro para a gravidez?*

*Ainda não? Então a Tricae te explica!*

*O ferro é importante pois realiza diversas funções, como a produção de hemoglobina e claro, a manutenção de um sistema imunológico saudável. Na gravidez, ele se torna ainda mais importante, pois a quantidade de sangue aumenta no corpo da mulher e é necessário produzir mais hemoglobina, logo, consumir mais ferro se torna essencial.*

*Ele pode ser encontrado nos seguintes alimentos:*

- Carnes vermelhas, aves e peixes
- Feijão
- Gema de ovo
- Tofu
- Cereais
- Frutas secas

*Gostaram da dica? Qual desses alimentos é o seu preferido?*

*Mães, venham visitar a Tricae: <http://tricae.me/lojasitebr>”*

Publication Date	Time	Likes	Comments	Shares
November 3 <sup>th</sup>	6pm	4.250	450	658

Criterion	A	B	C	D	E
Grade	4	4	4	4	4
Comments	information that can be used for the customer; easy to understand	it seems to understand what the audience needs; generates discussion	specialized words from specialists	helps customer to figure out by themselves the best product/service	the image is appealing; it is easy to understand

Average grade: 4 - High level of Content Marketing practices



Text:

*“Mamães, prontas para deixar os pequenos ainda mais estilosos nesse final de semana?”*

*A Tricae selecionou diversos modelinhos lindos de calçados verde para dar um charme extra no pezinho dos baixinhos. Vamos conferir?*

1 - Os pezinhos da criança ganharão um toque de elegância com a Sandália da Timily. Apostando em detalhes pespointos de tirar o fôlego, garante ainda muito conforto, graças à sua palmilha anatômica!

Numeração 22 à 27

<http://tricae.me/sandalias-verdetricae>

2 - Modelinho incrível para acomodar os pezinhos com estilo, este tênis da Tricae dá muito mais apoio e conforto para cada passinho. Moderno e descolado, combina em inúmeros looks.

Numeração 23 à 27.

<http://tricae.me/tenis-verde>

3 - Macia e confortável, a papete da Algodão Doce vai combinar muito bem com os passinhos da meninada. Além é claro, de possuir acabamento em costuras e um fecho superprático.

Numeração 22 à 27

<http://tricae.me/papetes-verde>”

Publication Date	Time	Likes	Comments	Shares
October 31 <sup>st</sup>	6pm	240	11	1

Criterion	A	B	C	D	E
Grade	2	3	2	2	2
Comments	There are promotions presented, but indirectly	there is a dialogue with the audience	the content can be related to the brand's core values	displays promotion but with content	some products in the image but the product is still central

Average grade: 2 - Low level of Content Marketing practices

## 4. DATA ANALYSIS

The data collected on Tricae Facebook pages was analyzed using both descriptive and inferential statistics. As for the inferential statistics, widely known and respected statistical tools were used, namely correlations.

### 4.1. DATA TREATMENT

The statistical software used to analyze the quantitative data was Excel. As Excel works better with metric variables, categorical inputs were reclassified as follows:

Boost post = 1

Not boost post = 0

Product = 1

Content = 0

### 4.2. DESCRIPTIVE STATISTICS

Descriptive statistics are used to describe, show, or summarize the main features of information collection in a significant way in relation to the sample and the observations that have been made. It helps to organize and understand the data that we are dealing with, the results not being able to be generalized into any larger group. It usually provides frequency distributions such as medians, mean, and a spread of observations, such as variance, ranges, and standard deviation (Dodge, 2003).

The following tables and figures show how the descriptive statistics was applied to the study:

---

## Criterion A

### Descriptive Statistics

Mean - 2,4

Standard deviation - 1,325736

Median - 2

Minimum - 1

Maximum - 4

Quartile 1 - 1

Quartile 3 - 4

Sample Size - 100

---

Table 1: Criterion A – Descriptive Statistics

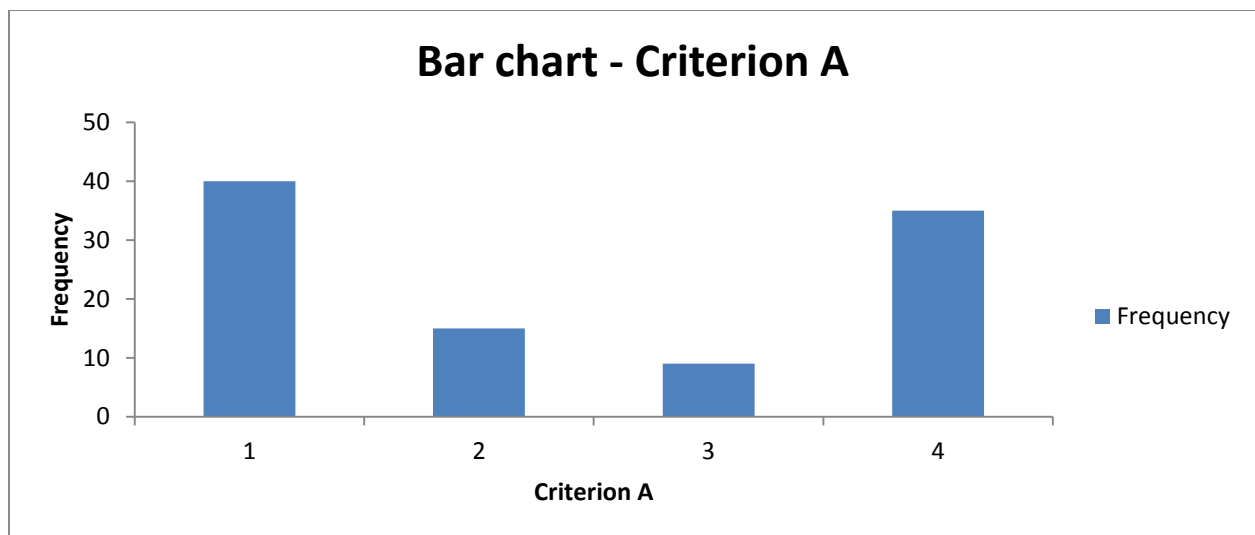


Figure 1: Bar chart – Criterion A

Criterion A is related to the most basic concept of Content Marketing, where the piece of content posted by the company's Facebook should present a valuable and compelling piece of content.

Through the analysis of the descriptive statistics of criterion A, one notices that level 1 and 4 are used more often to classify the company's Facebook posts, meaning that either the post shows a 'Nonexistent or little level of Content Marketing practices' or a 'High level of Content Marketing practices', with fewer classifications in between. Although there was a larger number

of posts presenting level 1 or 4 in the scale, the median is 2, which means that when it comes to the factor, presents a “valuable and compelling content”, the average number of Tricae’s posts is classified as “Low level of Content Marketing practices”.

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### Criterion B

#### Descriptive Statistics

Mean - 2,52

Standard deviation - 1,351991

Median - 3

Minimum - 1

Maximum – 4

Quartile 1 - 1

Quartile 3 - 4

Sample Size – 100

---

Table 2: Criterion B – Descriptive Statistics

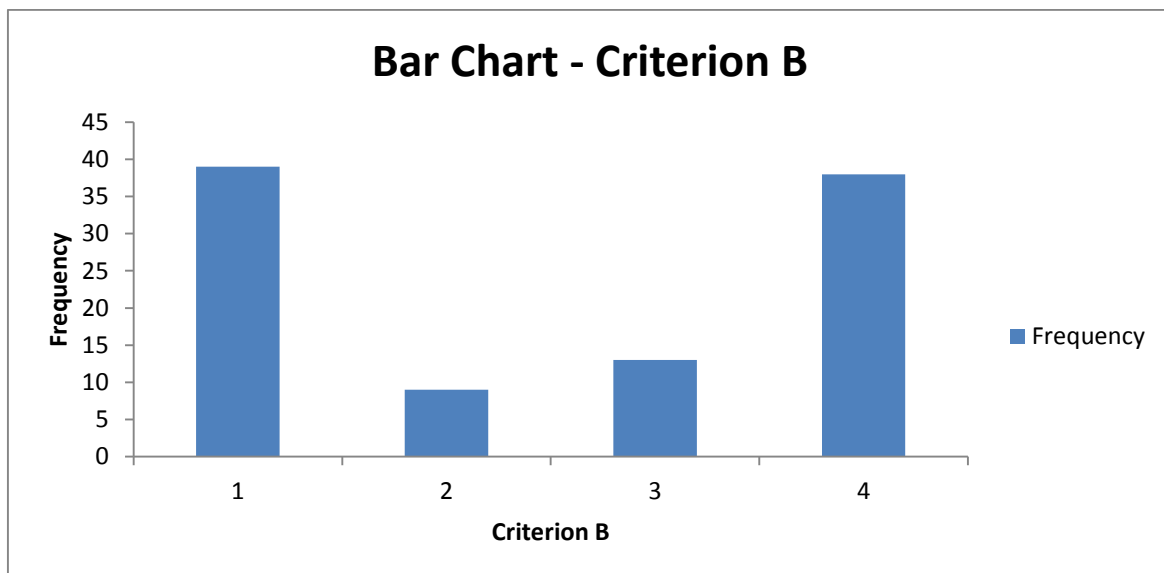


Figure 2: Bar Chart – Criterion B



Criterion B is associated with the issue that the target audience makes all the difference, and therefore evaluates if the post “Engages a clearly defined and understood target audience”. For Tricae’s Facebook posts, it was key to notice that (as showed in criterion A), most classifications are at level 1, ‘Nonexistent or little level of Content Marketing practices’ or at level 4 ‘High level of Content Marketing practices’. However, this time the median is 3, which means that the average number of posts present a “Medium level of Content Marketing practices”.

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### Criterion C

#### Descriptive Statistics

Mean – 1,93

Standard deviation - 1,174261

Median - 1

Minimum - 1

Maximum – 4

Quartile 1 - 1

Quartile 3 - 3

Sample Size – 100

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Table 3: Criterion C – Descriptive Statistics

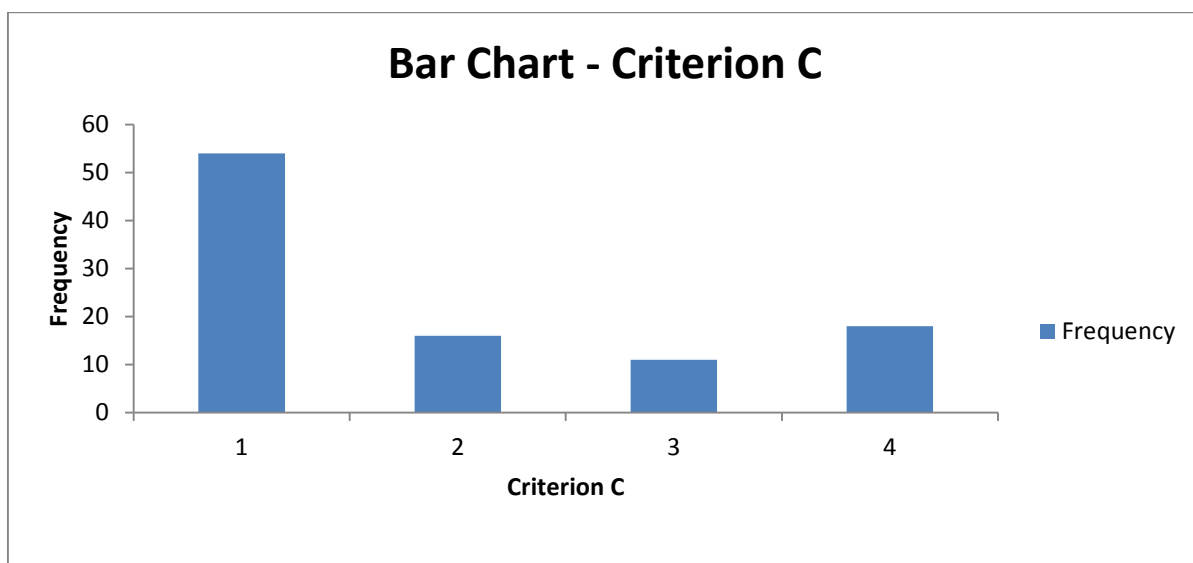


Figure 3: Bar Chart – Criterion C

Criterion C validates if the company can anticipate awareness by using once-proprietary knowledge, establishing itself as a thought leader in their field. Adversely to criteria A and B, criterion C presents a larger number of posts at level 1 than level 4, which means that Tricae's Facebook posts are not generating a high level of information and the majority of its content does not match with the brand's core values. Moreover, the average level of the posts are classified as "Nonexistent or little level of Content Marketing practices".

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### Criterion D

#### Descriptive Statistics

Mean – 2,14

Standard deviation - 1,310563

Median - 1

Minimum - 1

Maximum – 4

Quartile 1 - 1

Quartile 3 - 3

Sample Size – 100

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Table 4: Criterion D – Descriptive Statistics

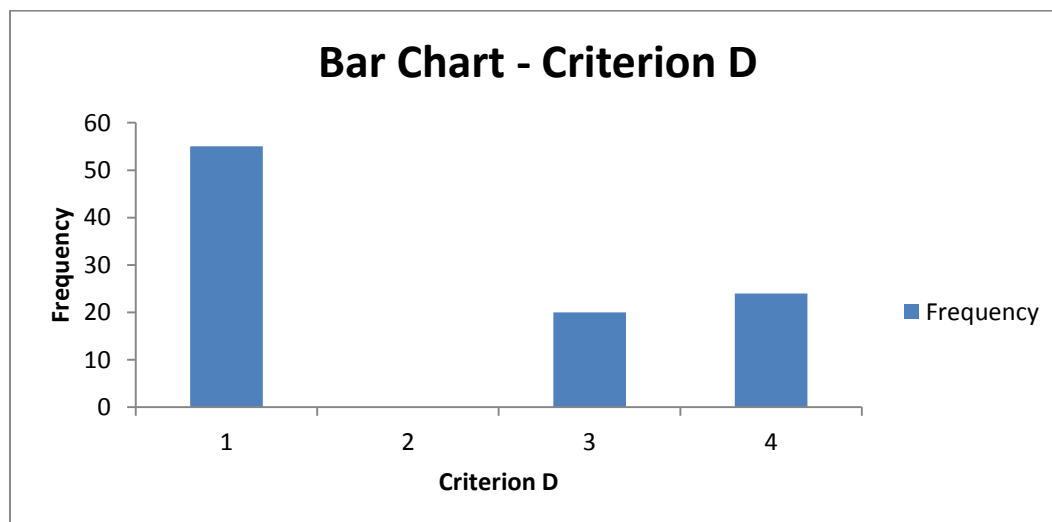


Figure 4: Bar Chart – Criterion D

Criterion D is used to validate if the brand can indirectly create dialogue about a product, Therefore, the post should present an ability to help customers discover (on their own), that a product or service is the best in the market. As we saw for criterion C, there is a larger number of posts classified at level 1, meaning that the majority of Tricae’s Facebook posts do not encourage the customer to figure out the best product/service by themselves, and that the post fails to promote products or services indirectly. Consequently, the average level of posts is classified as “Nonexistent or little level of Content Marketing practices”.

Furthermore, it is relevant to notice that there are no posts classified at level 2, meaning that content can either present the product in an indirect way very well, or posts bring the products directly to the consumer.

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### **Criterion E**

#### **Descriptive Statistics**

Mean – 2,49

Standard deviation - 1,431923

Median - 2

Minimum - 1

Maximum – 4

Quartile 1 - 1

Quartile 3 - 4

Sample Size – 100

---

Table 5: Criterion E – Descriptive Statistics

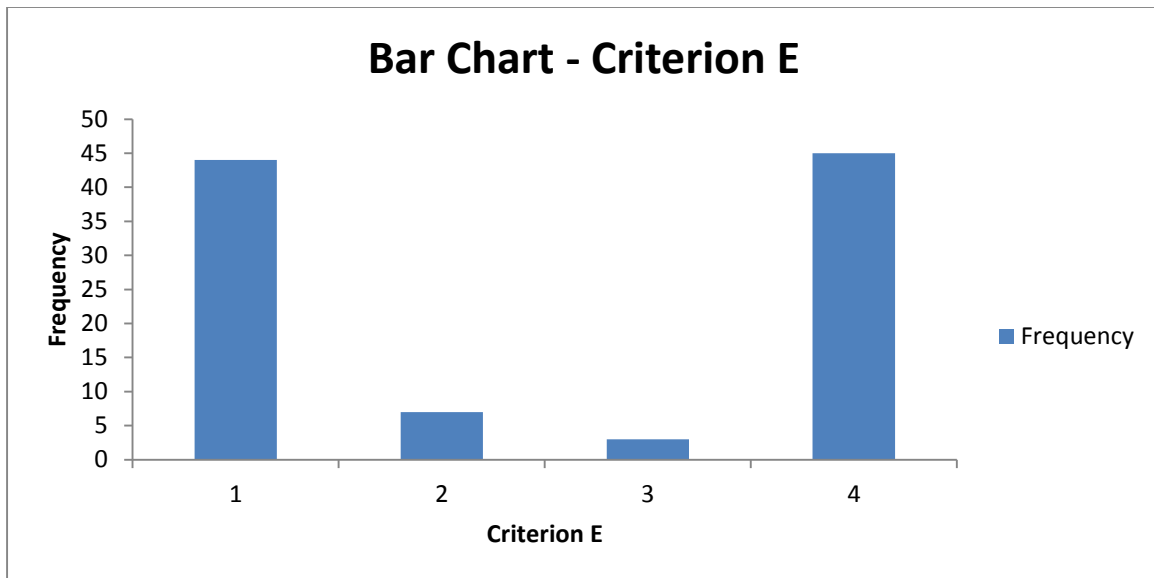


Figure 5: Bar Chart – Criterion E

Criterion E analyses the photo of the post. Through the descriptive statistics, it is possible to notice that differently from all the other criteria, the majority of the posts are classified at level 4 “High level of Content Marketing practices”. However there is still a large number of posts classified at level 1 “Nonexistent or little level of Content Marketing practices”, and there are remains a small number of posts between those levels. This high representation of level 1 posts means that the average level of posts are classified as “Low level of Content Marketing practices”.

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### Likes

#### Descriptive Statistics

Mean – 881,98

Standard deviation - 1619,717

Median - 275

Minimum - 35

Maximum - 8500

Sample Size – 100

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Table 6: Likes – Descriptive Statistics

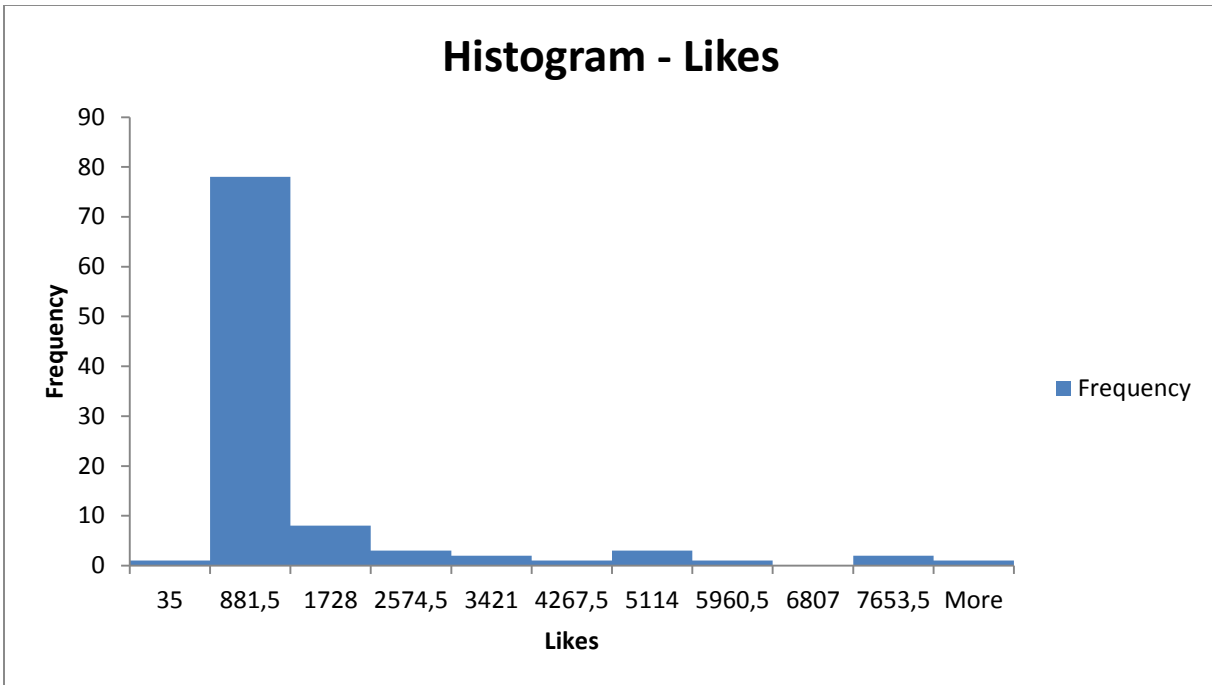


Figure 6: Histogram – Likes

Brand engagement on Facebook is defined by the quantity of “likes”, “comments” and “shares”. In order to “like” a post, the customer should first of all “like” the company’s fan-page, so that posts will automatically appear on their timeline page. Through descriptive statistics, it is key to remark that although the amount of “likes” in one post can go from 35 to 8500, the average number of likes is 881, 98. Therefore, one can notice that it is very unusual for a post to receive so many likes.

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## Comments

### Descriptive Statistics

Mean – 41,97

Standard deviation - 98,0828814

Median - 11

Minimum - 0

Maximum - 827

Sample Size – 100

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Table 7: Comments– Descriptive Statistics

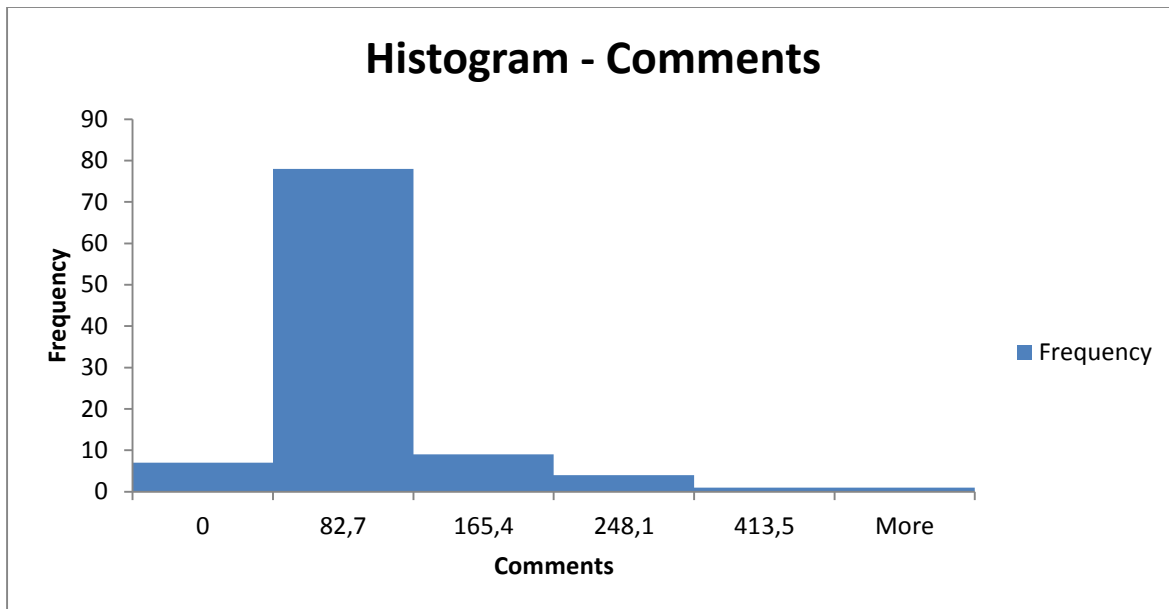


Figure 7: Histogram – Comments

Comments are also a measure of brand engagement on Facebook, however it is important to take into account that comments can be very subjective. A customer can comment on a company's fan-page for several reasons. For instance, a customer may have found the piece of content really interesting, and hence comments to share their opinion (positive or negative) about the subject. They can also mark his friends on the comments, consequently notifying such friends about the post; a customer can also ask something directly to the company, whether it be related or not to the topic of the post. Therefore, for this study, it will be considered that comments are relevant to brand engagement since they are spreading information and engaging customers in one way or another. In contrast to "likes", the frequency of the number of "comments" is more concentrated, making it easier to predict.

Through descriptive statistics, it is clear that comments on Tricae's Facebook posts go from 0 to 827, but that the maximum number of comments is not representative, since the average is only 11.

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## Shares

### Descriptive Statistics

Mean – 175,92

Standard deviation - 720,3242

Median - 13

Minimum - 0

Maximum - 6700

Sample Size – 100

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Table 8: Shares– Descriptive Statistics

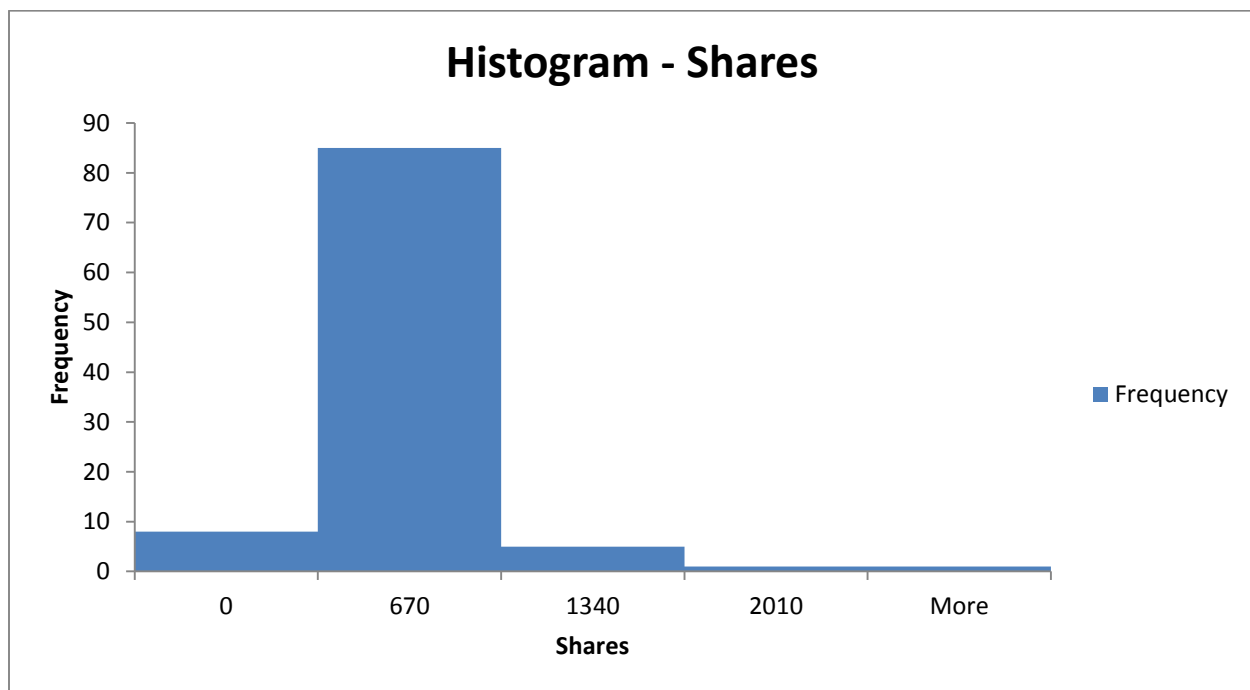


Figure 8: Histogram – Shares

Customers use shares as a way to spread the content created by the company. When a fan shares a piece of content, it means that exactly the same piece will appear on his timeline, enabling his friends to also see the post. Through sharing, the fan helps the company to reach new targets. On Tricae’s Facebook posts, the average number of shares is 13, with most posts receiving 670 shares.

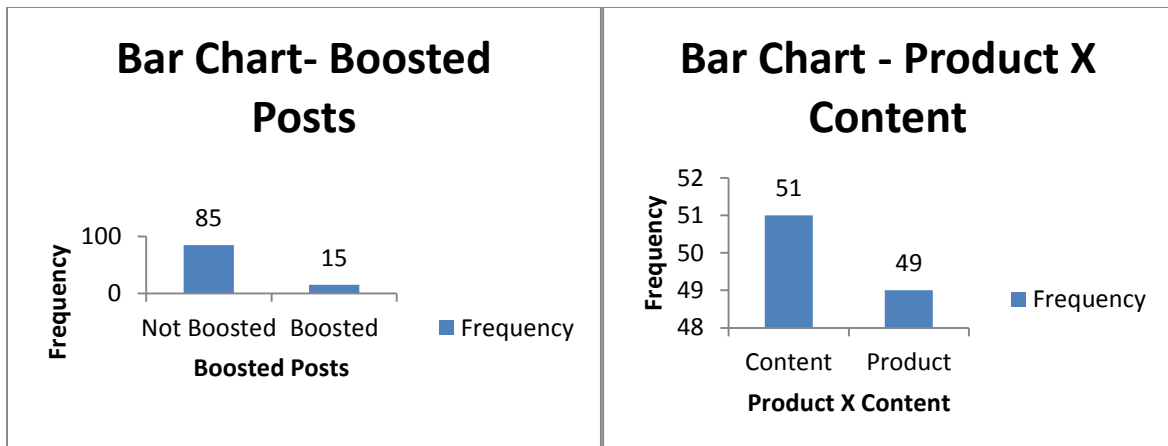


Figure 9: Bar Chart – Boosted posts and Product X Content

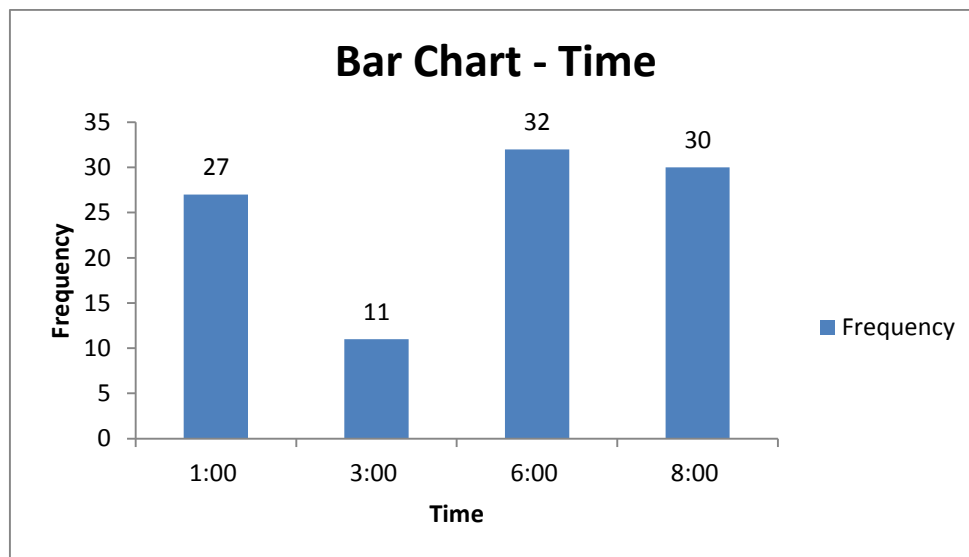


Figure 10: Bar Chart – Time

A method that a company might use to reach more people on Facebook is to boost a post. The company chooses a certain amount of money that it is willing to spend on a certain post with a certain target. By boosting a post, Facebook will make sure that this post appears on a defined amount of people's timeline. For instance, if a company wants to make sure that its fans see a brand new product being launched, they have the option to boost the post, making more people seeing the company's post. Figure 9 shows that Tricae only boosted 15 of 100 posts in the last 45 days. Figure 9 displays that the company posts practically the same amount of content and



product posts on its timeline. Moreover, figure 10 indicates that Tricae usually posts 3 times a day (1 PM, 6 PM and 8 PM) and sometimes a fourth time, at 3 PM.

#### 4.3. INFERENCE STATISTICS

Inferential statistics are methods that employ probability theory for making inferences about populations using data samples drawn from them. In order to test the entire population, inferential statistics take sample results and generalize them to the larger population that the sample represents. The most used techniques for inferential statistics are t-tests, ANOVA, and tests of relationship, such as crosstabs, correlations and regressions.

It is important to note that it is not possible to perfectly represent the population with any given sample, so sampling errors may well appear (Dodge, 2003).

For this study, after conducting preliminary descriptive analysis and describing the information found, it is necessary to conduct a relevant inferential analysis. In this case, a well-known technique was applied, the Correlation analysis. The results are presented as follows:

#### 4.4. CORRELATION ANALYSIS

Correlation is used to examine the relationship between two continuous variables; indicating how strong one variable is in relation to another. A correlation coefficient of +1 indicates a perfect positive correlation. A correlation coefficient of -1 indicates a perfect negative correlation (Beck, 2014). The figure 11 points out the correlation formulae and Table 9 shows the correlation between variables Criteria A, B, C, D and E.

### Correlation Formulae

$$r_{xy} = \frac{s_{xy}}{s_x s_y}$$

$$\text{where: } s_{xy} = \frac{\sum_i (x_i - \bar{x})(y_i - \bar{y})}{n-1}$$

$$\text{and where } s_x = \sqrt{\frac{\sum (x_i - \bar{x})^2}{n-1}}$$

$$\text{and where } s_y = \sqrt{\frac{\sum (y_i - \bar{y})^2}{n-1}}$$

Figure 11 – Correlation Formulae

### Inferential Statistics – Correlation Analysis

	A	B	C	D	E
A	1				
B	0,942259	1			
C	0,874647	0,799382	1		
D	0,944139	0,887723	0,938464	1	
E	0,901367	0,915794	0,741483	0,818899	1

Table 9 - Correlation Analysis – Criteria A, B, C, D and E

As table 9 indicates, the variables “Criteria A, B, C, D and E” are highly correlated. Therefore, any one of the criteria would be a proper value for the instrument, proving the importance of the instrument. As criterion E presents the most significant value, it will be used to represent the criteria in the Regression Model. For a visual representation of the correlation, see the Scatter Diagrams in appendix 2.

#### 4.5. REGRESSION MODEL

Regression modelling considers a more in-depth inferential analysis. It is a useful tool commonly used in forecasting and financial analysis in order to measure the relationships between variables. It is based on several strong assumptions about the variables that are being estimated, and is used to make sure that the results are valid, indicating an actual relationship, and are not simply due to random chance (Beck, 2014).

For this study, a regression model was applied for three dependent variables: likes, comments and shares. As for the independent variables, the following were used: Criteria A,B,C,D,E; boosted; product; 1 PM, 3 PM and 6 PM.

The following tables show significant values that were found. For the complete regression model process, see appendix 3.

<b>Likes</b>				
<i>Regression Statistics</i>				
Adjusted R Square	0,204094411			
Observations	100			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	-52,99525956	292,9699896	-0,18089	0,856831553
E	291,516047	109,0114187	2,674179	0,008791794
Boosted	1394,002018	434,9649085	3,204861	0,001829549

Table 10 – Regression Statistic - Likes

In the first part of the table, "Adjusted R Square" represents the percentage of the dependent variable that can be explained by the independent variables. In this case, 20.5% of the number of "likes" can be explained by the variables "criterion E" and "boosted". "Observations" is the number of the sample that is being analyzed.

The second part of the table shows details about the regression model. There is only two independent variables presented: "criterion E" and "boosted", since the others variables presented a "p-value" higher than the "significance", so they do not represent a significant value for the dependable variable.

As for the criterion E, it can be said that for every 1 point on the scale (from 1 to 4) that a post receives, it increases 291 likes. Therefore, the better ranked in the “criterion E” a post is, the more likes it will receive.

Criterion E analyses the photo of the post; if the content photo is appealing to the audience; if there is a match between the image and the text; and finally if the image is adequate for the company’s target. As observed, it is very crucial that a company chooses an image that fits perfectly with the content since, as demonstrated by the table, it can make the audience more engaged.

However, it is also important to remember that criterion E is just a representation of all the criteria chosen to evaluate the quality of a company’s post. As shown by the model, the entire criteria are important for the number of likes that a post receives.

The second part of the table also shows another independent variable that is highly significant for the number of likes: “boosted”. It means that as the post is boosted, it receives 1.394 likes. It does not matter if it is a “product” post or a “content” post, because as long as it is boosted, the number of likes will increase in the same fashion.

Moreover, the time that the post is published by the company does not influence the number of likes.

### Comments

<i>Regression Statistics</i>	
Adjusted R Square	0,078598963
Observations	100

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	-8,598748707	18,95746049	-0,453581254	0,651133065
E	20,30873442	6,608155317	3,073283457	0,002741983

Table 11 – Regression Statistic - Comments

As shown in the first part of the table, the “Adjusted R Square” for comments is 0,078598963. This means that 7.85% of dependent variable Comments can be explained by the independent variable “criterion E”.

“Criterion E” is therefore the only independent variable that significantly represents all the criterion, creating a piece of content that is deemed worth commenting by the consumer. It can be said that for every 1 point on the scale (from 1 to 4) of criterion E that a post receives, it increases 20 comments. Accordingly, the better ranked in the “criterion E” a post is, the more likes and comments it will receive.

As with the number of likes, the number of comments is not influenced by the time (1 PM, 3 PM, 6 PM or 8 PM) nor by whether the post is a product or a content.

Differently from the number of likes, comments are not influenced by the investment made on a post. Therefore, the only recommendation that needs to be taken into account by a company wanting to engage more people to comment its posts is to produce a good piece of content that ranks high on the scale.

### Shares

<i>Regression Statistics</i>	
Adjusted R Square	0,04957424
Observations	100

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	-128,7817134	141,4000852	-0,91076	0,364656
E	122,370166	49,28897124	2,482709	0,014738

Table 12 – Regression Statistic - Shares

The regression model of “shares” can be explained as 4.95%, based on the independent variable “criterion E”. As with “comments”, the variable “shares” has only one significant variable that it depends on.

Criterion E is a significant variable in every regression model applied throughout this study. It is important to highlight that the image is the first thing that a person sees when they come to a piece of content, especially on Facebook, where there are thousands of publications every day. Consequently, it makes sense that this criterion is significant in engaging people.

## 5. CONCLUSION

As seen in the literature review, over the years the marketing area was modified. It was common to sell the product only by offering a discount or through massive advertising. Nowadays, with the appearance of new methods and technology, the customer has gained a greater share of the power. As a consequence, the customer journey has changed. People use the Internet to find information about a certain product before making purchase, whether that be through reading comments about it or searching for the best price.

In order to keep themselves active in the modern, technologically advancing market, companies started using Facebook, the most visited social media site in the world. By doing this, companies are able to engage with customers by posting on their timeline, where they can like, comment or share the information presented. Therefore, it became key for the company to succeed in selling the idea of the product, and not only the product itself. A company must present a good content in order for people to be interested in liking, commenting and sharing, thereby increasing the customer engagement.

The information that has been collected in the literature review, the comprehensive results of the analysis and the author's knowledge and experience of social media marketing and content marketing will be discussed in the succeeding sections.

The foregoing data collected allows us to address the research question and also the objectives of the research study. The research question on which this dissertation is based is:

- Does Facebook Content Marketing practices matter for brand engagement in the ecommerce industry?

The methodology adopted was initially developed by focusing on the research area of the subject, followed by reviewing the literature in order to summarize findings of similar studies, and finally by obtaining primary data through quantitative research.

The idea is to contemplate and study Facebook's posts to see how content marketing has contributed to the company. It is relatively difficult to measure the results of content marketing investments, so the study focuses mostly on customer engagement, measured by the amount of likes, shares and comments that the post received, rather than the return on investment measured monetarily.

A scale was created in order to measure the level of content marketing practice of each piece of content published by the company, so the link between brand engagement and Facebook Content Marketing practices can be investigated. Therefore, this study contributes to the wider research area through the creation of a scale to measure the level of content marketing presented in a post on social media. The scale draws its importance from the fact that it may be used in future studies to help companies measure and improve their level of content marketing practices. It is also necessary to evaluate if a company is using marketing as a tool to focus on people, by helping themselves to perceive themselves that a product is the best one, or to focus on products, by advertising and selling the product directly.

After analyzing 100 of Tricae's Facebook posts, it was perceived that the company presents a median of level 2 - low level of Content Marketing practices, meaning that although different posts with a level 3 or even 4 exist, most publications reach a medium level on the scale. Through this analysis, it is possible to notice that the company is already applying the content marketing practices in some of its publications, by presenting the product in an educational way or by creating pieces of content where information prevails. However, according to the established scale, the company can further improve its content, if its goal is to generate better quality content.

For the present study five different criteria for measuring the quality of the content generated by the company were also created. These criteria can be very useful for companies who desire to evaluate the quality of their content. These criteria are crucial because the more a company strives to achieve the maximum level for each criterion, the more the average of the content marketing level of the post will increase, eventually reaching the optimum level on the scale.

The most important criterion for Tricae is criterion “E”. The criterion "E", regarding the picture of the post, examines whether the photo content is appealing to the audience; if there is a match between the image and text; and if the image is adequate for the target audience. The importance of this criterion is logical and compatible with the literature review, since the image of a publication is the first thing the consumer sees when opening their timeline. Their first reaction to the image is the deciding factor to whether the consumer will remain reading the publication or not.

The regression model showed that the higher the level of “E” in a post, the greater the number of likes, comments and shares the post received. Accordingly, if the company needs to increase customer engagement, it must make sure that the criterion “E” is at the highest level on the scale.

Regarding the boosting of a post, it was possible to perceive in Tricae’s case that when a post is boosted only the number of likes will increase significantly, whereas the comments and shares did not increase in a meaningful manner. This can be explained by the fact that when a post is driven to a number of people, including those who have already liked the fan page of the company and those who have not, the post will move up the timeline, therefore increasing its chance of being “liked”.

The regression model also shows that the amount of likes, comments and shares it receives is not related to whether a post is concerned with "product" or "content". Tricae works with two types of posts, the so-called "Product posts" and "Content posts." In Product posts the company is always innovating and trying to sell the idea of the product to customers, so as to avoid exposure prices, promotions and so on. For Content posts, the company presents useful information for its target customers without presenting a product, even if it does so indirectly.

This study revealed that these posts are indifferent when the number of likes, comments and shares are taken into consideration. Moreover, it has been proven that the most important factor within a publication is to reach the maximum level in the Content Marketing Scale, so that the post may have more engagement with customers.



The time when a post is published on Tricae's timeline does not present a significant role in determining consumer engagement. It was possible to notice that Tricae adheres to four different time posts (1 PM, 3 PM, 6 PM and 8PM), but according to the analysis, there is no data that proves that the time interferes with the amount of likes, comments and shares. This can be explained by the fact that when a piece of content is posted on the company's timeline, it stays available to be seen at any time. Therefore, when a consumer visits the company's timeline, they can see all the posts published by the company and engage with them as much as they want.

## **6.LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH**

This section discusses the limitations of the study presented and thus highlights the circumstances that may have influenced the final results. Additionally, suggestions for further research on the topic of content marketing are presented.

A significant limitation for this study was the lack of academic literature devoted to the topic. There are still many areas of the subject to be studied as well as techniques that need to be developed in order to help companies to measure content marketing practices. Therefore this study adopted an exploratory view on the subject.

Moreover, due to the nature of the sample collection size, the results cannot be generalized and said to represent all of Tricae's Facebook posts. Only 100 posts during a certain period of time were analyzed from an ensemble of thousands of posts that the company publishes in order to attract and engage customers.

Another limitation that affects the results of this study is the fact that this study aims to analyze a specific company, Tricae, and consequently all posts are from Tricae's Facebook. Therefore the results cannot be generalized to include all companies that use Facebook as a marketing tool for engagement.

This condition naturally creates restrictions on the generalization and further scope of the results. A suggestion for further research on the same topic would be an analysis of more than one company. It would be interesting to investigate different companies and evaluate how they are using content marketing on their Facebook, in order to enable the comparison of different industries and markets, or even enlarging the analysis to more posts over a larger period of time. This could also be done as a quantitative study.

It would be also stimulating to focus on the B2B (business-to-business) context and environment. This study focuses on B2C (business-to-consumers) context, with the company included on the study operating on the B2C market, accordingly the theoretical background provided considers

the issue only from a B2C point of view. It would therefore be useful to have a B2B oriented study in order to analyze the Content Marketing Practices.

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## Scatter Diagrams – Criterion A

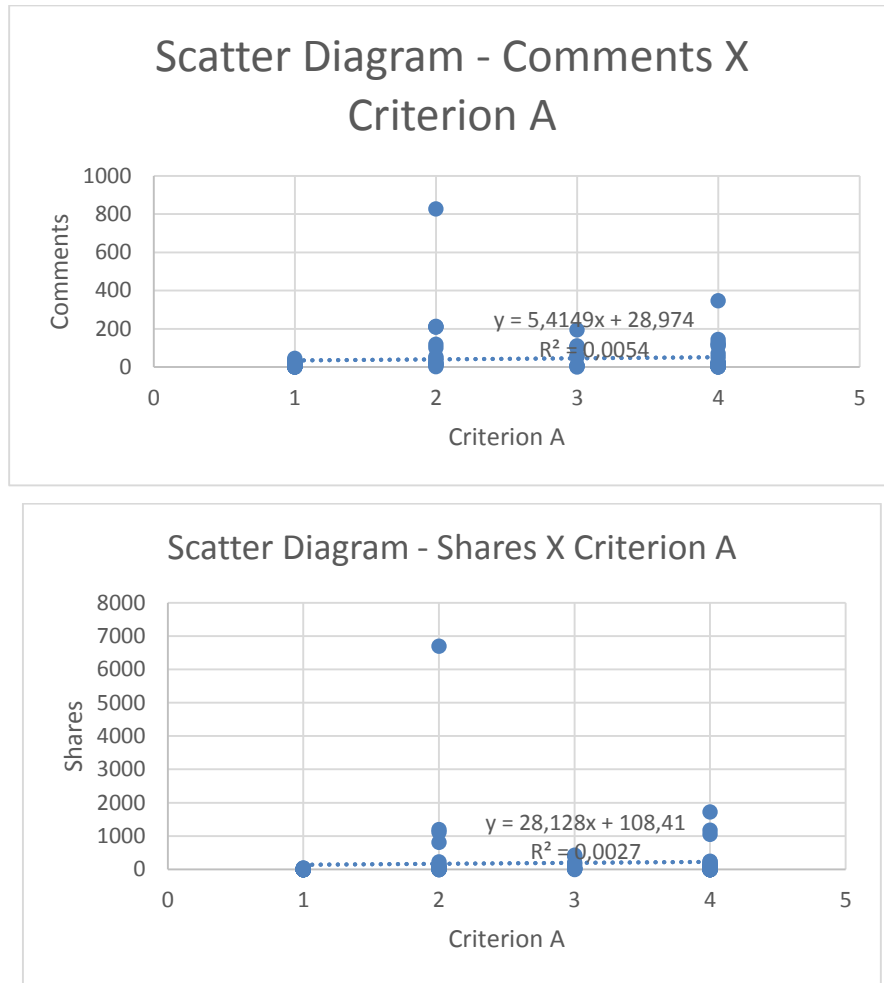


Figure 13: Scatter Diagram – Comments and Shares X Criterion A

## Scatter Diagrams – Criterion B

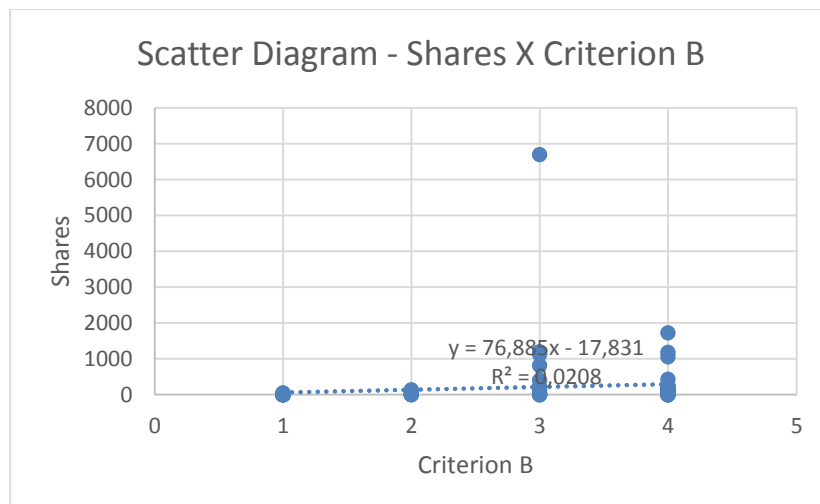
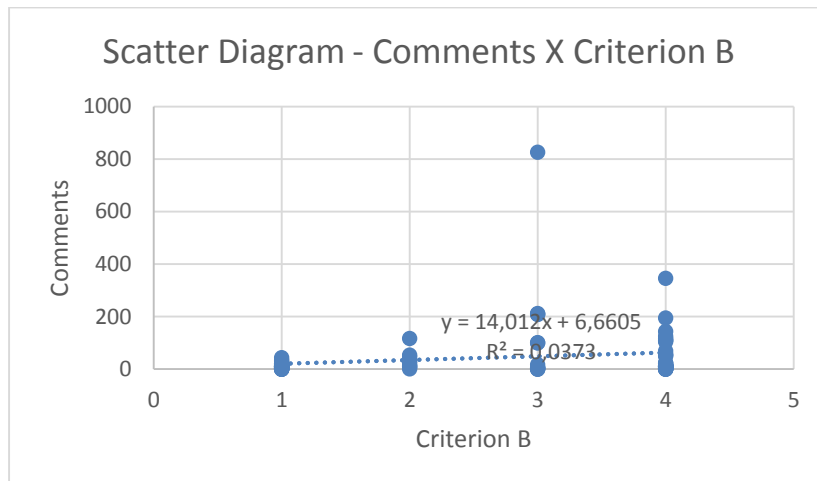
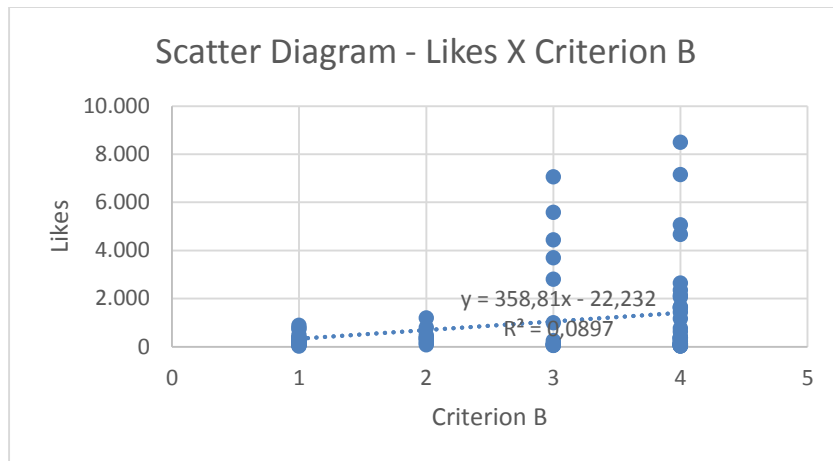


Figure 14: Scatter Diagram – Likes, Comments and Shares X Criterion B

## Scatter Diagrams – Criterion C

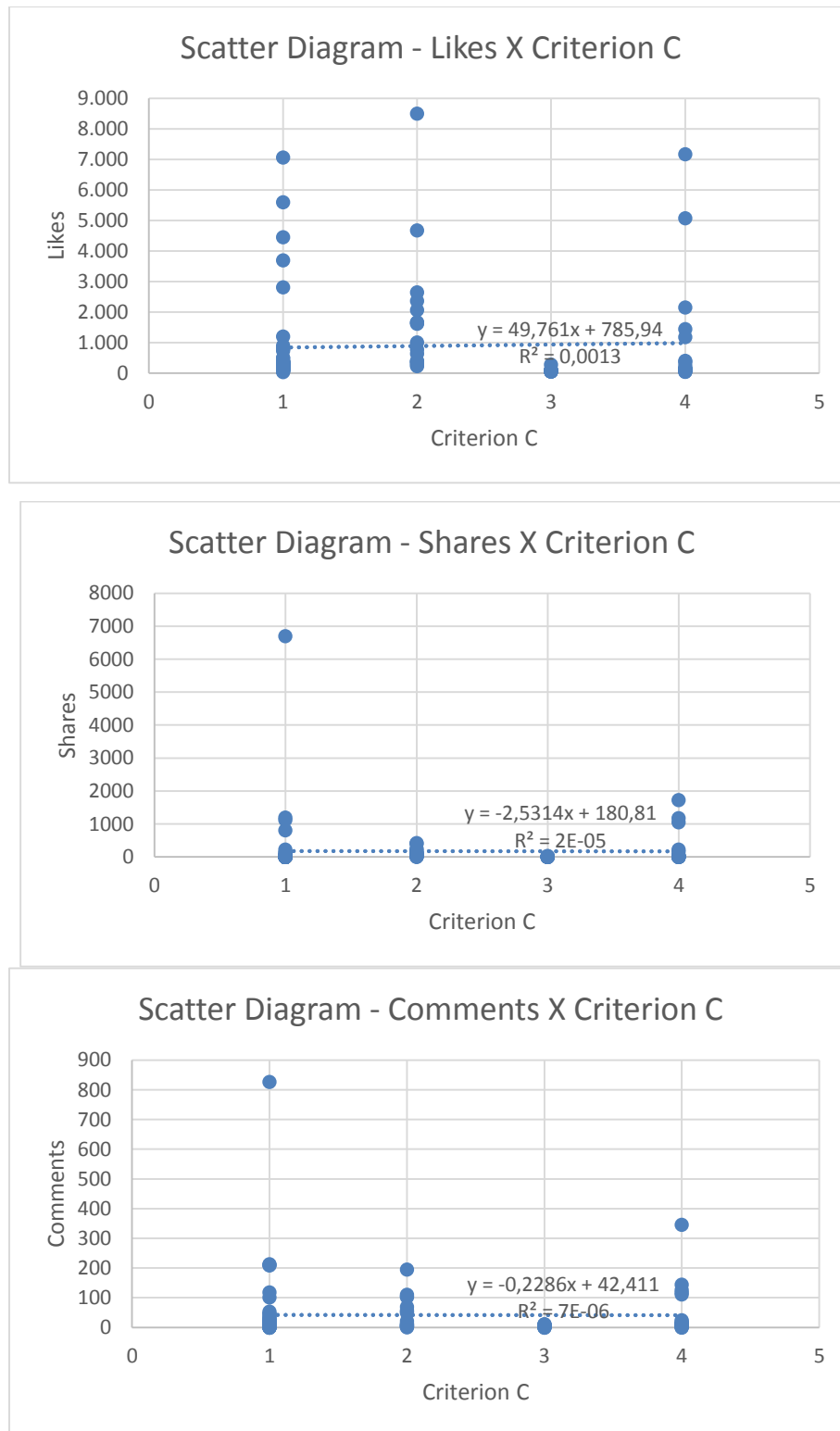


Figure 15: Scatter Diagram – Likes, Comments and Shares X Criterion C

## Scatter Diagrams – Criterion D

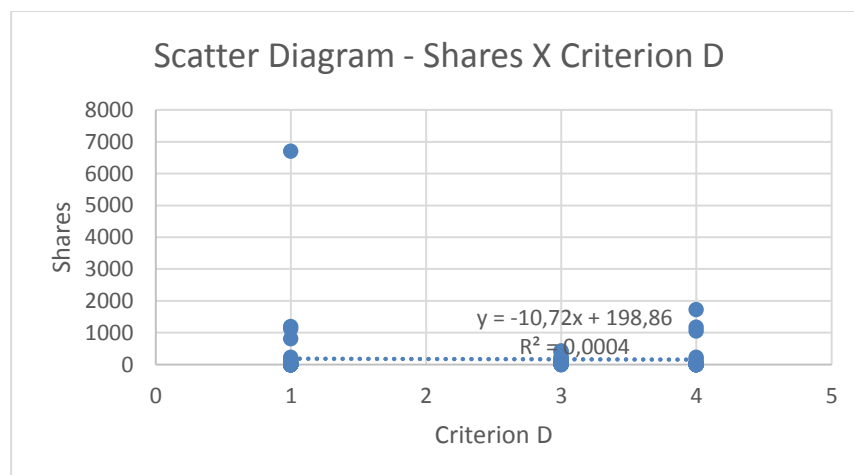
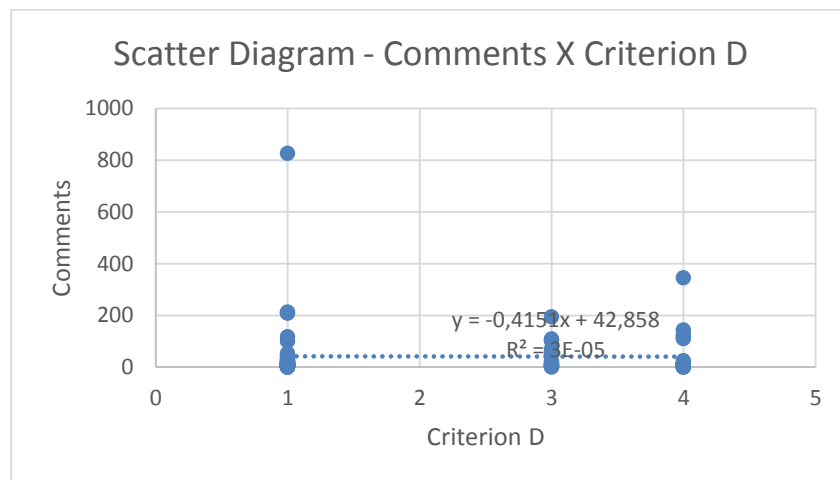
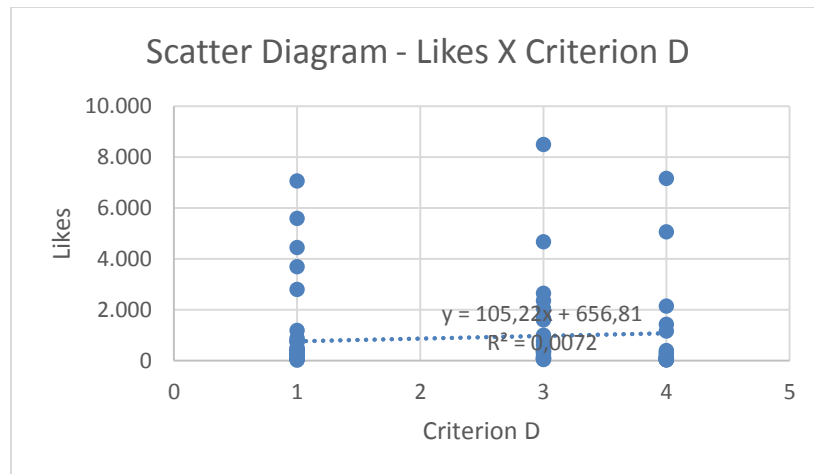


Figure 16: Scatter Diagram – Likes, Comments and Shares X Criterion D

## Scatter Diagrams – Criterion E

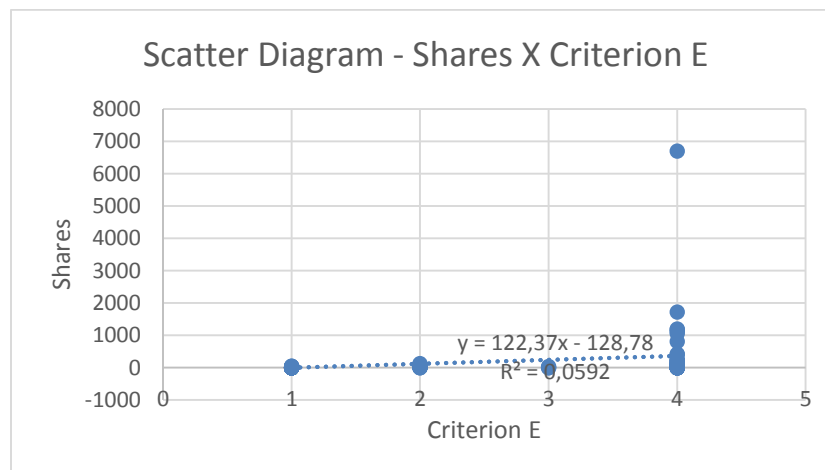
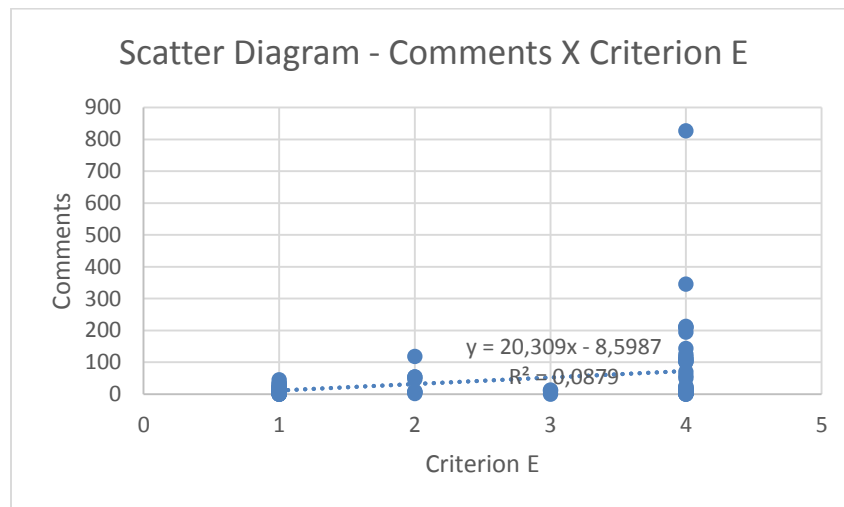
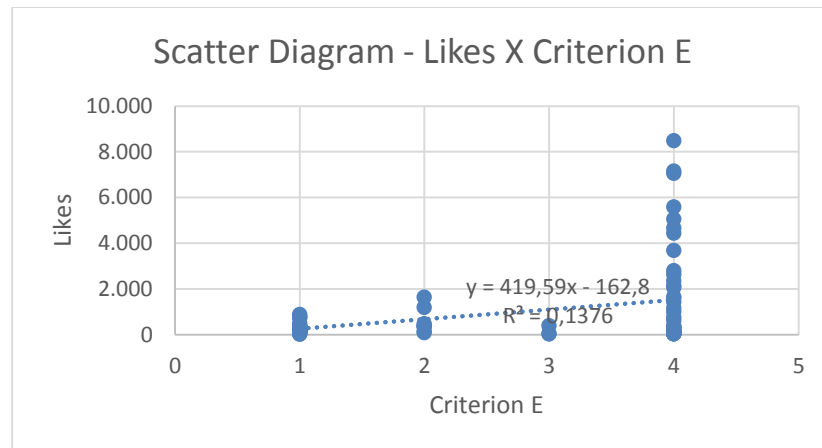


Figure 17: Scatter Diagram – Likes, Comments and Shares X Criterion

## Appendix 2 – Regression Model

## 1. Likes

SUMMARY  
OUTPUT

<i>Regression Statistics</i>	
Multiple R	0,469226291
R Square	0,220173312
Adjusted R Square	0,204094411
Standard Error	1445,007125
Observations	100

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	2	57184495,47	28592248	13,69330623	5,77973E-06
Residual	97	202540422,5	2088046		
Total	99	259724918			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95,0%</i>	<i>Upper 95,0%</i>
Intercept	-52,99525956	292,9699896	-0,18089	0,856831553	-634,4595908	528,4691	-634,46	528,4691
E	291,516047	109,0114187	2,674179	0,008791794	75,15855677	507,8735	75,15856	507,8735
Boosted	1394,002018	434,9649085	3,204861	0,001829549	530,7170785	2257,287	530,7171	2257,287

Table 13 – Complete Regression Statistic - Like



## 2. Comments

## SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0,296489535
R Square	0,087906044
Adjusted R Square	0,078598963
Standard Error	94,14940155
Observations	100

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	83722,14839	83722,14839	9,445071209	0,002741983
Residual	98	868682,7616	8864,109812		
Total	99	952404,91			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95,0%</i>	<i>Upper 95,0%</i>
Intercept	8,598748707	18,95746049	-0,453581254	0,651133065	-46,21921208	29,02171	-46,2192	29,02171
E	20,30873442	6,608155317	3,073283457	0,002741983	7,195065259	33,4224	7,195065	33,4224

Table 14 – Complete Regression Statistic - Comments

## 3. Shares

SUMMARY  
OUTPUT

<i>Regression Statistics</i>	
Multiple R	0,243258093
R Square	0,0591745
Adjusted R Square	0,04957424
Standard Error	702,2424448
Observations	100

<i>ANOVA</i>					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	3039665,134	3039665	6,163843	0,014738182
Residual	98	48328156,23	493144,5		
Total	99	51367821,36			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95,0%</i>	<i>Upper 95,0%</i>
Intercept	128,7817134	141,4000852	-0,91076	0,364656	-409,3855806	151,8222	-409,386	151,8222
E	122,370166	49,28897124	2,482709	0,014738	24,55780672	220,1825	24,55781	220,1825

Table 15 – Complete Regression Statistic - Shares

## Appendix 3 – Posts Evaluation



Text:

*"Eu só quero que meus filhos vejam que são autênticos e bonitos" - relata o pai que criou curativos coloridos para filhos adotivos.*

*O americano Toby Meisenheimer, pai de 2 filhos biológicos e mais 3 filhos adotivos, criou os curativos Tru-Colors após um de seus filhos adotivos negro questioná-lo sobre os curativos existentes.*

*"Papai, por que não existe um curativo da minha cor? Esses não combinam comigo" - foi o que o pequeno Kai, de 4 aninhos, perguntou todo inocente à Toby.*

*Pensando nisso, Toby entrou em ação e junto com uma empresa, desenvolveu curativos de diferentes cores para combinar com diferentes tons de pele.*

*Muito criativo, não é mesmo mãães? Admirável a atitude desse pai Emoticon heart*

*Fonte e Foto: Razões para acreditar"*

Publication Date	Time	Likes	Comments	Shares
October 31 <sup>st</sup>	8 pm	364	6	24

<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>Comments</b>	the content connects to the core value of the brand but it is not new/creative/compelling	create a bond with the audience; generates activity	the brand generates a good content but it was not created by the company	does not display product prices but does not help customer to understand what is the best product/service	the image appeals a little to the audience

Average grade: 3 – Medium level of Content Marketing practices



Text:

*“Mamães, prontas para deixar os pequenos ainda mais estilosos nesse final de semana?*

*A Tricae selecionou diversos modelinhos lindos de calçados verde para dar um charme extra no pezinho dos baixinhos. Vamos conferir?*

*1 - Os pezinhos da criança ganharão um toque de elegância com a Sandália da Timily. Apostando em detalhes pespontos de tirar o fôlego, garante ainda muito conforto, graças à sua palmilha anatômica!*

*Numeração 22 à 27*

*<http://tricae.me/sandalias-verdetricae>*

*2 - Modelinho incrível para acomodar os pezinhos com estilo, este tênis da Tricae dá muito mais apoio e conforto para cada passinho. Moderno e descolado, combina em inúmeros looks.*

*Numeração 23 à 27.*

*<http://tricae.me/tenis-verde>*

*3 - Macia e confortável, a papete da Algodão Doce vai combinar muito bem com os passinhos da meninada. Além é claro, de possuir acabamento em costuras e um fecho superprático.*

*Numeração 22 à 27*

*<http://tricae.me/papetes-verde>”*

Publication Date	Time	Likes	Comments	Shares
October 31 <sup>st</sup>	6pm	240	11	1

<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Comments</b>	there is something that can be related to the brand	there is a dialogue with the audience, but is still little	appeals only to emotion	"sales" talk	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

“Buuuuu

*Mamães, o Halloween chegou!*

*Dia de vestir as crianças com roupas assustadoras e se divertir com o clima de aventura!*

*Quem aqui preparou os pequenos para esse dia? Nos marquem nas fotos, queremos ver!”*

Publication Date	Time	Likes	Comments	Shares
October 31 <sup>st</sup>	1pm	4.453	101	813

Criterion	A	B	C	D	E
Grade	2	3	1	1	4
Comments	there is something that can be related to the brand; it presents emotion	there is a dialogue with the audience	appeals only to emotion	content does not present a relevant information	the image translates exactly what the brand wants to communicate

Average grade: 2 - Low level of Content Marketing practices



Text:

“Mamães e papais, já conhecem o andador 4 em 1 da Maral?”

*Perfeito para entreter os pequenos e desenvolver as funções cognitivas e motoras, o acessório conta com 4 maneiras diferentes de brincar! Confiram:*

- 1. No modelo andador, a criançada vai poder descobrir os cantinhos mais legais da casa sem perder o apoio e a segurança, já que a peça possui rodinhas em PVC e alça com esferas antideslizantes.*
- 2. Como apoio de chão, os bebês poderão desfrutar da diversão sentados ou deitados no tapete. Nesta versão, os brinquedinhos e atividades ficam ao alcance das mãos e desenvolvem a coordenação dos pequeninos.*
- 3. Como suporte de berço, o acessório vira um grande trunfo para as mamães, cuidando do entretenimento dos baixinhos até momentos antes de dormir.*
- 4. E para completar, montado como mesa de atividades, o brinquedo fará parte de cada momento emocionante do dia a dia da meninada. É sensacional!*

*Aprovado? Então aproveitem e visitem a Tricae para conferir: <http://tricae.me/andador-4em1>”*

Publication Date	Time	Likes	Comments	Shares
October 30rd	8pm	161	9	2



<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>
<b>Comments</b>	company presents the product in a different way	there is a dialogue with the audience, but is still little	the content is very general	uses convincing marketing; promotes products or services directly	few products on the image but the product is still important

Average grade: 2 - Low level of Content Marketing practices



Text:

*“Mamães, querem saber como fazer os melhores cookies com gotas de chocolate? Nós te explicamos!*

*Já andiantamos que o resultado será um cookie crocante nas bordas e macio no meio, cheio de sabor a cada mordida e que vão fazer muito sucesso!*

*Seguindo todos os passos direitinho, vocês terão cookies dignos de serem postados nas redes sociais, assim como o da foto.*

*Ficou com água na boca? Então confirmam a receita e o passo a passo no nosso blog: <http://tricae.me/blog-cookie>”*

Publication Date	Time	Likes	Comments	Shares
October 30rd	6 pm	57	0	2

Criterion	A	B	C	D	E
Grade	3	3	3	3	3

<b>Comments</b>	the information presented can be used	there is a dialogue with the audience	content presents information but it does not prove the company's knowledge about the field.	it generates discussion but not related to the brand	it is easy to understand the photo
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Average grade: 3 - Medium level of Content Marketing practices



Text:

“Atenção mamães e papais! A Tricae traz a dica de como deixar os bebês mais confortáveis com muita praticidade: Berço portátil da Baby Holder !

Com ampla visibilidade e ventilação, este colchonete da Baby Holder se transforma em berço portátil com mosquiteiro para oferecer total proteção aos bebês em qualquer lugar.

Desse modo, os papais ficarão mais tranquilos sabendo que o pequeno pode descansar em paz. Não é demais?

Confiram esse modelinho em nosso site: <http://tricae.me/berco-portatil-babyholder>”

Publication Date	Time	Likes	Comments	Shares
October 30rd	1 pm	492	54	71

Criterion	A	B	C	D	E
Grade	2	2	1	1	2
Comments	company presents the product in a different way (features)	there is a dialogue with the audience, but is still little	the content is very general	uses convincing marketing; promotes products or services directly	few products on the image but the product is still important

Average grade: 2. Low level of Content Marketing practices



Text:

“Mamães, para quem ainda não sabe, a atriz e apresentadora Fernanda Rodrigues está à espera de seu segundo filho.

Mas Fernanda também enfrenta o problema da expectativa das outras pessoas em relação ao seu segundo filho. Em seu blog, ela desabafa "A segunda gravidez é cheia de regras! Todo mundo diz: 'Tem que engravidar logo de novo para os filhos terem idades próximas', 'Se demorar, eles não vão ser amigos', 'Os programas vão ser diferentes se adiar muito o segundo filho'. Eu abstrai esse monte de coisas e pensei: 'O meu segundo filho vai ser quando eu quiser, quando acharmos que é o momento! E não quando 'dizem' que tem que ser!'"

Fernanda também aproveita para enfatizar o quão feliz e abençoada se sente "Estou ótima, nada de enjoos, está tudo bem! Agora que eu vou começar a pensar em tudo: nome, enxoval, quartinho, padrinhos."

Agora queremos saber: a expectativa do segundo filho já aconteceu com vocês mamães? Foram muito cobradas? Comentem aqui!

Fonte: Gnt Globo”

Publication Date	Time	Likes	Comments	Shares
October 29 <sup>th</sup>	8pm	1654	54	22

Criterion	A	B	C	D	E
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<b>Grade</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>Comments</b>	the content connects to the core value of the brand but it is not new/creative/compelling	create a bond with the audience; generates activity	the brand generates a good content but it was not created by the company	does not display product prices but does not help customer to understand what is the best product/service	the image appeals a little to the audience

Average grade: 3 - Medium level of Content Marketing practices



Text:

“Mamães, alguém ai gosta de estampas floridas tanto quanto nós? Emoticon heart

Autênticos e estilosos, os calçados da Algodão Doce deixam os passinhos muito mais confiantes e cercados de estabilidade. E essas estampas floridas? Lindas, não é mesmo?

A única dúvida é: cano alto ou baixo?

Modelinhos disponíveis do número 22 ao 27 no nosso site, confirmam:

Tênis cano alto: <http://tricae.me/tenis-algodaodoce>

Sapatênis: <http://tricae.me/sapatenis-algodaodoce>”

Publication Date	Time	Likes	Comments	Shares
October 29 <sup>th</sup>	6 pm	803	24	37

Criterion	A	B	C	D	E
Grade	2	2	1	1	1
Comments	there is something that can be related to the brand	there is a dialogue with the audience, but is still little	appeals only to emotion	"sales" talk	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, o fofo do Piu-Piu está fazendo o maior sucesso na Tricae! São diversos itens com a estampa do passarinho mais fofo da Tv. Confiram:*

*1. O Pijama da Get Baby é perfeito para a hora de descanso da criança, já que foi confeccionado em tecido macio e delicado, proporcionando bem-estar e comodidade.*

*2. O kit para o quarto foi elaborado pensando em completar o cantinho preferido dos pequenos com o seu personagem favorito. O Mini Abajur é ideal para os pequenos que só dormem com uma luzinha acesa. Já o Plafon vai trazer ainda mais charme e alegria para o quarto das crianças.*

*3. Supercharmoso, este body da Get Baby é uma opção e tanto para o visual da galerinha. A novidade, fica por conta de seu tecido exclusivo e altamente maleável, que cresce com o bebê e é superfácil de vestir. Não é incrível?*

*4. A galerinha de Looney Tunes vai fazer sucesso nos pezinhos da criança com esta babuche da Plugt, uma peça confortável e supercharmosa.*

*Gostaram? Então confirmam aqui:*

- 1. Pijama: <http://tricae.me/pijama-piupiu>*
- 2. Kit para o quarto: <http://tricae.me/luminaria-piupiu>*
- 3. <http://tricae.me/body-piupiu>*
- 4. <http://tricae.me/babuche-piupiu>”*

Publication Date	Time	Likes	Comments	Shares
October 28 <sup>th</sup>	8 pm	268	4	2



<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Comments</b>	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

“Seja para pegar algo na prateleira ou dançar sua música favorita, futuras mães, podem ficar sossegadas e erguer as mãos a vontade \o/

Existe um certo mito que diz que quando uma mulher está grávida, ela não deve erguer as mãos acima da cabeça, pois isso poderia colocar em risco o bebê e o cordão umbilical.

Porém, isso não passa de um mito! Não existem estudos que comprovem tal fato ou até mesmo cheguem a mencioná-lo. Sabiam desse?

Fonte: [HealthyLiving.msn.com](http://HealthyLiving.msn.com)”

Publication Date	Time	Likes	Comments	Shares
October 28 <sup>th</sup>	6pm	52	0	1

Criterion	A	B	C	D	E
Grade	4	4	3	4	4
Comments	new/interesting topic related to the core value of the brand	generates activity	content presents information but it does not prove the company's knowledge about the field	does not display product prices	there is a linkage between image and the text

Average grade: 4 - High level of Content Marketing practices



Text:

*“Atenção mamães, para todos os pequenos fãs do Max Steel, a Tricæ selecionou diversos itens que irão fazer a festa da criançada. Confira:*

*1. O Skate, da Fun Divirta-se, é perfeito para criançada que se amarra em esportes radicais, pois possui lixa antiderrapante em sua estrutura de madeira, garantindo maior aderência dos pezinhos.*

*2. O universo eletrizante do Max Steel está prestes a invadir a sala de aula. Como? Com o Estojo Sestini, é claro! Afinal, seu design foi desenhado para atender às necessidades dos pimpolhos em suas tarefas diárias na escolinha, deixando sempre à mão os objetos pequenos.*

*3. Com a ajuda dos cientistas da N-Tek, Max Steel poderá utilizar um acessório que fará seus inimigos tremerem! Armado com o equipamento de batalha único, os vilões não conseguirão nem enxergar seus ataques.*

*4. A Caixa Max Steel Plástico Decora 42 L Azul foi desenvolvida para deixar o quarto dos pequenos sempre em ordem. Fabricada em plástico resistente, é leve e compacta, sendo ideal para guardar os pertences dos baixinhos, deixando-os bem organizados. O cantinho dos garotos vai ficar mais charmoso e com um toque de aventura.*

*Confiram todos os produtos aqui:*

*1. Skate: <http://tricæ.me/skate-max-steel>*

*2. Estojo: <http://tricæ.me/estojo-max-steel>*

*3. Boneco: <http://tricæ.me/bonecos-max-steel>*

*4. Caixa: <http://tricæ.me/caixa-max-steel>”*

<b>Publication Date</b>	<b>Time</b>	<b>Likes</b>	<b>Comments</b>	<b>Shares</b>
October 28 <sup>th</sup>	1 pm	65	0	1

<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Comments</b>	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Futuras mães, vocês conhecem a importância do cálcio para a gravidez?*

*Ainda não? Então a Tricae te explica!*

*Semana passada postamos sobre o ácido fólico, que além de ajudar a prevenir doenças do tubo neural no bebê e a prevenir doenças como a anencefalia.*

*Dessa vez iremos apresentar os benefícios do cálcio, que pode ser encontrado nos seguintes alimentos:*

- Leite
- Iogurtes
- Queijo fresco
- Gérmen de trigo
- Água mineral
- Vegetais verdes, frutas e cereais

*O cálcio se torna importante porque é a matéria-prima de ossos e dentes. Logo, a sua ingestão durante a gravidez ajuda o desenvolvimento correto do bebê e faz com que ele tenha dentes e ossos fortes.*

*Gostaram da dica? Qual desses alimentos é o seu preferido?*

*Mães, venham visitar a Tricae: <http://tricae.me/tricaesite>”*

Publication Date	Time	Likes	Comments	Shares
October 27 <sup>th</sup>	8 pm	1.177	111	168

<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>
<b>Comments</b>	new/interesting topic related to the core value of the brand	generates activity	specialized words from specialists	does not display product prices	there is a linkage between image and the text

Average grade: 4 - High level of Content Marketing practices



Text:

*“Mamães e papais! Atenção para a quantidade ideal de sono para cada idade!*

*Estamos dormindo o tempo necessário? Confira na tabela abaixo e tire suas próprias conclusões!*

*É fato que quando somos pequenos, o corpo precisa dormir mais para se desenvolver melhor, e privar as crianças desse momento pode trazer consequências futuras.*

*O tempo ideal para um recém-nascido é de 12 à 18 horas. Conforme o ser humano vai crescendo, menos horas são necessárias para o corpo, porém devem ser seguidas e não negligenciadas.*

*E vocês mamães e papais, dormem o tempo necessário? E o seus pequenos?*

*Fonte: Family Sponje*

*Mamães, venham visitar a Tricae: <http://tricae.me/lojabr-tricae>”*

Publication Date	Time	Likes	Comments	Shares
October 27h	6 pm	2.152	117	1.056

<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>
<b>Comments</b>	new/interesting topic related to the core value of the brand	generates activity	specialized words from specialists	does not display product prices	there is a linkage between image and the text

Average grade: 4 - High level of Content Marketing practices





Text:

*“Mamães, já conhecem a linha moda praia da Ecobabies que dispensam a utilização de fraldas descartáveis?”*

*A Tricae selecionou vários itens que irão deixar os bebês prontos para o verão! Confiram:*

*As sungas e biquínis são essenciais para as peripécias debaixo da água. Possuem tecido com proteção FPU 50+ e camadas absorventes e impermeáveis, além de forro protetor antivazamento. Ou seja, dispensam a utilização de fraldas!*

*Já as camisetas e os maiôs possuem tecido superflexíveis com costuras reforçadas e proteção solar. Contam ainda com secagem rápida, protegendo e dando um aspecto megaestiloso ao look.*

*Venham conferir esses e muitos outros modelinhos aqui: <http://tricae.me/modapraia-ecobabies>”*

Publication Date	Time	Likes	Comments	Shares
October 27 <sup>th</sup>	6 pm	193	11	5

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	Uses only “sales talk” to the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, em caso de crianças com tédio abra o pote Emoticon wink*

*Que tal montar um pote de atividades com várias sugestões de brincadeiras para os pequenos?*

*Quer saber como fazer?*

*Você vai precisar de:*

- Um recipiente de sua preferência
- Papel
- Caneta
- Tesoura

*Escreva em um papel diversas atividades apropriadas para a idade do seu filho. Recorte o papel em tiras e coloque-as dentro do recipiente. Você pode personalizar o pote do jeito que quiser e essa é primeira atividade para escapar do tédio.*

*Querem conhecer várias sugestões de atividades? É só acessar nosso blog: <http://tricae.me/blog-pote-atividades>”*

Publication Date	Time	Likes	Comments	Shares
October 27 <sup>th</sup>	1 pm	56	3	1

Criterion	A	B	C	D	E
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<b>Grade</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>
<b>Comments</b>	new/interesting topic related to the core value of the brand	generates activity; create a bond with the audience	content presents information but it does not prove the company's knowledge about the field	the image does not show a product; does not use "sales" talk	the image is appealing; it is easy to understand

Average grade: 4 - High level of Content Marketing practices



Text:

“Mamães, já conhecem os Tênis Skechers com glitter e luz?”

Com muito brilho e charme, esses tênis trazem detalhes incríveis que irão deixar o look das pequenas moderno e despojado, além de contar com muito conforto e qualidade.

E além do acabamento em glitter, os Skechers possuem luzes que piscam a cada pisada. Incrível!

Venham conferir em nosso site: <http://tricae.me/skechers-tricaebr>”

Publication Date	Time	Likes	Comments	Shares
October 26 <sup>th</sup>	8 pm	355	18	13

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	Uses only “sales talk” to the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Isabel*

*No dia 8 de maio de 2015, Izabel veio para alegrar ainda mais a vida da mamãe Carolina Ferraz. A pequena tem nome de origem hebraica Izebel, que quer dizer casta, pura ou aquela que cumpre com as promessas.*

*Este nome é atribuído também como uma forma medieval de Elisabete, vindo a partir do hebraico Elishebbá e significa “Deus é juramento” ou “consagrada de Deus”.*

*Querem conhecer mais nomes de bebês de celebridades? Então confira em nosso blog: <http://tricae.me/significado-nomes-blog>”*

Publication Date	Time	Likes	Comments	Shares
October 26 <sup>th</sup>	6 pm	125	8	2

Criterion	A	B	C	D	E
Grade	4	4	4	4	4
Comments	new/interesting topic related to the core value of the brand	generates activity; create a bond with the audience	specialized words from specialists	the image does not show a product; does not use "sales" talk	the image is appealing; it is easy to understand

Average grade: 4 - High level of Content Marketing practices



Text:

*“Mamães, o quarto da criança precisa ser o ambiente mais alegre da casa, não é mesmo?”*

*E a dica de hoje irá dar o toque de alegria ao quarto do pequeno que você tanto procura. E o melhor, está na Tricae! Essa cama em formato de barco é um charme só e fará seu pequeno embarcar em muitas aventuras!*

*Ah, tem muitos outros modelos para os meninos e para as meninas disponíveis no nosso site!*

*Clique no link para conferir: <http://tricae.me/cama-marinheiro>”*

Publication Date	Time	Likes	Comments	Shares
October 26 <sup>th</sup>	6 pm	375	47	15

Criterion	A	B	C	D	E
Grade	2	2	1	1	2
Comments	company presents the product in a different way (features)	there is a dialogue with the audience, but is still little	the content is very general	uses convincing marketing; promotes products or services directly	few products on the image but the product is still important

Average grade: 2 - Low level of Content Marketing practices



Text:

*“Mamães, vejam o que esse bebê faz para conseguir descer da cama! Incrível, não é? O seu pequeno já fez algo do tipo?”*

Publication Date	Time	Likes	Comments	Shares
October 25th	8 pm	5.600	827	6.700

Criterion	A	B	C	D	E
Grade	2	3	1	1	4
Comments	there is something that can be related to the brand; it presents emotion	there is a dialogue with the audience	appeals only to emotion	content does not present a relevant information	the image translates exactly what the brand wants to communicate

Average grade: 2 - Low level of Content Marketing practices



Text:

*“Mocassin com mix de cor azul + vinho Emoticon heart*

*Mamães, perfeitos para qualquer ocasião, esses mocassins vão deixar o visual da criança simplesmente um arraso!*

*Elaborado em material sintético superconfortável, proporciona bem-estar a cada passo. Não é demais?*

*Confiram aqui: <http://tricae.me/mocassins-vinho>”*

Publication Date	Time	Likes	Comments	Shares
October 25 <sup>th</sup>	6 pm	798	35	39

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices





Text:

“Aí vai uma dica saborosa e nutritiva: smoothie de pêssego!

Para todas as mães que procuram sempre servir algo novo e criativo para as crianças, fica a dica. Tudo o que vocês irão precisar são 6 pêssegos e 1 copo de suco de laranja. Basta bater tudo no liquidificador.

Fácil fácil e delicioso. Quem aqui concorda?”

Publication Date	Time	Likes	Comments	Shares
October 25 <sup>th</sup>	1 pm	71	4	2

Criterion	A	B	C	D	E
Grade	4	3	3	3	4
Comments	new/interesting topic related to the core value of the brand	there is a dialogue with the audience	content presents information but it does not prove the company's knowledge about the field	it generates discussion but not related to the brand	there is a linkage between image and the text

Average grade: 3 - Medium level of Content Marketing practices



Text:

“Pera, uva, maçã ou salada mista?”

*A Tricae selecionou vários vestidinhos perfeitos para os looks para a temporada primavera-verão.*

*Todos são estampados com frutas, dando aquele colorido e tropical nas produções das pequeninas! É uma salada mista Emoticon wink*

*Gostaram mamães?*

*Confiram esses e outros modelinhos aqui: <http://tricae.me/vestidos-frutas>”*

Publication Date	Time	Likes	Comments	Shares
October 24 <sup>th</sup>	8 pm	305	8	4

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	Uses only “sales talk” to the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

“Mamães,

*Um bom pai é fácil de ser reconhecido Emoticon heart*

*Marquem aqui os papais que são super!*

*Mamães, venham visitar a Tricae: <http://tricae.me/lojabr>”*

Publication Date	Time	Likes	Comments	Shares
October 24 <sup>th</sup>	6 pm	2.811	210	230

Criterion	A	B	C	D	E
Grade	2	3	1	1	4
Comments	there is something that can be related to the brand; it presents emotion	there is a dialogue with the audience	appeals only to emotion	content does not present a relevant information	the image translates exactly what the brand wants to communicate

Average grade: : 2 - Low level of Content Marketing practices



Text:

“Vocês já conhecem os benefícios do sling para os pequenos?”

*Pois é, não são somente as mães que podem desfrutar desse acessório útil e prático. Os papais também fazem muito uso dessa peça que traz inúmeros benefícios aos baixinhos.*

*O sling foi feito para reforçar a conexão entre pai e filho Emoticon heart*

*Marque nos comentários os papais que precisam saber dessa Emoticon wink*

*Vamos conferir vários tipos de slings em nosso site? É só acessar: <http://tricae.me/tricaebr-slings>”*

Publication Date	Time	Likes	Comments	Shares
October 24 <sup>th</sup>	1 pm	125	21	6

Criterion	A	B	C	D	E
Grade	4	4	4	3	4
Comments	information that can be used for the customer	generates activity	specialized words from specialists	does not use "sales" talk, but it relates to sale in some way	the image translates exactly what the brand wants to communicate

Average grade: 4 - High level of Content Marketing practices



Text:

*“Mamães, quantas vezes alguém já tentou adivinhar o sexo do seu bebê?”*

*Sabemos muito bem que isso é uma das coisas mais comuns que acontecem com uma mulher grávida. Todo mundo que dizer os motivos pelos quais você pode ter menina ou menino.*

*"Menino porque você está comendo certo tipo de comida" ou "menina porque você está se comportando de tal maneira", são alguns exemplos de comentários que você provavelmente já deve ter escutado.*

*Mas acontece que não existe nenhum fato comprovado de que tal comportamento da mulher irá gerar um bebê do sexo masculino ou feminino. O mais conveniente é deixar as pessoas tentarem adivinhar apenas pela brincadeira, afinal elas possuem chance de 50% de acerto, não é? Mas só seu médico poderá te informar o sexo correto do bebê.*

*Quem aqui já passou por esse tipo de situação mamães? Comentem aqui!*

*Fonte: HealthyLiving.msn.com”*

Publication Date	Time	Likes	Comments	Shares
October 23 <sup>rd</sup>	8 pm	58	11	2

Criterion	A	B	C	D	E
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<b>Grade</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>
<b>Comments</b>	new/interesting topic related to the core value of the brand	generates activity	content presents information but it does not prove the company's knowledge about the field	does not display product prices	there is a linkage between image and the text

Average grade: 4 - High level of Content Marketing practices



Text:

“Mamães, conhecem o casal de patinhos mais querido da TV?”

A Tricae traz o Pato Donald e a Margarida em versões incríveis de tênis infantil.

Além da aplicação em alto-relevo dos personagens, o calçado ainda conta com a palmilha Ortholite, que além de amortecer os impactos e evitar o acúmulo de bactérias, possui tecnologia Adifit, garantindo um calce perfeito, pois se ajusta aos pés, aumentando a firmeza dos passos e o equilíbrio das pernas.

Ah, no site vocês encontram a numeração de 18 à 25.

Gostaram mamães? Corram conferir:

Meninos: <http://tricae.me/patodonald-tenis>

Meninas: <http://tricae.me/margarida-tenis>”

Publication Date	Time	Likes	Comments	Shares
October 23 <sup>rd</sup>	6 pm	739	31	15

Criterion	A	B	C	D	E
Grade	1	1	1	1	1

<b>Comments</b>	only products presented	Uses only "sales talk" to the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image
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Average grade: 1 - Nonexistent or little level of Content Marketing practices





Text:

*“Futuras mães, temos um recadinho para vocês!*

*Já conhecem as melhores vitaminas para a gravidez? Ainda não? Então a Tricae te ajuda!*

*Iremos postar uma série de vitaminas que ajudam tanto a mamãe quanto o bebê. Confirmam a primeira dica e fiquem de olho na nossa página que em breve postamos mais Emoticon wink*

*O ácido fólico além de ajudar a prevenir doenças do tubo neural no bebê, ajudam também a prevenir doenças do cérebro, como a anencefalia.*

*O interessante é que podemos encontrar o ácido fólico em diversos alimentos do nosso dia a dia. Separamos uma listinha para que vocês possam incluí-la como desejarem durante a sua rotina.*

*Onde encontrar:*

- Verduras verde-escuras como couve, brócolis, espinafre, escarola;
- Batata grande;
- Feijões de todos os tipos, lentilha, ervilha;
- Gérmen de trigo;
- Aspargos;
- Frutas cítricas: laranja, limão, tangerina.

*Gostaram da dica? Qual desses alimentos é o seu preferido?*

*Mamães, venham visitar a Tricae: <http://tricae.me/online-tricae>”*

Publication Date	Time	Likes	Comments	Shares
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October 23 <sup>rd</sup>	1 pm	1.441	126	231
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<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>
<b>Comments</b>	new/interesting topic related to the core value of the brand	generates activity	specialized words from specialists	does not display product prices	there is a linkage between image and the text

Average grade: 4 - High level of Content Marketing practices



Text:

*“Mamães, a Tricae traz o Rock n´ Roll para os pequenos! Selecionamos vários itens que irão deixar o bebê com atitude de um super estar do Rock. Confira:*

*1. O Macacão da Little Rock vai deixar o visual da criança repleto de Rock n´ Roll e ainda manter o corpinho aquecido. Aconchegante, possui mangas longas, tornando-se indispensável nos dias frios!*

*2. Prático e inovador, este babador da Gumii é uma opção incrível para deixar os bebês sempre limpinhos e longe dos resíduos de alimentos durante a hora da papinha. Charmoso, vem com estampa que é uma graça.*

*3. Perfeito para oferecer conforto no dia a dia, este body da Have Fun deixa os pimpolhos muito à vontade. A peça faz parte do kit que acompanha 2 bodies e um shorts. Pura atitude!*

*4. A modelagem da Calça de Moletom Little Rock garante personalidade aos looks e liberdade aos movimentos, por isso, é uma verdadeira peça-chave para o dia a dia dos pequeninos.*

*Gostaram? Então acessem:*

*1. Macacão: <http://tricae.me/macacao-rock>*

*2. Babador: <http://tricae.me/babador-rock>*

*3. Kit body: <http://tricae.me/kit-body-rock>*

*4. Calça: <http://tricae.me/calca-rock>”*

Publication Date	Time	Likes	Comments	Shares
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October 22 <sup>nd</sup>	8 pm	163	11	3
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<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Comments</b>	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Afinal temos filhos para criar, não é mesmo?”*

*Quem se reconheceu comenta Emoticon smile*

*Mamães, venham visitar a Tricae: <http://tricae.me/loja-tricaebr>”*

Publication Date	Time	Likes	Comments	Shares
October 22 <sup>nd</sup>	6 pm	330	14	63

Criterion	A	B	C	D	E
Grade	4	4	2	3	4
Comments	new/interesting topic related to the core value of the brand	generates activity	the content can be related to the brand's core values	does not display product prices	the image translates exactly what the brand wants to communicate

Average grade: 3 - Medium level of Content Marketing practices



Text:

“Mamães e papais, já conhecem a cadeira de descanso Bouncer 3 em 1 da Cosco?”

*Ideal para acomodar os pequenos nos primeiros meses, a Cadeira de Descanso Bouncer chegou com um design exclusivo e estampas divertidas, tudo para garantir o conforto e bem-estar dos pequenos.*

*Com cinto de segurança de 3 pontos, a cadeira possui proteção contra o sol e encosto reclinável. Indicado para bebês a partir de 0 meses.*

*Aprovado? Confiram aqui o modelo: <http://tricacae.me/cadeira-descanso>”*

Publication Date	Time	Likes	Comments	Shares
October 22 <sup>nd</sup>	1 pm	1.201	118	131

Criterion	A	B	C	D	E
Grade	2	2	1	1	2
Comments	company presents the product in a different way (features)	there is a dialogue with the audience, but is still little	the content is very general	uses convincing marketing; promotes products or services directly	few products on the image but the product is still important

Average grade: 2 - Low level of Content Marketing practices



Text:

*“Mamães, que tal elaborar salgados e doces saudáveis para esse Halloween? A Tricae traz a dica!*

*Se você vai fazer uma festa temática ou comemorar o Halloween na sua casa, então esse post é pra você! Já falamos sobre diversos assuntos em nosso blog envolvendo receitas deliciosas. E hoje trouxemos dicas de lanches para um Halloween saudável, assim você não precisa se preocupar com as crianças comendo muitos doces nessa data.*

*Alguns exemplos vocês podem encontrar na imagem abaixo e muitos outros em nosso blog: <http://tricae.me/lanchesnaturais-halloween>”*

Publication Date	Time	Likes	Comments	Shares
October 21 <sup>st</sup>	8 pm	94	11	17

Criterion	A	B	C	D	E
Grade	4	4	3	4	4
Comments	new/interesting topic related to the core value of the brand	generates activity; create a bond with the audience	content presents information but it does not prove the company's knowledge about the field	the image does not show a product; does not use "sales" talk	the image is appealing; it is easy to understand

Average grade: 4 - High level of Content Marketing practices



Text:

*“Oba! Tem mocassins exclusivos chegando na Tricae!*

*Mamães, o design do Mocassim Tricae foi feito pensando no bem-estar dos pequenos.*

*Seu solado dispõe de ranhuras antiderrapantes, o que garante tração e aderência nos passinhos, inclusive em superfícies molhadas e/ou escorregadias.*

*Ah, e essas listrinhas charmosas dão um toque extra de fofura ao visual dos baixinhos.*

*Gostaram? Venham conferir: <http://tricae.me/mocassins-listrados-tricae>”*

Publication Date	Time	Likes	Comments	Shares
October 21 <sup>st</sup>	6 pm	395	21	33

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices





Text:

*"Uma criança não pode aprender de estômago vazio" - Shakira*

*Mamães, vocês sabem que a cantora colombiana Shakira possui uma fundação que ajuda crianças carentes?*

*Pois é, além de inaugurar várias escolas e oferecer suporte às crianças, a Fundação Piez Descalzos ajuda a desenvolver o emocional das crianças, principalmente aquelas que passaram por violência ou são vítimas da pobreza.*

*Shakira ainda defende os valores que a educação pode trazer aos pequenos e relata que as crianças precisam ser assistidas de perto pela família e que esta precisa dar o apoio emocional necessário.*

*Linda atitude, não é mesmo? Vocês já conheciam a fundação da cantora?*

*Na foto, Shakira posa sorridente com os seus dois filhos, Milan, de 2 aninhos e Sasha, de 10 meses.*

*Foto: @shakira”*

Publication Date	Time	Likes	Comments	Shares
October 21 <sup>st</sup>	1 pm	397	6	16

Criterion	A	B	C	D	E
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<b>Grade</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>Comments</b>	the content connects to the core value of the brand but it is not new/creative/compelling	create a bond with the audience; generates activity	the brand generates a good content but it was not created by the company	does not display product prices but does not help customer to understand what is the best product/service	the image appeals a little to the audience

Average grade: 3 - Medium level of Content Marketing practices



Text:

*“Tem alguma fã de Frozen por aí?”*

*A Tricae selecionou vários modelinhos de calçados exclusivos para as pequenas!*

*A Disney By Tricae foi até o universo congelante de Frozen e trouxe esta sandália incrível. Macia e altamente confortável, proporciona passinhos muito mais leves, deixando os looks dignos de verdadeiras princesinhas.*

*Já o Mocassin da Tricae vai deixar os pezinhos repletos de charme, já que possui estampa do filme Frozen. Além disso, é megaconfortável. Não é demais?*

*E essa sapatilha linda da princesa Anna? Com a palminha estampada e com aplicação de flores, esse calçado oferece conforto de sobra.*

*Gostaram? Então confiram todos os modelinhos aqui:*

*Sandália: <http://tricae.me/sandalias-frozen>*

*Mocassin: <http://tricae.me/mocassins-frozen>*

*Sapatilha: <http://tricae.me/sapatilhas-frozen>”*

Publication Date	Time	Likes	Comments	Shares
October 20 <sup>th</sup>	8 pm	898	45	47

Criterion	A	B	C	D	E
Grade	1	1	1	1	1

<b>Comments</b>	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image
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Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, vocês conhecem o significado do nome do seu filho?”*

*Os significados dos nomes de bebê despertam muita curiosidade, por isso trouxemos alguns nomes de filhos de celebridades brasileiras para vocês se inspirarem! Confira:*

*Fernanda Machado deu à luz Lucca no dia 22/06/2015. O pequeno nasceu nos Estados Unidos e é o primeiro filho da atriz.*

*Seu nome é uma variante italiana do nome Lucas, que significa “aquele que pertence a luz”, “o luminoso”.*

*O nome Lucca teria surgido primeiramente na Inglaterra durante o século XII, na forma de Lukae Luke, sendo depois espalhado para o resto da Europa e sofrendo as alterações na grafia de acordo com o idioma de cada país.*

*Querem conhecer mais nomes de bebês de celebridades? Então confirmem em nosso blog: <http://tricae.me/blog-nomesbebes>”*

Publication Date	Time	Likes	Comments	Shares
October 20 <sup>th</sup>	6 pm	94	9	2

Criterion	A	B	C	D	E
Grade	4	4	4	4	4

<b>Comments</b>	new/interesting topic related to the core value of the brand	generates activity; create a bond with the audience	specialized words from specialists	the image does not show a product; does not use "sales" talk	the image is appealing; it is easy to understand
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Average grade: 4 - High level of Content Marketing practices



Text:

*“Beep Beep! Produtos exclusivos chegando na Tricae!*

*Mamães, os produtos Disney by Tricae e Nickelodeon estão com tudo em nosso site.*

*Se depender da Tricae, os baixinhos não saem de casa sem estar na moda. Que ver?*

*Em tecido macio e sensível ao toque, estas camisetas deixam os pimpolhos muito mais à vontade, além de trazer todo o carisma e charme dos personagens mais queridos da TV para casa.*

*Gostaram? Então confirmam aqui nossos modelos: <http://tricae.me/camisetas-exclusivastricae>”*

Publication Date	Time	Likes	Comments	Shares
October 20 <sup>th</sup>	1 pm	172	4	3

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, uma história emocionante aconteceu no começo desse mês em Mogi-Guaçu, São Paulo.*

*Irmão faz técnica do canguru em recém-nascido após a morte da mãe.*

*Após perder a mãe durante o parto do irmão mais novo, João Victor, de 12 anos, não pensou duas vezes e fez a técnica do canguru para deixar o pequeno aquecido e sentir o batimento do seu coração.*

*Quem relata toda essa história é a enfermeira que estava de plantão, Deia Totino.*

*Confiram o texto da enfermeira Deia, postado em sua página do Facebook, na íntegra: "Em 16 anos de enfermagem já me deparei com cada cena que jamais sairá da minha mente... Em apenas um plantão vemos lágrimas de alegria e de tristeza... ouvimos sons de riso e gritos de dor... passamos pelo nascimento e pela morte... Após o nascimento do filho a mãe morre e o irmão mais velho faz a técnica canguru no irmãozinho que acabou de nascer... E eu aprendo mais uma lição na escola da vida... PROFISSÃO AMOR..."*

*O post já conta com mais de 200 mil compartilhamentos.*

*Emocionante, não é mesmo mamães?*

*Fonte: @Deia Totino”*

Publication Date	Time	Likes	Comments	Shares
October 19 <sup>th</sup>	8 pm	2.363	105	428

Criterion	A	B	C	D	E



<b>Grade</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Comments</b>	the content connects to the core value of the brand but it is not new/creative/compelling	create a bond with the audience; generates activity	the brand generates a good content but it was not created by the company	does not display product prices but does not help customer to understand what is the best product/service	the image appeals to the audience

Average grade: 3 - Medium level of Content Marketing practices



Text:

*“Mamães, roupinha educativa e divertida a gente vê por aqui!*

*Com estilo moderno, essas camisetas da Jokenpô são cheias de atitude!*

*O charme fica por conta das estampas frontais que misturam animais com frutas. Por exemplo, o Peringuim é uma junção de Pera com Pinguim, e a Polnana nada mais é do que Polvo com Banana.*

*Uma graça, não é mesmo? Temos disponíveis do tamanho 2 ao 12.*

*Venham conferir esses modelinhos aqui: <http://tricae.me/camisetas-jokenpo>”*

Publication Date	Time	Likes	Comments	Shares
October 19 <sup>th</sup>	6 pm	97	11	2

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Muito amor envolvido Emoticon heart*

*Quem aqui está passando por essa fase?*

*Mamães, venham conhecer a Tricae: <http://tricae.me/loja-site>”*

Publication Date	Time	Likes	Comments	Shares
October 19 <sup>th</sup>	1 pm	7.068	209	1.122

Criterion	A	B	C	D	E
Grade	2	3	1	1	4
Comments	there is something that can be related to the brand; it presents emotion	there is a dialogue with the audience	appeals only to emotion	content does not present a relevant information	the image translates exactly what the brand wants to communicate

Average grade: 2 - Low level of Content Marketing practices



Text:

*“Mamães, essa novidade vai fazer a pequena brilhar ainda mais!”*

*Repleto de estilo, o novo tênis da Lilica Ripilica conta com sistemas de luzes no cadarço que deixam as pisadas ainda mais alegres e divertidas. Um charme, não é mesmo?*

*Na Tricae vocês encontram modelinhos com a numeração do 26 ao 37!*

*Venham conferir em nosso site: <http://tricae.me/tenis-lilica>”*

Publication Date	Time	Likes	Comments	Shares
October 18 <sup>th</sup>	8 pm	501	23	18

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Recadinho para as mães de primeira viagem!*

*Nós entendemos que quando a mulher dá a luz ao primeiro filho, ela quer protegê-lo a todo custo. Mas é preciso cuidado para não tornar essa proteção exagerada.*

*A pediatra Leda Amar de Aquino dá a dica para sempre usarmos o bom-senso.*

*E vocês mães, são superprotetoras ou conhecem alguma mãe que exagera no cuidado?”*

Publication Date	Time	Likes	Comments	Shares
October 18 <sup>th</sup>	6 pm	88	12	15

Criterion	A	B	C	D	E
Grade	4	4	4	4	4
Comments	new/interesting topic related to the core value of the brand ; information that can be used for the customer	generates activity; create a bond with the audience	specialized words from specialists on the subject	does not display product prices ; helps customer to figure it out by themselves about the best product/service	the image translates exactly what the brand wants to communicate

Average grade: 4 - High level of Content Marketing practices



Text:

*“Os Angry Birds vão invadir o período escolar das crianças!*

*Mais praticidade e diversão na rotina de estudos? Só mesmo com o Kit Escolar Max! Inspirado no aplicativo Angry Birds, dá aquele toque único no dia a dia dos pequenos.*

*Possui detalhes que são importantíssimos para transportar os materiais, como, por exemplo, as rodas triplas específicas para escadas.*

*O kit acompanha a mochila de rodinhas com formato personalizado e a lancheira com alça de mão. Modelos para os meninos e para as meninas também!*

*Aprovado mamães? Então venham conferir: <http://tricae.me/kits-escolares-3D>”*

Publication Date	Time	Likes	Comments	Shares
October 18 <sup>th</sup>	1 pm	201	9	1

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, vocês sabem qual é o significado do nome do seu pequeno?”*

*Muitas mães escolhem o nome dos seus filhos por causa do que significam. As celebridades brasileiras parecem gostar de nomes tradicionais, enquanto que as famosas internacionais optam por nomes exóticos e inusitados.*

*Por exemplo, o pequeno Gabriel nasceu no dia 28/08/2015 e preencheu o coração da mamãe Fernanda Gentil de amor.*

*Seu nome tem origem no hebraico e significa “homem de Deus”. É nome de um personagem da Bíblia, que apareceu para anunciar a Maria que ela seria a mãe do tão aguardado Messias. Em outra passagem, Gabriel apareceu a Zacarias para anunciar o nascimento do seu filho João Batista.*

*Por ter sido portador de boas novas, Gabriel é tido como um arcanjo, um tipo de anjo mensageiro, e por isso também é tido como o “mensageiro de Deus”.*

*Interessante, não é mesmo mamães? Venham conferir nomes de outros bebês das celebridades em nosso blog: <http://tricae.me/blog-nomedosbebes>”*

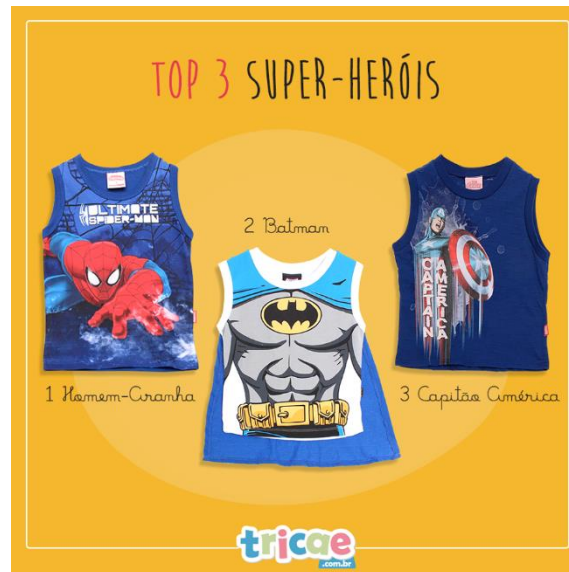
Publication Date	Time	Likes	Comments	Shares
October 17 <sup>th</sup>	8 pm	149	15	25

Criterion	A	B	C	D	E
Grade	4	4	4	4	4

<b>Comments</b>	new/interesting topic related to the core value of the brand	generates activity; create a bond with the audience	specialized words from specialists	the image does not show a product; does not use "sales" talk	the image is appealing; it is easy to understand
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Average grade: 4 - High level of Content Marketing practices





Text:

*“Mamães, os pequenos são fãs de super-heróis? Então confirmem essa seleção da Tricae!*

*Fresquinhas, as regatas são perfeitas para completar a produção de verão dos meninos com um toque alegre e estiloso.*

*O destaque fica por conta da estampa frontal dos super-heróis que deixam as peças ainda mais divertidas. Com estampas exclusivas do Homem-aranha, Batman e Capitão América, os meninos vão adorar!*

*Gostaram? Então é só conferir aqui: <http://tricae.me/regatas-tricae>”*

Publication Date	Time	Likes	Comments	Shares
October 17 <sup>th</sup>	6 pm	203	12	2

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, que tal um refresco nesse calor?”*

*Nada melhor que um smoothie de amora para repor as energias e saciar a sede! Vocês sabiam que a amora é eficaz à saúde dos olhos, ajuda a imunidade, além de melhorar a memória e promover a saúde do cabelo?*

*E tudo o que vocês irão precisar são amoras frescas ou congeladas, folhas de hortelã e gelo. Aí só bater tudo no liquidificador e acrescentar água se necessário ou suco de fruta natural. Uma delícia!*

*Gostaram da dica mamães? Repassem para as amigas Emoticon smile”*

Publication Date	Time	Likes	Comments	Shares
October 17 <sup>th</sup>	1 pm	102	8	3

Criterion	A	B	C	D	E
Grade	4	3	3	3	4
Comments	new/interesting topic related to the core value of the brand	there is a dialogue with the audience	content presents information but it does not prove the company's knowledge about the field	it generates discussion but not related to the brand	there is a linkage between image and the text

Average grade: 3 - Medium level of Content Marketing practices



Text:

“A Tricae quer saber: Qual é o cachorrinho mais fofo?”

*Alegres, as babuches dos cachorrinhos contam com estampa em relevo, o que dá um toque divertido ao visual das crianças.*

*Superleve e flexível, elas ainda possuem relevos na palmilha para massagear os pés enquanto caminham.*

*Aprovado? Então confirmam esses e muitos outros modelinhos aqui: <http://tricae.me/babuches-tricaebr>”*

Publication Date	Time	Likes	Comments	Shares
October 16 <sup>th</sup>	8 pm	329	32	1

Criterion	A	B	C	D	E
Grade	2	2	1	1	1
Comments	there is something that can be related to the brand ; there are promotions presented, but not directly	there is a dialogue with the audience, but is still little	appeals only to emotion	"sales" talk	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, mamães... Nós te entendemos!*

*Sabemos que quando o assunto é cuidado e atenção com os filhos, as mamães são top! Mas os papais também precisam participar e para isso as mamães precisam ceder um pouco e dar um voto de confiança, concordam? Emoticon smile*

*Como é na casa de vocês? Os papais são participativos na criação dos filhos ou só dão aquela ajudinha de vez em quando? Compartilhem com a gente as suas experiências, queremos saber!*

*Venham nos conhecer mamães: <http://tricae.me/site-br>”*

Publication Date	Time	Likes	Comments	Shares
October 16th	4.45 pm	2.069	50	121

Criterion	A	B	C	D	E
Grade	4	4	2	3	4
Comments	new/interesting topic related to the core value of the brand	generates activity	the content can be related to the brand's core values	does not display product prices	the image translates exactly what the brand wants to communicate

Average grade: 3 - Medium level of Content Marketing practices



Text:

“Mamães, que tal um toque Disney no quarto dos pequenos?”

*Nada melhor que o personagem preferido da criança para ajudá-las a parar de ter medo do escuro, não é?*

*Sendo assim, o Abajur Mickey ou Minnie Baby, da Startec, são ideais. Produzido em aço e polipropileno, material resistente e de alta qualidade, o abajur pode ser colocado sobre a mesinha, cômoda ou criado-mudo, projetando uma iluminação tênue ideal para a noite.*

*Para completar, a temática do Mickey ou Minnie faz com que o objeto seja querido pela meninada e parte harmônica da decoração.*

*Aprovado mamães? Então venham conferir esses e outros modelos aqui: <http://tricae.me/luminarias-mickey-minnie>”*

Publication Date	Time	Likes	Comments	Shares
October 16 <sup>th</sup>	1 pm	302	14	1

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mulher grávida pode tomar café? Com moderação, pode sim!”*

*Para a sorte das futuras mamães, tomar um copo de café por dia não afetará sua gravidez.*

*Mas cuidado, não pensem em exagerar! O recomendável é não ultrapassar o consumo de 200mg de cafeína por dia. E lembre-se que outros alimentos também possuem cafeína, como guaraná, chás, chocolates, refrigerantes à base de cola e em alguns medicamentos como analgésicos, antigripais e inibidores de apetite.*

*Então a dica é não abusar e aproveitar o chá da tarde ou o café da manhã, por exemplo, para tomar uma xicrinha Emoticon smile*

*Mas atenção: café em excesso, pode sim, fazer mal ao bebê, pois a cafeína faz com que os vasos sanguíneos do corpo se contraíam e prejudiquem a circulação útero-fetal, o que pode acarretar em aborto ou parto prematuro.*

*Já conheciam esse mito mamães?*

*Fonte: HealthyLiving.msn.com*

*Venham conhecer nosso site: <http://tricae.me/acessem-tricaebr>”*

Publication Date	Time	Likes	Comments	Shares
October 15 <sup>th</sup>	8 pm	53	10	2

Criterion	A	B	C	D	E
Grade	4	4	3	4	4
Comments	new/interesting topic related to	generates activity	content presents	does not display	there is a linkage

	the core value of the brand		information but it does not prove the company's knowledge about the field	product prices	between image and the text
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Average grade: 4 - High level of Content Marketing practices



Text:

“Mamães, vocês já conhecem essas fofas esponjas de banho?”

*Em formato de bichinho, a Esponja de Banho Soapsox foi produzida com produtos antimicrobial, assim não permite a proliferação de fungos e bactérias, deixando o pequeno limpinho sem riscos de alergias.*

*Na Tricae, vocês encontram diversos modelinhos, como a tartaruguinha, patinho, tubarão, dragão, hipopótamo e outros.*

*Para conferir é só clicar: <http://tricae.me/esponjas-divertidas>”*

Publication Date	Time	Likes	Comments	Shares
October 15 <sup>th</sup>	6 pm	289	21	0

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices





Text:

*"Desta última vez, me senti mais madura para a maternidade, mas a grande diferença não foi minha idade e, sim, os processos" - Carolina Ferraz*

*A atriz Carolina Ferraz deu à luz a sua segunda filha, Anna Izabel, aos 46 anos, e recentemente relatou como foi essa experiência.*

*Ao contrário da primeira filha, Valentina, que a atriz engravidou rapidamente e a teve em parto normal, Anna Izabel foi fruto de uma fertilização in vitro e nasceu de cesárea. Acontece que Carolina estava tentando engravidar do modo convencional, porém sofreu um aborto nas primeiras semanas.*

*"Não fiquei sofrendo, nem me lamentando. Disse ao meu marido: 'Bola pra frente!'", relembra a atriz. Quatro meses depois ela conseguiu engravidar pelo método da fertilização.*

*Assim que o processo deu certo, Carolina sofreu de hipotireoidismo, que a fez engordar 18 kilos e ainda sofreu de depressão pelos 3 primeiros meses de gestação. Felizmente, a atriz deu a volta por cima e conseguiu sair dessa fase.*

*Hoje, Carolina agradece o bebê por trazer mais felicidade em sua vida e confessa estar mais disposta e bonita. "Minha pele e meus cabelos estão incríveis", conta a atriz.*

*Lindas, não é mesmo mamães?*

*Fonte: Gente.ig*

*Foto: Marie Claire*

*Mamães, venham visitar a Tricae: <https://www.tricae.com.br/>”*

Publication Date	Time	Likes	Comments	Shares
October 15 <sup>th</sup>	1 pm	8.500	195	165

Criterion	A	B	C	D	E
Grade	<b>3</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>4</b>
Comments	the content connects to the core value of the brand but it is not new/creative/compelling	create a bond with the audience; generates activity	the brand generates a good content but it was not created by the company	does not display product prices but does not help customer to understand what is the best product/service	the image appeals to the audience

Average grade: 3 - Medium level of Content Marketing practices



Text:

*“Mamães, a escolinha já marcou o dia da festinha de Halloween dos pequenos?”*

*Já é hora de começar os preparativos e a Tricae tem as fantasias de Halloween mais legais para a criançada!*

*Embarquem com os pequenos nessa aventura horripilante e confirmem as fantasias:*

*O Conde Drácula é o famoso e temível vampiro que mora em um castelo na Transilvânia. Esta fantasia conta com detalhes idênticos ao do vilão e vem com capa para completar o charme do menino.*

*Já a fantasia de Fantasminha vai dar aquele charme para as pequenas se divertirem ainda mais nessa brincadeira. Uma graça!*

*Gostaram? Então venham conferir essas e muitas outras fantasias:*

*Fantasias para os meninos: <http://tricae.me/fantasias-meninos>*

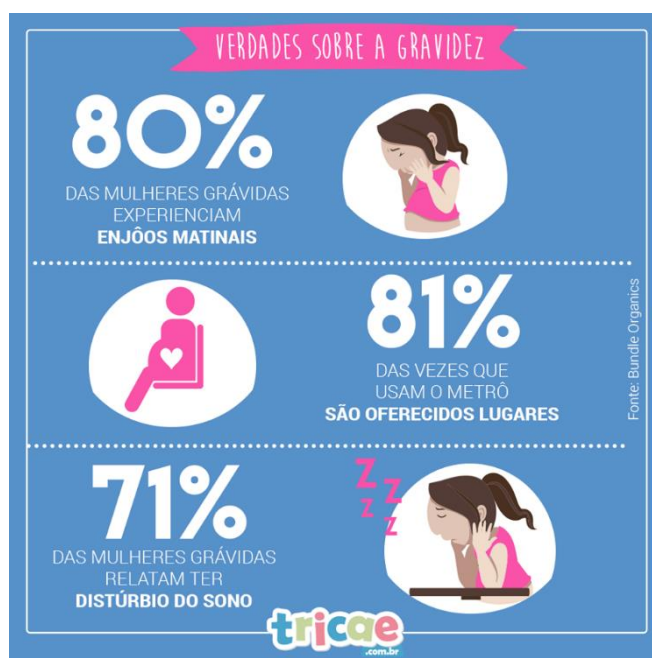
*Fantasias para as meninas: <http://tricae.me/fantasias-meninas>”*

Publication Date	Time	Likes	Comments	Shares
October 14 <sup>th</sup>	8 pm	82	12	0

Criterion	A	B	C	D	E
Grade	1	1	1	1	1

<b>Comments</b>	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image
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Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, vejam a realidade sobre a gravidez!”*

*Nós bem sabemos que enquanto as mulheres aguardam aquele momento tão esperado de receber o pequeno em seus braços, muita coisa acontece, não é mesmo?*

*É bom saber que você mamãe, que sente aquele enjoô matinal, não está sozinha. De acordo com uma pesquisa realizada pelo site americano Bundle Organics, 80% das mulheres grávidas experienciam enjoôs matinais. As 20% que não os experienciam esse incômodo podem ser consideradas grávidas sortudas!*

*Confiram abaixo outros dados sobre as verdades da gravidez e comentem aqui quais vocês já vivenciaram ou não, queremos saber!*

*Venham nos conhecer: <http://tricae.me/acessar-tricae>”*

Publication Date	Time	Likes	Comments	Shares
October 14 <sup>th</sup>	6 pm	82	6	2

Criterion	A	B	C	D	E
Grade	4	3	3	4	4

<b>Comments</b>	new/interesting topic related to the core value of the brand	the brand responds to comments, but it takes time	content presents information but it does not prove the company's knowledge about the field	does not display product prices; the image does not show a product	there is a linkage between image and the text; it is easy to understand
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Average grade: 4 - High level of Content Marketing practices



Text:

*“Atenção mamães! As papetes da Peppa estão invadindo a Tricae!*

*A Grendene Kids vai deixar cada passinho da pequena mais alegre e divertido com as papetes infantis da Peppa!*

*Toda personalizada com estampa da porquinha mais querida da TV, os modelinhos vão do número 19 ao 24/25.*

*Ah, temos também modelos para os meninos!*

*Venham conferir: <http://tricae.me/papetes-peppa>”*

Publication Date	Time	Likes	Comments	Shares
October 14 <sup>th</sup>	12.55 pm	181	7	1

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	The post is about the product

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, o Halloween está chegando e a Tricae te ajuda a decorar a casa!*

*No último post sobre Halloween, ensinamos a montar um morceguinho de enfeite usando apenas objetos simples. Dessa vez, iremos ensinar como fazer o gatinho preto ou fantasmilha Emoticon grin*

*Essa é uma ideia criativa para decorar a casa e os pequenos podem ajudar!*

*Faça o molde da cabeça do gato ou do fantasmilha e vá traçando em uma cartolina. Se o seu filho já tiver coordenação motora suficiente, ele pode ajudar a recortar com uma tesoura sem ponta e, em seguida, você faz o furo para os olhos, mas se ele ainda for muito novo, pode ajudar na etapa seguinte: encaixar as luzes nos olhinhos do gato ou no do fantasmilha. Depois de pronto dá pra pendurar onde quiser, desde que seja perto de uma tomada para ficar iluminado.*

*Gostaram da dica? Confiram mais em nosso blog: <http://tricae.me/decoracao-blog>”*

Publication Date	Time	Likes	Comments	Shares
October 13 <sup>th</sup>	8 pm	281	2	29

Criterion	A	B	C	D	E
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<b>Grade</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>
<b>Comments</b>	new/interesting topic related to the core value of the brand	generates activity; create a bond with the audience	content presents information but it does not prove the company's knowledge about the field	the image does not show a product; does not use "sales" talk	the image is appealing; it is easy to understand

Average grade: 4 - High level of Content Marketing practices



Text:

*“Mamães, que tal uma dica para deixar os pequenos ainda mais fofinhos?”*

*Seu pequeno ficará com um visual incrível vestindo o Conjunto da Pupi, que possui macacão e polo. Ideal para qualquer ocasião! Não é demais?*

*Para completar, selecionamos um mocassim da marca Marisol, que oferece conforto e proteção para os pezinhos. Seu design superflexível promove o bem-estar dos pequenos e os deixa confortáveis para brincar.*

*Aprovado mamães? Venham conferir aqui:*

*Conjunto: <http://tricae.me/jardineira-polo>*

*Mocassim: <http://tricae.me/mocassim-marinheiro>”*

Publication Date	Time	Likes	Comments	Shares
October 13 <sup>th</sup>	6 pm	291	6	11

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	The post is about the product

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

“Mamães, vocês sabem quais são os melhores alimentos para os bebês?”

Pois segundo o Dr. Mercola, especialista americano em medicina alternativa, os melhores alimentos são aqueles encontrados na natureza, pois trazem inúmeros benefícios à saúde.

Por exemplo, para as frutas, temos a banana, pera, abacate, pêssego, maçã e melão como bons exemplos. Fontes de vitaminas e minerais, essas frutas são indicadas aos bebês para ajudar em seu desenvolvimento.

Já para os legumes, podemos encontrar inúmeros benefícios na batata doce, cenoura, abóbora e beterraba.

Lembrando que esses são apenas alguns exemplos de muitas frutas e legumes que são gostosos e nutritivos Emoticon wink

Agora contem para nós mamães, quais frutas e legumes os seus pequenos preferem?

Fonte: Mercola.com

Venham nos conhecer: <http://tricae.me/loja-tricae>”

Publication Date	Time	Likes	Comments	Shares
October 13 <sup>th</sup>	1 pm	5.074	346	1.180

Criterion	A	B	C	D	E
Grade	4	4	4	4	4

<b>Comments</b>	new/interesting topic related to the core value of the brand ; information that can be used for the customer	generates activity; create a bond with the audience	specialized words from specialists on the subject	does not display product prices ; helps customer to figure it out by themselves about the best product/service	the image translates exactly what the brand wants to communicate
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Average grade: 4 - High level of Content Marketing practices



Text:

“Mamães, já conhecem os mocassins da coleção Candy da Tricae?

*Super em alta em todas as estações, o mocasism, agrega sempre muito estilo em qualquer produção.*

*Esses modelos são exclusividade da Tricae e além de confortáveis são extremamente leves, garantindo sempre muito conforto para os pequenos pezinhos.*

*Gostaram? Confiram esses e muitos outros modelos aqui: <http://tricae.me/mocassins-candy>”*

Publication Date	Time	Likes	Comments	Shares
October 12 <sup>th</sup>	8 pm	352	18	15

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“... e querer alcançá-las para experimentar Emoticon heart*

*Quem aqui se recorda dessa fase doce de nossa vida?*

*Mamães, marquem aqui suas amigas e amigos que também pensava assim.*

*E feliz dia das crianças! Aproveitem para curtir esses bons momentos com seus pequenos, não só hoje como todos os dias Emoticon smile*

*#DiadasCriançasnaTricae*

*Venham nos visitar: <http://tricae.me/tricaebr-accessem>”*

Publication Date	Time	Likes	Comments	Shares
October 12 <sup>th</sup>	6 pm	1.663	10	97

Criterion	A	B	C	D	E
Grade	4	4	2	3	4
Comments	new/interesting topic related to the core value of the brand	generates activity	the content can be related to the brand's core values	does not display product prices	the image translates exactly what the brand wants to communicate

Average grade: 3 - Medium level of Content Marketing practices



Text:

*“Mamães, que tal sair combinando com a pequena nas sapatilhas?”*

*O Kit de Sapatilhas Mãe e Filha da Selcollection é uma fofura!*

*Elaborado com doses extras de charme e muitas pitadas de conforto, possui padronagem exclusiva, realçando o pezinho maior e, é claro, também o pezinho menor. É estilo, atitude e elegância em dose dupla!*

*Lembrando que os kits acompanham sempre 2 pares de sapatilhas (1 em tamanho adulto e 1 em tamanho infantil).*

*Gostaram da dica? Então corram conferir: <http://tricae.me/calçados-mamae>”*

Publication Date	Time	Likes	Comments	Shares
October 12 <sup>th</sup>	3 pm	143	13	2

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, os exames da terceira semana de gravidez estão aqui!”*

*Como vocês devem se lembrar, já postamos aqui os exames que as futuras mamães precisam estar cientes durante o primeiro e o segundo trimestre da gravidez. Agora é hora de analisarmos o último trimestre.*

*A Dra. Sheila Secidias recomenda "Nesta fase final da gravidez, que além dos exames, os pais devem se preparar para o parto e podem fazer um curso de preparação para esse momento, bem como sobre os primeiros cuidados com o bebê e devem também comprar todos os itens necessários para o seu crescimento."*

*Qualquer dúvida sobre os exames vocês podem consultar com seu médico.*

*Quais os exames não conheciam? Vocês fizeram todos? Compartilhem suas experiências com a gente Emoticon smile”*

Publication Date	Time	Likes	Comments	Shares
October 12 <sup>th</sup>	1 pm	43	13	2

Criterion	A	B	C	D	E
Grade	4	4	4	4	3



<b>Comments</b>	new/interesting topic related to the core value of the brand ; information that can be used for the customer	generates activity; create a bond with the audience	specialized words from specialists on the subject	does not display product prices ; helps customer to figure it out by themselves about the best product/service	the image presents too much information
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Average grade: 4 - High level of Content Marketing practices



Text:

*“Mamães, quem nunca ficou preocupada quando o pequeno se afasta da gente?”*

*Pensando nisso, a Klin desenvolveu um tênis que vai trazer muito conforto para as crianças e tranquilidade para as mamães Emoticon heart*

*Este tênis da Klin vem com Chip Klin que você insere na língua do calçado. Usando este dispositivo e um aplicativo para dispositivos móveis é possível verificar a distância da criança de forma confiável e simples.*

*Na Tricae vocês encontram modelos masculinos e femininos.*

*Gostaram? Venham conferir: <http://tricae.me/tenis-klin-chip>”*

Publication Date	Time	Likes	Comments	Shares
October 11 <sup>th</sup>	8 pm	202	5	22

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, como lidar com tanta fofura?*

*Vejam que fofo esse cachorrinho dirigindo pra lá e pra cá na maior tranquilidade junto ao pequeno.*

*Uma graça, não é mesmo?*

*Aproveitem e confiram os mini-veículos que separamos para vocês:  
<http://tricae.me/tricae-mini-veiculos>”*

Publication Date	Time	Likes	Comments	Shares
October 11 <sup>th</sup>	6 pm	1.010	102	403

Criterion	A	B	C	D	E
Grade	3	3	2	3	4
Comments	the content connects to the core value of the brand but it is not new/creative/compelling	there is a dialogue with the audience	the brand generates a good content but it was not created by the company	it generates discussion but not related to the brand	the image translates exactly what the brand wants to communicate

Average grade: 3 - Medium level of Content Marketing practices



Text:

“Mamães, já conhecem as bolsinhas de bichinhos da Dican?”

*Ideal para carregar os pertences da criançada com praticidade e muito charme, a Bolsinha da Dican é simplesmente o máximo. Elaborada em neoprene, é superfácil de lavar, tornando-se a melhor opção!*

*Na Tricae vocês encontram muitos modelinhos de animais. Temos o coala, a coruja, a joaninha, a tartaruga!*

*Gostaram? É só clicar: <http://tricae.me/bolsinhas-animais>”*

Publication Date	Time	Likes	Comments	Shares
October 11 <sup>th</sup>	3 pm	341	5	3

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, quem nunca assistiu o mesmo filme váaaarias vezes quando criança que atire a primeira pedra!”*

*Qual era o filme favorito da infância de vocês? E qual é o filme favorito dos seus filhos?*

*#DiadasCriançasnaTricae*

*Venham nos visitar: <http://tricae.me/acessem-tricae-br>”*

Publication Date	Time	Likes	Comments	Shares
October 11 <sup>th</sup>	1 pm	2.652	70	251

Criterion	A	B	C	D	E
Grade	4	4	2	3	4
Comments	new/interesting topic related to the core value of the brand	generates activity	the content can be related to the brand's core values	does not display product prices	the image translates exactly what the brand wants to communicate

Average grade: 3 - Medium level of Content Marketing practices



Text:

*“Atenção mamães! Novidade na Tricae: Papetes da Tigor T. Tigre com luzes!*

*Perfeita para os pequenos se aventurarem com muito estilo e conforto, este modelinho da Tigor T. Tigre vem com sistema de luzes incrível.*

*Na Tricae vocês encontram modelinhos de varias cores como preto, vermelho e azul. E a numeração vai do 19 ao 27.*

*Aprovado mamães? Encontrem esses produtos aqui: <http://tricae.me/papetes-luz>”*

Publication Date	Time	Likes	Comments	Shares
October 10 <sup>th</sup>	8 pm	269	12	1

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Por um mundo com mais brincadeiras de crianças Emoticon heart*

*Marquem nos comentários as pessoas que compartilhavam aventuras com vocês.*

*#DiadasCriançasnaTricae*

*Venham nos conhecer: <http://tricae.me/tricaebrsite>”*

Publication Date	Time	Likes	Comments	Shares
October 10 <sup>th</sup>	6 pm	634	11	114

Criterion	A	B	C	D	E
Grade	4	4	2	3	4
Comments	new/interesting topic related to the core value of the brand	generates activity	the content can be related to the brand's core values	does not display product prices	the image translates exactly what the brand wants to communicate

Average grade: 3 - Medium level of Content Marketing practices



Text:

*“Hmmm... cupcakes! Que delícia Emoticon smile  
A Tricae selecionou uma variedade de itens com a temática dos bolinhos mais fofinhos do mundo. Vamos conferir?”*

*1. A Mochila da Lili Bag é ideal proporcionar muito conforto e para transportar materiais de escola da criançada.*

*2. O Babador Girotondo é impermeável, ou seja, tanto para a hora da alimentação quanto na fase da dentição, não há nada melhor. Seu design é fácil de colocar no pescoço do bebê e prático de limpar após o uso. Uma graça!*

*3. O tênis da Bumix vai deixar as pequenas esbanjando carisma por aí. Confortável e leve, assegura passinhos incríveis.*

*4. Perfeito para qualquer passeio, o Conjunto da Tricae possui estampa exclusiva de cupcake, deixando o visual da pequena fantástico. Além disso, é macio e maleável, tornando-se a melhor opção!*

*Gostaram? Então é só acessar:*

*1. Mochila de costas: <http://tricae.me/mochila-cupcake>*

*2. Babador: <http://tricae.me/babador-cupcake>*

*3. Tênis: <http://tricae.me/tenis-cupcake>*

*4. Conjuntinho: <http://tricae.me/conjunto-cupcake>”*

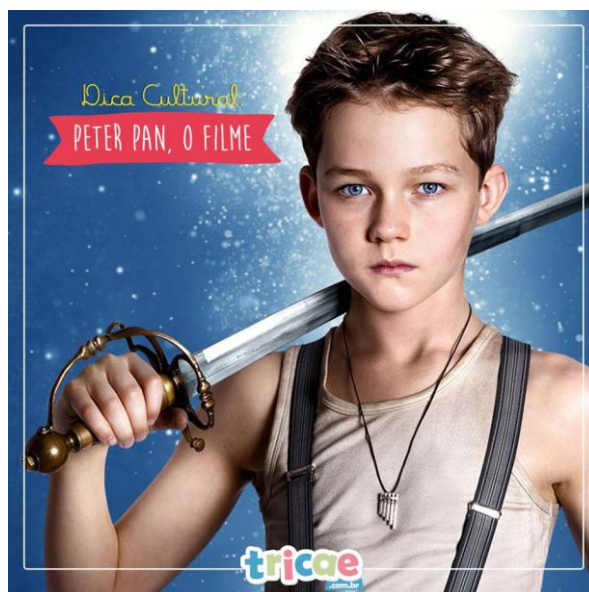
Publication Date	Time	Likes	Comments	Shares
October 10 <sup>th</sup>	3 pm	136	2	3

Criterion	A	B	C	D	E
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<b>Grade</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Comments</b>	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, a Tricae dá a dica cultural para o feriado: Peter Pan, o filme!”*

*A história do menino que não queria crescer é uma velha conhecida de todos, mas dessa vez ao ir ao cinema você irá se deparar com a história desde o princípio, entender por que Peter, que ainda não tem Pan no nome, foi deixado em um orfanato e conhecer um Gancho antes de se tornar mau e capitão.*

*Peter Pan é um filme cheio de magia do começo ao fim! A imaginação dos pequenos vai ferver com a descoberta de novos mundos e o poder de voar. Prepare-se para ver seu filho ou sua filha brincando de comandar um navio pirata ou “voando” de um lado para o outro.*

*Gostaram mamães? Que tal antes de ir ao cinema conferir o trailer e conhecer os personagens? Então acessem nosso blog: <http://tricae.me/peter-pan-filme>”*

Publication Date	Time	Likes	Comments	Shares
October 10 <sup>th</sup>	1 pm	362	1	5

Criterion	A	B	C	D	E
Grade	4	4	4	4	4
Comments	new/interesting topic related to the core value of the brand ; information that can be used for the customer	generates activity; create a bond with the audience	specialized words from specialists on the subject	does not display product prices ; helps customer to figure it out by themselves about the best product/service	the image translates exactly what the brand wants to communicate

Average grade: 4 - High level of Content Marketing practices



Text:

*“Quem tem uma pequena em casa que adora o mar?”*

*Mamães, separamos vários itens para as pequenas com a temática de marinheiro para elas ficarem ainda mais charmosas. Venham conferir!*

*1. O body bebê Tricae é supercharmoso e deixa o visual mais estiloso e cheio de conforto, além de contar com essa estampa fofo.*

*2. A Bolsa da Classic é ideal para transportar roupas e acessórios, já que possui amplo espaço interno e até um saquinho interno para roupa suja. Além disso, possui padronagem de âncora, dando um toque de charme à peça!*

*3. Perfeito para o visual de passeio das pequenas, o vestidinho da Milon oferece estilo e conforto de sobra. Não é uma fofura?*

*4. O Mocassim Tricae está super em alta nas principais tendências de moda. Moderno, combina com diferentes produções das pequenas, garantindo sempre muito estilo nos pequenos pezinhos.*

*Confiram aqui os itens:*

*1, Body: <http://tricae.me/body-marinheira>*

*2. Bolsa: <http://tricae.me/bolsas-marinheira>*

*3. Vestido: <http://tricae.me/vestidinho-marinheira>*

*3. Mocassim: <http://tricae.me/mocassim-marinheira>”*

Publication Date	Time	Likes	Comments	Shares
October 9 <sup>th</sup>	8 pm	362	8	11

<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Comments</b>	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Levanta a mão quem tem um pequeno em casa que faz isso o/*

*Mamães e papais, quem aqui embarca nas aventuras do pequeno?*

*#DiadasCriançasnaTricae”*

Publication Date	Time	Likes	Comments	Shares
October 9 <sup>th</sup>	6 pm	228	3	32

Criterion	A	B	C	D	E
Grade	4	4	2	3	4
Comments	new/interesting topic related to the core value of the brand	generates activity	the content can be related to the brand's core values	does not display product prices	the image translates exactly what the brand wants to communicate

Average grade: 3 - Medium level of Content Marketing practices



Text:

*“Mamães, já conhecem a coleção Candy da Tricae?”*

*Charmosas e superautênticas, estas sandálias deixam os pezinhos muito mais à vontade e desenvolto em cada movimento. Versáteis, combinam perfeitamente em inúmeras produções!*

*Além disso, o design charmoso das sandálias é perfeito para enaltecer os looks das baixinhas.*

*Gostaram? Confiram esses modelinhos aqui: <http://tricae.me/tricae-sandalias>”*

Publication Date	Time	Likes	Comments	Shares
October 9 <sup>th</sup>	3 pm	178	4	3

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Atenção Mamães e Papais! Querem ganhar um par de ingressos para assistir o filme do Peter Pan no Cinépolis?”*

*Para participar é superfácil. Basta comprar qualquer produto pelo Aplicativo Tricae e concorrer. As 150 primeiras compras ganham um par de ingresso. Para saber mais sobre as regras, basta acessar: <http://tricae.me/promo-peterpan>*

*Peter Pan é um filme cheio de magia do começo ao fim! A imaginação dos pequenos vai ferver com a descoberta de novos mundos e o poder de voar. O ingresso é valido para as cidades e estados abaixo:*

- Estado de SP + Cidades
- Belem-PA
- Belo Horizonte-MG
- Campo Grande-MS
- Cuiabá-MT
- Curitiba-PR
- Fortaleza-CE
- João Pessoa-PB
- Manaus-AM
- Salvador-BA
- Natal-RN
- Rio de Janeiro-RJ”

Publication Date	Time	Likes	Comments	Shares
October 9 <sup>th</sup>	4 pm	266	1	0

Criterion	A	B	C	D	E
Grade	1	3	2	1	1

<b>Comments</b>	The company did not create the content	there is a dialogue with the audience	the content is very general ; appeals only to emotion	display promotions	The focus is the product
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Average grade: 2 - Low level of Content Marketing practices





Text:

*“Mamães, tudo pronto para o Halloween?”*

*Mesmo que no Brasil o costume de pedir doces de porta em porta não seja tão forte como nos Estados Unidos, muitas famílias gostam de comemorar a data e decorar suas casas com elementos típicos, como morcegos, bruxas, monstros e fantasmas. Pensando nisso, separamos algumas ideias para te inspirar.*

*Decorar a porta de casa (ou mesmo do apartamento) é a melhor maneira de mostrar para os vizinhos o seu espírito de Halloween.*

*Na foto abaixo nós mostramos como fazer o morceguinho de enfeite. Você vai precisar de: prendedor de roupa, tinta preta, pincel, cola quente ou branca, cartolina preta e tesoura.*

*Pinte os prendedores de roupa com a tinta preta. Enquanto espera secar, recorte as asas do morcego na cartolina preta. Cole as asas no prendedor com a cola que preferir e espere secar de novo. Para um efeito mais legal, amarre um pedaço de fio de nylon e pendure no teto, assim o morcego vai parecer que está voando!*

*Querem mais dicas de decoração? Então é só visitar o nosso blog: <http://tricae.me/blog-halloween>”*

Publication Date	Time	Likes	Comments	Shares
October 9 <sup>th</sup>	1 pm	42	0	2

Criterion	A	B	C	D	E
Grade	4	4	4	4	4
Comments	new/interesting topic related to	generates activity;	specialized words from	does not display product prices	the image translates

	the core value of the brand ; information that can be used for the customer	create a bond with the audience	specialists on the subject	; helps customer to figure it out by themselves about the best product/service	exactly what the brand wants to communicate
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Average grade: 4 - High level of Content Marketing practices



Text:

*“O Halloween chegou na Tricae!*

*Nós bem sabemos que quando chega o Dia das Bruxas, as crianças adoram sair pela vizinhança perguntando de porta em porta "Doces ou travessuras?"*

*Para deixar este momento ainda mais divertido, a Fantasia Sulamericana vai deixar as meninas e os meninos de arrepiar com várias fantasias personalizadas.*

*Diversos modelinhos aguardam vocês na Tricae. Vamos conferir? É só acessar: <http://tricae.me/fantasia-halloween-tricae>”*

Publication Date	Time	Likes	Comments	Shares
October 8 <sup>th</sup>	8 pm	35	0	0

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Eu achei que amamentar fosse tão automático quanto ser mãe” - Fernanda Gentil*

*Mamães, sabe aquela sensação de querer amamentar o filho mas não conseguir? Pois foi exatamente isso que a Fernanda Gentil sentiu ao tentar amamentar o seu pequeno, Gabriel.*

*Infelizmente, o leite produzido pela apresentadora secou, impossibilitando o amamentamento materno. Em um post em seu Instagram, ela admitiu pensar muito a respeito disso, tentando achar algum erro em todo o processo de sua gestação que tivesse levado a isso.*

*Ao oferecer a mamadeira ao bebê, ela também sentiu uma sensação maravilhosa e a descreveu da seguinte maneira: "O meu sofrimento durou até eu dar a primeira mamadeira. Foi quando descobri duas coisas: eles também olham no nosso olho e a mãozinha também segura o nosso dedo quando mamam na "dedêra".*

*Fernanda encerra seu desabafo com uma frase tocante: "o amor que bate no peito, bate também na mamadeira", escreveu.*

*O que vocês acham dessa situação, mamães? Alguém aqui também teve dificuldade em amamentar? Como lidaram com isso? Contem pra gente, queremos saber!*

*Fonte: Revista Crescer*

*Foto: @gentilfernanda”*

Publication Date	Time	Likes	Comments	Shares
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October 8 <sup>th</sup>	6 pm	777	58	34
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<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Comments</b>	the content connects to the core value of the brand but it is not new/creative/compelling	create a bond with the audience; generates activity	the brand generates a good content but it was not created by the company	does not display product prices but does not help customer to understand what is the best product/service	the image appeals to the audience

Average grade: 3 - Medium level of Content Marketing practices



Text:

*“Mamães, vocês já conhecem a chupeta ortodôntica da MAM?”*

*A Chupeta Ortodôntica MAM foi desenvolvida especialmente para acompanhar o crescimento dos pequenos.*

*Com design moderno e cores vivas, a chupeta em formato côncavo encaixa com perfeição no rosto da criança a fim de não atrapalhar a respiração e os orifícios evitam o acúmulo de saliva. Prático e higiênico, o bico em silicone foi criado especialmente para não interferir na formação dentária dos baixinhos.*

*Graças à tecnologia Silk Touch, a textura é macia e exclusiva. Sendo assim, o bebê terá um acessório confortavelmente seguro e gostoso para massagear a gengiva!*

*Aprovado mamães? Venham conferir esses e muitos outros modelinhos aqui: <http://tricae.me/chupetas-MAM>”*

Publication Date	Time	Likes	Comments	Shares
October 8 <sup>th</sup>	3 pm	252	12	13

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

“... e nunca cansar Emoticon heart

*Mamães, marquem nos comentários os seus amigos de infância! Qual era brincadeira favorita de vocês?*

*#DiadasCriançasnaTricae*

*Venham nos conhecer: <http://tricae.me/acesse-tricaebr>”*

Publication Date	Time	Likes	Comments	Shares
October 8 <sup>th</sup>	1 pm	1.620	22	115

Criterion	A	B	C	D	E
Grade	4	4	2	3	4
Comments	new/interesting topic related to the core value of the brand	generates activity	the content can be related to the brand's core values	does not display product prices	the image translates exactly what the brand wants to communicate

Average grade: 3 - Medium level of Content Marketing practices



Text:

“Mamães e papais, já conhecem a mala maternidade da Baby Holder?”

*Leve e prática para as saídas com o bebê, a mala maternidade Baby Holder é o acessório ideal para as futuras mamães e papais.*

*Além de possuir 4 bolsos nas laterais e ser produzida em poliéster, a mala pode ser aberta como um trocador e ainda ser transformada em um berço portátil! Incrível, não é mesmo?*

*Mala, trocador e berço em um único acessório!*

*Aprovado? Corram conferir aqui: <http://tricacê.me/mala-baby-holder>”*

Publication Date	Time	Likes	Comments	Shares
October 7 <sup>th</sup>	8 pm	95	2	0

Criterion	A	B	C	D	E
Grade	2	2	1	1	2
Comments	company presents the product in a different way (features)	there is a dialogue with the audience, but is still little	the content is very general	uses convincing marketing; promotes products or services directly	few products on the image but the product is still important

Average grade: 2 - Low level of Content Marketing practices





Text:

*“Atenção futuras mamães! A vacinação durante a gravidez protege tanto a mamãe quanto o bebê.*

*É fato que um bom acompanhamento deve ser feito a partir do momento que a mulher descobre estar grávida. E ser vacinada é um dos passos necessários para que o baby tenha uma boa saúde.*

*O Programa Nacional de Imunizações (PNI) do Ministério da Saúde recomenda quatro vacinas neste período: a influenza; hepatite B; dupla adulto (difteria e tétano - dT); e a difteria, tétano e coqueluche (dTpa).*

*Vale lembrar que a população brasileira tem acesso gratuito a todas as vacinas recomendadas pela Organização Mundial de Saúde (OMS).*

*O Brasil conta atualmente com mais de 36 mil salas de vacinação espalhadas por todo território nacional, que aplicam por ano 300 mil imunobiológicos.*

*Então fica a dica para todas as futuras mamães: cuide-se durante a gestação pensando em você e no bebê. Combinado?*

*Fonte: Ministério da Saúde*

*Venham nos conhecer: <http://tricae.me/acessem-tricae>”*

Publication Date	Time	Likes	Comments	Shares
October 7 <sup>th</sup>	6 pm	142	3	35

Criterion	A	B	C	D	E
Grade	4	4	4	4	4

<b>Comments</b>	new/interesting topic related to the core value of the brand ; information that can be used for the customer	generates activity; create a bond with the audience	specialized words from specialists on the subject	does not display product prices ; helps customer to figure it out by themselves about the best product/service	the image translates exactly what the brand wants to communicate
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Average grade: 4 - High level of Content Marketing practices



Text:

*“Relatos de mãe, com Flavia Rubim*

*Episódio 4: A família aumentou e muita coisa mudou*

*Mamães, hoje é quarta-feira e dia de mais um episódio da nossa web-série Relatos de Mãe, com Flavia Rubim, ir ao ar \o/*

*Hoje a Flavia, mãe da pequena Cora e dona do canal Na Casa 8 no youtube, começa mostrando fotos da pequena quando era bem bebê e depois relata como foi o momento do parto, amamentação, primeiro banho do bebê e tudo mais que envolve a chegada de um neném na família.*

*Ela também revela algumas dificuldades que passou por ser uma mamãe de primeira viagem e como é importante ter pessoas ao seu redor para te ajudar nas tarefas corriqueiras do dia-a-dia.*

*Estão gostando das dicas da Flávia? Contem para gente o que mudou na vida de vocês quando o pequeno chegou em casa!*

*<http://tricae.me/video-relatos4>”*

Publication Date	Time	Likes	Comments	Shares
October 7 <sup>th</sup>	5 pm	95	5	2

Criterion	A	B	C	D	E
Grade	4	4	4	4	4
Comments	new/interesting topic related to the core value of the brand	generates activity; create a bond with the audience	specialized words from specialists on the subject	helps customer to figure it out by themselves about the best product/service	the image translates exactly what the brand wants to communicate

Average grade: 4 - High level of Content Marketing practices



Text:

*“Mamães, os pequenos estão prontos para arrasar nos dias de sol?”*

*Moderno e atual, o óculos Khatto possuem proteção UVA/UVB, ideal para os dias ensolarados! Eles vão deixar os looks ainda mais despojados, prontos para as diversões com muito conforto e estilo.*

*São muitos modelinhos esperando os meninos e também as meninas na Tricae. Venham conferir: <http://tricae.me/oculos-meninos>”*

Publication Date	Time	Likes	Comments	Shares
October 7 <sup>th</sup>	3 pm	117	7	0

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamãe, já pensou em fazer brincadeiras com seus filhos que não requerem muito tempo ou dinheiro para preparar?”*

*Nós te ajudamos!*

*Além de passeios ao ar livre e receitas deliciosas, é possível fazer muitas brincadeiras gastando pouco. Pensando nisso, selecionamos várias atividades que você pode fazer com as crianças, que além de divertidas ajudam no desenvolvimento da coordenação motora.*

*Na imagem abaixo vocês podem observar dois exemplos: o "arco-íris de espuma" e o "resgate aos carrinhos".*

*Vamos ensiná-las agora como fazer a brincadeira do arco-íris, que é uma ótima opção para trabalhar a visão e o tato do seu filho e deixá-lo entretido por um bom tempo.*

*Vocês irão precisar de:*

- 2 colheres de sopa de detergente
- ¼ de xícara de água
- Corante alimentício ou tinta guache diluída com água

*Coloque o detergente e a água na batedeira (ou no liquidificador) e bata até atingir a consistência de espuma, como se estivesse batendo claras em neve. Adicione o corante aos poucos e com cuidado, em seguida bata novamente. Despeje a mistura em um recipiente maior e repita o processo com outras cores, colocando cada uma em um pote diferente para não misturar, depois é só correr para o quintal ou varanda e formar um arco-íris no chão.*

*Gostaram da dica mamães? Acessem nosso blog para mais dicas de outras brincadeiras: <http://tricae.me/Brincadeiras-para-fazer>”*

<b>Publication Date</b>	<b>Time</b>	<b>Likes</b>	<b>Comments</b>	<b>Shares</b>
October 7 <sup>th</sup>	1 pm	409	11	45

<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>3</b>
<b>Comments</b>	new/interesting topic related to the core value of the brand	generates activity; create a bond with the audience	specialized words from specialists on the subject	helps customer to figure it out by themselves about the best product/service	the image translates exactly what the brand wants to communicate

Average grade: 4 - High level of Content Marketing practices



Text:

“Sandálias das princesas Disney? A Tricae têm!

*Mamães, selecionamos modelinhos lindos para as pequenas que são fãs das princesas.*

*Cada uma vem com um adereço personalizado para deixar os pezinhos das meninas ainda mais lindos. E todas possuem palmilha estampada com um momento marcante de cada filme.*

*Aprovado mamães? Então corram conferir aqui: <http://tricae.me/sandalias-princesas>”*

Publication Date	Time	Likes	Comments	Shares
October 6 <sup>th</sup>	8 pm	385	14	15

Criterion	A	B	C	D	E
Grade	2	2	1	1	1
Comments	there is something that can be related to the brand	there is a dialogue with the audience, but is still little	appeals only to emotion	"sales" talk	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, vocês sabiam que o Brasil é o país que mais realiza cesáreas no mundo todo?”*

*Pois é, a informação vem direto do Ministério da Saúde, este que inclusive recomenda não ultrapassar o limite de 15% de cesáreas em um país.*

*Na Inglaterra 92% das mulheres fazem parto normal e na França, cerca de 80%. Mas nem precisamos ir tão longe assim, já que na Argentina cerca de 78% das mulheres realizam parto natural.*

*Mas nem todas as maternidades brasileiras são assim, um exemplo é a maternidade do Bairro Novo, em Curitiba, a que realiza mais partos naturais no Brasil. Em agosto desse ano, a maternidade alcançou um índice de partos naturais acima de 80%.*

*Números interessantes, não é mesmo mamães? O que acham do assunto? E como foi realizado o seu parto? Contem pra gente, queremos saber!”*

Publication Date	Time	Likes	Comments	Shares
October 6 <sup>th</sup>	6 pm	132	11	15

Criterion	A	B	C	D	E
Grade	4	4	4	4	4



<b>Comments</b>	new/interesting topic related to the core value of the brand	generates activity; create a bond with the audience	specialized words from specialists on the subject	helps customer to figure it out by themselves about the best product/service	the image translates exactly what the brand wants to communicate
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Average grade: 4 - High level of Content Marketing practices



Text:

*“Mamães, as crianças estão protegidas para ir para à piscina?”*

*Trazemos uma novidade incrível para vocês: camisetas com proteção contra raios UV dentro e fora d'água.*

*As camisetas da linha da UVLine possuem cobertura dos braços, ombros e costas. Fabricada com tecido tecnológico de secagem rápida e que não causa mau cheiro. Incrível, não é?*

*Ah, ainda nem mencionamos as estampas dos super-heróis. modelos do Batman, Super Homem, Batgirl, Mulher Maravilha e muito mais.*

*Aprovado mamães? Venham conferir: <http://tricae.me/camisetas-UVLine>”*

Publication Date	Time	Likes	Comments	Shares
October 6 <sup>th</sup>	3 pm	140	6	1

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

“Papinha para os bebês, uma forma nutritiva e prática de alimentá-los.

Mamães, a receita de papinha de hoje está demais, e adivinhem? Superfácil de preparar. Vamos lá?

Vocês irão precisar apenas de cebola, azeite, carne moída e água. Basta seguir o passo a passo abaixo e em alguns minutos vocês terão um prato preparado com muito carinho para o bebê.

Querem conhecer mais papinhas saudáveis? Pois nós selecionamos várias para as mamães, é só acessar: <http://tricae.me/blog-papinha-carnemoida>”

Publication Date	Time	Likes	Comments	Shares
October 6 <sup>th</sup>	1 pm	242	25	43

Criterion	A	B	C	D	E
Grade	4	4	4	4	4
Comments	new/interesting topic related to the core value of the brand	generates activity; create a bond with the audience	specialized words from specialists on the subject	helps customer to figure it out by themselves about the best product/service	the image translates exactly what the brand wants to communicate

Average grade: 4 - High level of Content Marketing practices



Text:

*“O leãozinho está a solta na Tricae!*

*Mamães, venham conferir a seleção de produtos com a estampa desse animalzinho superfofo!*

*1. O Mordedor Leãozinho Safari Fisher-Price foi desenvolvido especialmente para massagear a gengiva do pequeno. Graças ao modelo com texturas diferenciadas, o pimpolho ficará instigado com o acessório. E para completar, ao balançar o leãozinho, um barulhinho divertido ele fará.*

*2. Despojado e muito charmoso, o Pijama da marca Cara de Criança é muito confortável. Precisamos falar que essa estampa de leão está demais?!*

*3. Indispensável no guarda-roupa do bebê, o Macacão da Upi Uli é suave e delicado, garantindo conforto no dia a dia.*

*4. A Sandália da Ortopé vai deixar os pezinhos da criançada charmosos e repletos de elegância. Confortável, ela proporciona bem-estar a cada pisada, graças à sua confecção em couro macio.*

*Gostaram? Venham conferir aqui:*

*1. Chocalho: <http://tricae.me/chocalho-leaozinho>*

*2. Pijama: <http://tricae.me/pijama-leaozinho>*

*3. Macacão: <http://tricae.me/macacao-leaozinho>*

*4. Sandália: <http://tricae.me/sandalias-leaozinho>”*

<b>Publication Date</b>	<b>Time</b>	<b>Likes</b>	<b>Comments</b>	<b>Shares</b>
October 5 <sup>th</sup>	8 pm	152	0	0

<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Comments</b>	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mãe arrisca vida de dois filhos para salvar o terceiro*

*Tudo aconteceu na Austrália em julho desse ano. Chloe Dunstan estava grávida de trigêmeos (dois meninos e uma menina) e tudo ia bem até a metade de sua gestação, momento em que ela teve que tomar a decisão mais difícil de sua vida.*

*Acontece que um dos seus bebês estava enfrentando sérios problemas e ela teve que escolher entre continuar com a gestação, que provavelmente causaria a morte de sua filha (privada de oxigênio e nutrientes dentro do útero) ou então antecipar o parto com 28 semanas e colocar em risco a vida dos três bebês.*

*Chloe escolheu antecipar o parto e conseguiu salvar a vida dos três filhos, mesmo passando por momentos muito delicados por causa da prematuridade dos bebês.*

*Nove semanas depois do parto, o casal levou os dois meninos para casa. Duas semanas depois, a menina também recebeu alta.*

*Hoje a família de Chloe cresceu e todos passam muito bem, como podemos ver nas fotos. Ela e o marido já possuíam 3 filhos, e agora a quantidade de filhos duplicou.*

*Linda história, não é mesmo mãães? O que vocês fariam no lugar dessa mãe?*

*Fonte e fotos: Revista Crescer”*

Publication Date	Time	Likes	Comments	Shares
October 5 <sup>th</sup>	6 pm	4.678	110	211

<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Comments</b>	the content connects to the core value of the brand but it is not new/creative/compelling	create a bond with the audience; generates activity	the brand generates a good content but it was not created by the company	does not display product prices but does not help customer to understand what is the best product/service	the image appeals to the audience

Average grade: 3 - Medium level of Content Marketing practices



Text:

“Voa voa borboletinha!

*Mamães, a Tricae selecionou vários itens com estampas de borboleta para as pequenas ficarem ainda mais lindas. Vamos conferir?*

*1. Todo estampado com borboletas e libélulas, o Vestido Brandili dá aquele toque contemporâneo no visual das pequeninas. Sua modelagem possui caimento soltinho ao corpo. Um charme!*

*2. A Coroa da Kanoah vai fazer com que a brincadeira da criança ganhe asas com a imaginação. Elaborada em feltro com temática de borboletas, proporciona um visual superdivertido, além de ser confortável!*

*3. A Galocha Plugt dá aquele toque diferenciado aos looks. Seu detalhe em alto-relevo transforma o estilo das pequenas, completando o visual com charme e muita estilo.*

*4. Alegre e encantador, o Brinco Petit Galerie foi elaborado especialmente para as crianças. Em formato de borboleta, dá um toque de charme na produção. E sua tarraxa forrada, evita incômodo nas orelhinhas das pequenas.*

*Gostaram mamães? Então acessem os produtos aqui:*

*1. Vestidinho: <http://tricae.me/vestido-borboleta>*

*2. Coroa: <http://tricae.me/coroa-borboleta>*

*3. Galocha: <http://tricae.me/galocha-borboleta>*

*4. Brinco: <http://tricae.me/brinco-borboleta>”*

Publication Date	Time	Likes	Comments	Shares
October 5 <sup>th</sup>	3 pm	130	0	0



<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Comments</b>	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Essa dica vai para todos os papais e mamães que se preocupam com a boa alimentação dos filhos!*

*O mamão é uma fruta que pode ser adicionada no dia a dia dos pequenos e que traz inúmeros benefícios a saúde. Para se ter uma noção, a fruta possui 86% de água em sua composição e é fonte de vitaminas A,C, cálcio, ferro, potássio, minerais, e fibras.*

*Além disso, separamos vários outros benefícios dessa fruta saborosa e sempre disponível na feira.*

*Gostaram da dica? Os seus filhos gostam de mamão? Conhecem alguma receitinha especial que leva a fruta? Contem pra gente!*

*Venham nos conhecer: <http://tricae.me/tricae-loja>”*

Publication Date	Time	Likes	Comments	Shares
October 5 <sup>th</sup>	1 pm	7.166	144	1.724

Criterion	A	B	C	D	E
Grade	4	4	4	4	4
Comments	new/interesting topic related to the core value of the brand	generates activity; create a bond with the audience	specialized words from specialists on the subject	helps customer to figure it out by themselves about the best product/service	the image translates exactly what the brand wants to communicate

Average grade: 4 - High level of Content Marketing practices



Text:

*“Mamães, temos novidades para os pequenos: Chinelos do Homem-aranha da Grendene Kids!*

*O Chinelo Grendene Kids é prático para o dia a dia, além de ser perfeito para acompanhar a criançada nos dias ensolarados.*

*O calçado é todo estampado com o Homem-Aranha, um dos heróis mais amados, possui detalhes em alto relevo, demais!*

*Gostaram mamães?*

*Então venham conferir: <http://tricae.me/chinelos-homem-aranha>”*

Publication Date	Time	Likes	Comments	Shares
October 4 <sup>th</sup>	8 pm	317	10	4

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, esse bebê fofo gosta de um carinho!  
Olha a carinha que ele faz quando é acariciado pela mamãe”*

Publication Date	Time	Likes	Comments	Shares
October 4 <sup>th</sup>	6 pm	3.700	213	1.200

Grade	2	3	1	1	4
Comments	there is something that can be related to the brand; it presents emotion	there is a dialogue with the audience	appeals only to emotion	content does not present a relevant information	the image translates exactly what the brand wants to communicate

Average grade: 2 - Low level of Content Marketing practices



Text:

“Mamães, que tal decorar o quarto das pequenas no estilo Frozen?”

A Tricae selecionou vários móveis que irão deixar o cantinho das meninas mais estiloso.

Super fashion, o Guarda-Roupa da Pura Magia é essencial no quarto da baixinha, já que garante um visual de tirar o fôlego ao ambiente.

A penteadeira é perfeita para o momento em que a baixinha quer se embelezar ou estudar, e além de superestilosa, possui estampa da princesas do filme, dando um belo toque de autenticidade ao ambiente.

Já o criado-mudo é ideal para decorar o ambiente e comportar os pequenos objetos das baixinhas. Um charme só, não é mesmo?

Gostaram mamães? Venham conferir todos os itens em nosso site:

Guarda-roupa: <http://tricae.me/guarda-roupa-frozen>

Penteadeira: <http://tricae.me/penteadeira-frozen>

Criado-mudo: <http://tricae.me/criado-mudo-frozen>”

Publication Date	Time	Likes	Comments	Shares
October 4 <sup>th</sup>	3 pm	366	21	30

Criterion	A	B	C	D	E
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<b>Grade</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Comments</b>	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

“Mamães, que tal preparar um smoothie delicioso para refrescar esse domingo?”

*Receita supersimples.*

*Vocês irão precisar apenas de 1 maça, 3 kiwis, 2 folhas de hortelã e meio copo de gelo. Basta bater tudo no liquidificador e adicionar suco de fruta ou leite, caso queiram.*

*Além de ser saudável, é muito saboroso e combina com os dias de calor.*

*Gostaram da dica mamães?”*

Publication Date	Time	Likes	Comments	Shares
October 4 <sup>th</sup>	1 pm	115	3	25

Criterion	A	B	C	D	E
Grade	4	3	3	3	4
Comments	new/interesting topic related to the core value of the brand	there is a dialogue with the audience	content presents information but it does not prove the company's knowledge about the field	it generates discussion but not related to the brand	there is a linkage between image and the text

Average grade: 3 - Medium level of Content Marketing practices



Text:

*“Mamães, procuram produtos do Mickey para os pequenos? Na Tricae vocês encontram!”*

*Selecionamos vários itens com a estampa do ratinho mais famoso da TV. É pura diversão!*

*1. O Chocalho Dican é inspirado nas aventuras do Mickey Mouse, por isso, conta com design simples e fácil de carregar. O mais importante é que estimula a sensibilidade e aprimora a audição dos pequenos.*

*2. O Body da Disney By Tricae é perfeito para oferecer mais conforto à galerinha, encantando com sua estampa superfofa!*

*3. A Camiseta Disney da Tricae é a escolha ideal para os looks da temporada primavera-verão. Sua malha é fresquinha e agradável à pele, por isso, não há escolha melhor.*

*4. A Papete da Grendene é repleta de conforto e modernidade. Muito macia e leve, é ideal para os dias quentes!*

*Gostaram mamães? Então confirmam os itens aqui:*

*1. Chocalho: <http://tricae.me/chocalhos-mickey>*

*2. Body: <http://tricae.me/bodies-mickey>*

*3. Camiseta: <http://tricae.me/camisetas-mickey-br>*



4. Papete: <http://tricae.me/papetes-mickey>”

Publication Date	Time	Likes	Comments	Shares
October 3th	8 pm	255	11	4

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Militares apóiam a campanha do aleitamento materno e posam para foto!”*

*Mamães, essa foto linda foi registrada pela fotógrafa Tara Ruby, que serviu as forças armadas dos EUA entre 1997 e 2001. Tara é uma feminista e sempre lutou para o direito das mães poderem amamentarem os filhos.*

*O objetivo da foto é para que as pessoas abram os olhos e vejam que amamentar, mesmo que em um ambiente declarado tão masculino quanto um quartel, é algo natural e de direito de toda mulher. "Amamentar seus bebês não faz delas menos competentes como soldadas. Eu acredito que as torna ainda melhores", diz a fotógrafa.*

*Linda atitude, não acharam mães?*

*Fonte: Mdemulher*

*Foto: Tara Ruby Photography”*

Publication Date	Time	Likes	Comments	Shares
October 3th	6 pm	396	5	73

Criterion	A	B	C	D	E
Grade	3	4	2	3	4

<b>Comments</b>	the content connects to the core value of the brand but it is not new/creative/compelling	create a bond with the audience; generates activity	the brand generates a good content but it was not created by the company	does not display product prices but does not help customer to understand what is the best product/service	the image appeals to the audience
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Average grade: 3 - Medium level of Content Marketing practices



Text:

*“Toda a cor dos flamingos nessa primavera!”*

*Mamães, a Tricae selecionou itens com a cor dessas aves graciosas que tem tudo a ver com a primavera.*

*1. O Vestido da Tholokka é estilosíssimo e deixa a baixinha com um visual delicado. Disponível do tamanho 1 à 4.*

*2. A bolsa da Classic For Baby é perfeita para o dia a dia das mamães, pois é prática e superfuncional. Charmosa, vem com ótimo espaço para organizar e transportar os itens, deixando tudo muito bem-organizado para os passeios.*

*3. A Sandália Pampili é ideal para os pezinhos das Bebêzinhas, ela possui um detalhe de franjas no calcanhar que dá um toque de estilo no visual.*

*4. O Bebê Conforto da Galzerano garante conforto e proteção durante o passeio. Versátil, possui capota retrátil. Além disso, dispõe de cinto de segurança de 3 pontos e protetor de cabeça removível.*

*Gostaram? Venham conferir aqui:*

*1. Vestido: <http://tricae.me/vestido-flamingos>*

*2. Bolsa: <http://tricae.me/bolsas-flamingos>*

*3. Sandália: <http://tricae.me/sandalias-flamingos>*

*4. Bebê conforto: <http://tricae.me/bebeconforto-flamingos>”*

Publication Date	Time	Likes	Comments	Shares
October 3th	3 pm	295	11	3

<b>Criterion</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Grade</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Comments</b>	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices



Text:

*“Mamães, precisando de conselhos? Essa pequena tem um ótimo para compartilhar. Cansada de ver seus pais brigarem ela explica para a mãe que se ela consegue ser boazinha e não brigar, seu pais também podem conseguir Emoticon heart Ficamos impressionados com a sabedoria dessa garotinha e seus conselhos deveriam ser seguidos por todos, concordam? E vocês, o que acham de pais que brigam na frente dos filhos?”*

Publication Date	Time	Likes	Comments	Shares
October 3th	1 pm	155	17	124

Criterion	A	B	C	D	E
Grade	2	3	1	1	4
Comments	there is something that can be related to the brand; it presents emotion	there is a dialogue with the audience	appeals only to emotion	content does not present a relevant information	the image translates exactly what the brand wants to communicate

Average grade: 2 - Low level of Content Marketing practices



Text:

*“Mamães, os pequenos são fãs dos Minions? Então temos novidades!”*

*A Tricae selecionou vários itens da turminha amarela mais querida do cinema.*

*A brincadeira vai ficar muito mais divertida com o Kit de Praia, que possui estampa e formato dos Minions! E sabem o que cai bem com o kit de praia? A piscina dos minions! Ela é perfeita para as brincadeiras aquáticas do verão, já que possui uma incrível estampa, que dá um toque especial à brincadeira. Além disso, é confeccionada em material atóxico!*

*E para os papais ficarem mais relaxados, trazemos a boia de braço e a boia de cintura para que os pequenos se divirtam com toda a segurança necessária.*

*Aprovado mamães? Então confirmam aqui: <http://tricae.me/brinquedos-minions>”*

Publication Date	Time	Likes	Comments	Shares
October 2th	8 pm	110	3	1

Criterion	A	B	C	D	E
Grade	1	1	1	1	1
Comments	only products presented	does not talk with the audience	the content is very general	"sales" talk; promotes products or services directly	many products on the image

Average grade: 1 - Nonexistent or little level of Content Marketing practices





