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Overview: Measuring Social Media

In a challenging and competitive business environment, **GardenEurope.com** measured how well **European Garden companies** (retailers & manufacturers) meet the customer expectations by effectively leveraging **social media**.

Clearly, in an era of greater transparency and authenticity, social media is rapidly delivering a new standard of interacting where both **monitoring*** and **measuring**** should be a significant part of any company social media strategy.

****Monitoring** your social media activities means listening to what people are saying to you, about you, in your area of interest and respond in real-time and protect your brand. ****Measuring** them means counting, calculating and quantifying those activities into useful metrics that will inform your actions. Measurement is crucial for benchmarking and tracking your success over time. It's what helps you draw comparisons to your peers, analyse the huge ocean of tweets and blog posts, and distil them to a list of actionable insights.*

Around 150 companies have been included in our audience

Garden retailers:

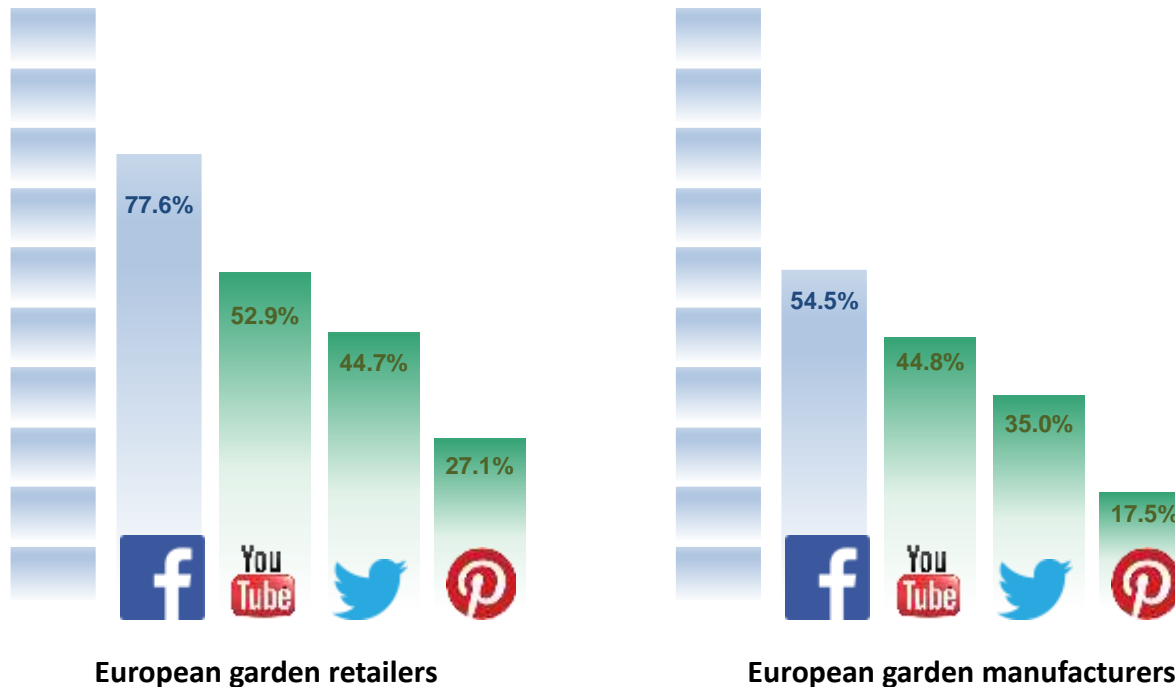
Castorama, Leroy Merlin, B&Q, OBI, Argos, Koçta, Mr. Bricolage, B&M, Prisma, Homebase, Hornbach, Bauhaus AG, Tekzen, Screwfix, Intratuin, Clas Ohlson, Wyevale Garden Centres, The Range, Brico, Brico Center, Hagebau, Wilko, Karwei, Dehner, Bygghuset, Woodie's DIY, Truffaut, Runsvengruppen ÖoB, Topline, K-rauta, Wickes, Senukai, Praxis, XL-BYG, AKI, bauMax, Rautia, Praktis, Silvan, Plantasjen, Dobbies, Globus, Aveve, jem & fix, BYGGmax, Self Italia, JUMBO, BricoKing, Hong Kong, Jula, Gamma, Brico IO, Sklep Grene, Formido, Hellweg, Gamm vert, BriCor, Brico Dépôt France, HUBO, Weldom, Pronto Hobby Brico, MondoBrico, Bricofer, Järnia, Agrimarket, Jardineries du terroir, Gruppo FDT.

Garden manufacturers:

Gardena, Bosch Power Tools, John Deere, Claber, Stihl, Fiskars, WOLF-Garten, Husqvarna, Weber, Hozelock, Bayer Garden, Briggs & Stratton, RYOBI, Fertiligène, Cub Cadet, Barbecook, Black & Decker, Toro, Syngenta, Kärcher, Stiga, Napoleon Grills, Bakker, Vigorplant, Eva Solo, Miracle-Gro, Viking, Click & Grow, Neudorff, Keter, Edyn, Bellota, Boskke, Stocker, Elho, Bahco, Felco, Oleo-Mac, Makita, Biolan, Bama, Efco, Oregon, Ambrogio Robot, AL-KO, Bulbo - Light for Food, Robomow, OASE, Garden Glory, Westland, Höfats, Romberg & Sohn, McCulloch, G.F., Verdemax, Flymo, Polet, Grillo, Blackfox, Spear & Jackson, Town & Country, Mountfield, Tregren, Bulldog Tools, Hultafors, AGEF, GardenGirl, Lotusgrill, De Pypere, Orvital, Wilkinson Sword, FITT, Vitax, Talen Tools, Vithal Garden, Atco, Greenworks.

2015 Key facts - Increase in use of social media channels

Garden Europe started in August 2015 with the research phase on the usage of **social media** for the European garden market.

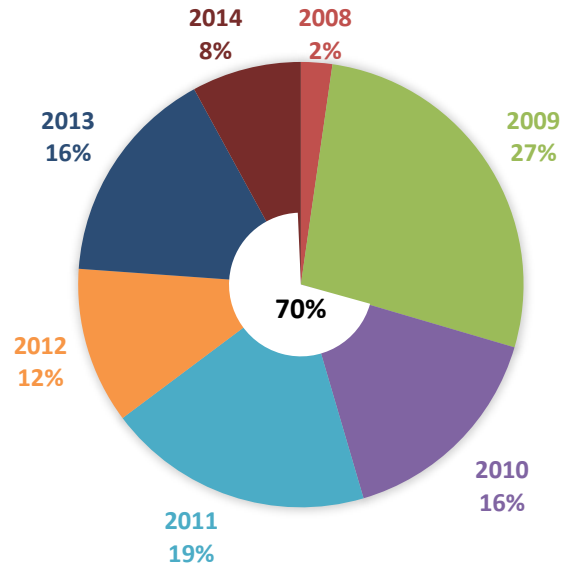


Source: GardenEurope.com

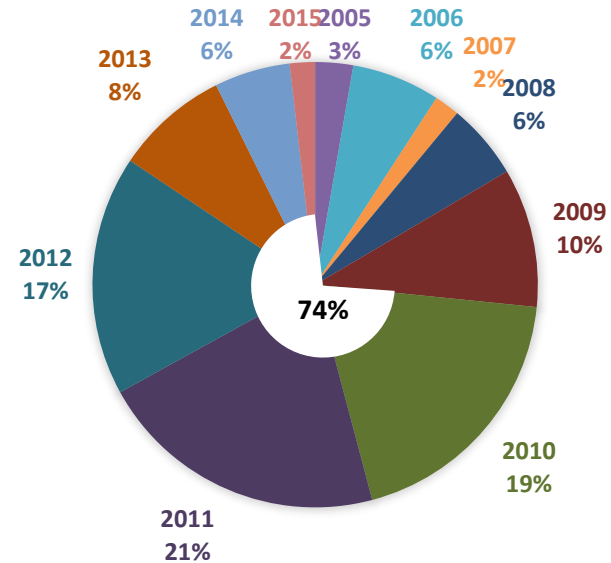
Based on the analysis done **Facebook**, **YouTube** and **Twitter** are the most popular social media channels both for the **European garden retailers** and **manufacturers** according to the research done by GardenEurope. The majority still have a limited use of **Pinterest** and the rest of social media channels.

2015 Key facts - Increase in use of social media channels

70% of the companies analysed opened a **Twitter** account only after **2010**



74% of the companies analysed opened a **YouTube** channel only after **2010**



The combined companies analysed provide 11,3 mil **Facebook LIKE** and 255 thousand **PTAT**

Facebook	LIKE	People Talking About This (PTAT)
Retailers	6,043,821	93,110
Manufacturers	5,346,177	162,071
	11,389,998	255,181

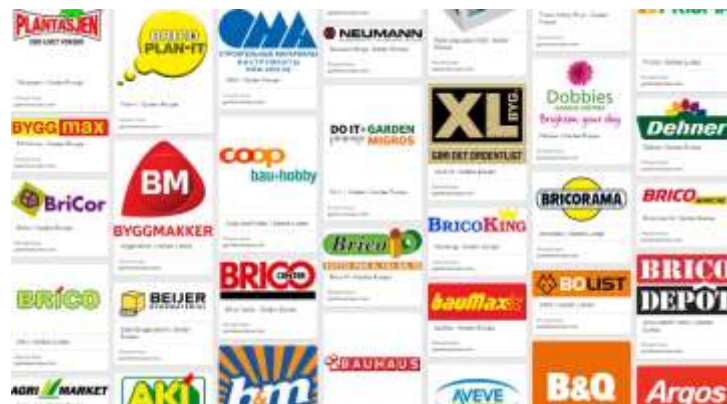
Top scores - European garden retailers

FACEBOOK (Top ranking per nr. of LIKE at 02-08-2015)		
Rank	Retailers	LIKE
1	Argos	1,017,462
2	Koçta	601,107
3	B&M	571,380
4	OBI	403,544
5	Prisma	308,670
6	Homebase	232,117
7	Leroy Merlin	222,905
8	Hornbach	211,881
9	Bauhaus AG	165,797
10	Tekzen	162,412
11	Castorama	147,743
12	B&Q	147,265
13	Screwfix	136,783
14	Intratuin	96,499
15	Clas Ohlson	94,586
16	Wyevale Garden Centres	92,214
17	The Range	86,390
18	Brico	75,445
19	Brico Center	75,272
20	Wilko	63,564

YOUTUBE (Top ranking per nr. of VIEWS at 02-08-2015)		
Rank	Retailers	VEWS
1	Argos	32,245,212
2	Castorama	31,820,359
3	Leroy Merlin	23,860,102
4	B&Q	11,546,381
5	Bauhaus AG	9,336,343
6	Truffaut	6,729,493
7	Homebase	3,487,753
8	Koçta	3,226,764
9	Wickes	2,918,878
10	Screwfix	2,720,668
11	Hornbach	2,716,500
12	AKI	2,682,909
13	Silvan	1,991,825
14	Weldom	1,569,221
15	K-rauta	1,318,916
16	bauMax	1,293,202
17	Rautia	1,143,355
18	Hagebau	1,136,428
19	BriCor	1,095,128
20	BYGGmax	803,556

TWITTER (Top ranking per nr. of FOLLOWERS at 02-08-2015)		
Rank	Retailers	FOLLOWERS
1	Argos	136,022
2	B&Q	55,093
3	Screwfix	30,090
4	Wilko	27,202
5	Homebase	26,936
6	B&M	26,762
7	Wickes	19,682
8	Koçta	17,882
9	Tekzen	13,793
10	Dobbies	12,461
11	Wyevale Garden Centres	10,696
12	Leroy Merlin	7,678
13	The Range	7,306
14	Intratuin	4,466
15	Castorama	4,133
16	Truffaut	3,867
17	Aveve	3,756
18	Woodie's DIY	3,750
19	Hornbach	3,343
20	Praxis	2,897

PINTEREST (Top ranking per nr. of FOLLOWERS at 02-08-2015)		
Rank	Retailers	FOLLOWERS
1	Argos	26,350
2	Karwei	8,203
3	B&Q	5,717
4	Intratuin	5,142
5	Leroy Merlin	3,344
6	Homebase	2,973
7	OBI	2,660
8	The Range	1,161
9	Truffaut	953
10	Dobbies	653
11	Castorama	620
12	B&M	497
13	Wyevale Garden Centres	496
14	Woodie's DIY	459
15	BYGGmax	341
16	Silvan	275
17	Koçta	270
18	Screwfix	191
19	Hornbach	179
20	Clas Ohlson	149



Source: GardenEurope.com

<https://www.pinterest.com/gardeneurope/garden-retailers/>

FACEBOOK

(Top ranking per nr. of LIKE at 02-08-2015)



Rank	Retailers	Web site	Facebook page	LIKE	People Talking About This (PTAT)	New Page Likes	Engagement rate = (PTAT / total number of page likes) * 100
1	Argos	http://www.argos.co.uk/static/Home.htm	https://www.facebook.com/argos	1,017,462	5,434	2,476	0.53
2	Koçta	http://www.koctas.com.tr/	https://www.facebook.com/Koctas	601,107	2,812	1,691	0.47
3	B&M	http://www.bmstores.co.uk/	https://www.facebook.com/bmstores	571,380	24,858	2,427	4.35
4	OBI	http://www.obi.de	https://www.facebook.com/OBI	403,544	2,285	972	0.57
5	Prisma	http://www.prisma.fi/	https://www.facebook.com/prisma.fi	308,670	2,472	379	0.80
6	Homebase	http://www.homebase.co.uk/	https://www.facebook.com/homebase	232,117	13,920	2,982	6.00
7	Leroy Merlin	http://www.leroymerlin.com/en	https://www.facebook.com/leroymerlin	222,905	1,216	336	0.55
8	Hornbach	http://www.hornbach.de/	https://www.facebook.com/hornbach.de	211,881	3,628	1,292	1.71
9	Bauhaus AG	http://www.bauhaus.info/	https://www.facebook.com/bauhaus	165,797	1,743	719	1.05
10	Tekzen	https://www.tekzen.com.tr/	https://www.facebook.com/tekzenturkiye	162,412	693	633	0.43
11	Castorama	http://www.castorama.fr	https://www.facebook.com/castorama	147,743	480	321	0.32
12	B&Q	http://www.diy.com	https://www.facebook.com/bandq	147,265	5,221	2,214	3.55
13	Screwfix	http://www.screwfix.com/jsp/container.jsp	https://www.facebook.com/Screwfix	136,783	2,118	516	1.55
14	Intratuin	http://www.intratuin.nl/	https://www.facebook.com/intratuin	96,499	436	93	0.45
15	Clas Ohlson	http://www.clasohlson.com/no/	https://www.facebook.com/ClasOhlsonNorge	94,586	452	64	0.48
16	Wyeval Garden Centres	http://www.wyevalegardencentres.co.uk/	https://www.facebook.com/WyevaleGC	92,214	623	197	0.68
17	The Range	http://www.therange.co.uk/	https://www.facebook.com/therangeuk	86,390	459	247	0.53
18	Brico	http://www.brico.be/	https://www.facebook.com/brico.be	75,445	1,099	482	1.46
19	Brico Center	http://www.bricocenter.it/it	https://www.facebook.com/bricocenter.italia	75,272	1,496	1,039	1.99
20	Wilko	http://www.wilko.com/	https://www.facebook.com/LoveWilko	63,564	3,377	2,383	5.31
21	Hagebau	https://www.hagebau.de/	https://www.facebook.com/hagebau	63,301	300	70	0.47
22	Dehner	http://www.dehner.de/	https://www.facebook.com/dehner.de	61,811	1,464	781	2.37
23	Karwei	https://www.karwei.nl/	https://www.facebook.com/karwei	61,671	1,289	497	2.09
24	Bygghjælper	http://www.bygghjælper.no/	https://www.facebook.com/bygghjælper	57,456	87	32	0.15
25	Mr. Bricolage	http://www.mr-bricolage.fr/	https://www.facebook.com/mr.bricolagefrance	57,423	405	43	0.71
26	Woodie's DIY	http://www.woodiesdiy.com/	https://www.facebook.com/WoodiesIE	54,434	916	83	1.68
27	Truffaut	http://www.truffaut.com/	https://www.facebook.com/truffautfr	48,977	174	126	0.36
28	Topline	http://www.topline.ie/	https://www.facebook.com/ToplineDIY	45,256	1,359	1,231	3.00
29	Runsvengruppern ÖoB	http://www.xn--ob-eka.se/	https://www.facebook.com/OoB.se	44,506	490	35	1.10
30	K-rauta	https://www.k-rauta.fi/rautakauppa	https://www.facebook.com/KrautaSuomi	41,830	506	81	1.21
31	Wickes	http://www.wickes.co.uk/	https://www.facebook.com/Wickes.co.uk	37,308	2,814	647	7.54
32	Senukai	http://www.senukai.lt/	https://www.facebook.com/eSenukai	35,843	1,537	178	4.29
33	Praxis	https://www.praxis.nl/	https://www.facebook.com/praxis	31,877	287	60	0.90
34	XL-BYG	http://www.xl-byg.dk/	https://www.facebook.com/xlbyg	31,469	10	6	0.03
35	AKI	http://www.aki.es/	https://www.facebook.com/AKI.Bricolaje.Jardineria.Dec	31,019	140	69	0.45
36	bauMax	http://www.baumax.com/corp/en/home/	https://www.facebook.com/Baumax	30,605	90	64	0.29
37	Rautia	http://www.rautia.fi/	https://www.facebook.com/Rautia.ketju	30,136	296	27	0.98
38	Praktis	http://www.praktis.bg/bg/	https://www.facebook.com/HipermarketPraktis	29,868	59	17	0.20
39	Silvan	https://www.silvan.dk/	https://www.facebook.com/SilvanDK	28,927	475	75	1.64
40	Dobbies	http://www.dobbies.com/	https://www.facebook.com/DobbiesGC	27,452	653	216	2.38
41	Plantasjen	http://www.plantasjen.no/	https://www.facebook.com/plantasjen	27,439	159	80	0.58
42	Globus	https://www.globus-baumarkt.de/	https://www.facebook.com/Globus.Baumarkt	27,138	1,335	406	4.92
43	Aveve	http://www.avevewinkels.be/	https://www.facebook.com/avevewinkels	24,920	342	92	1.37
44	jem & fix	http://www.jemogfix.dk/	https://www.facebook.com/jemogfix	24,073	31	16	0.13
45	BYGGmax	http://om.byggmax.se/sv/	https://www.facebook.com/ByggmaxSverige	23,836	151	97	0.63
46	Bricofer	http://www.bricofer.it/	https://www.facebook.com/bricofer.italia	23,501	259	58	1.10
47	Self Italia	https://www.selfitalia.it/	https://www.facebook.com/SelfTuttoIlMondoDelFaiDaT	21,009	63	24	0.30
48	JUMBO	http://www.jumbo.ch/de/home.html	https://www.facebook.com/JumboBaumarkt	13,823	88	23	0.64
49	BricoKing	http://www.brickoking.es/	https://www.facebook.com/brickoking	10,994	98	19	0.89
50	Hong Kong	http://www.hongkong.fi/fi/	https://www.facebook.com/hongkongtavaratalot	10,336	419	169	4.05

Facebook Top 5 (nr. of LIKE)

1. Argos
2. Koçta
3. B&M
4. OBI
5. Prisma

Facebook Top 5 (nr. of PTAT)

1. B&M
2. Homebase
3. Argos
4. B&Q
5. Hornbach

Rank	Retailers	Web site	YouTube page	MEMBER SINCE	SUBSCRIBERS	VIEWS
1	Argos	http://www.argos.co.uk/static/Home.htm	https://www.youtube.com/user/argoscouk	Joined May 2010	23,833	32,245,212
2	Castorama	http://www.castorama.fr	https://www.youtube.com/user/castoramafrance	Joined Apr 2010	55,084	31,820,359
3	Leroy Merlin	http://www.leroymerlin.com/en	https://www.youtube.com/leroymerlin	Joined Oct 2009	31,607	23,860,102
4	B&Q	http://www.diy.com	https://www.youtube.com/user/bandq	Joined Apr 2006	33,444	11,546,381
5	Bauhaus AG	http://www.bauhaus.info/	https://www.youtube.com/user/Bauhausinfo	Joined Dec 2011	12,117	9,336,343
6	Truffaut	http://www.truffaut.com/	https://www.youtube.com/user/TruffautFr?ob=0&feature=resul	Joined Feb 2010	9,270	6,729,493
7	Homebase	http://www.homebase.co.uk/	https://www.youtube.com/user/homebaseuk	Joined Jun 2009	1,821	3,487,753
8	Koçta	http://www.koctas.com.tr/	https://www.youtube.com/koctas/	Joined Jul 2012	1,052	3,226,764
9	Wickes	http://www.wickes.co.uk/	https://www.youtube.com/user/wickesvideo	Joined Aug 2008	3,159	2,918,878
10	Screwfix	http://www.screwfix.com/jsp/container.jsp	https://www.youtube.com/user/screwfix	Joined Mar 2006	2,715	2,720,668
11	Hornbach	http://www.hornbach.de/	https://www.youtube.com/user/Hornbach	Joined Jun 2006	11,145	2,716,500
12	AKI	http://www.aki.es/	https://www.youtube.com/user/AKIBricolaje	Joined Aug 2011	3,780	2,682,909
13	Silvan	https://www.silvan.dk/	https://www.youtube.com/user/SilvanTV	Joined Sep 2010	1,704	1,991,825
14	Weldom	http://www.weldom.fr/	https://www.youtube.com/user/weldomtv	Joined Apr 2011	2,235	1,569,221
15	K-rauta	https://www.k-rauta.fi/rautakauppa	https://www.youtube.com/user/KrautaSuomi	Joined Sep 2010	630	1,318,916
16	bauMax	http://www.baumax.com/corp/en/home/	https://www.youtube.com/user/bauMaxnews	Joined May 2010	784	1,293,202
17	Rautia	http://www.rautia.fi/pages/default.aspx	https://www.youtube.com/user/RautiaTV	Joined Jun 2010	405	1,143,355
18	Hagebau	https://www.hagebau.de/	https://www.youtube.com/hagebaumarkt	Joined Aug 2013	750	1,136,428
19	BriCor	http://www.bricor.es/bricor/index.action	https://www.youtube.com/bricor	Joined Mar 2012	2,967	1,095,128
20	BYGGmax	http://om.byggmax.se/sv/	https://www.youtube.com/user/ByggmaxSverige	Joined Aug 2012	1,660	803,556
21	Intratuin	http://www.intratuin.nl/	https://www.youtube.com/user/intratuin	Joined Oct 2006	734	743,995
22	Praxis	https://www.praxis.nl/	https://www.youtube.com/user/praxisbouwmarkt	Joined Dec 2010	712	738,155
23	Clas Ohlson	http://www.clasohlson.com/no/	https://www.youtube.com/user/clasohlsonuk	Joined Jan 2012	1,205	722,798
24	Agrimarket	http://www.agrimarket.fi/	https://www.youtube.com/user/AgriMarketSuomi	Joined May 2013	257	689,306
25	OBI	http://www.obide.de	https://www.youtube.com/user/OBI	Joined Nov 2005	1,638	666,116
26	Self Italia	https://www.selfitalia.it/	https://www.youtube.com/user/selfitalia	Joined May 2011	525	578,502
27	Dobbies	http://www.dobbies.com/	https://www.youtube.com/user/DobbiesGardenCentres/	Joined Jun 2014	201	564,820
28	XL-BYG	http://www.xl-byg.dk/	https://www.youtube.com/user/WEBmasterXLBYG	Joined Dec 2011	372	460,768
29	Runsvengruppen ÖoB	http://www.xn--ob-eka.se/	https://www.youtube.com/channel/UCureiYL5DYiPgr6h6SQ93v	Joined Dec 2011	300	437,197
30	Karwei	https://www.karwei.nl/	https://www.youtube.com/user/karweibouwmarkten	Joined Mar 2009	132	366,732
31	Brico Center	http://www.bricocenter.it/it	https://www.youtube.com/channel/UCiOrEH3LxX8GY1Ts8xi9sI	Joined Nov 2011	523	363,863
32	Gamm vert	http://www.gammvert.fr/	https://www.youtube.com/user/GammvertFrance	Joined Feb 2013	463	350,408
33	The Range	http://www.therange.co.uk/	https://www.youtube.com/user/therangeuk	Joined Oct 2011	214	319,089
34	HUBO	http://www.hubo.be/HUBO/Home/page.aspx/	https://www.youtube.com/user/HuboBelgie	Joined Feb 2011	79	318,165
35	Wilko	http://www.wilko.com/	https://www.youtube.com/user/LoveWilko	Joined Feb 2013	427	286,789
36	Aveve	http://www.avevewinkels.be/	https://www.youtube.com/user/avevewinkels	Joined Nov 2009	350	206,694
37	Brico Dépôt France	http://www.bricodepot.fr/	https://www.youtube.com/user/videosbricodpot	Joined Feb 2013	551	172,830
38	Dehner	http://www.dehner.de/	https://www.youtube.com/user/DehnerGartencenter/?marker=f	Joined Oct 2011	181	83,996
39	Bricofer	http://www.bricofer.it/	https://www.youtube.com/user/bricoferialia	Joined Jul 2012	102	39,832
40	Eurobaustoff	http://www.eurobaustoff.de/	https://www.youtube.com/user/eurobaustoffonline	Joined Feb 2010	53	28,744
41	STARK Denmark	http://www.stark.dk/	https://www.youtube.com/user/starkdanmark	Joined Mar 2008	0	21,889
42	B&M	http://www.bmstores.co.uk/	https://www.youtube.com/user/bmstoresTV	Joined Sep 2013	0	19,157
43	Do It + Garden	http://www.doitgarden.ch/it/cms/frontpage	https://www.youtube.com/user/MigrosDoitGarden	Joined Dec 2007	14	6,038
44	Bricomarché	http://www.bricomarche.com/	https://www.youtube.com/user/MousquetairesTV	Joined Sep 2012	24	4,293
45	Brico IO	http://www.bricoio.it/it-IT-it/Default.aspx	https://www.youtube.com/user/BricoIOItalia	Joined Oct 2013	18	3,064
46	MondoBrico	http://www.mondobrico.com/	https://www.youtube.com/channel/UCanAg4fPTY2_hRHf5LLgBz	Joined May 2014	1	1,433



YouTube Top 5 (nr. of VIEWS)

1. Argos
2. Castorama
3. Leroy Merlin
4. B&Q
5. Bauhaus AG

YouTube Top 5 (nr. of SUBSCRIBERS)

1. Castorama
2. B&Q
3. Leroy Merlin
4. Argos
5. Bauhaus AG

TWITTER

(Top ranking per nr. of FOLLOWERS at 02-08-2015)



Rank	Retailers	Web site	Twitter page	MEMBER SINCE	TWEETS	FOLLOWING	FOLLOWERS
1	Argos	http://www.argos.co.uk/	https://twitter.com/Argos_online	Joined March 2009	68,398	2,086	136,022
2	B&Q	http://www.diy.com	https://twitter.com/bandq	Joined February 2010	19,310	220	55,093
3	Screwfix	http://www.screwfix.com/	https://twitter.com/screwfix	Joined November 2009	20,948	10,253	30,090
4	Wilko	http://www.wilko.com/	https://twitter.com/LoveWilko	Joined March 2010	14,226	1,730	27,202
5	Homebase	http://www.homebase.co.uk/	https://twitter.com/Homebase_uk	Joined September 2011	3,504	4,165	26,936
6	B&M	http://www.bmstores.co.uk/	https://www.twitter.com/bmstores	Joined April 2010	1,405	553	26,762
7	Wickes	http://www.wickes.co.uk/	https://twitter.com/Wickes	Joined July 2009	9,106	1,437	19,682
8	Koçta	http://www.koctas.com.tr/	https://twitter.com/Koctas	Joined October 2009	3,385	70	17,882
9	Tekzen	https://www.tekzen.com.tr/	https://twitter.com/tekzenturkiye	Joined January 2013	1,007	9	13,793
10	Dobbies	http://www.dobbies.com/	https://twitter.com/dobbies	Joined March 2009	4,463	846	12,461
11	Wyevale Garden Centres	http://www.wyevalegardencentres.co.uk/	https://twitter.com/wyevalegc	Joined June 2009	5,249	728	10,696
12	Leroy Merlin	http://www.leroymerlin.com/en	https://twitter.com/leroymerlinfr	Joined April 2009	6,483	389	7,678
13	The Range	http://www.therange.co.uk/	https://twitter.com/TheRangeUK	Joined June 2009	4,639	457	7,306
14	Intratuin	http://www.intratuin.nl/	https://twitter.com/intratuin	Joined July 2010	1,282	77	4,466
15	Castorama	http://www.castorama.fr	https://twitter.com/castorama_fr	Joined December 2009	633	127	4,133
16	Truffaut	http://www.truffaut.com/	https://twitter.com/truffaut	Joined February 2010	11,066	756	3,867
17	Aveve	http://www.avevewinkels.be/	https://twitter.com/AVEVE	Joined January 2009	9,427	3,948	3,756
18	Woodie's DIY	http://www.woodiesdiy.com/	https://twitter.com/WoodiesIreland	Joined November 2014	977	478	3,750
19	Hornbach	http://www.hornbach.de/	https://twitter.com/Hornbach_tweets	Joined September 2009	5,340	1,865	3,343
20	Praxis	https://www.praxis.nl/	https://twitter.com/praxis	Joined July 2009	3,060	105	2,897
21	Bricofer	http://www.bricofer.it/	https://twitter.com/bricofer	Joined July 2012	1,220	1,933	2,216
22	AKI	http://www.aki.es/	https://twitter.com/akibricolaje_es	Joined February 2012	865	581	1,593
23	Clas Ohlson	http://www.clasohlson.com/no/	https://twitter.com/clasohlsonuk	Joined January 2012	1,709	494	1,255
24	Formido	http://www.formido.nl/	https://twitter.com/Formidobv	Joined March 2012	3,156	909	1,234
25	BriCor	http://www.bricor.es/bricor/index.action	https://twitter.com/BricorES	Joined May 2014	651	129	1,195
26	Brico Center	http://www.bricocenter.it/it	https://twitter.com/Bricocenter_it	Joined June 2011	722	732	1,134
27	Jardineries du terroir	http://www.jardineriesduterroir.fr/	https://twitter.com/InVivoGroup	Joined December 2014	288	143	935
28	Agrimarket	http://www.agrimarket.fi/	https://twitter.com/AgrimarketSuomi/	Joined September 2012	1,985	616	686
29	Topline	http://www.topline.ie/	https://twitter.com/ToplineDIY	Joined June 2013	375	289	452
30	Eurobaustoff	http://www.eurobaustoff.de/	https://twitter.com/eurobaustoff	Joined June 2009	264	150	309
31	Gamma	https://www.gamma.be/	https://twitter.com/gamma_belgium	Joined April 2013	208	73	303
32	BYGGmax	http://om.byggmax.se/sv/	https://twitter.com/Byggmax_Sverige	Joined May 2012	890	54	233
33	Bauhaus AG	http://www.bauhaus.info/	https://twitter.com/bauhausinfo	Joined March 2013	1,257	41	227
34	Rautia	http://www.rautia.fi/	https://twitter.com/rautiafi	Joined May 2014	73	188	174
35	Brico IO	http://www.bricoi.io/it/	https://twitter.com/Brico_IO	Joined October 2013	641	2	111
36	Pronto Hobby Brico	http://www.prontohobbybrico.com/	https://twitter.com/Raffaele_spa	Joined April 2014	1,069	66	55
37	XL-BYG	http://www.xl-byg.dk/	https://twitter.com/XLBYGDK	Joined March 2013	8	6	39
38	MondoBrico	http://www.mondobrico.com/	https://twitter.com/Mondobrico	Joined May 2014	18	177	20
39	Sklep Grene	http://www.sklep-grene.pl/	https://twitter.com/grenepl	Joined November 2009	800	1	2

**Twitter Top 5
(nr. of FOLLOWERS)**

1. Argos
2. B&Q
3. Screwfix
4. Wilko
5. Homebase

**Twitter Top 5
(nr. of TWEETS)**

1. Argos
2. Screwfix
3. B&Q
4. Wilko
5. Truffaut

PINTEREST

(Top ranking per nr. of FOLLOWERS at 02-08-2015)

Rank	Retailers	Web site	Pinterest page	BOARDS	PINS	LIKES	FOLLOWERS
1	Argos	http://www.argos.co.uk/static/Home.htm	https://www.pinterest.com/argosonline/	69	40,486	76	26,350
2	Karwei	https://www.karwei.nl/	http://www.pinterest.com/karwei	27	838	0	8,203
3	B&Q	http://www.diy.com	http://www.pinterest.com/bandq/	55	1,072	2	5,717
4	Intratuin	http://www.intratuin.nl/	http://www.pinterest.com/intratuin/	16	478	1	5,142
5	Leroy Merlin	http://www.leroymerlin.com/en	http://www.pinterest.com/leroymerlinfr/	28	1,491	3	3,344
6	Homebase	http://www.homebase.co.uk/	http://www.pinterest.com/homebaseuk/	51	1,179	1	2,973
7	OBI	http://www.obide.de	https://www.pinterest.com/obide/	15	1,284	1,359	2,660
8	The Range	http://www.therange.co.uk/	https://www.pinterest.com/therange/	44	1,249	0	1,161
9	Truffaut	http://www.truffaut.com/	https://www.pinterest.com/truffaut/	24	1,532	349	953
10	Dobbies	http://www.dobbies.com/	https://www.pinterest.com/dobbies	39	399	426	653
11	Castorama	http://www.castorama.fr	https://fr.pinterest.com/castorama/	43	736	53	620
12	B&M	http://www.bmstores.co.uk/	https://uk.pinterest.com/bmstores/	23	586	28	497
13	Wyevale Garden Centres	http://www.wyevalegardencentres.co.uk/	https://www.pinterest.com/wyevalegc	26	380	338	496
14	Woodie's DIY	http://www.woodiesdiy.com/	https://www.pinterest.com/WoodiesIE/	11	419	5	459
15	BYGGmax	http://om.byggmax.se/sv/	https://www.pinterest.com/byggmax/	33	968	0	341
16	Silvan	https://www.silvan.dk/	http://www.pinterest.com/silvandk/	20	535	19	275
17	Koçta	http://www.koçtas.com.tr/	https://www.pinterest.com/koçtas/	38	936	0	270
18	Screwfix	http://www.screwfix.com/	https://www.pinterest.com/screwfix/	18	1,040	1	191
19	Hornbach	http://www.hornbach.de/	https://www.pinterest.com/hornbachde/	16	395	0	179
20	Clas Ohlson	http://www.clasohlson.com/no/	https://www.pinterest.com/coukmarketing/	42	760	0	149
21	AKI	http://www.aki.es/	https://www.pinterest.com/akibricolaje/	15	340	0	87
22	Topline	http://www.topline.ie/	https://www.pinterest.com/toplinediy/	16	409	0	54
23	Pronto Hobby Brico	http://www.prontohobbybrico.com/index.asp	http://www.pinterest.com/raffaelespaweb/	1	8	0	41



PINTEREST Top 5 (nr. of FOLLOWERS)

1. Argos
2. Karwei
3. B&Q
4. Intratuin
5. Leroy Merlin

PINTEREST Top 5 (nr. of PINS)

1. Argos
2. Truffaut
3. Leroy Merlin
4. OBI
5. The Range

Top scores - European garden manufactures

FACEBOOK (Top ranking per nr. of LIKE at 02-08-2015)		
Rank	Manufacturers	LIKE
1	John Deere	2,349,696
2	Stihl	1,059,064
3	Syngenta	240,384
4	Claber	206,096
5	Weber	202,512
6	Bayer Garden	172,111
7	Briggs & Stratton	151,088
8	RYOBI	102,014
9	Fertiligène	89,625
10	Cub Cadet	77,086
11	Bosch Power Tools	67,952
12	Barbecook	46,602
13	Husqvarna	44,341
14	Toro	44,301
15	Black & Decker	43,691
16	Kärcher	36,229
17	Stiga	33,785
18	WOLF-Garten	33,049
19	Napoleon Grills	28,227
20	Bakker	27,597

YOUTUBE (Top ranking per nr. of VIEWS at 02-08-2015)		
Rank	Manufacturers	VEWS
1	John Deere	17,287,571
2	Toro	6,375,157
3	Weber	5,762,162
4	Kärcher	4,112,760
5	RYOBI	3,832,957
6	OASE	2,725,891
7	Fiskars	2,651,576
8	Briggs & Stratton	2,363,735
9	Cub Cadet	2,071,911
10	Roundup	1,999,906
11	Bosch Power Tools	1,951,465
12	Stihl	1,928,397
13	Barbecook	1,763,654
14	Robomow	1,623,323
15	Napoleon Grills	1,546,131
16	Hozelock	1,326,038
17	Gardena	1,287,166
18	Keter	1,077,160
19	McCulloch	1,006,097
20	AL-KO	957,233

TWITTER (Top ranking per nr. of FOLLOWERS at 02-08-2015)		
Rank	Manufacturers	FOLLOWERS
1	John Deere	102,665
2	Bayer Garden	76,611
3	Syngenta	49,303
4	Weber	41,252
5	Fiskars	12,496
6	Toro	9,354
7	Miracle-Gro	9,188
8	Edyn	8,030
9	Hozelock	7,775
10	RYOBI	5,850
11	Briggs & Stratton	5,573
12	Makita	4,339
13	Spear & Jackson	4,021
14	Bosch Power Tools	3,756
15	Westland	3,394
16	Cub Cadet	2,602
17	Bahco	2,562
18	Click & Grow	2,436
19	Wilkinson Sword	2,412
20	Stihl	2,388

PINTEREST (Top ranking per nr. of FOLLOWERS at 02-08-2015)		
Rank	Manufacturers	FOLLOWERS
1	Fiskars	10,623
2	RYOBI	5,721
3	Weber	4,791
4	Worx	1,322
5	Eva Solo	930
6	Felco	920
7	Napoleon Grills	769
8	Bakker	467
9	Garden Glory	182
10	WOLF-Garten	127
11	GardenGirl	114
12	Joseph Bentley	79
13	Wilkinson Sword	79
14	Skil Power Tools	62
15	Greenworks	59
16	Plantui	53
17	Yeoman	48
18	Wildlife Garden	47
19	Click & Grow	42
20	Robomow	32



Source: GardenEurope.com

<https://www.pinterest.com/gardeneurope/garden-manufacturers/>

FACEBOOK

(Top ranking per nr. of LIKE at 02-08-2015)



Rank	Manufacturers	Web site	Facebook page	LIKE	People Talking About This (PTAT)	New Page Likes	Engagement rate = (PTAT / total number of page likes) * 100
1	John Deere	http://www.deere.com/	https://www.facebook.com/JohnDeere	2,349,696	111,450	7,861	4.74
2	Stihl	http://www.stihl.com/index.aspx	https://www.facebook.com/STIHL	1,059,064	2,101	792	0.20
3	Syngenta	http://www.syngenta.com/	https://www.facebook.com/Syngenta	240,384	575	372	0.24
4	Claber	http://www.claber.com	https://www.facebook.com/claber.italy	206,096	2,468	1,082	1.20
5	Weber	http://www.weber.com/	https://www.facebook.com/weberbbq	202,512	2,307	758	1.14
6	Bayer Garden	http://www.crops.cience.bayer.com/	https://www.facebook.com/BayerCropScience	172,111	1,900	1,356	1.10
7	Briggs & Stratton	http://www.briggsandstratton.com/	https://www.facebook.com/BriggsandStratton	151,088	906	133	0.60
8	RYOBI	https://www.ryobitools.com	https://www.facebook.com/RyobiOutdoor	102,014	213	88	0.21
9	Fertiligène	http://www.lapausejardin.fr/fertiligene	https://www.facebook.com/lapausejardin	89,625	21,132	9,474	23.58
10	Cub Cadet	http://en.cubcadet.eu/	https://www.facebook.com/cubcadet	77,086	9,667	765	12.54
11	Bosch Power Tools	http://www.bosch-garden.com/	http://www.facebook.com/BoschDIYpowertoolsUK	67,952	626	197	0.92
12	Barbecook	http://www.barbecook.com/	https://www.facebook.com/barbecook	46,602	655	17	1.41
13	Husqvarna	http://www.husqvarna.com/	https://www.facebook.com/HusqvarnaGroup	44,341	169	125	0.38
14	Toro	http://www.toro.com/	https://www.facebook.com/Toro.Company	44,301	729	63	1.65
15	Black & Decker	http://www.blackanddecker.co.uk	https://www.facebook.com/blackanddeckeruk	43,691	682	392	1.56
16	Kärcher	http://www.karcher.com/	https://www.facebook.com/Kaercher.Germany	36,229	439	45	1.21
17	Stiga	http://www.stiga.com/	https://www.facebook.com/stiga	33,785	23	13	0.07
18	WOLF-Garten	http://www.wolf-garten.org	https://www.facebook.com/WolfGarten	33,049	16	12	0.05
19	Napoleon Grills	http://napoleongrills.eu/	https://www.facebook.com/pages/Napoleon-Grills/2471	28,227	402	51	1.42
20	Bakker	http://www.bakker.eu/	https://www.facebook.com/bakker.nl	27,597	577	17	2.09
21	Vigorplant	http://www.vigorplant.it/	https://www.facebook.com/vigorplant	26,382	292	192	1.11
22	Eva Solo	http://www.evasolo.com/	https://www.facebook.com/pages/Eva-Solo/161040753	24,332	949	332	3.90
23	Fiskars	http://www.fiskarsgroup.com	https://www.facebook.com/fiskarsint	23,648	96	181	0.41
24	Miracle-Gro	http://www.lovethegarden.com/miracle-gro	https://www.facebook.com/lovethegarden	17,844	172	14	0.96
25	Viking	http://www.viking-garden.com/	https://www.facebook.com/myVikinggarden	15,705	186	18	1.18
26	Gardena	http://www.gardena.com	https://www.facebook.com/Gardena.Deutschland	13,471	145	30	1.08
27	Click & Grow	http://www.clickandgrow.com/	https://www.facebook.com/clickandgrow	12,947	119	85	0.92
28	Neudorff	http://www.neudorff.de/	https://www.facebook.com/neudorff.deutschland	12,154	352	173	2.90
29	Elho	http://www.elho.com/	https://www.facebook.com/elho?fref=ts	11,238	48	11	0.43
30	Keter	http://www.keter.com/	https://www.facebook.com/KeterPlastic?fref=ts	11,079	78	37	0.70
31	Edyn	https://www.edyn.com/	https://www.facebook.com/fuseproject?_rdp=p	10,839	39	24	0.36
32	Bellota	http://www.bellota.com/GB/en/	https://www.facebook.com/BellotaTools	9,480	60	9	0.63
33	Boskke	http://www.boskke.com/	https://www.facebook.com/boskke.community	9,052	44	32	0.49
34	Hozelock	http://www.hozelock.com/	https://www.facebook.com/hozelock?v=wall	8,789	716	66	8.15
35	Stocker	http://www.stockergarden.com/	http://www.facebook.com/stockergarden	8,648	2	0	0.02
36	Bahco	http://www.bahco.com/en/	https://www.facebook.com/pages/Bahco/14240053913	6,695	138	52	2.06
37	Felco	http://www.felco.com/	https://www.facebook.com/FELCO.tools	5,360	53	15	0.99
38	Oleo-Mac	http://www.oleomac.it/	https://www.facebook.com/OleoMacItalia	5,304	91	31	1.72
39	Makita	http://www.makita.uk.com/	https://www.facebook.com/makita.uk	5,142	143	54	2.78
40	Biolan	http://www.biolan.fi/	https://www.facebook.com/biolan suomi	4,783	2	3	0.04
41	Bama	http://www.bamagroup.com/it	https://www.facebook.com/bamagroup	4,398	43	14	0.98
42	Efco	http://www.myefco.com/en/efco	https://www.facebook.com/EfcoItalia	4,337	60	9	1.38
43	Ambrogio Robot	http://www.ambrogiorobot.com/en	https://www.facebook.com/ambrogiorobot	4,039	106	59	2.62
44	Oregon	http://www.oregonproducts.eu/	https://www.facebook.com/oregonproducts	3,982	17	14	0.43
45	AL-KO	http://www.al-ko.com/shop/uk/	https://www.facebook.com/alko	2,660	20	10	0.75
46	Bulbo - Light for Food	http://www.bulbolight.com/	https://www.facebook.com/bulbolight	2,485	17	4	0.68
47	Robomow	http://robomow.com/en-GB/	https://www.facebook.com/RobomowPage	2,334	36	24	1.54
48	OASE	http://www.oase-livingwater.com/	https://www.facebook.com/oaselivingwater	1,803	26	5	1.44
49	Garden Glory	http://gardenglory.com/en/	https://www.facebook.com/pages/Garden-Glory/250753	1,767	12	2	0.68
50	Westland	http://www.gardenhealth.com/	https://www.facebook.com/westland.horticulture	1,681	39	2	2.32

Facebook Top 5 (nr. of LIKE)

1. John Deere
2. Stihl
3. Syngenta
4. Claber
5. Weber

Facebook Top 5 (nr. of PTAT)

1. John Deere
2. Fertiligène
3. Cub Cadet
4. Claber
5. Weber

YOUTUBE

(Top ranking per nr. of VIEWS at 02-08-2015)

Rank	Manufacturers	Web site	YouTube page	MEMBER SINCE	SUBSCRIBERS	VIEWS
1	John Deere	http://www.deere.com/	https://www.youtube.com/user/JohnDeere	Joined Nov 2005	50,541	17,287,571
2	Toro	http://www.toro.com/	https://www.youtube.com/user/toro	Joined Sep 2005	6,113	6,375,157
3	Weber	http://www.weber.com/	https://www.youtube.com/user/GrillWithWeber	Joined Apr 2010	21,329	5,762,162
4	Kärcher	http://www.karcher.com/	https://www.youtube.com/user/KarcherTV	Joined Jan 2010	4,628	4,112,760
5	RYOBI	https://www.ryobitools.com	https://www.youtube.com/user/ryobichannel	Joined Nov 2008	8,953	3,832,957
6	OASE	http://www.oase-livingwater.com/	https://www.youtube.com/user/oasevideo	Joined May 2008	1,079	2,725,891
7	Fiskars	http://www.fiskarsgroup.com	https://www.youtube.com/user/fiskarsinemea	Joined Feb 2012	1,139	2,651,576
8	Briggs & Stratton	http://www.briggsandstratton.com/	https://www.youtube.com/user/BriggsStrattonEngine	Joined Mar 2010	2,408	2,363,735
9	Cub Cadet	http://en.cubcadet.eu/	https://www.youtube.com/user/CubCadetRidingMowers	Joined Feb 2008	2,199	2,071,911
10	Roundup	https://www.roundup.com/	https://www.youtube.com/user/roundupbrand	Joined Apr 2011	443	1,999,906
11	Bosch Power Tools	http://www.bosch-garden.com/	https://www.youtube.com/user/boschdiypowertoolsuk	Joined Sep 2010	4,158	1,951,465
12	Stihl	http://www.stihl.com/index.aspx	https://www.youtube.com/user/mystihl	Joined May 2009	5,334	1,928,397
13	Barbecook	http://www.barbecook.com/	https://www.youtube.com/user/TheGrillMasta	Joined Mar 2007	578	1,763,654
14	Robomow	http://robomow.com/en-GB/	https://www.youtube.com/user/robomowofficial	Joined May 2011	0	1,623,323
15	Napoleon Grills	http://napoleongrills.eu/	https://www.youtube.com/user/NapoleonProducts	Joined Oct 2011	726	1,546,131
16	Hozelock	http://www.hozelock.com/	http://www.youtube.com/user/Hozelockcom	Joined Nov 2009	421	1,326,038
17	Gardena	http://www.gardena.com	https://www.youtube.com/user/GardenaGermany	Joined Dec 2010	1,108	1,287,166
18	Keter	http://www.keter.com/	https://www.youtube.com/user/KeterChannel	Joined May 2010	989	1,077,160
19	McCulloch	http://www.mcculloch.com/	https://www.youtube.com/user/mccullochworldwide	Joined Nov 2009	1,025	1,006,097
20	AL-KO	http://www.al-ko.com/shop/uk/	https://www.youtube.com/user/alko1931	Joined Jan 2011	710	957,233
21	Claber	http://www.claber.com	https://www.youtube.com/user/Claber	Joined Apr 2006	918	826,217
22	Miracle-Gro	http://www.lovethegarden.com/miracle-gro	https://www.youtube.com/user/LoveTheGarden	Joined Mar 2009	271	568,537
23	KB	http://www.lapausejardin.fr/kb	https://www.youtube.com/user/lapausejardin	Joined Mar 2011	143	516,326
24	Bellota	http://www.bellota.com/GB/en/	https://www.youtube.com/user/CPBellota	Joined Apr 2011	421	448,806
25	Lechuza	http://www.lechuza.com/	https://www.youtube.com/user/lechuza?gl=BE	Joined Jan 2006	373	396,356
26	Black & Decker	http://www.blackanddecker.co.uk	https://www.youtube.com/user/blackanddeckeremea	Joined May 2012	520	358,416
27	Flymo	http://www.flymo.com/	https://www.youtube.com/user/FlymoWorldwide/	Joined Nov 2009	186	278,327
28	Greenworks	http://www.greenworkstools.eu/	https://www.youtube.com/user/greenworkstools	Joined May 2011	434	277,713
29	Bahco	http://www.bahco.com/en/	https://www.youtube.com/user/Bahcotools	Joined Aug 2010	1,119	275,835
30	Hultafors	http://www.hultafors.com/	https://www.youtube.com/user/HultaforsGroup	Joined Sep 2010	486	218,373
31	Felco	http://www.felco.com/	https://www.youtube.com/user/FELCOtools	Joined Jan 2012	377	198,299
32	Syngenta	http://www.syngenta.com/	https://www.youtube.com/user/syngenta	Joined Jul 2006	1,225	190,961
33	Bayer Garden	http://www.cropscience.bayer.com/	https://www.youtube.com/user/BAYERCROPSCIENCE	Joined Apr 2008	1,012	186,262
34	Biolan	http://www.biolan.fi/	https://www.youtube.com/user/BiolanSuomi	Joined Nov 2010	66	144,008
35	Skil Power Tools	http://www.skileurope.com/	https://www.youtube.com/user/skileurope	Joined Aug 2012	159	119,916
36	Eva Solo	http://www.evasolo.com/	https://www.youtube.com/user/EvaSoloDenmark	Joined Nov 2010	186	100,659
37	Husqvarna	http://www.husqvarna.com/	https://www.youtube.com/user/HusqvarnaGroup	Joined Jun 2009	367	95,171
38	Bakker	http://www.bakker.eu/	https://www.youtube.com/user/bakkerhillgom	Joined Apr 2012	88	87,693
39	Viking	http://www.viking-garden.com/	https://www.youtube.com/user/myVIKINGgarden	Joined Feb 2012	516	79,265
40	Oregon	http://www.oregonproducts.eu/	https://www.youtube.com/user/myOregonchain	Joined Nov 2010	123	76,407
41	Ambrogio Robot	http://www.ambrogiorobot.com/en	https://www.youtube.com/channel/UCdV6QbwLpO3sl-47HdlspuQ	Joined Jun 2013	122	73,587
42	Atco	http://www.atco.co.uk/	https://www.youtube.com/user/Atcolawnmowers	Joined Jul 2012	44	71,189
43	WOLF-Garten	http://www.wolf-garten.org	https://www.youtube.com/user/WOLFGartenTV	Joined Apr 2012	194	70,676
44	Talen Tools	http://www.talentools.nl/	https://www.youtube.com/user/TalenTools	Joined Apr 2011	27	62,014
45	Plantui	http://plantui.com/	https://www.youtube.com/user/plantui.com	Joined Jun 2014	160	58,386
46	Verdemax	http://www.verdemax.it/en/	https://www.youtube.com/user/Verdemax11	Joined Jul 2012	56	52,343
47	GLORIA Garten	https://www.gloriagarten.de/	https://www.youtube.com/user/Gloriagarten	Joined Jun 2011	47	47,363
48	Scotts	http://www.scotts.de/	https://www.youtube.com/user/liebedeinen Garten	Joined Aug 2012	72	46,388
49	G.F.	http://www.gfgarden.it	https://www.youtube.com/channel/UC37nMcdlQKfCHUaPmgAtLQg	Joined Apr 2011	41	42,644
50	Bama	http://www.bamagroup.com/it	https://www.youtube.com/user/bamaspa	Joined Feb 2011	26	39,143



YouTube Top 5 (nr. of VIEWS)

1. John Deere
2. Toro
3. Weber
4. Kärcher
5. RYOBI

YouTube Top 5 (nr. of SUBSCRIBERS)

1. John Deere
2. Weber
3. RYOBI
4. Toro
5. Stihl

TWITTER

(Top ranking per nr. of FOLLOWERS at 02-08-2015)



Rank	Manufacturers	Web site	Twitter page	MEMBER SINCE	TWEETS	FOLLOWING	FOLLOWERS
1	John Deere	http://www.deere.com/	https://twitter.com/johndeere	Joined January 2009	3,644	131	102,665
2	Bayer Garden	http://www.cropscience.bayer.com/	https://twitter.com/bayer4crops	Joined April 2010	10,452	935	76,611
3	Syngenta	http://www.syngenta.com/	https://twitter.com/Syngenta	Joined November 2008	8,458	1,637	49,303
4	Weber	http://www.weber.com/	https://twitter.com/WeberGrills	Joined March 2009	25,006	1,668	41,252
5	Fiskars	http://www.fiskarsgroup.com	https://twitter.com/fiskars_hq	Joined May 2013	4,715	824	12,496
6	Toro	http://www.toro.com/	https://twitter.com/thetorocompany	Joined March 2009	4,975	631	9,354
7	Miracle-Gro	http://www.lovethegarden.com/miracle-gro	https://twitter.com/lovethegarden	Joined February 2009	2,556	2,353	9,188
8	Edyn	https://www.edyn.com/	https://twitter.com/fuseproject	Joined November 2010	1,284	798	8,030
9	Hozelock	http://www.hozelock.com/	https://twitter.com/Hozelock	Joined March 2009	1,878	1,879	7,775
10	RYOBI	https://www.ryobitools.com	https://twitter.com/RYOBIOutdoors	Joined July 2012	3,540	1,087	5,850
11	Briggs & Stratton	http://www.briggsandstratton.com/	https://twitter.com/briggsstratton/	Joined January 2011	6,876	1,848	5,573
12	Makita	http://www.makita.uk/	https://twitter.com/MakitaUK	Joined August 2011	1,068	314	4,339
13	Spear & Jackson	http://www.spear-and-jackson.com/	https://twitter.com/spearandjackson	Joined February 2011	1,440	3,038	4,021
14	Bosch Power Tools	http://www.bosch-garden.com/	https://twitter.com/boschuk	Joined March 2011	2,401	349	3,756
15	Westland	http://www.gardenhealth.com/	https://twitter.com/thegardendoctor	Joined January 2010	1,735	1,435	3,394
16	Cub Cadet	http://en.cubcadet.eu/	https://twitter.com/cub_cadet	Joined June 2009	2,467	598	2,602
17	Bahco	http://www.bahco.com/en/	https://twitter.com/bahcotools	Joined March 2010	828	95	2,562
18	Click & Grow	http://www.clickandgrow.com/	https://www.twitter.com/clickandgrow	Joined February 2010	1,734	91	2,436
19	Wilkinson Sword	http://www.wilkinsonsword-tools.co.uk/	https://twitter.com/WSGardenTools	Joined March 2011	2,159	1,040	2,412
20	Stihl	http://www.stihl.com/index.aspx	https://twitter.com/stihl	Joined October 2009	386	86	2,388
21	Greenworks	http://www.greenworkstools.eu/	https://twitter.com/greenworkstools	Joined November 2009	2,179	311	2,030
22	Kärcher	http://www.karcher.com/	https://twitter.com/KaercherGermany	Joined July 2009	776	132	1,607
23	Napoleon Grills	http://napoleongrills.eu/	https://twitter.com/NapoleonGrills	Joined November 2011	784	1,082	1,529
24	AL-KO	http://www.al-ko.com/shop/uk/	https://twitter.com/ALKO_UK	Joined May 2011	289	34	1,243
25	Bakker	http://www.bakker.eu/	https://twitter.com/bakkertuin/	Joined May 2011	1,157	717	973
26	Boskke	http://www.boskke.com/	https://twitter.com/boskke	Joined October 2008	427	472	691
27	Felco	http://www.felco.com/	https://twitter.com/FELCO_tools	Joined August 2012	1,424	664	687
28	Town & Country	http://www.townandco.com/	https://twitter.com/townandco	Joined December 2009	392	362	675
29	FITT	http://www.fitt.it/en	https://twitter.com/Fitt	Joined June 2011	3,538	1,994	634
30	Gardena	http://www.gardena.com	https://twitter.com/GardenaGlobal	Joined March 2011	203	0	506
31	Ambrogio Robot	http://www.ambrogiorobot.com/en	https://twitter.com/AmbrogioRobot	Joined May 2011	1,587	1,678	462
32	Vigorplant	http://www.vigorplant.it/	https://twitter.com/Vigorplant	Joined September 2011	444	290	420
33	Verdemax	http://www.verdemax.it/en/	https://twitter.com/verdemax_rama	Joined March 2011	191	629	416
34	Bellota	http://www.bellota.com/GB/en/	https://twitter.com/BellotaTools	Joined May 2014	445	337	412
35	Vitax	http://www.vitax.co.uk/	https://twitter.com/VitaxUK	Joined April 2010	550	226	387
36	GardenGirl	http://www.gardengirl.co.uk/	https://twitter.com/GardenGirlUK	Joined October 2010	119	630	374
37	Bulbo - Light for Food	http://www.bulbolight.com/	https://twitter.com/bulbolight	Joined March 2013	1,074	379	362
38	Garden Glory	http://gardenglory.com/en/	http://twitter.com/Missgardenglory	Joined June 2012	255	556	315
39	Elho	http://www.elho.com/	https://twitter.com/elho_olaf	Joined June 2010	525	2	293
40	OASE	http://www.oase-livingwater.com/	https://twitter.com/oaseUK	Joined April 2010	84	52	290
41	Plantui	http://plantui.com/	https://twitter.com/Plantui	Joined January 2013	268	287	270
42	Biolan	http://www.biolan.fi/	https://twitter.com/biolansuomi	Joined October 2012	440	92	234
43	Robomow	http://robomow.com/en-GB/	https://twitter.com/Robomow	Joined October 2013	167	8	233
44	Richard Carter	http://richardcartertd.co.uk/	https://twitter.com/carterstools	Joined August 2012	129	139	149
45	Mountfield	http://www.mountfieldlawnmowers.co.uk/	https://twitter.com/mountfieldmower	Joined June 2011	20	33	107
46	McCulloch	http://www.mcculloch.com/	https://twitter.com/#!/McCullochGlobal	Joined August 2011	11	0	96
47	Tregren	http://tregren.com/	https://twitter.com/tregren	Joined Aug 2013	12	26	55
48	Grillo	http://www.grillospa.it/	https://twitter.com/GrilloSpA	Joined January 2013	132	0	50
49	Höfats	http://www.hoefats.com/	https://twitter.com/hoefats	Joined Dec 2013	68	116	41
50	Fertiligène	http://www.lapausejardin.fr/fertiligene	https://twitter.com/lapausejardin	Joined May 2013	215	10	24

Twitter Top 5 (nr. of FOLLOWERS)

1. John Deere
2. Bayer Garden
3. Syngenta
4. Weber
5. Fiskars

Twitter Top 5 (nr. of TWEETS)

1. Weber
2. Bayer Garden
3. Syngenta
4. Briggs & Stratton
5. Toro

PINTEREST

(Top ranking per nr. of FOLLOWERS at 02-08-2015)

Rank	Manufacturers	Web site	Pinterest page	BOARDS	PINS	LIKES	FOLLOWERS
1	Fiskars	http://www.fiskarsgroup.com	https://www.pinterest.com/fiskars_hq/	72	3,176	19,372	10,623
2	RYOBI	https://www.ryobitools.com	https://www.pinterest.com/RYOBITOOLS/	30	2,805	120	5,721
3	Weber	http://www.weber.com/	https://www.pinterest.com/webergrills	49	1,920	2	4,791
4	Worx	https://www.worx.com/Default.aspx	https://www.pinterest.com/worxtools/	45	836	25	1,322
5	Eva Solo	http://www.evasolo.com/	https://www.pinterest.com/evasolopins/	17	449	92	930
6	Felco	http://www.felco.com/felco/	https://www.pinterest.com/felcotools/	54	2,310	1,193	920
7	Napoleon Grills	http://napoleongrills.eu/	http://www.pinterest.com/lovenapoleon/	48	1,017	167	769
8	Bakker	http://www.bakker.eu/	https://pinterest.com/bakkertuin/	29	775	11	467
9	Garden Glory	http://gardenglory.com/en/	https://pinterest.com/missgardenglory/	3	59	26	182
10	WOLF-Garten	http://www.wolf-garten.org	https://www.pinterest.com/wggardentools/	12	57	13	127
11	GardenGirl	http://www.gardengirl.co.uk/	https://www.pinterest.com/GardenGirlUK/	5	61	7	114
12	Joseph Bentley	http://www.josephbentley.co.uk/	https://www.pinterest.com/jbgardentools/	12	269	10	79
13	Wilkinson Sword	http://www.wilkinsonsword-tools.co.uk/	https://www.pinterest.com/wsgardentools/	18	181	42	79
14	Skil Power Tools	http://www.skileurope.com/	https://www.pinterest.com/skileurope/	7	351	72	62
15	Greenworks	http://www.greenworkstools.eu/	https://www.pinterest.com/greenworkstools	16	103	19	59
16	Plantui	http://plantui.com/	https://www.pinterest.com/plantui/	6	127	60	53
17	Yeoman	http://www.yeomangarden.co.uk	https://pinterest.com/yeomantools/	10	229	37	48
18	Wildlife Garden	http://www.wildlifegarden.se/	https://www.pinterest.com/wildlifegarden1/	10	171	0	47
19	Click & Grow	http://www.clickandgrow.com/	https://www.pinterest.com/clickgrow/	5	95	50	42
20	Robomow	http://robomow.com/en-GB/	https://www.pinterest.com/robomow/	3	23	0	32
21	Barbecook	http://www.barbecook.com/	https://in.pinterest.com/barbecook/	6	140	2	24
22	Town & Country	http://www.townandco.com/	https://www.pinterest.com/townandco/	6	157	2	14
23	Kärcher	http://www.karcher.com/	https://www.pinterest.com/kaercher/	6	29	0	11
24	Claber	http://www.claber.com	https://www.pinterest.com/claberitaly/	4	34	0	3
25	Spear & Jackson	http://www.spear-and-jackson.com/	https://www.pinterest.com/spearandjackson/	2	11	0	2



PINTEREST Top 5 (nr. of FOLLOWERS)

1. Fiskars
2. RYOBI
3. Weber
4. Worx
5. Eva Solo

PINTEREST Top 5 (nr. of PINS)

1. Fiskars
2. RYOBI
3. Felco
4. Weber
5. Napoleon Grills

Why your business needs a Social Media Strategy

Social media is a relationship-building tool, which if used correctly, can build a larger client base for a business. If you want your business to evolve, then embracing social media is a must. It should be viewed as a key component of your marketing strategy. Social Media is about having collaborative interactions with customers, prospects and even employees - to gain valuable insights, solidify long-lasting relationships and cultivate customer advocates.

5 Key components for a successful social media plan:

Strategy: An examination of the brand's current strategy regarding content development, publishing and audience engagement

Goals: define and assign annual and monthly goals to each social media account. Do you want to create or raise awareness of your brand? Are you looking to increase sales, or website traffic, or both? Is your goal to build customer loyalty and increase retention?

Competitors: What are immediate competitors doing and where does your brand sit in terms of community size and engagement? What platforms are your competitors most active on?

Evaluation: How are you going to determine whether this is actually making a difference in your business? What content consistently performs the best across each channel? What key metrics will you use to evaluate social media strategy effectiveness? How will you transcend likes and engagement? Will you measure ROI?

Opportunities: What opportunities, platforms, software, etc might be a worthwhile investment? Based on the evaluation, what recommendations do you have for how to improve?

It's time to be strategic about social media efforts, revise your current plans to reflect the following:

- > **Define clear social media objectives**, focus on social networks that add value to your strategy
- > **Develop social media brand guidelines**
- > **Extend efforts throughout your organization**, empowering employees with clear guidelines
- > **Consistently monitor the conversation**, track, improve and market your efforts

While some platforms may be more relevant to your business than others, don't rule out any until you have thoroughly devised a strategy for whom you wish to market to.

About GardenEurope.com

Garden Europe is one of the leading European Garden business Web site. Our mission is to be one of the primary sources of information about garden events, products, best practices, social media, trade shows and the latest garden trends. Garden Europe is a platform to inspire Garden members providing information, ideas and solutions for profitable business.

We provide strategic advice and execution based on our research and experience.

Roberto Bonfiglio, Managing Director GardenEurope.com, +32 (0)473 642 757

roberto.bonfiglio@gardeneurope.com