

# Netflix

Netflix was first founded in August of 1997 by two serial entrepreneurs, Marc Randolph and Reed Hastings. The company began out in Scott's Valley, California, and has grown to become one of the world's leading internet entertainment platforms.

**Netflix** is a giant of the internet today.

*The vision of Netflix is:*

- Becoming the best global entertainment distribution service.
- Licensing entertainment content around the world.
- Creating markets that are accessible to filmmakers.
- Helping content creators around the world to find a global audience.

*Goal and objective of Netflix* At Netflix, we want to entertain the world. Whatever your taste, and no matter where you live, we give you access to best-in-class TV shows, movies and documentaries. Our members control what they want to watch, when they want it, with no ads, in one simple subscription.

## *Takeaways-**NETFLIX***

*Give customers what they want-* Netflix simply gives customers what they want. Whether it is a movie suggestion for dinner or shows to binge watch during a holiday, Netflix has got you covered. The brand runs interesting polls on social to get a sense of the kind of content that resonates with its audience.

### *Posting consistency-*

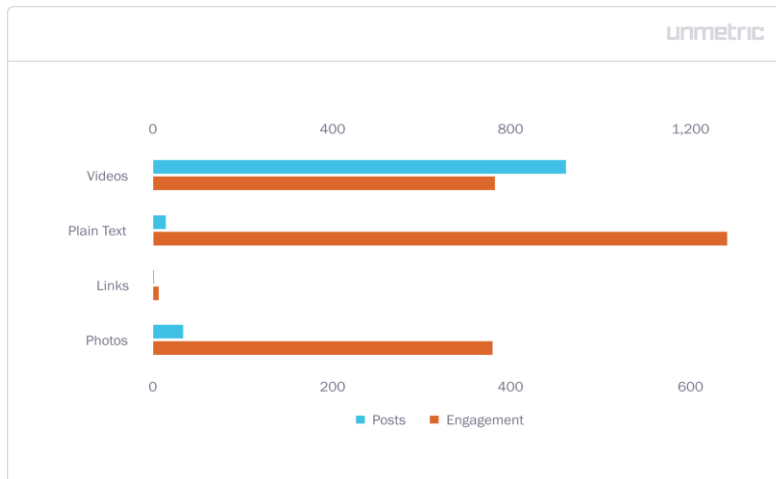
Posting consistency is vital to remain active on social media. Netflix manages to stay consistent on social by posting almost every day.

### *Customer relationship-*

Social media plays an indispensable role in building relationships with clients. Netflix's witty replies to consumer queries and engaging in conversations with them has helped them build both a compelling social presence and a loyal fanbase.

## NETFLIX SOCIAL MEDIA PLATFORM-

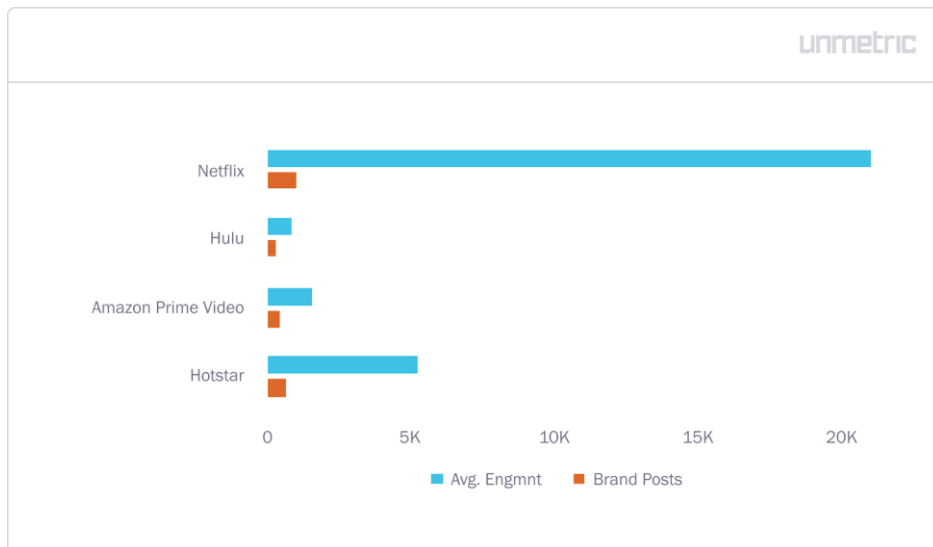
**FACEBOOK**-Netflix has a total fan following of 57 million on Facebook which is 10 times more than its closest competitor, Amazon Prime Video. The brand added 11 million followers to its account in the last year, a 25.9% growth in fans. Netflix posted a total of 1,022 times, of which 90% of posts account for videos and 6% for images.



Interestingly, plain text posts engaged better while those with videos were posted frequently. Posts with plain text centered around questions from movies and TV shows resulting in the spike in engagement.

### *Netflix vs competitors*

Netflix's fan growth is 10X more than Amazon Prime Video and 19X more than Hulu and Hotstar (a popular streaming rival India). Netflix has the highest number of brand posts (1,000), but is closely followed by Hotstar and Amazon. Netflix also has the highest engagement compared to its competitors in the industry owing to its large fan base and a content strategy that understands its audience.



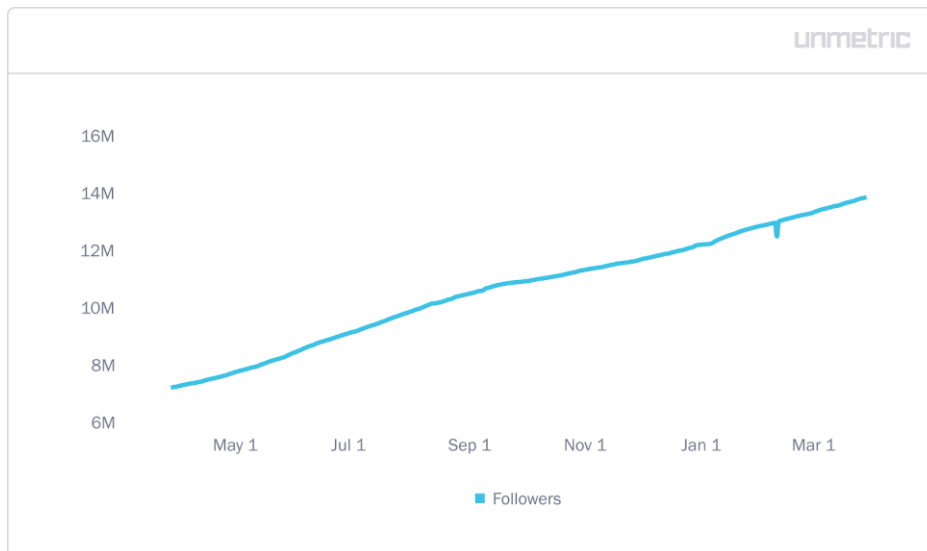
## Campaigns

Netflix ran a number of social media campaigns in the last year that captured their audience's attention. One such campaign, launched during the premiere of the second season of 13 Reasons Why, was particularly well received by fans. This Netflix Original addresses sensitive topics like suicide, rape, and bullying faced by teenagers. Netflix took it a step further and addressed the importance of these topics and also offered helpline services to tackle them. This initiative helped not only promote the new series, but created awareness on such pressing issues faced by teenagers across the world.

❖ <https://www.facebook.com/watch/?v=10155559330283870>

## Instagram

Netflix has a fan following of 15 million users on Instagram. The brand gained close to 7 million followers in the last one year which accounts for a growth rate of 92%.



Since Instagram is all about the visual appeal and aesthetics, Netflix predominantly posted images over videos. Of all their posts, 78% were images and 22% were videos.

Netflix's hashtag game on Instagram is pretty simple yet their posts garner a lot of engagement and interactions. Just like on Facebook, most of their hashtags center around their upcoming movie and TV show releases and contests. The brand's #10daymoviechallenge received a lot of engagement as fans were asked to identify the movie or quote from their clues in the comments.



#10DAYSMOVIECHALLENGE Name it if you know it Quote it if u love it.

These are some ways of engaging viewers.

## *Conclusion*

Netflix has a clear idea of what they are doing on social media. Their main strategy is to entertain their fans not just through movies and TV shows but also through their witty social media content. The brand listens to what its audience is saying and curates content that best resonates with them. With this clear cut strategy at play, there is no stopping Netflix from losing its cool on social media.









