

Social Media Audit: purely elizabeth.®

Presented By: Daniella Krayzelburg



Introducing

purely
elizabeth.®

Leading brand in the better-for-you category

Premium clean-label breakfast brand

- Specializes in nutrient-dense granola, oatmeal, and functional foods
- Founded in 2009 by Elizabeth Stein with a focus on wellness and transparency
- Distributed nationwide across major retailers including Target, Whole Foods, and Costco
- Social media strategy centers on recipes, lifestyle content, and brand storytelling



Audit Scope & Overview

Platforms Analyzed

Instagram & Tiktok

Posts Analyzed

30 most recent posts per platform

Time Frame

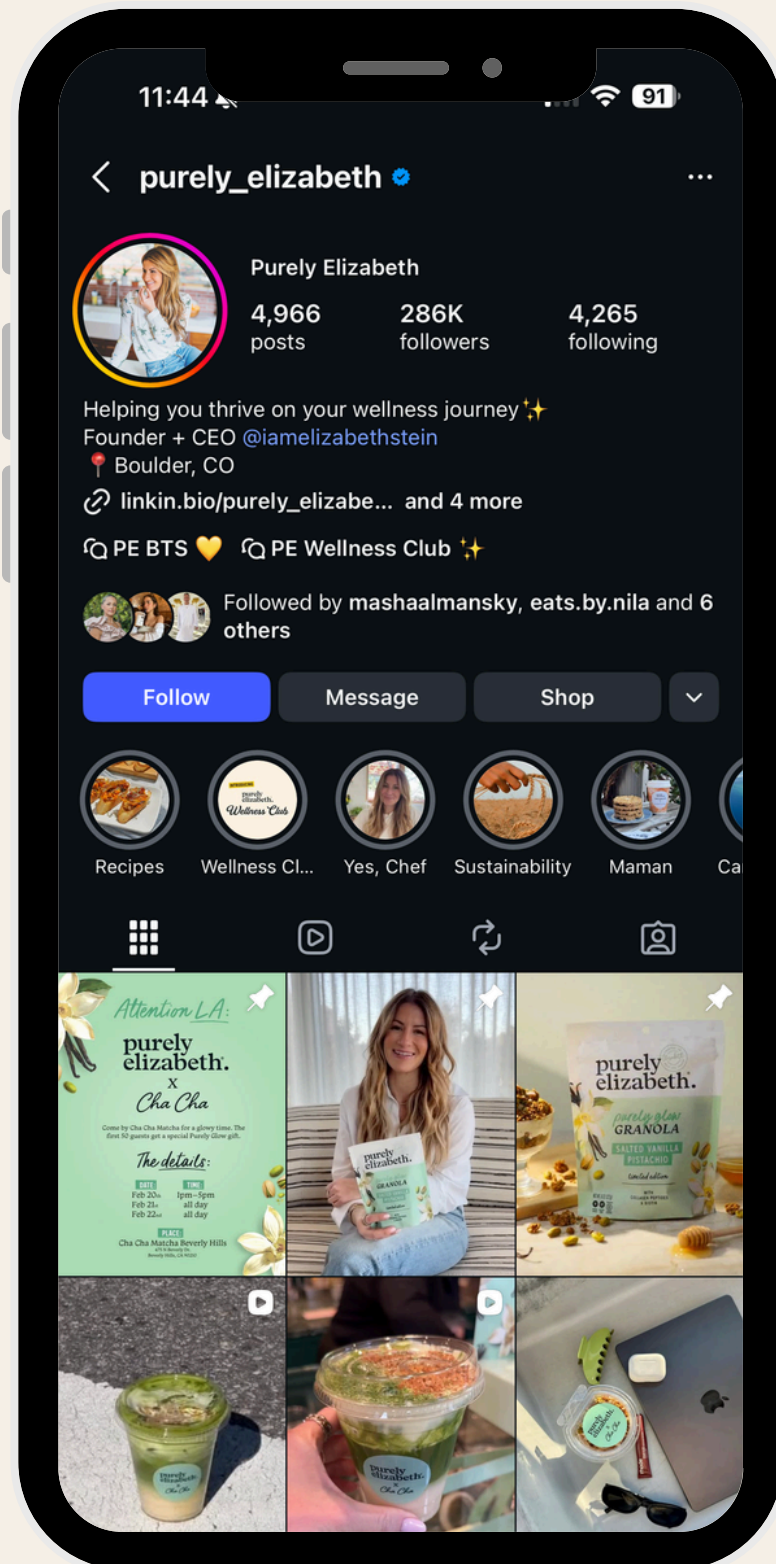
November 2025 - February 2026

Limitations

Analysis is based solely on publicly available engagement data. Internal metrics such as reach, impressions, and conversion rates were not accessible.

Instagram Overview - @purely_elizabeth

Audit Date: 2/8/26
Date Range: 12/31/25 - 2/1/26



Account Overview

284K Followers

4231 Following

4949 Posts

Verified ✓

Posting Frequency

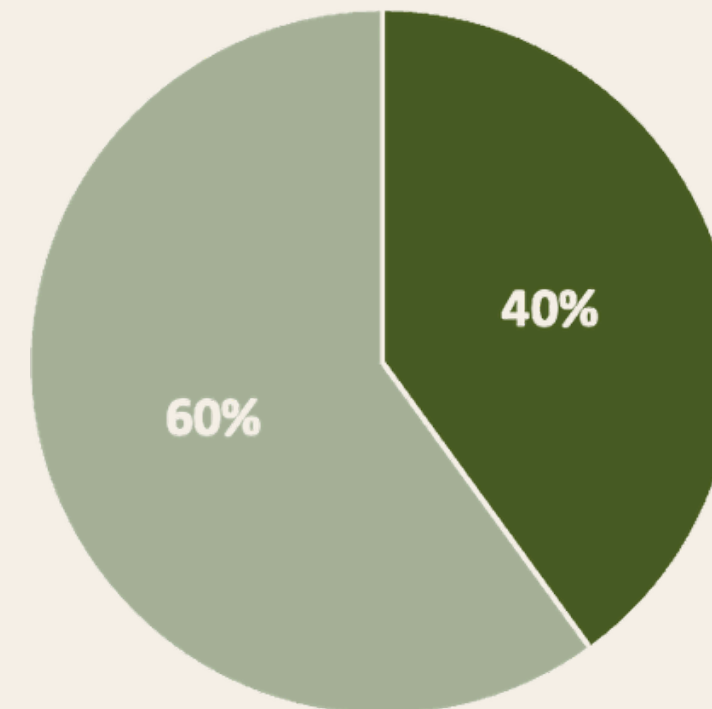
Average: 1 post per day

Most Active Days: Mon & Sun

Least Active Day: Wed

Post Format Distribution

- Picture/Picture Carousel
- Video/Reel



AVERAGE LIKES:

- Video/Reel: 871 ★
- Picture: 252
- Picture Carousel: 391

Instagram Key Metrics - @purely_elizabeth

170K

Max Views

3,040

Max Likes

1,669

Max Comments

1,016

Max Shares

5,099

Avg Views

665

Avg Likes

75

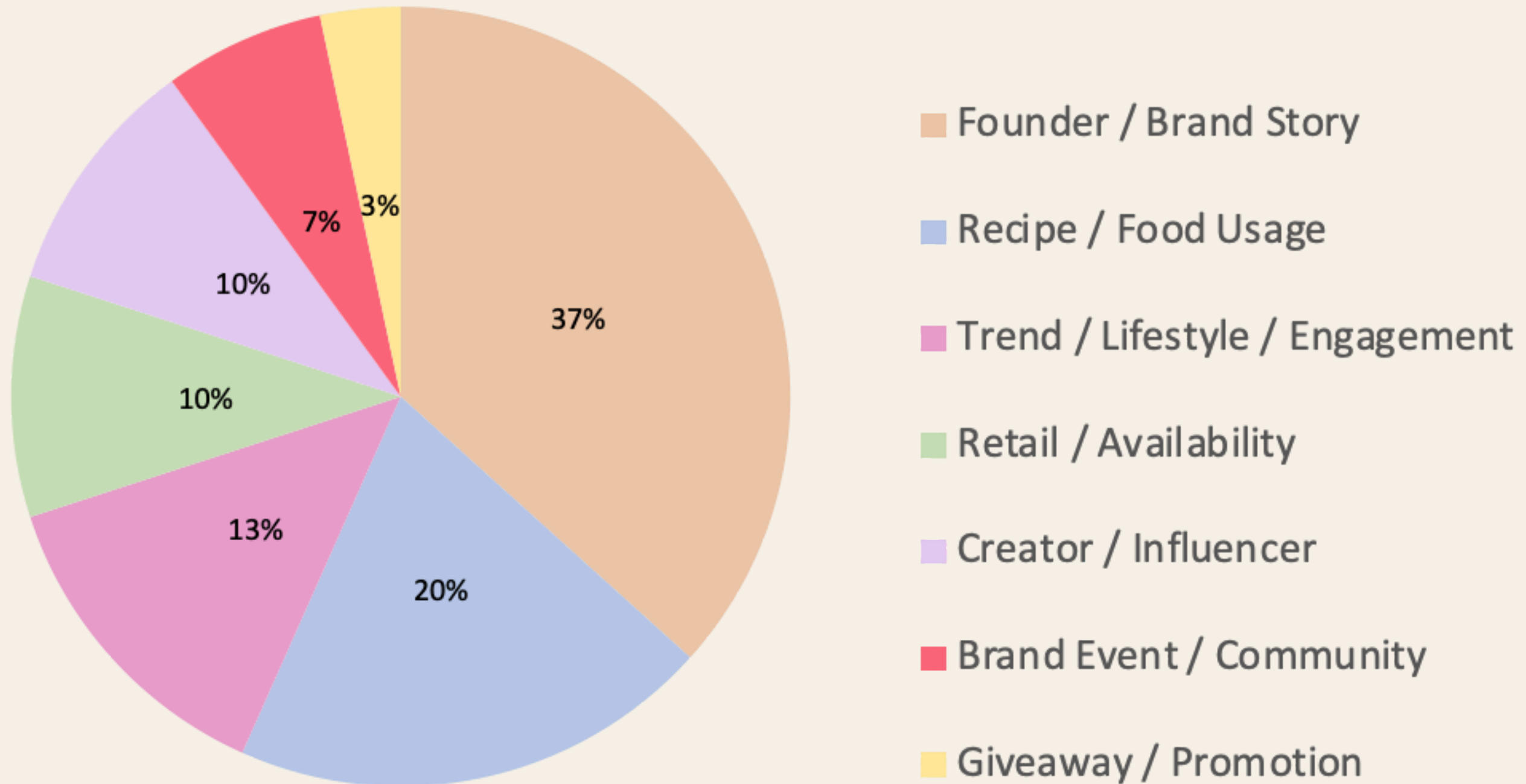
Avg Comments

86

Avg Shares

IG Content Categories - @purely_elizabeth

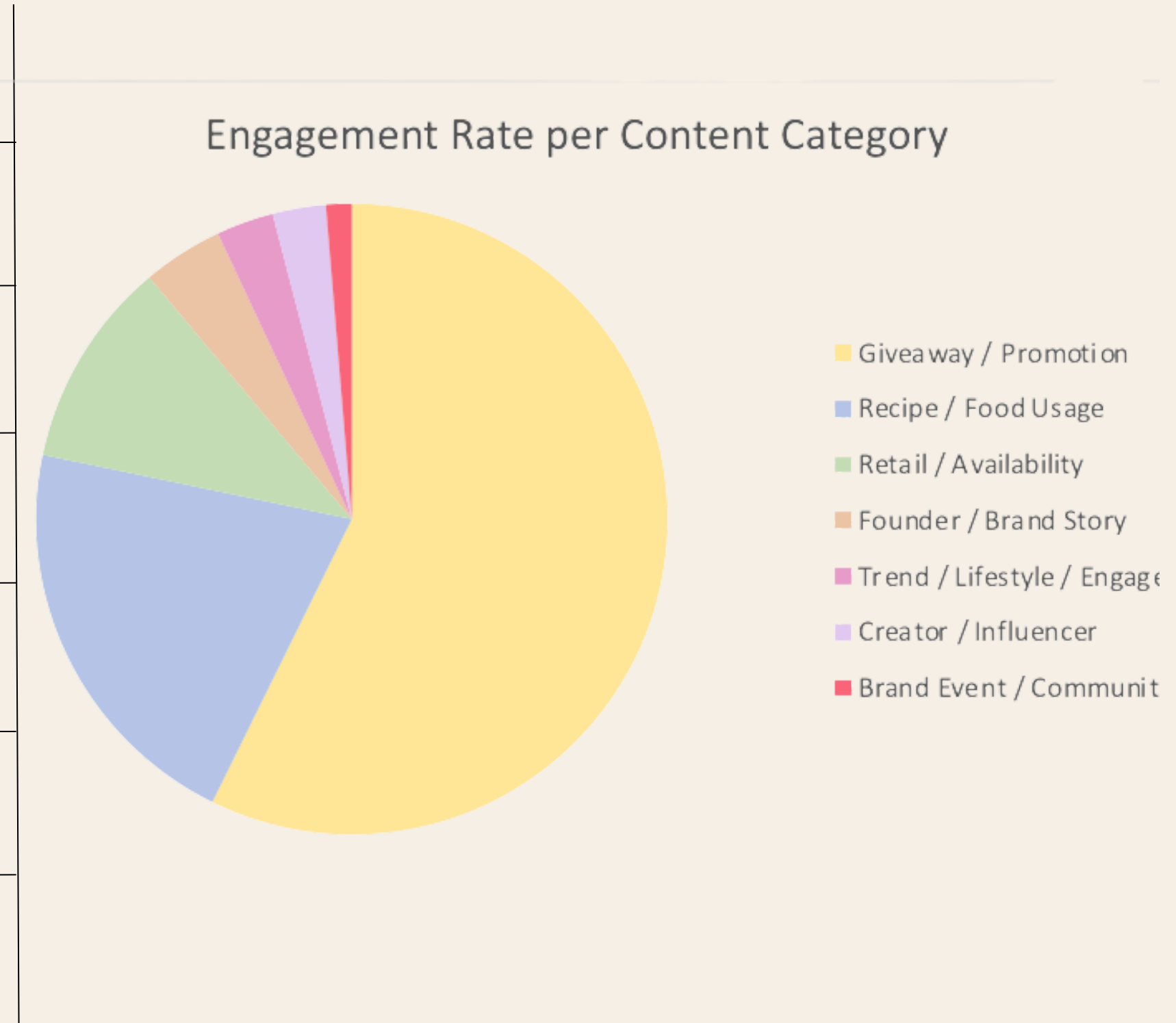
Breakdown of Posts by Content Category



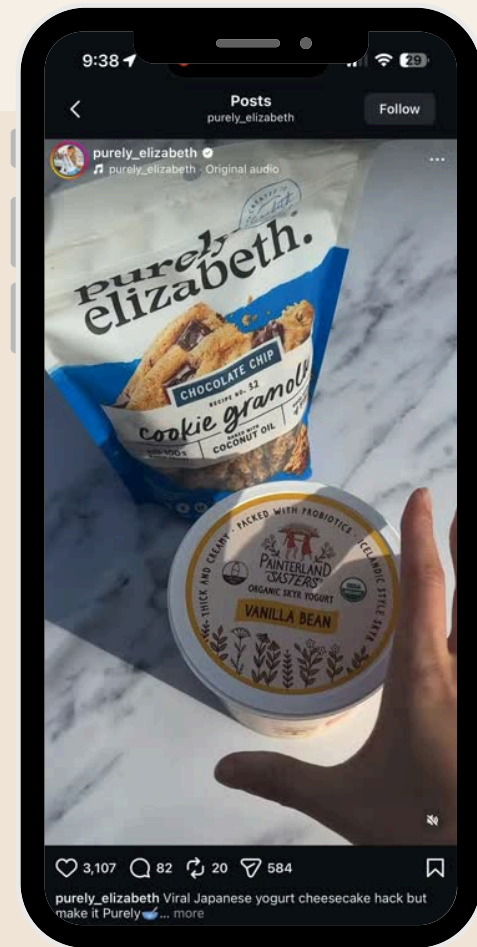
IG Content Categories - @purely_elizabeth

Engagement Rate Calculation: $\frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{Followers}}$

1	Giveaway/Promotion 0.018 Engagement Rate	★ HIGHEST ENGAGEMENT
2	Recipe/Food Usage 0.006 Engagement Rate	
3	Retail/Availability 0.003 Engagement Rate	
4	Founder/Brand Story 0.001 Engagement Rate	
5	Trend/Lifestyle/Engagement 0.0009 Engagement Rate	
6	Creator/Influencer 0.0008 Engagement Rate	
7	Brand Event/Community 0.0004 Engagement Rate	⚠️ LOWEST ENGAGEMENT



IG Top Performing Posts - @purely_elizabeth



170K Views

3040 ❤️ 81 💬 567 ➡️

Viral recipe integration



Why it worked:

- Leveraged a trending recipe format, increasing discoverability while clearly demonstrating product use



93k Views

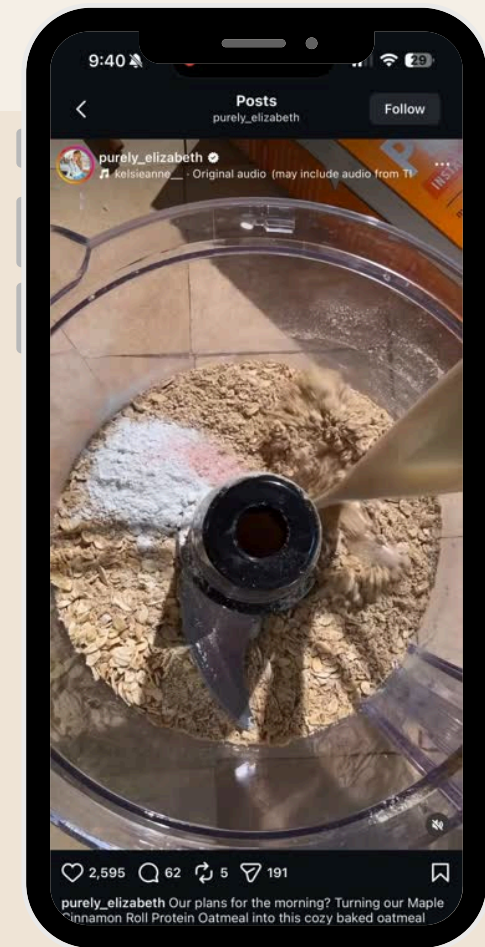
2335 ❤️ 1669 💬 1016 ➡️

Giveaway Announcement



Why it worked:

- Giveaways incentivize interaction, boosting comments and shares and expanding reach beyond followers



134k Views

2594 ❤️ 62 💬 191 ➡️

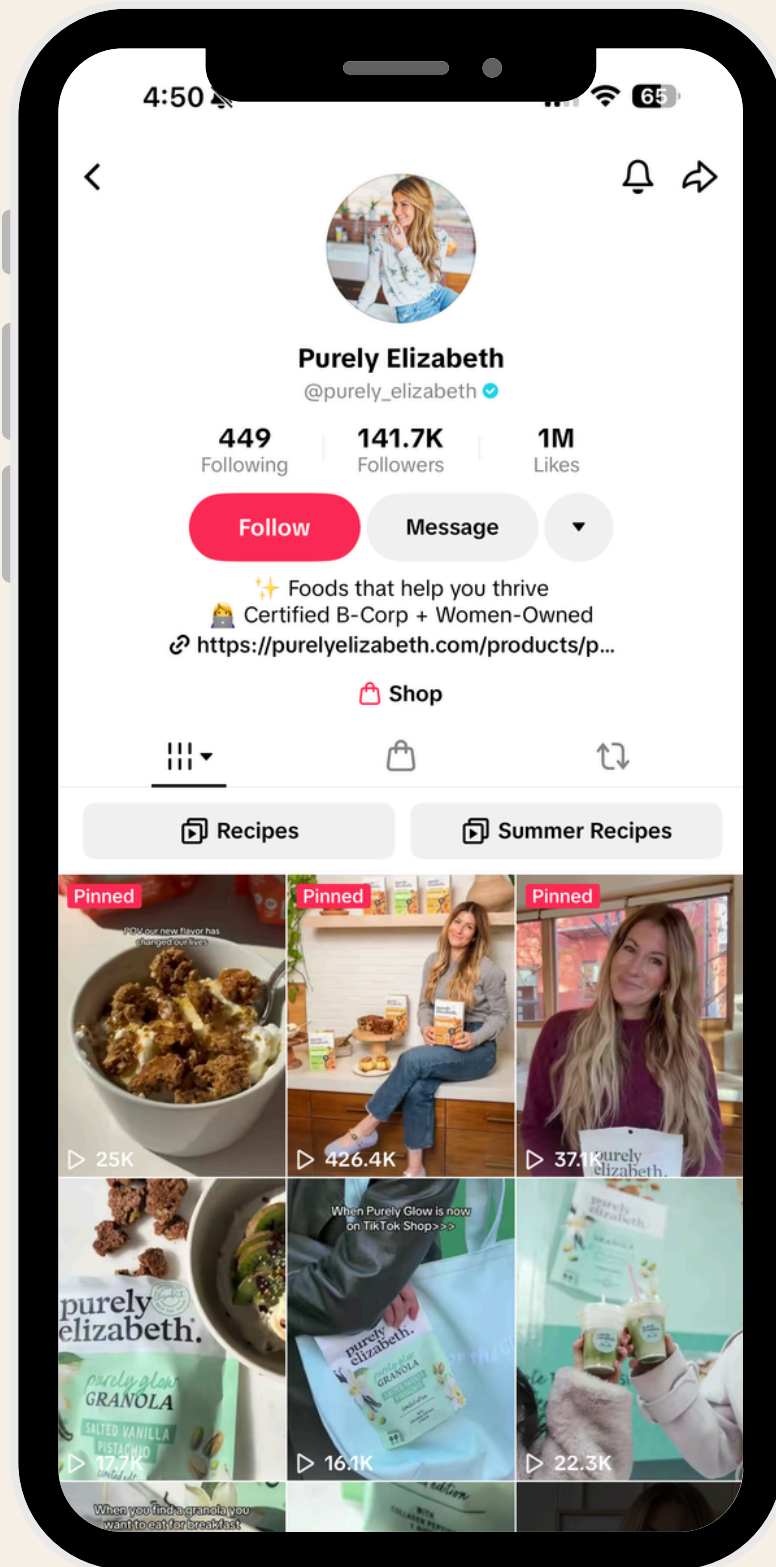
Comfort Recipe



Why it worked:

- Comfort-food recipe content aligns with audience interests and shows practical product usage, encouraging saves and shares

TikTok Overview - @purely_elizabeth



Audit Date: 2/9/26
Date Range: 11/9/25 - 1/26/26

Account Overview

140.9K Followers

449 Following

440 Posts

Verified ✓

Posting Frequency

Average: 1 post per day

Most Active Day: Thu

Least Active Days: Fri & Sun

Tiktok Key Metrics - @purely_elizabeth

375K

Max Views

3,392

Max Likes

588

Max Comments

233

Max Shares

20,611

Avg Views

415

Avg Likes

42

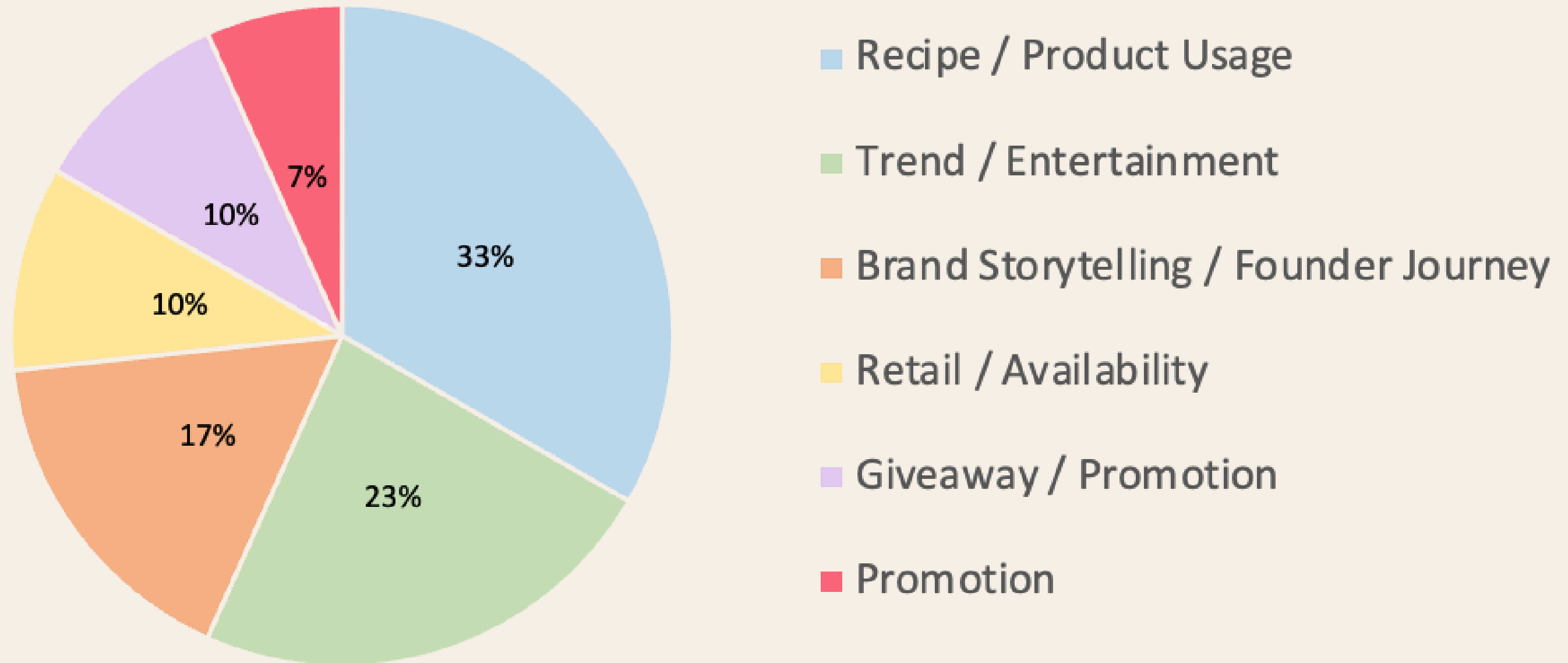
Avg Comments

23

Avg Shares

TikTok Content Categories - @purely_elizabeth

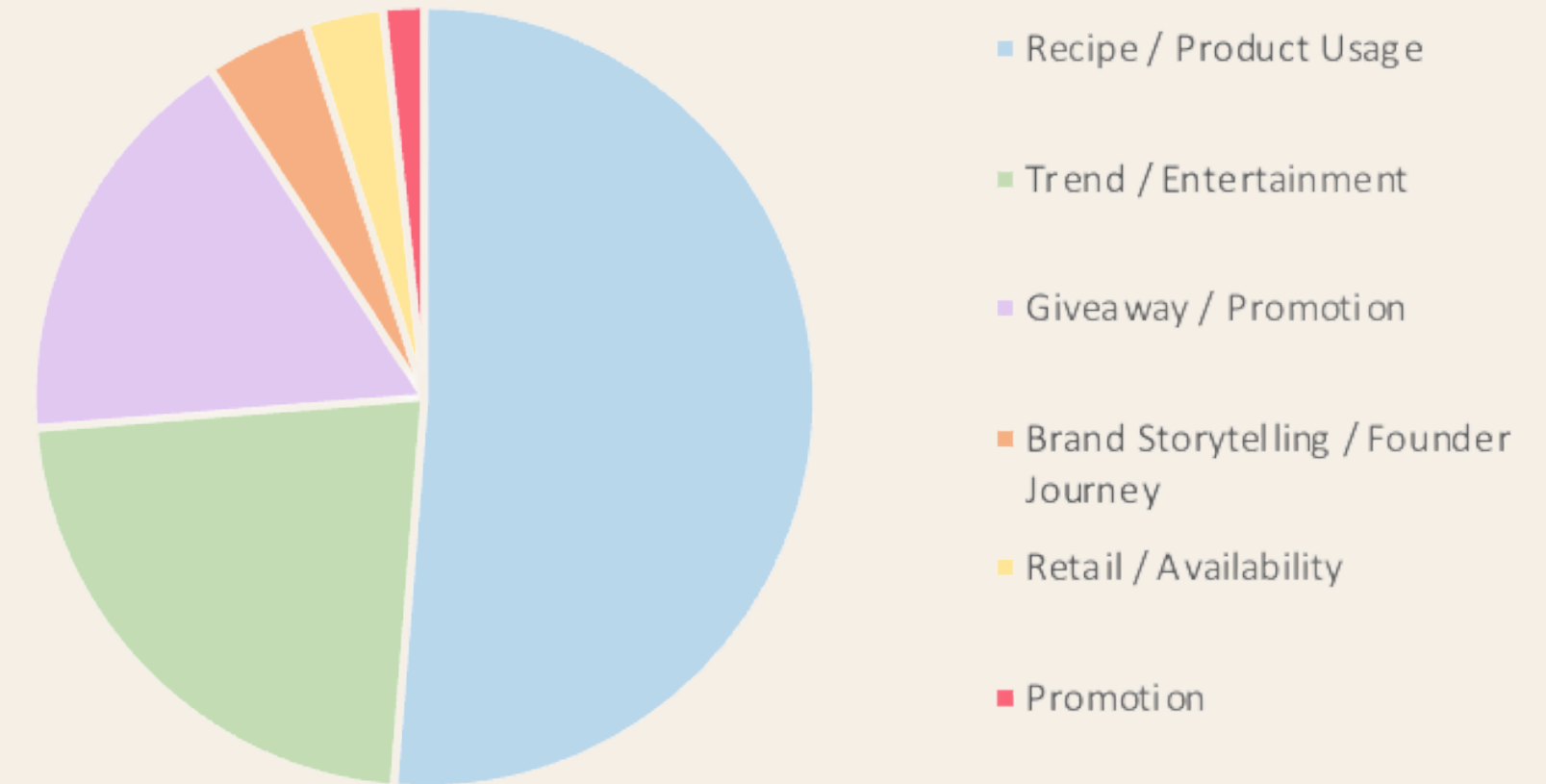
Breakdown of Posts by Content Category



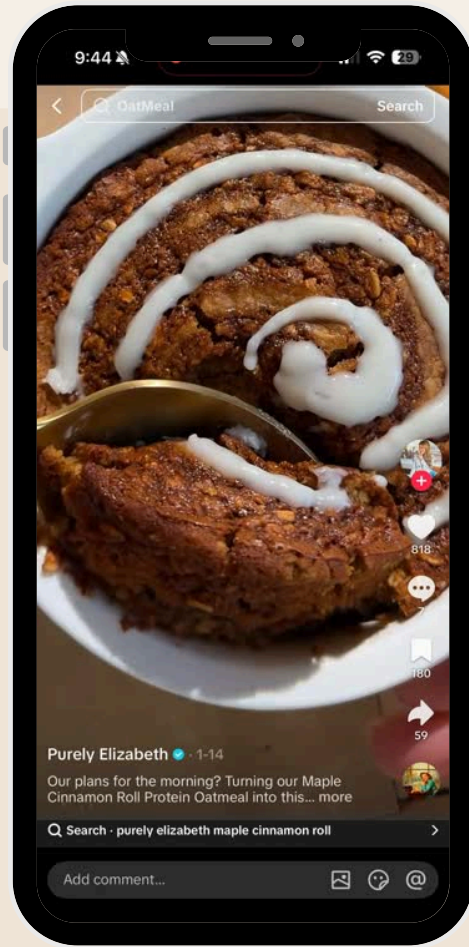
TikTok Content Categories - @purely_elizabeth

1	Recipe/Product Usage 41,944 avg views	
2	Trend/Entertainment 18,398 avg views	
3	Giveaway/Promotion 13,972 avg views	★ HIGHEST LIKES/VIEWS RATIO
4	Brand Storytelling/Founder Journey 3,508 avg views	
5	Retail Availability 2,626 avg views	
6	Promotion 1,392 avg views	

Average # of Views per Content Category



TikTok Top Performing Posts - @purely_elizabeth



375K Views

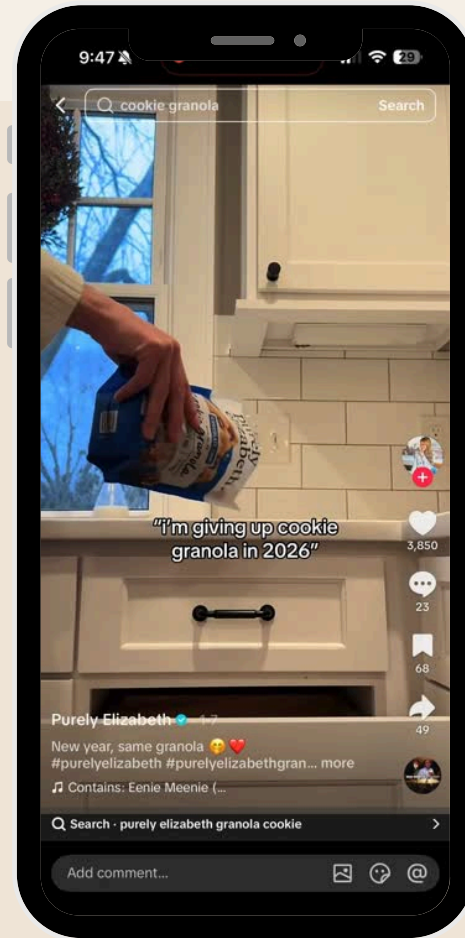
810 ❤️ 7 💬 180 📌 57 ➡️

Comfort Recipe



Why it worked:

- Comfort-food recipe content aligns with audience interests and shows practical product usage, encouraging saves and shares



69K Views

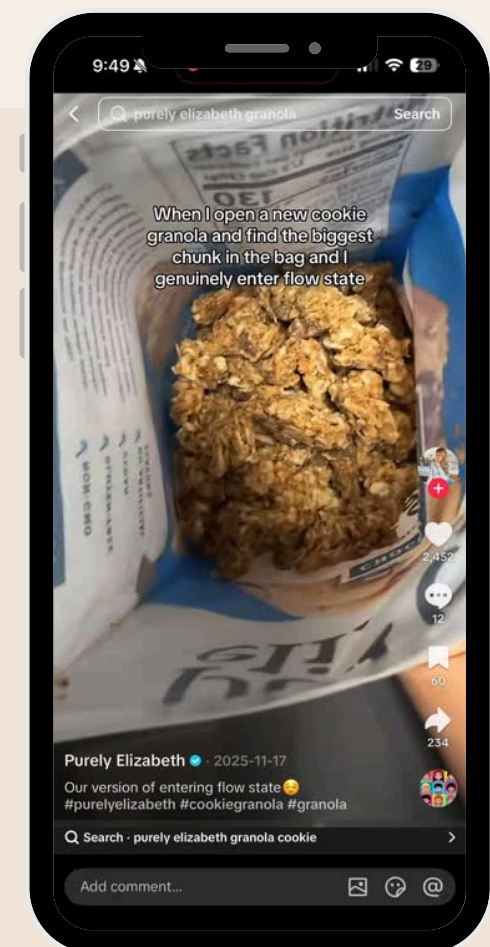
3392 ❤️ 22 💬 58 📌 40 ➡️

Funny Trend Spin



Why it worked:

- Play on a relatable, humorous trend to drive engagement using Purely Elizabeth's products



44K Views

2429 ❤️ 12 💬 59 📌 233 ➡️

Trending Audio Integration



Why it worked:


- Leveraged a viral audio trend to highlight the relatable, enjoyable experience of finding big granola clusters

Positive Sentiment

Audience perception based on comment analysis

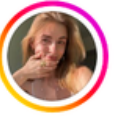
Selected comments from recent posts

 Lisa Clive | SAHM & Lifestyle
I was so excited when I went to Walmart the other day and saw how many flavors you guys have there now!

 Natalie Cook-Weeks
Actually my favorite, I get so excited when I see them stocked at Costco 😭😭
1-22 Reply

 sara.miaaa 2w
Obsesseddddd with the cookie granola
Reply

 truchocolateofficial 5w
Thank you for this recipe. These look amazing ❤️
Reply

 miascattini 5w
my fav part of my morning routine is making my purely elizabeth oatmeal and eating it by my sunny window 😊☀️ @gracekwillford

 lily.slatt 5w · ❤️ by author
What breakfast dreams are made of!! 🍳🍳
Reply

Key Audience Insights


- Consumers express strong emotional connection to products
- Availability at major retailers drives excitement
- Recipe content generates appreciation and engagement
- Brand perceived as high-quality and indulgent yet healthy





Critical Sentiment


Areas of concern identified through comment analysis


Selected comments from recent posts


 **catie_costa**
Throwback to when I won a giveaway in November and you ghosted me and never sent me the package 🙄
1-20 Reply 30

 **Dom Juan TV**
The so-called keto granola has 50 g of sugar in one bag
1-8 Reply 6

 **crocadots**
I need the vanilla almond keto friendly back at Costco!!!!

 **000.fdx**
Please bring purely [Elizabeth cinnamon](#) raisin cereal to teterboro New Jersey

 **vltorrey** 3w
[@costco](#) [@purely_elizabeth](#) Will you please list the sku on the Costco site??

 **blueeyedatlgirl** 4w
I can't believe I'm just finding out that General Mills invested in you years back... how can we be sure that your products are still pure and quality? Cause I don't trust GM and I definitely don't want my money going to them! Are they profiting off of you? This makes me really sad cause I LOVE your granola...



Key Audience Concerns

- Frustration regarding giveaway fulfillment and customer service
- Questions about product ingredients and sugar content
- Requests for product availability in specific retailers
- Desire for clearer communication regarding product changes
- Concerns about corporate ownership and brand authenticity

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Strengths

- Recipe content consistently drives engagement
- Strong positive brand sentiment and loyal community
- Strong positive brand sentiment and loyal community



W

Weaknesses

- Inconsistent performance across posts
- Heavy reliance on promotional/retail content
- Limited use of creator partnerships
- Lack of engagement with comments



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Opportunities

- Expand short-form video and trend participation
- Leverage influencers and user-generated content
- Increase audience interaction and community building

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Threats

- Competitors with more entertaining content strategies
- Negative comments about pricing, ingredients, or ownership
- Risk of declining visibility without content innovation



Key Insights IG - @purely_elizabeth

- ✓ Recipe posts drive the highest engagement and saves, outperforming standalone product posts
- ✓ Giveaway posts generate strong interaction despite not always having the highest reach
- ✓ Retail availability announcements produce awareness but low engagement
- ✓ Founder-led content receives moderate engagement but does not consistently expand reach
- ✓ Instagram audience engages most with practical usage inspo rather than brand messaging



Key Insights TikTok - @purely_elizabeth

- ✓ Recipe content dominates TikTok reach (41,944 avg views) - 2x more than trends
- ✓ Giveaways have the highest engagement quality despite lower view volume
- ✓ Founder storytelling performs better on TikTok than Instagram (3,508 views)
- ✓ Trend/entertainment content is essential for algorithm reach
- ✓ TikTok audience prefers product usage content over brand messaging



Competitor Analysis



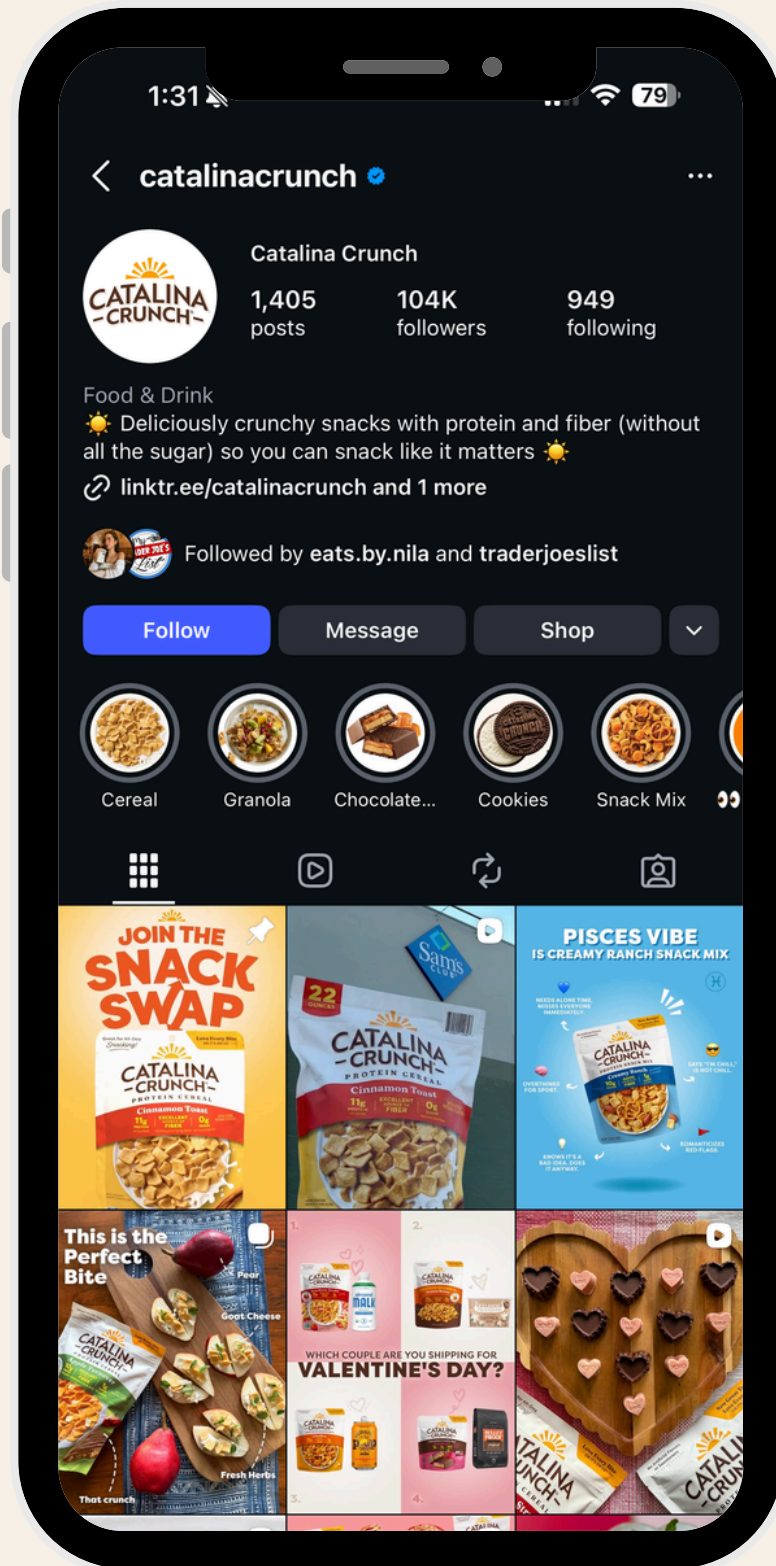
purely
elizabeth.®

CATALINA
-CRUNCH®-

Bloom

Instagram Overview - @catalinacrunch

Audit Date: 2/2/26
Date Range: 12/22/25 - 2/1/26



Account Overview

104K Followers

951 Following

1396 Posts

Verified

Posting Frequency

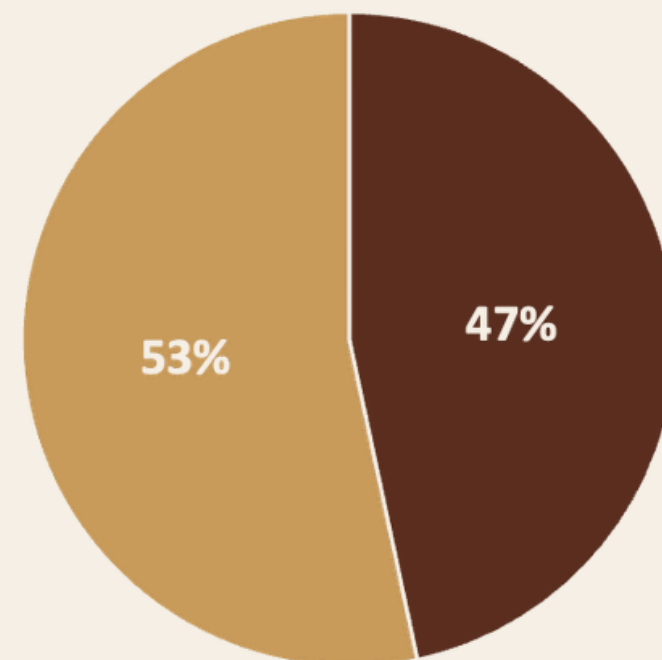
Average: 1 post per day

Most Active Days: Wed & Fri

Least Active Day: Sat

Post Format Distribution

- Picture/Picture Carousel
- Video/Reel



AVERAGE LIKES:

- Video/Reel: 275
- Picture: 989
- Picture Carousel: 1509

Instagram Key Metrics - @catalina crunch

440K

Max Views

2,234

Max Likes

2,653

Max Comments

374

Max Shares

142K

Avg Views

643

Avg Likes

111

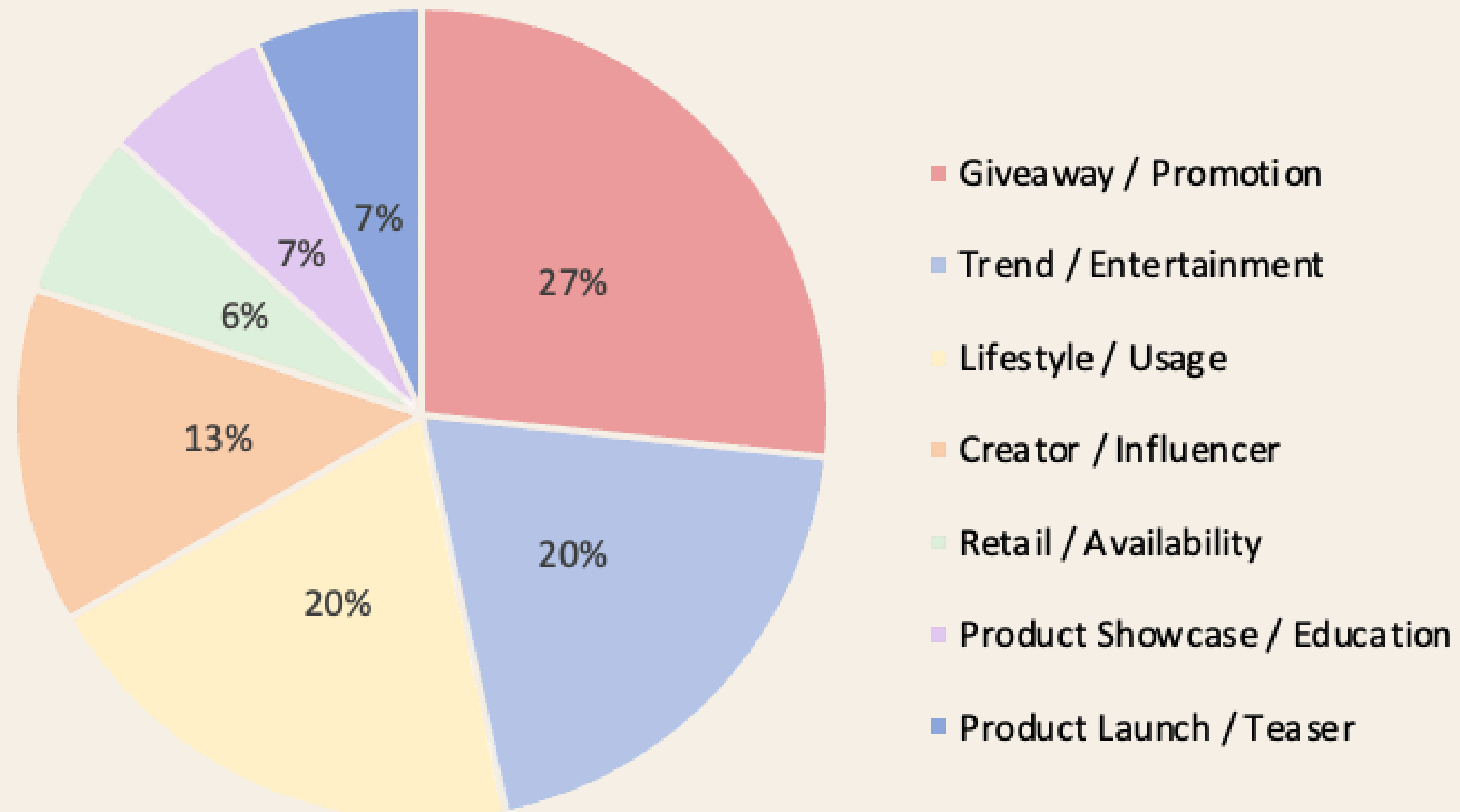
Avg Comments

35

Avg Shares

IG Content Categories - @catalina crunch

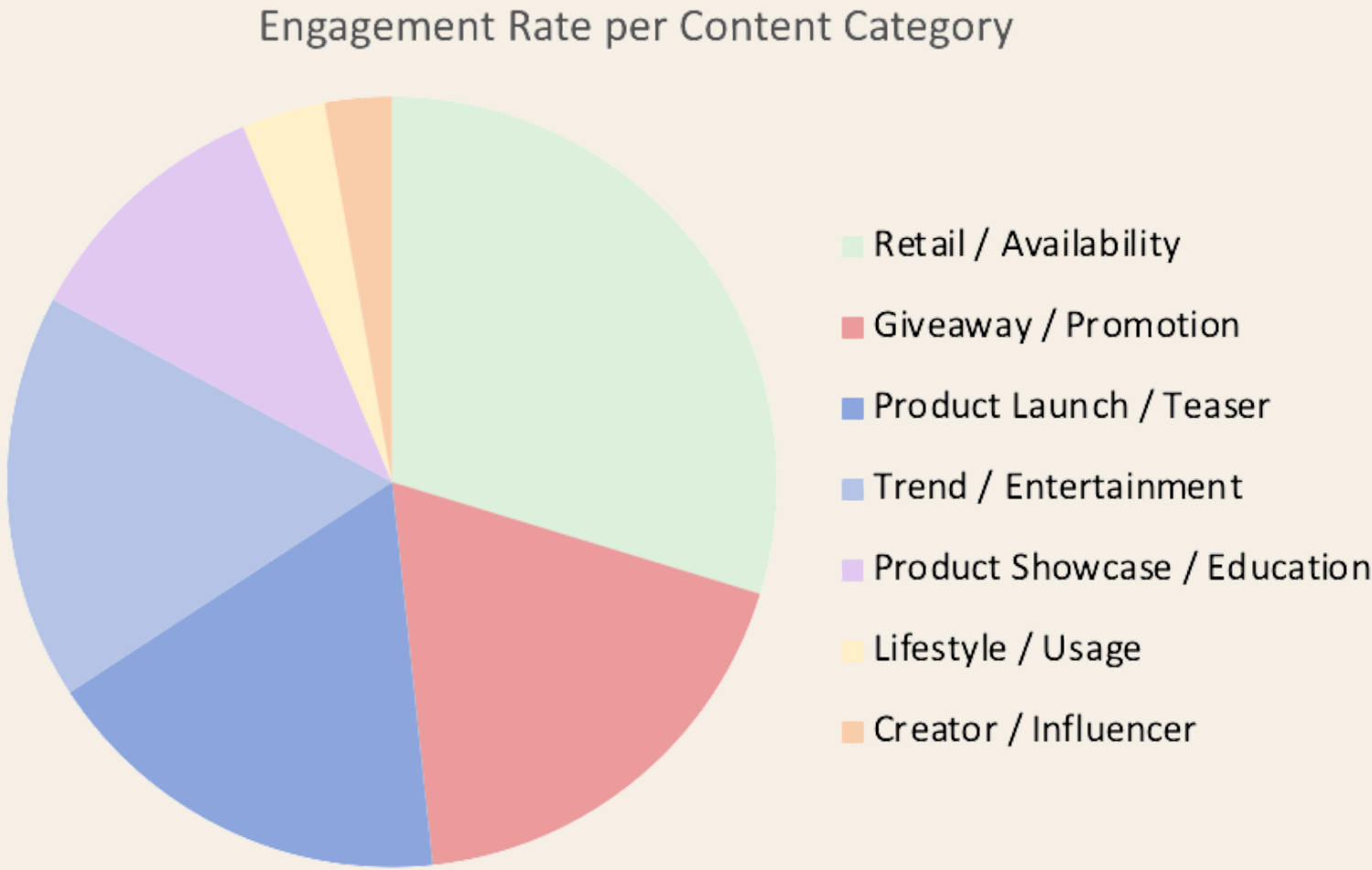
Breakdown of Posts by Content Category



IG Content Categories - @catalina crunch

Engagement Rate Calculation: $\frac{Likes + Comments + Shares}{Followers}$

1	Retail/Availability 0.017 Engagement Rate	★ HIGHEST ENGAGEMENT
2	Giveaway/Promotion 0.011 Engagement Rate	
3	Product Launch/Teaser 0.010 Engagement Rate	
4	Trend Entertainment 0.010 Engagement Rate	
5	Product Showcase/Education 0.006 Engagement Rate	
6	Lifestyle/Usage 0.002 Engagement Rate	
7	Creator/Influencer 0.002 Engagement Rate	⚠️ LOWEST ENGAGEMENT



IG Top Performing Posts - @catalinacrunch



21K Views

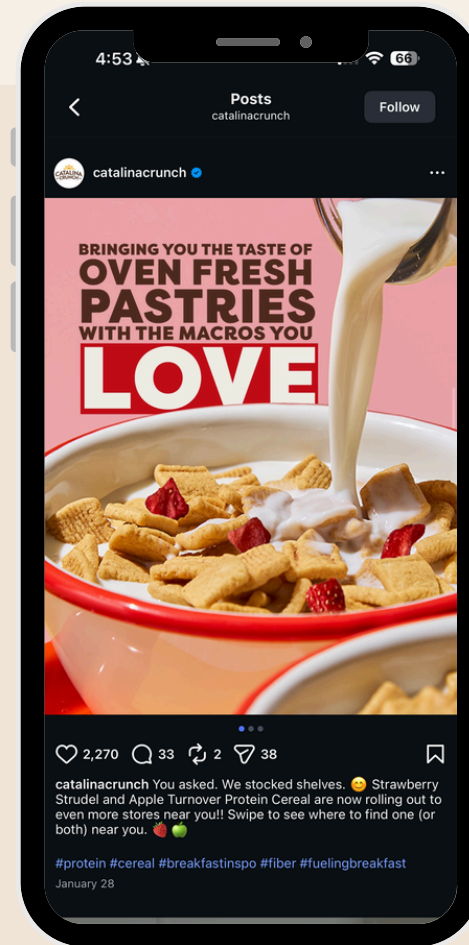
1001 ❤️ 2653 💬 374 ➡️

Joint Brand Giveaway



Why it worked:

- Cross-brand giveaways incentivize participation while exposing the brand to new audiences through partner communities



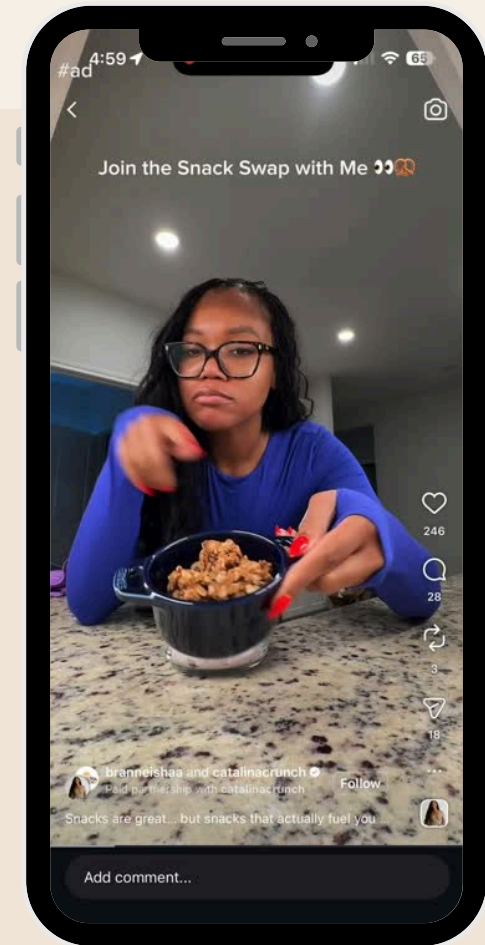
2234 ❤️ 33 💬 34 ➡️

Retail Launch Post



Why it worked:

- Strong product imagery combined with availability news appeals to purchase intent and existing brand fans



440k Views

234 ❤️ 25 💬 17 ➡️

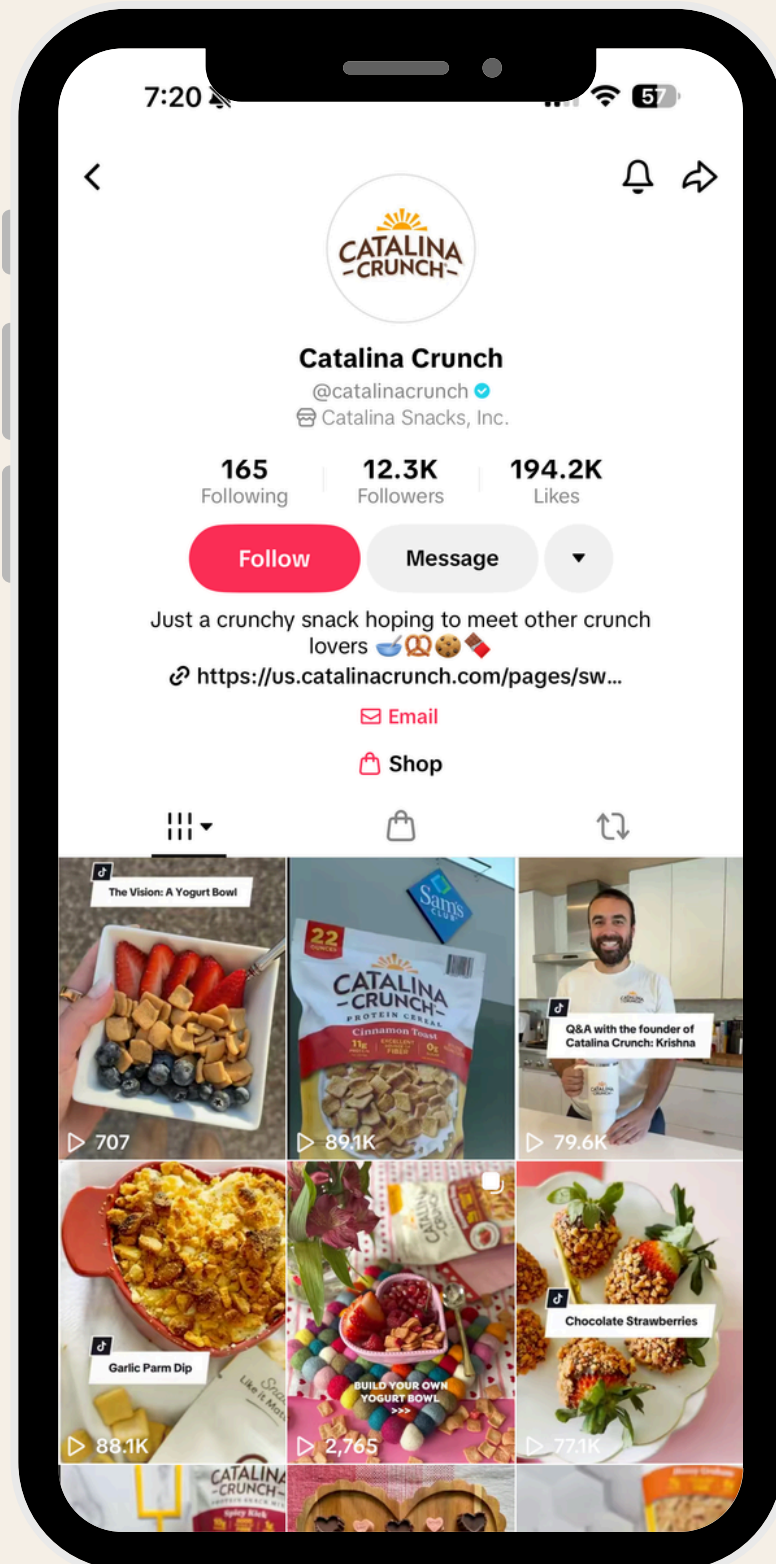
Creator-led Content



Why it worked:

- Influencer-style content increases reach and relatability, particularly when aligned with trending formats

TikTok Overview - @catalinacrunch



Audit Date: 2/7/26
Date Range: 11/17/25 - 1/29/26

Account Overview

12K Followers

165 Following

516 Posts

Verified ✓

Posting Frequency

Average: 1 post per day

Most Active Day: Tue

Least Active Days: Sat & Sun

TikTok Key Metrics - @catalina crunch

109K

Max Views

2,696

Max Likes

110

Max Comments

521

Max Shares

45,974

Avg Views

305

Avg Likes

10

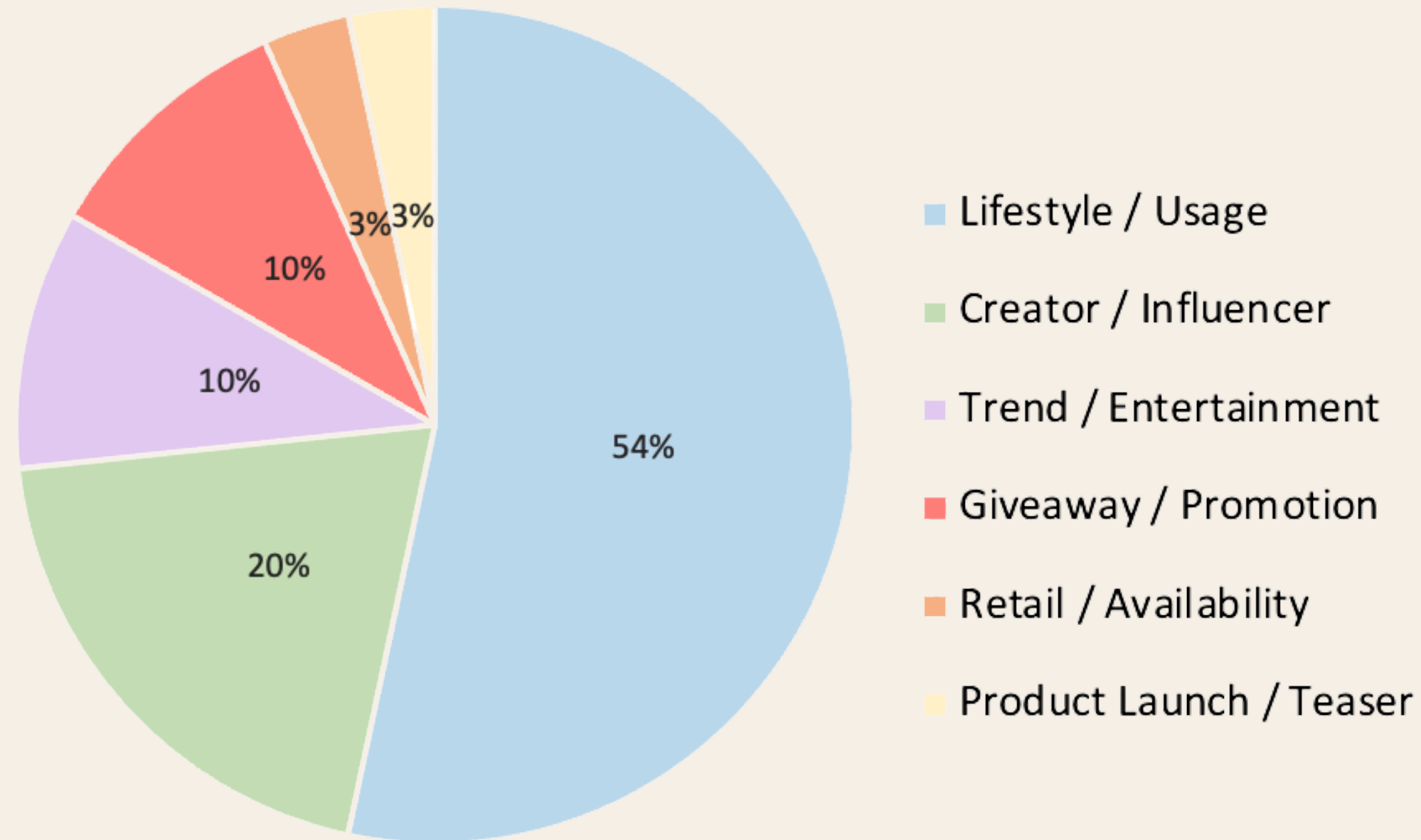
Avg Comments

22

Avg Shares

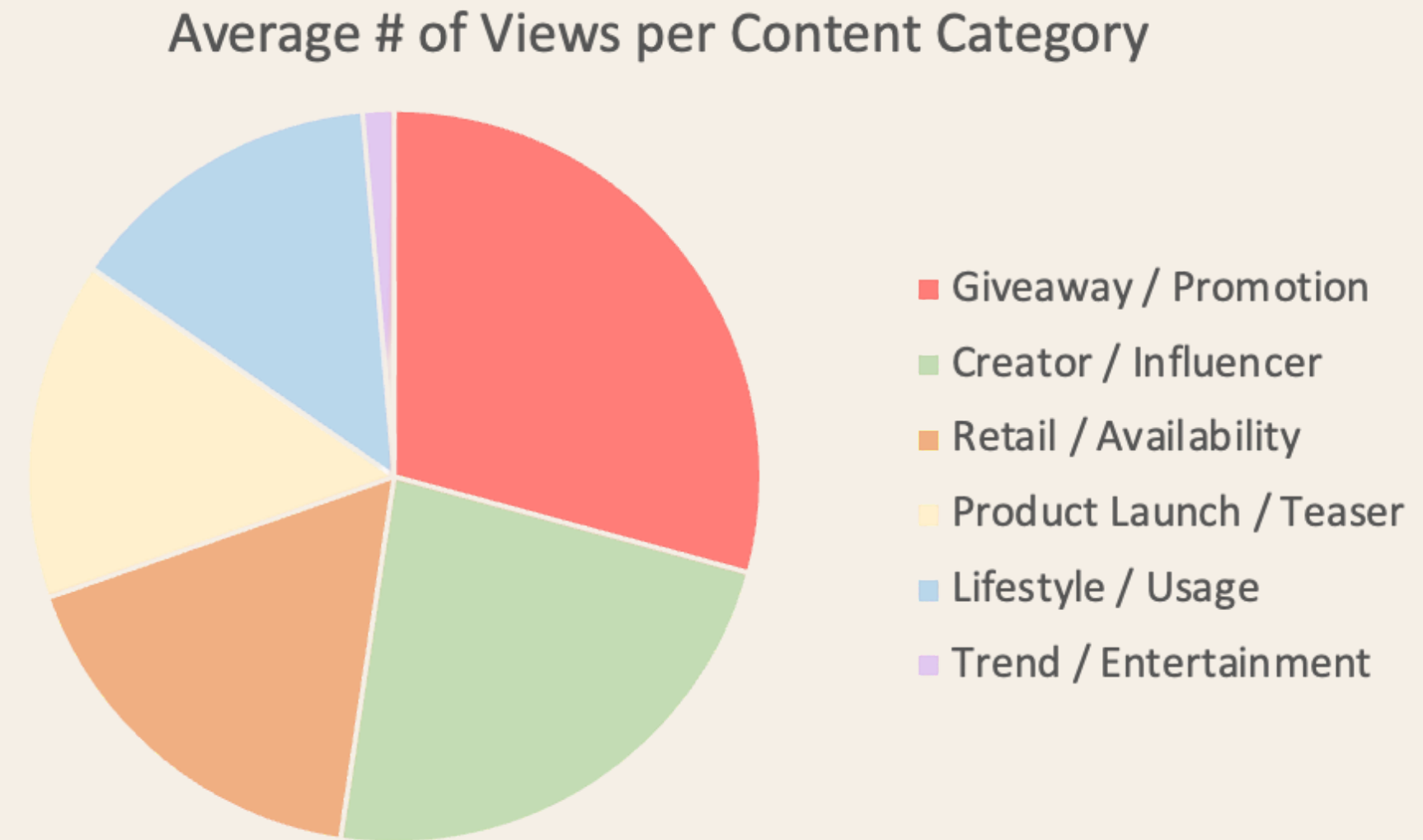
TikTok Content Categories - @catalina crunch

Breakdown of Posts by Content Category

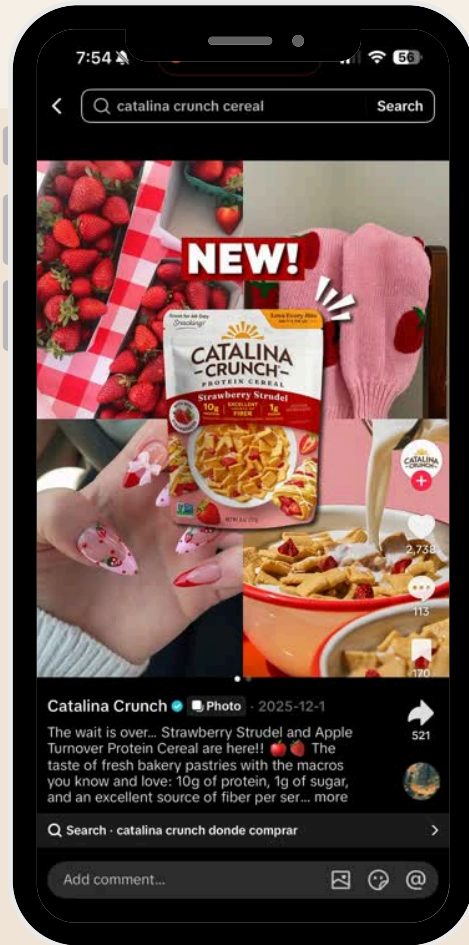


TikTok Content Categories - @catalinacrunch

1	Giveaway/Promotion 82,767 avg views
2	Creator/Influencer 65,493 avg views
3	Product Retail Availability 49,000 avg views
4	Product Launch/Teaser 42,400 avg views ★ HIGHEST LIKES/VIEWS RATIO
5	Lifestyle/Usage 39,675 avg views
6	Trend/Entertainment 3,921 avg views



TikTok Top Performing Posts - @catalinacrunch



42.4K Views

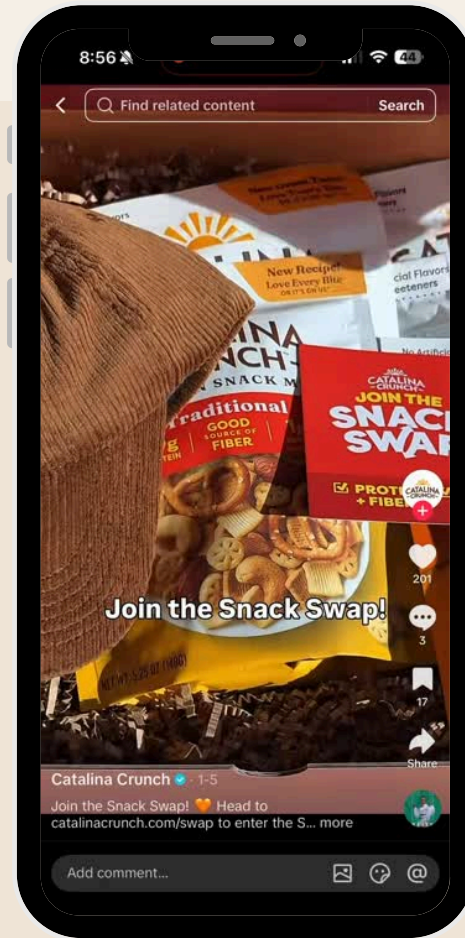
2696 ❤️ 110 💬 169 📌 521 ➦

Product Launch Announcement



Why it worked:

- New product announcements generate curiosity and excitement, particularly among existing fans eager to try new flavors



108.9K Views

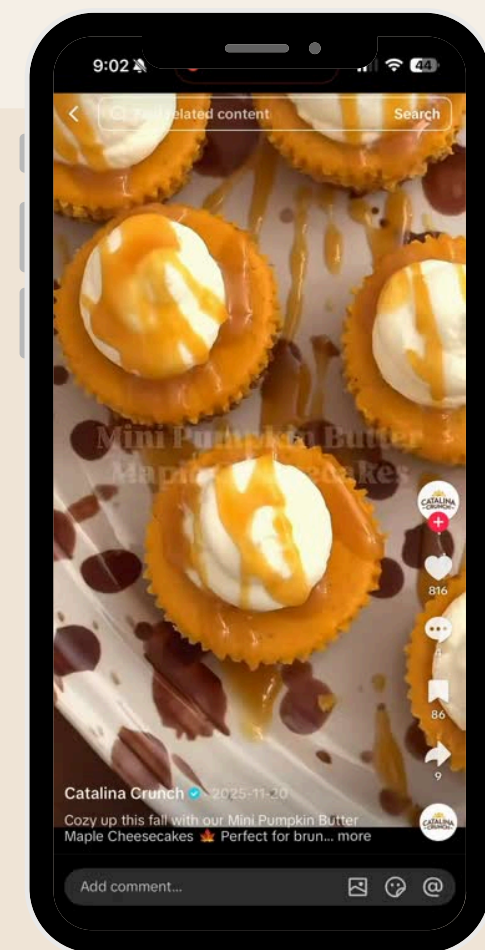
201 ❤️ 3 💬 17 📌 0 ➦

Promotional Giveaway



Why it worked:

- Giveaways and promotional incentives drive participation, boosting comments + shares while directing traffic to external links



62.1K Views

815 ❤️ 4 💬 86 📌 8 ➦

Comfort Recipe

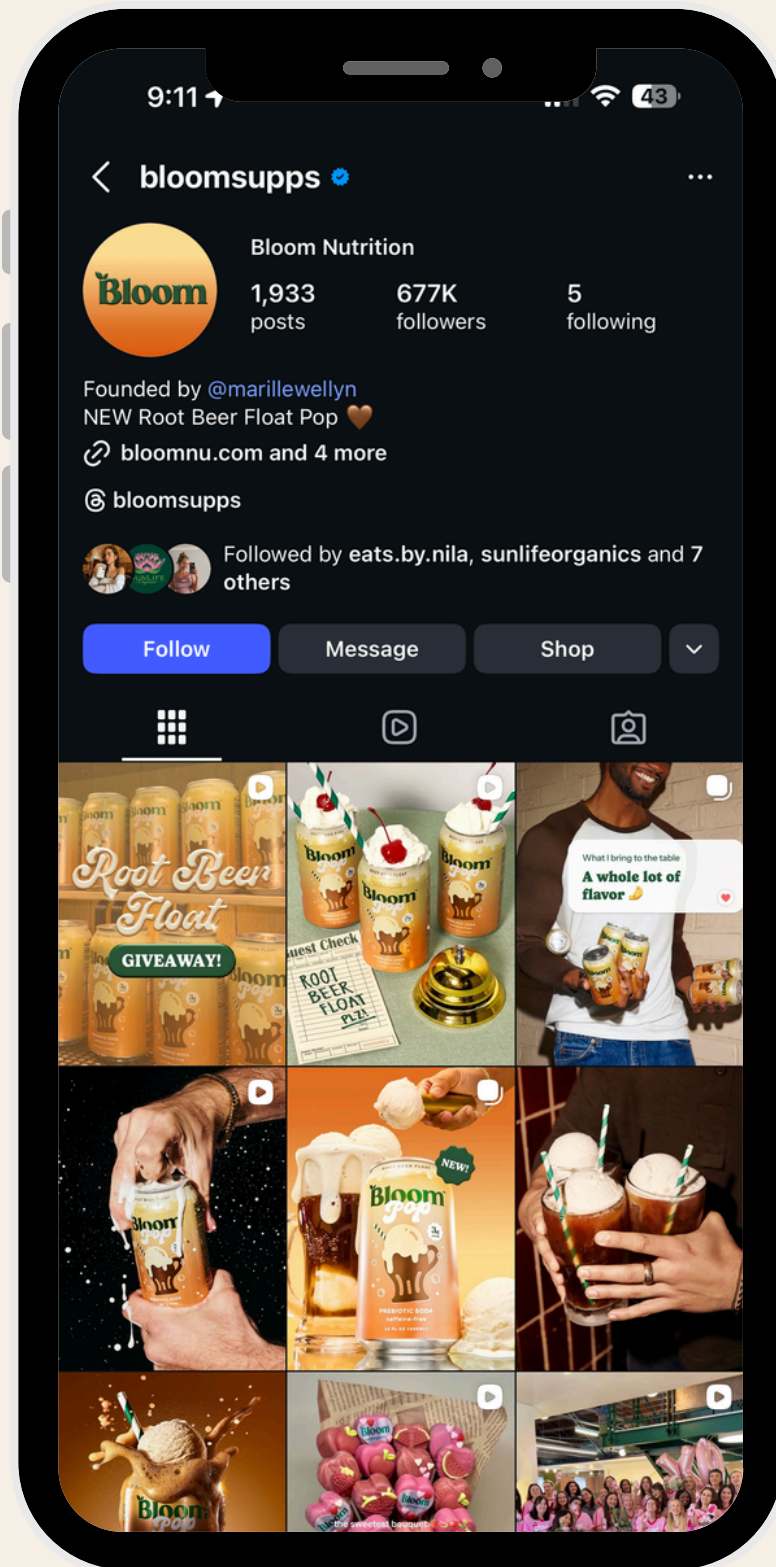


Why it worked:

- Recipe-based content demonstrates a clear product use case encouraging saves, shares, and repeat viewing

Instagram Overview - @bloomsupps

Audit Date: 2/11/26
Date Range: 12/17/25 - 2/2/26



Account Overview

672K Followers

5 Following

1923 Posts

Verified ✓

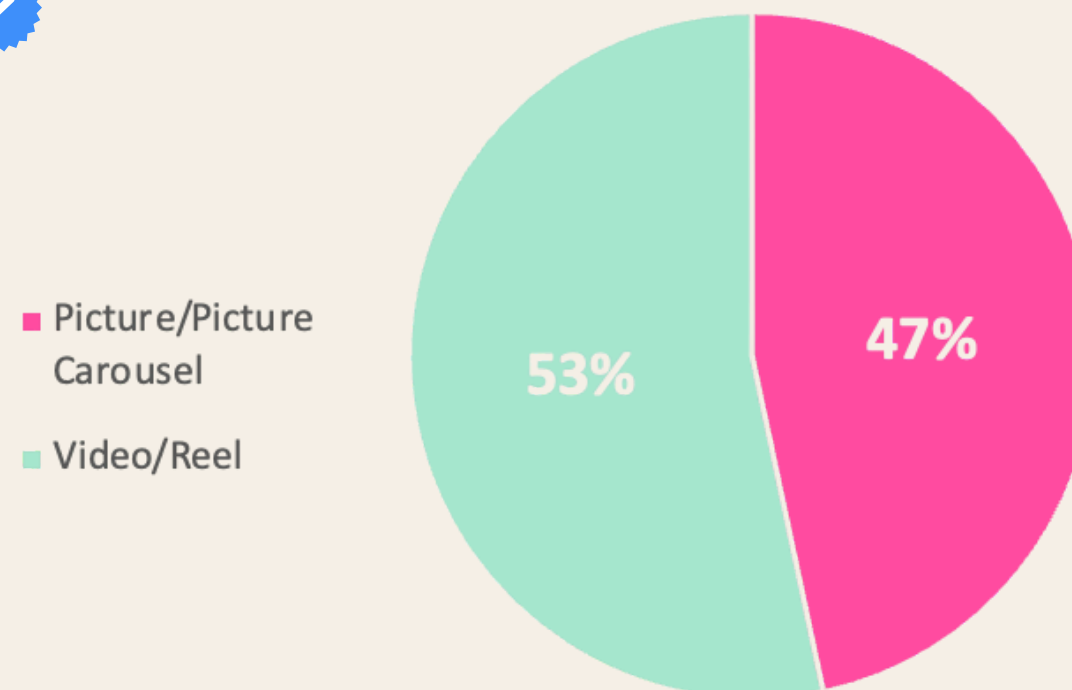
Posting Frequency

Average: 1 post per day

Most Active Days: Wed

Least Active Day: Sat

Post Format Distribution



AVERAGE LIKES:

- Video/Reel: 2890
- Picture: 18,354 ★
- Picture Carousel: 2593

Instagram Key Metrics - @bloomsupps

618K

Max Views

60K

Max Likes

14.7K

Max Comments

19.1K

Max Shares

106K

Avg Views

5,378

Avg Likes

1,023

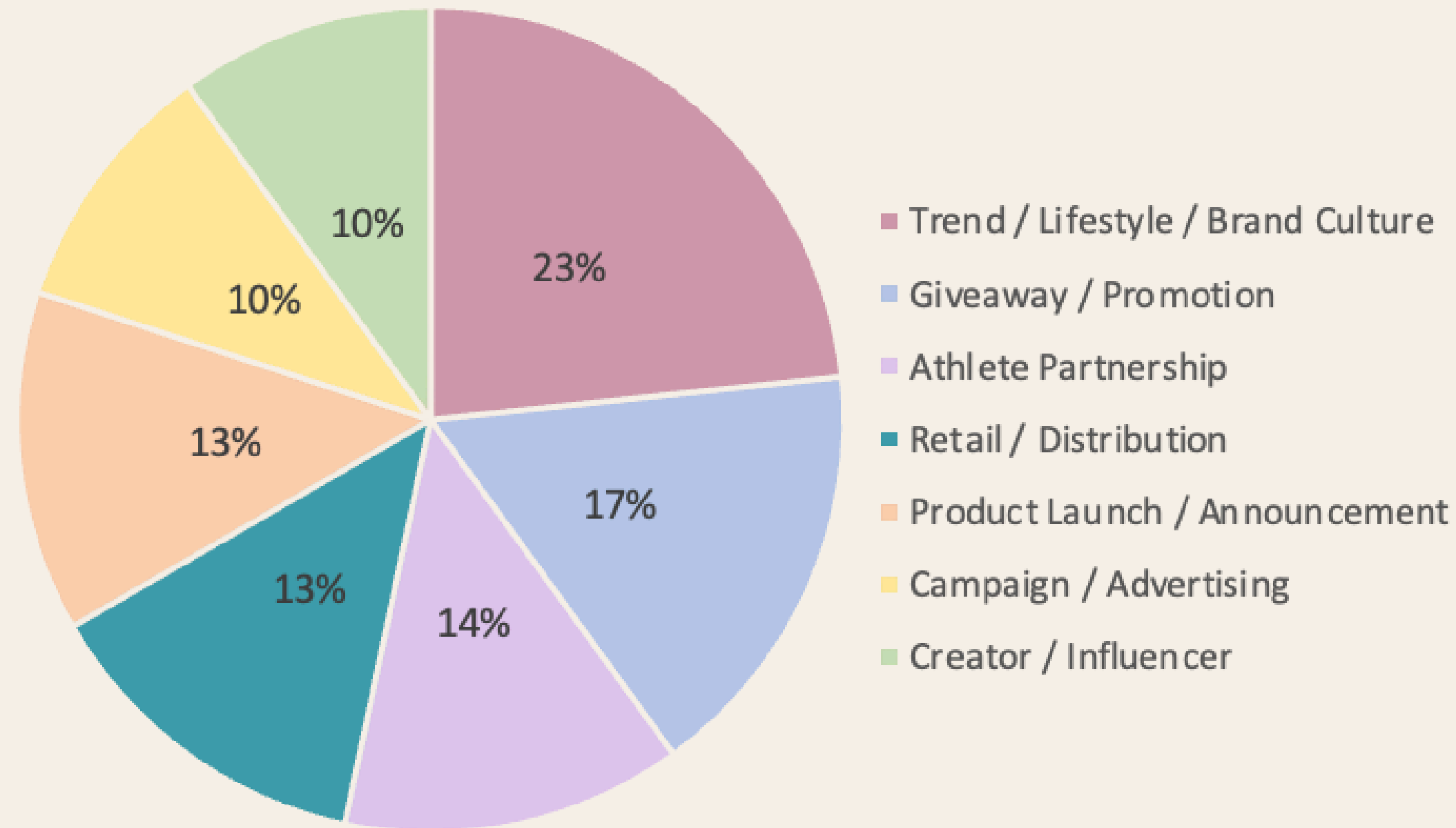
Avg Comments

1,116

Avg Shares



IG Content Categories - @bloomsupps

Breakdown of Posts by Content Category

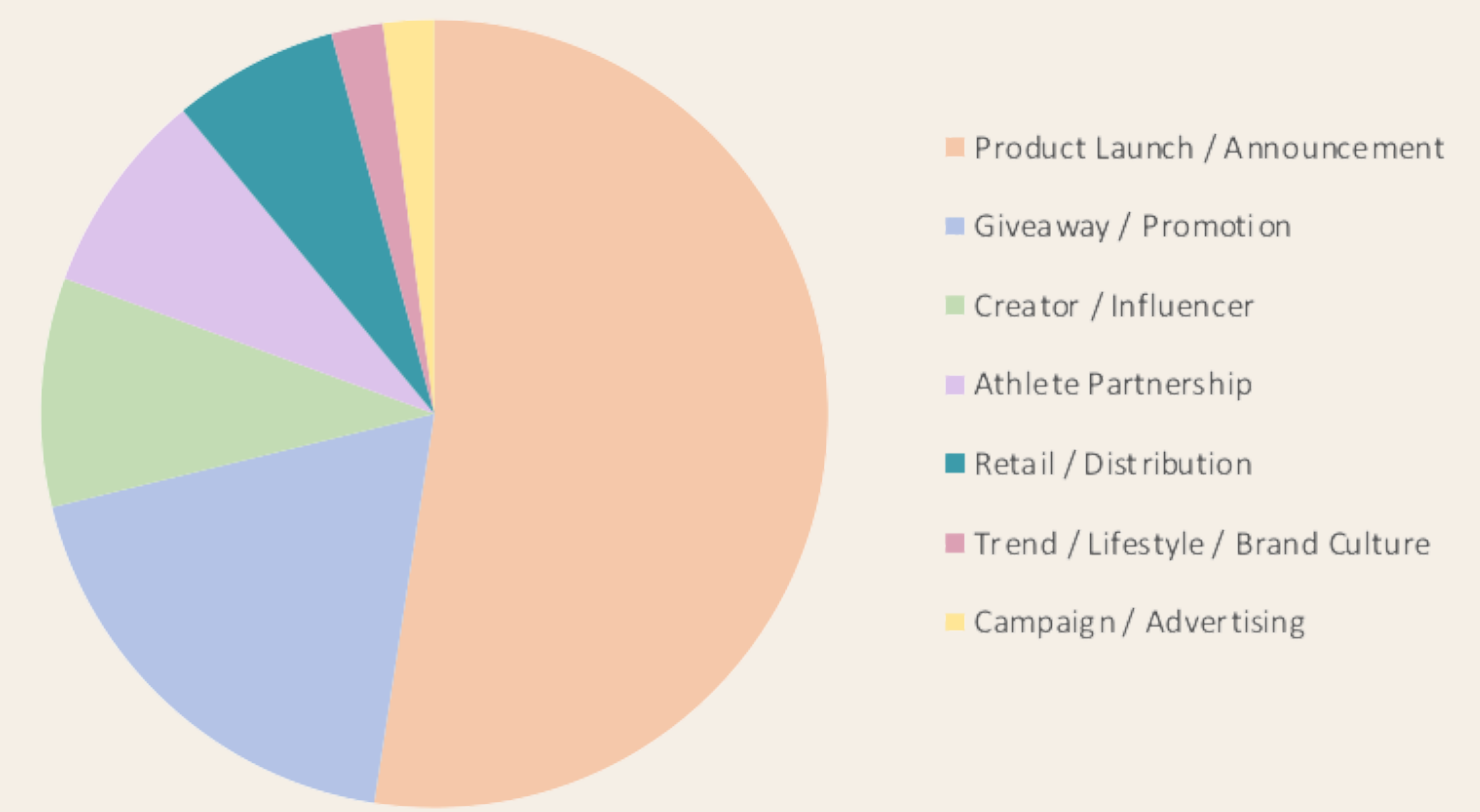


IG Content Categories - @bloomsupps

Engagement Rate Calculation: $\frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{Followers}}$

1	Product Launch/Announcement 0.043 Engagement Rate  HIGHEST ENGAGEMENT
2	Giveaway/Promotion 0.015 Engagement Rate
3	Creator/Influencer 0.008 Engagement Rate
4	Athlete Partnership 0.007 Engagement Rate
5	Retail/Distribution 0.006 Engagement Rate
6	Trend/Lifestyle/Brand Culture 0.002 Engagement Rate
7	Campaign/Advertising 0.002 Engagement Rate  LOWEST ENGAGEMENT

Engagement Rate per Content Category



IG Top Performing Posts – @bloomsupps



181K Views

12.3K ❤️ 14.7K 💬 921 ➡️

Giveaway Campaign



Why it worked:

- Giveaways incentivize participation through comments, tags, and shares while generating excitement around a returning fan-favorite flavor



60K ❤️ 606 💬 19.1K ➡️

Limited-Edition Product Launch



Why it worked:

- Limited-time products create urgency and novelty, prompting high engagement from followers eager to try new flavors



618K Views

7861 ❤️ 284 💬 684 ➡️

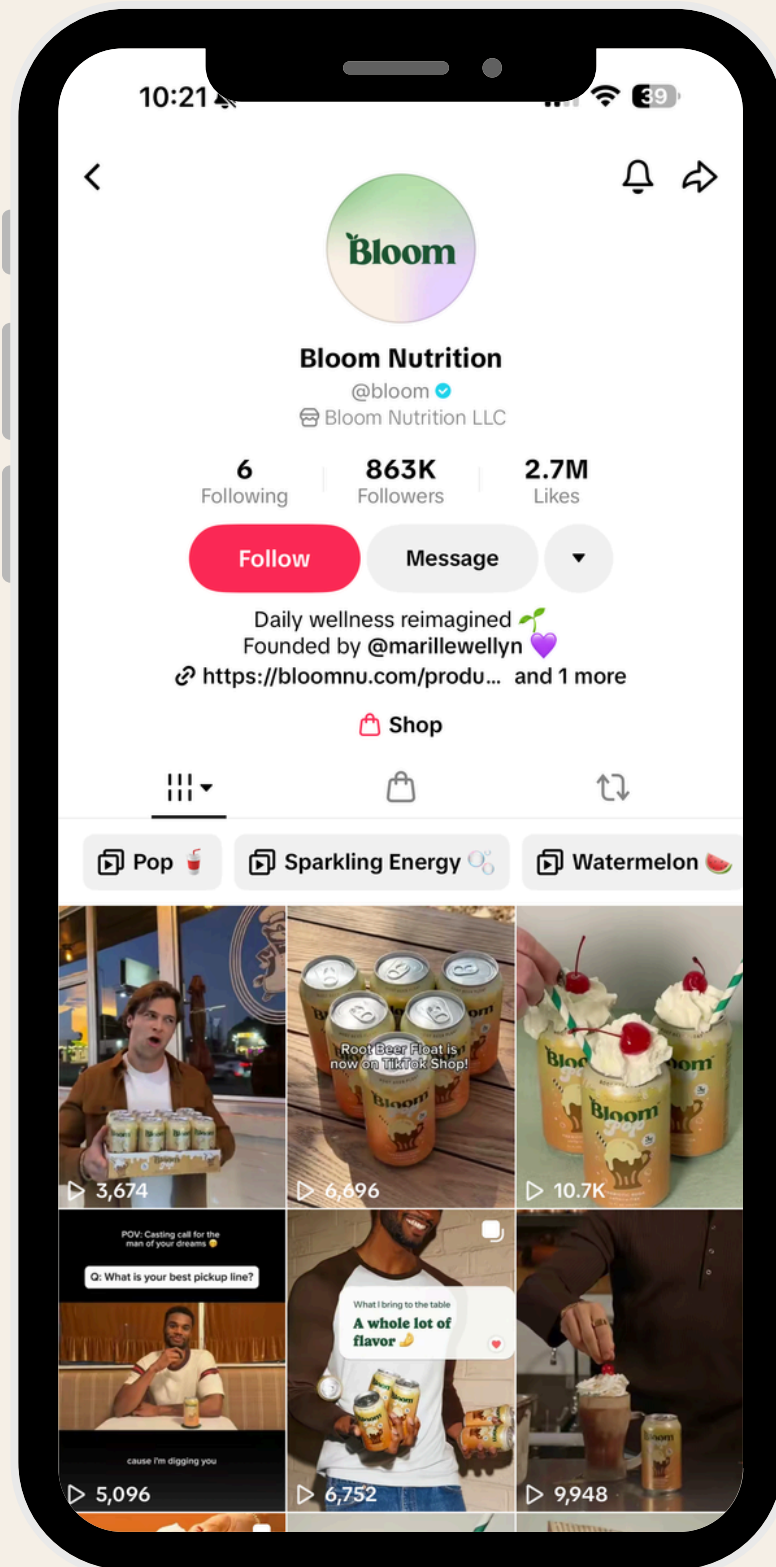
Influencer Collab



Why it worked:

- Celebrity and creator partnerships expand reach beyond existing followers while increasing relatability and entertainment value

TikTok Overview - @bloomsupps



Audit Date: 2/13/26
Date Range: 12/26/25 - 1/29/26

Account Overview

859K Followers

6 Following

1000+ Posts

Verified ✓

Posting Frequency

Average: 1 post per day

Most Active Day: Thu

Least Active Days: Sun

TikTok Key Metrics - @bloomsupps

2.4M

Max Views

40.2K

Max Likes

231

Max Comments

2,427

Max Shares

173K

Avg Views

6,567

Avg Likes

49

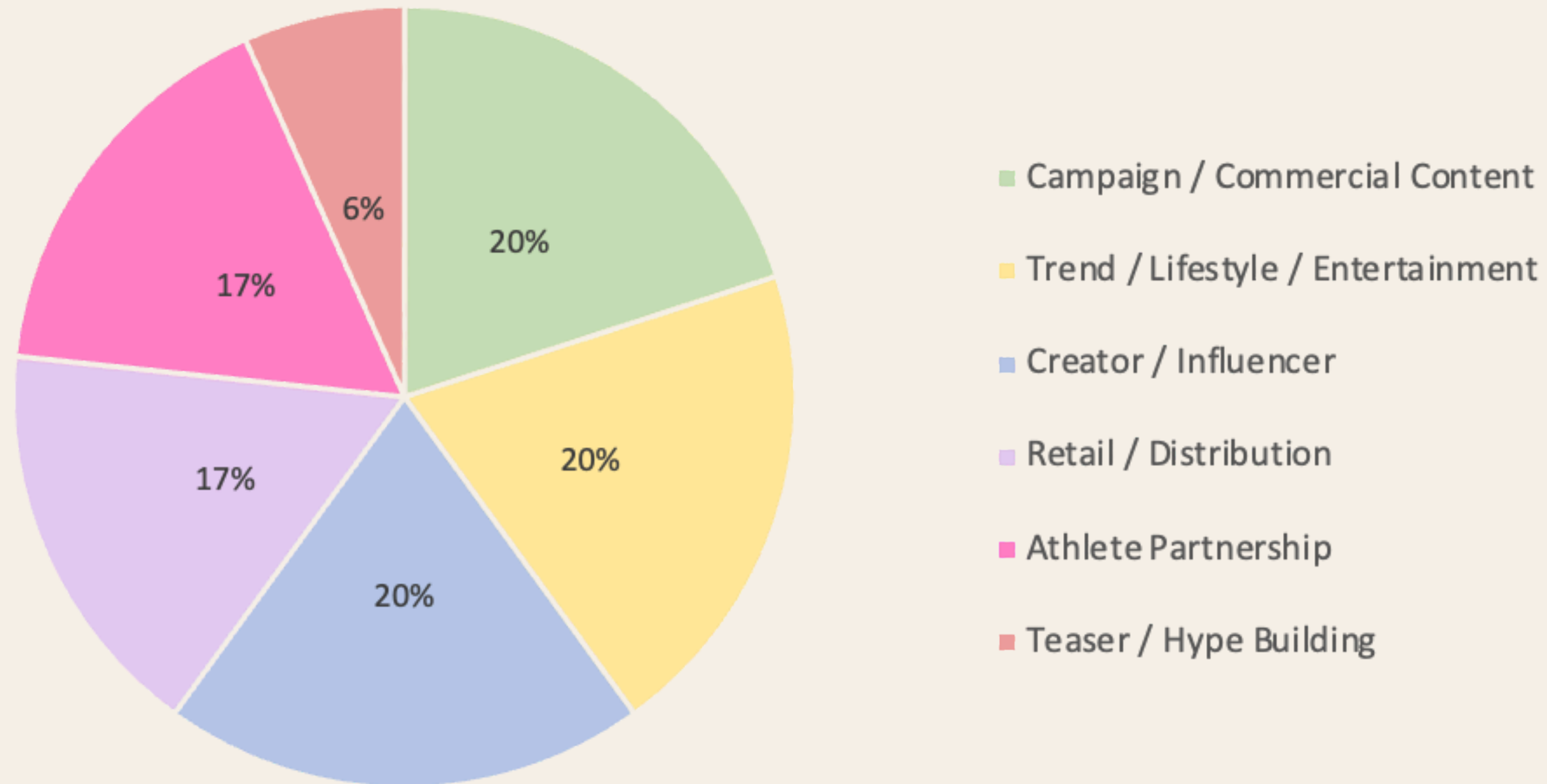
Avg Comments

226

Avg Shares

TikTok Content Categories - @bloomsupps

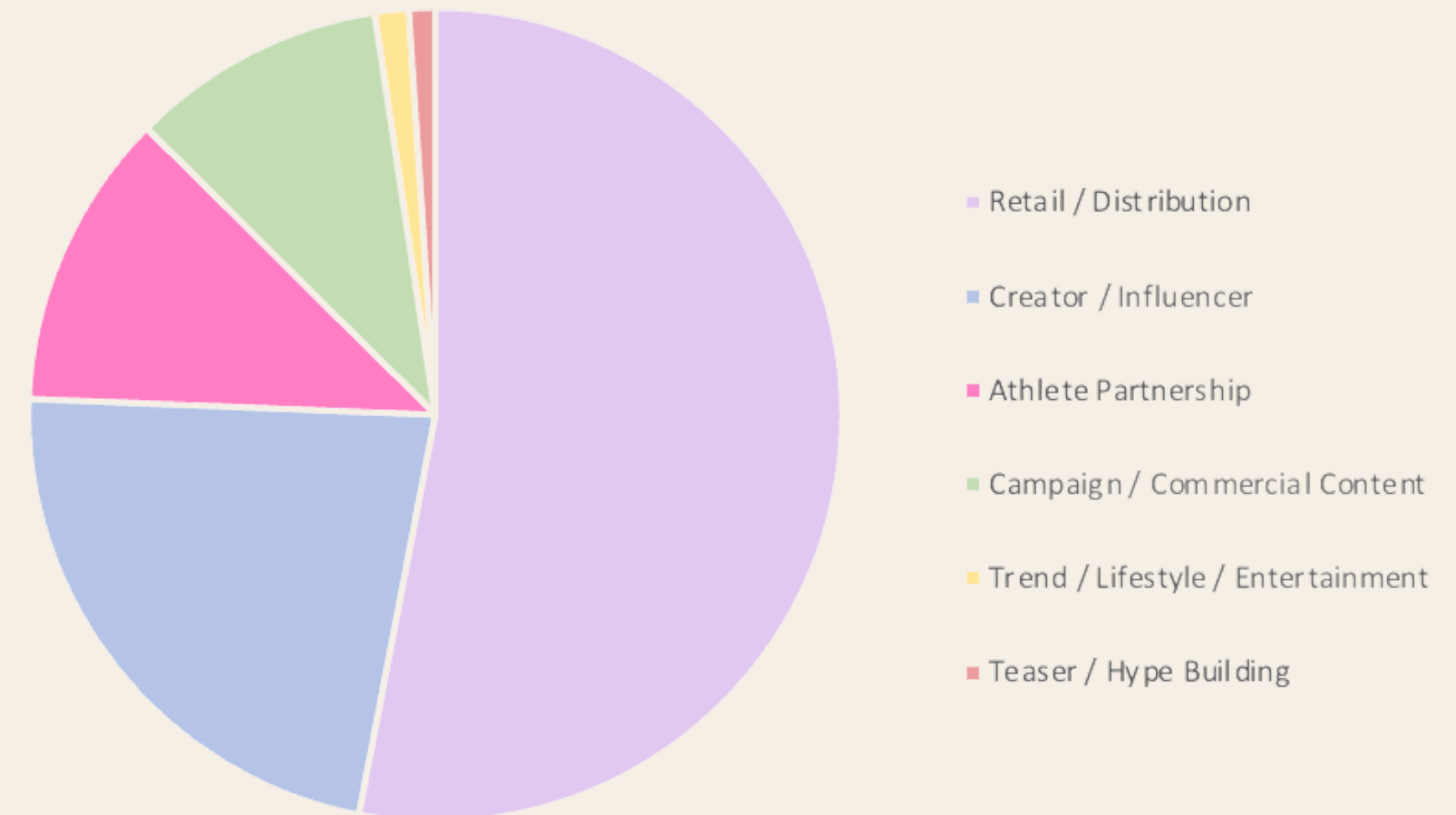
Breakdown of Posts by Content Category



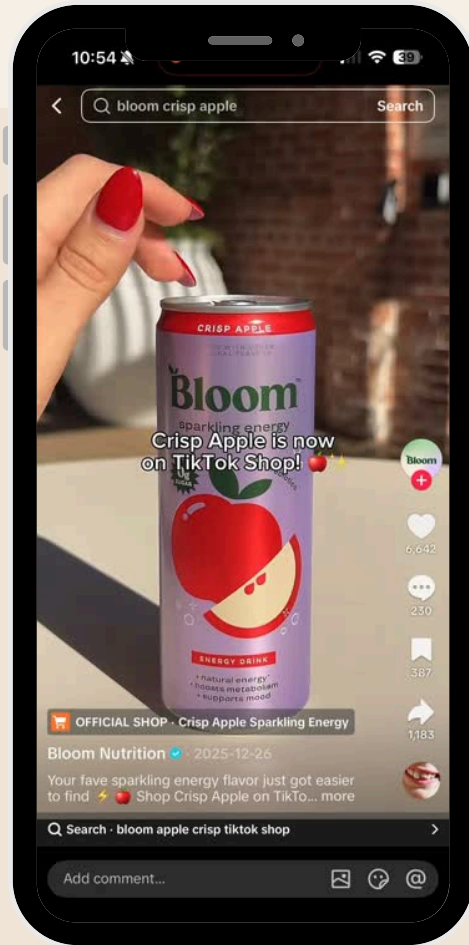
TikTok Content Categories - @bloomsupps

1	Retail/Distribution 519,974 avg views	
2	Creator/Influencer 221,733 avg views	★ HIGHEST LIKES/VIEWS RATIO
3	Athlete Partnership 115,832 avg views	
4	Campaign/Commercial Content 99,797 avg views	
5	Trend/Lifestyle/Entertainment 13,147 avg views	
6	Teaser/Hype Building 10,299 avg views	

Average # of Views per Content Category



TikTok Top Performing Posts - @bloomsupps



2.4M Views

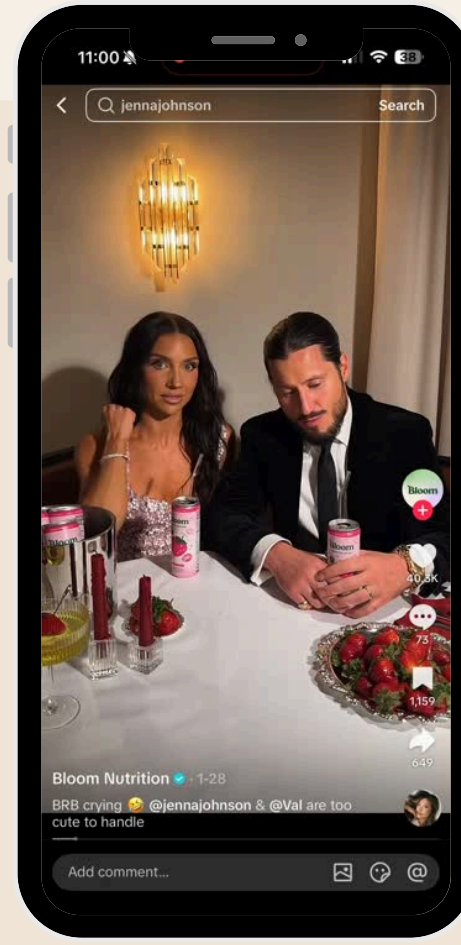
6628 ❤️ 231 💬 387 📌 1182 ➡️

Product Launch Announcement



Why it worked:

- Combines product promotion with in-app shopping, making it easy for viewers to purchase immediately while interest is high



503.3K Views

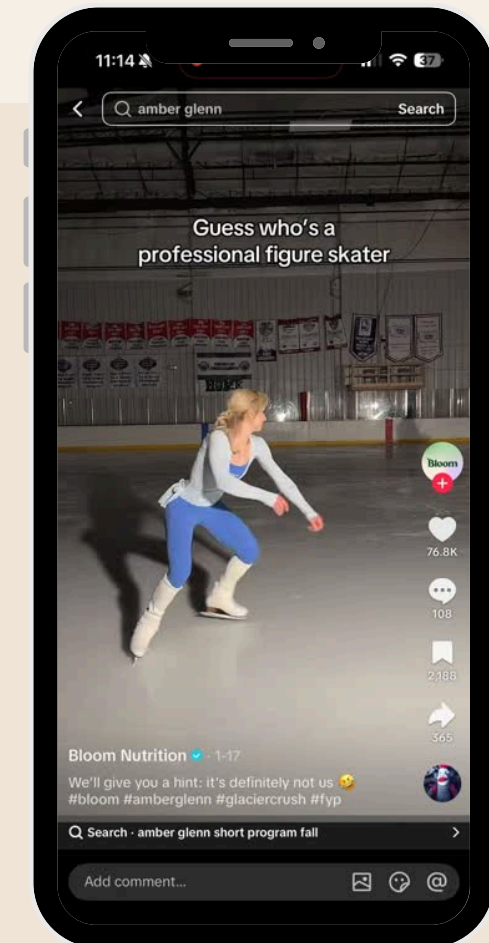
38.1K ❤️ 68 💬 1106 📌 621 ➡️

Promotional Giveaway



Why it worked:

- Participating in a popular trend with recognizable personalities increases relatability and exposes the brand to new audiences



401.5K Views

30K ❤️ 85 💬 930 📌 157 ➡️

Comfort Recipe



Why it worked:

- Lighthearted, trend-based humor captures attention quickly, especially when featuring a well-known athlete

KEY INSIGHTS *Across Brands & Platforms*



CONTENT PERFORMANCE PATTERNS

- **Promotional, giveaway, and campaign** posts drive the biggest engagement spikes across all three brands
- **Creator/athlete**-led content is a consistent top performer, especially for **Catalina Crunch & Bloom**
- For Purely Elizabeth, **recipes** perform well but work best when combined with **trends, storytelling, or incentives**

PLATFORM & FORMAT BEHAVIOR

- **Short-form video** (Reels & TikToks) dominates reach and engagement; **static posts** support announcements
- **Instagram** = storytelling & education; **TikTok** = trends, humor, and creator content for discovery
- Top posts open with a **strong hook** and make product benefit obvious in the first seconds

BRAND POSITIONING & OPPORTUNITIES

- **Bloom** wins with celebrity/athlete + campaign content; **Catalina** with creator snack-swap promos; **Purely** with recipes + founder story
- **Giveaways + launches** are powerful but not used consistently across brands
- Shared white space: stronger **community tactics** (UGC, replies, recurring series) to turn spikes into loyalty

Content Performance Patterns

purely
elizabeth.

- Strong: recipes & product-usage posts
- Boosted by trends and founder story

CATALINA
-CRUNCH-

- Strong: giveaway, promo & collabs (Snack Swap)
- Trends & creator videos dominate in terms of reach

Bloom

- Strong: creator & athlete collabs + campaigns
- Campaign & launch content leads



Shared Insight: **campaigns, recipes, giveaways,** and **creator-led** videos outperform simple product posts on every account

Recommendations

purely
elizabeth.®

1

Amplify Founder
Storytelling
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AMPLIFY FOUNDER STORYTELLING (PURELY'S UNIQUE EDGE)

Recommendation: Real startup lessons delivered by Elizabeth in 45-second clips. Examples could include flipping through a recipe notebook filled with failed batches, sharing the one question that finally caught Costco buyers' attention, explaining how she hired when cash was tight, or revealing the routine that kept her focused during the chaos.

Why: Purely already stands out with founder-led content, but it leans too heavily on lifestyle. Unlike competitors' short-term spikes from creator or celebrity partnerships, Elizabeth's practical insights build deeper emotional connection with entrepreneurs who see themselves in her journey. This approach creates longer-lasting loyalty to the brand, not just the product.



LAUNCH RECURRING "SUNDAY COMFORT BOWLS" SERIES

Recommendation: Package your best-performing recipe content into a weekly branded series called "Sunday Comfort Bowls" using consistent 15-second format: satisfying pour shot → 3 simple ingredients on screen → quick assembly → "save this for tomorrow" CTA with #SundayComfortBowls hashtag.

Why: Purely Elizabeth recipe posts average 41K TikTok views with comfort-food content driving highest saves/shares. Recurring branded series creates bingeable "episodes" like Bloom's successful campaign approach.



PAIR EVERY LAUNCH/PROMO WITH CREATORS

Recommendation: Structure every new flavor, seasonal promo, or retail expansion as a 5-day campaign:

Day 1 official announcement Reel

→

Days 2-3 three to five creators post their real routines using the product

→

Day 4 giveaway closes

→

Day 5 winner reveal, all using the same hashtag.

Why: Bloom's creator waves around their Strawberry Rose launch hit 500K+ views. Catalina's Snack Swap used 10+ creators in one week for 3x reach vs standalone posts. Coordinated timing creates social momentum; isolated announcements can't match.



CONVERT RETAIL CONTENT TO "SHELF-TO-BOWL" NARRATIVE

Recommendation: Replace underperforming static "now at Costco/Target" shelf photos with 15-second "shelf-to-bowl" videos following exact sequence:

0-3s spot product on crowded shelf

→

4-7s drop in shopping cart

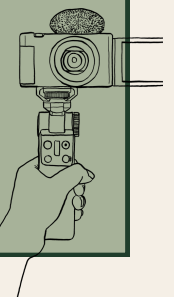
→

8-12s pour into bowl at home

→

13-15s first bite satisfaction shot + "tag your store!" CTA.

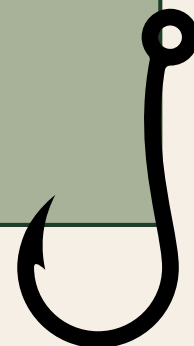
Why: Purely Elizabeth retail posts generate awareness but minimal engagement vs recipe content, while competitors succeed when retail becomes part of an aspirational usage story.



MANDATE 1-SECOND HOOKS + SPECIFIC CTAS

Recommendation: Before posting any Reel/TikTok, script three mandatory elements: 1-2 second visual hook (granola pour, cluster break, stretchy oatmeal), clear "what you'll get" text overlay by second 3 ("3-ingredient dessert breakfast"), and specific achievable CTA by second 12 ("save for Monday mornings," "comment your go-to store," "tag breakfast buddy").

Why: Top-performing posts across all three brands grab attention instantly and give clear reasons to engage. Bloom's launch clips and Catalina's creator content demonstrate this structure maximizes completion rates and interaction.



"WINNER UNBOXINGS" FIX GIVEAWAY TRUST ISSUES

Recommendation: Host weekly live winner selections on Instagram Stories using a random picker tool displayed on-screen, immediately DM the winner during the live, then repost their unboxing video (showing them opening Purely Elizabeth products) once they send it to you within 7 days.

Why: Directly addresses critical sentiment around "ghosted winners" and fulfillment frustration from your audience analysis, while turning a trust problem into authentic customer-generated content.



LAUNCH "REAL TALK INGREDIENT Q&A" SERIES

Recommendation: Monthly founder-led 3-part video series answering top audience comments: Reel 1 shows exact macros per serving vs competitors ("9g sugar vs their 22g"), Reel 2 explains General Mills relationship ("they handle distribution, we control recipes"), Reel 3 tours batch testing process with lab footage.

Why: Capitalizes on current founder content traction while directly tackling documented concerns about sugar content questions and corporate ownership fears, converting objections into owned transparency content that builds trust.



MANDATE COMMENT REPLIES ON TOP POSTS

Recommendation: Require social media team to reply to the 10 highest-engaged comments on every post within 24 hours using personalized responses: recipe questions get substitution tips, retail asks get specific store confirmations, praise gets flavor combo questions to continue conversation.

Why: Closes Purely Elizabeth's gap in consistent comment engagement versus competitors, while signaling algorithm activity and building genuine community relationships.



A/B TEST RECIPE-HEAVY VS CREATOR-HEAVY MIXES

Recommendation: Run 8-week experiment alternating weekly content mixes:

Weeks 1,3,5,7 use Mix A (60% recipes, 20% founder stories/creators, 10% trends, 10% shelf-to-bowl retail);

Weeks 5-8 use Mix B (30% recipes, 40% founder stories/creators, 10% trends, 20% shelf-to-bowl retail),

then select winner based on engagement rate, saves per post, and follower growth.

Why: Purely Elizabeth owns recipe content strength while competitors dominate with creators. Structured testing reveals optimal blend without guesswork.



CROSS-BRAND COLLABS/GIVEAWAYS

Recommendation: Partner with complementary better-for-you brands (Blue Bottle coffee, Siggi's yogurt, Justin's) for joint posts showing "perfect breakfast stacks" plus cross-posted giveaways requiring followers to follow both brands and tag friends for entry.

Why: Catalina Crunch's joint posts with Smart Sweets and Impossible Foods generated 957 comments and 371 shares (the highest in their audit) by tapping partner audiences. Catalina Crunch's joint giveaway success proves this expands reach into partner audiences while maintaining brand relevance, direct path to follower growth beyond organic reach.





Thank You

By: Daniella Krayzelburg

