# Frankies Bikinis

SOCIAL MEDIA AUDIT

BY SAMANTHA **BARDISA**

MKT 385


















# Table of Content


1. **Frankies Bikinis** Audit
2. **Triangl** Audit
3. **Bamba Swim** Audit
4. **Recommendations** for Frankies Bikinis




Note: This audit is based on the **20 most recent posts**

# About **Frankies Bikinis**

Founded in 2012 by mother-daughter duo Mimi and Francesca Aiello in Malibu, Frankies Bikinis is a **female-led lifestyle brand** built on confidence, trend driven design, and innovative fabrics.

The brand has grown from **swimwear** to ready-to-wear, **knits**, and **activewear**, expanding its feminine, ultra-flattering styles worldwide.

Frankies Bikinis is now an **internationally recognized** brand, collaborating with icons like Bella Hadid and Sydney Sweeney, and selling at top retailers such as Revolve, Free People, and Bloomingdale's.



# Social Media

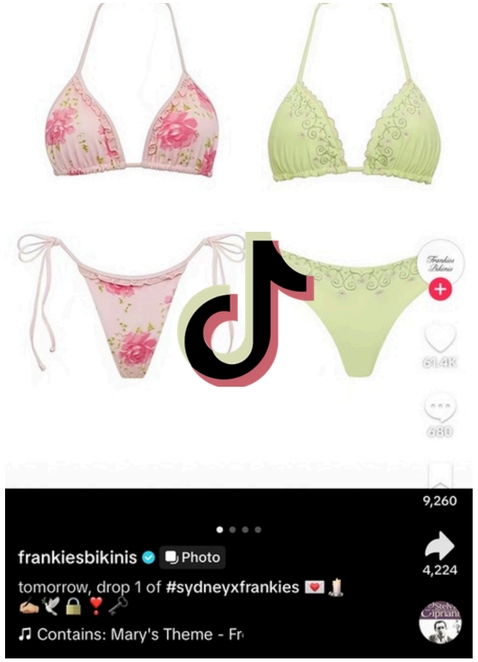


## Instagram

Followers **1.5M**

Average engagement rate with views: **4.8%**

Average engagement rate without views: **0.1%**




## TikTok

Followers **395.7K**

Average engagement rate with views: **1.8%**

Average engagement rate without views: **0.1%**

Note: the **audit** has been made based on the **20 most recent posts**
Average engagement rate based on the last 20 posts with views
Average engagement rate based on the last 20 posts without views

# Instagram

## Content Focus

Uses creative, **thematic storytelling** (waffle photo for new thermal launch).

Blends **influencer content** and **lifestyle moments** to keep the brand relatable.

## Strengths

Strong **celebrity and designer collaborations** drive major brand buzz.

A **cohesive aesthetic** reinforces a recognizable identity across all platforms.

## Brand Identity

Soft, feminine visuals **inspired by Malibu's coastal lifestyle**, with sunlit imagery.

Balances **luxury** with **effortless authenticity.**

## Audience & Reach

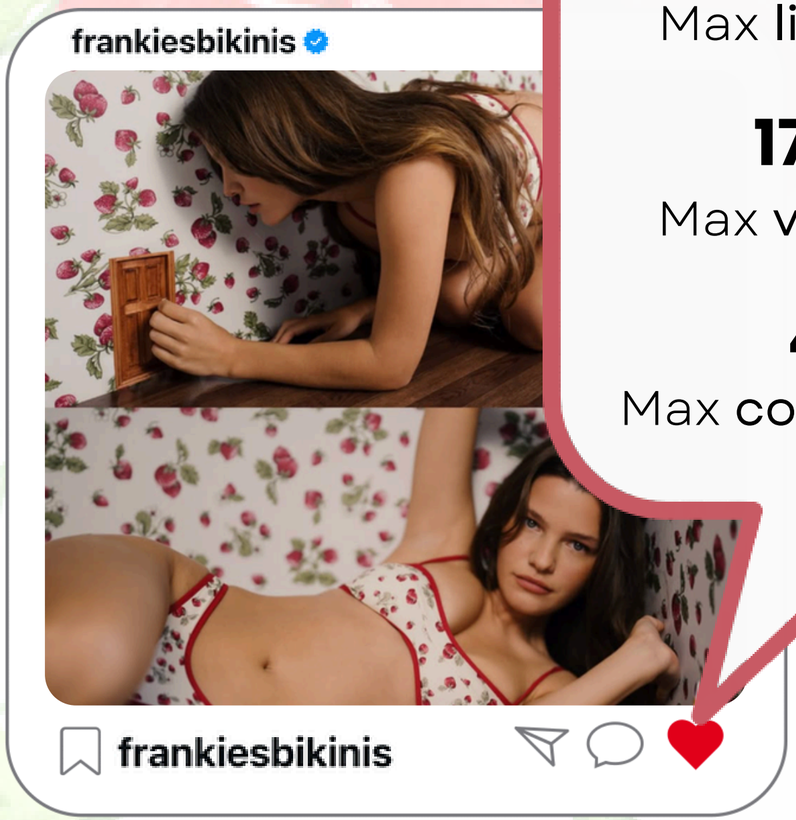
Targets **Gen Z** and **Millennials** seeking trendy, **premium styles**.

Uses **influencers**, **product spotlights**, and **community content** to drive engagement.




Note: This audit is based on the **20 most recent posts**

# Instagram Analytics




**2,912**
Max **likes** on a **post**

**1,016**
Average **likes**

**173,000**
Max **views** on a **reel**

**70,167**
Average **views**

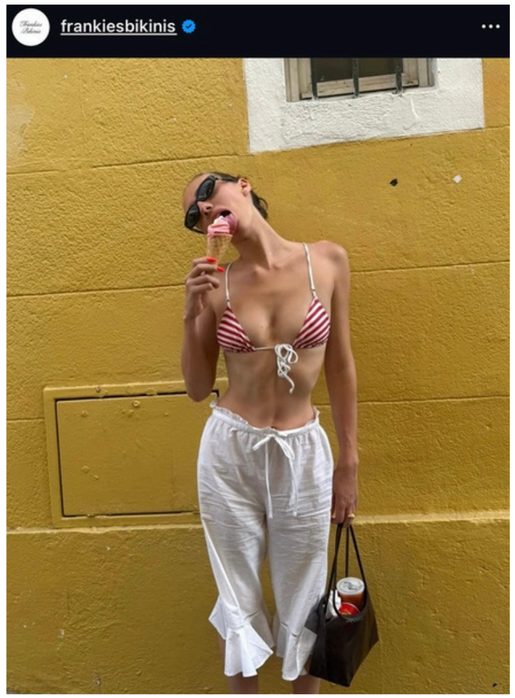
**4,394**
Max **comments** on a **post**

**394**
Average **comments**

Note: This audit is based on the **20 most recent posts**

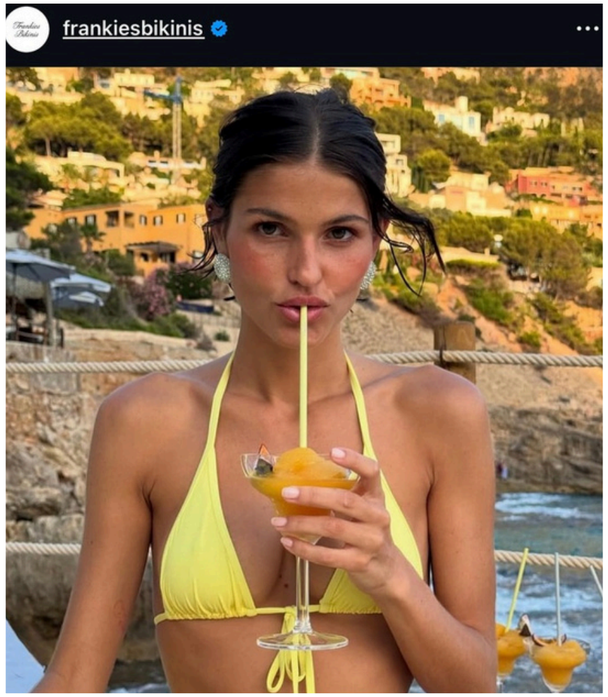
# Instagram: **Top 3 Posts**

Note: This audit is based on the **20 most recent posts**




## TOP **1** POST

Post Format: **Summer Recap**
Likes: **2,912**
Comments: **93**
Engagement Rate: **0.2%**




## TOP **2** POST

Post Format: **Swimwear Launch**
Likes: **1,167**
Comments: **700**
Engagement Rate: **0.12%**




## TOP **3** POST

Post Format: **Fall Mood Board**
Likes: **1,142**
Comments: **393**
Engagement Rate: **0.10%**

# Instagram Brand Perception

Note: This audit is based on the **20 most recent posts**

## Excited for **New Drops** & **Love** for Product







## Key **Takeaways**

- Customers express genuine **love and loyalty** toward the brand's cozy, feminine aesthetic.
- Followers show **high anticipation for new drops**, often reacting with urgency to purchase.
- **Exclusive colorways and limited launches** create excitement and strengthen brand engagement.

# What Do Customers **Want?**




Customers want greater access to Frankies Bikinis products whether **through restocks, new launches, or more retail availability**. The comments consistently show that followers are eager to buy more, but limited stock or access keeps them waiting. Requests for specific items, store locations, and brand communication all point to one clear insight: **customers want Frankies to be easier to shop anytime, anywhere.**

Note: This audit is based on the **20 most recent posts**

# **Future Marketing Initiatives** to Consider

## Product Innovation

- **Expand into everyday essentials** introduce new active, lounge, and knit collections that align with the brand's soft luxury aesthetic.

.

- **Bring back fan favorites** through seasonal restocks and color refreshes to maintain buzz and reward loyal customers.

## Community Connection

- Foster two way engagement by **continuing to reply, repost, and spotlight customer** moments that reflect the Frankies Bikinis lifestyle.

- **Host experiential activations** from beach pop ups to influencer led events that celebrate the brand's coastal roots and growing community.

## Digital Growth

- Create **exclusive drop experiences** using early access links, countdowns, and limited release teasers to heighten anticipation.

- **Elevate storytelling** across Instagram and TikTok with behind the scenes content, styling edits, and mood driven visuals that immerse fans in the Frankies Bikinis world.

Note: This audit is based on the **20 most recent posts**

# TikTok

## Content Focus

Features **seasonal storytelling** to promote new collections like the waffle knit and thermal drop.

Uses **lifestyle videos** and influencer try ons for an effortless, relatable aesthetic.

## Strengths

Excels at **storytelling through motion** with outfit inspiration and try ons.

**Giveaways**, **cozy textures**, and **versatile styling** drive strong engagement and community buzz.

## Brand Identity

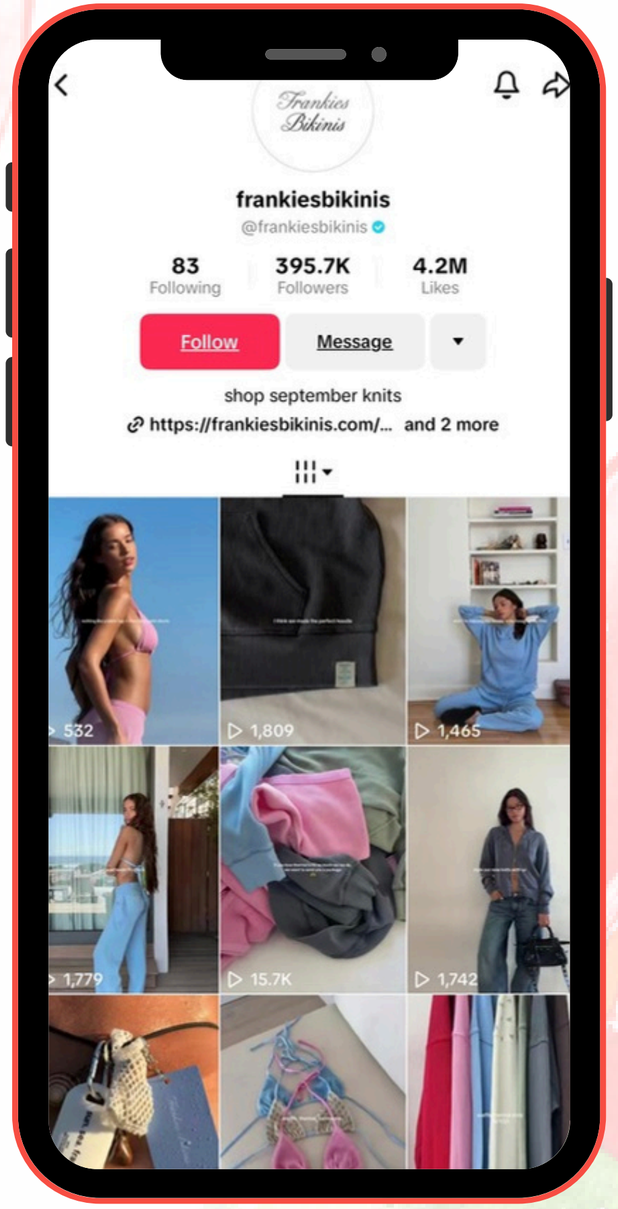
Embodies **coastal comfort** and **feminine luxury** through soft, sunlit visuals.

Focuses on **texture**, **fit**, and **fabric** to reinforce quality and style.

## Audience & Reach

Attracts **fashion conscious** Gen Z and Millennial audiences.

Builds engagement through **interactive** and **conversational content**.




Note: This audit is based on the **20 most recent posts**

# TikTok Analytics




**1,307**
Max **likes** on a **post**

**220**
Average **likes**

**45,300**
Max **views** on a **post**

**6,666**
Average **views**

**730**
Max **comments** on a **post**

**47**
Average **comments**

Note: This audit is based on the **20 most recent posts**



# Frankies Bikinis **SWOT**

## Presence

**Strong storytelling** through try ons & lifestyle content

**Malibu inspired** aesthetic

Celebrity **collaborations** & influencer endorsements

## Absence

**Limited product access** and retail availability

**Frequent sellouts** leaving customers waiting to buy

Need for **stronger brand communication** and **restock** consistency

## Available Spaces

**Expand** into **activewear & lifestyle** apparel

**Partner** with **micro influencers** for niche audience reach

## Saturated Spaces

Competitive **swimwear** & **athleisure** markets

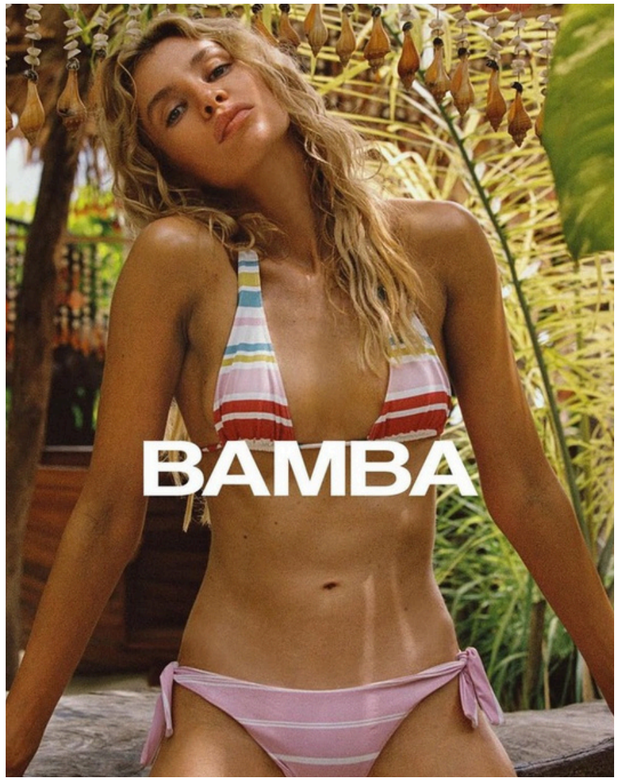
Repetitive **coastal aesthetic** across fashion **brands**

**Oversaturation** of influencer led **lifestyle labels**

Note: This SWOT is based on the **20 most recent posts**

# Competitive Analysis




Analysis of **Triangl** and **Bamba Swim's** social media channels and content.

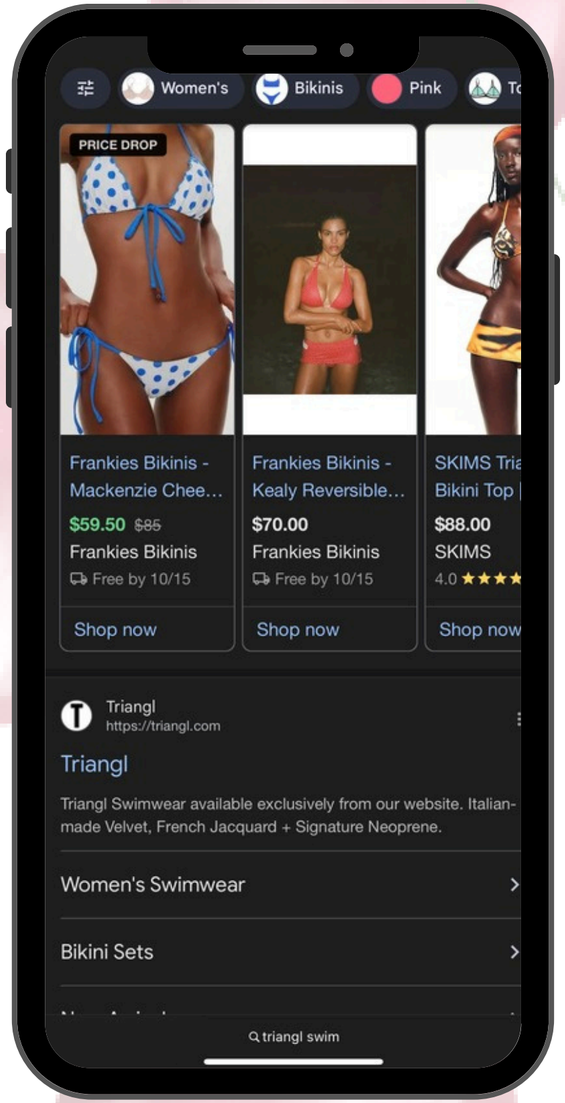
# About **Triangl**

Triangl was founded in 2012 by Erin Deering in Australia, gaining global recognition for its **neoprene bikinis** that redefined modern swimwear.

The brand **competes with Frankies Bikinis** through its minimalist aesthetic and signature sporty designs, appealing to consumers drawn to simplicity, quality, and social media influence. Triangl's clean branding and digital storytelling connect it with a global audience.



# Why TRIANGL ?






I chose Triangl as a competitor to Frankies Bikinis because both brands target the **same audience** and focus on **minimal swimwear** promoted through social media. When I searched Triangl, Frankies Bikinis appeared as the **first two sponsored ads**, showing how directly the two brands compete for visibility and consumer attention.

# Social Media

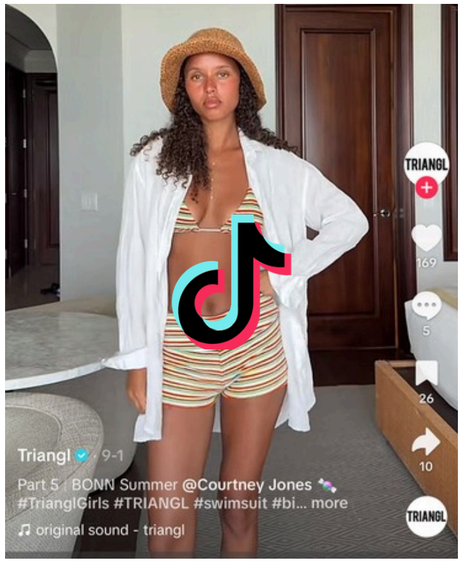


## Instagram

Followers **2.4M**

Average engagement rate with views: **5.2%**

Average engagement rate without views: **0%**




## TikTok

Followers **400K**

Average engagement rate with views: **0%**

Average engagement rate without views: **0%**

Note: the **audit** has been made based on the **20 most recent posts**
Average engagement rate based on the last 20 posts with views
Average engagement rate based on the last 20 posts without views

# Instagram

## Content Focus

Features posed, high end shots in **coastal and resort settings** that elevate the brand's aspirational feel.

Blends beachy focused **travel content** to maintain an summertime feel.

## Strengths

Maintains a refined, **cohesive aesthetic** with sunlit, high end visuals that strengthen brand recognition.

Known for signature neoprene fabrics and a sporty inspired, **recognizable style.**

## Brand Identity

Defines a clean, **minimalist** aesthetic inspired by the European coast.

Balances **modern luxury** with effortless **simplicity** that feels attainable yet refined.

## Audience & Reach

Attracts fashion forward Gen Z and Millennials drawn to minimal, **elevated swimwear.**

**Reels** lead in engagement, maintaining a 5.2% engagement rate.




Note: This audit is based on the **20 most recent posts**

# Instagram Analytics




**2,440**
Max **likes** on a **post**

**938**
Average **likes**

**196,000**
Max **views** on a **reel**

**129,625**
Average **views**

**11**
Max **comments** on a **post**

**3**
Average **comments**

Note: This audit is based on the **20 most recent posts**

# TikTok

## Content Focus

Uses lifestyle clips, try ons, and behind the scenes moments to highlight fit and color.

Content feels **dynamic** and **creative**, with each video offering a different concept or setting.

## Strengths

Excels at **creative video storytelling**, using fun transitions and original ideas that keep **viewers engaged**.

Offers a more dynamic and **entertaining feed** compared to Frankies' simpler GRWM-style videos.

## Brand Identity

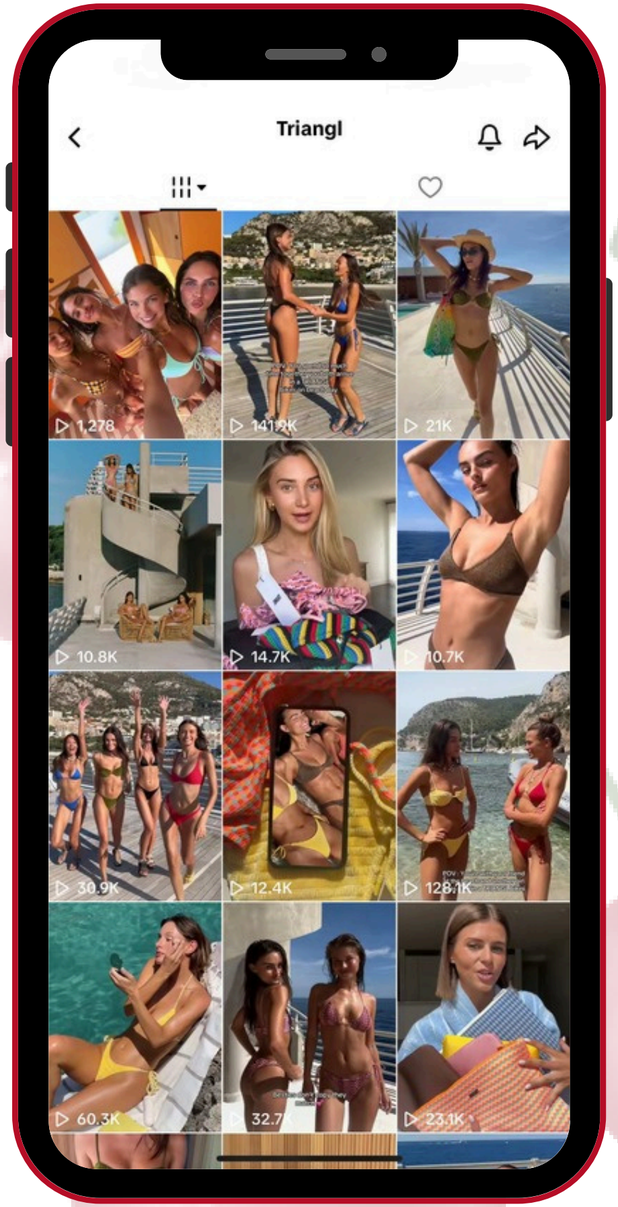
Embodies a **Island aesthetic** full of energy and playful moments like girls tossing a beach ball.

Each video highlights creativity and **originality**, making the feed consistently engaging.

## Audience & Reach

Appeals to an audience interested in **new swimwear trends** and fashion forward content.

The **average engagement rate was 0** likely due to low interaction, with posts getting strong likes but few comments.




Note: This audit is based on the **20 most recent posts**

# TikTok Analytics




**17,004**
Max **likes** on a **post**

**1,760**
Average **likes**

**46,005**
Max **views** on a **post**

**46,005**
Average **views**

**90**
Max **comments** on a **post**

**9**
Average **comments**

Note: This audit is based on the **20 most recent posts**



# Triangl **SWOT**

## Presence

Vibrant, summertime aesthetic with consistent, **high quality visuals**.

Creative and **original content** across TikTok and Instagram using fun, engaging concepts.

## Absence

**Low audience interaction**, with few comments despite strong likes.

**Limited brand communication** or captions that invite engagement.

## Available Spaces

Encourage **community engagement** through more interactive content.

**Expand storytelling** beyond model focused posts to include lifestyle and travel moments.

## Saturated Spaces

Competes in a **crowded premium swimwear market** with similar aesthetics.

Faces **content overlap** from influencer led and minimalist swim brands.

Note: This SWOT is based on the **20 most recent posts**

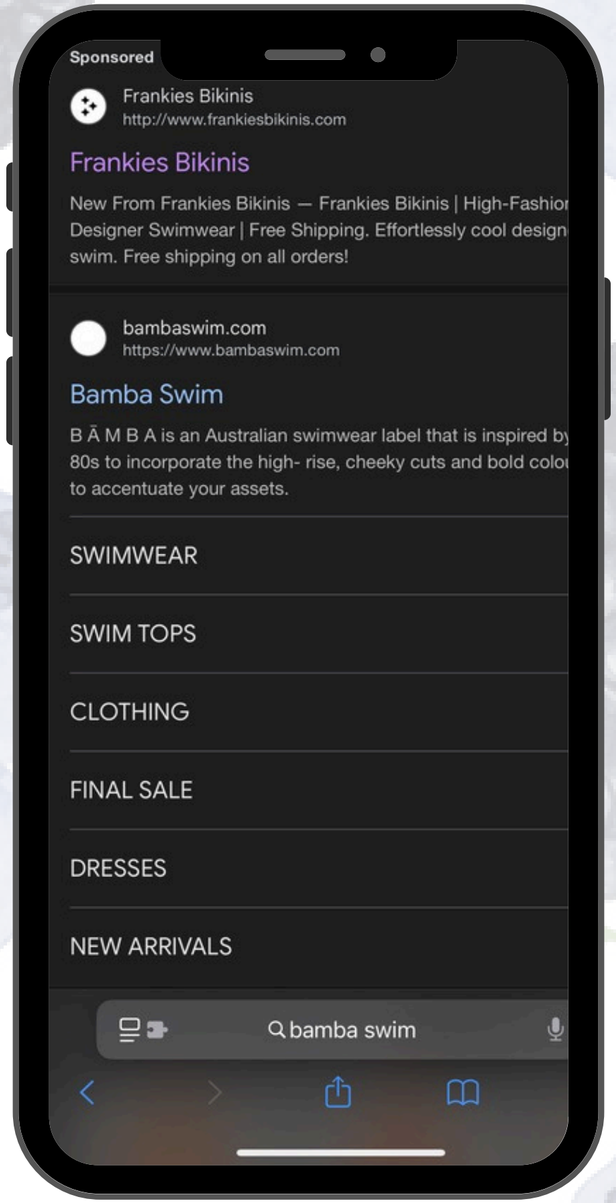
# About **Bamba Swim**

Bamba Swim was founded in 2018 by Australian sisters Kayla and Lauren Fallace. The brand gained attention for its bold, feminine designs that blends modern **silhouettes with vintage-inspired details**.

Bamba Swim and Frankies Bikinis compete in the **same market**, targeting young, fashion forward consumers who seek **statement pieces** and trend driven styles. Both brands rely heavily on social media, influencer collaborations, and aspirational lifestyle imagery to connect with global audiences and shape contemporary swimwear media.



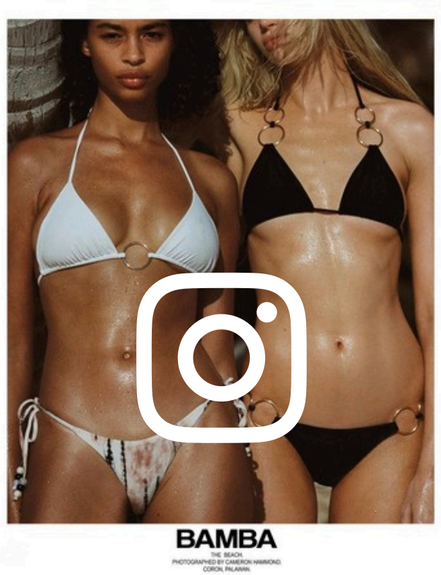
# Why Bamba ?






I chose Bamba Swim as a competitor to Frankies Bikinis because both brands sell trendy swimwear with **feminine designs** and social media driven marketing. When I searched for Bamba Swim, Frankies Bikinis was the **only sponsored ad** that appeared at the top of the page, showing how actively the brand **competes for visibility** in the same space.

# Social Media

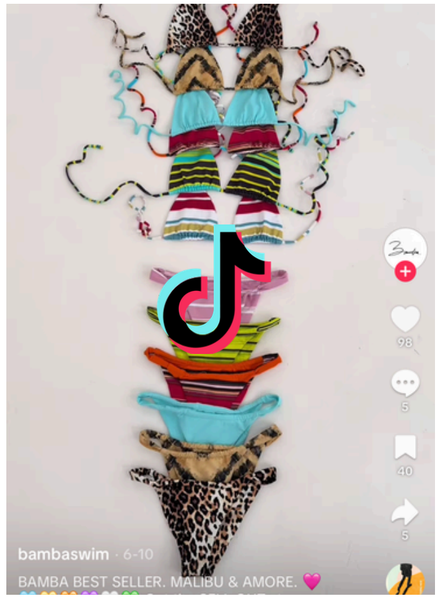



## Instagram

Followers **374K**

Average engagement rate with views: **6.6%**

Average engagement rate without views: **0.3%**




## TikTok

Followers **12.6K**

Average engagement rate with views: **39.3%**

Average engagement rate without views: **0.4%**

Note: the **audit** has been made based on the **20 most recent posts**
Average engagement rate based on the last 20 posts with views
Average engagement rate based on the last 20 posts without views

# Instagram

## Content Focus

Showcases stylish swimwear in **tropical locations**, capturing vibrant summertime energy.

Mixes **editorial shoots** and **travel moments** that highlight the brand's lifestyle appeal.

## Strengths

Keeps a consistent, **polished aesthetic** with warm tones and minimal backgrounds.

**Photo carousels outperform Reels**, earning the highest likes and engagement rates.

## Brand Identity

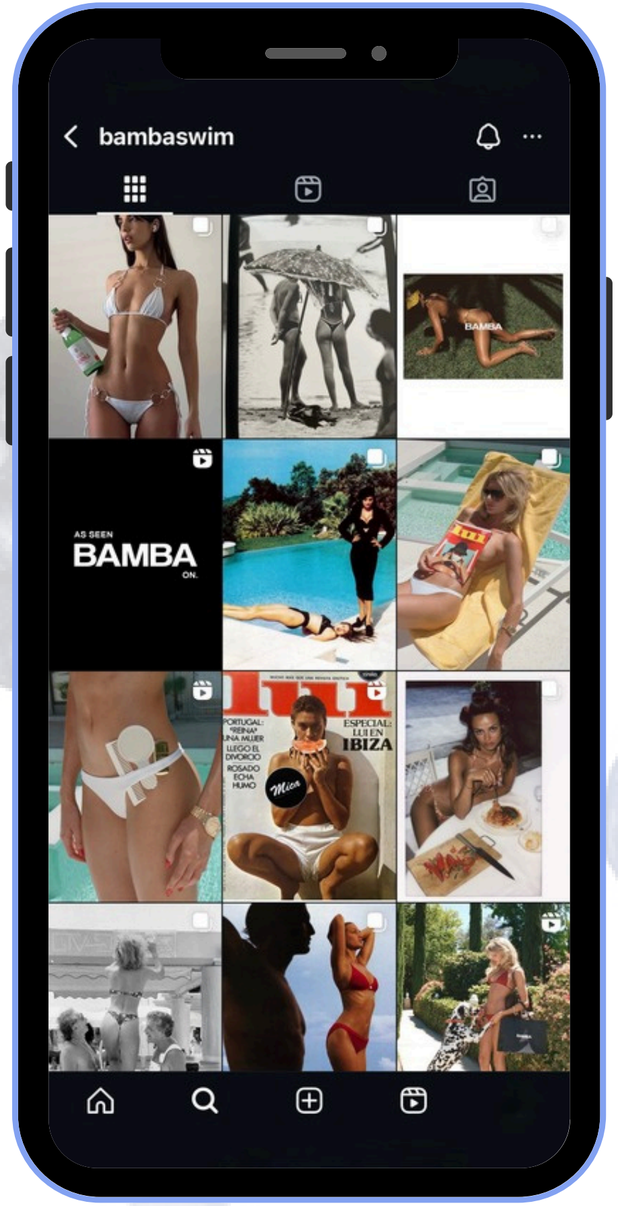
Reflects a modern, feminine coastal aesthetic inspired by European style and **vintage '80s editorials.**

Balances **bold visuals** with soft, **refined details**, giving the brand a distinct look.

## Audience & Reach

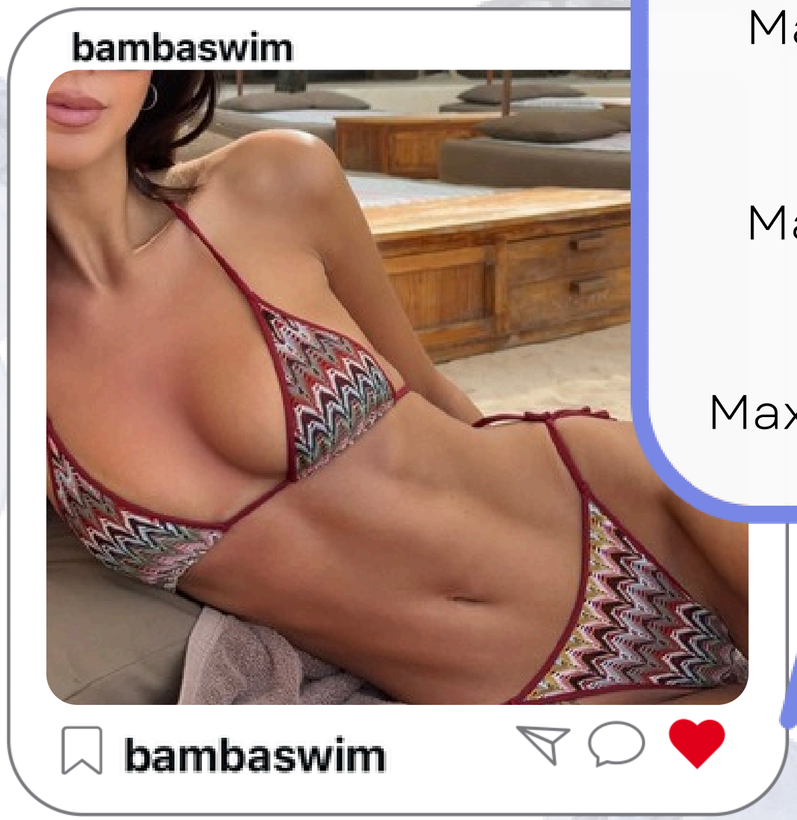
Attracts with **trend driven women** who value **modern swimwear styles**.

Maintains a solid **engagement rate around 7%**, showing consistent interest and interaction from followers.




Note: This audit is based on the **20 most recent posts**

# Instagram Analytics




**2,675**
Max **likes** on a **post**

**972**
Average **likes**

**56,600**
Max **views** on a **reel**

**23,764**
Average **views**

**33**
Max **comments** on a **post**

**11**
Average **comments**

Note: This audit is based on the **20 most recent posts**

# TikTok

## Content Focus

Features **behind the scenes** clips and **try on** videos that highlight new swimwear drops.

Leans more lookbook style than interactive, focusing on **visuals over engagement.**

## Strengths

Delivers visually **creative videos** using transitions, model Q&As, and influencer led content.

Showcases consistent branding and **high production quality** that reflect its elevated coastal style.

## Brand Identity

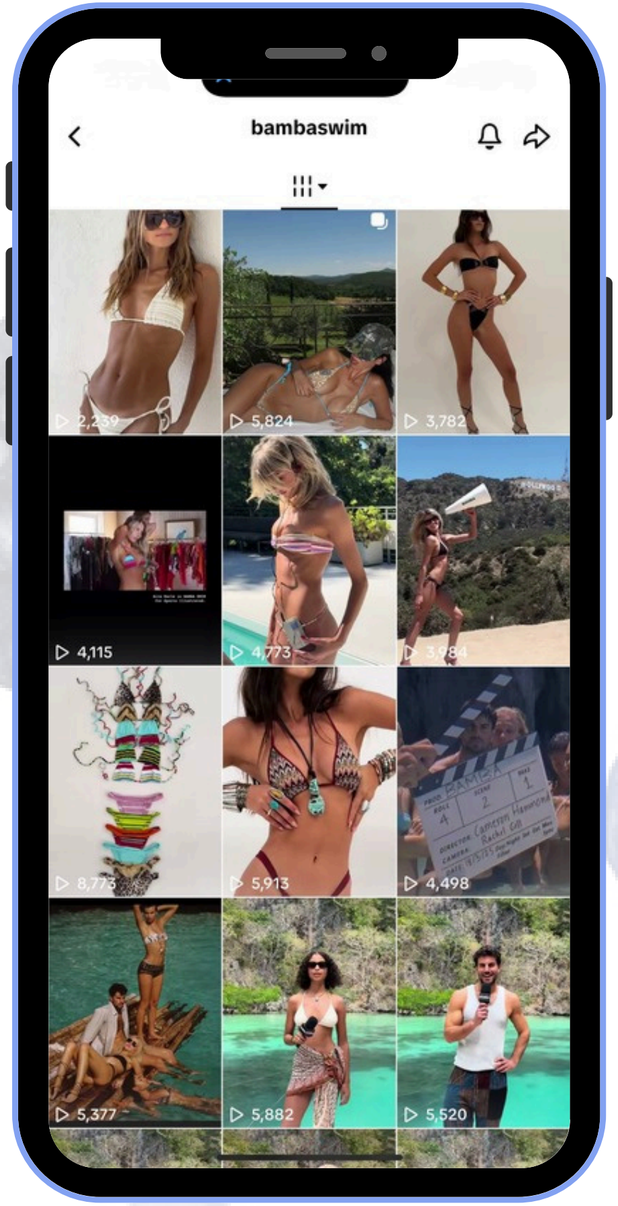
Embodies a playful, **coastal aesthetic** inspired by vintage visuals and sunlit tones.

Blends modern swimwear promotion with **editorial style production**, creating a cinematic feel.

## Audience & Reach

Appeals to **fashion focused women** interested in the newest swimwear trends.

Achieves a 39.3% engagement rate with views, but **interaction remains low**, with limited comments and inconsistent posting.




Note: This audit is based on the **20 most recent posts**

# TikTok Analytics




**99**
Max **likes** on a **post**

**47**
Average **likes**

**8,771**
Max **views** on a **post**

**4,878**
Average **views**

**7**
Max **comments** on a **post**

**2**
Average **comments**

Note: This audit is based on the **20 most recent posts**



# Bamba Swim **SWOT**

## Presence

Maintains a distinct, **editorial aesthetic** that sets the brand apart visually.

High quality content and creative direction strengthen its modern, **coastal brand image**.

## Absence

**Irregular posting schedule**, with noticeable month long gaps reducing visibility.

**Low audience interaction**, as engagement is limited mostly to likes rather than comments.

## Available Spaces

**Build stronger audience interaction** through engaging formats like Q&As or comment prompts.

Shift from lookbook style videos toward more **relatable and conversational storytelling**.

## Saturated Spaces

Competes in a visually **saturated swimwear market**, where many brands emphasize the same coastal look.

Must **continue evolving creative direction** to stay fresh within an ever growing category.

Note: This SWOT is based on the **20 most recent posts**

# Recommendations & Insights




**Optimizing Engagement** Across Frankies Bikinis Platforms

# Insights

## What I **Learned** from My Research

Through my analysis of Frankies Bikinis' social media presence, I found that the **brand excels at aesthetic consistency** and storytelling that embodies the brand's Malibu roots.

Frankies Bikinis effectively uses **visual imagery**, **influencer collaborations**, and **product launches** to maintain a cohesive and aspirational identity.

However, **engagement could improve** through interactive content, especially on TikTok, where videos lack the variety and trend integration seen in top competitors.

## Trends Noticed

- **Reels receive significantly higher engagement** than static photo carousels.
- **Lifestyle** and **try on videos drive more comments** and shares than product only posts.
- **TikToks highlighting new collections** (like the Waffle Thermal Drop) **perform best**.
- Captions with **questions**, **giveaways**, or **restock** reminders lead to **higher interaction**.
- **Consistent posting** and variety of video formats improve overall reach and engagement.

# Comparison of Numbers

## Frankies Bikinis

### Instagram

Followers **1.5M**

Average engagement rate with views: **4.8%**

Average engagement rate without views: **0.1%**

### TikTok

Followers **395.7K**

Average engagement rate with views: **1.8%**

Average engagement rate without views: **0.1%**

## Triangl

### Instagram

Followers **2.4M**

Average engagement rate with views: **5.2%**

Average engagement rate without views: **0%**

### TikTok

Followers **400K**

Average engagement rate with views: **0%**

Average engagement rate without views: **0%**

## Bamba Swim

### Instagram

Followers **374K**

Average engagement rate with views: **6.6%**

Average engagement rate without views: **0.3%**

### TikTok

Followers **12.6K**

Average engagement rate with views: **39.3%**

Average engagement rate without views: **0.4%**

# Recommendations

## Behind the Scenes Storytelling

**Show the creative process** behind collections, shoots, and styling sessions to humanize the brand and strengthen emotional connection.

Behind the scenes storytelling allows followers to feel part of the Frankies journey, adding **authenticity** to its luxury positioning.

## Strengthen two way interaction

Inspire **more dialogue between the brand and followers** by replying to comments, sharing customer stories, and reposting tagged content.

This approach strengthens connection and makes followers feel recognized, turning loyal customers into brand influencers.



# Recommendations

## Leverage User Generated Content

**Reposting customers** wearing Frankies Bikinis builds credibility and community trust.

**Authentic user content** complements polished brand visuals and resonates with followers who value relatability.

## Collaborate with Emerging Creators

**Partner** with **smaller creators** who align with the brand's coastal aesthetic.

This expands reach into **new audiences** while keeping engagement rates high through genuine storytelling.



# Recommendations

## Enhance Drop Announcements

Use countdowns, teaser videos, and early access links to **create anticipation for upcoming launches**.

These posts drive hype and **pre launch engagement**, converting excitement into website traffic and sales.

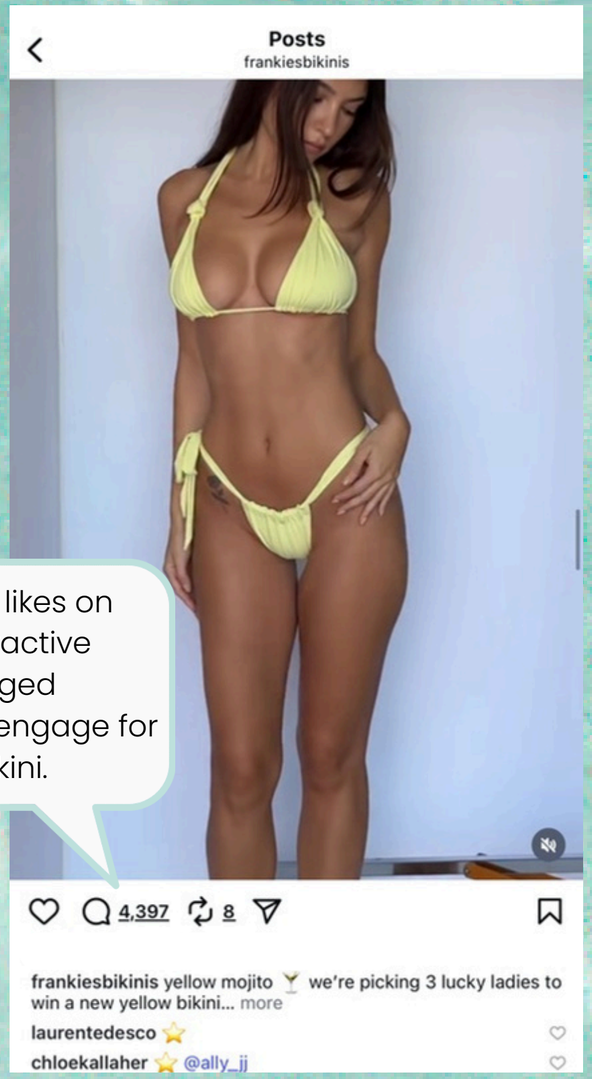
## Maintain Consistent Posting Across Platforms

Frankies should post regularly across platforms to improve algorithm visibility and engagement.

A posting schedule ensures that followers remain engaged between major launches or seasonal campaigns.



# Recommendations




This Reel received the most likes on Instagram because its interactive giveaway, caption encouraged followers to comment and engage for a chance to win a yellow bikini.

## Engaging Captions

Write captions that encourage conversation and community participation.

Prompts like “Which color would you choose?” or “Comment your favorite drop” **make posts more interactive**. Captions have a direct impact on engagement.

## Add Variety to Content

Incorporate more **creative transitions**, **product demos**, and short form **storytelling** to keep posts engaging.

Varied visuals and video styles help **prevent repetition** and maintain audience attention.

# Recommendations

## Post Performance

**Reels** and **TikToks** with storytelling **outperform** static visuals, indicating that movement, relatability, and originality drive the highest engagement.

**Interactive or giveaway based captions** consistently encourage stronger participation and comment activity.

## Overall Feedback

- Continue **building community** through authentic storytelling and user participation.
- **Maintain consistency across platforms** and content types to sustain visibility.
- **Balance the feed aesthetic with authentic content** to deepen audience connection and build lasting brand trust.



# Thank You

QUESTIONS? SAB6572@MIAMI.EDU

















