

THE IMPACT OF THE "ONE BRAND – FIVE FEEDS" MODEL ON SOCIAL MEDIA PERFORMANCE INDICATORS

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Abstract:

The paper addresses the issue of content duplication on social networks and its impact on brand performance. It proposes a "One Brand – Five Feeds" personalization strategy, based on differentiating avatars and formats per platform, and demonstrates that adapting content to the specifics of each network (Facebook, Instagram, TikTok, LinkedIn, YouTube) offers superior performance compared to simple duplication (cross-posting). The effectiveness of this approach is validated by applied case studies. The medical brand "Smile Dent Team" managed to double its engagement rate (from 1.8% to 3.2%) and increase its reach by 50% after implementing a personalized strategy in 2025. Similarly, the "Kompot" café recorded engagement rates of up to 7% on TikTok by using behind-the-scenes clips and trending music. Globally, examples such as Dell Technologies and the University of Sydney confirm that tailored messages reduce audience fatigue and increase brand loyalty. Case studies on several brands in various industries validate the hypothesis that content adaptation increases key KPIs: reach, engagement, and CTR.

Keywords: Engagement Rate, Reach, Click-Through Rate, duplicate content, content adaptation

JEL codes: M31, M37, C88