

Digital Techniques and Technologies in Fashion Advertising

Lesson 5

Social Medias

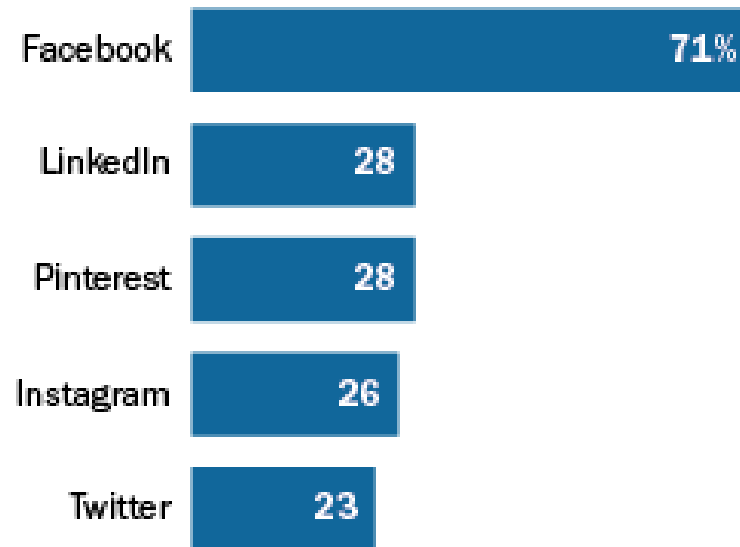
- Facebook
- Twitter
- YouTube
- LinkedIn
- Google+
- Pinterest
- Instagram
- StumbleUpon and Digg social bookmarking

Social Medias - Facebook

- 1.26 billion users
- Facebook averages 1.23 billion monthly active users
- There are 128 million daily active Facebook users in the US
- Facebook averages 945 million monthly active mobile users
- Facebook usage is highest in North America: Facebook has 59% of all Internet users in North America as active users.
- Google+ only achieves 15% and Twitter 25%.
- It is considered the cornerstone of ALL social Media Strategies

Social Medias – Stats

Percent of online adults who use the following social media websites



Social Medias – Principles

- **Listening**

Success with social media and content marketing requires more listening and less talking. Read your target audience's online content and join discussions to learn what's important to them

Social Medias – Principles

- **Focus**

It's better to specialize than to be a jack-of-all-trades. A highly-focused social media and content marketing strategy intended to build a strong brand has a better chance for success than a broad strategy that attempts to be all things to all people.

Social Medias – Principles

- **Quality**

Quality trumps quantity. It's better to have 1,000 online connections who read, share and talk about your content with their own audiences than 10,000 connections who disappear after connecting with you the first time.

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Social Medias – Principles

- **Patience**

Social media and content marketing success doesn't happen overnight. While it's possible to catch lightning in a bottle, it's far more likely that you'll need to commit to the long haul to achieve results

Social Medias – Principles

- **Compounding**

If you publish amazing, quality content and work to build your online audience of quality followers, they'll share it with their own audiences on Twitter, Facebook, LinkedIn, their own blogs and more. This sharing and discussing of your content opens new entry points for search engines like Google to find it in keyword searches. Those entry points could grow to hundreds or thousands of more potential ways for people to find you online.

Social Medias – Principles

- **Influence**

Spend time finding the online influencers in your market who have quality audiences and are likely to be interested in your products, services and business. Connect with those people and work to build relationships with them.

Social Medias – Principles

- **Value**

If you spend all your time on the social Web directly promoting your products and services, people will stop listening. You must add value to the conversation. Focus less on conversions and more on creating amazing content and developing relationships with online influencers.

Social Medias – Principles

- **Accessibility**

Don't publish your content and then disappear. Be available to your audience. That means you need to consistently publish content and participate in conversations.

Social Medias – Principles

- **Reciprocity**

You can't expect others to share your content and talk about you if you don't do the same for them. So, a portion of the time you spend on social media should be focused on sharing and talking about content published by others.

Social Medias – Integration is the key

- Email Marketing and growing your email list
- Search engine optimization
- Event marketing (speaking and networking)
- Direct Mail
- Online ads (Google Adwords)
- Print display ads
- Sponsorships
- Mobile Marketing
- Radio/TV Ads

Social Medias – Our Strategy

- Understand Our Target, identify trends and needings
- Create content in the Blog
- Hook the Blog to Social Networks
- Identify influencers, niches and timings
- Deliver the content trough SN
- Boost message delivery
- Gather feedbacks and encourage interactions
- Analyze results: weak\strong points
- Estimate ROI

Social Medias – Our Strategy

- Facebook Page
- G+ Page
- Twitter Account
- Instagram Account

Social Medias – Our Strategy

- Customize Pages to fit Brand Identity
- Promote partnerships and synergies
- Deliver Message to Opinion Leaders
- Get 30+ likes on FB page to see insights
- Get action on cue to action

CRETIVITY!

- Identify a way to interact with your readers\customers
- Engage them! Listen to them!
- Ask to perform an action!
- Be unique!

TOOLS

- Buffer: allow perfect timings in social communications – buffer.com
- BuzzSumo: find influencers – buzzsumo.com
- Followerwonk: Twitter Analytics and influencers – followerwonk.com
- Peerindex – Social analytics, tracker and influencers – peerindex.com