

# Digital Techniques and Technologies in Fashion Advertising

## Lesson 7

# Social Medias – Increase engagement

- Adding a picture, an infographic or a photo will most likely increase your engagement rate
- +85% interaction rate on FB
- +35% retweet on Twitter

# Increase engagement – Be visual

- A behind the scenes shot of a new product
- Highlighting team members
- Old photos of team members, such as when they were children, or previous brand logos
- Asking followers to add a caption to an image
- Asking followers to share your image in action
- Holding a photo contest
- Sharing images from an industry event

# Increase engagement – Contests

- Name for the contest

A name that describes what the contest is for, intriguing and resonative. The contest name will guide the rest of the contest development process.

# Increase engagement – Contests

## Entry Mechanism

- Sweepstakes (nothing required – most common on Twitter)
- Connect (like/follow the company's social account to enter)
- Like (like a particular piece of content to enter)
- Share (share a piece of content to enter)
- Vote (state preference from among multiple pieces of content to enter)
- Create (develop user-generated content and upload to enter)

THE MORE YOU ASK TO DO, THE LESS PEOPLE WILL DO IT

# Increase engagement – Contests

## Timeline

- Set the contest timeline prior to publishing it
- Start from the end
- The ideal duration is 1 week to 1 month

# Increase engagement – Contests

## Prizes

- The prize should be tailored to attract people interested in your product or business
- Using excessively attracting prizes could result in delivering your campaign to “contest hunters”

# Increase engagement – Contests

## Rules

- The rules should be clear and easily accessible
- Take into account legal aspects



# Increase engagement – 80\20 rules

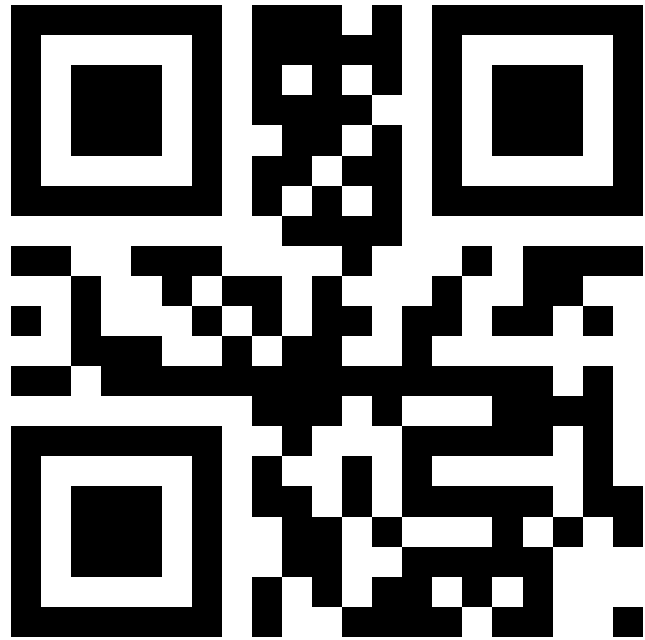
- Eighty percent of your posts should be socially focused:
- Talk about industry news
- Share articles from other people you admire
- Interact with comments and customers
- Discuss your community's concerns and questions
- Showcase events you are attending or have attended
- Cross-promote with credible people of influence
- Share past and present posts from your business blog
- In addition to this, 20 percent of your posts should be strictly promotional, talking about your products and services, with clear call to actions.

# Increase engagement – Call to Action

- Share
- Like
- Follow
- Buy

# Increase engagement – QR CODE

[the-qr-code-generator.com](https://the-qr-code-generator.com)



# Increase engagement – QR CODE

- Useful to connect offline and online marketing
- Could be used to create interactive experiences
- Not dynamic: choose the URL wisely, and understand you cannot change it

# Tracking – Short URLs

- They make links more manageable
- They can track and compare link data
- They promote sharing

# Tracking – Short URLs

- bitly.com
- Create several shortlinks for your content, named to where they are going to be delivered
- Track the performances of your campaign, and referrers

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# User Generated Content

- Comments, posts, shares, social posts
- You can “reuse” such content
- Improve the quantity of content you deliver
- Personalize your messages
- Define your brand identity, using suitable UCG