



**Promotional tools: attracting clients in
the 21st century**

Agenda

- Background information about social media marketing
- Example of a company
- Conclusion

Social media marketing refers to the process of gaining traffic or attention through social media sites



A photograph of a parking lot at night. Several blue shopping carts are scattered across the wet pavement. In the foreground, there is a pile of trash, including a white plastic jug and other debris. The background shows a building and streetlights under a dark sky. A large black text box is overlaid on the center of the image.

Brands must be fully invested in their social media marketing strategies or they will lose out on real customers

The North Face constantly evolves their social platforms

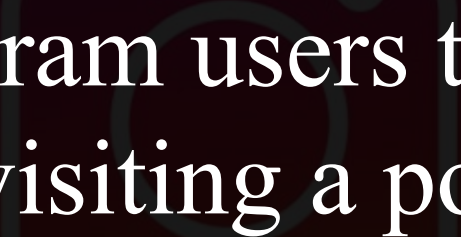
Facebook – over 3 mln likes
YouTube – over 7 mln views
Instagram – over 3 mln
followers

The North Face logo, featuring the brand name in white capital letters on a red square background, with a white quarter-circle graphic to the right.

THE
NORTH
FACE®

39% increase in e-commerce sales in 2017

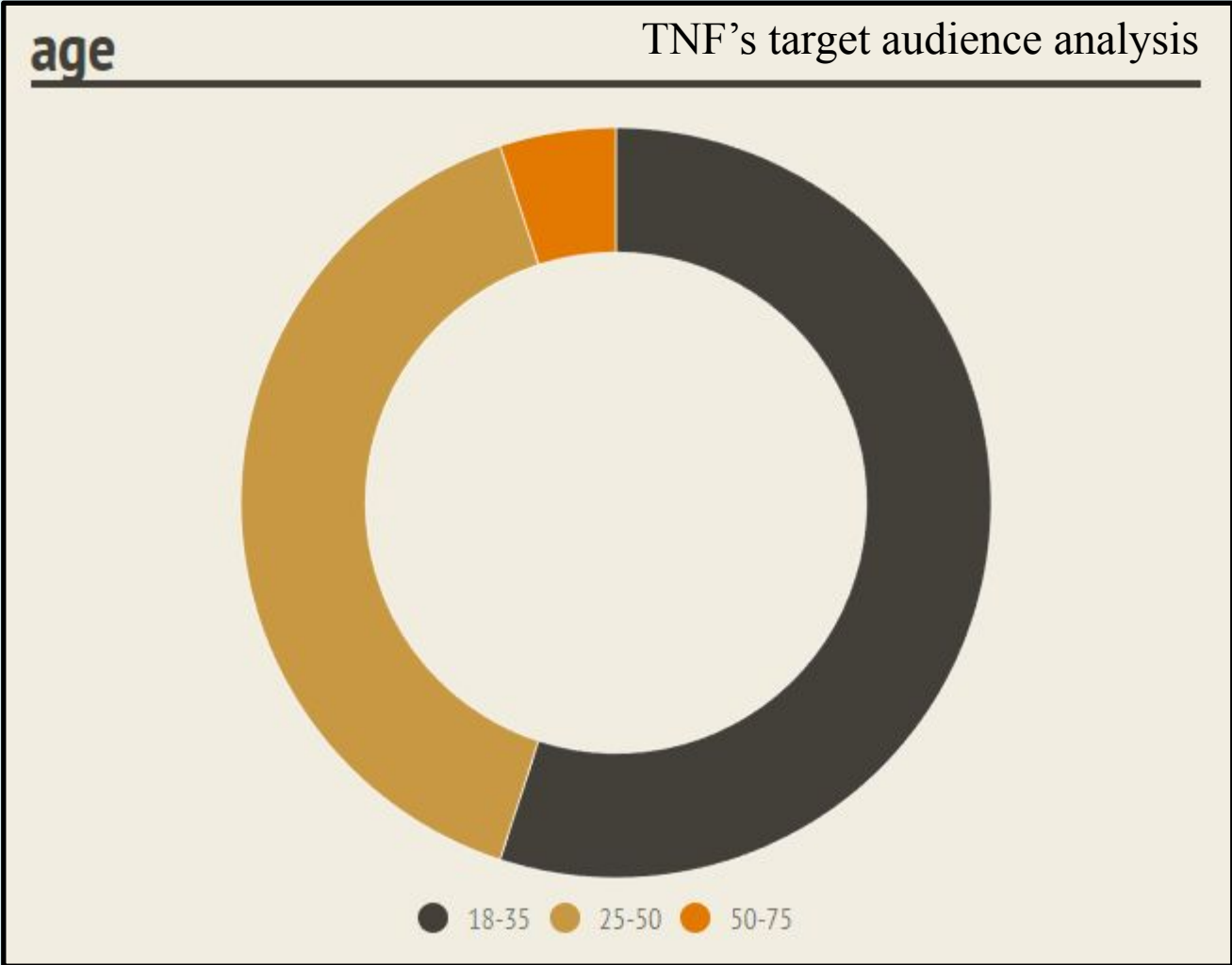
60% of users find new products on
Instagram



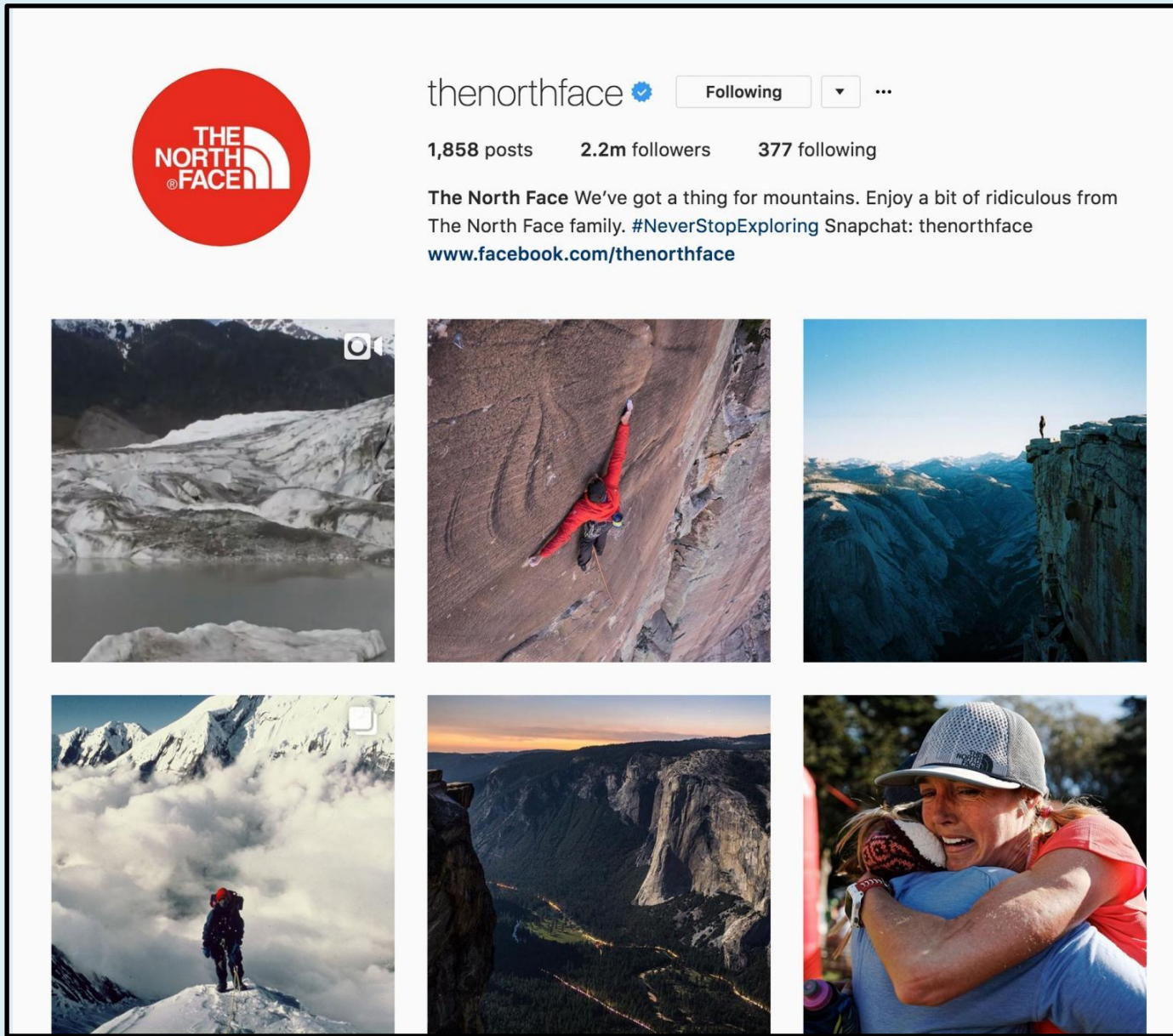
75% of Instagram users take action after
visiting a post

Customers spend 30% more money on
brands who engage with them on Instagram


90% of Instagram users are younger than 35



Instagram is the best way to show that your brand is not a soulless company and to find a common ground with your followers









The screenshot displays the Instagram profile for 'thenorthface'. On the left is the brand's red circular logo with the text 'THE NORTH FACE' and a white mountain peak icon. To the right of the logo, the profile name 'thenorthface' is shown with a blue verification checkmark. Below the name are three buttons: 'Following', a dropdown arrow, and a three-dot menu. The profile statistics are listed as '1,858 posts', '2.2m followers', and '377 following'. The bio text reads: 'The North Face We've got a thing for mountains. Enjoy a bit of ridiculous from The North Face family. #NeverStopExploring Snapchat: thenorthface www.facebook.com/thenorthface'. The main content area features a grid of six images: a glacier, a person climbing a rock face, a person on a cliff edge, a person on a snowy peak, a valley view, and a woman hugging a child.

thenorthface  Following ▼ ⋮

1,858 posts 2.2m followers 377 following

The North Face We've got a thing for mountains. Enjoy a bit of ridiculous from The North Face family. #NeverStopExploring Snapchat: thenorthface www.facebook.com/thenorthface





NEVER STOP EXPLORING™
www.thenorthface.com

71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others

“Never Stop Exploring” blog

The idea is to inspire people to participate in the extreme outdoor lifestyle that the company promotes



YouTube channel becomes the source of inspiration for lifestyle choices





Visual content is more than **40 times** more likely to get shared on social media than other types of content

In 2015 YouTube posted the figure of **50 billion** all-time views for branded content

43% of people want to see more video content from brands

The North Face: The Mountains Are Calling





NEVER STOP EXPLORING™