



**Promotional tools: attracting clients in  
the 21<sup>st</sup> century**

# Agenda

- Background info about why brands choose social media marketing as a promotional tool
- How to attract customers in the era of Internet (using one company as example)
- Analysis of the company's promotional strategy

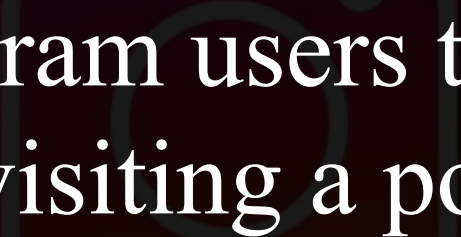
Social media marketing refers to the process of gaining traffic or attention through social media sites



A photograph of a parking lot at night. Several blue shopping carts are scattered across the wet pavement. In the background, a dark car has its trunk open. The scene is illuminated by bright, overhead streetlights, creating a stark contrast against the dark sky. The overall atmosphere is one of neglect and abandonment.

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

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  
which engage with them on Instagram



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 constantly evolves their social platforms

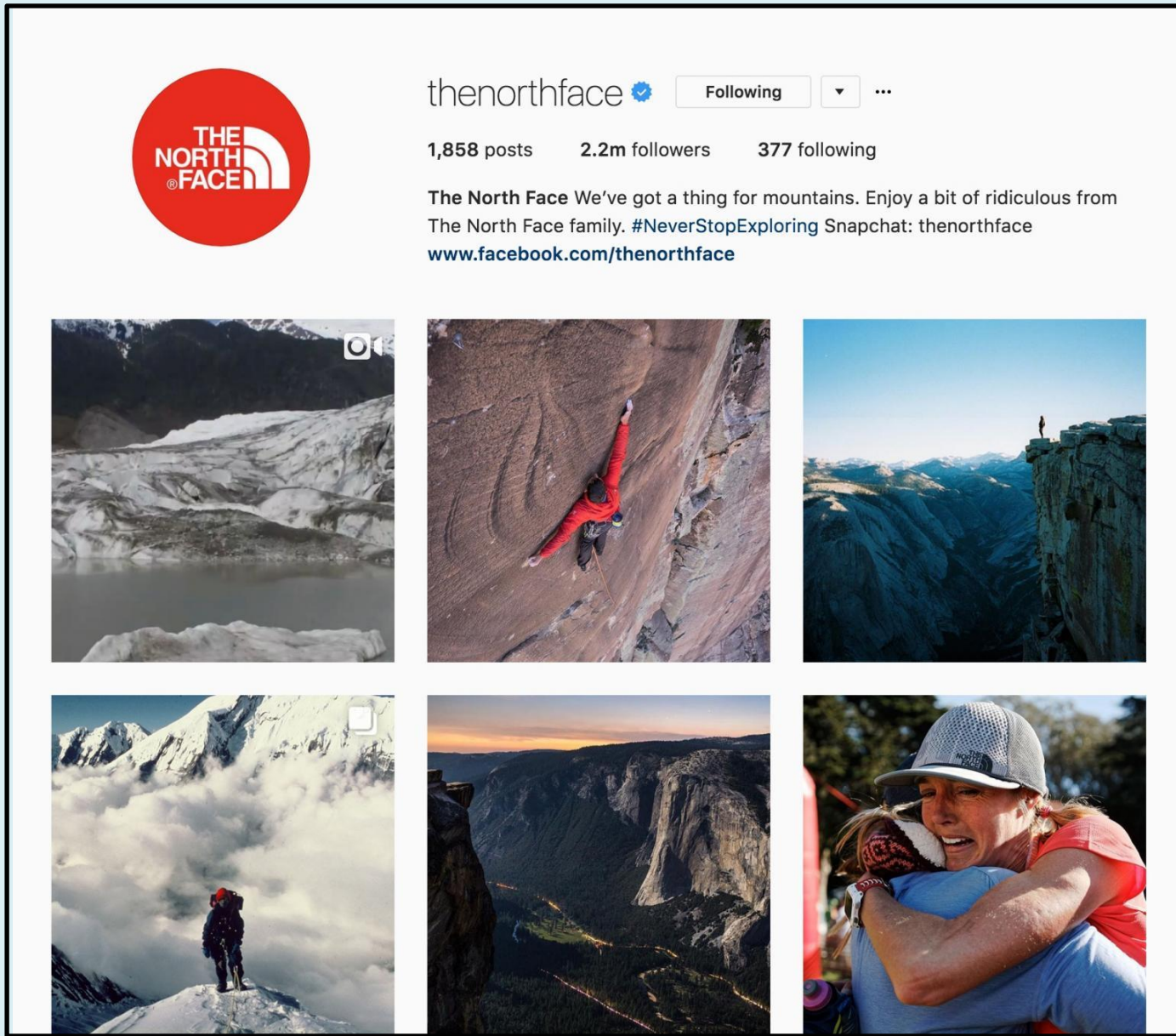
Facebook – over 5 mln likes  
YouTube – over 7 mln views  
Instagram – over 3 mln  
followers

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

# 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 shows the Instagram profile for 'thenorthface'. The profile picture is the red circular logo with 'THE NORTH FACE' text. The bio 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 profile statistics are 1,858 posts, 2.2m followers, and 377 following. The grid features six images: a glacier, a rock climber, a hiker on a cliff, a hiker on a mountain peak, a valley view, and a woman hugging a child.

**thenorthface**  Following ▼ ⋮

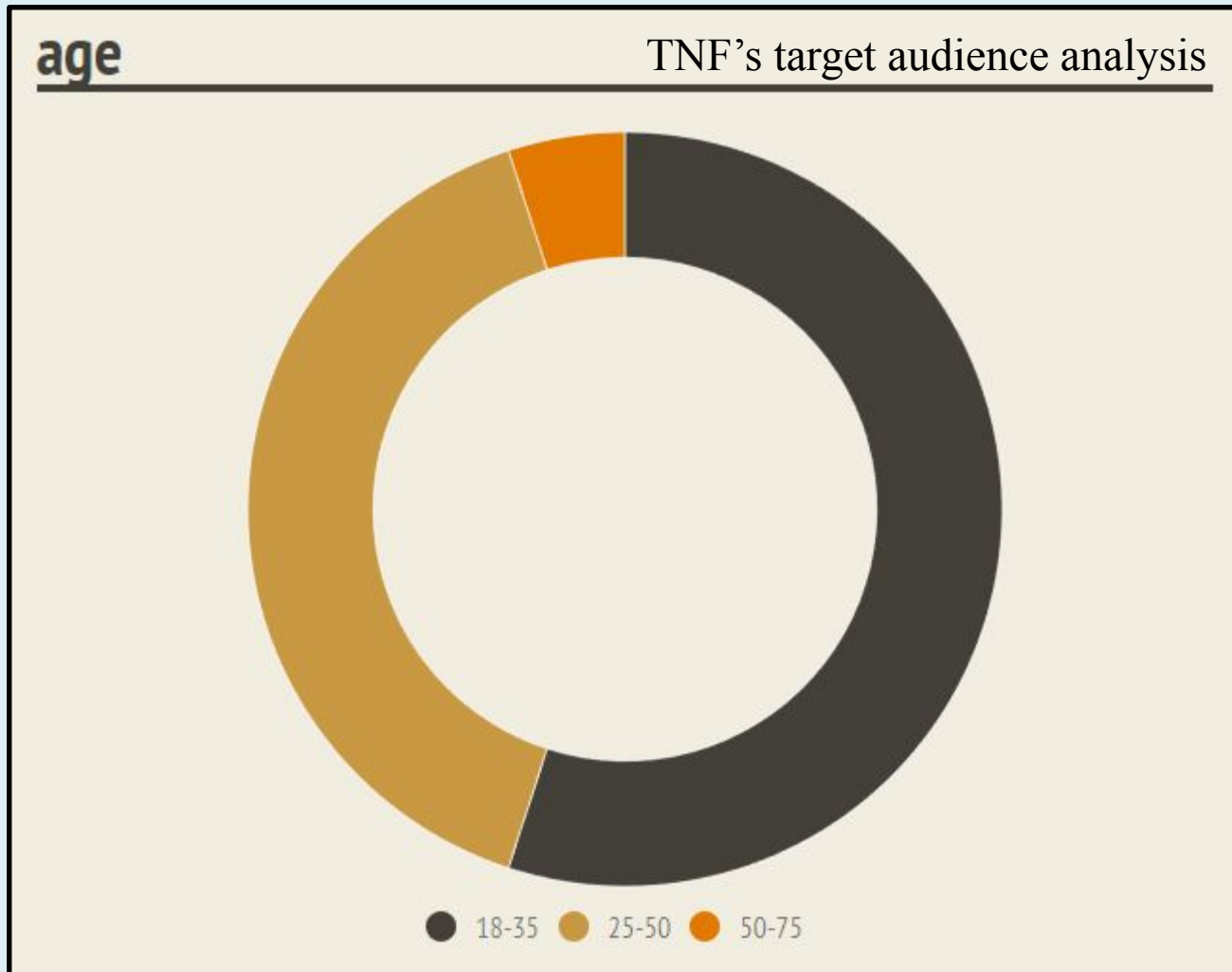
1,858 posts   2.2m followers   377 following

**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](http://www.facebook.com/thenorthface)





# 90% of Instagram users are younger than 35





NEVER STOP EXPLORING™  
[www.thenorthface.com](http://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



# The North Face: The Mountains Are Calling





NEVER STOP EXPLORING™