



Promotional tools: attracting clients in the 21st century

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





Great marketing on social media can bring remarkable success to your business

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

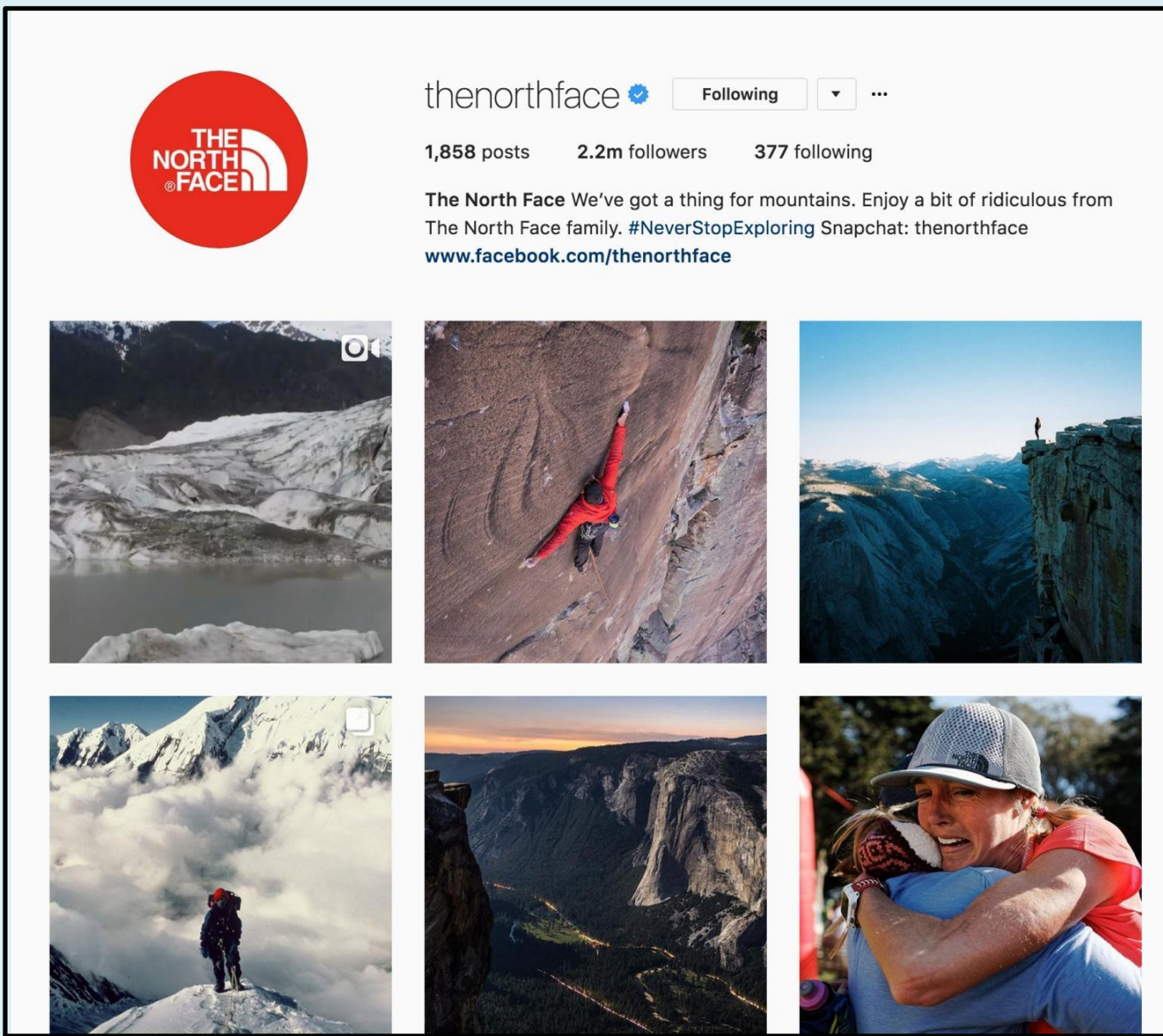
The North Face logo, featuring the brand name in white capital letters on a red square background, with a white quarter-circle graphic to the right.

THE
NORTH
FACE®




Instagram – is a service for sharing pictures and videos with followers



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 contains six images: a glacier, a rock climber, a mountain peak, a hiker on a ridge, a valley at sunset, and a woman hugging a dog.

thenorthface  Following  

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NEVER STOP EXPLORING™
www.thenorthface.com

#GearUpGetOut

The North Face has a blog called “Never Stop Exploring”

TNF ambassadors travel to some of the most untouched corners of the globe inspiring people to participate in the extreme outdoor lifestyle that the company promotes



Company's goal is to inspire the next generation of explorers



YouTube channel becomes the source of inspiration and information for lifestyle choices

The North Face: The Mountains Are Calling





NEVER STOP EXPLORING™