

A photograph of a supermarket aisle, specifically the cereal section. The shelves are stocked with various cereal brands, including Cinnamon Toast Crunch, Golden Grahams, and Nesquik. The perspective is from the end of the aisle, looking down its length. A person is visible in the distance, standing near a shopping cart. The text "Promotional tools: attracting clients in the 21st century" is overlaid in the center of the image.

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





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



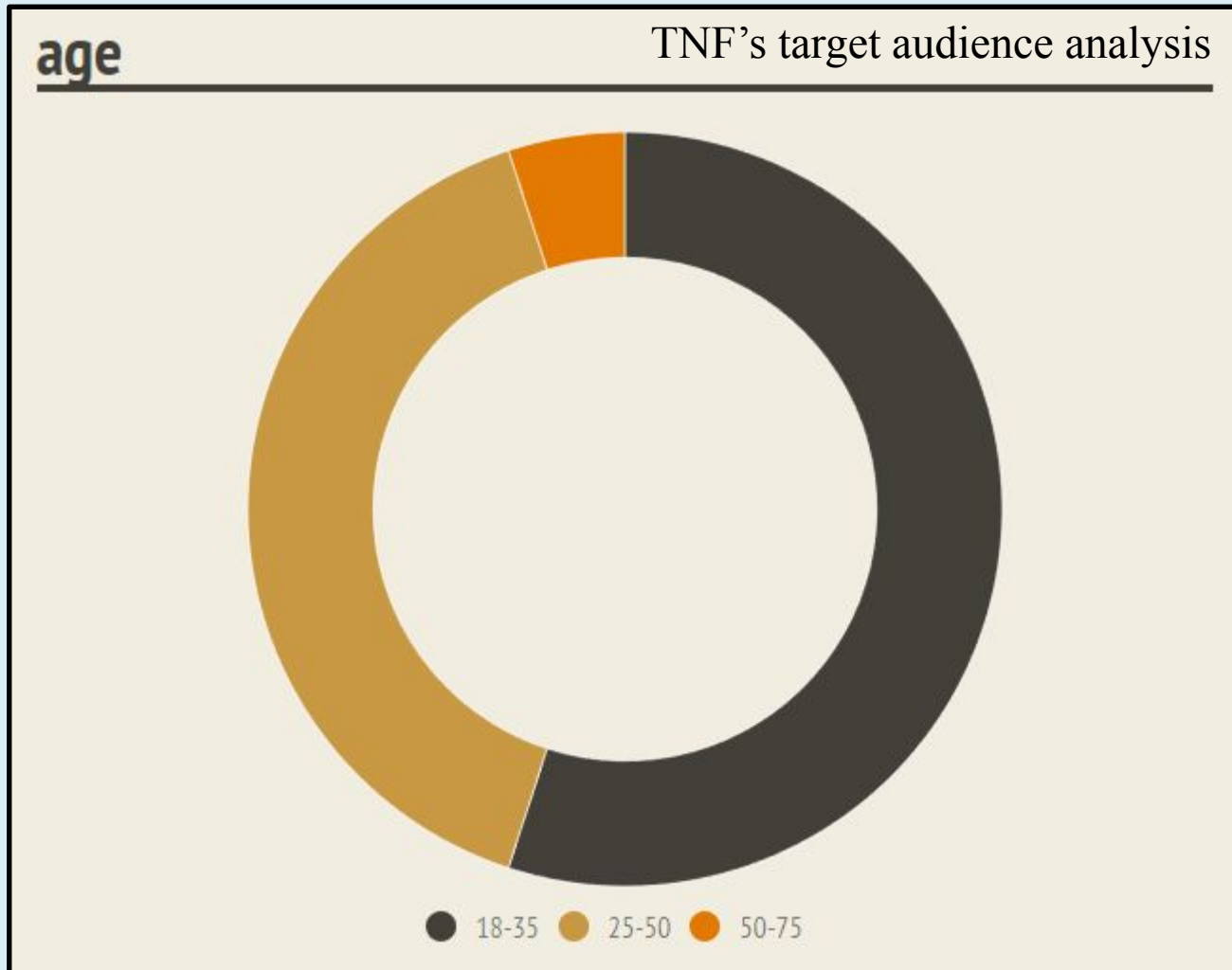
39% increase in e-commerce sales in 2017

60% of users find new products on
Instagram

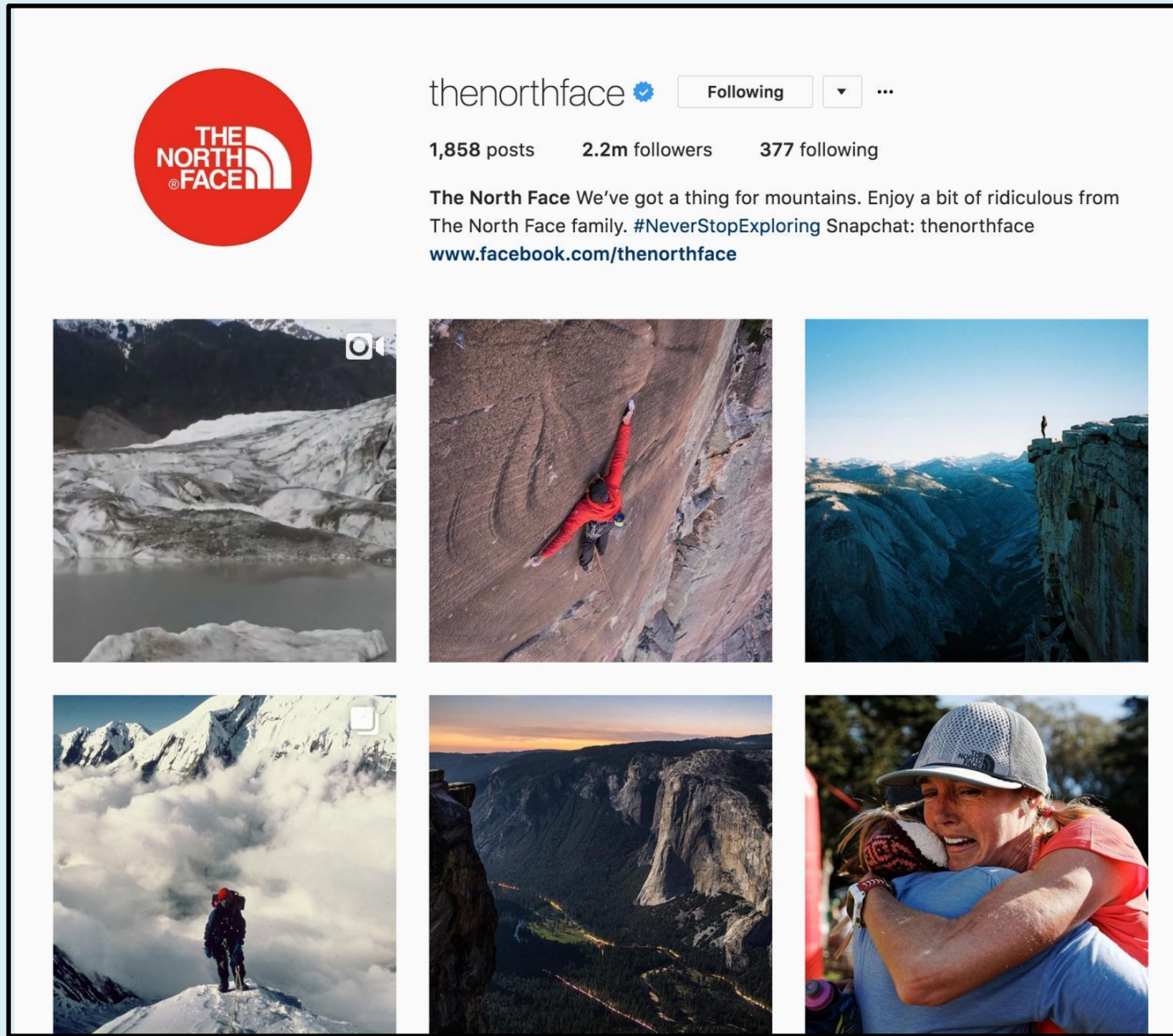
75% of Instagram users take action after
visiting a post

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





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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



