

antrikot

NO SPAM

NO OFFENCE! **SOCIAL PLATFORMS AND MARKETING**

Marketing on Social Media:
From Key Points to Key Problems

Science first.

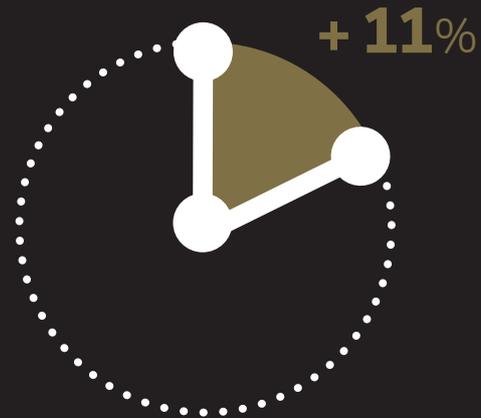
Research shows that we care more about other consumers' experiences regarding a given product than what a product itself promises us. As a result, it's these experiences with a product that interest us the most.

So thank goodness for **Social Media**, a place where we can shop for both ideas, opinions and for products.

The primary mission of marketers who want to benefit from social marketing is simple. Provide an environment in which consumers can interact with other consumers and then create the means through which to cement

this interaction. Because consumers can be encouraged to speak about, comment or share your brand or product after seeing one of your videos, images, posts or app. According to Forbes, **81% of consumers' buying decisions are influenced by their friends' posts on social media.** What's more, social media helps brand loyalty to increase.

Of course, like everything else there are certain tricks, rules and cheats to social marketing. Antrikot summarizes the tricks of social media marketing for you, in the native language of social media itself!



Fashion is so passé.

The science of marketing has seen so many online fashion trends! Once upon a time, no website would dare go live without an “intro” page. Today, nobody would waste such precious time just to enter a website. Everyone has dozens of tabs open on the same browser. Whatever they’re looking for, everyone wants to find it ASAP (You didn’t hear it from us, but the future of “native apps” on phones might not be as bright as people think.) This business boils down to this:

Doing something because “everyone else does it” doesn’t really give you any advantages online. Lots of great ideas work well the first time, and then just fizzle out – they just don’t have the same effect afterwards. **This is because the internet consumer always rewards innovation.** Brands need to sniff out the future, to not be afraid of experimenting and to be innovative. This kind of fashion will never go out of style!



“Content is king!”

Ok, what if
the king is
a moron?

Yes, content - it's king. Everyone must've said this sentence at least once. Anyone who works in social media and digital marketing thinks the same way. But what if the content produced isn't smart, fresh, or engaging enough? That's when content stops being king, puts one foot in the grave, and turns into a pathetic puppet unable to listen to what's being said.

The king then holds neither power nor a kingdom (plenty examples of it throughout history and the world of the internet!). Content is not filler material for the page to look less empty. It is not clichéd jokes and ideas that produce neither interaction nor a desire to be shared... **In order for content to be king, it**

must be original, surprising and seductive.

That's how your brand becomes king in the eyes of the consumer.

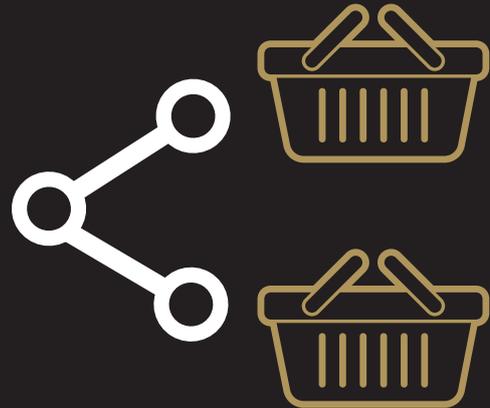


Hearsay
frequently
repeated: “Social
media doesn’t
bring sales!”

All the fun, humor and the casual chatter of social media can, at first glance, create a misleading impression to marketing professionals. One of these is the incorrect belief, held by many brand managers, that social marketing contributes to brand equity more than sales.

The truth is that people are actually more inclined to shop in the place they socialize (and not the other way round!).

You just need to know how to integrate online marketing tools with social media. Yes, social media strengthens brand loyalty when it's used "well." When it's used "correctly," it makes a significant contribution to sales.



“If content is king,
context
is God!”

Yes, content - it's king. **But the most vital thing in today's world is how you position your content, and how you spread it.** If you can't get your content ideas across various social media accounts and across the remainder of the internet, if you can't use different digital marketing tools to feed it and to grow it, if you can't get your content to soar freely, then that

beautiful content will be strangled, buried amidst the dusty pages of the history of a scroll bar somewhere and forgotten. That's why, whatever original content you create, you need a content distribution strategy before sharing it with consumers in order to produce maximum levels of interaction. Remember, the words of an emperor ring out for years and years.



Usain Bolt
is number 1
but Daley
Thompson
is a 10!

In social media, sprinters get all the applause. A nice vignette, a good app will produce interaction, get shares, and earn followers for your brand. Being like Bolt here accomplishes quite a lot. **But for a brand, the real social media sport isn't the 100-meter dash but the decathlon.**

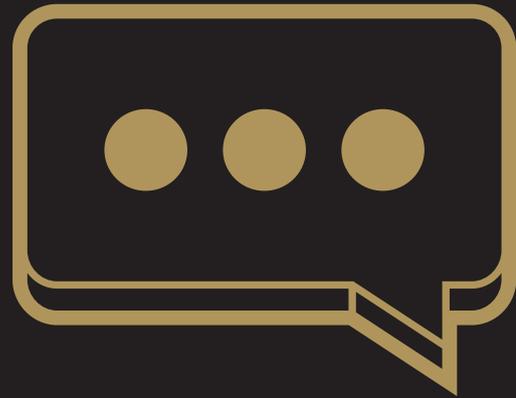
You'll need to run like Ashton Eaton, swim like him, even jump as far as him. And it still won't be enough, you've got more jumps to do. Just like in the decathlon, on social media your achievements will be measured by the scores you collect over time, along each stage. In short, once you've slotted home a few hattricks, broken some high jump world records and dunked in a game-winner then you'll be in perfect shape!



Keep your money
to yourself!
(But keep your
promises
to your fans!)

However much money you spend, you can't dominate the digital world the way you can offline. Here you can't just buy advertising spots, or place ads in newspapers, or cover billboards with your slogans and flood the social networks with your message. **Because social media can't be dominated with a brand's budget, but only with the affirmative words of the consumer.**

In fact, there's an excellent opportunity to do this: This is how you can create big business without spending a fortune. All you have to do is create interesting, seductive stories and get people to talk about these stories you've created. Eventually, you and your brand will be the talk of the town.



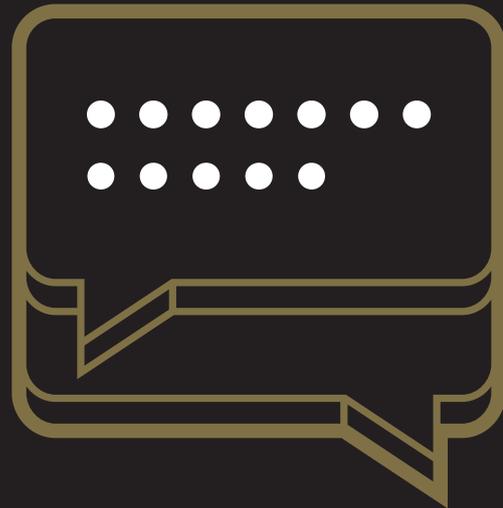
Not all that's
organic
lacks flavor.

When you think of organic, the first thing that comes to mind are the tomatoes and potatoes we see in shops and grocery stores. When these fruits and vegetables aren't the color and flavor we're accustomed to, lots of people find them gross.

But when we're talking about social media and social marketing, there's nothing like the flavor you'd call "organic."

(Those in the know understand that we're talking about "organic followers.")

They're the enthusiastic fans, the people who wake up and go to sleep with your brand, who tell everyone else about you. These are the calories, those who bring energy to the brand and flood their friends to your store. You be yourself, and stay away from attracting thousands of followers the easy way. Remember, there's no direct correlation between your sales and the number of followers you have. Instead, try to win the favor of organic followers who are loyal to your brand. On social media, stay "organic."



A friend of
my friend
is a friend!

Social media doesn't just earn friends for a brand. All the friends of every follower are also earned. Those who follow you, those who follow those who follow you, and those who follow those who follow those who follow you... In short, they're all following you.

For example, with a true audience of just 1,000 on Facebook, excellent content can immediately reach a quarter of a million people. **If you can**

be successful in getting people to talk about

your brand, then you've found the path to

turning them (and of course their friends)

into consumers of your product.



You can't keep
up appearances
on social media
without
a strategy.

Getting into social media without first setting up a strategy around your business and goals is like renting a boat without GPS and setting off for Nauru. You might have some adventures, but the only way you'll see Nauru is in your dreams. **Choosing which of the many social media channels you'll use is just as important a strategic decision as how you'll use them.**

Just opening an account across all social media channels and copy/pasting the same content along each one isn't any more of a solution than just ignoring the perfect channels that are available for your business and focusing exclusively on Facebook. The key to a good strategy in social media is "knowing yourself." Once you know your brand, you can put yourself up front and center, and stick to your brand's spirit and philosophy.



Be Cool

There's no escaping negative comments on social media. People embrace the worst of themselves, free to say anything they please. Some brands are terrified of this freedom. But there's something here to calm them down: On social media, **the "coolest" move is just be cool about it!** Deleting negative comments can be a critical mistake, as can ignoring them or believing they don't matter.

You can always turn an unhappy customer into an admirer right in front of everyone, and this happens all the time on social media. Just be open, courageous, and sincere. Don't forget to joke, and know how to take a joke when it's the right time and place. Negative comments are far from the worst thing that can happen to your brand. It's when consumers stop caring altogether that you have a problem.



Discover 'Culture Design'

Advertising is dead, but the body has not yet been found. As in J.J. Abrams' series, only some of us can see the corpse lying there. Others jump over it.

Advertising first lost its media dominance and then its authority over the consumer. Its strategies have been eroded, its tactics deciphered. Yes, the consumer wants to be entertained but hates to be tricked. He hates to be coded as A-B-C, he hates to be codified as 'better, newer, more beautiful'. He does not want to be fooled, he is tired of being deceived.

Today's consumer is looking for belonging. She

wants to find herself in the product or service she will buy. He wants to make his voice heard to the brand, to add his own interpretation to the product, to be part of a community where he can express himself.

At Antrikot, we have a unique methodology that we call 'Culture Design', which puts today's consumer at the centre. We build everything around the concept of 'culture'. We promise that we will find the most creative and contemporary solution to every problem in the field of marketing communication with the cultural elements we will create within or around the brand.



If you need powerful strategies
and original content on social media,
just click here:

sos@antrikot.co.uk

Let's talk and see
what we can do for your brand.

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