



**5** **“BIG BRAND”**  
**SOCIAL**  
**STRATEGIES**

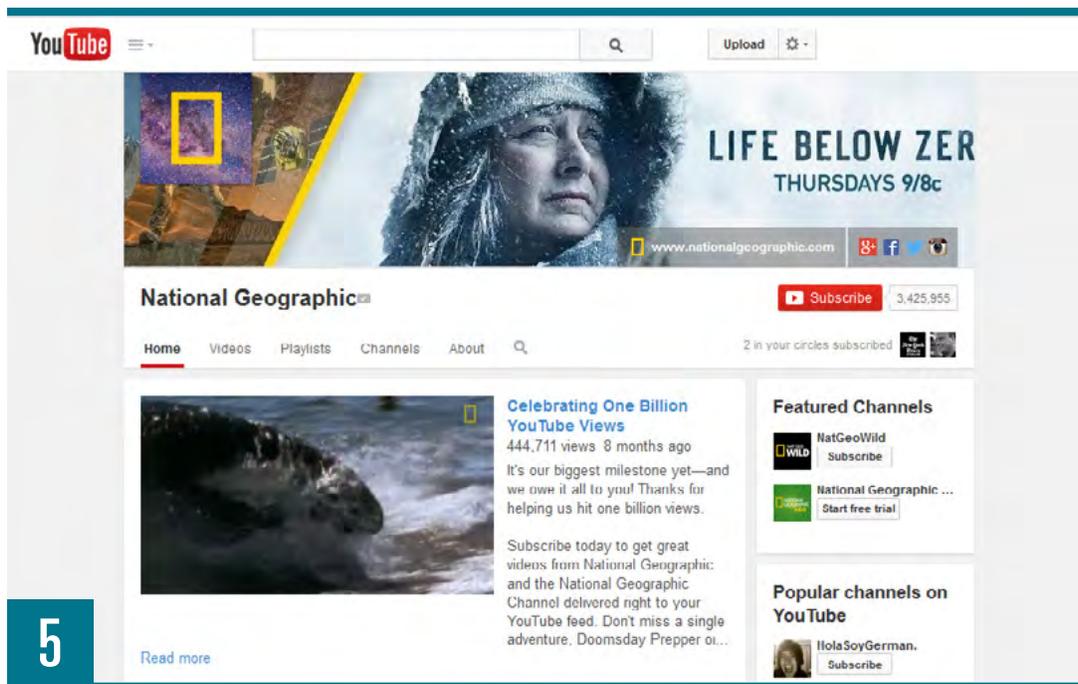
You Can Apply to  
Your Ecommerce Efforts

Social media is the digital equivalency of word of mouth—one of the strongest commerce drivers.

What tactics are the “big brands” using and how can you leverage them for your ecommerce efforts?

At the heart of social media is simple, genuine interaction between people who know each other, who might live a neighborhood away, or an ocean apart. Brands don't need to use social media to haggle with consumers, but they should be mindful about how they interact with their target audience. Genuine efforts win the day.

What follows are five big brands who are making the most of their social media efforts.



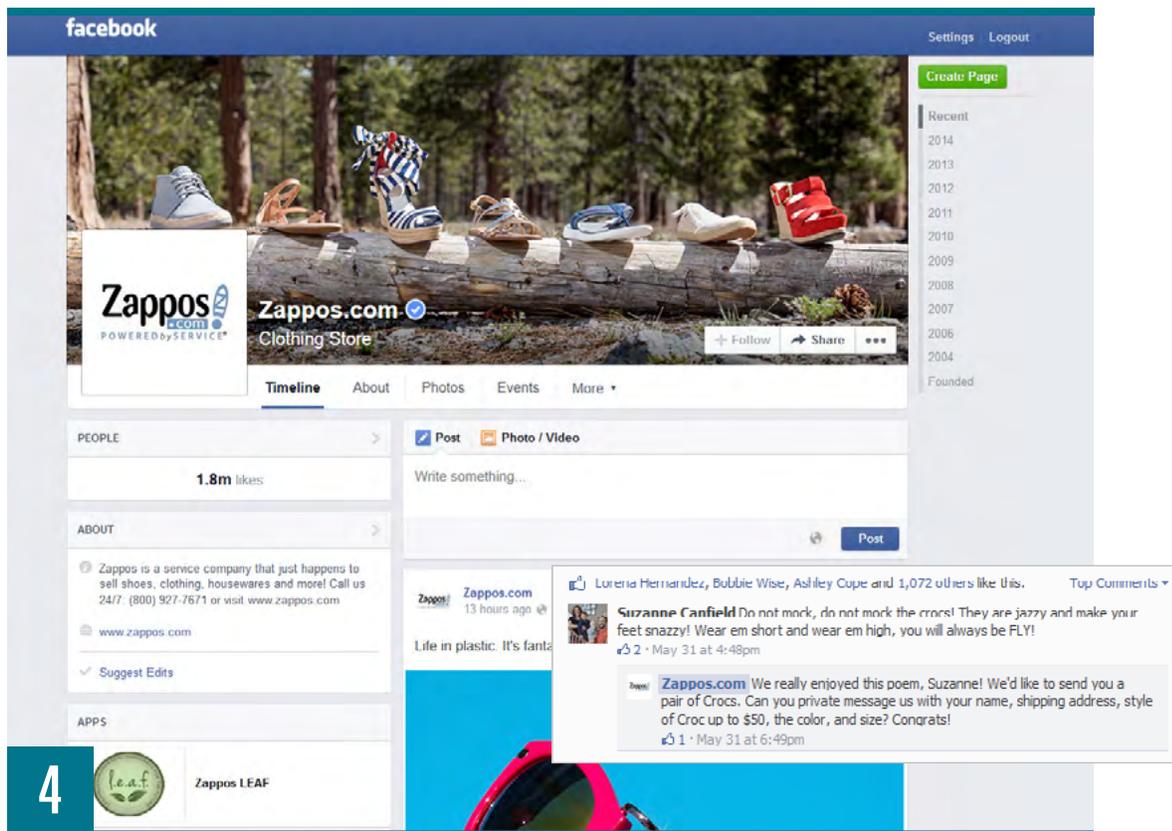
## NATIONAL GEOGRAPHIC'S YOUTUBE FEED

With 12 channels, 80,000+ videos, over a billion views and nearly 4 million subscribers, National Geographic maintains one of the most popular YouTube presences around. The brand updates its page often (sometimes multiple times per day), and the video content is top-notch.

It's easy to understand why—National Geographic brings the remote, the spectacular and the innate, fascinating curiosity we all seem to share about the world around us directly to its users' devices. The brand also provides helpful information that educates its users on important issues, like how foodborne illnesses spread and the difference between weather and climate change.

### THE ECOMMERCE LESSON: USERS CRAVE INTERESTING, USEFUL CONTENT.

What National Geographic's content doesn't do is hype and overly-promote the brand itself. Take this lesson with a grain of salt—we're aware National Geographic has access to absolutely killer content—and its production team is a-list. But that shouldn't stop your ecommerce brand from figuring out the kinds of content your users find most interesting, helpful and useful. Tap into that, and use National Geographic as a guide.

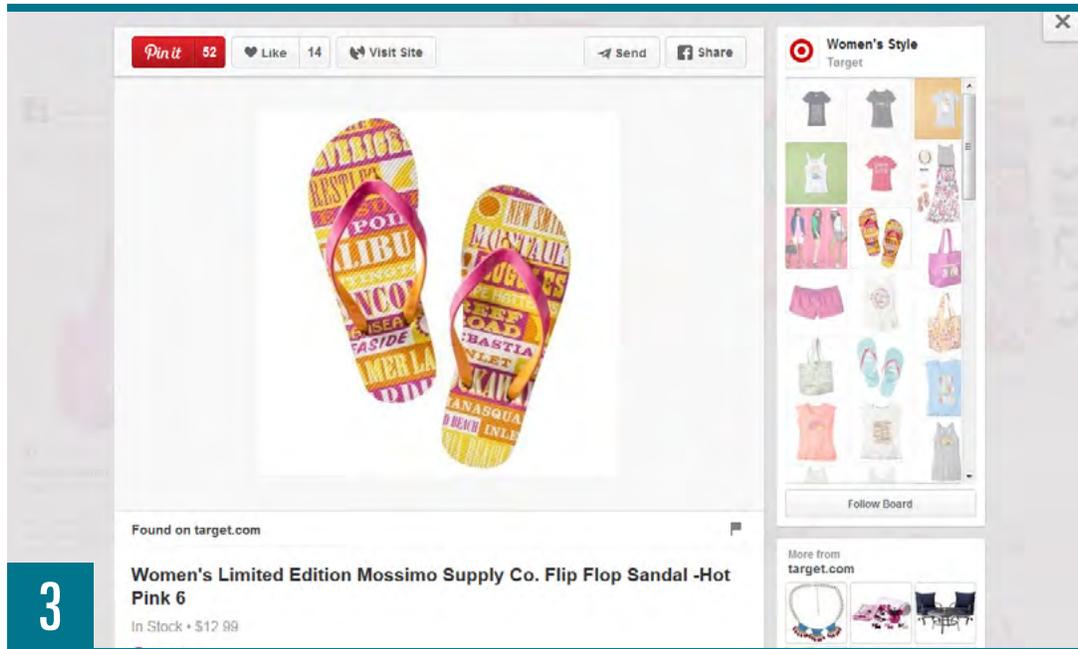


## ZAPPOS' FACEBOOK PAGE

The Zappos Facebook page is reminiscent of the old direct-mail product catalogs, with a twist—Zappos is not overly promotional of itself and it avoids overt marketing campaigns to get its message across. Instead, it's a place for the Zappos fan base to discuss and talk about the various Zappos product offerings. In essence, Zappos is making the most of Facebook's features to further its business purposes and to engage with fans.

### THE ECOMMERCE LESSON: PLAY TO THE STRENGTHS OF A PARTICULAR SOCIAL CHANNEL

Facebook is a very visual medium—and Zappos' page is full of vibrant product images. The channel is also very conversational—and Zappos never shies away from trying to engage its audience. Take, for example, the following post, where one of the Zappos fans wrote up a little diddy about Crocs; the Zappos social team was quick to not only respond back personally—but also to reward the fan with a pair of the shoes.



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## TARGET AND PINTEREST RICH PINS

In 2013, Pinterest introduced “Rich Pins.” Rich Pins contain certain information relevant to a consumer, including ratings and reviews for movies, and real-time inventory and pricing information for products.

Rich Pins work naturally within the social media platform because Pinterest is, essentially, a collection of user-generated catalogs. Pinterest users create boards based on their interests: apparel-specific boards populated with outfit ideas, recipe-specific boards populated with recipes, etc. The social media platform also updated its API to allow retailers to use real-time Pinterest data to see which products are getting the most pins—a widget for trending products.

Brands were paying attention, but so far, Target has managed to best capitalize on the feature, utilizing the trending-products widget tool and essentially creating an entirely new shopping experience for its customers. Reports indicate Target saw a 70% increase in visits from Pinterest after creating Rich Pins for its products.

### THE ECOMMERCE LESSON: CAPITALIZE ON SOCIAL COMMERCE OPPORTUNITIES BEING CREATED BY THE SOCIAL COMMERCE SITES

Pinterest—like other social channels—is always looking for ways to make social commerce possible, easier and more user friendly. Brands need to pay attention to these new developments and capitalize on the opportunities they offer—sooner as opposed to later.



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## STARBUCKS: TWITTER- AND MOBILE-BASED MARKETING

Starbucks began accepting mobile payments through an app it developed in 2011. Reports indicate that mobile purchases account for about 10% of in-store purchases from the coffeehouse giant.

In late 2013, Starbucks took mobile and social functionality a step further by enabling its customer base to buy friends a coffee via Twitter. Through the @Tweetacoffee campaign, Starbucks brought in a \$180,000 return over a short span of time—a couple of months.

### THE ECOMMERCE LESSON: DIRECT RESPONSE MARKETING WORKS IN SOCIAL

By capitalizing on the user's mobile-readiness, creating a fun, easy and unique way to gift coffee and carrying a popular product, Starbucks demonstrates that social media can be leveraged to see positive returns from direct response marketing.



## COCA-COLA: ALL THINGS SOCIAL

Coca-Cola—obviously one of the biggest brands on the planet—has no need for building brand awareness, building an audience or generally staying top-of-mind with them. So what’s the lesson here?

### THE ECOMMERCE LESSON: BE ACTIVE; BE COHESIVE; FOSTER YOUR COMMUNITY

Coca-Cola exemplifies the primary social directives: to stay active/relevant, to maintain a cohesive brand presence and to be fun—to foster the community. As one of the official partners of the 2014 World Cup, Coca-Cola has updated the design on each of its social properties to advertise this fact. The brand is one of the best in the business at crowdsourcing and leveraging influencers to help maintain social content—and the company actively replies to its fans via direct engagement.

Activity, cohesive brand presence and direct engagement are not only best practices for social media—they’re the trifecta of a solid customer-service foundation and can form the heart of your ecommerce efforts.

You don't need to be a big brand to make the most of your social media—but it helps to pay attention to what they're doing so you don't have to recreate the wheel. Social media is tricky to nail down, and if you need help, look no further than Oneupweb—we're a full service digital marketing agency who has been helping brands with all of their digital marketing efforts for nearly 20 years. Give us a shout—let us know what you'd like to get social with.

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## ABOUT ONEUPWEB

Oneupweb is a 20-year innovator in digital marketing, creating strategy- and research-driven online marketing for clients of all sizes. Our award-winning work involves web design, content marketing, paid media, social media, inbound marketing and more.

Heralded by our clients for our leadership team, work ethic and experience, Oneupweb has received a number of industry accolades, including multiple *Addy* awards, a *HOW International Design Award* and being named a Top 25 Search Marketing Agency by *Advertising Age* for five consecutive years.

Oneupweb is a privately held company located in Traverse City, Michigan. For more information on Oneupweb, please call 877.568.7477 or visit [OneUpWeb.com](http://OneUpWeb.com).



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