

WHY BRANDS ARE FRIENDLY ON SOCIAL MEDIA AND WHAT SHOULD WE DO ABOUT IT?



WRITTEN BY
ARTEMIY NEFF



A long time ago in a galaxy far,
far away....

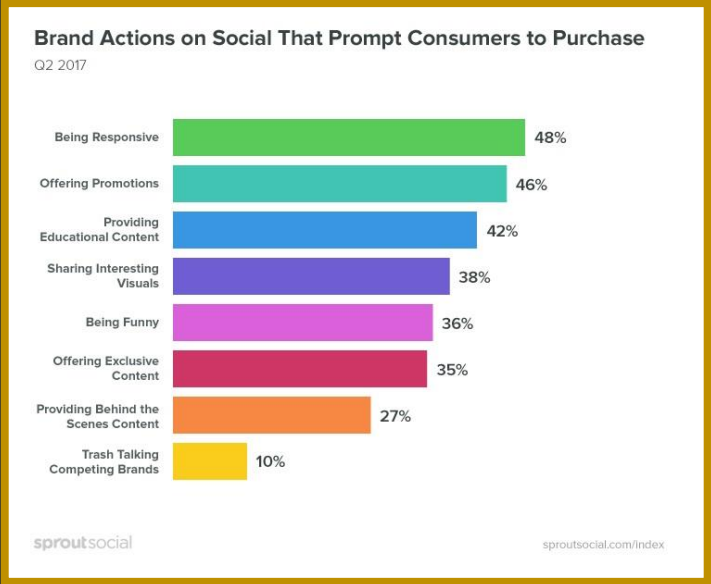


But it was just the beginning. During past 7 years a lot have changed, and now all brands use Social Media to engage with their customers.

SO, WHY DO THE BRANDS USE SOCIAL MEDIA?
TO MAKE MONEY
WHY ARE THEY FRIENDLY AND RESPONSIVE?
YOU WANT THEM TO BE FRIENDLY



The statistics is impressive but what is more impressive is that this is exactly how you (or any other customer) look for your favorite brand. Not being able to recognize personal preferences, companies use **big data** to analyze the behavior of an average customer.



HOW TO BE SUCCESSFUL IN SOCIAL MEDIA IF YOU'RE A BRAND – EASY GUIDE

Based on
Neil Patel's Blog

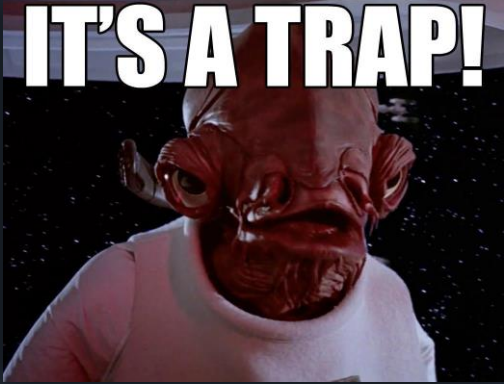
THINGS TO DO:

- ☐ Include 'Social Proofs' (likes/shares counters)
- ☐ Use Happiness in your headlines
- ☐ Focus on what user loses if he doesn't click
- ☐ Create excitement by promising to spill the secrets
- ☐ Make your audience feel special and start your relationship with influencers by giving

Ian Bogost, the contributed editor in the Atlantic, shares his story about the Comcast sending him 10 pizzas as a response to his Twitter joke. He claims that **brands' behavior is highly manipulative** because, after these small gifts, customers tend to feel obliged in some way and become loyal customers without any intention.



TRAPS ARE SET EVERYWHERE, NOT ONLY IN SOCIAL MEDIA!



We can't forbid brands to be friendly on social media the same way we can't forbid them to place attractive smiling letters on their products. Does it mean that consumers had already lost the fight? My point is, no matter if you think that brands are manipulating customers or not, you benefit from the persistence of brands in social media.

TWO WAYS TO BENEFIT



Market competition will help you in the long-run

Learn more about marketing strategies to take advantage right now



BRAND-CUSTOMER INTERACTION ISN'T A WAR,
IT'S A GAME WHERE BOTH SIDES WANT TO BENEFIT