

3.4.5: Spotlight Products

Learning Objectives

Use social media to spotlight products

Many of the themes covered in the recent pages are similar: we work to use real, compelling, and authentic narratives to promote interest in our organization or a given product or service, or to increase interaction with and between customers.

The key questions to consider:

1. Is the message or post authentic?
2. How easy have they made it to interact?

Netflix

In Figure 1, Netflix leverages their data analytics for viewership to make a tongue-in-cheek exchange:

To the 53 people who've watched A Christmas Prince every day for the past 18 days: Who hurt you?

— Netflix (@netflix) December 11, 2017

Note that this single tweet was liked over 450k times, and retweeted/shared over 115k times! This [Tempesta Media blog post discusses using humor to drive social media interest](#). Humor is an effective way to reveal the “story” of your brand, or in other words, the human side of your business.

Netflix also takes advantage of multimedia in this tweet spotlighting their new Facebook service, Recomoji, which sends users recommendations based on the emojis you send.

We took “What Are You In The Mood To Watch?” a little too seriously. Try it now: t.co/PFvjwfrl0Wpic.twitter.com/upBY46TEI9

— Netflix (@netflix) July 17, 2018

Kohl's

Another good example is [Kohl's' Instagram feed](#). In their feed, they highlight outfits of the day (using the #ootd hashtag to up their visibility by non-followers). Not only do they put together a cute look using items that can be found in their stores, but they also use these posts to highlight savings available in stores.

[View this post on Instagram](#)

Oh hi, new favorite #ootd. 🍷 Save 15% on it through 7/22 + earn \$10 Kohl's Cash for every \$50 spent through 7/22. (Redeem 7/23-29.)

A post shared by Kohl's (@kohls) on

Jul 19, 2018 at 8:34am PDT

Beyond their #ootd posts and other product posts, Kohl's spotlights customers and looks that their customers have purchased at the store, giving followers someone to relate to.

Recall that “the human side” of the business was something recommended in one of our previous pages on authenticity. In years past, advertisers used to argue that a brand should create a fictional “perfect” image. The famous Marlboro Man suggested that those who smoked Marlboro would take on the tough and macho air of the man himself.

The compelling story was not necessarily about being authentic but rather about being delivered from (maybe) a dreary life into something exciting and adventurous. But the Marlboro Man is not subtle or real enough for today's wiser, media-saturated

consumers. They want reality but expressed in engaging and fun ways; in short, they want humor.

The most effective tweets play on a simple and authentic interaction around core pieces of a company's brand.

Contributors and Attributions

CC licensed content, Original

- Spotlight Products. **Authored by:** Freedom Learning Group. **Provided by:** Lumen Learning. **License:** *CC BY: Attribution*

3.4.5: [Spotlight Products](#) is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.

- **10.5: Spotlight Products** by Nina Burokas is licensed [CC BY 4.0](#). Original source: <https://courses.lumenlearning.com/wm-businesscommunicationmgrs>.