Costa Company Social Strategy

Name:

Institution:

**Introduction**

It is no longer a question of debate that social media is essential for every business that wants to remain visible and relevant in the today’s market environment. If a business is not utilizing social media, then they are missing out on huge opportunities because it increases exposure. However, getting started with social media marketing can be a daunting task, even something as simple as selecting a social media platform can seem challenging, like in the case of Costa Company. There are many social media platforms to choose from, and it is all about determining which one will result in the right exposure and target the right audience. The two social media platforms that Costa can utilize to become relevant in the market are Yelp and Facebook.

Yelp is a social media platform that allows a company to spread the news about their business and connect with the right target audience through their pictures, profiles, advertising, and reviews (Hicks et al., 2012). Yelp helps businesses to improve their exposure and for customers to find what they want. Allowing both business leaders and customers to communicate with one another is what sets Yelp apart from other platforms. Yelp is an online community of businesses, and through customer reviews, it can affect a company’s market easily more than traditional media. At this time, Costa is in dire need of growing its market and remaining relevant in the clothing industry. At this point, it can set up a Yelp account, create a gallery of pictures, and connect with their target audience following their profiles while responding to their reviews. While Yelp is good for a business, it has its drawbacks; for instance, customers who do not use the platform will not be able to offer their reviews and also it can be challenging to attract business partners because the platform is consumer-based.

With the Yelp platform, businesses can target the right customers and customers can also find the companies they want to purchase products from at any time. For Costa Company, the best marketing strategy to utilize while marketing on yelp is the use of brand advocates. Brand advocates are a company’s most loyal and trusted customers who don’t just purchase products, but also sell them. These brand advocates can yelp about a company’s products by leaving five star reviews, talking up the business in social networks and online communities, and defending a business from detractors (Fulgoni, 2015). In the today’s online environment, customers are smart and they no longer want to follow advertisements or false promotions. They buy products through recommendations and product reviews on a company’s social platform. Brand advocates are the best avenue to spread the word about a company’s product for they act as cheerleaders.

The second platform that Costa can utilize for its business is Facebook. Facebook is good because it has the largest number of active users 61% of whom are American males and females aged between 25 to 54 years (Diamond & Haydon, 2015). Costa is a B2C company that sells directly to customers and it also sells branded clothes. Considering that Costa is a fashion company and targets upper middle class males and females of ages 25 and above, Facebook is the best fit platform to market its products. Facebook offers opportunities for a business to generate leads, and a business can customize their advertising to target specific audiences. It also offers a business with a chance to establish relationships with customers and business partners, and this is effective in turning leads into followers. Another significant aspect about Facebook is that a business can reach a larger number of people. While Facebook offers an excellent way of marketing online, it also has drawbacks such as increased competition, advertising costs, and lack of professionalism.

When marketing on Facebook, the best strategy that Costa can utilize is the use of brand influencers. Social media influencers are individuals who have a reputation in what they sell regarding their knowledge and expertise. In this case, Costa can utilize fashion models to market their clothes on Facebook by detailing how to wear them. Models have the reputation of wearing fashionable and branded clothes, and thus, they can generate a large following enthusiastic about the products. Facebook influencers work because of the high amount of trust they have established with their large following, and positive reviews and recommendations from them serve as a social proof of one’s business to potential customers (Fulgoni, 2015). Since Costa is looking to increase its exposure and expand its reach, collaborating with Facebook influencers will be an effective way to achieve that objective.

**General layout for implementation**

The idea behind implementing a Facebook influencer strategy is the same on other platforms, and here, one begins first with identifying an influencer to work with. A business should identify influencers based on their relevance and online reach. After the identification, the business brand reaches out to the influencer through calls, messaging, or emailing. After reaching out to the influencer and coming to an agreement, the brand should set goals for the online campaign related to website traffic or social media engagement to expand its reach. According to local consumer review survey, 85% of consumers trust product reviews recommended by influencers (Murphy, 2020). The Facebook influencer will then create a specific number of posts regarding the brand’s products; for example, they may post a picture wearing a branded cloth or share videos shopping at Costa Company. Since the content is coming direct from the influencer, it can be easy to get a large audience interested in the product.

For Yelp marketers, online reviews from brand advocates sounds like an unending book. They are a company’s golden ticket to expanding their audience reach. The first step when implementing this strategy is to set goals and plan ahead. For instance, Costa can set the goal of gaining exposure and reach through brand advocacy by 20%. The second step is to identify and get brand advocates on board. One can use their passionate and loyal customers as their brand advocates, and they can do this by offering coupons and discounts for those that enter reviews and communicate with them to become the company’s brand advocates. After acquiring brand advocates, the business should focus building relationships and keeping them engaged to champion the company’s products. One can do this by giving them incentives and adding value to their experience to stay dedicated to the company (Fulgoni, 2015).

**Technographic groups**

In the today’s online environment, what consumers say about a brand matters. Thus, understanding the type of consumers to target in a business is essential, and this can be done following the social technographic profile. The social technographic ladder places every individual into seven distinct rungs based on their personas. For yelp users, Costa can target critics on the technographic ladder to establish its online presence. Critics rank third on the ladder, and they represent consumers who respond to content that is published online, and they do this by commenting on a post or posting a review. Critics influence social media marketing because their comments elicit responses from creators. In this case, Costa should listen to their critics on Yelp and give them feedback on their products to evaluate how values in the platform lining up. The contributions of critics keep the business honest and always focused on producing quality products.

The other platform that Costa will utilize to market its products is Facebook. Just like Yelp, Costa will have to understand its target audience on this platform to know where to focus their energy on the technographic ladder. On Facebook, Costa can target conversationalists, who rung second on the technographic ladder. This group of consumers updates and share statuses to support business goals. These consumers have a large following and are highly influential. While the demographics in this rung are attractive, the most significant aspect is the impact of their statuses on Facebook, especially when they are referring to a company’s products or services. According to Ray 2010, 83% of conversationalists reported that most of their family members and friends online ask for their opinion before buying goods online. Costa, can thus, engage with conversationalists on Facebook to promote their work through their status updates.

**Connection between strategy, platform, and technographic groups**

There exists a strong conncetion between platform, strategy, and technographic groups. Platform is the means through which a business will market its products while strategy refers to the plan of action involved in marketing. Technographic groups are the people to whom a business markets its goods. There are different social media platforms and how a business can leverage its marketing is essential. It is significant for business marketers to understand their brand and positioning in the market. The strategy that a business utilizes should, therefore, fit within the established brand identity. When coming up with strategy, it should align itself within the technographic group because they are the target audience. It is thus, virtually crucial for a business to understand its audience and create a marketing strategy that will engage them appropriately (Ray, 2010).

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