
UNIT 7 ROLE OF SOCIAL MEDIA IN FASHION COMMUNICATION

Structure

- 7.1 Introduction
- 7.2 Objectives
- 7.3 Who Should You Study Social Media?
- 7.4 Concept and Definition
 - 7.4.1 What is Social Media
 - 7.4.2 Shift in understanding the medium
 - 7.4.3 Criticism and Acceptance
 - 7.4.4 Check your Progress 1
- 7.5 Various Kinds of Social Media
 - 7.5.1 Social Network
 - 7.5.2 Media Sharing Networks
 - 7.5.3 Discussion Forums
 - 7.5.4 Bookmarking and Content Curation Network
 - 7.5.5 Consumer Review Networks
 - 7.5.6 Blogging and Publishing Networks
 - 7.5.7 Social Shopping Networks
 - 7.5.8 Interest based network
 - 7.5.9 Others
 - 7.5.10 Check your progress 2
- 7.6 Role of Social media in Fashion
 - 7.6.1 Instagram
 - 7.6.2 Twitter
 - 7.6.3 Facebook
 - 7.6.4 Pinterest
 - 7.6.5 Youtube
 - 7.6.6 Check your progress 3
- 7.7 Future of Fashion through social media
 - 7.7.1 Influencer marketing
 - 7.7.2 Branding in social media
 - 7.7.3 Blogging and Vlogging
 - 7.7.4 Check your progress 4
- 7.8 Let us Sum Up
- 7.9 Check your Progress: The Key
- 7.10 Further Reading

7.1. INTRODUCTION

Social media has become an integral part of our everyday lives. It is the quintessential means of connectivity of people across the world. The internet is not new to all of us, but it is perpetually evolving and as a means of communication it has become an extension of human behavior. Many of us are giving up traditional media in favor of social media.

Phone calls may not have become redundant but a chat app is preferable, especially for the young. Millennials and Xennials have adapted to this change of technology even faster, using social media to make their everyday decisions. What to buy, what clothes are trending, what accessories to use with what looks? All these decisions are being made by the tech savvy generation through social media.

Fashion brands have recognized this behavior and are capitalizing on this medium. Even the luxury brands have changed their stance of exclusivity and made their wares available and accessible to everyone by using promotional strategies on social media platforms.

It is then even more essential to understand how social media works, how brands can communicate their ideas using these platforms with optimum understanding of social interactions and global trends.

This module focusses on looking at the different social media platforms, their strengths and shortcomings, and how the fashion industry is using them as an asset to collect and dissipate information.

7.2. OBJECTIVES

After going through this unit, you should be able to:

- Define what is ‘Social Media’ and the various popular platforms of social media.
- State and define the numerous concepts used by fashion brands and how they use social media strategies to attract consumers of today.
- Explain the relationship between the fashion industry and its communication on social media.
- How the modes of blogging and vlogging have changed the way fashion brands are marketed as opposed to traditional marketing.
- Understand what and who are influencers and influencer marketing in the fashion industry.

7.3 WHY SHOULD YOU STUDY SOCIAL MEDIA?

There is a general consensus that the use of social media as the primary mode of consumption of news and media in general has increased. The fashion industry has adapted to this change and adopted social media strategies to engage their potential customers and consumers directly instead of relying on the traditional advertising platforms. Media like billboard advertisements, posters, and print newspaper, magazine and television commercials had the advantage that the advertisers had complete control over them. There was no feedback per se. However, with the advent of social media, regular average customers, consumers of the campaigns can post feedback. And this feedback is almost immediate in the form of comments, whatever platform you choose. This mass availability is because of the increased utilization of online networking in the last decade. Online networking is an ongoing progress that transcends international borders. This has greatly affected how purchasers interact with the fashion businesses. Internet based lifestyle has made sure of new channels of publicizing for fashion houses to reach their target markets. Instagram, Facebook, Twitter, Pinterest, and in the last few years even YouTube, are all part of this social media game. When a brand posts online now, it can use various ways to do it. Whether they want to post styled photographs, videos, interactive digital art, mix media, audio visual media or text posted visually – all these are part of the social media strategies that are utilized by brands today.

7.4 CONCEPTS AND DEFINITION

7.4.1 What is social media?

Social Media can be defined as Online communication channels that build on the society dedication to interaction between communities, based on their inputs, which includes but is not limited to content sharing.

Websites like Facebook, Snapchat, Instagram, YouTube, Twitter all come under the umbrella of social media. These websites have also now converted to mobile based applications (apps) with the advent the multi utilitarian device and the growth in mobile technologies. They can help people communicate across the world with forums, personal connect, microblogging, video sharing, social bookmarking, image sharing etc. It allows ‘one to one’ or ‘one to many’ interaction via the internet.

7.4.2 Shift in understanding the medium

The global financial crisis that hit the world in 2008, saw a decline in the consumption of luxury goods, hitting the fashion community pretty badly in the process. Sellers needed to now concentrate on classic strategies to recover their lost market, as shoppers were less inclined to spend their money that show opulence, especially as disposable incomes were at risk and people were struggling just to keep their jobs. Not willing to take risks, the populace refocused on genuine and classic pieces rather than investing in avant garde fashion items. The advertising

techniques and strategies have changed, the essential style continues as before, everyone is trying pulling in and holding on to clients.

Fashion brands reworked to reshape their advertising methodologies to gain the shopper's attention, the age of social media. The paradigm shift from traditional mediums of advertising and promotions to electronic media on the internet happened at this very time.

7.4.3 Criticism and acceptance

Because of the interactive quality of social media and the immediacy of the reactions, the fashion industry used to believe that it could be damaging to the business. The most feared aspect of it was the negative reaction and criticism of people that brands would have to face for their products or designs. But labels soon realized that this also allowed for them to reach a larger audience. While traditional media and even pop up ads are controlled by the brand, PR agency or the brand's agency, Social Media is controlled by its users and participants. Brands realized that lasting relationships with consumers can be built through it, at the push of a simple image. Word of mouth was easier to achieve on social media with understanding the global consumer behavior. Your reach did not need to be localized. A more diverse group of people can be engaged and drawn to brands with good strategies with fewer restrictions than print or traditional media.

Consumer decisions are easier to influence with balanced portrayal of brands, especially the fast fashion brands like H&M or Zara. Conversations and interactions of social media help consumers enter the purchase funnel more easily. It has been observed that fashion consumers corroborate with the social circles, on social media, what they have learnt through promotions and advertisers through traditional means.

The internet has also allowed more accessibility for consumers. Many brands have started delivering offshore through their websites or through websites like Amazon, Flipkart, Snapdeal etc. People also have more access to the advertisement itself as they don't need to go out and buy fashion magazines to consume and access imagery. They are able to view latest trends through Instagram influencers, and talk about the latest fashion events on Twitter. Comment and network building apps, plugins like Disqus allow immediate feedback on collections and celebrity fashion also trickles down much faster through worldwide network apps like Facebook. This is in spite of the fact that both good and bad images can go viral on social media networks.

Whether brands make high fashion couture lines or prêt collections, digital media and social networks have allowed them to create a better brand awareness than before and also to study consumer behavior in a shorter span of time. The consumers too have easier access and more choice about what pieces they would like to buy depending on their socio-cultural environments and their personal choice depending on trends that they are now able to follow more diligently through these websites or apps.

7.4.4 Check your Progress 1

How has social media changed the way fashion brands communicate with their consumers in the last two decades? Discuss with examples in 500 words.

7.5 VARIOUS KINDS OF SOCIAL MEDIA

There are different kinds of social media networks that are accessed and utilized by users from across the world. They are categorized according to what kind of content goes in there and what they are used for:

7.5.1 Social Networks

Examples - Facebook, Twitter, LinkedIn

These sorts of Social Media are utilized to connect people (and brands) with other people on the web. They urge people and organizations to communicate on the web and offer information for guaranteeing mutually profitable connections. They are communities that thrive on casual interactions, and are always around us with 24 x 7 opportunities to build connections and 'friends. They started with services like AOL, Prodigy and even Orkut; but have now metamorphosed into global networks like Facebook and Twitter that allow people to share their views all the time. With mobile networks and Wi-fi becoming a part and parcel of the society today, these websites have now transcended into mobile apps.

Brands can now channelize distinctive styles of online networking efforts on these apps that enable them to augment their span of the market. These brands can also go for a paid approach to do this on Facebook, Twitter, and LinkedIn communities along with organic growth.

7.5.2 Media Sharing Networks

Examples - Instagram, Snapchat, YouTube

Media sharing Networks of Social Media are employed to discover and share photos, videos – whether live or prerecorded, graphics, and other kinds of primarily visual media on the web. Fashion brands generally prefer these mediums as they are visual in nature and grab the attention of the consumer the fastest. Brand image can be built over these means and they have quite a wide reach. These channels will help fashion brands run well-thought-out promotions to create leads and broaden their audience base.

These networks also can be targeted at specific audiences and use a variety of techniques to reach the intended interest groups that can be focused on and converted to associate with the fashion brand. These networks also are the best means to study consumer behavior and preferences. A simple example of this is how you can use hashtags to look for your personal interests in a certain item of clothing, and algorithms in these networks then target specific

brands that have the same visual tastes of the images that you have looked for online. YouTube also showcases 'related videos' after you have watched a certain video and the advertisements are also often related to what you watch on the website.

7.5.3 Discussion Forums

Examples - Quora, Digg, Reddit

Discussion forums are one of the oldest forms of Social Media where the news, information, opinions and of course discussions are dissipated and shared in a commenting format on these channels. Before the entry of popular Social Media players like Facebook, these forums were the places where professionals, experts and enthusiasts used to do different kinds of discussions concerning a variety of fields. One of the first forums Planet-Forum Systems, was developed in the 1970s and the earliest internet-based forums date back to the 1990s. Forums have a big database of users who can reply or post a user-submitted message on threads for relevant discussions. Often tech companies and gaming websites have forums dedicated to problem solving and resolving of issues based on user experience.

This can help businesses, including fashion brands, do research and study consumer behavior and responses to advancement in technology and design. This medium is one of the primary ways to find answers in many domains.

7.5.4 Bookmarking and Content Curation Networks

Examples – StumbleUpon, Bundlr, Pinterest, Flipboard

Content curation and bookmarking can help in bringing together interests that target specific interests in consumers. It helps share, curate and optimize visual as well as written content in a simple format like boards. For example, since Pinterest is a public forum, the users can easily re-share a brand's image on their own wall creating a potentially viral post.

The archival quality of content curation networks can save older trends that become classic, or can target nostalgia marketing options as well. It helps drive customer engagement as well as bring in website traffic. Brand awareness can be raised through these channels by providing unique shareable content across users and by making sure it's related to your brand, the impact could be quite positive.

They are very helpful in creating inventive, out of the box campaigns for a brand's customer base and can provide access to many in a short time.

7.5.5 Consumer Review Networks

Examples - Zomato, Google My Business, Yelp, Trust Pilot

These are not traditionally social networking sites, but they serve a great purpose of helping customers find new and/or trusted places to avail certain services. For example, after visiting a

restaurant/or ordering food from are restaurant, Zomato users can leave real time review on the restaurant's profile. This can be viewed by other users who are interested in availing the restaurant's services later and add their own comments. These are 'star rating' based websites and apps and consumers are encouraged to leave their comments and information about the service, product or brand. A brand with mostly positive reviews on these sites are credible and trusted more because of the reviews from the customers, which acts as a social proof for them. In today's world, a smart social media marketing campaigner would definitely rely on the review platforms. Good review content encourages and influences other users and buyers to go for one brand than their competitors because of trust factor. In fact, vendors on shopping apps like Amazon and Flipkart are also relying on customer reviews to increase their sales by providing them with increasingly good services.

7.5.6 Blogging and Publishing Networks

Examples - WordPress, Blogger, Tumblr, Medium

Short of Weblog, Blogging is a powerful means of content curation. Users can create blogs on free sites like the traditional blogging sites Wordpress.com or Blogging.com or through newer apps like Tumblr etc to create unique content. Writing, publishing, discovering and commenting on articles can reach millions of people all over the world who are discovering these blogs and articles on the world wide web every day.

These are means of sharing personal stories online which engages people and the content can be easily shared through links on other social networks like Facebook, Twitter, LinkedIn to further the reach. Brands have also realized the effectiveness of bloggers in reaching niche audiences because of their personal connect with their dedicated readers. Even though blogging became a popular means of communication across the world by the late 90s, the real rise in the 'blogosphere' was seen after the turn of the millennium. In the last two decades, blogging has turned into a full-time career rather than just a hobby for youngsters. Many brands have started investing in bloggers to promote their brands through their websites, often paying a handsome amount to them in return.

7.5.7 Social Shopping Networks

Examples – Crowd storm, Listia, Polyvore, Etsy

Many brands rely on the shift in consumer behavior by enlisting on social shopping sites like Polyvore or Etsy to lure in customers. Consumers are shifting to buying online more than ever before rather than sift through the mall and spend hours trying on new outfits. Many millennials and Xennials prefer to shop online and social shopping networks aid them to go through the latest trends, follow diverse brands, share attention-grabbing things and make a direct purchase on these social shopping networks. These sites comfortable incorporates the changing social scenarios of product sharing and front-facing user engagement of brands.

These networks especially help small businesses or fashion product start-ups to start selling without investing too much in terms of storage etc.

While selling products is the primary aim of any fashion businesses, social shopping networks also acts as other social networks to boost brand awareness and create engagement amongst its users. E commerce is made even more interesting by adding social engagement through sharing and trend analysis by the end users.

7.5.8 Interest-based Networks

Examples – Goodreads, Shelfari, Tastebuds, Houzz

As the name suggests, these sites are for people who want to discuss and share similar interests. These sites have been gaining popularity in the last few years due to increased internet usage among the youth who are targeting to connect with people with similar sorts of hobbies. Thus the audience on these networks is more niche thus creating a narrower target and more specific consumers with similar behavior. This makes them ideal for research and finding the right audiences.

These networks has people who share information and discuss their topics of interest and further connecting on various social networking sites. It primarily works on the concept of reverse socializing, which as a phenomenon is trending today. These networks encourage individuals to first exchange views based on similar interests, familiarize themselves with each other and ultimately become ‘friends’ with more common topics to discuss.

7.5.9 Others

There are more types of networking on the internet, like **Anonymous Social Networks** such as Sarahah, Whisper, YikYak, that allow users to share anonymous content without revealing the identity of the user. Many of these started as confession sites that were later also used for venting, gossiping and/or for entertainment purposes. However, they have been controversial because online trolling, use of abusive language, predatory behavior and threats are believed to be common on these sites.

There are also **Sharing Economy Networks**, like Uber or Ola Cabs, UrbanClap, CanYa where service providers can sell, share and advertise their brands to the consumers. These are not strictly social media networks but can be shared among users.

7.5.10 Check Your Progress 2

Based on your reading above, what are the different kinds of social media?

7.6 ROLE OF SOCIAL MEDIA IN FASHION

The fashion industry cuts across social media platforms today because of the average internet user's interest level in the subject. Not only does Social Media allow more access to information now, it also has become an easier, cheaper and faster way to find the information. There was a time that a fashion enthusiast would have to buy expensive magazines, only available in select newsstands, to follow the trends and find out what was happening on the runway, especially with their favorite designers. The other means was to follow fashion trends through the typical trickle-down theory, i.e. follow the celebrity styles. International trends were even harder to follow as international magazines were tough to find.

Television too had limited access to the hardcore fashion industry meant only for the affluent. With the advent of the internet and Social Media, the fashion industry has had to do a U-Turn in their strategies and how they reach out to the audience. Admittedly, the audience too has become larger and the brands have realized that they have more spending power than before, especially the erstwhile ignored markets, like India, South Korea, China, and Latin America which, according to some studies, are likely to overtake North America and Europe in terms of sales.

The emergence of Social Media has become a boon for many of these brands because it is much easier than before to spread word about established brands to these regions. For example, Zara and H&M already had an interested market ready and aware about their brands before they set up shop here. Their marketing team did not have to work too hard to establish their reliability in the Indian market. Whether they are Premium, specialist or mass, Social Media platforms will keep on developing in reach and scale making sure that fashion businesses continue to find ways of engaging more through them.

Fashion blogging as a career too emerged because of Social Media becoming a global phenomenon. Many fashion bloggers drive their readers to their blogs through a combination of Instagram, Facebook, and other channels. Some use YouTube as the medium to create a niche audience for them by creating fashion and beauty videos. Consumers are ever more looking towards online platforms as the first point of search. They are enticed by the convenience of these apps and platforms especially attracted by the relevance and breadth of offering of these platforms.

7.6.1 Instagram

Because of fashion is so reliant on visuals, Instagram, as a social network is unquestionably the biggest asset that any brand can adopt. As of June 2018, Instagram boasts of 1 billion users worldwide. The popularity of this network is not likely to diminish any time soon, and fashion brands that aspire to any substantial measure of success are trying to use it to its full potential. It also aids in nurturing relationships with a community of prospective clients.

New features on the app have allowed companies to realise Instagram's power to drive sales. It is increasingly becoming an undisputable means to get global exposure fast with the right strategies. It also made it easier for smaller brands to establish themselves. Previously brands had

to work around pricey marketing strategies, advertising and promotional costs in magazines, Instagram has allowed the right collaborations to work in the favour of startups. Business pages on Instagram can offer users to shop from the images and reach directly on to the brand website, giving a mix social shopping experience to the ends users. Instagram Stories, which is a non-archival form of sharing images and videos, and IGTV, offer more variety to them too.

Visual storytelling on Instagram, thus, is easy as a fashion brand can build its image as well as create trend boards and generate interest amongst its followers. Influencer and celebrity collaborations add another layer to how fashion and this network overlaps. Celebs promoting a fashion brand can organically increase customer engagement and is much cheaper than being feature in a fashion magazine. According to Forbes, “Instagram images posted by influencers and celebrities earn an additional 4 X engagement rate, for an 8x increase.” The credibility of the brand itself increases when a fashion influencer endorses it.

7.6.2 Twitter

Created in 2006, Twitter’s popularity today as a news curation site is something no one would have believed possible then. It started as a microblogging site with users sharing their views and opinions which were limited to 140 characters.

Many brands have since then used this platform to study and engage people to increase brand awareness. Twitter also acts as a discussion forum and is a great place for feedback from the brand’s customers. The hashtags on Twitter allow topics to trend in specific regions and worldwide, which can be used to promote a brand. This allows people who don’t follow a topic to take a look at what the others are talking about. Many events are reported live by users on Twitter and it has now become a coveted space for transmitting product launches live, which has been utilized most by mobile tech brands like iPhone. Newsworthy articles also tend to go **viral** on Twitter easily with retweets and endorsements.

7.6.3 Facebook

Facebook was launched in 2004 and has gone on to be one of the Big Four technology companies of the world. With over two billion users worldwide, it surpasses the other social media networks by quite a margin. Even though detractors have often predicted its downfall, there has been a steady increase in the number of Facebook users over the years.

Brands are able to share videos and images of their products and are even able to now sell through Facebook, especially if they are able to connect to their customers via a well-run page. Real time reviews on the platform allow customers to connect and engage with the brand and each other, and dynamic targeted ads are one of the biggest revenue sources of the company itself. Many luxury brands too have started interacting on Facebook with users across the world to build their brand image or reinvent themselves to reach out to newer markets. Features like Facebook live allow audiences to have peak at runway shows and red carpet celebrity looks from other pages to understand and follow trends.

7.6.4 Pinterest

Pinterest has become a gold mine for fashionistas to browse trends and products online. Curation of images from across the web help shoppers aspire to buy products that are new to the market or generate interest for particular brands. The term Fashion accounts for almost half of Pinterest searches and pins and it makes it easier for the brand to direct their customers to shopping sites where they can buy the particular product from.

Most people look for inspiration on Pinterest, and much of it converts to actual buying decisions especially when it comes to fashion. Tags like ‘street style’ ‘prom dress’ ‘earrings’ are one of the highest used on the network and fashion brands that create these popular boards also tend to have good turnovers from the app.

7.6.5 YouTube

One of the major contents consumed today on the internet is videos. It is being studied that many internet users are shifting their focus on video content rather than written or photographic. YouTube is the most used site for consuming video content. And it provides a variety in that regard. Whether it is generated by users in form of audio-video presentations or through blogs, the regulars on YouTube tend to be more engaged than other mediums. Vloggers, or Video Loggers, are becoming strong influencers often giving reviews of products they are using and fashion brands have identified the potential market. Sponsored videos are on the rise and a well followed vlogger can easily influence her followers through her channel. YouTube live feature allows many events to be telecast live to the world to follow trends and latest fashion styles.

7.6.6 Check your progress 3

What are most used social media platforms on the internet today? How does a fashion brand use the different platforms to their advantage?

7.7 FUTURE OF FASHION THROUGH SOCIAL MEDIA

7.7.1 Influencer marketing

Influencer Marketing is an amalgam of long-standing and new marketing tools. It takes the notion of the celebrity endorsement technique and mixes it with the use of technology and internet’s reach to the mass audience. However, there is dissimilarity between influencer marketing campaigns and the age-old celebrity endorsement campaigns. The celebrities on the internet do not need to be A-listers, their reach could be universal and often they are. The influencers may not be industry giants or known faces. The collaborations between brands and influencers are mutually beneficial, apart from the monetary factor and Return on Investment. Influencer marketing helps build trust between the brand and the customer.

Influencers can be literally anyone. It could be a popular TV star, a photographer, a social worker, a traveler or a respected executive of a tech company. The only factor that brands look at

is the niche that these influencers have and what is the number of followers they have. For example, a traveler who posts photographs on the Instagram of her travels, may be endorsed by a Hotel booking website which she can then post on her handle to influence her followers. A beauty vlogger on YouTube may be sponsored by a new skin care brand which she can review on her channel thus prompting her subscribers. A tech blogger may be approached by a mobile app for an instructional video on how to use the app. A financial executive may talk about a new insurance company offering a particular service.

These Influencers are individuals who have built their own brand image and an audience base on their social media sites. Their reputations as people who have expertise on their subject is also at stake with these collaborations, and brands often make the mistake of trying to manipulate them into endorsing a substandard product that can harm the rapport of the influencers.

Fashion and beauty brands have especially been criticised for trying to extract a quick payout. Influencer marketing is much cheaper than traditional forms of marketing, but brands have to be patient about the ROI they get through this medium. This does not directly convert to sales, but builds a steady credibility in the market. Collaborating with influencers whose brand image aligns with the brand is a better idea and a thorough analysis on the influencer is important before investing, even though it may be a small amount. Many new bloggers and influencers too try to make a quick buck by trying to persuade startups to use their services, which can often backfire.

7.7.2 Branding in social media

We have already studied that the personal engagement that social media allows has reshaped the strategies that brands have adopted in the past decade. The fashion industry can directly connect with the customers on a personal level which, while having its clear advantages adds the risk of a small mistake of an individual ruining the image of an entire brand. The audience eating up the content online has become bigger. In fact, it has become a global audience. The rapport built on social media between retailers and the customers can eventually drive sales in the future. PR strategists are changing the way they look at online marketing by trying to engage consumers personally with a direct approach. Many brands have created their own social media handles to have that connect.

As the world is becoming more aware of social issues and consumers are becoming pickier, fashion marketing promotions are also becoming more careful about their social image. For example, Dove started a social media campaign ‘#Speak Beautiful’ in 2015 to boost self-esteem on Twitter, which was then further pushed on the Academy Awards show that year. Since then, Dove has steadily created more social media campaigns around positive body image issues and racial discrimination with many viral videos and campaigns that have created a positive image in the minds of the consumers.

There has been a dramatic shift in how the fashion weeks are also functioning around the world. Many of these events used to be closed to the general people and only buyers and senior journalists or other fashion insiders were allowed to be part of them. But Social Media Influencers are now regularly invited to these events and many organizers even encourage them to promote the event on their handles to create more buzz. Many bloggers have now started getting front row seats because of how their positive reviews may affect these designers' credibility. Digital PR Trends allow fashion brands to editorialize and make their own content that can directly reach their targeted audience through social media reaching millions on a much smaller than before.

7.7.3 Blogging and Vlogging

The world of blogging has had a tremendous impact on how fashion is consumed in the world today. It has enabled regular people to access the world of fashion outside of how they have done it historically, i.e through magazines, newspapers, billboard advertisements and television.

Whether fashion blogs and vlogs are owned by individuals or by companies, they allow a peak into the industry that was generally out of reach. Now there can be opinions discussions and they are granting limitless access to the fashion world to anyone with a desktop (or even a mobile phone) and an internet connection.

Most fashion bloggers operate on a combination of social media platforms whether it is Instagram, Facebook, Pinterest, Twitter, YouTube and other channels. Fashion bloggers now have a significant role to play in the industry as they have a prominent voice of opinions that can in turn influence thousands of others. They are considered to be thought leaders and have a voice in the industry. Bloggers have become a bridge between the consumers and fashion brands giving real-time and fast feedbacks on their products and their images and build trust for the brands easily. They are also thought to be more reliable than magazine or television advertising. This system is likely to grow in the future too, as Bloggers and Vloggers are providing the fashion watchers with innovative content every day, with individualistic organic insights from real people who are more relatable rather than scripted ones that they were getting from celebrities.

7.7.4 Check your progress 4

You are the agency handling the launch of a new fashion brand Kiddy Fashions, which deals in kids wear for both girls and boys from 5 to 12 years of age. What would be your social media strategy? Which networks will you use and how? Discuss in 500 words.

7.8 LET US SUM UP

In this unit you learnt how social media and the fashion industry are intrinsically connected. With the advent of social media fashion brands have had to change strategies to study and understand consumer behavior as well as reach out to new audiences. You learnt what the

various kinds of social media platforms are on the internet today and how brands can utilize them to their advantage.

You also learnt about the most popular social media platforms like Instagram, Pinterest, Facebook, Twitter and YouTube and how that has become a crucial part of the fashion industry to communicate its identity.

Brands have had to work on their image and build a rapport with their consumers directly and react to social issues judiciously and carefully to a more aware audience now. The connect between the consumer and the fashion brands have increased due to the advent of social media.

Influencer marketing, Blogging and Vlogging are major shifts in the fashion marketing and PR business and they are currently growing avenues of how social media is used on these platforms, constantly changing the rules of the fashion world.

7.9 CHECK YOUR PROGRESS: THE KEY

Check your Progress 1

- Social Media has allowed fashion brands to reach a larger audience.
- While traditional media and even pop up ads are controlled by the brand, PR agency or the brand's agency, Social Media is controlled by its users and participants.
- Brands have realized that lasting relationships with consumers can be built through social media.
- Word of mouth is easier to achieve on social media with the understanding the global consumer behavior.

Check your progress 2

- Social Networks
- Media Sharing Networks
- Discussion Forums
- Examples - Quora, Digg, Reddit
- Bookmarking and Content Curation Networks
- Consumer Review Networks
- Blogging and Publishing Networks
- Social Shopping Networks
- Interest-based Networks

Check Your Progress 3

- Instagram, Facebook, Pinterest, Twitter, YouTube

- Social Media allows more access to information. It is an easier, cheaper and faster way to find the information about consumers, therefore leading to better research about consumer behavior. Social Media allows users to have a better and wider audience.

Check Your Progress 4

- Use a combination of social media platforms to promote your products.
- Use influencer marketing and to create a buzz around the launch event.
- Create niche content for your own social media handles to engage with new customers through common interests using various social media platforms.
- Collaborate with bloggers and vloggers to create a credible brand image and engage with a wider audience.

7.10 FURTHER READING

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