

Zara social media

[Business](#), [Marketing](#)



Zara social media Zara social media How does zara use major social media platforms, such as Facebook, Google+, Twitter, LinkedIn, Pinterest, Instagram, etc.?

Interbrand Media, which tracks the branding of companies across various sectors, ranked Zara as having the third strongest global brand in the fashion sector in 2012 (Das, 2012), so it is not a coincidence that the company has an established digital presence across different forms of media. From a traditional website, to social media investments, Zara promotes a chic image, while also trying to remain accessible, and uniquely, does not engage in paid advertising or sponsorships. However, Zara does have some problems in the realm of earned media, as controversy surrounding the company is instantly apparent.

Zara's website anchors its digital presence, and its expansive global reach is clearly apparent by the number of countries and languages that users can access the site in. Online sales were launched in March 2012, and the company has expanded aggressively in Asia recently (Interbrand). Zara boasts an active Twitter handle, a Facebook page, and a blog on Tumblr among other online ventures.

In terms of paid media, Zara is different in that it relies on word of mouth and brand loyalty, rather than advertising, to boost its sales (Robin, 2013, p. 2). While “ most typical fashion retailer[s] will spend 20%-30% of their revenues on advertising, Zara spends less than 0. 5% – a big saving,” and what advertising it does do is mostly concentrated on what its windows display on the street-level.

Relying on in-house efforts has its rewards, but also its risks. The fact that

Zara has little or no paid online advertising outside of company-run sites means that outside groups have a strong say in dictating Zara's online profile—and in the fashion world, that can be dangerous. Google Zara and the top results include a Greenpeace campaign against the company for use of toxic chemicals, a critique of the retailer for refusing to pursue plus-sized consumers, and complaints of relying on sweatshop clothing manufacturers. On the other hand, the company is praised for its streamlined business model and the ability of store managers to connect directly to local and regional designers in order to stay trendy (Robin, 2013).

Overall, Zara's digital strategy is spare and risky, outside of owned media, but so far, it is not affecting sales or perception in a measurable way. It is significant to note that Zara does not engage in advertising its products instead, it only advertises when it is intending to open up new stores. The company majorly depends on choosing good locations where it can successfully operate rather than engaging in advertising. Recently in 2010, Zara opened its online boutique that was set to begin in Spain, France, Portugal, and Germany (Das, 2012). This move was propagated by the idea that the company aimed to its logistics and supply chain very simple. This has enabled the company to cost advantage over its competitors in advertising and marketing. Zara uses small batch manufacturing technique and holds a planned and strategic inventory in fabrics rather than engaging in finished goods, which in turn increases their speed to market and flexibility using social media (Robin, 013).

2. On each social media platform of the brand, what make the owned, earned, and paid media content?

Zara Facebook page enables Zara to access and present its products to its customers and fans across the world. Zara's posts such as photos or pictures are uploaded to the Zara's Facebook page, which increases the look of owned and earned brand. On social media such as Twitter and Facebook, there is a lot of love for the brand of Zara but the problem is that it does not transform into sales (Robin, 2013). In sum, Zara has a good social impact, which increases its social branding. However, it is necessary for Zara to hire community manager in order to help in diversifying its contents and talk much about social brands. Zara engagement on twitter and other social media can increase customer base, which in turn can increase the engagement of brand and its value.

References

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