

# [Lowe’s with the help of vine a social](https://assignbuster.com/lowes-with-the-help-of-vine-a-social/)

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Lowe’sa “ 70-year-old hardware chain has recently made tremendous strides in itssocial media reach by treating social media not as a single entity, but by realizingthat audiences use different channels for different reasons and tailoring itscontent accordingly” (Ratcliff, C). Lowe’s with the help of Vine a socialmedia site put together a series of six-second stop-animation clips involvinghome improvement. Theservice provided an entertainment factor that grabbed your attention. It showedways to fix a simple problem in a short amount of time.

When you have a smallspace for 140 characters, 6 seconds or the length of a headline to grabsomeone’s attention, the clips must be catchy and creative. Their price istheir ability to connect with an audience. I love their clips and have gone toLowe’s looking for products to complete a project. What Vine did for Lowe’s, created an engagement through helpful advice, creativity and an entertainmentvalue. This alone went way beyond their followers.

Iam a Facebook follower. I have found that it’s the only way of knowing what isgoing on in my family. I always am drawn to the As Seen on TV ads.

The biggestfactors were convenience, ease of use, and speed of the product. With mycrockpot it was all about speed and it was great for one person. The water hosewas light and easy to store. I have a big garden so dragging a heavy hose frompoint A to point B is not an easy task.

Witha big change in demographics social media has been affected. In 2016 alonethere was a 21% drop on Facebook where teens didn’t join because their parents weremembers. Moving forward the amount of data will grow which in turn willincrease revenue. The data will become modified creating new opportunities forsocial marketing. With all the advances the marketing strategy should always befocused on building customer loyalty.

After all it is called Social MediaMarketing, emphasis on the word social. With these changes Twitter, Goggle, LinkedIn, to name a few may struggle to survive.