

Lowe's with the help of vine a social

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



Lowe's a "70-year-old hardware chain has recently made tremendous strides in its social media reach by treating social media not as a single entity, but by realizing that audiences use different channels for different reasons and tailoring its content accordingly" (Ratcliff, C). Lowe's with the help of Vine a social media site put together a series of six-second stop-animation clips involving home improvement. The service provided an entertainment factor that grabbed your attention. It showed ways to fix a simple problem in a short amount of time.

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

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

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

With a big change in demographics social media has been affected. In 2016 alone there was a 21% drop on Facebook where teens didn't join because their parents were members. Moving forward the amount of data will grow which in turn will increase revenue. The data will become modified creating

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new opportunities for social marketing. With all the advances the marketing strategy should always be focused on building customer loyalty.

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