

# Creative Brand Strategies: 5 Examples of Social Media Marketing Done Right

Social media marketing as a means to attract people's attention to a brand or product through social media has become a necessity for many businesses. As American journalist and activist [Mark Trahant](#) notes, social media today is more than a tool for communication—it has the power to connect communities and amplify voices.

It's no surprise that 73% of marketers believe that social media marketing has been "somewhat effective" or "very effective" in growing their business, given that there are more than 4.9 billion active social media users worldwide. Moreover, 93% of marketers say that social media platforms are crucial for achieving their goals, whether it's brand exposure, lead generation, or customer retention.

While well-recognized names like Coca-Cola, Nike, and Starbucks dominate many conversations about social media marketing, we'd like to talk about other iconic brands that have made waves with their creative, unhackneyed campaigns. Here are five bright examples of brands using social media promotion strategies in innovative and effective ways.

## 1. Glossier: Community-Driven Growth on Instagram

*Strategy Used:*

- *User-generated content, influencer marketing, and Instagram stories*

Glossier, a beauty brand founded in 2014, built its following almost solely through social media. Rather than investing heavily in traditional advertising, Glossier took a customer-centric approach, having relied on user-generated content and Instagram to create a cult-like community around its products.

What makes Glossier's social media presence exceptional is the brand's focus on user-generated content. The company encourages its customers to share their experiences and looks by posting photos on their pages and tagging the brand on Instagram. The company then reshapes these posts on Glossier's official account, giving customers the opportunity to feel part of the brand's community.

Glossier also implements influencer marketing, but not in the traditional sense, such as cooperating with big celebrities. The brand chooses micro-influencers, individuals with smaller but highly engaged audiences, and its own loyal customers to spread the word.

The authenticity of real users adds credibility to Glossier, making it a powerhouse on platforms like Instagram.

*Key Takeaway:*

*Building a community and leveraging user-generated content will help nurture brand loyalty and enhance customer engagement.*

## **2. Wendy's: Sassy Twitter Engagement**

*Strategy Used:*

- *Real-time marketing, humor, audience interaction*

The American fast-food chain Wendy's has carved out a niche for itself on Twitter with its witty and at times snarky tweets. The brand shows an example of how a less conventional, more human voice can win customers' hearts.

One of the most viral social media moments with Wendy's was when a customer asked how many retweets it would take to give him a year's supply of chicken nuggets. Wendy's response "18 million" led to a massive online movement to help the user reach the goal. Referred to as #NuggsForCarter, this campaign ended up being one of the most retweeted posts in history, giving Wendy's an enormous amount of exposure.

Besides, Wendy's engages with its audience through clever and even savage comebacks to competitor brands and users alike. It consistently entertains its followers, and such an approach has elevated Wendy's to the position of one of the most-loved brands on Twitter.

*Key Takeaway:*

*Real-time marketing and a unique brand voice can make a company memorable, attracting more and more customers and building a loyal fan base.*

## **3. Gymshark: Fitness Influencer Partnerships on YouTube and Instagram**

*Strategy Used:*

- *Influencer marketing, community building, and hashtag campaigns*

Gymshark is a UK-based fitness apparel brand that skyrocketed due to its social media strategy. Early on, the brand embraced influencer marketing on YouTube and

Instagram, specifically partnering with fitness influencers who had significant followings in the workout and bodybuilding communities.

What sets Gymshark apart is that they didn't reach out to random influencers to promote their products. Instead, they collaborated with athletes and fitness personalities who shared the same values as the brand and had super-engaged followings. The influencers created content not only showcasing Gymshark's apparel but also offering workout advice, fitness tips, and motivational messages, which strengthened the brand's association with fitness expertise.

In addition to influencer marketing, Gymshark launched several hashtag campaigns to generate a buzz around its products as well as fitness culture. For instance, the #Gymshark66 campaign challenges users to form a habit or achieve a fitness goal in 66 days, encouraging them to post their progress on social media while tagging the brand. This technique is a huge driver of user-generated content. What's more, this strengthens a sense of community among participants.

*Key Takeaway:*

*Influencer marketing combined with hashtag campaigns contributes to better visibility and community building and motivates users to participate and engage.*

## **4. Spotify: Personalized Campaigns on Twitter and Instagram**

*Strategy Used:*

- *Data-driven marketing, personalized content, and viral campaigns*

Spotify, the world's most popular online music streaming service, has earned a great reputation via its effective social media strategies. The platform is known for its data-driven marketing campaigns, especially its annual "Spotify Wrapped" feature. This campaign taps into personal listening data from users to create personalized year-in-review summaries that they can easily share on social media.

By offering each user unique, personalized content, Spotify has successfully turned a typically private activity, listening to music, into a public one. The campaign became viral as users eagerly posted their customized Spotify Wrapped graphics on platforms like Twitter and Instagram, creating an organic promotion for the company.

Spotify's "Discover Weekly" feature works on the same principle. Every week Spotify offers personalized playlists to its users, thereby keeping them interested and providing them with shareable content.

Thus, the company can transform data into content that truly resonates with audiences, encouraging them to share their experiences and act as Spotify brand ambassadors on social media.

*Key Takeaway:*

*Using personalized content and data-driven campaigns is a way to create a sense of connection among users and increase their engagement.*

## **5. Lush Cosmetics: Ethical Branding on Instagram and YouTube**

*Strategy Used:*

*Ethical marketing, storytelling, social responsibility*

Lush is a cosmetics brand committed to environmental and ethical causes that has managed to promote its products via social media. And here's how. Lush uses ethical marketing, highlighting various initiatives around sustainable sourcing, cruelty-free testing, and eco-friendly packaging on its Instagram and YouTube accounts.

From the #LushLife series on Instagram, where they showcase employees and the making of products, to YouTube videos that discuss their fair-trade ingredients and activism, Lush positions itself as more than just a cosmetics brand. These stories behind its products with an emphasis on social responsibility in Lush's strategy attract a large number of loyal customers who share the brand's values.

*Key Takeaway:*

*Aligning social media campaigns with ethical values can help a brand build trust and loyalty, especially among socially conscious consumers.*

## **Final Thoughts**

These examples of social media promotion show how brands can achieve success using a variety of strategies that suit the overall goals and personality of the company—from community-driven content to real-time humor, influencer marketing, and ethical storytelling. Each brand capitalizes on the strengths of its respective social platforms. However, they were able to stand out due to their ability to find the right approach to their audience and effectively promote their values and products.

By learning from these bright examples, businesses of all sizes can adjust their strategies to find their place in the dynamic world of social media.