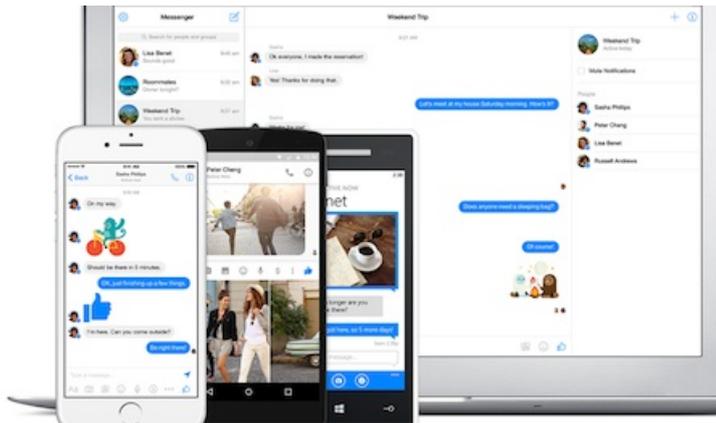


MARKETING

## Facebook consolidates conversations, adds visibility for brand pages

February 11, 2019



Facebook Messenger for brands will also include Instagram DM, image credit: Facebook

By BRIELLE JAEKEL

With luxury brands turning to multiple platforms to interact with consumers, Facebook is catering to businesses by making it easier to manage these conversations and giving brands greater ability to engage with fans.

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Facebook-owned Instagram is an important medium for luxury brands, thanks to its highly visual nature, and Facebook serves as a tool for greater discussion. Facebook is hoping to allow brands greater visibility in different locations throughout its platforms for brands, focusing on making management easier for businesses as it continues to climb back from a series of setbacks.

"Adding group capabilities for businesses is important, if only for the ability of all companies that market on social media to be able to manage the plethora of media outlets of incoming customer queries," said Marci Troutman, CEO of [SiteMinis](#). "Consumers, I have heard, are not the happiest about one company being able to manage all of the social outlets due to security, but, from a customer service perspective, most companies would love to be able to streamline the process.

"There have been a few decks that have allowed one post to reach different social platforms in unison, but this doesn't necessarily solve the incoming onslaught for companies during peak seasons," she said.

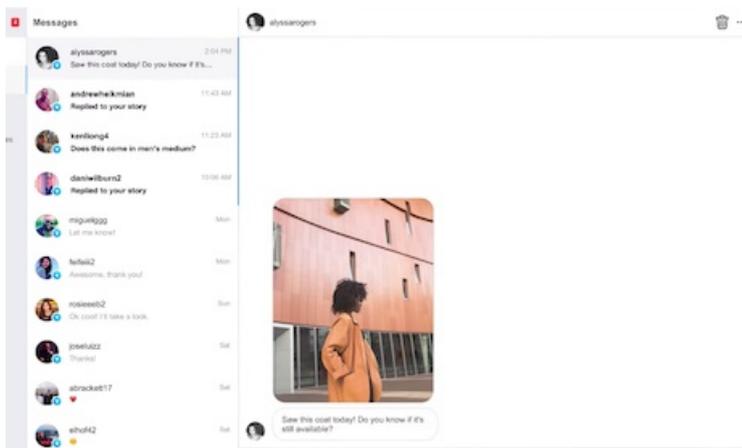
Ms. Troutman is not affiliated with Facebook but agreed to comment as an industry expert.

Greater visibility

New additions will make it easier for brands to communicate with customers and increase their visibility.

Direct messaging on Instagram will now be integrated into Facebook Messenger inboxes for brands who have a presence on both platforms.

This way, whoever runs customer service inquiries through social media will be able to have a unified method of interacting with and responding to users. While social media communication will still be fragmented for brands in regards to other platforms such as Twitter and Snapchat, it will shrink down the number of applications needed for access.



*Brands can message Instagram and Facebook users in one inbox. Image credit: Facebook*

In addition to the streamlined messages, Facebook will be allowing businesses to participate in groups on the platform with their page name.

As it previously stood, users who managed businesses pages would not be able to comment or post under their business page names in groups. Now, businesses can join in on the conversation under the brand page name.

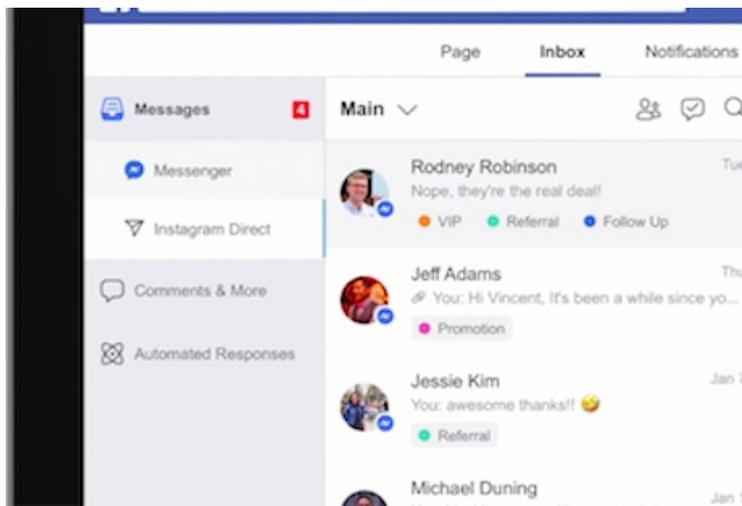
This can greatly help local businesses as well as big brands gain support, by participating in niche and relevant groups that appeal to their specific audience.

#### Business advancement

As a tumultuous year for social network Facebook has just come to a close, experts caution against luxury brands giving up on the still-powerful platform.

Concerns about Facebook's revenue growth and a steady stream of data privacy controversies have contributed to the company's stock falling 40 percent from its record high. The social network is still recovering from the Cambridge Analytica scandal, accusations of disinformation and high-profile departures ([see story](#)).

As both brands and users determine how they feel about the platform moving forward, Instagram usage remains strong, especially with luxury brands.



*Instagram direct messenger is integrating into Facebook inbox. Image credit: Facebook*

Luxury campaigns perform much better than mass brands' efforts on Instagram, with a 30 percent higher performance rate, according to a new report from HelloSociety.

HelloSociety's report looks at the difference in performance from luxury brands on Instagram and Pinterest. The data found that luxury brands can particularly benefit from influencer marketing campaigns on the two platforms due to their aspirational nature ([see story](#)).

With this latest messaging move, Facebook could be funneling its popularity on Instagram into its namesake platform for added security.

"Facebook is smart to ensure they capture additional social platforms as they show promise, because as we all know, what is hot today could be gone tomorrow," Ms. Troutman said. "The public is fickle and can change their tune at the drop of a hat, as history continues to show.

"In order to stay relevant and continue to evolve in this day and age is to acquire the newest and shiniest platform to continue to keep the masses engaged and push them to engage further to lock them in," she said.

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