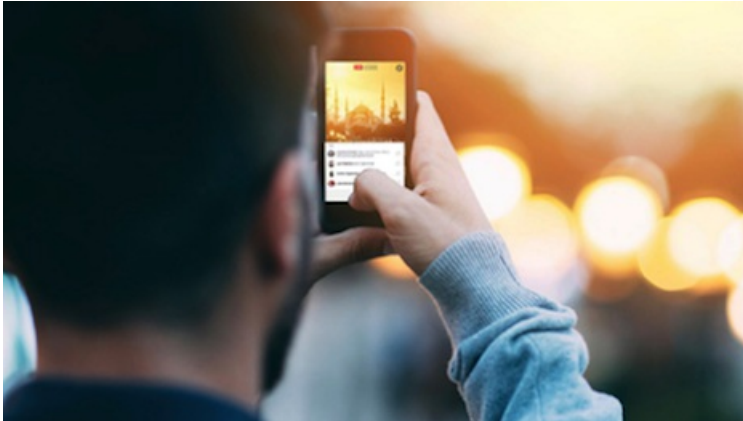


MARKETING

Marketers need to learn to “stop the thumb”

May 20, 2019



Facebook looks to serve both advertiser and user. Image credit: Facebook

By BRIELLE JAEKEL

NEW YORK – In today’s content environment, many marketers have trouble seeing that one-to-one interactions mean much more than a large billboard on a busy highway. But Facebook executives are working to help them see past this.

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During a fireside chat at Luxury Daily’s Women in Luxury conference on May 9, an executive from Facebook emphasized the importance of crafting content that resonates well on each individual platform rather than repurposing a print ad. For marketing executives who have a long history in the industry, it can be hard to switch from a mindset of being able to physically see that a campaign is reaching a wide audience to knowing that creating strong bonds with consumers one-on-one through social is more effective.

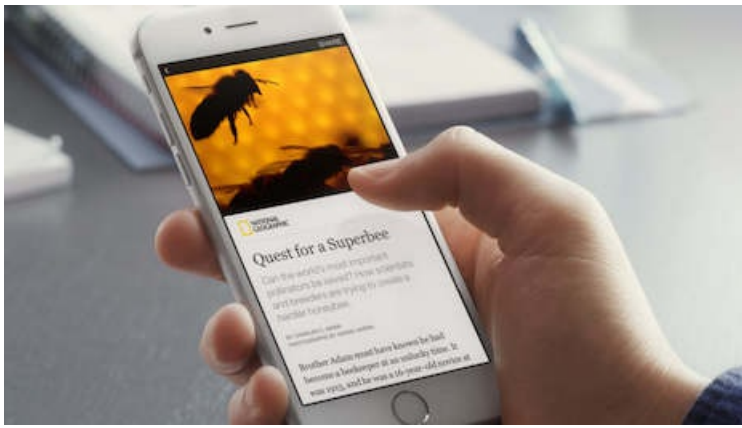
“We have to prioritize because we’re all faced with how to figure out how to do this well and figure out where you’ll make the most impact,” said Karin Tracy, head of industry for beauty, fashion and luxury retail, Facebook, Instagram and Messenger.

Women in Luxury: Empowered Affluent was produced by Luxury Daily in partnership with UBS, held at the UBS Financial Building in New York.

Social is not print

Facebook’s goal for its advertising partners is to drive its business targets and to do what is best for the individual brand.

This means going as far as placing designated desks inside partner companies so that Facebook personnel can work closely with them and produce the most effective outcome. In addition, Facebook has a program that allows retailer partners to set up technology inside their stores for the social platform to better track data on consumers.



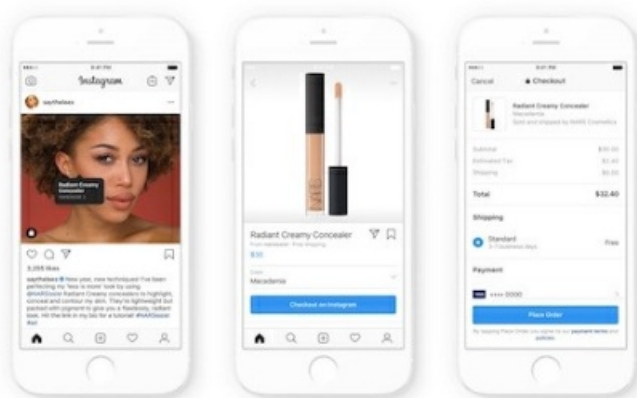
Facebook's Instant Articles. Image credit: Facebook

While privacy is becoming more of a hot button issue for users and consumers, Facebook is learning to walk the line between being helpful and intrusive. But this technology can help Facebook determine its role in helping drive consumers to bricks-and-mortar stores.

In the past, finding the link between online interactions and how it drives consumers to physical locations was difficult to determine.

Ms. Tracy explained that Facebook cares more about being ad partners' best dollar spent rather than the most expensive. She revealed that she does not want advertisers to spend a dollar more until they are seeing the results they want.

Social media marketing has become much more sophisticated as brands learn how to leverage these platforms to better connect with consumers.



Instagram Checkout for creators. Image credit: Instagram

However, as an industry whole, many marketers are still simply repurposing print ads posted on their Twitter, Instagram, Facebook and other accounts.

Ms. Tracy urges marketers to think strategically around these platforms rather than keeping them as an afterthought. Brands need to work to stop users' thumbs while scrolling, as the overload of content continues to grow.

Stopping the thumb

These concepts that Ms. Tracy has discussed are not just her personal opinion, but are thoughts that Facebook is working to implement.

The social platform is consistently developing new strategies and tools for marketers to better reach their goals, while the company is still trying to harmonize its place in serving both users and ad partners.

Facebook is looking to balance commerce and privacy with the introduction of new features, presenting a range of opportunities for brands and marketers.

These changes to Facebook and its subsidiaries Instagram and WhatsApp were first announced at the company's annual press conference on April 30. The Internet giant is still looking to rebuild trust with users and advertisers, however, after several data privacy controversies in recent years ([see story](#)).

Despite marketers' recent emphasis on Instagram, Facebook is actually the top digital channel to discover new

brands.

According to Criteo's new "Why We Buy" survey, brand Web sites were the second most popular discovery channel and were cited by 46 percent of respondents compared to Facebook's 49 percent. Online advertisements are another important way consumers find new products, according to almost half of respondents ([see story](#)).

This means marketers need to pay attention to stopping users' thumbs on Facebook more so than ever.

"What we need to understand as an industry is taking a print ad and putting it on Instagram is not a way to do marketing," Ms. Tracy said. "Slowly, brands are realizing to implement strategic thinking around these platforms instead of it being an afterthought.

"Now that you are fighting for the attention of the user where you have nanoseconds to make her thumb stop, you have to earn it," she said. "And it is not going to be with a repurposed print ad."

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