

MARKETING

## Early adoption, diversification key for social media marketers

June 15, 2022



Brands cannot rely on just one or two social media platforms. Image credit: Tinuiti

By SARAH RAMIREZ

Embracing an experimental and nuanced approach to social media can help marketers sustain success and remain agile.

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During a conversation at the [Tinuiti Live](#) conference on June 7, marketing experts shared how diversifying social media spend helps brands stay on top of trends and reach wider audiences. While making sales is the ultimate goal for brands, many social platforms play a pivotal role in building awareness as well.

"We've always had a really performance-first mindset," said Brooke Cullison, senior acquisition manager at electrolyte drink powder company [Liquid I.V.](#)

"We've invested greatly in our DTC," she said. "We understand the value of owning our first-party data and being able to directly attribute our media spend and the impact it has."

The conversation was moderated by Avi Ben-Zvi, vice president of paid social at Tinuiti.

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Having a testing mentality, and measuring the success of new ideas, helps marketers avoid overly relying on one social channel.

Ms. Cullison encourages brands to begin playing on emerging platforms early, eschewing a desire for perfection on social media. She also recommends marketers familiarize themselves with platform tools, such as TikTok's Creator Marketplace ([see story](#)), as soon as the offerings become available to determine a performance baseline.

Being an early adopter is especially important on platforms such as video-sharing app TikTok, where trends can accelerate quickly.

Liquid I.V. relies on TikTok influencers, developing strong relationships with creators and viewing them as partners. Trust is crucial, as is not being overly prescriptive with influencers who understand best what their audiences respond to.

"We really do understand the value that influencers bring to our overall media strategy," Ms. Cullison said. "We see them as an extension of our brand, and really collaborate with them, because that's what's going to lead you to get more of those innovative campaigns and content that really performs.

"What's great as well is influencers are the ones driving these trends on social channels," she said. "They're testing new features further, testing new platforms, so we're really following them."

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