

INTERNET

## Is Twitter more effective than Facebook for driving sales?

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By RACHEL LAMB

Even though Twitter has the ability to reach consumers via sponsorships and quick links, Facebook's more targeted audience and commerce abilities make it easier for consumers to head from the platform into stores or to a commerce-enabled site.



Rather than acting as a transactional vehicle, Twitter is a conversational and interactive medium. Meanwhile, Facebook's ability to pick up on consumer behavior, likes, gender and location make it easier for the social media network to attract consumers to places where they can buy.

"In regards to more effective sales strategies, Facebook is more focused on a defined, targeted audience, which makes marketing dollars more effective," said Dalia Strum, president of Dalia Inc., New York. "They recently rolled out more refined options for targeted messages to users with specific interests or occasions currently occurring in their lives.

"Facebook can provide advertisers with the ability to segment couples that have been engaged for less than six months and less than a year, so advertisers have a better idea how far along they are in their planning process, and the appropriate timing to reach them," she said.

“Unfortunately, advertisers don't have access to such targeted data on Twitter, so their message is usually broader.”

Face time

Facebook taps into what consumers look at, talk about and “like.”

The targeting options through the Facebook ad platform may be a large reason behind the increase in luxury marketers’ interest on the platform.

Facebook ads can be targeted based on what branded page a consumer is looking at.

For example, when a Facebook user is on the Aston Martin Facebook page, there is an ad for ecommerce site Moda Operandi and AG Jeans.



### *Aston Martin Facebook*

Brands using the Facebook ad platform can choose age and gender parameters that they would like to target, making it easier for luxury brands to find mature, affluent consumers.

Luxury marketers can also choose the location of the consumers they wish to target, opening up a platform for location-based marketing and could be used for luxury brands to increase in-store traffic.

Facebook allows deeper targeting options as well. For example, wedding-industry brands can target women who have recently changed their Facebook status to “engaged.”

Actual brand posts help to draw consumers to transactional mediums.

For example, Bergdorf Goodman is running a menswear event where it waives all made-to-measure fees in its stores.



### Bergdorf Goodman

Gentlemen, let's make a date this weekend. We'll even waive your made-to-measure fees.

Curious? Click on the picture to learn more about our Made-to-Measure Event.



#### Men's Spotlight: Made-to-Measure

[blog.bergdorfgoodman.com](http://blog.bergdorfgoodman.com)

There is no substitute for clothes made expressly for you: your measurements, your preferred details, your ideal fabric. Yes, the Men's Made-to-Measure

Like · Comment · Share · 21 hours ago · 🌐

👍 45 people like this.

💬 View all 5 comments



**Juan Carlos Bastos** Nothing fits me good lately I need made to measure yaaaa ♡  
20 hours ago · Like



**Lindsay Oestreich** Come thurs, fri or sat Juan. You will be happy with our selection. I will be there all day and can help  
16 hours ago · Like

Write a comment...

### *Bergdorf Goodman Facebook post*

Even though the tailoring fees are gone, the Facebook post will still incentivize consumers to go in-store to buy suits.

Another obvious example is Facebook commerce. Brands including Oscar de la Renta, Gilt Groupe, Bulgari and Tory Burch have sections on their pages where consumers can start shopping and finish the transaction on their Web sites.

“Users engage with visual stimuli at higher rates than text-based content,” said Ron Schott, senior strategist at Spring Creek Group, Seattle. “This alone gives Facebook a leg-up in driving actions that lead to sales.

“Also, the chances of users who are not only looking to purchase, but looking to purchase online seeing content on Facebook is heightened by its algorithms which decide which content users see in their newsfeeds,” he said. “Users who are interacting with brands with regularity have higher chances of seeing that content and therefore are more likely to actually pull the trigger on a purchase.”

All a-twitter

Twitter could potentially drive sales, but it would be harder for brands to send consumers to purchase without the specific targeted options that Facebook offers.

However, the network does have some help.

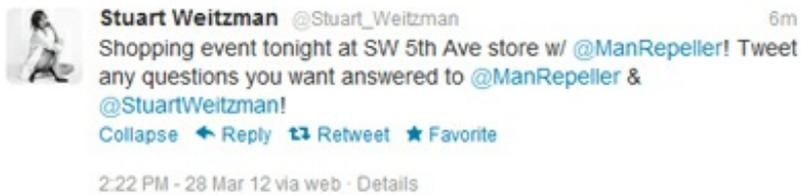
For example, based on users that a consumer is following on Twitter, there are suggested names to follow on the right-hand side of the site.

Furthermore, sponsored messages from brands that a user's friends follow pop up randomly in newsfeeds.

Brands often do most of the work themselves.

For example, Stuart Weitzman Twitter account is advertising a shopping event at the brand

store on Fifth Avenue in New York for an event with the blogger Man Repeller.



### *Stuart Weitzman Twitter*

In addition, Marc Jacobs is offering a \$10,000 gift card to consumers who visit the brand's new store in Chicago and correctly guess the amount of mints in a bowl.

Meanwhile, Jimmy Choo is offering styling advice via Twitter, with a link to a hot-pink bag that connects to the brand's ecommerce site.



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### *Jimmy Choo Twitter*

By offering fun events in 140 characters or less, brands can quickly and efficiently communicate to get consumers into stores or to their sites to buy.

However, with more opportunities for visuals and its ability to hone in on specific consumers, Facebook is more of a transaction-driver than Twitter.

“While both offer significant benefits, it’s really a question of what the marketer is trying to accomplish,” said Elizabeth DeMaso, managing director of Brenes Co., New York. “As the ultimate social landing spot, Facebook provides a rich experience for interaction on a personal level and a platform for sharing valuable offers and information to the brand’s fans.

“With an increasing number of marketers using it to acquire customer information and feedback, it’s a powerful tool to not only push information out, but to pull it in as well,” she said.

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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