Humanizing Social Media: Incorporating Twitter into Macy’s Marketing Strategy

Executive Summary

Macy’s should revamp it’s social media presence by radically changing how it operates and promotes content on the social media platform twitter. By changing it’s content and targeting it’s audience in a more innovative way using humor and relatable posts, Macy’s would be able to expand its influence on social media as well as increase their sale of shoes.

By creating better twitter content by eliminating the current set up of 95% advertisements on the site, Macy’s could quickly grow their amount of followers and the impact they have on twitter as a whole. Mixing in humorous and genuine content could boost followership by up to 25%, as seen in company’s such as Wendy’s and Target.

Macy’s must first identify it’s current strengths and weaknesses on twitter, and then implement an effective strategy of tweeting both good content that is humorous and relatable, as well effective advertisements to ensure the company retains its original vision of increasing sales. Twitter offers Macy’s an innovative new way to connect to a new generation of potential shopping, and utilizing a brand new marketing strategy platform could lead to new market exposure for millions of people around the world.

By innovating and creating a new twitter strategy, Macy’s potentially could unlock a number of benefits for their marketing strategy, company image, and sales. Some of these benefits include:

- Increased marketed audience on twitter
  
  Could grow follower base by up to 25% or hundreds of thousands of people simply by creating a mix of good content as seen in Wendy’s.

- Positive interactions on twitter lead to positive public opinions on twitter
  
  According to Twitter analytics over 80% of twitter users follow a business, and 70% of users have had positive interactions with companies and quality audience engagement leads to more sales.

- Using Twitter’s other features could truly broadcast Macy’s massive brand across the site.
  
  Using Twitter’s live streaming and trends to help publicize Macy’s events such as the Macy’s Day Parade and other sales campaigns.

Macy’s has the opportunity to become an industry leader in the new trend of social media marketing. By utilizing the aforementioned strategies Macy’s could truly revolutionize its social media presence and sales.