



Fashion brands, through the years, are becoming increasingly important in each of our lives. We follow them on social media platforms and we always keep track of all the new trends. These days, we are an important part to consider in their company since we partially decide of their popularity by following them on these platforms and by sharing facts about them. Every brand is now using these marketing technics as our society evolves in the world of technologies, it gives them more visibility.

CHANEL – fashion brand

Chanel is one of the well-known fashion brands all around the world. They specialize in many beauty related aspects like clothing, makeup, perfumes, jewelry, and skin care. Their primary clientele regroups men and women over thirty who have a slightly higher income than most people. They have a high visibility on multiple social media platform such as Instagram, twitter, Facebook, google + and YouTube.



Visually Beautiful

On their **Instagram** account, you can see pictures of famous fashion icons covered in Chanel products. They used Usher the famous signer, Krysten Stewart a great actor and Taylor Hill, the model of the moment. The fact that these personalities represent Chanel shows that it is a high and fashionable brand and it attracts us as customers.

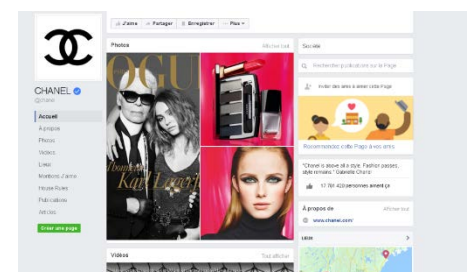
Videos. Videos. More videos.

They use **YouTube** to share multiple tips on how to get the right look for the right event, clothing wise as well as makeup wise. They also post fashion shows and other kind of videos to promote their new products

or to advertise their upcoming events.

Facebook's Attributes

Facebook used to be one of their platforms where they use to promote most of their products, through the years, multiple fashion brands made their entry in the social media world, they still post pictures, promote their new collection coming up as well as their upcoming events but quite less often. With an overall view, they post about information about or twice a week, which is still often but not as often as their activity on Instagram for example.



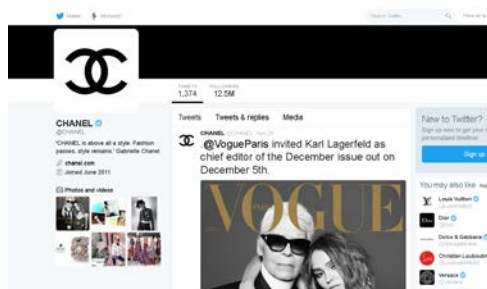
More Visibility

On **Google +**, you will find every promotion, fashion shows, products, and contest that Chanel participated or created. With their 2 196 723 followers, they obviously need to keep their user's interest by posting information at a regular basis.



Twit Away!

Their **Twitter** account informs this platform's users about important events coming up or it reminds them of past moments through pictures or short videos. All these details are important because it keeps the consumer up to date and interested towards the brand. Also, they expose events happening live around the world where the people involved were dressed in Chanel.



Chanel and its Media Platforms

With an overall view of fashion brand Chanel, facts are that Instagram and YouTube are the most viewed social media website for them. People like these ones most especially since they can follow them daily in every step of the way because they're the ones that post information daily. This doesn't take away the fact that their other platform and their own website isn't important. When people want to find precise information on their beloved brand, their first idea is to type in www.chanel.com which directly gives them answer and redirects them to their other used platforms since they can see their logos everywhere on them. Such as Twitter, where they post at least three times a day and Google +, that they keep up to date about one a week.



Amazing Aspect of Social Media Platforms

With an overall view, after analyzing every aspect of three different organizations, we came to turns with the fact that social media platforms play an important role in their marketing strategy and that it gives them incredible visibility.

They all use their own websites that they keep up to date on a regular basis. They have their past events to remind users the success they had doing it, they inform them of their future events; fashion shows, new products, and new collections so they can assist and enjoy them live with them and they make sure the social media platforms they invest time in are always interesting and accurate. Not to forget, they all also use their platforms to communicate directly with their followers either by giving them tips on how to look, what to see or where to go.

They all have their own "favorite" platform where they post the most regularly. Ogilvy is more active on Twitter, they post two or three times a day, it is an incredible rate compared to the others who post once a day, most of the times. For Chanel, Instagram and YouTube are both on top, they log in to this platform once a day to keep their users in the loop and for Vogue, being a high fashion brand based worldwide, all their media platforms are incredibly active every day.

As you can see, after analyzing every organizations use of social media platforms, they mostly use them to promote, inform and communicate the more often possible so that they keep their followers interested but must importantly, so that they keep them in love with the brand.