

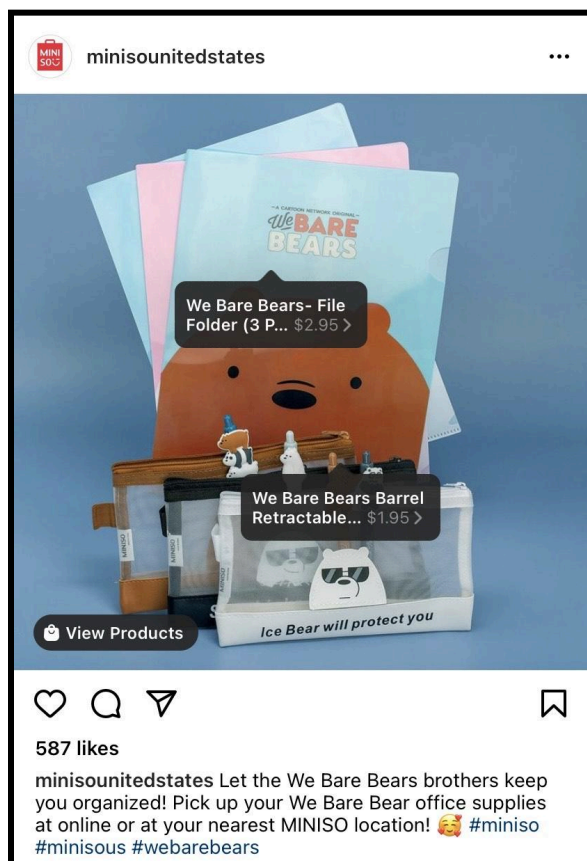
Top 3 Social Media Marketing Posts:

Post #1: Sanrio



This post is a good example of social media marketing for many reasons. One is that they mentioned someone in their post, which shows a collaboration between the businesses and can attract more attention. They also have a call to action, telling followers to learn more, and providing a link to do so. They also provided images related to the content as well as a good key message, which is to help the community. They also provide an incentive, which is having the chance to earn a \$100 gift card by participating in the event.

Post #2: Miniso



My second example of a good social media post would be this post from Miniso's Instagram page. They have a call to action, which allows users to tap the image and lets them view the product. This helps the business as they can quickly view the price and details of the image and may be more likely to purchase the item. They also use hashtags, which can help their post to show up in more searches, and therefore boost their company. The caption also says "Pick up your We Bare Bear office supplies online or at your nearest MINISO location!" This is also a call to action, as it tells the users to hop on their site and check out their products. They also collaborated with a well known brand, which they probably chose after researching their target audience.

Post #3:



The third post I chose was this advertisement from Starbucks. This post is a really good marketing post as it indicates the holiday season, and reminds users of their limited edition drinks. This can entice users since after seeing the holiday cups, they know the drinks are back for a limited time, and will therefore probably get them the next time they go out. They also have a good use of hashtags, which will allow them to appear in more searches. The media is also relevant and since it is a video, there is an animation that users can watch and it makes the post more interactive. I also thought that the caption was a good addition since it's really short and doesn't draw away any attention from the actual video.

Linkedin Post & Comment on Sarah's Post:

