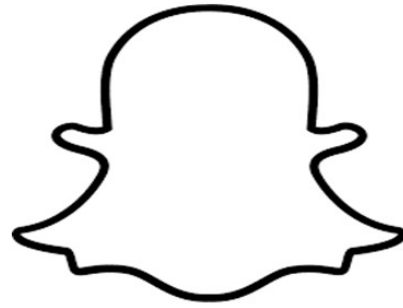


## The Rise of Creativity

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It seems that engagement is of high relevance in businesses nowadays, thanks to social media outlets such as Pinterest, Facebook, and Instagram. Due to the tremendous growth of e-commerce within the past ten years, businesses have invested more dollars in enhancing their brand's image to tap into the mindsets of X and Y generations with the assistance of creativity.

First, brands must strategically plot the best approach in developing universal communications and summarize what they stand for (Chow & Baack, 2016.) By providing an accurate image, brands portray the solitary nature of the organization and what they sell. Each social media outlet reaches consumers in alternative ways, so it is imperative for brands to select the method to voice their message and build valued relationships. Snapchat, for example, would be an excellent medium for B2C markets since it is used to share exclusive moments of the present within a matter of ten seconds. From a consumer's perspective, it is valuable to receive the privilege of visualizing what a company does and how it creates value through Snapchat. It also enhances psychological reinforcement, provides a service, and plays with their purchasing power.

Tumblr, on the other hand, serves as a blog where users can post images, intuitive quotes, short narratives, and videos. Account holders range from mid-teens to mid- twenties which gains branding expansion with the youth who is a primary target market for brand longevity (Gahran, 2012.) Unlike Facebook, Tumblr accounts are visible to the public whether they have an account or not. It is imperative for businesses to use generic hashtags and continuous daily postings of content portraying the business to gain awareness. Overall, organizations must create interactivity, delivery, and shape consumer experiences to heighten creative profit growth.

### References

Chow, K. E., & Baack, D. E. (2016). *Integrated advertising, promotion, and marketing communications* (7th Ed.). New York, NY: Prentice Hall.

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