

2018 Holiday Shopping Season: Apparel Marketing

‘Tis the Season: 5 Benefits to Managing Facebook Ad Comments Effectively this Year End

[Real comment examples included](#)

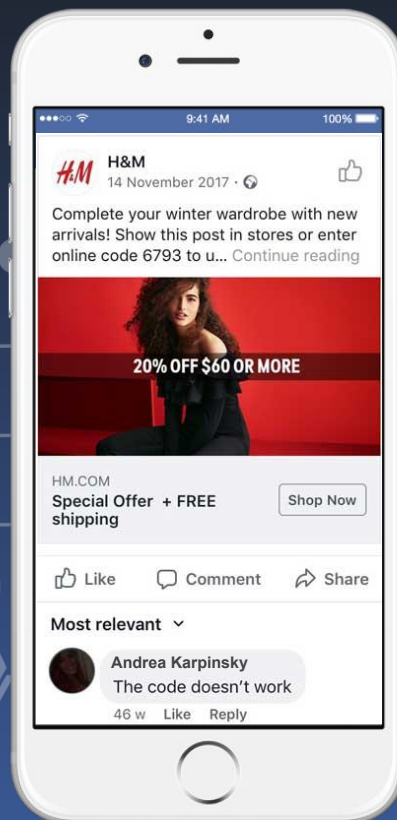
Comments can be utilized to identify new sales opportunities, provide better customer service, assess the impact of campaigns, prevent public relations incidents, and understand perception of products or a brand. Effective comment management can ultimately drive higher positive sentiment and conversion rates this holiday season.

How can I get this one?

The code doesn't work!

Oh my gosh. I'm really waiting for this

Worst deal ever



1. Tap into every sales opportunity



The comments section of ads from apparel, footwear, and accessory brands are often littered with comments from users wanting to know more about the products, especially during the year end when audiences are in “shopping mode”.

Users who post questions about a product or how to purchase it are signaling clear purchase intent. They represent a consumer segment with high potential for conversion.

TAKE ACTION

Respond promptly to customer inquiries to push them closer toward conversion and to showcase your brand’s ability to offer great customer service.


facebook.

MVMT

MVMT

Sponsored ·

Get what you really wanted for the holidays.
Year End Sale → [http://...](#) Continue reading



Like Comment Share

2,5K

21 shares

Username

What style is this, anyone know?

41 w Like Reply

Username

How much..... 🤔 1

41 w Like Reply

Username

Price

41 w Like Reply

Username

price

41 w Like Reply

Username

Price..

40 w Like Reply

Username

Price

40 w Like Reply

Username

I want one


40 w Like Reply

TruWood

TruWood

Sponsored ·

Our BLOW-OUT Black Friday / Cyber Monday Sale is Here - Over 50% OFF!
... Continue reading



Shop Now

Like Comment Share

6,9K

Username

How much

45 w Like Reply

Username

how much 🤔 1

45 w Like Reply

Username

How much

44 w Like Reply

Username

Price please...

45 w Like Reply

Username

How much?

45 w Like Reply

Username

How much

45 w Like Reply

Username

How can I get this one?

45 w Like Reply

Username

How much how can I get

45 w Like Reply

2. Protect ad spend when technical issues occur



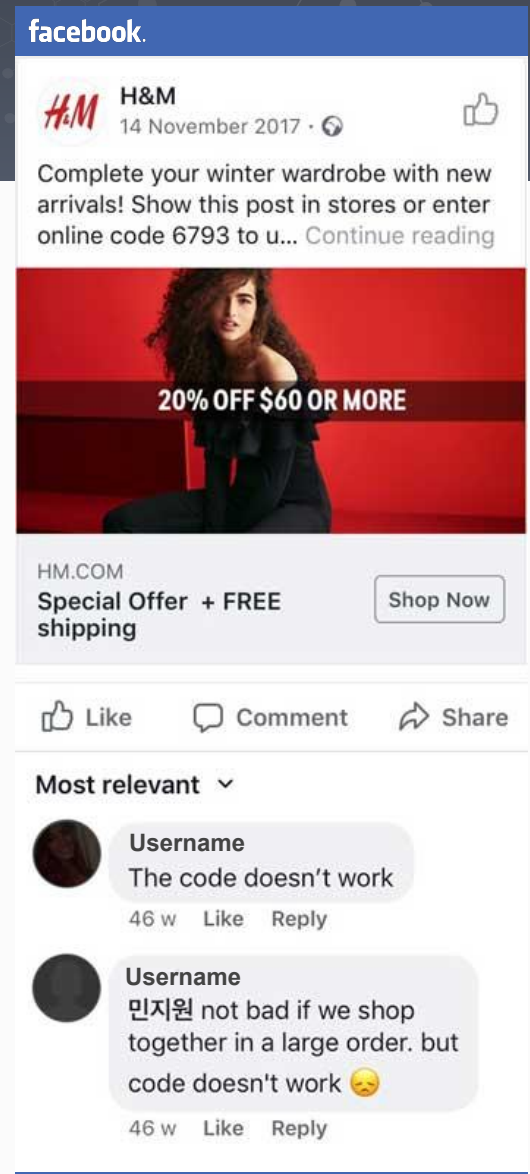
Campaigns that involve dynamic catalog ads or promotional codes are great ways to drive sales, but from time to time, things can go wrong. There may be discrepancies in the catalog description or price, or there may be issues with the promo code, such as:

- It may be misspelled in the ad copy,
- It may not be working on the website, or
- It may be too complicated for people to use it efficiently

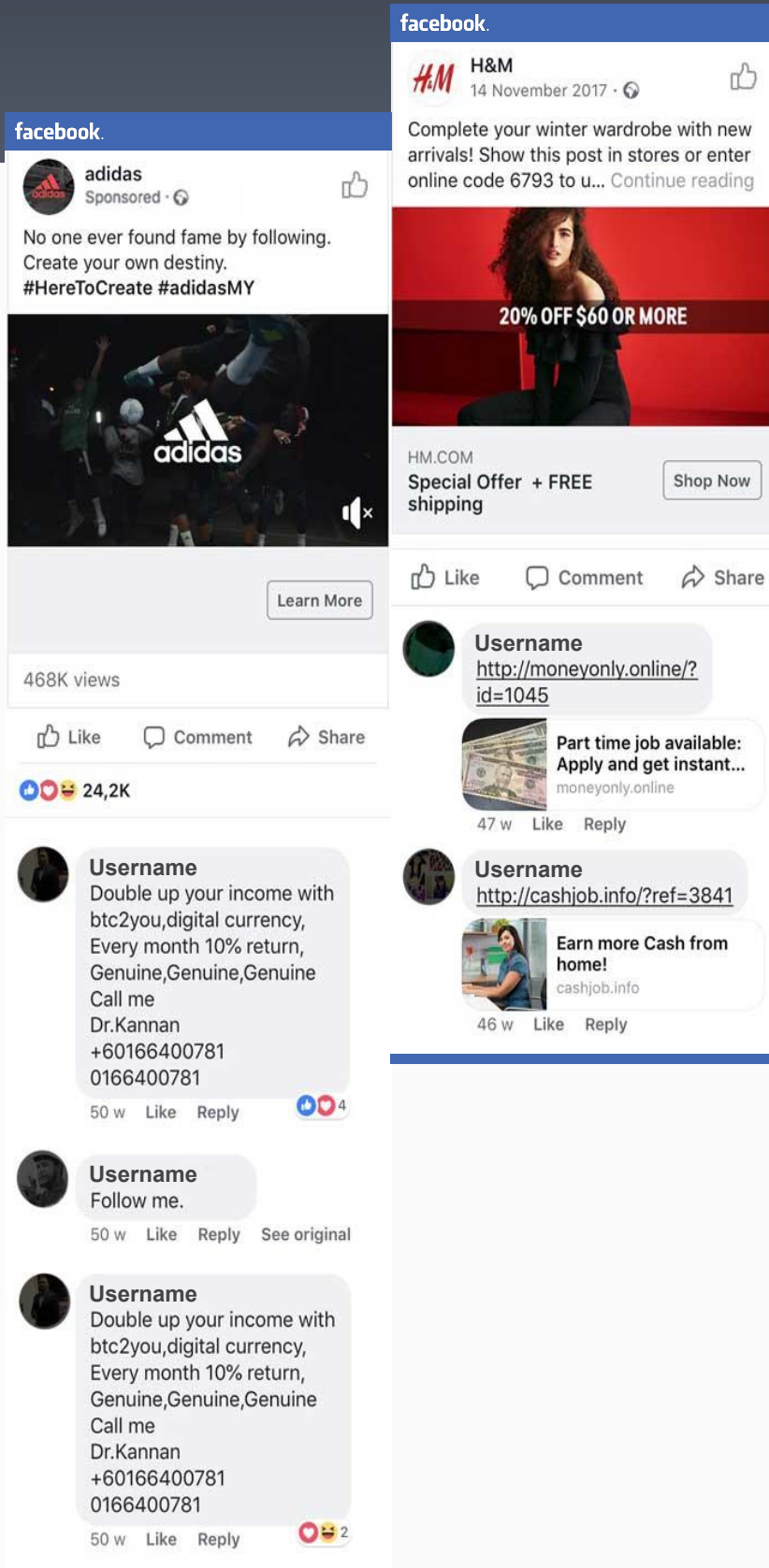
Often, these issues go undetected and by the time it is discovered, thousands of dollars may have been poured into an ad that doesn't work.

TAKE ACTION

Users are usually quick to point out when something is not working on an ad - the question is, are brands listening? These types of issues can't always be prevented, and human mistakes occur, but reacting in real-time can save significant ad spend from being wasted.



3. Keep comment feeds free of spam and scam



The image displays two screenshots of Facebook posts. The left screenshot shows a sponsored post from Adidas with the text "No one ever found fame by following. Create your own destiny. #HereToCreate #adidasMY" and a video thumbnail. Below the post, there are three spam comments from users with the same profile picture, all containing identical text: "Double up your income with btc2you,digital currency, Every month 10% return, Genuine,Genuine,Genuine Call me Dr.Kannan +60166400781 0166400781". The right screenshot shows a post from H&M dated 14 November 2017, advertising a "20% OFF \$60 OR MORE" discount. Below the post, there are three spam comments from different users, all containing links to various websites: "http://moneyonly.online/?id=1045", "http://cashjob.info/?ref=3841", and "http://cashjob.info". Each comment also includes a small image of a person or a document.



On average, **5%** of apparel Instagram ad comments are threats including spam, malicious links, unauthorized selling and promotion of counterfeit goods.

Spam and scam, competitor promotions, highly profane comments and unauthorized sellers can harm ad performance. They make the ads look less credible and people may be hesitant to click on them. By moderating these comments and providing a great user experience, a premium online retailer was able to [increase conversions by 24%](#).

TAKE ACTION

Hide harmful comments on ads . Unauthorized selling and spam on ads may result in consumer safety issues and a damaged brand reputation. Moderating these comments in real-time enables advertisers to maintain control over their campaigns.

4. Protect brand reputation and maintain ad performance

facebook.

Macy's

Sponsored ·

Women's shoes & boots for \$19.99! Why stop at 1 pair? Shop Macy's Black Friday NOW!

BLACK FRIDAY DOORBUSTER

\$19.99

WOMEN'S SHOES & BOOTS

Reg. \$29.00-\$69

WWW.MACYS.COM

Macy's Black Friday

Shop great deals now!

Shop Now

Like

Comment

Share

3K

234 shares

Username

Macy's is perhaps the largest retailer of fur. They sell fur trim and accessories at all of their stores and their larger stores, such as in Boston, have fur salons that sell full length chinchilla and mink coats to name a couple of the animals. Please contact Macy's to let them know how you feel: <https://www.macysinc.com/contact-us/default.aspx>

2

Username

I did not know about the fur. I don't care how cheap those boots are I won't ever shop that store again

45 w Like Reply

1

Username

Same here. Gotta be nuts to go out shopping in black Friday. That's how materialistic and desperate people hv become.

45 w Like Reply

Username

They are very cheaply made.

Username

I will never shop Macy's again. They kicked out a clothing line that was great. All because of Politics

45 w Like Reply

Username

Stop giving your money to those people

45 w Like Reply

Instagram

oldnavy

Sponsored

Shop Now

807.991 views

oldnavy THIS is how you #holiYAY on #cybermonday

View all 326 comments

Username

When white people discover the Internet

45w 6 likes Reply

Username

By donating only pennies a day we can prevent white people from discovering the Internet

45w 17 likes Reply

Username

THIS is dumb

45w 1 like Reply

Username

Consumerism at its worst.

Username

Can we say #sweatshops

45w Reply

Username

omg yes!!!! I HATE THIS STUPID COMMERCIAL, and @hulu PLAYS IT EVERY SINGLE COMMERCIAL BREAK!!!

45w 5 likes Reply

Username

Cheap junk

45w 1 like Reply

Username

Your cloths are made in sweat shops

45w 2 likes Reply

Brand ads are shown to large audiences, and thus are a target for keyboard warriors who take to the comments to post negative or false claims about the brand. This often creates a snowball effect, filling up comment feeds with negative comments which impact brand perception and ad performance.

TAKE ACTION

Identify and hide any inappropriate comments or brand attacks. We recommend hiding instead of deleting comments, as the comment is hidden to the public but remains visible to the commenter and their friends. This gives you an opportunity to respond privately and shift the conversation away from public ads.

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BONUS

Gain first-hand insights to improve your products or advertising campaigns

facebook.

 **Happy Socks**
Sponsored · 🌐

Biggest SALE of the year 📅
Get 40% off and free shipping now!
👉 www.HappySocks.com 👉



-40%

HAPPY SOCKS.COM
Now: 40% OFF
Don't miss out!

[Shop Now](#)

6,1M views

Most relevant ▾

-  **Username**
You're website under "shop now" is less than user friendly. The photos are so tiny that you can hardly see the sock detail.
45 w Like Reply
-  **Username**
Please make bigger socks! My 14yro loves your socks but is currently wearing a 13.5 shoe....
45 w Like Reply

Instagram

 **Miu Miu**
Sponsored



[Learn More](#)

24,047 views

Returning home for the holidays means a unique mix of familiarity and surprises. An unexpected reunion surfaces old... [more](#)

[View all 26 comments](#)

 **User** Add some color in your ambassadors.
43w 4 likes Reply

 **Username** The soft whispers of white women
43w 9 likes Reply

 **Username** So many white girls wow
43w 1 like Reply

 **Username** they're all white
43w 1 like Reply

 **User** cool but uh why are the ALL white??
43w 3 likes Reply



The comments feed on brand ads is often a treasure trove for discovering what your audiences are thinking and feeling.

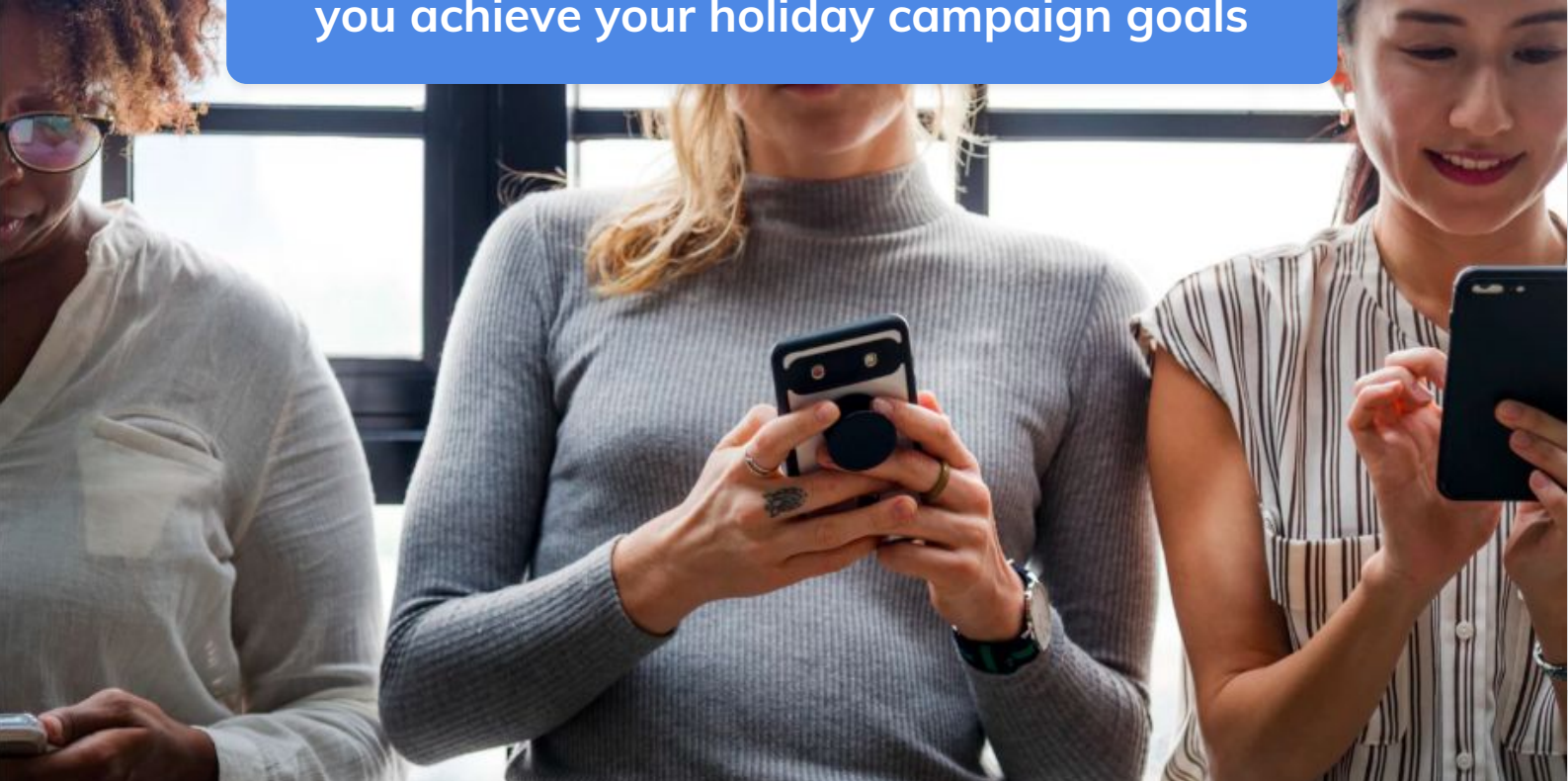
For example, 17% out of all apparel ads analyzed in a sample of 63 ads included comments from consumers asking brands to **consider diversity** when advertising.

TAKE ACTION

Track important topics that matter and use audience feedback to tweak the campaign message or creative direction. Recurring customer feedback and requests can even be passed on to the product development team to inform product strategy.

BRANDBASTION

Talk to a consultant to learn how we can help you achieve your holiday campaign goals



Built for scale

BrandBastion provides automated global real-time support on social media 24/7. We help 350+ accounts manage the engagement they receive across their ads and accounts, hiding harmful comments, issuing alerts for comments that require attention and providing actionable insight on what's being said across accounts. The solution runs in 43 languages enabling brands to run ads at scale, whilst improving the conversations they have with their customers.

BrandBastion has main offices in Helsinki, Finland and Los Angeles, United States, and we work with top brands with global presence such as Netflix, MAC Cosmetics, and DealDash to help them manage engagement on large-scale advertising campaigns effectively.