

The Advantages of Social Networks Marketing for Women Casual Clothes Printed Designs Inspired by Islamic Art

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Abstract:

Social media has become a platform that is easily accessible to anyone with Internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

Social networking websites allow individuals to interact with one another and build relationships. When companies join the social channels, customers can interact with them and they can communicate with consumers directly. That interaction feels more personal to users than traditional methods of strictly outbound marketing and advertising.

Social media marketing programs usually focus on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

The aim of this research is to take advantage of social media websites in order to advertise innovative one-piece women casual clothes printed designs, inspired from samples from Islamic art.

The study assumes that using the social media applications can help in marketing and advertising for women casual clothes printed designs. Also it was assumed that using samples from Islamic art, which coop with the one-piece women casual clothes printed designs, may enrich the market of women casual clothes printed designs, with various designs, to suit wide range of customers.

The research is based on an inductive approach. For verifying the findings of the paper certain applications were carried out on the innovative designs, of women casual clothes printed designs inspired by samples of Islamic art.

Keywords:

Social Networks Marketing - Printed Casual Clothes - Islamic Arts

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