

Zara's #DearSouthAfrica micro-influencer campaign floods social media

Fashion retailer Zara officially [launched its online store](#) in South Africa on Wednesday, 18 September, making its complete collections for women, men and kids, as well as some exclusive items specifically for the local market available for South Africans to shop via the [zara.com/za](#) website.



South Africans can soon shop Zara online

3 Sep 2019



In the days prior to the launch, Zara rolled out its #DearSouthAfrica micro-influencer campaign to create awareness around the news.

As South Africans got ready to start online shopping at Zara, global media intelligence company, Meltwater, tracked the #DearSouthAfrica hashtag this week, as well as social media mentions around the campaign that saw micro-influencers causing quite the macro stir on social media.



instagram : Tlego28

@tlego28

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ZARA wanted to work with micro influencers 🍷 - best decision ! Their store isn't online yet but the reach is apparently great thus far -



2:38 PM - 16 Sep 2019

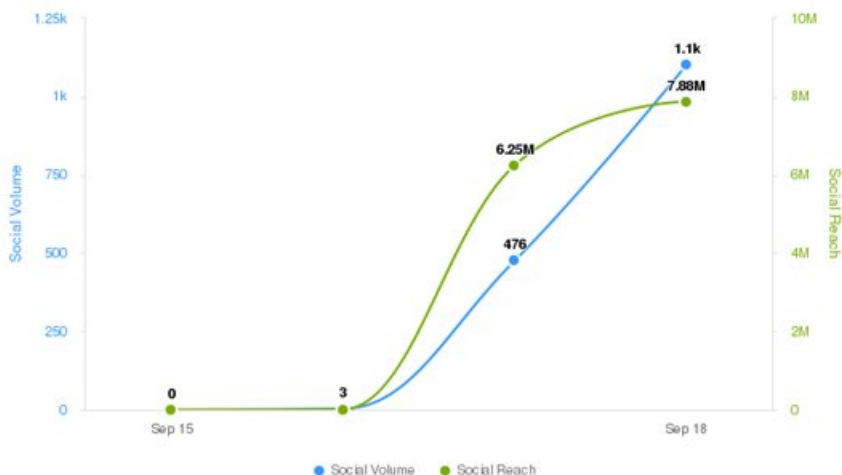
175 Retweets 1,550 Likes



No. 1 trending topic

The official hashtag used for the Zara online store campaign, #DearSouthAfrica, only surfaced on social media on Monday 16 September 2019. But as soon as micro-influencers took to Twitter on Tuesday, 17 September to share announcements that they were a part of the new Zara online store campaign, the hashtag saw an explosion of traction that garnered a total social reach of 6.25M people worldwide. On the day of the online store launch, this number had increased to 7.88M.

Social Reach vs. Social Volume



By Wednesday 17 September, 'Zara' was the number one trending topic in the world on Twitter, with #DearSouthAfrica trending at number 6. Online posts on social media that included the words 'Zara' and 'online' saw South Africa contribute 55.77% of all global mentions, followed by the USA with 3.47% and the United Kingdom with 1.09%.

Worldwide trends

Zara

23.6K Tweets

#ZinhleMaditla

1,311 Tweets

#ApartheidFlag

1,219 Tweets

#NdlovuYouthChoir

Menlyn Maine

2,387 Tweets

#dearsouthafrica

Post Office

7,203 Tweets

#TotalTankUp

Percy Tau

Measuring the Zara micro-influencers

While much debate surfaced on Twitter about Zara using micro-influencers for this campaign, no one can dispute the success this campaign was in generating conversations online about the new online store opening. Twitter users were quick to share their thoughts and sentiments on how well Zara, a global fashion brand, executed their campaign through the use of micro-influencers, who generally have a lower number of followers but higher engagement rates.



lammpho.lekay

@mpholekalake29

Follow



Big ups to Zara on their online launch campaign 100 100 100 100 100

I appreciated that they included normal everyday ppl who we can all relate to.

When the time comes and U expand your plus size range, halla I am here 🎉🎉🎉🎉🎉

#DearSouthAfrica #ZaraCampaign #ZaraSouthAfrica

5:11 AM - 18 Sep 2019 from Johannesburg, South Africa



Ivy Mpho Pule

@ivy_pule

Follow



What @ZARA Team did was genius. BOSS moves! Including micro-influencers on the new campaign creating a positive hype. I'm all for this #zaracampaign

Let's be happy for all the influencers who were chosen for this particular campaign, let them shine, our time will come too ❤️

4:11 AM - 18 Sep 2019



Mimie Hlongwane
@MimieHlongwane

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Yes Zara did it right! [#ZaraSouthAfrica](#) [#ZaraCampaign](#) micro influencers are the equivalent of niche marketing. There's more of a ROI from 5000 or less followers who are more likely to make a purchase cause they connect with you over 1million randoms who just like to clap & marvel

9:44 PM - 17 Sep 2019

As Meltwater monitored online conversations by location, the African heat map below indicates that South Africa was yet again the number one country talking about the Zara campaign, with 94.07% of all mentions coming from South Africa. Cameroon comes in second at 1.04% followed by Nigeria at 0.97%.

 Meltwater

Heat Map

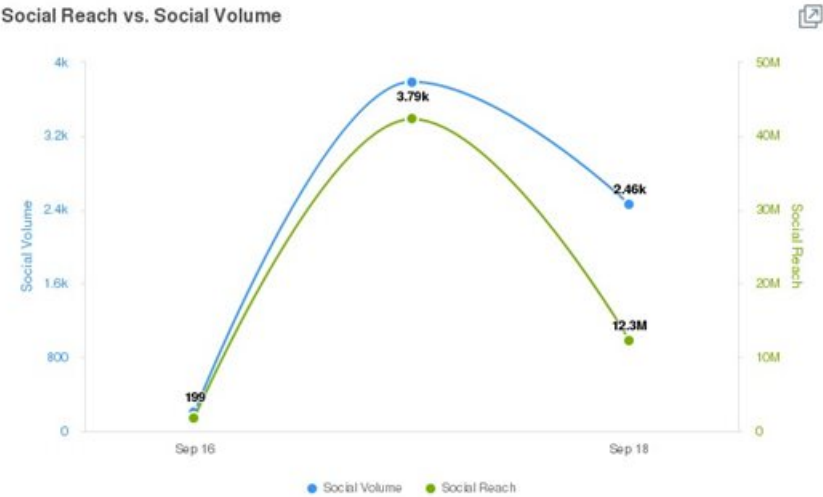


According to Meltwater, if there is one thing that the Zara online store campaign proved, it's that micro-influencers hold significant power when it comes to influencer marketing. Because these influencers are known to have higher engagement rates, using a social media platform, such as Twitter, worked well for the Zara campaign. Not only was Twitter the top social media platform in South Africa for this campaign, but the social reach the day before the official store opening peaked at 42.3M people. On the day of the launch, social reach was 12.3M people.

Top Sources

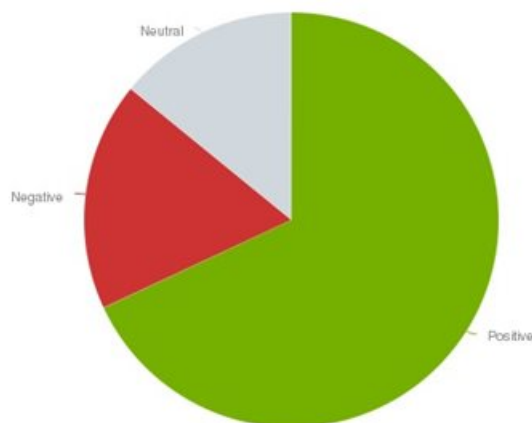
Publicatio.	Zara Online South...
Blogs	6%
Commen..	3%
Facebook	2.3%
Forums	0.5%
Twitter	87.2%
YouTube	1.1%
Total	100%

Social Reach vs. Social Volume



As a result, not only did the Zara campaign create hype that reached further than our borders, but the overall online conversations were positive towards Zara and their online store campaign. 68.1% of all online social media mentions with the words ‘Zara’, ‘online’ and ‘South Africa’ were positive, while only 17.8% were negative, and mainly referred to social posts on why Zara chose to work with more micro-influencers for this campaign.

Sentiment



Nonzwakazi

@Nonzy_g

Follow

Not sure why people are throwing shade at the Zara influencers. OKSALAYO they all got an amazing gig.

Ninomona 🙄

1:36 AM - 17 Sep 2019

204 Retweets 1,299 Likes



Dayeater Dhlamini

@SpaceTheDude

Follow

So people got packages to shop online at [#Zara](#) then go influence their Gram followers but they are all here fighting on twitter or whats going on here?

7:39 AM - 17 Sep 2019





Katlego ✨
@TheGalWithAFro

Follow



You're sitting there complaining about who Zara chose to work with with and you don't realize you sitting there is why the opportunity missed you.

12:30 AM - 17 Sep 2019

190 Retweets 788 Likes



Social media and feature image via [Tlego28](#).

Meltwater is not associated with Zara or the #DearSouthAfrica campaign in any way.

For more, visit: <https://www.bizcommunity.com>