

Bargain clothing for Klout



The fashion brand Volga Verdi offers discounts to customers that help them spread the word through social media. Based on their social influence (the number of friends or followers), customers receive discounts when they post about the brand on their own networks.

Why it matters

This is yet another example of how a brand can use social media for advertising purposes. Instead of spending money on traditional media, they exploit the fact that friends are far more influential when it comes to purchase decisions. What other ways can we use social media to influence trends and/or consumers?

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