

TOP MARKETING SLIP UPS FOR SOCIAL MEDIA



The magazine, Advertising Age, recently composed a report that consisted of a celebrations of some of the industries winners. This new report included a list of some of the marketing books that should definitely be read along with a list of some of the most viral advertisements and slip ups with advertisement campaigns that took place, according to marketing.ca. Weingate was one of the biggest slip ups using social media. Anthony Weiner meant to send a picture of his private parts to a woman in Seattle but the picture became viral. Weiner made claims that he had actually been hacked but after a detailed investigation,. Weiner made admissions that he did, in fact, send the photo to the woman in Seattle himself and he was not hacked. After working for 12 years as the House of Representatives, he resigned due to the scandal and controversy. An employee for New Media Strategies made a major mistake when he made a diss to Detroit drivers on Twitter from the ChryslerAutos account. He wrote, “I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to fucking drive.” Of course, after posting such a tweet, he was fired and Chrysler, in the aftermath, has released an “Imported from Detroit” advertisement campaign. Gilbert Gottfried literally got fried after he made jokes about the devastating tsunami that hit Japan. His jokes were tacky and tasteless especially since Japan was dealing with a major loss. Many people in Japan died during the tsunami. While he may have thought his jokes on his Twitter account were all in fun, most people found them very ignorant and because of that, he lost his job as the voice for Aflac duck. Ashton Kutcher was also put under fire after making an uneducated post on his Twitter account. Kutcher tweeted without knowing the entire story or situation that was going on with Jo Paterno and the Penn State scandal that seems to be nationwide news right now. Kutcher complained to his 8.5 million followers that firing Jo Pa was insulting and classless. Someone must have told him about the actual reason in which Paterno was fired because he later retracted his statement and handed his Twitter account over to his management team to avoid making any of these mistakes in the future. He definitely learned something, never assume, always know the full story before making a quick tweet, especially when you are so famous. Ragu, known for its tomato sauce, also made quite the mistake. The company created an advertisement based on moms who were basically ragging on dads for not being good cooks in the kitchen. The advertisement did not go well with men at all. They probably had high hopes for the advertisement but unfortunately, it was just not the right strategy. The company was instead accused of hating on men and dads in particular.

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