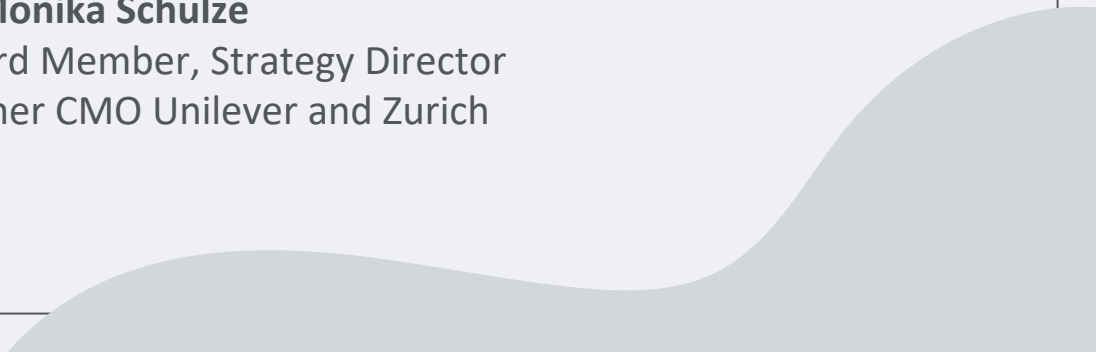




Social Media for Business Growth

Monika Schulze

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The Evolving Role of Social Media in Customer Engagement and Marketing





Social media profoundly transformed the way businesses communicate with customers

Before

- Brand perception was shaped by corporate messaging
- Advertising was costly and gatekept
- Brands pushed messages hoping people would respond

Now

- Customers themselves shape perception through reviews, tags, and shared content
- Any business can advertise with a small budget on platforms like Instagram or TikTok
- Customers seek out and follow brands they like, and content is shared organically

Impact: Democratization of marketing- startups & local businesses can gain visibility

What are the things that didn't change?

- The Importance of a Strong Brand: people still choose brands they **know, like, and trust**
- Advertising Has Always Been About **Persuasion**: The goal is still to influence attitudes, drive awareness, and prompt action
- Understanding your **Customer's Emotions**
- Storytelling is Still King



Selected Social Media Trends Shaping Brand Engagement

- Nostalgia & Escapism
 - Mental Health, Spirituality & witchy content (#WitchTok)
 - Authenticity > Shift away from over-edited, curated feeds
- > There is a growing interest in **mindfulness and mysticism**, especially among younger generations — often blending folk traditions, energy healing, astrology, and new-age spirituality.



Successful Case Studies





Historical Wisdom Meets Technological Innovation

- In a world filled with uncertainty, the human desire to glimpse the future remains timeless.
- One of the most intriguing forms is **coffee fortune telling**.
- Barcaffé, a popular Turkish coffee, has combined the ancient tradition of coffee fortune telling **with modern technology** to create an AI-powered fortune-telling tool.
- With this tool, users simply take a photo of the coffee grounds in their cup, ask a question, and receive a prophecy within moments—making fortune telling both simple and personal.

<<<<<

Did the campaign deliver?

275.104



Why the campaign works

- Strong Brand Presence
- Deep Emotional Connection with the Customer
- Boosts Awareness and Inspires Action
- Compelling Storytelling Rooted in Tradition
- Smart use of technology



Proud employees



Jelena Milinkovic • 1st

Category & Brand Development Manager at Atlantic Grupa
1yr • Edited

There have been many times in the past when coffee was connected to fortunetelling. **Barcaffé** however has never had a fortunetelling project or activity. Last year, our team was brainstorming on potential new activities using new tools available today. The result is here 🤖 We are very excited to present to you Barcaffé AI-generated fortune telling tool.

All you need to do is enjoy in your favorite (turkish) coffee, take a photo of your coffee cup and upload it to Barcaffé tool (it will take you step-by-step):

SLO: <https://lnkd.in/dunDzcbW>

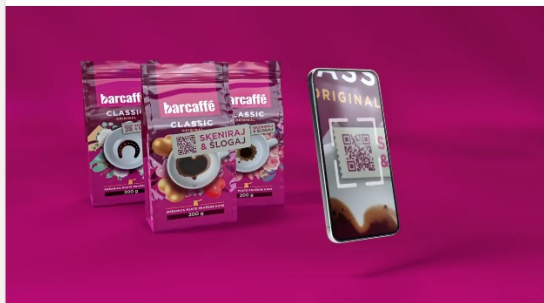
CRO: <https://gataj.barcaffe.hr/>

So, what are you waiting for? :) Try it out and discover what the future holds. You will receive a unique and inspiring fortunetelling message. Please share your thoughts and feedback, I would love to hear from you.

#barcaffé #futuretelling #aitool #marketing #forabeautifulday #barcaffegataj

#barcaffeslogaj #fortunetelling #coffee

Tihana Vujčić Lea Kopina Ivana Mijatovic Marko Cerovšek Ivica Jurić Tina Sajovic Mirjana Savic



Marko Cerovšek • 1st

Regional Brand Building Manager at Atlantic Grupa
1yr •

🗨️ So good it can predict the future. 🗨️

Become a part of our latest **Barcaffé** campaign and find out what the future holds.

Scan the qr code on our packaging or pos materials and get your personal AI generated fortune-telling prophecy. **Tihana Vujčić Jelena Milinkovic Mirjana Savic Lea Kopina Ivica Jurić #fortunetelling #coffee #ai #barcaffé #pos**





When employees share a campaign, the impact can be significant and multi-dimensional

- Increased Reach and Visibility
- Enhanced Trust and Credibility
- Stronger Employer Brand
- Internal Engagement and Alignment
- Data & Feedback Insights

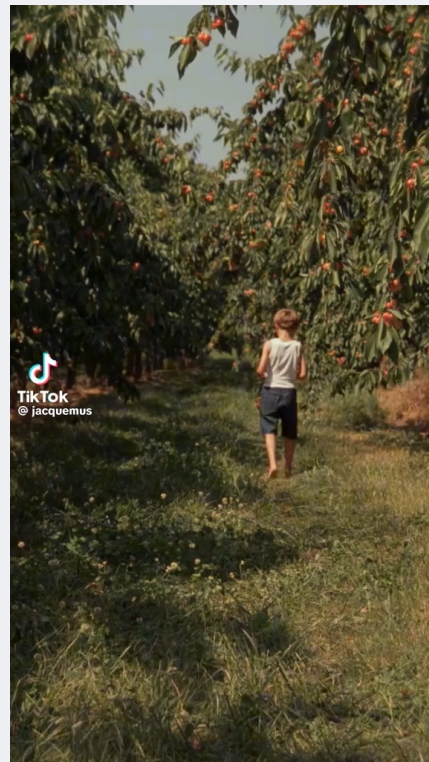
Impact: **Combining** different Social Media Channels can be very effective—if **done strategically**.

Homage to the past as a trend

- Jacquemus is the brand name of Simon Porte Jacquemus, a French fashion designer
- He is known for Minimalist Chic with a Provencal Twist
- He often channels childhood memories into his collections and campaigns. Many feel like **homages to simpler, slower times**
- Jacquemus' social media campaigns are successful because they go beyond fashion — **they sell a feeling**. Jacquemus doesn't just post clothes — he curates a dream world.
- His new campaign started last week (25.6.2025) to demonstrated his emotional ties to his family



Jacquesmus examples





Why it works

- Nostalgia is psychologically comforting, especially during turbulent times
- Young creators reimagine eras they never lived through, creating fresh interpretations.
- Retro content stands out in feeds filled with polished, AI-generated media
- A lot of attention to details to capture attention
- Video Result: 1 Mill. views within three day



My summary

- Consumers continue to choose brands they know and like
- **Emotional narratives** remain central to influencing attitudes and actions
- Successful campaigns focus on how products *feel*, not just what they do
- Both brands tap into nostalgia to spark connection
- **Nostalgia and Escapism** are major trends in social media,

The Enduring truth: Advertising evolves, but human emotion and storytelling still lead the way also in our digital driven world



#bettertogether
#TogetherWeGrow



Stay in touch:
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