



## The "Hawkers" case study: a model of the strategic use of resources offered by digital environments [

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text (article)

Analítica

This study investigates the key to success of Hawkers, a Spanish company involved in the online marketing of sunglasses and a remarkable example of so-called start-ups. Starting up with a modest investment capital, this company, in becoming an internationally renowned brand, has quickly managed to achieve a high level of capitalization and an outstanding sales volume. To achieve this, Hawkers has developed an innovative management communication strategy on social media, adapting conventional marketing knowledge to online environments and reinterpreting traditional marketing practices in an original and effective manner. Furthermore, it has used an insightful sales strategy most effectively, turning customers into brand ambassadors with the aim of viralizing the brand content and developing growth partnerships with prominent companies and celebrities. The study is based on an analysis of key digital communication literature and insights provided by Hawkers, incorporating knowledge of new digital marketing techniques, observation and analysis of communication actions undertaken by the brand and measurement of its effectiveness through the available web metrics. The most important actions are detailed and the reason for their effectiveness explained through an analysis of communication mechanics applied with an emphasis on digital environments

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