

## Case Briefing

# Promotion – Social Media & Web Marketing



## The Situation

The trendy apparel retailer, Zena, is looking to boost lagging sales. Zena has both brick and mortar (physical) stores and an online presence. Zena's management has done traditional marketing and created a website, but they have not used social media or featured items on their website.

## Your Role

You have been hired as VP of Social and Web Marketing. The first task the president has given you is to start posting some items on social media sites and to begin a featured items rotation on the website.

## Learning Phase

In this phase, you will work with a practice store, called Practice Wear. Step-by-step instructions will guide you through two mechanisms for promoting your clothing line. First, you will experiment by posting a randomly chosen garment to a simulated photo sharing website, Instatrend. You will review the reactions to your post. After studying industry trend reports, you will try to make a more effective posting using a more trendy item. You will then check street trends on social media and try to spot an item "going viral." You'll see how taking advantage of this can drive sales increases. You will then look at the second mechanism for promotion: featuring items on your website. You will learn how to pick items, vary featured items over time, and track the influence on online sales and store sales.

## Challenge Phase

As the new VP of Social and Web Marketing for Zena, you have been challenged to meet a specific revenue target over the next 4 weeks through smart use of social media postings and featured items on the company's website (online store). Your sales goal includes both in-store and online sales. Monitoring reactions to your online activity will help you succeed. Catching an item as it's popularity begins to take off will also be critical.

At the option of your Professor, you may be able to retry the Challenge Phase multiple times. Only your best grade will count.

## Social Media & Web Marketing in the Simulation

In this simulation, customers' fashion tastes shift over time to form trends. Social media can be used both to track these trends and to take advantage of trends to drive big increases in sales. By using industry trend reports and following social media sites reflecting street fashion trends, you can predict what is likely to be hot and potentially catch super hot items as they go viral. You can also post to social media to promote your store. Posts that you make to an Instagram-like site are reviewed by potential shoppers. If they like what they see, they are more likely to come to your store and buy, or to buy online. Customers are also assumed to view websites -- including yours. By selectively featuring items on your website, you can further increase sales.

## Discussion Questions

How are sites like Instagram used by marketers? Name at least two ways.

How has social media changed the world of fashion and events like Fashion Week in New York, Milan, and Paris?

What are two possible reasons for featuring an item on a website?

Why is Instagram so important to fashion marketing? Name other social media sites and why they might be more appropriate for marketers from different industries?