

Sephora Direct: Investing in Social Media, Video, and Mobile



BACKGROUND

Sephora - Decades of tradition and innovation in cosmetics and beauty
- 100% of sales from physical stores
- 100% of sales from physical stores
- Sephora USA
- 100+ countries
- 100+ brands
- 100+ brands
- 100+ brands
- 100+ brands



Problem Statement

John Morris is the new CEO appointed at Sephora Direct. In looking to double the traffic for Sephora's social media, John and his team have decided to invest in which media channels will have the biggest impact and how to measure the impact of said investment.



Social Media

- Facebook
- Twitter
- Sephora.com
- YouTube
- Beauty talk
- Mobile app



ROI

Return on Investment
- Increase in sales
- Increase in website traffic
- Increase in customer satisfaction
- Increase in brand awareness
- Increase in engagement



Case
Questions

- Question 1: What other social media strategies do you think Sephora should invest in?
Question 2: What social media is the most successful for them?
Question 3: What are some strategies that have been successful for them?

SEPHORA

Questions

By:

Karla Villarreal
Alejandra Llama
Gabriela Talamás
Alejandra Pimentel

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Structure

- Background
- Where they are in social Media
- Problem
- Solution
- Question section

BACKGROUND

Started in 1969

- France 1969 - Dominique Mandonnaud
- 1997 - Louis Vuitton and Moet Hennessy
- 1998 - New York City
- “Try the make up on without buying anything
- Science of Sephora
- Sephora.com
- o U.S.- 1999
- o Can - 2003
- 2006 - JC Penney
- 2007 - Beauty Insider program
- 2009 - V.I.B
- 1,300 stores in 27 countries worldwide,

