

Ombre, Tie-Dye, Splat Hair: Trends or Fads? "Pull" and "Push" Social Media Strategies at L'Oréal Paris



Sephora Direct: SWOT Analysis

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Current Marketplace

US Beauty & Personal Care Market
• \$56.9B in 2009
• Competition - Macy's, Nordstrom, MAC, ULTA, Amazon.com & Beauty.com

SEPHORA Thecasesolutions.com

- 1,000 stores in 23 countries
- 450 in US & Canada (26 states)
- Sephora.com - top 50 retail websites - 3M unique monthly visitors - capturing roughly 30% of US online market
- Promotions - samples rather than discounts

Distribution Channels

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- Traditional Media
- Website and Online Advertising
- Social Media
- Public Relations
- Mobile Marketing

Recommendation Debate



Target Customer

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- 30% of 24-34 year olds shopped in store at Sephora
- 40% of online shoppers between 25-44 years old
- High Relative Advantage
low change in behavior = high benefits = success
Younger and Older women looked up to target market 3 market segments
- Customers "Grew up with the company" and were "Young, hipster" than department stores
- High accessibility to technology
20% used search engine to shop for beauty products
- Prestige: 50% of online had \$250+ income
60% of online shoppers spend over \$25/month on beauty

Introduction and Company Background

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Humble Beginnings

- 1969
- 1979

Expansion

- 1993
- 1997
- 1998
- 2006
- 2010

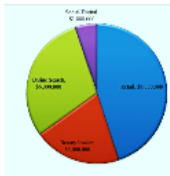
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Marketing Objectives

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Breakdown of Sephora's Marketing Expenses



Retail

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Online Search

Beauty Insider

Social/Digital

Marketing Strategies

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- **Traditional Media (Retail)**
Print, Catalogs, Store Animations
- **Website and Online Advertising (Online)**
Sephora.com, SEO
- **Social Media (Online)**
Facebook, Twitter, Beauty Talk - highly successful
- **Public Relations**
Beauty Insider Loyalty- Email Marketing (Online)
Contests, Sweepstakes, Events
- **Video (Online)**
Youtube - User Generated Content (UGC)
- **Mobile Marketing (Online)**
iPhone and other platforms
high cost, high downloads



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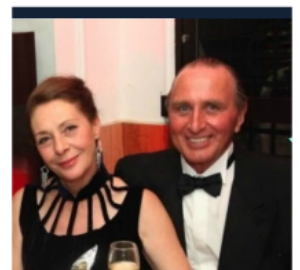
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sephora fleur de sephora collection



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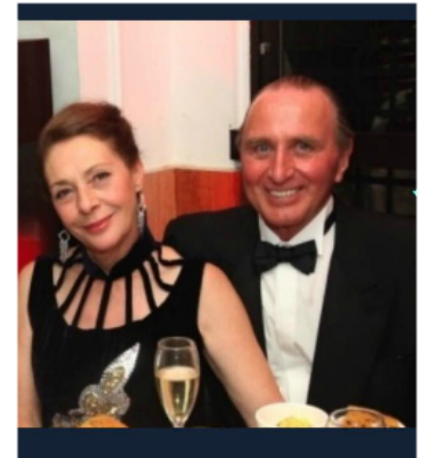
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Social Digital,
\$1,000,000

Retail

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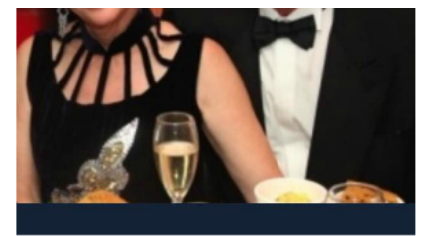
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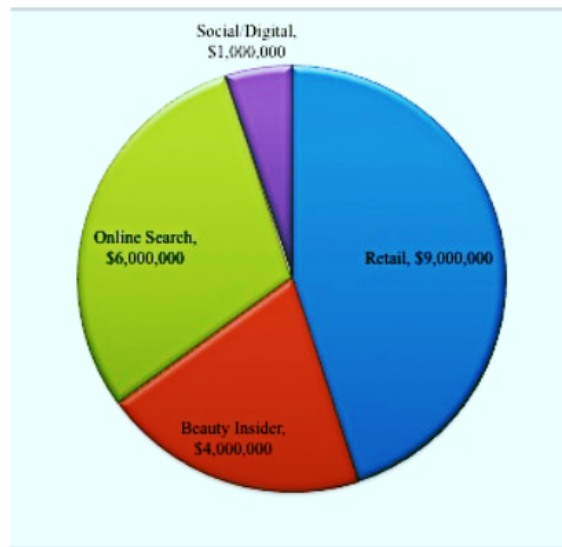
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