

OPOWER: Increasing Energy Efficiency through Normative Influence (B), Spanish Version

BACKGROUND
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- The case is based on the following information:
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Social Media

- Facebook
- Twitter
- Snapchat
- YouTube
- Beauty talk
- Mobile app

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Case Questions

Questions:
What other social media strategies do you think Sephora should invest in?

Questions:
What social media strategy do you think Sephora should invest in?

Questions:
What other social media strategies do you think Sephora should invest in?

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Problem Statement

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Jade Terrell, the vice president of Sephora Direct, is looking to build the success of Sephora's social media, video and mobile applications in 2015. She needs to consider which new media platform will have the biggest impact and how to measure that impact to justify her investment in additional SMM.

ROI

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| Channel | Reach | Engagement | Conversion |
|-------------|-------|------------|------------|
| Facebook | 100M | 10% | 1% |
| Twitter | 50M | 5% | 0.5% |
| Snapchat | 10M | 2% | 0.2% |
| YouTube | 20M | 3% | 0.3% |
| Beauty talk | 5M | 1% | 0.1% |
| Mobile app | 2M | 0.5% | 0.05% |

Should they cut traditional marketing budget to increase their digital marketing?

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- Budget: print advertising campaigns but only in the US (less important because in-house)
- Buy more online ads than traditional ad to drive traffic to Sephora.com

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



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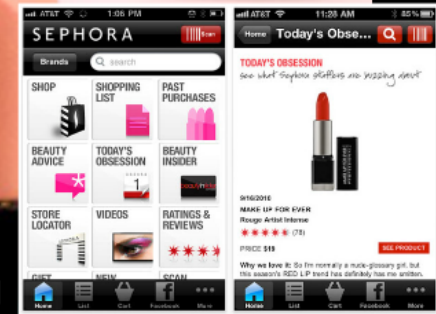
Started in 1969

- France 1969 - Dominique Mandonnaud
- 1997 - Louis Vuitton and Moët 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,


Social Media



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



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Case Questions

Question 1

What other social media strategies do you think Sephora should invest on?

Question 2

What social media is the most measurable tool?

Question 3

What are some strategies to become more present on Mexico?

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Should they cut traditional marketing budget to increase it on digital marketing?

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- Reduce print costs Keep catalogues but only to the VBIs (Very Important Beauty Insiders)
- Buy more online ads than traditional ad to drive traffic to Sephora.com

ROI

How to measure ROI (Return on Investment) for digital marketing and social media?

- Online traffic to sephora.com
- Conversation rate
- Number of purchases with online coupon
- Number of sephora mobile app downloads
- Pinterest Web analytics

- E-commerce code from Google Analytics – QR code for each platform.
- Happy Hour – exclusive promotion via twitter
- Hubspot
- Sephora Beauty Insider registration
- UGC (user generated content) on YouTube

How to win more on the digital space?

- Foursquare
- Groupon
- Shopsocially
- Sephora Blog – download article – coupon
- Invest on bloggers
- Online chat with experts
- Video contests on YouTube
- Promot Beauty Talk and app on stores kiosks

Should they cut traditional marketing budget to increase it on digital marketing?

- Reduce print costs.
- Keep catalogues but only to the VBIs (Very Important Beauty Insiders)
- Buy more online ads than traditional ad to drive traffic to Sephora.com

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Problem Statement

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Julie Bornstein, the senior vice president of Sephora Direct, is looking to double the budget for Sephora's social media, video and mobile applications in 2011. She needs to consider which new media platform will have the biggest impact and how to measure that impact to justify spending an additional \$1M.