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IMC

MARKETING PROPOSAL



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"NORDSTROM BELIEVES THAT
GREAT SERVICE BEGINS WITH
SHOWING COURTESY TO
EVERYONE - CUSTOMERS,
EMPLOYEES, AND VENDORS"



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WALLIN & NORDSTROM

HISTORY

Nordstrom was established in 1901 by John W. Nordstrom as a shoe shop in Seattle. It was first known as Wallin & Nordstrom but later changed to Nordstrom Inc. By 1960 it became the biggest shoe store in the United States. By 1966 they added men, women, and children wear to their collection. The company went public in 1971 and two years later they were able to make more than \$100 million in their annual sales.

After two years they opened their first Nordstrom Rack, which served consumers more affordable products. In the next decade, they started opening stores all over the United States like California, Virginia, Canada, and Puerto Rico. Now they have 380 stores all around North America.





E-COMMERCE

SERVE
96
COUNTRIES
ONLINE

Nordstrom started ecommerce ten years ago and they now approximately serve 96 countries online. In 2018 their revenue was \$15.5 billion with an asset of \$8.1 billion. The profit for that year was \$438 million. Nordstrom has 72,500 employees working for them. They operate in a different kind of segment-like Retail, Credit, and Corporate. Retail manage online shopping and stores all over the U.S. The credit section helps consumers with payment decisions. The corporate sector takes care of investment, asset, expense, etc..

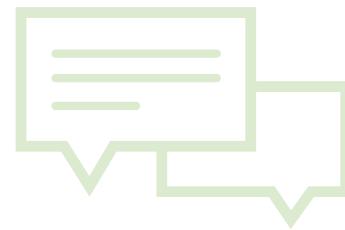


EXECUTIVE SUMMARY

Nordstrom contains different kinds of inventory ranging from well-known to obscure brands like Gucci, Chanel, Dolce & Gabbana, Ecco, Clarks, etc. Nordstrom offers services like The Nordy club, style experts, and Nordstrom credit card. The nordy club offers customers the opportunity to become a member. The membership helps a consumer get exclusive access on the latest trend, earn status based on spending, and earn points per dollar spent. Because of this, the company attracts many loyal customers. Two things that make the company stand out is the way they treat their employees and customers. Employees are encouraged to go above and beyond to help customers, which causes the company to have high-quality customer service. Because of this, Nordstrom has a positive brand image. Top competitors of Nordstrom are Macy's (M), Dillard's (DDS), and Neiman Marcus.

SWOT

ANALYSIS



Strengths

- Customer Satisfaction
- Brand Equity
- Strong Distributor-Seller Relation
- Well Groomed Employees

Weakness

- Days Inventory is High
- Profitability Ratio/Net Contribution is lower than industry average.
- R&D in Technology

Opportunity

- Online Shopping
- Capitalizing on Marketing Their Eco-friendly Approach
- Global Market Entry

Threats

- Replicating Brand Equity Globally
- Changing Consumer Behavior
- New Tech From Competitors

Strengths

Nordstrom's first strength can be found in their very high standard of customer service. Their level of customer service is one of the best, if not the best out of all their competitors. Brand equity is very important with Nordstrom and you see this in how they groom their employees. Brands want to be associated with Nordstrom's brand equity, so they have their representative come in and teach salespeople more about said product. This creates a highly skilled workforce that is also motivated.

Weakness

Days inventory is higher than competitors.
The Profitability Ratio and Net Contribution % of Nordstrom are below the industry average.
Nordstrom has been known for their physical infrastructure supply chain business model for so long that transitioning consumer buying behavior to online could be potential problems down the road.





Opportunity

Online shopping is becoming more popular and Nordstrom is capitalizing on that by making this available to 96 countries. Shipping is becoming cheaper making consumers choose convenience over experience. In addition, Nordstrom is very environmentally conscious about how much they impact the environment. Some major locations use solar panel and delivery trucks are scheduled to bring supplies during dead hours to avoid congestion in traffic. The world is transitioning into a trend of being green, and Nordstrom could capitalize on this with marketing to appeal to these consumers' sense of moral environmental accountability.

Threats

Shortage of skilled workforce in certain global market represents a threat to steady growth of profits for Nordstrom. For example, if Nordstrom tried to break into the Asia market their ability to replicate the brand equity would be futile because of inability to integrate and adapt to new cultures. No regular supply of innovative products – Over the years the company has developed numerous products but those are often response to the development by other players. Research and development for tech is very low. POS system haven't been updated in years.



FINANCIALS

In 2018 Nordstrom reported having a revenue of about 15.47 billion, a cost of revenue of 9.89 billion, and a gross profit of \$5.58 billion. Since 2015 the company has seen a steady increase per year in gross profit with an increase of about \$488 million between 2018 to 2015. Likewise, net income has also gone up since last 2017. Despite this net income is substantially lower than where it was in 2016 and 2015. 2018's net income was only about 437 million while it was 720 million in 2015. When examining Nordstrom's annual income statement it seems that an increase in operating expenses seems to be why. SG&A in 2018 was 4.66 billion, a 345 million increase from 2017. Higher expenses in supply chain, marketing, and technological expenses alongside some legal settlements are what have recently driven SG&A up.

REVENUE

2018

15.47
BILLION

2017

14.76
BILLION

2016

14.44
BILLION

2015

13.51
BILLION

CONSUMER MARKET

Nordstrom's consumer market is comprehensive made up of women, men, young adults, and children. They primarily focus their consumer market on women with expendable income who make purchases for their household. Nordstrom is a high-end retailer that is the industry leader.

Nordstrom takes the brick and mortar, as well as online, shopping experience to a new level by understanding their primary consumer market - women.

L I F E I S A P A R T Y
D R E S S L I K E I T .



An overview of Nordstrom's online website and social media presence will also prove that their consumer market is women. Most of the content they post is directed to women's fashion wants and needs. Their subtle placement of female models, clickable links, and website navigation easily lead you to their female focused products.

Nordstrom covers the needs of the other consumers in their market by creating space for men's fashion, kids apparel, cosmetics, and home decor. Although, many of these consumer categories are shopped by female consumers, even when meant for men, children, or young adults.

TARGET MARKET

MIDDLE AGE WOMEN

30-49 | years old

\$100,000 | annual
income

Nordstrom has two parts of the main target customer, which are women aging from 30-49 and millennial's aging around 16 to 34.

They are targeting women who have higher income, love and have the interest to buy luxury handbags, beauty products, high-end clothing, and fine jewelry, etc. Statistics show that most of these women have income equal or over \$100,000 dollars. These women are pursuing quality life, who also prefer an elegant shopping environment. They might think after a long day of tired working, they want and need a relaxed and enjoyable shopping environment to distress. They have the need to dress themselves up in their working environment to demonstrate their success and create a nice personal image.

They are targeting the women who have goal oriented lifestyle, they would much likely to buy products to reward themselves or motivated themselves.

And it is obvious, When you walk in a Nordstrom, For instance, the one in the valley fair in San Jose. You would see the most part of the mall is selling female goods. Even the display window is full of women's clothing, The electronic billboards in the mall are also playing back and forth for women's outfit guidelines.



"YOU CAN HAVE ANYTHING YOU WANT IN LIFE IF YOU DRESS FOR IT." –EDITH HEAD

MILLENNIALS

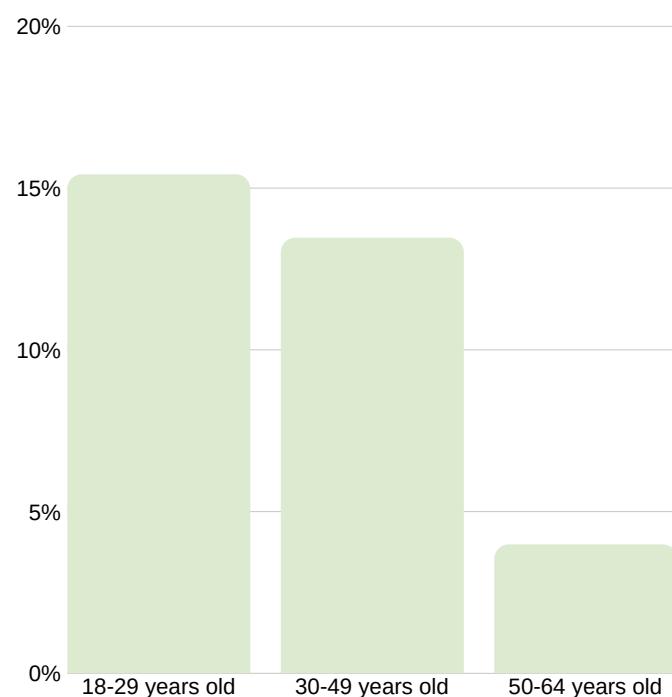
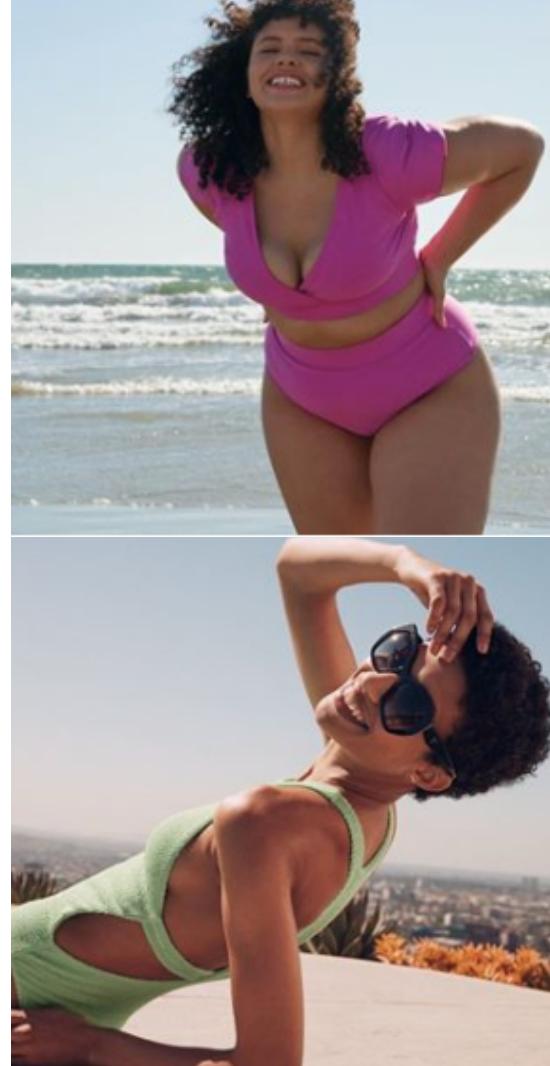
18-29 YEARS OLD

The second part of the target market is millennial's. Since Nordstrom realized that this is the e-commerce times, They also need to keep up with the times. Millennial's are more exposed to the internet, this is not only in line with the company's business expansion needs, and they are more interested in online shopping. In recent years, Nordstrom added the new services, such as Buy Online & Pick Up in Store, Reserve Online & Try in Store. They want to engage with millennial's before they enter their peak spending years.

ATTRACT, ENGAGE & E-COMMERCE

Furthermore, young adults need peer validation. They need peers to approve on their appearance. They view luxury in a different way since they would much likely to post their products on Instagram or Snapchat. Not only social media, but also they need nice outfits for special occasions.

Young adults who have ambitions have more chance to become people who earn \$100,000 a year. If they ever shopped with Nordstrom before, they would know this is the place they still want to go when their peak spending times come.



M A R K E T I N G S T R A T E G I E S

Facebook: 5 mil Page Likes – Instagram: 2.9 mil Followers – Twitter: 749k Followers



Nordstrom especially excels in their digital and social media marketing, being a top performer on social media among other retailers. As a luxury apparel department store, Nordstrom's social media strategy is fashion-focused and appeals to an audience influenced by it. Partnering with social media influencers with fashion-oriented feeds, Nordstrom is able to spread its influence to the influencers' audiences as well, targeting a popular demographic many brands are trying to capture: Millennial's. With promotion by influencers with millennial-dense audiences, Nordstrom is able to promote their products and sales to an increasingly important demographic.



Nordstrom's traditional marketing is as exemplary as it always has been, focusing on building the "Nordstrom experience." Shopping inside a Nordstrom is much more than just any regular shopping day spent in other retailers. With outstanding customer service, with treatment that leans more towards a client rather than a customer, and in-store attractions like bars and cafes that keep customers engaged, a trip into a Nordstrom is meant to be a luxurious experience.

NEW TARGET MARKET

The new target market should consist of environmentally conscious millennials, predominantly females between the age of 18-34 who are from the middle to upper class. According to a report by Nielsen 2015, 66% of global millennials would prefer paying the extra dollar for brands that showed commitment to sustainability.



Millennials also tend to gravitate toward brands that are an expression of their personality. Millennials tend to very vocal about what they support to give others a sense of their values, thus giving brands an easy channel for word of mouth advertisement.

PERSONIFICATION



Meet Lauren, Lauren is a 22 year old female senior at SJSU and lives in the Suburban area of San Jose. She serves at Santana Row and makes \$35,000 a year. While paying for tuition, housing, and other daily necessities she has just enough to spend on the things she really wants. On her spare time Lauren loves to do amateur modeling on her Instagram page. Her passion for fashion is deep, but she knows that there are unethical practices that come into play when choosing which brand to support. She has a very large following on Instagram, and understands it can be a powerful platform in promoting brands. Lauren wants to be a positive public influencer by only showcasing brands that are committed to environmental sustainability. Shopping for environmentally sustainable brands is easy online because of the vast options, but as a fashionista she wants to be able to try it on in person. Nordstrom carries 21+ sustainably designed brands giving her a vast array of options with the benefits of Nordstrom's epitome of customer service at her will. In addition, being able to put on her social media that she shops at full-line Nordstrom's further propel the persona/image she strives to achieve.

PERSONIFICATION



Joe is a 28 year old who lives in the urban area of San Francisco. He just landed his first corporate job at the new Salesforce Tower and makes \$80,000 a year. On the weekend Joe likes to spend time going to viewpoints in SF for really nice photos.

His most used social media platform is Snapchat. He swears he uses the app more than he uses his own camera. His personal image of being a savvy, wanderlust, environmentally conscious is very important to him. SF, NY, and LA are one of America's most fashionable places to be. The pressures to constantly look "fresh" is always prevalent with social media being only one touch screen away. Joe wants to further propel his image, and Nordstrom helps him achieve this. Every time he buys a brand that is environmentally sustainable he snaps himself holding it in his Nordstrom bag. Joe also shops at Nordstrom because he want to feel like he isn't contributing to the fashion waste in the world. While also trying to keep up with all the new trends.

ALTERNATIVE MARKETS

Another market Nordstrom can focus on is the upwardly-mobile middle class. Luckily for the retailer, the number of upper-middle-class households has almost doubled since the 1970's. With traditional middle-class retailers such as Macy's and Sears struggling to survive, now more than ever do people have the need and resources to shop at their stores. Nordstrom is widely known for carrying the most luxurious brands that come at a high price tag but over the last decade, the retailer has introduced a number of brands at diverse price points. It is noted that Nordstrom Rack their more budget-friendly storefront has also acted as an entryway to get customers into the Nordstrom stores themselves. With this push of customers coming into the stores and the recent introduction of brands that fit various price points, the upwardly-mobile middle-class market could very well be the next wave of loyal Nordstrom customers.

It is projected that by 2020 the Gen Z will become the biggest generation of consumers in the US. In a survey done among millennials and Gen Z, Nordstrom was ranked first as their favorite luxury retailer. Gen Z already holds a positive brands image of Nordstrom so paying special attention to the affluent subset of this group of consumers could lock in a great number of life long customers from a young age.



Competitors Target Market



Neiman Marcus much like Nordstrom's caters to the upper class. Both stores are wildly known for carrying the best luxury brands and their top notch customer service. Although there are many similarities between the two retailers, unlike Nordstrom, Neiman Marcus is almost exclusively a luxury retailer. Their selection of brands that appeal to the middle-class consumer is limited. Although they are attracting more economically conscious customer with their outlet Neiman Marcus: Last Call (much like Nordstrom does with Nordstrom rack) their parent storefront doesn't have the same ability to attract and retain the middle class demographic as Nordstrom does.



Macy's is similar to Nordstrom where their target market is going to be apart of the upper middle. However, their overall target is a much broader range. Their main consumer consists of women who have a child under the age of 18 at home. They're currently attempting to appeal to the millennial age group, but their attempts have fallen silent. Their social media presents isn't the same.



NEW ADVERTISING



SOCIAL MEDIA

Social media is a major component of Nordstrom's advertising to reach their target market of millennials, ranging from the middle to upper class.

The advertising will showcase a mix of affordable and luxury apparel on their feeds in order to get customers, with varying budgets, interested. The platforms that will be utilized in this advertising direction will be Instagram, Twitter, and Facebook.

Instagram will utilize sponsored ads and partnerships with influencers in order to expand their reach. These Instagram posts can visually show, through pictures and videos, content that promotes a positive brand image that exemplifies a sustainable company offering quality products. The Nordstrom Instagram feed will also be reposting user-generated content that can highlight customers that are wearing products from Nordstrom, with interactive posts which allow the audience easily purchase the featured products. Twitter and Facebook, platforms that allow for more text-based posts, will focus on advertisements that convey a message, such posts that would promote the brand image or would advertise special events.

With a focus on being a sustainable brand, which appeals to the target market, Nordstrom's advertising will strengthen the brand image in the eyes of their consumer, and place them higher when compared with evaluation alternatives in the consumer decision-making process.

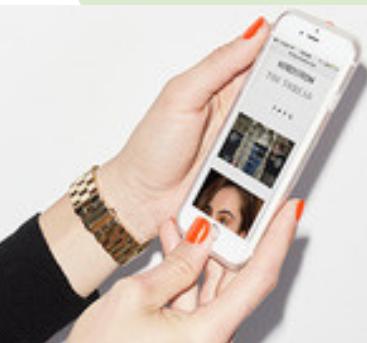
NEW ADVERTISING

Nordstrom uses newspapers, billboard, leaflets, social platforms, and third-party ad to promote. We focus on social media platforms like Facebook, Instagram, Twitter, YouTube, and Pinterest. The number of followers we have across social media are 5 million on Facebook; 3.1 million on Instagram; 4.7 million on Pinterest; and 43 thousand on YouTube. Having this many followers has helped us reach out to different kinds of audiences. We advertise our products on social media using influencers, which helps attract more consumers.



Most of our posts on social media shows models wearing our products.

Third-party advertising gives us insight on consumer patterns by collecting information on how often customers visit our website and how they interact with our products. They use cookies and action tags to gather information, which gives us an idea of how many people have seen our advertising. Our top two competitors are Macy's and Neiman Marcus.



Connect with Us

NEW ADVERTISING

RETHINKING TRADITIONAL MARKETING



Newsletters and Magazines

Print has been a traditional form of advertising since the beginning of the marketing industry. Nordstrom created a name for themselves as an elegant, traditional, and timeless brand. They will benefit from utilizing traditional print media in their marketing efforts towards new target markets.



Content Driven

Magazines will showcase Nordstrom's product lines while also telling a story about the people who wear them. Influencers are utilized in social media postings, as well as, in printed articles.



Introducing the spring issue of our magazine, filled with the season's need-to-see fashion stories.

[Read the Issue](#)

NEW ADVERTISING

RETHINKING TRADITIONAL MARKETING



NORDSTROM

Women | Men | Juniors | Kids | Brands | Sale | Specialty Shops

FREE Shipping. FREE Returns. All the Time. Details below.

TORY BURCH

Running around town has never been more comfortable.
These colorful favorites have got you covered.

[SHOP NOW](#)



Reusable Shipping Pouch

Traditional shipping packaging is a thing of the past with Nordstrom's reusable pouches. A fashionable pouch will be used to protect e-commerce purchases, act as a package for returns, and also be fashionable enough for a daily utility bag. The pouch may be used by the customer for other shopping or shipping needs. The company may also reuse the pouch for shipping if returned by the customer.

Adventure Maps

A graphic adventure map will be sent to target markets in geographic zones. Maps will create an adventure any customer can follow while incorporating sustainable fashions.

Email Campaigns

Nordstrom relies on their current email marketing strategy to be about products. By changing their strategy to 80% content and 20% promotions they can reach our target demographic of Millennials and Gen Z.

COMPETITOR ADVERTISING

Macy's



Macy's advertising is focused on a TV campaign, magazine, and radio. Because of this, they started using social platforms, TV, magazines, and newspaper.

The platform is used to spread brand awareness on Instagram, Facebook, Twitter, and YouTube. The number of followers they have on each platform are:



1.6M



81K



14.6M



5K

Customers are given catalogs so that they can be aware of the items that are on sale. These platforms contain post of models displaying the products Macy's has in store and online. They post videos and pictures that include their brand and are relevant to everyday life.



macy's • 关注

...
macy's Femme & powerful, the longer-length dress will be a big part of your spring rotation.
•
•
The Macy's Edit, your fashion style guide. | Link in bio.



misskrisnyc 7 周 2 次赞 回复
deshong_audrey So cool! 7 周 1 次赞 回复



7 周 1 次赞 回复

11,904 次播放

3月6日



COMPETITOR ADVERTISING

Neiman Marcus

Neiman Marcus uses advertising approach called Digital First strategy and social media. It helps them focus more on digital than traditional marketing. Digital first is a communication theory that a publisher should release content into new media channels in preference to old media. They have social media followers of 1 million on Facebook, 386.3 thousand on Twitter, 1.4 million on Instagram, 17 thousand on YouTube, and 241.8 thousand on Pinterest. They use the platform to promote their products using models and influencers. Other posts contain a picture of a product they have on sale. One thing that makes Neiman Marcus and Macy's different from our company is that we focus on influencers. Because of this, we can attract a different kind of consumers. Our competitor both use models to advertise their products, which then they posted on their social media.



1.4M



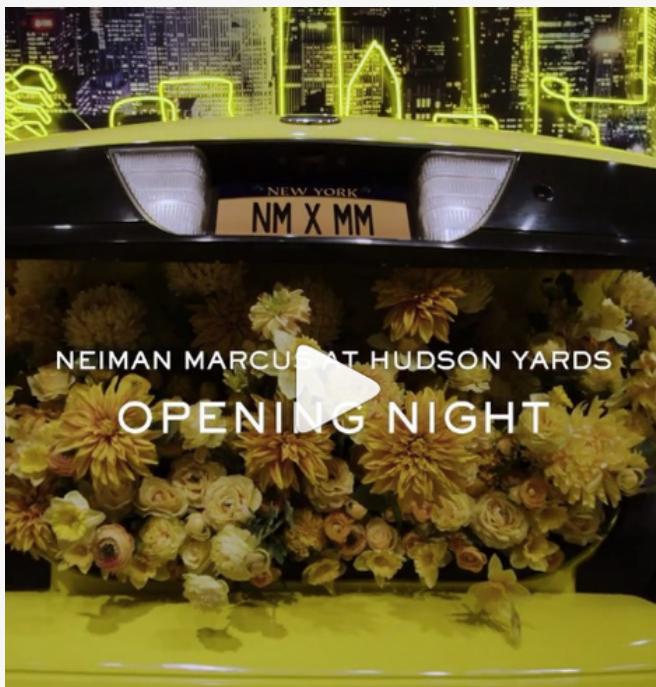
17K



1M



241K



neimanmarcus • 关注
Neiman Marcus

neimanmarcus NYC's newest playground is here! Check out the grand opening party for @neimansnyc at Hudson Yards hosted by @bradgoreski and @drewpsie, with performances by @charli_xcx and @officializaminelli and guest appearances by @katieholmes212, @joansmalls, @kariekloss, @whoopigoldberg. Head to our stories to see more of the store!
#NeimanMarcus

5周

lets_lift_ @trizyizzytroy 😂😂

23,399 次播放

INTEGRATED COMMUNICATION



COGNITIVE, AFFECTIVE, CONATIVE

Our Advertising & Hierarchy of Effects

We would like to demonstrate the existing contamination made by the clothing industry at the beginning of our promotion. We can affect customers' emotion and make them recognize the severity of the situation. By doing this, customers can not only be aware of our sustainable clothing but also can be aware that Nordstrom is a company who cares about the environment. When our customers know that we share the same values as they do, they are more likely to shop with us. We need to create a shopping environment to make our customers know that we are a green company. We also have to make sure the quality of our products are as green as we promoted. When people trust us, they are more likely to shop with us. Products that match the promises can leave positive impressions on peoples' mind, and it will meet their expectation. Positive comments will develop a preference. When there is a preference and the potential consumers know that Nordstrom is accountable, they would make the actual purchases. Our idea matches the cognitive, affective, and conative message strategy firstly by reminding or telling the condition of the environment. For the first stage, we communicate with our potential customers by describing the facts about pollution. The fact-telling phrase will affect people's emotion and reminded them that the topic is closely related to them.

1. AWARENESS
2. KNOWLEDGE
3. LIKING
4. PREFERENCE
5. CONVICTION
6. THE ACTUAL PURCHASE



Love, ❤️ Environmentally Friendly, Social Responsibility

Personal values reflect the attitudes of customers and also suggest what kind of products they will be interested in.

Values represent the attitude the customers have towards the products. Caring people could be more concerned for the environment, for example, they are willing to recycle clothes since most of the clothes end up in the landfill, it will contaminate our planet, damage the living space for both human and animals. People who have social responsibilities will think in a bigger picture since they want to provide for future generations or/and save the planet. People who believe in environmentally friendly would have actions such as, save materials, reduce waste and reuse materials.





Fear Appeal and Rational Appeal



FEAR

We would like to start off by using the fear appeals to emphasize the importance of clothing recycling and what will happen if we do not pay attention to it. For example, we can inform customers that polyester will linger as long as the plastics. We will use fear to deliver the message and attract people's attention that in Nordstrom, we do care about the environment.

RATIONAL

In addition, it is favorable to use rational appeal to demonstrate the benefits that people can create by shopping the environmentally friendly products in Nordstrom. Posting short videos on the internet to show the pollution that already exists on the earth to push environmental awareness. It is possible that people can ignore the advertisement, however, there are a certain amount of modern people do care about the topic.



A photograph of a lush green forest. In the lower-left foreground, a clothesline with several pieces of laundry (a dark shirt and two white items) hangs against the green foliage.

NORD
X
GREEN

March

- Run regular digital ads across social media platforms: Instagram and Twitter
- Promotional emails to Nordy Club in junction with social media influencer posts
- Partner with appropriate influencers on Instagram to put out sponsored content
- Email advertising: intro of promo code NORDCARES for free shipping

April

- Continue to run regular digital ads across social media platforms: Instagram and Twitter
- Cont. Email advertising: NORDCARES for free shipping

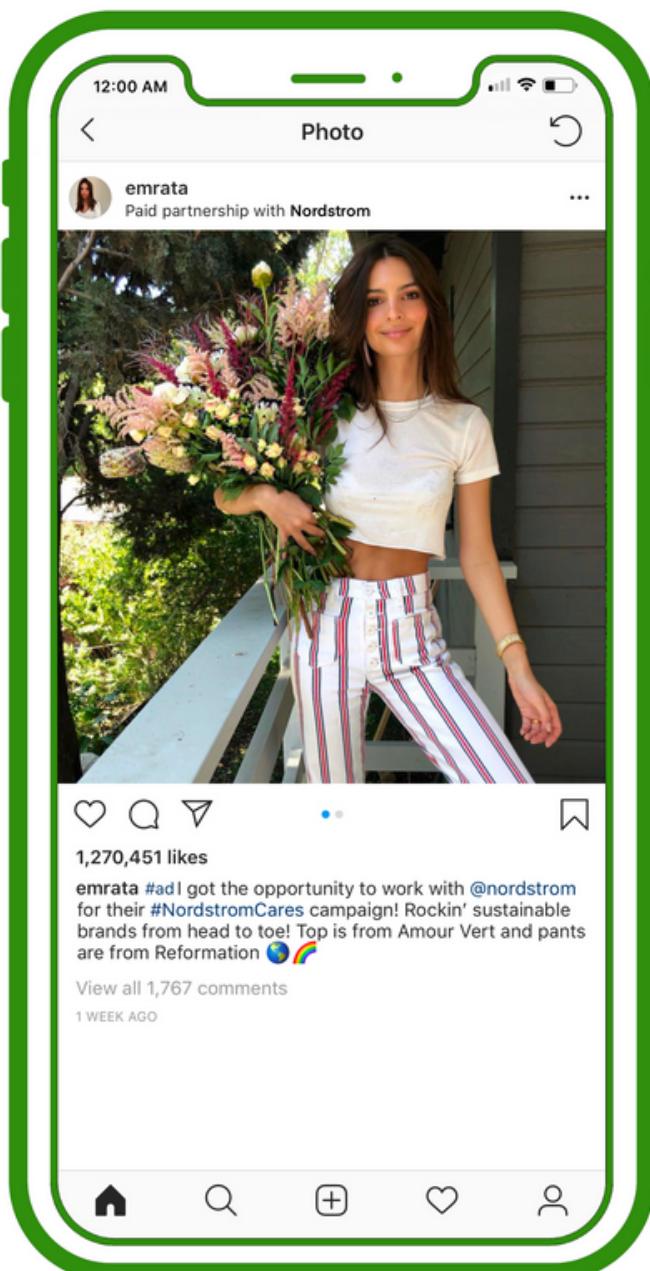
May

- Amplify digital ads across our regular social media platforms
- Billboard ads across major cities (San Francisco, New York, Chicago, Portland, etc.)
- Sponsored content on Instagram and Youtube
- Last chance emails for use of promo code NORDCARES

Advertising



This post is created in collaboration with fashion influencer Emily Ratajkowski. As a part of the Nordstrom Cares campaign we wanted to promote our sustainable brands that we carry, so with the help of one of our partnered influencers we created a paid partnership post that features an outfit entirely composed of sustainable brands.



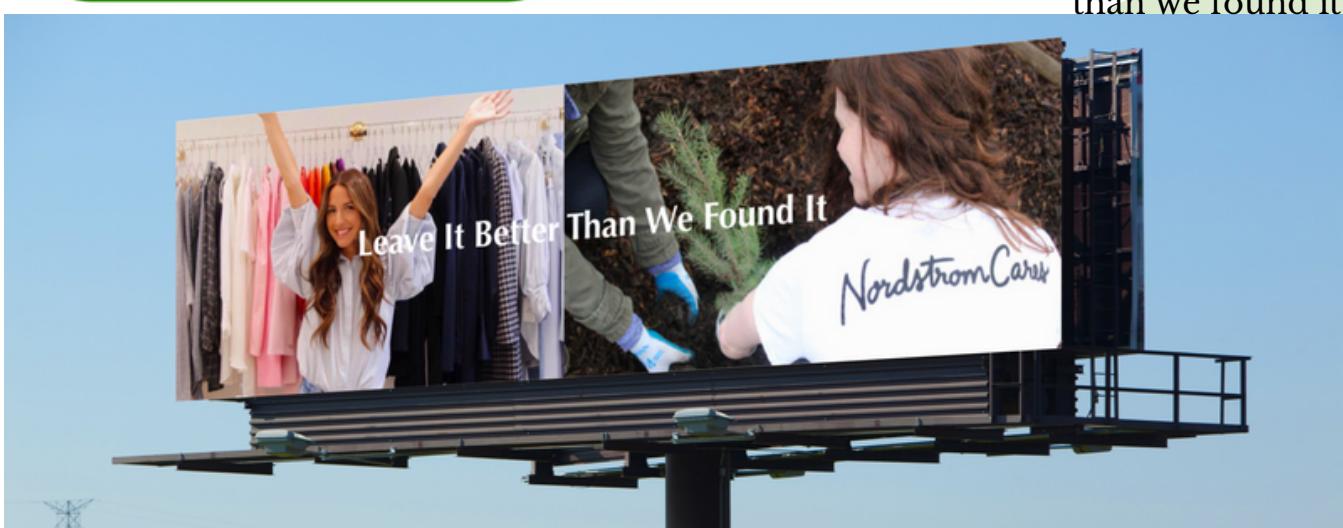
Advertising



This post focuses on what Nordstrom does behind the scenes, outside of their stores. It is promoting our Nordstrom Cares campaign where we put a huge effort into being a company that cares about the communities and environment that we do work in. Outside of working with sustainable brands, we work directly with the community in conservation efforts to minimize our footprint, whether it is through recycling and composting our resources, or working within charities and volunteering.



This billboard features our slogan for our Nordstrom Cares campaign “Leave It Better Than We Found It.” This ad features one of our employees, and the work she does both in and out of the store. On the left it shows her in store with some of our product line and on the right it shows her participating in volunteer work with the support of the Nordstrom Cares campaign. This ad was made to showcase that we want to give back to the communities we do business in, whether it is through volunteer work or conservation efforts, so as to “leave it better than we found it.”



Promotional Tools



Influencer Tier

100k Followers
Free Product PR Package
Promo code
opportunity to earn percentage of sales

100k - 500k Followers
\$1,000 rate per shared ad

500k - 1M+ Followers
\$5,000 rate per shared ad



Promotional Codes

Use the promo code NORDCARES at checkout to receive free shipping!



Email Marketing

Receive 10% off your next purchase by signing up for the Nordstrom email club

Promotion of the #NordstromCares campaign in junction with Spring Sale incentives



Social Media Contest

Consumer created content focusing on Millennial's sharing positive environmental posts.

We want to see YOU planting a tree, cleaning up a local beach, reducing emissions, and recycling fashion!



Planned Costs



Nordstrom spent quite a significant amount on marketing an advertisement in 2018. They spent an estimated \$246 million ("Statista," 2018) on advertisement and promotions. For this campaign's budget will be reflected in the billboards social media marketing team, and paid partnerships with social media influencers. Billboards will only be up for one month in all the major US cities such as SJ, NY, LA, Chicago, SF.

The average cost to have these up are \$64,000 ("Dash Two," 2019). A social media marketing team would cost about \$20,000 ("The Content Factory, 2019") per month running a span of 3 months would be \$60,000, but we will pay a little more to ensure quality work (\$70,000). In terms of social media influencers we are allocating \$20,000 in products to gift out. In addition we will be putting aside \$100,000 to pay high level following influencers.



**2018
246million**



Public Relation

Nordstrom's new advertising campaign #NordstromCares will impact both internal and external stakeholders. The campaign will be calculated in a span of 3 months prior to the infamous Nordstrom half year sale in May. The campaign #NordstromCares will raise attention to environmentally sustainable fashion and showcase Nordstrom as socially responsible. Even if consumers don't buy environmentally sustainable brands from Nordstrom, they will still mentally associate Nordstrom having benevolence. This in turn enhances overall brand image. This campaign advertisement will apply slight pressure to our competitors to either follow in our green marketing campaign or risk falling behind on a potential market. Compared to our competitors Nordstrom has a better Evaluate rate indicating their social media ad success

A possible drawback from this campaign may come from loyal high end shoppers that might find faux or environmentally sustainable material to be tacky instead of classy. To these shoppers the high-end leathers and raw denim are still available. This campaign is meant to attract a new target market, and we're okay if it doesn't fully appeal to some stakeholders. At Nordstrom we believe to have a bright future we have to take care of today. That is why we believe in the slogan "leave it better than we found it!"



EVALUATION

To track the success and failures of our advertising campaign we have decided to use a different kind of evaluating metrics. Some of the metrics would be using copytesting, test market, and online evaluation. The first method we would use is online copytesting to grab the full attention of the consumers.

This method works for our campaign because most of our advertisement is done online. It will help us assess the main message and format of our ads before we post or print them.

Additionally, we plan on using test market technique to evaluate our campaign before the release date. Being able to do test runs by mimicking the exact marketing plan let us know if we need to fix any mistake ahead of time that would push our consumers away. Since we are running a #NordstromCares campaign, we want to have an advertisement that attracts consumers and make them believe that our brand is Eco-friendly.

Finally, the technique we are heavily leaning towards will be online evaluation. This evaluation is the best for our campaign because we are focused on posting ads on Instagram, Twitter, and YouTube. The online evaluation uses a different kind of metrics to measurement consumers engagement. Click through is the primary measurement, which shows us how many of our customers click on our ads.

Length of engagement is the second measurement we will use to track the amount of time spent by our customer on our pages like Instagram and Twitter. Both of these metrics will help us see if our campaign is on the right track and is attracting the intended audience.





Ethics

Ethics is an essential part of our brand when running a multi million-dollar company. As we are adapting to being an Eco-friendly campaign, we will make sure ethics will be our number one priority. Some of the regulation we made sure to follow as we were creating our marketing plan was to use puffery words on our billboard, make our influencers use a hashtag. Our campaign #NordstromCares constructed in a way and that we can give back to the community. Because of this, we have joined a group called Carbon Disclosure Project (CDP) that motivates us to talk about the impact we are having on the environment.

We hire employees that must be able to follow our ethical code and obey the law. For instance, influences are essential to our campaign. They must be ethically grounded in their personal and professional life since their name is already associated with Nordstrom. We make our influencers use a hashtag to let their followers know they are advertising for us. They use #NordstromCares, #ad, or #sponsored to let people know they are promoting products for us. CAN-SPAM Act of 2003 is the other law we made sure to look at when sending an email coupon. We let customers submit their email address, which gives us consent to send them promotional emails. It ensures our customers they can opt-out of our email anytime.

Conclusion



Nordstrom already have a considerably amount of loyal customers. Since 1901, John has decided to use customer service as their main business strategy. The revenue in the past three years are stable, and it reached to 15.47 billion dollars for the year 2018.

The overall consumer market of Nordstrom contains women, men, young adults and children.

The main target market is Women, and would like to expand that to our online sales. However, as a large clothing retail we noticed that a tons of clothes end up in landfills. It is our responsibility to

lead by example to show our customers how to be more environmentally conscious . We decided to use social media and a new campaign called Nordstromcares to inform and attract the millennials who carry want to make a difference. We will use social media influencers to spread brand awareness. At Nordstrom we prefer to leave it better than we found it



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