



Project by **Pushpa**
Social Media Marketer, Dentsu

Strengthening the H&M and Dentsu Partners : Strategic Social Media Solutions



Dentsu's role in H&M's Marketing Success

Data-Driven Strategies

Integrated Marketing
Approach

Innovative Campaign
Development

Strategic Partnerships

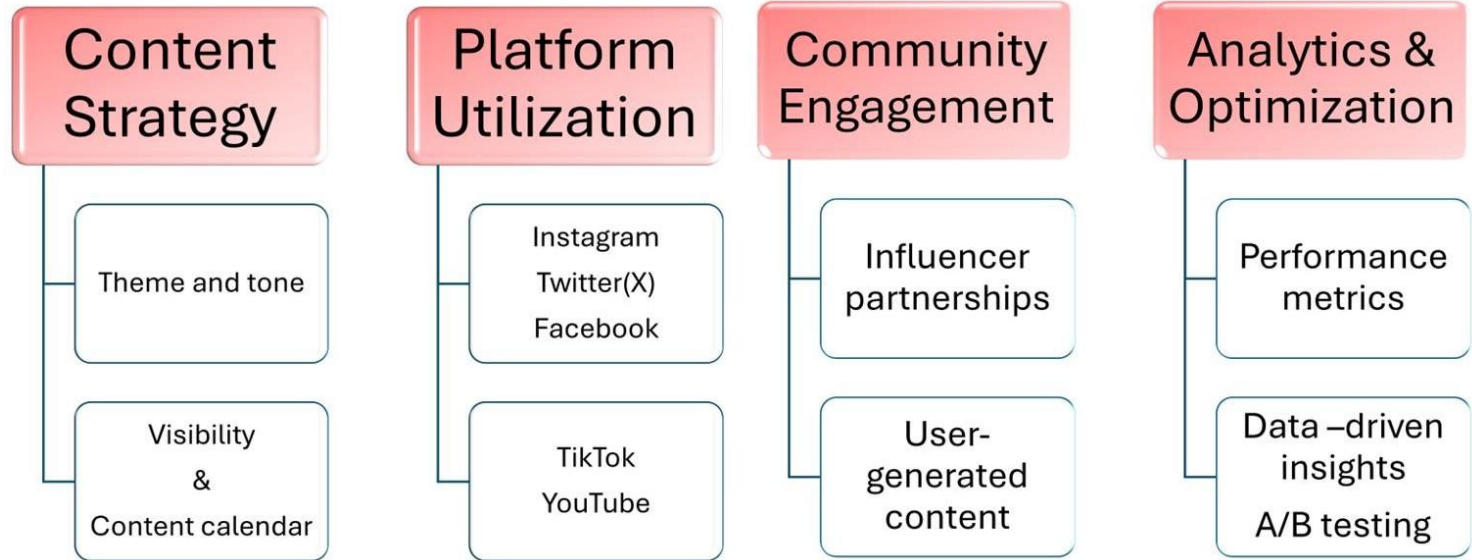
Performance
Optimization

Continuous Evaluation
and Improvement



What we offer

Comprehensive Strategy Tailored For H&M



Showcase of a Successful Past Campaign: Dentsu and H&M

Campaign Name: "Fashion Forward: Embracing Diversity"

Objective: To celebrate diversity while promoting H&M's latest collection.

Results:

- **Engagement:** Achieved a **30% increase** in social media engagement compared to previous campaigns with **over 1 million likes and shares** across platforms.
- **Reach:** Expanded H&M's **reach by 40%**, reaching new demographics and enhancing brand visibility.
- **Sales Impact:** Contributed to a **15% increase in online sales** for the featured collection during the campaign period.
- **Feedback:** Received overwhelmingly positive feedback from both customers and industry experts, reinforcing H&M's brand as a leader in inclusive fashion.





H&M Group Inclusion and Diversity



Social Media Brand Assessment

Current Online Community

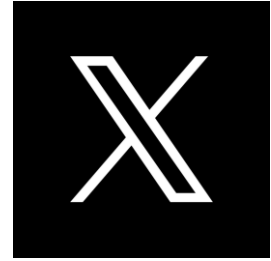
On social media, H&M has a huge online community.



37.4 million followers



More than 39 million likes



8 million followers

This states that social media is helpful for the mass marketing and the brand H&M has most popularity in Instagram as people are more active.

Current Market Standing

- With over **5,000 stores** across **70+ markets**, H&M is the **world's second largest clothing retailer**, after Inditex.
- The UK is its **third-largest market**, it has over **300 stores** in this region.
- As of June 2024 H&M has a market cap of **\$29.55 Billion**. This makes H&M the **world's 672th most valuable company** by market cap.

The company has a long history of understanding and influencing consumer behaviour, and this understanding has helped it to become so successful.

Public Perception

The unique brand persona of H&M, with its emphasis on

- Affordability
- Sustainability
- Fashion-Forwardness has created a **positive perception** among customers.

It has positioned H&M as a brand that aligns with their values, making them more likely to choose H&M when shopping for clothing.

COMPETITOR ANALYSIS

	INSTAGRAM		FACEBOOK		X(TWITTER)	
	FOLLOWERS:	ENGAGEMENT	FOLLOWERS:	ENGAGEMENT	FOLLOWERS:	ENGAGEMENT
H&M	40.3 MILLION	1.50%	36 MILLION	0.50%	8 MILLION	0.20%
ZARA	58.2 MILLION	1.90%	31 MILLION	0.40%	1.4 MILLION	0.10%
UNIQLO	5.9 MILLION	1.30%	20 MILLION	0.30%	2.2 MILLION	0.20%
FOREVER 21	16.7 MILLION	1.20%	15 MILLION	0.30%	3.2 MILLION	0.20%
PRIMARK	9.1 MILLION	1.40%	7 MILLION	0.20%	0.3 MILLION	0.10%
ASOS	12.1 MILLION	1.70%	4.8 MILLION	0.40%	1.2 MILLION	0.20%



INSIGHTS

Followers:

- **Instagram:** Zara > H&M > Forever 21 > ASOS > Primark > Uniqlo
- **Facebook:** H&M > Zara > Uniqlo > Forever 21 > Primark > ASOS
- **Twitter:** H&M > Forever 21 > Uniqlo > Zara > ASOS > Primark

Engagement Rate:

- **Instagram:** Zara > ASOS > H&M > Primark > Uniqlo > Forever 21
- **Facebook:** H&M > Zara > ASOS > Forever 21 > Uniqlo > Primark
- **Twitter:** H&M > Uniqlo > Forever 21 > ASOS > Zara > Primark

H&M has a strong following across all platforms but lags behind Zara in Instagram engagement rate.

RECOMMENDATIONS

- **Content Optimization:** Enhance Instagram content to increase engagement rates, potentially through user-generated content, influencer collaborations, and interactive posts.
- **Cross-Platform Strategy:** Align content strategies across all platforms to maintain consistency and leverage the strengths of each platform.
- **Engagement Initiatives:** Implement more interactive and engaging content, such as polls, Q&A sessions, and live streams, to boost engagement rates.
- **Sustainability Focus:** Highlight sustainability initiatives prominently, as this resonates well with the target audience and can differentiate H&M from competitors.
- **Data-Driven Decisions:** Use analytics to understand what content performs best and tailor strategies to maximize engagement and growth.