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Sephora case

1. Essentially Sephora's social media strategy is intended to interact and receive feedback from clients. Sephora added a review and rate feature to their website which allowed the clients to comment about a product. The new feature was advertised to Beauty Insider members known as Sephora's loyalty program. The outcome was successful, within 24 hours sephora had 32,000 reviews posted on their site. Sephora customers were eager to share their experience.

With the rise of facebook, Sephora decided to make a fan page to share graphics and interact with their clients. Many users were overwhelming asking Sephora questions, but many users within page would answer many of the questions. In return Sephora would reward these "super users" with gifts. In late 2009 the Sephora fan page reached 300,00 users. The platform allowed Sephora to do consumer research and obtain client feedback. Promotions were also ran within the fan page. A promotion called "Sephora Claus" allowed for users to post their product which, each day Sephora would grant a product which. The program influenced one million sales. Essentially facebook allowed for Sephora to interact with their clients, receive data and generate sales.

Other strategies within other platforms such as Beauty Talk, Twitter, Youtube and the Sephora mobile App were not successful in buttressing their marketing operations. Beauty Talk was an idea to create a central means of communication with clients but the outcome of interaction was disappointing due to being too in-depth and less understood. Twitter mainly helped share promotions since the word count limit was a setback for clients to interact with Sephora. Youtube was a benefit because it established Sephora as an expert advisor. But with the high cost of producing a quality video and the likelihood of a video to be successful, Sephora would have to generate a focus strategy in order to create a successful video. The App was not successful due to the accessibility of it. It required for users to find the Application and download it. Many users were frustrated by the fact that it was only available for Iphones.

The purpose with these strategies was to engage with the clients it was successful in that way, but when it comes to buttressing the marketing operations the social media strategy was not necessarily successful because it was hard to quantify these emotional connections with clients. Sephora needed to focus on using the right platforms and create thoughtful strategies and create ways to measure them.

2. To compete better with Ulta using social media, Sephora could generate promotions that reward loyalty practiced by followers or users. Sephoras promotions are targeted to Beauty Insider members. To obtain new members, Sephora could advertise more desirable promotions, such as higher discount rate codes that forward them to their website. In order to access these promo codes the user will create an account. Already obtaining new members of the Beauty Insider program, Sephora could hold more sales events with more rewarding sales for the members. Clients should have the option to sign up to become Beauty Insiders during the time of the promotion. This method should allow for Sephora to obtain new members or clients and maintain their loyalty by rewarding them with exclusive promotions.