

KENDRA
SCOTT

MARKETING ANALYSIS

Fall 2023 | Ainsley Lemon

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FOUNDER
KENDRA
SCOTT



BACKGROUND

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Background

WHAT IS KENDRA SCOTT?

Kendra Scott LLC was founded in 2002 by Kendra Scott. She wanted affordable jewelry in a variety of colors and could not find it, so she decided to make her own. The company focuses on personalization, and customers are able to choose their stones and chains to create their own jewelry. The jewelry company first began with necklaces and has now branched out to numerous types of jewelry, including earrings, bracelets, rings, and watch bands.

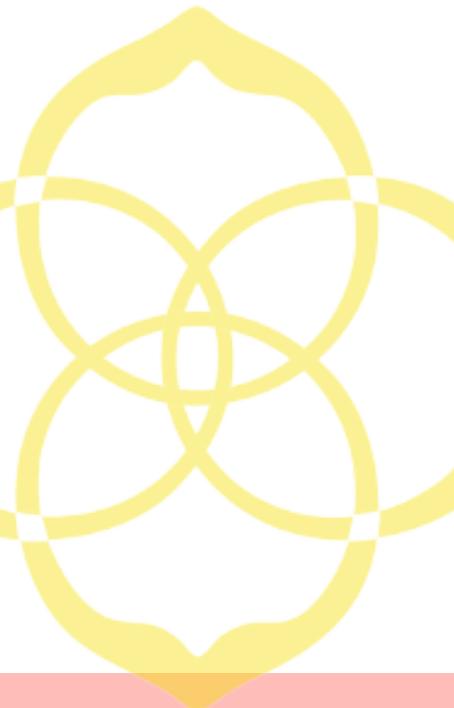
PRODUCTS & MISSION

Kendra Scott provides affordable products to its customers with its various lines of jewelry. The company has everyday wear jewelry as well as fine and demi-fine options. Kendra Scott is a family-centered jewelry company. Its mission statement states, "We treat each other and our customers like family. Our customers and employees are the heart and soul of our brand, and we are committed to them and their communities."



Target Audience

Kendra Scott's target audience is women of all ages and backgrounds. The company states, "Kendra doesn't target her product at a specific demographic, she makes her jewelry for women of all ages. Kendra Scott isn't just one woman, she's every woman." The brand strives to create a product that every woman would enjoy and feel beautiful while wearing the jewelry.

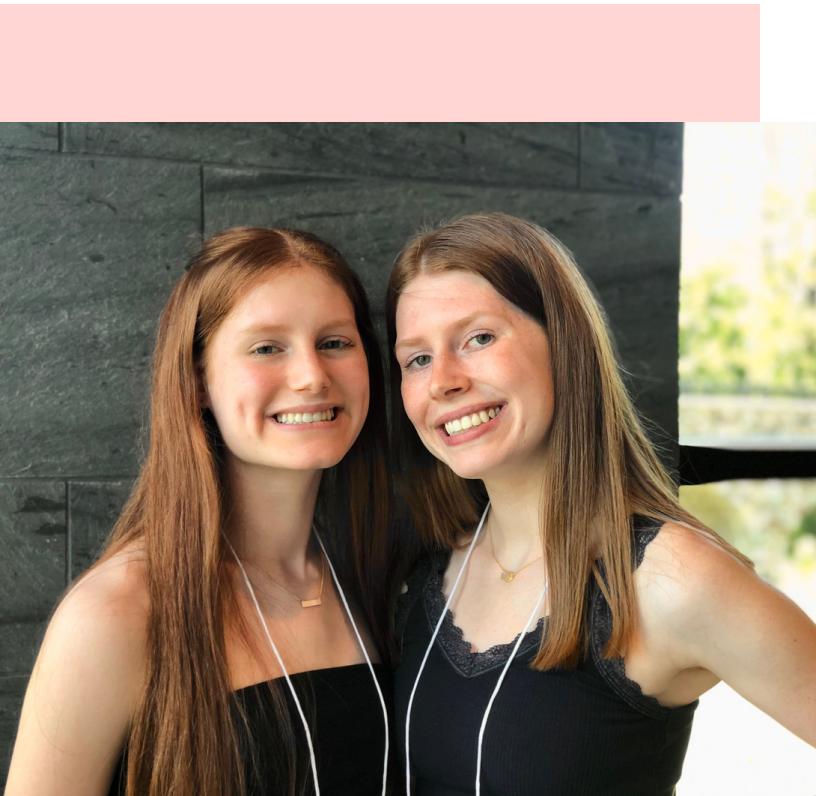


**"You have the ability
to turn all your
dreams into reality.
Find your passion,
chase after it, and
change the world.
Hook 'em!"**
– Kendra Scott

Personal Connection

I remember at age twelve when a Kendra Scott store opened at Easton Town Center, a mall near my house. Ever since then, Kendra Scott has been a source of joy for my family. Each birthday, my sister and I pick out a new piece of jewelry to celebrate. In fact, my mom, sister, and I have matching necklaces that we wear daily.

My Kendra Scott necklace was my first real piece of jewelry. Wearing my stunning necklace around made me feel grown up, and I instantly fell in love with the jewelry brand. Since then, I have shared my love of Kendra Scott with my friends, and every time we go shopping, we visit the store to browse and look at the new collections.



Me and my sister wearing Kendra Scott necklaces.

Kendra Scott has strengthened my relationship with my mother and sister through personalized jewelry to create a magical experience.

EMAIL MARKETING



08 Overview

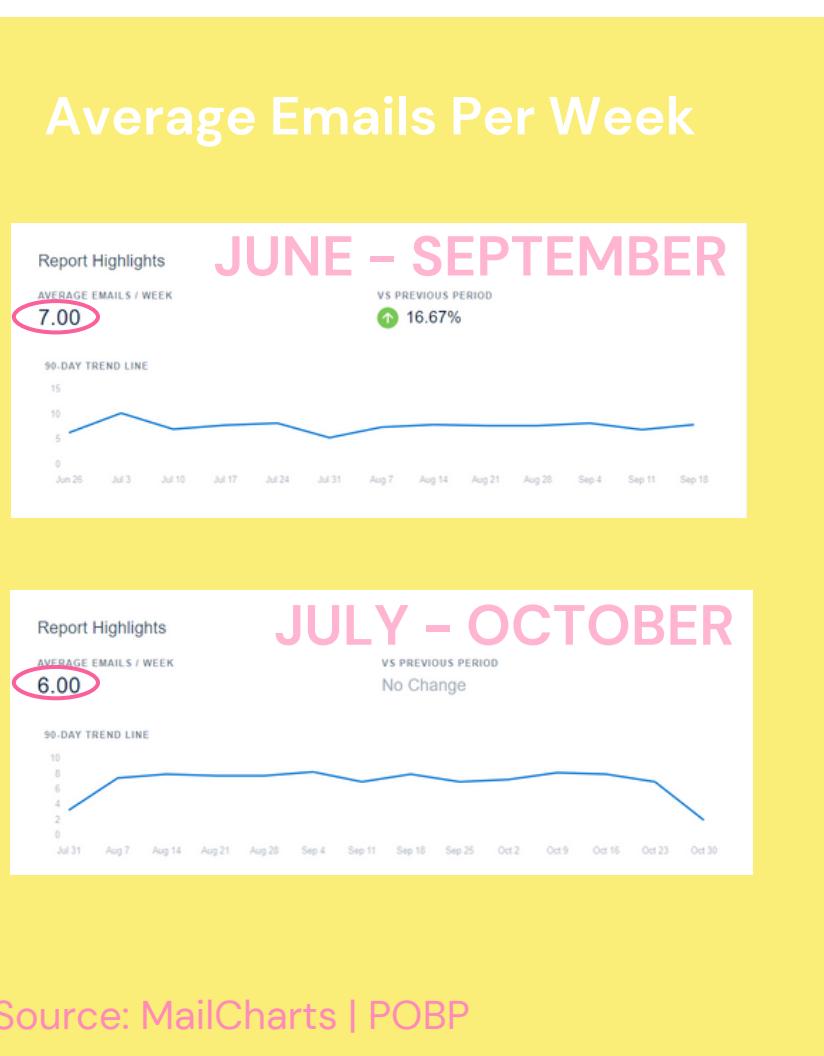
09 CTA Strategy

10 Special Occasion Emailing

Email Marketing Overview

As I analyzed Kendra Scott's email marketing strategy, I subscribed to its mailing list and discovered the brand does not have a consistent time it sends out emails. I received emails throughout the day from **9am to 6pm**. In addition, sometimes emails would be sent in pairs. Kendra Scott should conduct customer research to better understand when its audience is most active on email to obtain the most benefit from its email marketing.

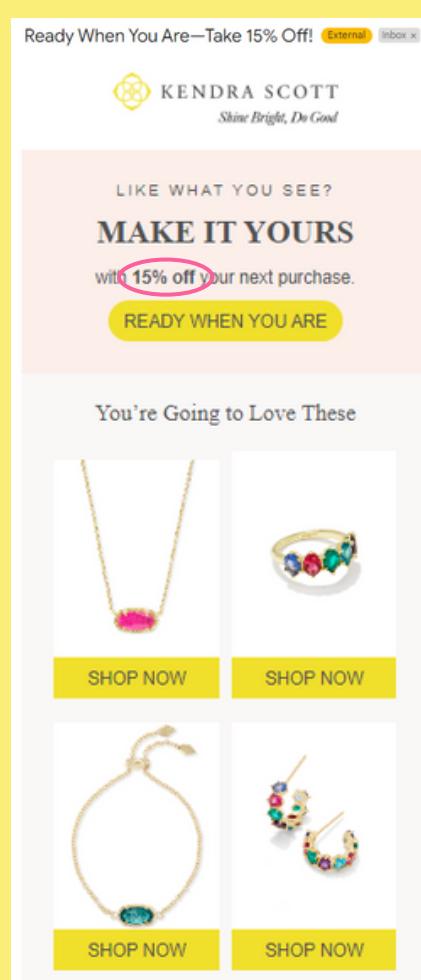
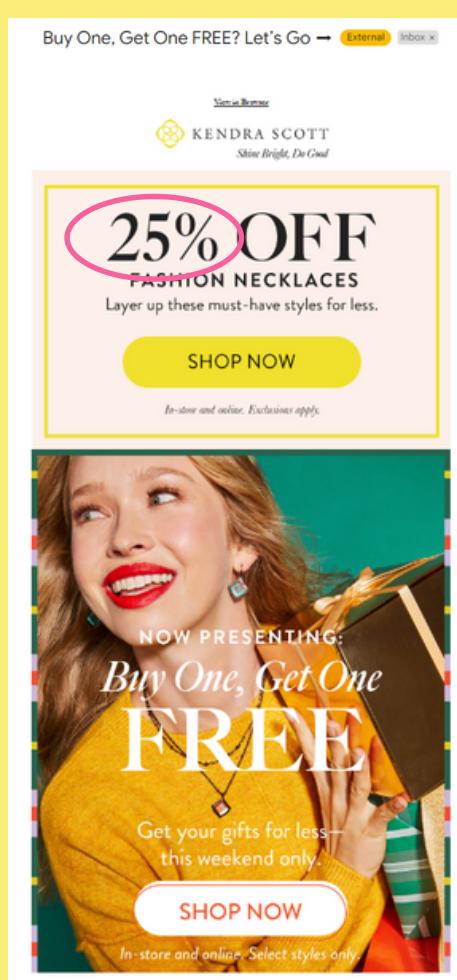
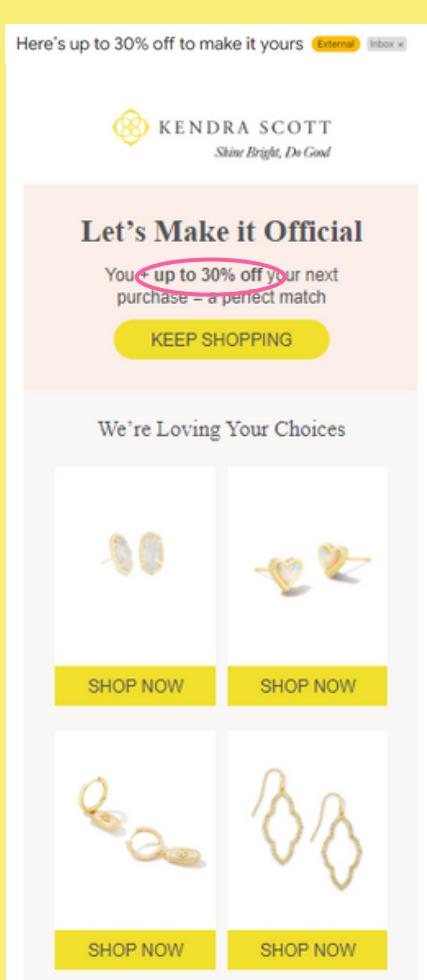
Email marketing is essential to every brand, and it receives better CTA and ROI than social media. As **Douglas Rushkoff** states, "**Contact is king**," meaning contacting customers is more important than the content, so email is a better long-term investment than social media. Additionally, email allows Kendra Scott to **directly control customer interactions** as well as the content its viewers can see. Email also allows brands to do **A/B testing** where the company can experiment with **subject lines** and **target audiences**.



In the first image, from **June to September** Kendra Scott sends **5 to 10 emails weekly**, which averages at **7 emails per week**, according to **MailCharts**. Then in the second image, which overlaps in the months of August and September, emails in **October** drop to an average of **6 emails per week**. Even with the slight decrease the email frequency is significantly higher than the **standard 1-2 emails per week**. Therefore, Kendra Scott should **consider sending fewer emails**, as **7 per week is beginning to abuse its customers**.

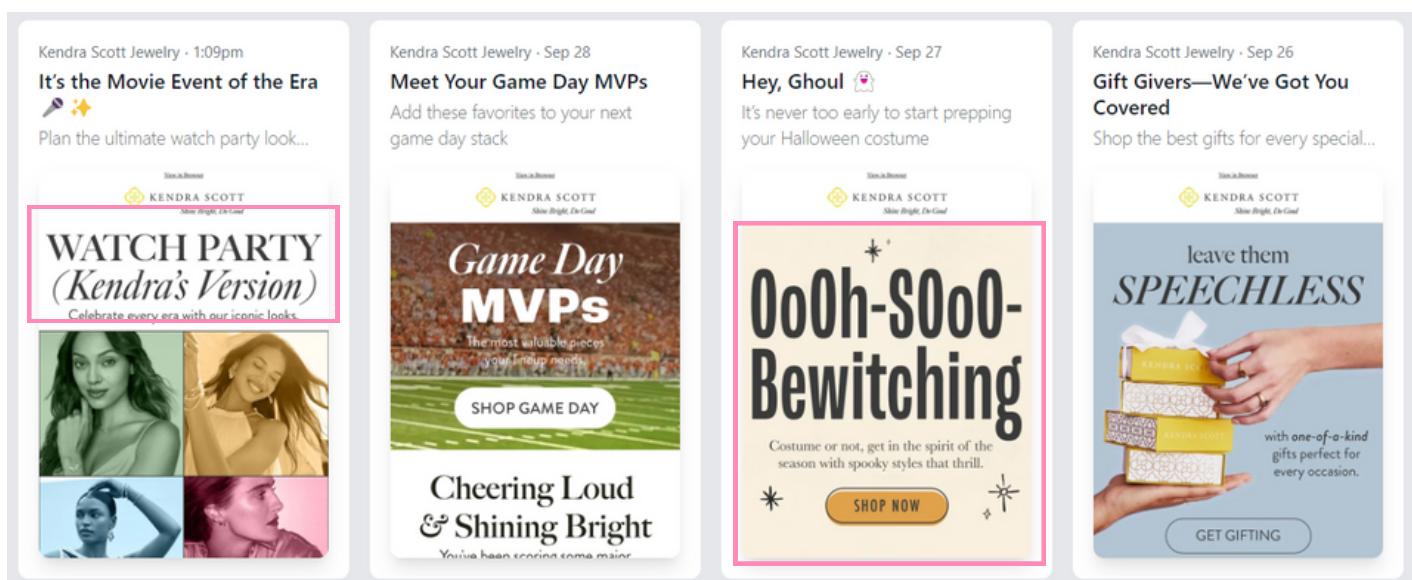
Email Marketing CTA Strategy

- Kendra Scott should continue its **CTA** emails, as they remind customers of time-sensitive deals and encourage activity on the Kendra Scott website.
- In its **CTA** emails, Kendra Scott does an **excellent job of personalization** by showing customers products they have recently viewed and providing **15%-30% off** as seen in the images below from emails I have received, prompting customers to revisit the products on the website.
- **CTA** emails offer Kendra Scott opportunities to celebrate holidays alongside its customers through holiday deals and season-themed products.



Email Marketing Special Occasions

Kendra Scott employs a variety of branding advertisements centered around upcoming holidays as well as **partnerships** or **trends** of current **influencers** as seen on **Milled**. Because Kendra Scott is a **B2C brand**, it strives to foster **emotional connections** with its customers through its email marketing strategy and large amounts of **short sales** which usually last a few weeks. As seen below, Kendra Scott plays off of **Taylor Swift's Eras Tour** exhibiting "**Kendra's Version.**" In addition, the brand celebrates **Halloween** with its customers, hoping to create **personal connections**.



The subject lines are **CTA centered—short and sweet**. To increase effectiveness, the brand should work on subject line variety. Also, Kendra Scott adheres to the **CAN-SPAM Act** and clearly states how mail subscribers can **opt-out** at the end of each email.

Kendra Scott's Opt-Out Process

[CLICK HERE TO UNSUBSCRIBE.](#)

Please click "UNSUBSCRIBE" if you no longer wish to receive promotional emails from Kendra Scott. You will still receive promotional emails from Kendra Scott personal stylists if you're opted-in to our personal stylist email communications, but you can reply "STOP" to follow the **opt-out process** there, too.

A photograph of two women lying on a white striped towel next to a swimming pool. The woman on the left is wearing a pink one-piece swimsuit and sunglasses, smiling. The woman on the right is wearing a red and white striped one-piece swimsuit, also smiling. They are both resting their heads on their arms.

SOCIAL MEDIA MARKETING

12 Social Media Channels

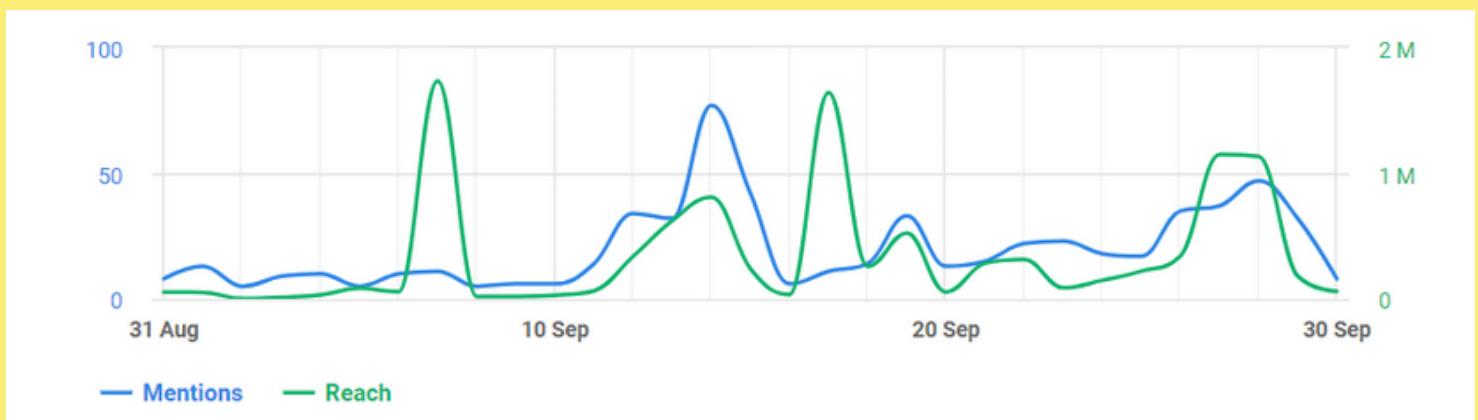
13 36 Rules of Social Media

14 Short Sweet Captions

Social Media Channels

Kendra Scott is active on **Instagram** (1.2 million), **Facebook** (873K), **X** (59.4K), **Pinterest** (198.8K), **YouTube** (13.4K), and **TikTok** (338.4K). It uses the handle **@KendraScott** across all platforms. According to **Brand24**, in the **past 30 days**, Kendra Scott's socials have reached **3.6 million** people, interacted with **406K** customers, and received **597** mentions. Therefore, the brand needs to **find a way to turn the millions of people being reached into social media followers**. The graph below highlights the comparison between **mention** and **reach** from **August 31st to September 30th 2023**.

Mentions vs Reach



Channel Recommendations

- Kendra Scott has a **strong social media presence** with many followers across each platform.
- **Instagram** has the most followers at **1.2 Million**.
- Kendra Scott should consider **investing more time** and content into its **TikTok** account to target a **younger audience demographic**.
- **TikTok** also provides a place for Kendra Scott to showcase its jewelry products **worn in everyday scenarios**, including **TikTok dances**.

36 Rules of Social Media Marketing

The **36 Rules of Social Media Marketing** are a guide to what an **effective social media account** should look like. The rules address content as well as interaction with customers. Kendra Scott does an **excellent job** of utilizing the rules throughout its various social media platforms.

#28

Forget individuals. You're creating content that encourages groups to form.



Kendra Scott's **focus on personalization** and **trendy jewelry** creates **dedicated customers**. It targets products to **fans' interests** such as **Barbie themed jewelry** and **donating money to charities** supported by its customers including the **American Red Cross**. Its social media, especially **Instagram** and **Facebook**, foster places for customers to interact with the brand as well as each other. Therefore, Kendra Scott should continue its investment in **personalization** to strengthen its customer base.

#32

Pinterest Works.

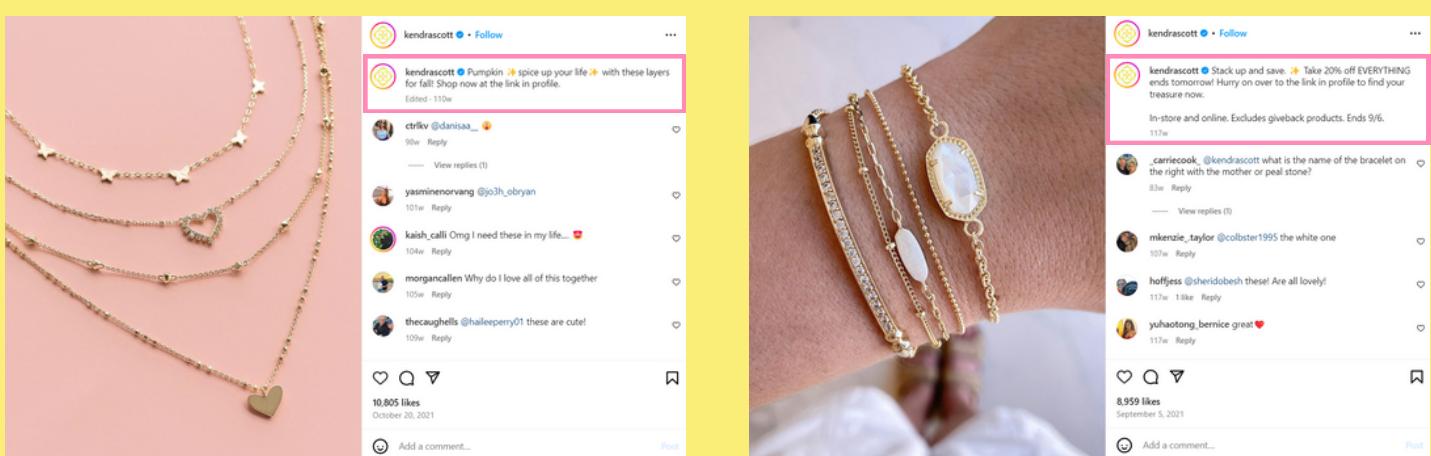
Kendra Scott appeals well to its aesthetically-minded customers, and **Pinterest** is the perfect place to **display its products**. Pinterest is an undervalued platform and **expands Kendra Scott's reach**. Pinterest states that **465 million individuals** use it every month, and **women make up more than 60%** of its global audience. The social platform enables Kendra Scott to highlight its products as its customers search for **trendy jewelry**. Kendra Scott should post more on Pinterest as the platform is often overlooked as a social media, but inserting Kendra Scott products in Pinterest users' feeds creates another opportunity to **reach potential or current customers**.

Short Sweet Captions

Across all its social media platforms, Kendra Scott effectively writes its captions to provide information while quickly getting to the point. Social media platforms, such as Instagram and X, provide perfect places for Kendra Scott to **interact in the comments** with its customers, creating a chance to **develop personal connections** with its audience.

The image displays two X (formerly Twitter) posts from the official account of Kendra Scott (@Kendrascott).
The first post, dated Aug 28, 2017, features a yellow flower logo icon. The caption reads: "Tomorrow, 50% of online sales will go to @americanredcross to help provide warm meals, shelter & hope to families. #KendraScott #YouDoGood".
The second post, dated Aug 17, 2016, also features the yellow flower logo icon. The caption reads: "We just can't help ourselves, this druzy has us 😍 ! #KendraScott bit.ly/2b1lUzR". Both posts have a pink rectangular callout box around the main text.
Both posts have three dots in the top right corner, indicating more options.

Utilizing X and Instagram, Kendra Scott **keeps its captions short**, prompting its customers to look at the products for themselves. The brand should **continue writing short, sweet captions** as social users are more likely to read **small bits of text**.





LACK OF APP

16 App Benefits

17 App Statistics

17 Moving Forward

App Benefits

No App?

Kendra Scott does not currently have an app, but I believe the brand would benefit greatly from creating one. The app would provide valuable information to consumers as well as present another opportunity to foster personal connections between Kendra Scott and its customers.

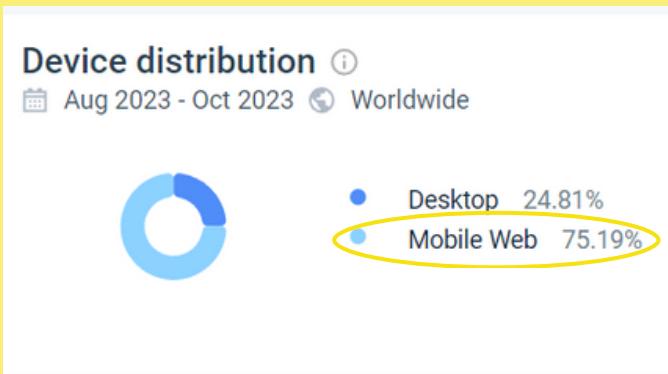
App Benefits

- Showcase Kendra Scott's products, including the company's emphasis on personalization and raw, natural gemstones.
- Compile information about the brand in one place, such as FAQs and current deals.
- Better promote deals through notifications and showcase the Kendra Scott lifestyle.
- Give Kendra Scott an advantage over KAY Jewelers which does not currently have an app.
- Foster developing a customer loyalty program, increasing customer interest in the products.

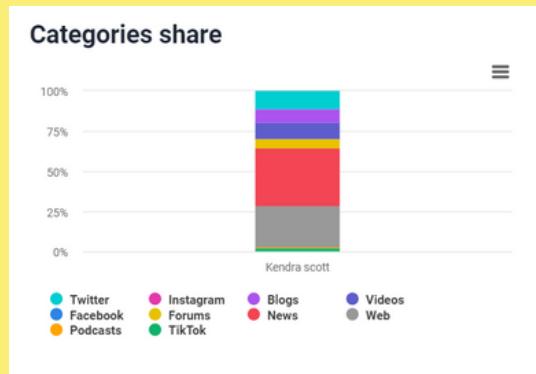


App Statistics

Device Distribution



Main Categories



Similarweb displays the device distribution of users, which showcases that approximately 75% of customers are utilizing Kendra Scott's mobile website. Therefore, an app would be extremely useful as the website is catered toward desktop users, making mobile use more difficult.

BRAND24 also showcases that the majority of Kendra Scott's information is shared through the web and news, so investing in an app would create a single space for customers to browse and learn about products.

Moving Forward

- Before investing the time and money into creating a fully functional app, Kendra Scott should conduct A/B testing, also known as Champion/Challenger testing, on a prototype to ensure developing an app would be an asset to the brand.
- **9 out of 10 customers** are willing to invest time in setting up preferences with the expectation of **personalized communication (Forbes)**.
- Once the testing is complete, the brand should completely develop an app.
- After launching the app, Kendra Scott should immediately work to initiate customer loyalty programs.

PRODUCT REVIEWS



19 Product Review Overview

19 Product Review Types

20 Competitor Analysis

Product Review Overview

Why Are Reviews Important?

Reviews provide consumers with **social proof** and the ability to **make informed decisions**. If a person sees someone has purchased a product and is enjoying it, the customer will be more likely to buy the product for themselves.

Reviews can help a brand establish the “E” in **POEM, earned media**, where the customers become the channel through **WOM**. Earned media is not something a brand can buy. It is a valuable asset generated by its customers.

In *Program or Be Programmed*, Douglas Rushkoff shares **ten commandments** for the digital age. Command number **six** says online users should **always be themselves**. Therefore, for Kendra Scott’s reviews to be considered reputable, it should not allow **anonymous** reviews to be posted, as the less responsibility individuals have online, the more likely negative and uncivil reviews will occur.



Number of Reviews

Older, popular products have more reviews than newer items. Above, on the left, **Elisa Gold Pendant Necklace** has **5,134 reviews**. It is one of Kendra Scott’s most popular products. Above, seen on the right, **Football Gold Short Pendant Necklace** currently only has **7 reviews**. For potential buyers, the Elisa Gold Pendant Necklace is a **more credible and trustworthy** product due to the number of reviews.

Product Review Types

Different Types of Reviews

- **Bubble Ratings** – a scale-based rating from 1 (terrible) to 5 (excellent).
- **Snippets** – provides customers with a small comment, usually a few words to gain a better understanding of the product without diving into too much detail.
- **Long Form Review** – extended, in-depth form of review including many details. Usually 140 characters or more.

Product Review Types

Bubble Rating



Snippet



Long Form Review



Kendra Scott Review Types

Kendra Scott enables its customers to utilize all three review types when reviewing products. Both on its own site and on **third-party sites**, consumers are asked to rate the product using **bubble ratings** on a scale of 1-5. On its **eCommerce** website, Kendra Scott's customers usually leave **snippet** reviews, which are short and sweet. Third-party websites, such as Amazon, have more **long form reviews**, where customers give more detailed responses.

Competitor Analysis: KAY Jewelers

SiteJabber Reviews

Kendra Scott

- Has a rating of 4.5 stars which indicates that customers are generally satisfied with their purchases.
- Ranks 27th among earring sites.

KAY Jewelers

- Has a rating of 1.86 stars which indicates that most customers are generally dissatisfied with their purchases.
- Most complaints surround customer service.
- Ranks 144th among engagement ring sites.

Knoji Reviews

Kendra Scott ★★★★★

- According to customers, five star rating on:
 - Brand popularity
 - eCommerce
 - Company Values, Ethics, & Policies
- Ranks as one of the top-performing brands in its category at #5 out of 6,840.
- Received an overall 4.5 out of 5

KAY Jewelers ★★★★★

- According to customers, five star rating on:
 - Brand popularity
 - eCommerce
 - Company Values, Ethics, & Policies
- Ranks at #10 out of 6,840.
- Received an overall 4.4 out of 5



THIRD-PARTY REVIEWS



22 Pros and Cons

22 Tech Plug-Ins

23 Amazon Competitor Analysis

Third-Party Platform Reviews

Pros

- Can spread awareness about the company, leading to an increase in sales.
 - Amazon has more reviews than Kendra Scott's own website promoting Kendra Scott's products to more consumers.
- Works to reach new audiences, which is not possible on its own site.
 - Nordstrom and Macy's enable Kendra Scott to target an older audience demographic than its online consumers.
- Third-party websites provide Kendra Scott with more customer reviews, increasing its credibility.

Cons

- Decreases the brand's exclusiveness, which can lessen prestige of its products.
- Provides third-party platforms with consumer information.
 - Third-party sites, such as Amazon, now have valuable PII of customers and are not required to share the information with Kendra Scott.
- Gives the third-party control over the brand's product allowing them to control pricing, which can be detrimental for the original company.
- May reduce Kendra Scott's margin on products sold because third-party sellers will retain a portion of the sales price.

Tech Plug-Ins

Why are Tech Plug-Ins Important?

- Tech Plug-Ins – allow brands to monitor their reviews and analyze their customers' thoughts and feelings about their products.
- Vertical – a brand that is fully controlling each and every aspect of the process itself.
- Horizontal – an outside company that works with a brand to help manage business operations.
 - Tech Plug-Ins are an example of horizontal where an outside company assists a brand in its business operations.

Kendra Scott's Tech Plug-In: YotPo

- While YotPo is one of the smaller tech plug-ins, it is an example of going horizontal and is very effective.
- YotPo offers numerous services including monitoring SMS, loyalty & referrals, email, reviews, subscriptions, and visual UGC.

KAY Jewelers Tech Plug-In: BazaarVoice

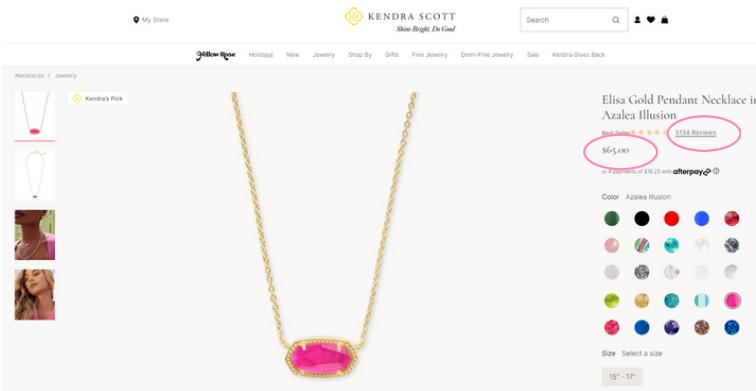
- BazaarVoice is a larger tech plug-in providing KAY Jewelers with many services such as UGC expert services.
 - BazaarVoice states, "Our people are your people. We offer seamless implementation, round-the-clock support, and expert strategic guidance."

Amazon Third-Party Analysis

ELISA GOLD PENDANT NECKLACE

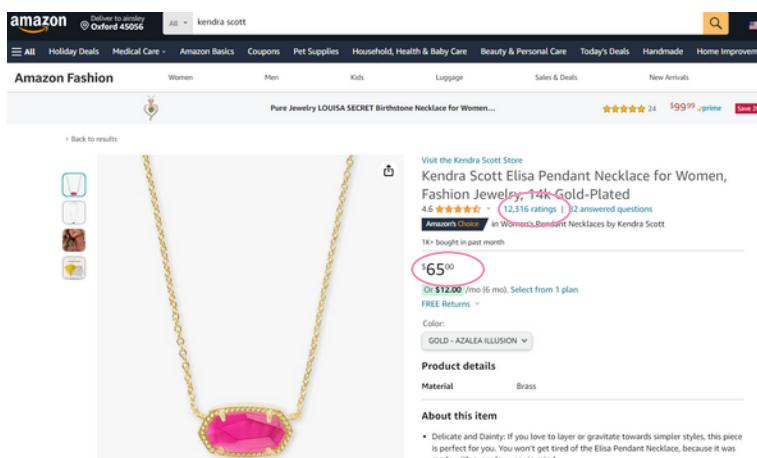
Kendra Scott

- 5134 reviews



Amazon

- 12,316



Comparison

- Same price across platforms.
- Amazon has more reviews, which can add to the product's credibility.
- Amazon provides a place for pictures of the product.
- Each item has the same number of merchandising pictures on both websites.
- Amazon offers extended payment terms of \$12/month for 6 months.

KENDRA SCOTT REVIEWS

★★★★★ Lisa D.

" My daughter love it , "

09/26/23

★★★★★ Lily

" LOVE THIS BUY RN "

09/24/23

i absolutely love this necklace i got it in opal and it is so pretty so i got one in amethyst. this brand is amazing and i get all my jewelry from here, they have the BEST earrings and necklace and i wear their rings aaaalllll the time. no regrets and the gem hasn't fallen out and isn't loose.

★★★★★ Slay Q.

" Lovely "

09/19/23

★★★★★ Lulugirl1234

" Pls make this in this in more colors! "

09/16/23

I would definitely buy this if it came in the Light Burgundy Illusion color!!! You should make a necklace that is ombre pink, purple, and blue. Also have models wear the necklace so you know what it looks like on someone.

★★★★★ Alexander G.

" Beautiful Piece. "

09/16/23

This necklace is a timeless beautiful sparkly piece. It is suitable for an everyday wear and a fancy night out. It is just GORGEOUS. I would definitely recommend this purchase.

AMAZON REVIEWS

Top reviews from the United States

Customer

★★★★★ Absolutely beautiful!

Reviewed in the United States on October 10, 2023

Color: GOLD - WHITE OPAL | Verified Purchase

The Kendra Scott Elisa Pendant Necklace is the epitome of timeless elegance. From the moment I clasped it around my neck, I was captivated by its 14k gold-plated beauty. This necklace has quickly become my go-to accessory, seamlessly enhancing my style whether I'm dressing up for a special occasion or adding a touch of sophistication to my daily wear. What truly sets this piece apart is its versatility. The pendant's understated charm allows it to complement a wide range of outfits. Its classic design exudes a sense of luxury, and I appreciate the quality craftsmanship that's evident in every detail. This necklace not only adds a touch of glamor to my look but also promises long-lasting durability. In summary, the Kendra Scott Elisa Pendant Necklace is a stunning fashion statement. The 14k gold-plated finish, versatile design, and quality craftsmanship make it an investment in both style and lasting beauty. It's a must-have for anyone who values timeless elegance in their jewelry collection.

4 people found this helpful

[Helpful](#) | [Report](#)

Michael Moore

★★★★★ Amazing Necklace! Worth your money!

Reviewed in the United States on October 21, 2023

Color: GOLD - COBALT CATS EYE | Verified Purchase

This necklace is truly amazing! It is very high quality and comes in many colors. I bought the Cobalt Cats Eye and it was very beautiful. 100% worth your money! A must buy!

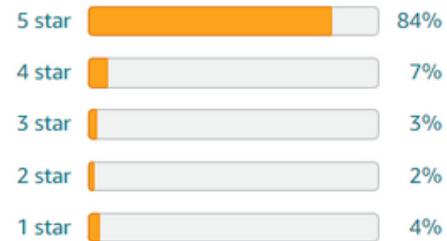
One person found this helpful

[Helpful](#) | [Report](#)

Customer reviews

★★★★★ 4.6 out of 5

12,316 global ratings





SOCIAL LISTENING

25 Ratings and Statistics

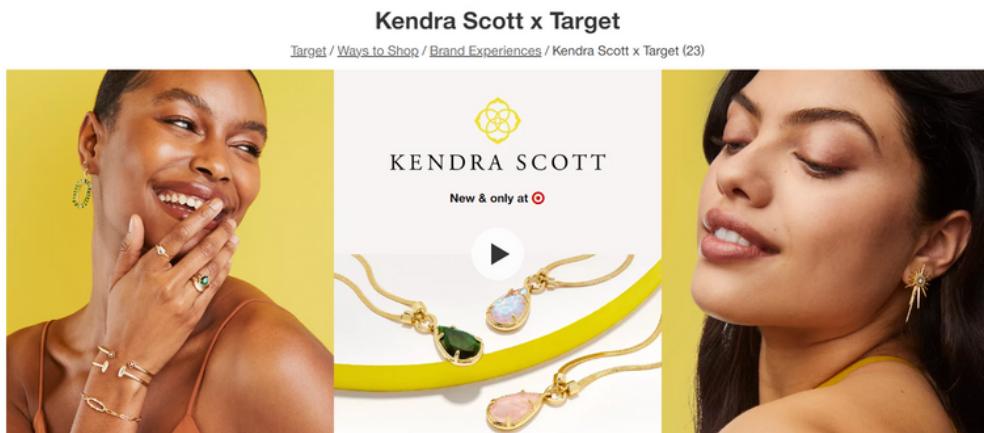
25 New Third-Party Partner

25 Pros and Cons of Partnership

Social Listening

Statistics and Rankings

According to **Similar Web**, Kendra Scott ranks **27,236 in the global rankings in jewelry and luxury products**. In addition, the brand ranks **5,157** in the United States in jewelry brands. Kendra Scott's website has roughly **1.9 million visits per day** with average visits lasting **approximately 3 minutes**.



Kendra Scott's Newest Partner: Target

PROS

According to **eMarketer**, as of October 22nd, Target began selling Kendra Scott products in-store and online. The third-party partner will now carry over 200 styles of Kendra Scott jewelry. Interestingly, the prices will be between \$15-\$40, which is significantly less expensive than the usual \$60 necklaces Kendra Scott carries on its website. Executive Vice President and Chief of Merchandising Officer at Target, Jill Sando says, "This exclusive collection is fun, stylish, and exactly the kind of affordable joy our guests are looking for when they shop at Target."

CONS

- Partnering with many third-party websites directs consumers away from the Kendra Scott website, which leads to less customer engagement and reviews on its main website.
- Kendra Scott should be cautious when partnering with brands such as Target to increase reach, and Kendra Scott must be careful because partnering with Target risks decreasing the product's prestige and eroding the high-end image Kendra Scott aspires to create.



SEO AND SMO

- 28** Improving SEO and SMO
- 28** Similar Web Analytics
- 28** Google Lighthouse Analytics

Improving SEO and SMO

SEO and SMO are essential for Kendra Scott as they can help **boost** the brand's **reach** by directing individuals to the Kendra Scott website when searching for jewelry. Currently, Kendra Scott's competitor, **KAY Jewelers**, is well "above the fold," meaning KAY Jewelers is **ranked** higher in SEO and SMO than Kendra Scott.

- **Search Engine Optimization (SEO)**

- Organic form of search based on keywords from a brand's own website.
- SEO typically produces slower, long-lasting results.
- 94% of all clicks are organic.

- **Search Engine Marketing (SMO)**

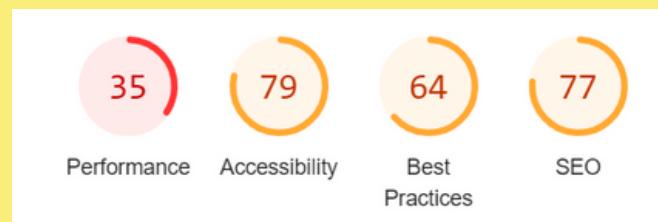
- A form of paid advertising.
- Utilizes paid words from a third-party website on a brand's website.
- Short-lived, but produces quick results.

Similarweb



According to **Similarweb**, Kendra Scott's leading marketing channel is **organic search** at 32%. This is slightly higher than Kendra Scott's paid search strategy and showcases the brand's customer dedication, spreading information about Kendra Scott through **WOM**. Even though organic search is the brand's largest marketing channel, it is very low for **SEO**. In addition, Kendra Scott's **SMO** strategy is even lower. Therefore, the brand needs to work on strengthening both its **SEO** and **SMO** tactics to best reach its customers.

Lighthouse



Google Chrome Lighthouse highlights Kendra Scott's **SEO** score of 77, which is not a high number when compared to competitors. The brand should work to boost its **SEO** results through improving elements of its website, such as working on the responsive nature of its website. Kendra Scott's website has numerous improperly sized elements, including buttons, spacing, and overlapping features, and users are required to pinch or zoom to read content on the page while utilizing the website on a mobile device.



CELEBRITIES AND INFLUENCERS

30 Partnering With Celebrities

30 Partnering with Influencers

30 Similarities and Differences

Celebrities and Influencers

Celebrity Madelyn Cline



Celebrity Camila Mendes



Celebrities

- Kendra Scott should continue partnering with **celebrities**, media stars with millions of social media followers to make customers associate Kendra Scott products with their favorite celebrity.
- OBX TV celebrity **Madelyn Cline**, on the left, poses with Kendra Scott earrings, encouraging her **16.3 million** fans to try the product for themselves.
- On the right, **Camila Mendes**, *Riverdale* TV star, models Kendra Scott products to her **25.7 million** followers.

Influencers

- Utilizing influencers to promote products in marketing strategies began in the early **2000s**.
- Kendra Scott partners with influencer **Nasreen Shahi** to share her story of her battle with cancer and promote the brand's lifestyle.
- Influencer marketing has the best **ROI**, helping Kendra Scott grow and sell its products.
- Partnering with influencers can be **more effective** than celebrity partnerships as roughly **50% of Millennials and Generation Z**, two of Kendra Scott's target audiences, follow influencers on social media.

Influencer Nasreen Shahi



A close-up photograph of a woman's face and upper body. She is smiling broadly, showing her teeth. Her hair is dark and pulled back. She is wearing a bright pink sleeveless top. On her left ear, she wears a large, multi-tiered earring with pink and clear stones. On her right wrist, she wears a thin, beaded bracelet with small pink stones. The background is a solid pink color.

TRADITIONAL MARKETING

32 Online vs. Offline Marketing

33 Competitor Comparison

33 Recommendations

Traditional Marketing

Marketing is not solely digital. Because customers live in a digital world, it is easy to fall into the “**digital filter bubble**” where individuals are often exposed to the same information and viewpoints that align with their existing beliefs and interests, which create a “**bubble**” around them. This leads to some advertisements never reaching certain people. Therefore, it is vital for Kendra Scott to invest in offline marketing. Every brand’s goal should be to engage in **omni-channel marketing**, which involves creating a **cohesive customer experience** both online and offline.



Online Marketing

- Online marketing provides many opportunities to customers, including shopping from the comfort of their homes. Digital Marketing enables Kendra Scott to form personal connections with customers through social media comments and review responses.
- Kendra Scott must be careful to not take advantage of the digital world through taking customers’ **PII**.
 - Although the brand has taken measures to protect website users’ privacy, it states in its privacy regulation that sensitive information, including name, address, and birthdate, may be shared or sold to **third-party** companies.



Offline Marketing

- Currently, Kendra Scott does not partake in enough offline marketing.
- As mentioned in the “**techniques to use with fluency**” from WOI, **repetition** in all forms, both online and offline, is **key** to planting a product in customers’ heads.
- One current form of Kendra Scott’s offline marketing is advertisements in magazines, such as **Marie Claire**. Additionally, Kendra Scott herself has appeared on the cover of **Success** magazine.

Traditional Marketing Recommendations

Moving forward, Kendra Scott should invest in more offline marketing strategies. As **Herbert Krugman** states in the **Three-Hit Theory**, individuals need to be exposed to an advertisement **three times before the point of purchase** for the message to fully **resonate** with the customer. Additionally, in **WOI**, **Daniel Kahneman's** concept of "**Thinking fast, thinking slow,**" describes peoples' changing and **impulsive emotional reactions** which can be influenced by their feelings and surroundings. Therefore, adding offline marketing to customers' environments will spread **awareness**, the first **Google MOT**, subconsciously inserting Kendra Scott products into individuals' lives.

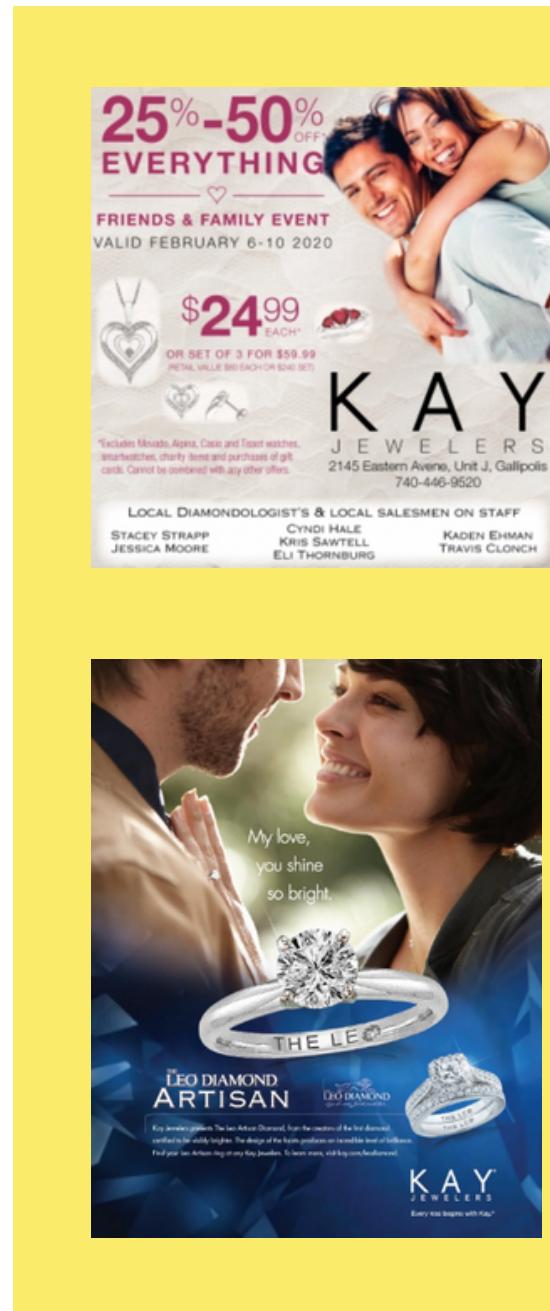
Competitor Comparison

KAY Jewelers, one of Kendra Scott's largest competitors, does an excellent job of offline marketing.

- **Print Marketing**
 - KAY Jewelers has invested in **magazine advertisements** for many years and continues today.
 - The company's magazine advertisements include both CTA and branding advertisements.
- **TV Marketing**
 - Kay Jewelers also partakes in **TV commercials** ending its advertisements with the familiar slogan, "**Every kiss begins with KAY.**"

Offline Marketing Recommendations

- Kendra Scott should consider investing in more **print advertising**.
 - **Billboards** located in larger cities holding Kendra Scott stores could point customers toward the products.
 - **Direct Mail** would alert customers of upcoming deals and could be paired with a loyalty program that would provide certain customers with special offers.
- Creating **TV advertisements** would help Kendra Scott better compete with KAY Jewelers while also increasing awareness about the brand.



CONCLUSIONS

- 35 Start
- 35 Stop
- 35 Continue



Conclusions

START

- **Using an App**
 - Utilizing an app would help broaden its reach, widen its audience demographic, and develop a customer loyalty program.
 - An app would create a space for the brand to generate **personal connections with customers** as well as provide a place to compile information about its products and promotions.
- **Improving SEO and SMO Results**
 - Resulting in boosting Kendra Scott's position in search engines, hopefully securing a spot "above the fold."
- **Utilize Pinterest to Its Full Potential**
 - Currently, Kendra Scott is using Pinterest as a social media some of the time. The brand should invest more time in posting on Pinterest, as the social platform naturally works advertisements into users' feeds which could reach new audiences for Kendra Scott.
- **Use Offline Marketing More Effectively**
 - Kendra Scott needs to invest in a more efficient offline marketing strategy to ensure the brand is not solely reaching digital users.

STOP

- **Partnering With Third-Party Sellers**
 - Third-Party eCommerce websites such as Amazon have complete control over Kendra Scott's products and customers, providing Amazon with valuable PII.
 - Kendra Scott should conduct research to determine the costs of partnering with third-party sellers such as Target. These partnerships risk the chance of detracting from physical Kendra Scott stores while simultaneously cheapening the brand.

CONTINUE

- **Partnering With Celebrities & Influencers**
 - Spreads brand awareness and reaches a new audience, fans of the celebrity or influencer, while establishing trust with customers who value the opinions of the celebrity or social media star.
- **CTA Emailing**
 - Very effective short and sweet CTA, including current deals which keeps customers looking for the next email.



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