

Digital Marketing

<http://www.experian.com/assets/marketing-services/case-studies/bonton-case-study-april-2016.pdf>

<http://www.adweek.com/news/technology/8-intriguing-digital-marketing-stats-past-week-174319>

<http://www.adweek.com/news/technology/facebook-flaw-lets-brands-target-campaigns-ethnicity-174326>

<https://www.ama.org/publications/MarketingNews/Pages/seo-rules-2016.aspx>

<http://www.adweek.com/news/technology/7-big-trends-are-shaping-future-digital-advertising-171773>

<http://fashionbi.com/insights/marketing-analysis/4-digital-advertising-trends-for-fashion-luxury-brands>

<http://www.iacquire.com/blog/study-online-shopping-behavior-in-the-digital-era>

<https://www.businessoffashion.com/articles/news-analysis/ftc-to-crack-down-on-paid-celebrity-posts-that-arent-clear-ads>

<http://adage.com/article/digital/pinterest-debuts-targeting-features-marketers/304478/>

<http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-new-consumer-decision-journey>

<http://www.adweek.com/news/technology/if-facebook-chatter-any-indication-will-be-next-big-beauty-trend-172474>

<https://www.businessoffashion.com/articles/opinion/mobile-up-not-mobile-first-commerce>

<http://www.adweek.com/news/technology/snapchat-influencers-start-labeling-social-endorsements-paid-ads-172775>

<http://www.adweek.com/news/technology/while-some-retailers-ignore-snapchat-others-are-killing-it-lens-and-geofilter-ads-172820>

<https://www.businessoffashion.com/articles/bof-exclusive/misha-nonoo-shifts-sales-strategy-plans-snapchat-show-direct-to-consumer-new-york-fashion-week>

The focus on digital is linked to shifting **buying behavior**. In the five-year period from 2009 to 2014, online sales of luxury goods grew four times faster than offline sales. –Business of Fashion

“The average American spends more time on digital media and technology than work or sleep.”

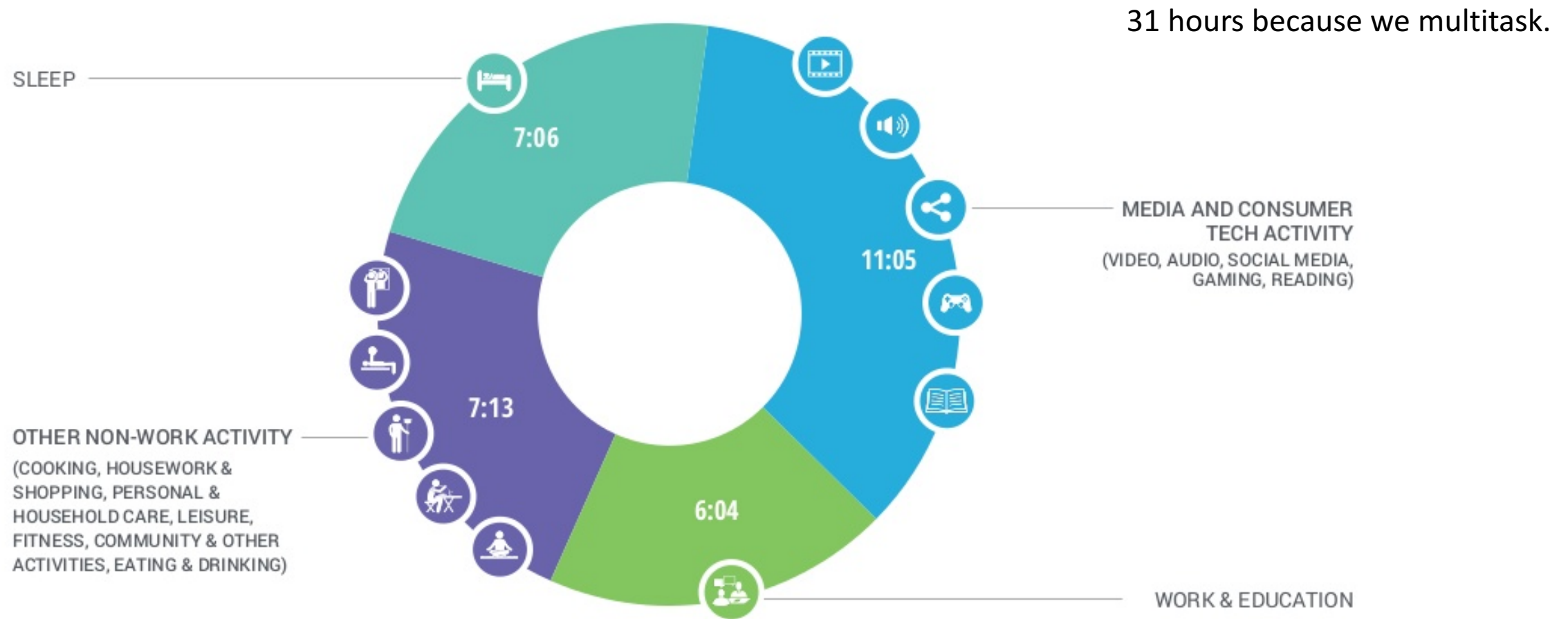
-Michael J. Wolf, founder and chief executive of technology and strategy consulting firm *Activate*,
<http://activate.com/>

<https://www.businessoffashion.com/articles/fashion-tech/the-digital-iceberg-luxury-fashion-marketing>

The total tech and media attention up for grabs is enormous: more than half the waking day is spent on tech and media

Average Employed Adult Daily Behavior, U.S., 2014, Hours : Minutes

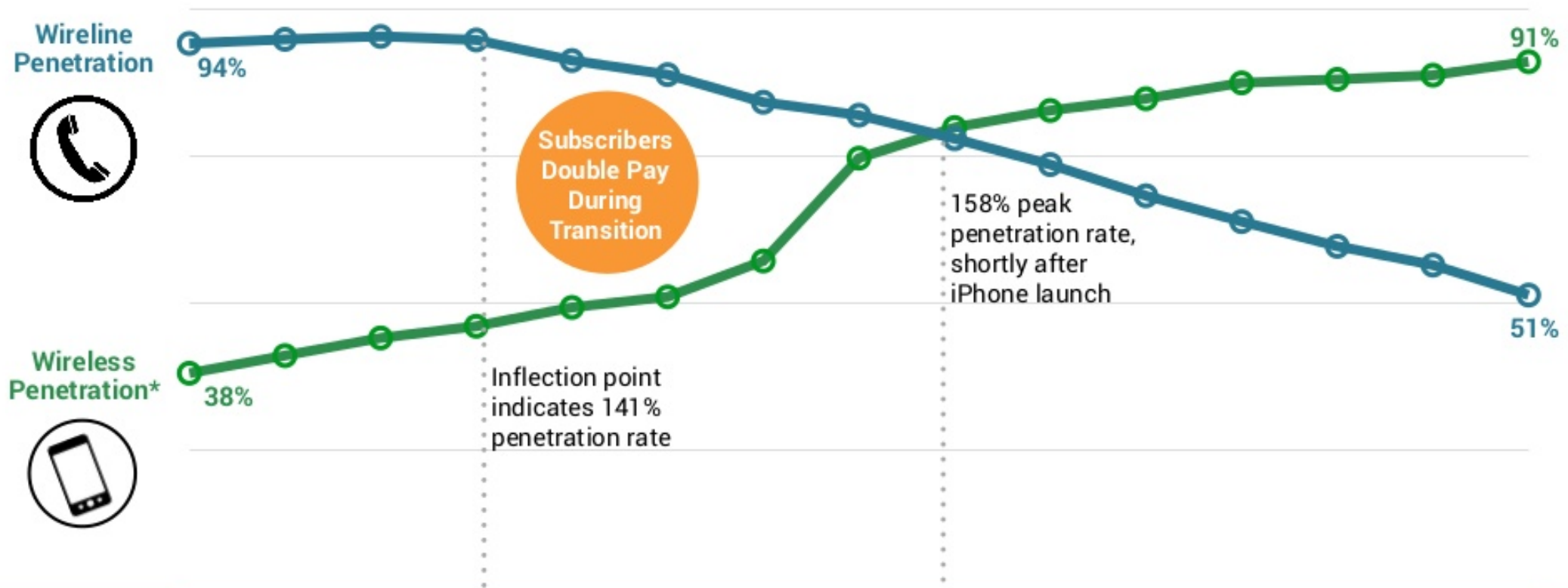
TOTAL: 31 HOURS 28 MINUTES



31 hours because we multitask.

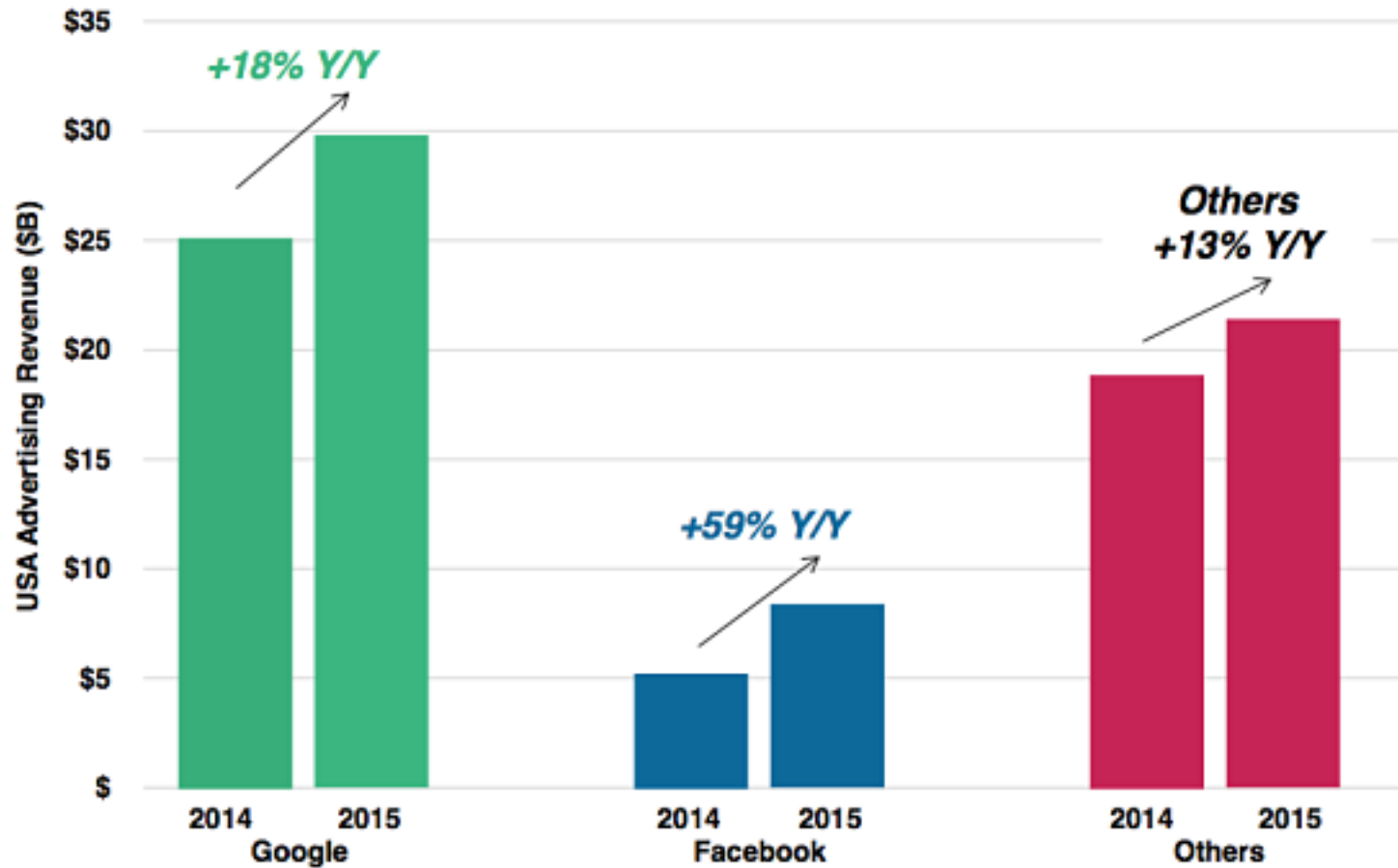
A major platform transition, such as cutting the cord for telephones, can take more than a decade to play out

Wireline vs. Wireless Household Penetration, U.S., 2000-2014, % of Households



Google + Facebook = 76% (& Rising) Share of Internet Advertising Growth, USA

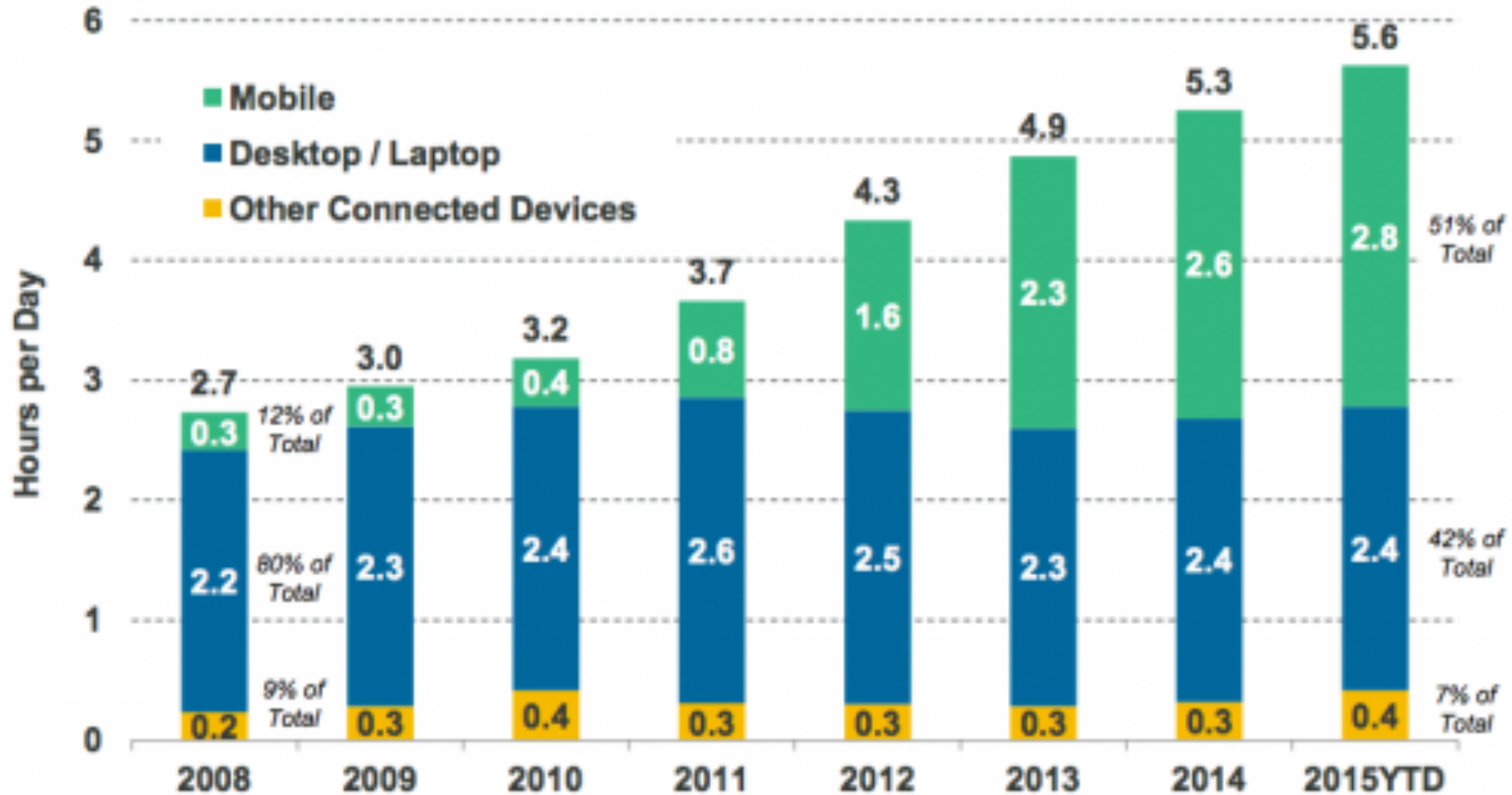
Advertising Revenue and Growth Rates (%) of Google vs. Facebook vs. Other, USA, 2014 – 2015



1. On line advertising

Internet Usage (Engagement) Growth Solid
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD

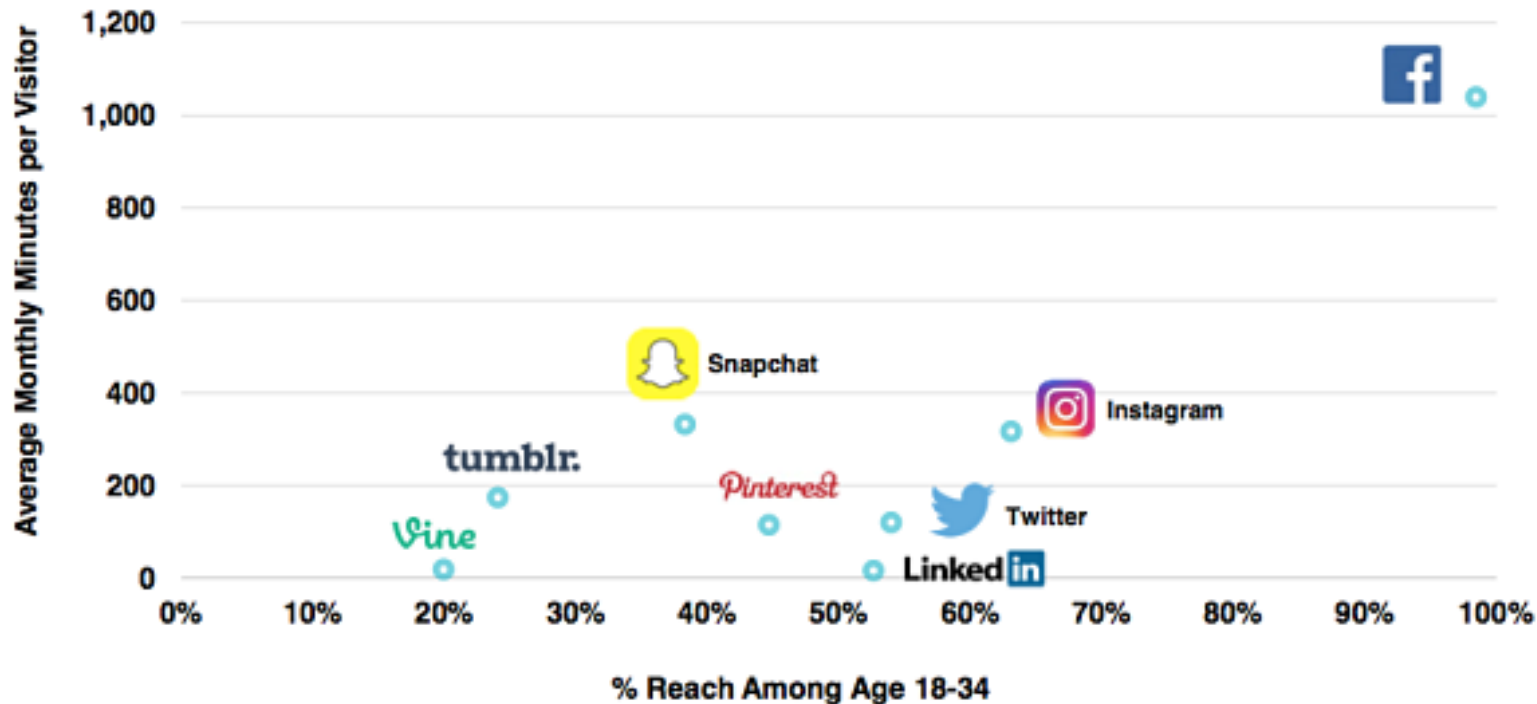


2. Mobile, Desktop, Other

Mary Meeker, 2015

Millennial Social Network Engagement Leaders = Visual... Facebook / Snapchat / Instagram...

Age 18-34 Digital Audience Penetration vs.
Engagement of Leading Social Networks, USA, 12/15



3. Social Media

<http://www.adweek.com/digital/pinterest-lens-shop-the-look-instant-ideas/#/>

Brands which successfully use Social Media

Pin it 69

Like 16

Visit site

Send

Share



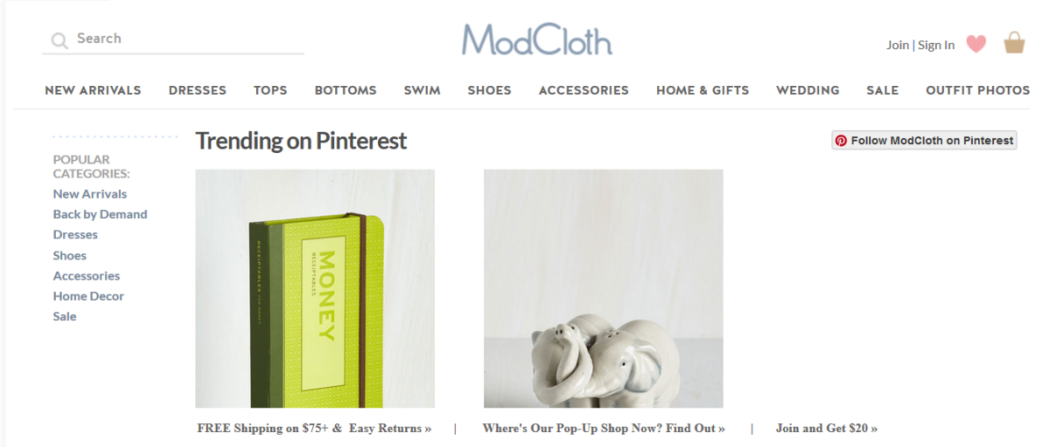
Found on modcloth.com



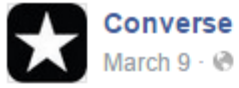
ModCloth · 13 days ago

In this outfit: Back Road Ramble Tunic in Rose Garden, Jive Got a Feeling Pants in Red, Gilded Finesse Necklace, Cambridge Satchel Company Bag in Yellow, Two Can Play Bliss Game Wedge in Aqua #colorful #spring #floral #ModCloth #ModStylist #fashion #style #ootd

Modcloth drives sales with Pinterest strategy.

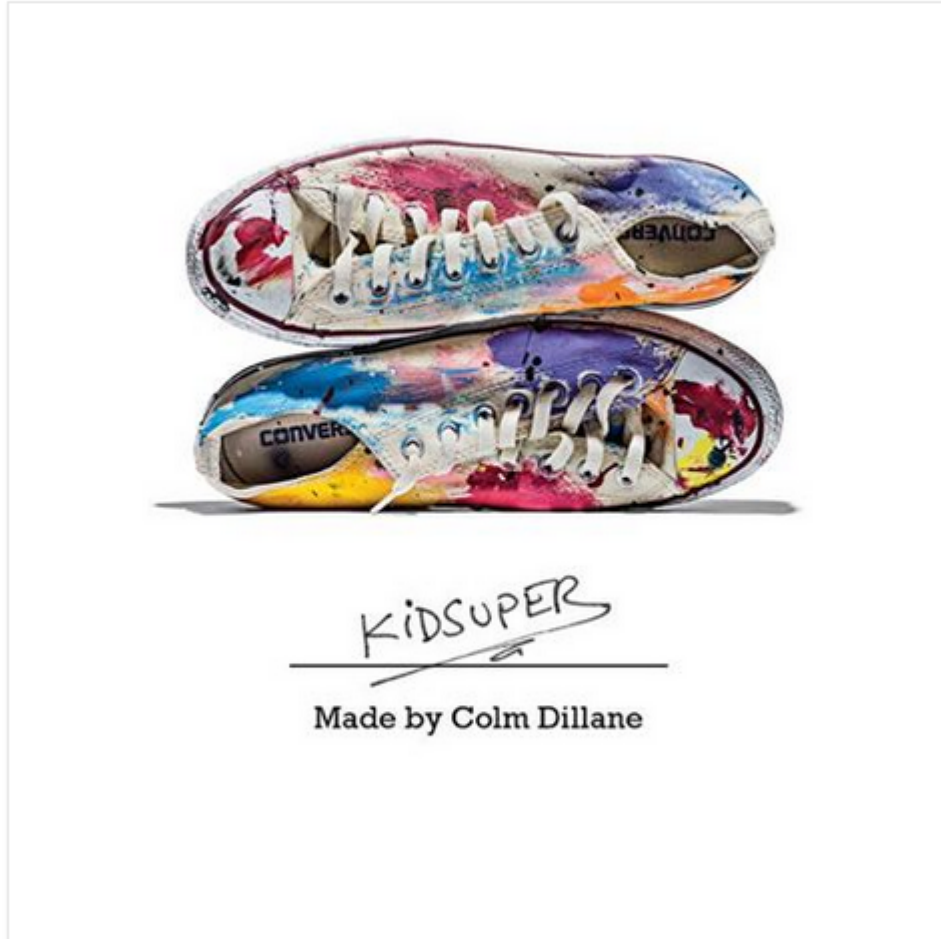


https://woocommerce.com/2015/05/fashion-brands-social-media-tips/



Converse embraces its community.

"Really really really really good looking" made by Colm Dillane



Like · Comment · Share · Buffer

8,779 people like this.

Most Relevant ▾

204 shares

Mathew Lefevre



Like · Reply · 7 · May 1 at 6:44am

Angelito Manalo



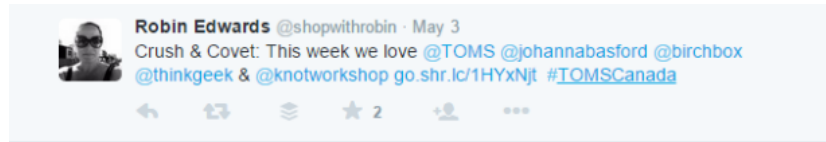
Like · Reply · 13 · April 30 at 12:25pm

1 Reply



User generated content at site.

Warby Parker shows fashion brands how to do Twitter right (Interact)



@shopwithrobin Thanks again for featuring us! youtu.be/nnaFuCbKkyQ #warbyvision



YouTube



Warby Parker | Thanks For The Shout Out, Robin!

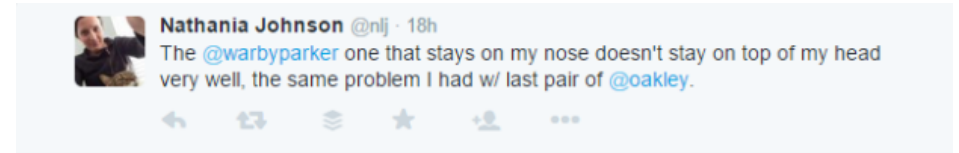
Maggie thanks Robin for featuring us on her blog, Life in Pleasantville. <https://twitter.com/shopwithrobin/status/594864124011663361> For more Warby Parker, f...

[View on web](#)

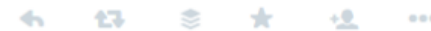
FAVORITE
1



2:50 PM - 4 May 2015



@nlj It sounds like a professional adjustment would help! youtu.be/2Xb67q15dVQ #warbyvision



YouTube



Warby Parker | How to Get Your Eyeglass Frames Adjusted

Our Optician Jared explains how to go about getting your glasses adjusted for a perfect fit! For more Warby Parker, float on over to <http://warby.me/C88Mi> Fa...

[View on web](#)

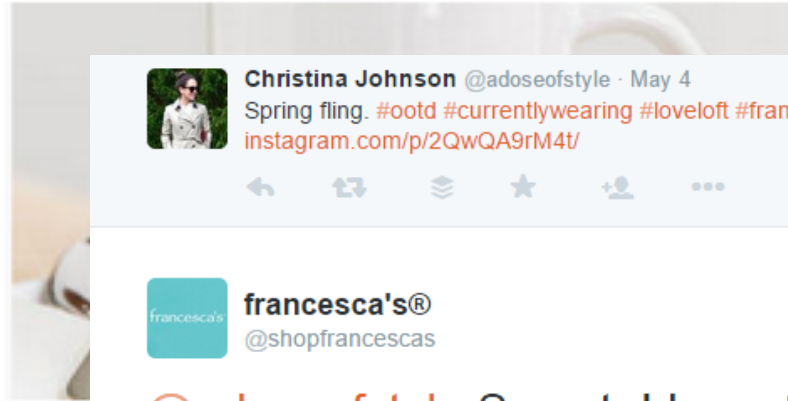
7:56 AM - 5 May 2015

francesca's® retweeted



taylor hays @taylorhays_ · 17h

francesca's has the cutest home decore and i want ALL of it



Christina Johnson @adoseofstyle · May 4

Spring fling. #ootd #currentlywearing #loveloft #franlove #jcrew #styleblogger
[instagram.com/p/2QwQA9rM4t/](https://www.instagram.com/p/2QwQA9rM4t/)



francesca's®
@shopfrancescas



[Follow](#)

@adoseofstyle So cute! Love the skirt! <3



7:52 AM - 4 May 2015



[View more photos and videos](#)



Laura Egger Can some of these be found in store? @Francescas

Like · Reply · April 26 at 8:28pm



Francesca's ✓ Hi Laura, Yes, the Gold Mom Mug is available in boutiques!

Like · 1 · April 27 at 10:27am

[View more replies](#)

Instagram

The visual nature of the platform means that brands aren't just able to show off their products – they can also sell a lifestyle. It also stills consumers' fear of missing out. – Marketing Week

<http://www.fashiontimes.com/articles/25243/20160218/topshop-taps-nick-knight-photograph-fall-winter-2016-london-fashion.htm>

<https://www.marketingweek.com/2016/02/17/how-fashion-brands-are-taking-instagram-from-gimmick-to-strategic/>

Cinemagraphs

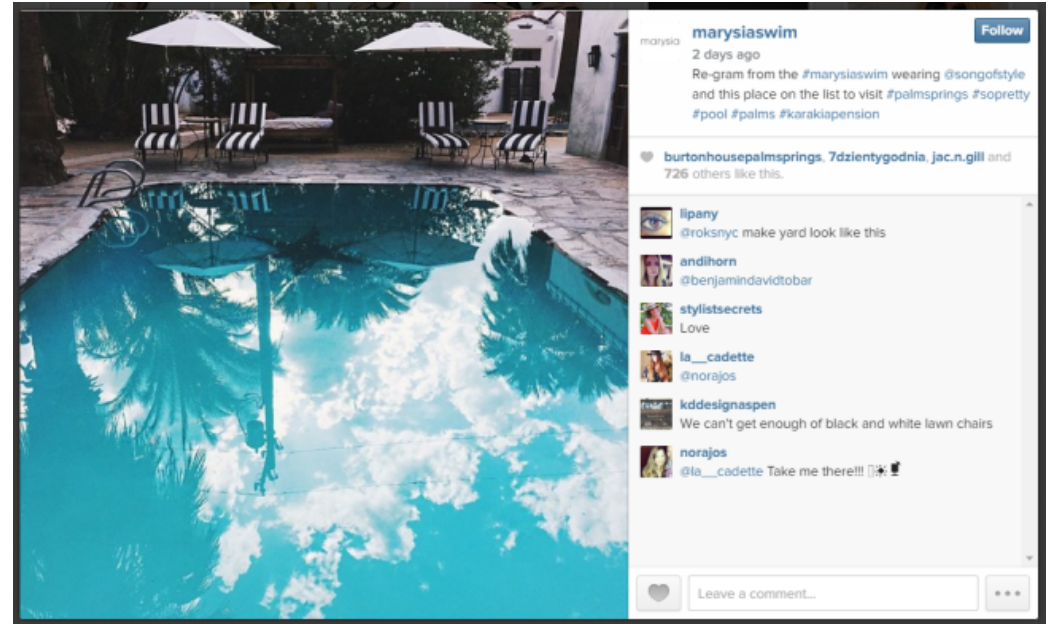
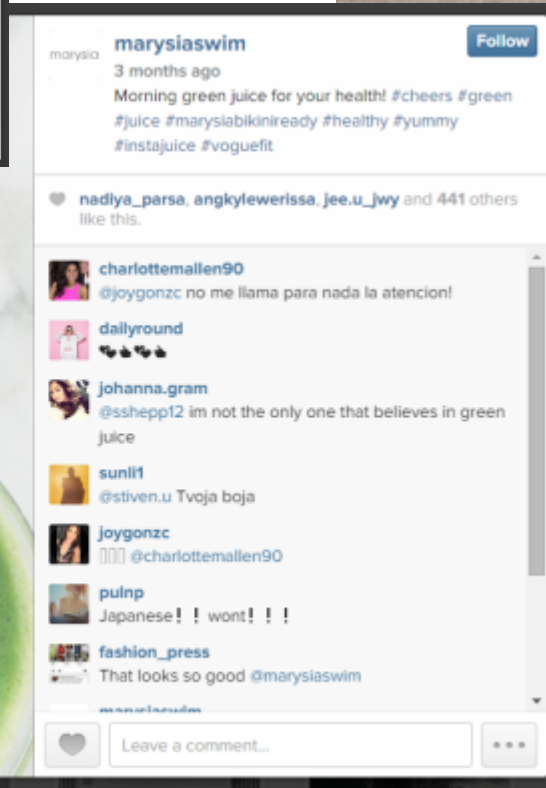
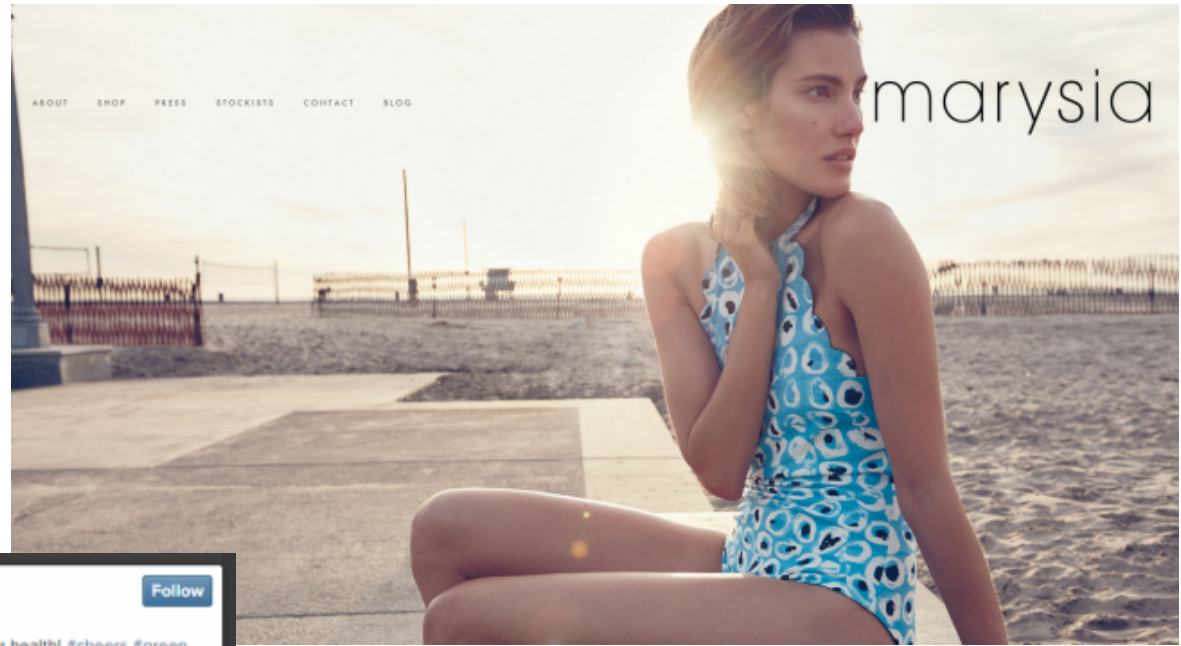
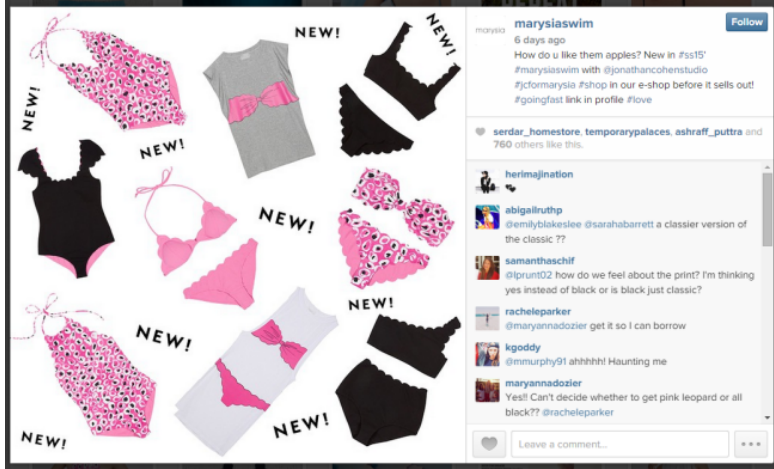
<http://www.adweek.com/news/technology/ad-campaign-starts-cool-cinemagraphs-instagram-then-follows-facebook-163981>

<http://www.adweek.com/news/technology/here-captivating-ad-format-facebook-hopes-wows-its-users-162839>

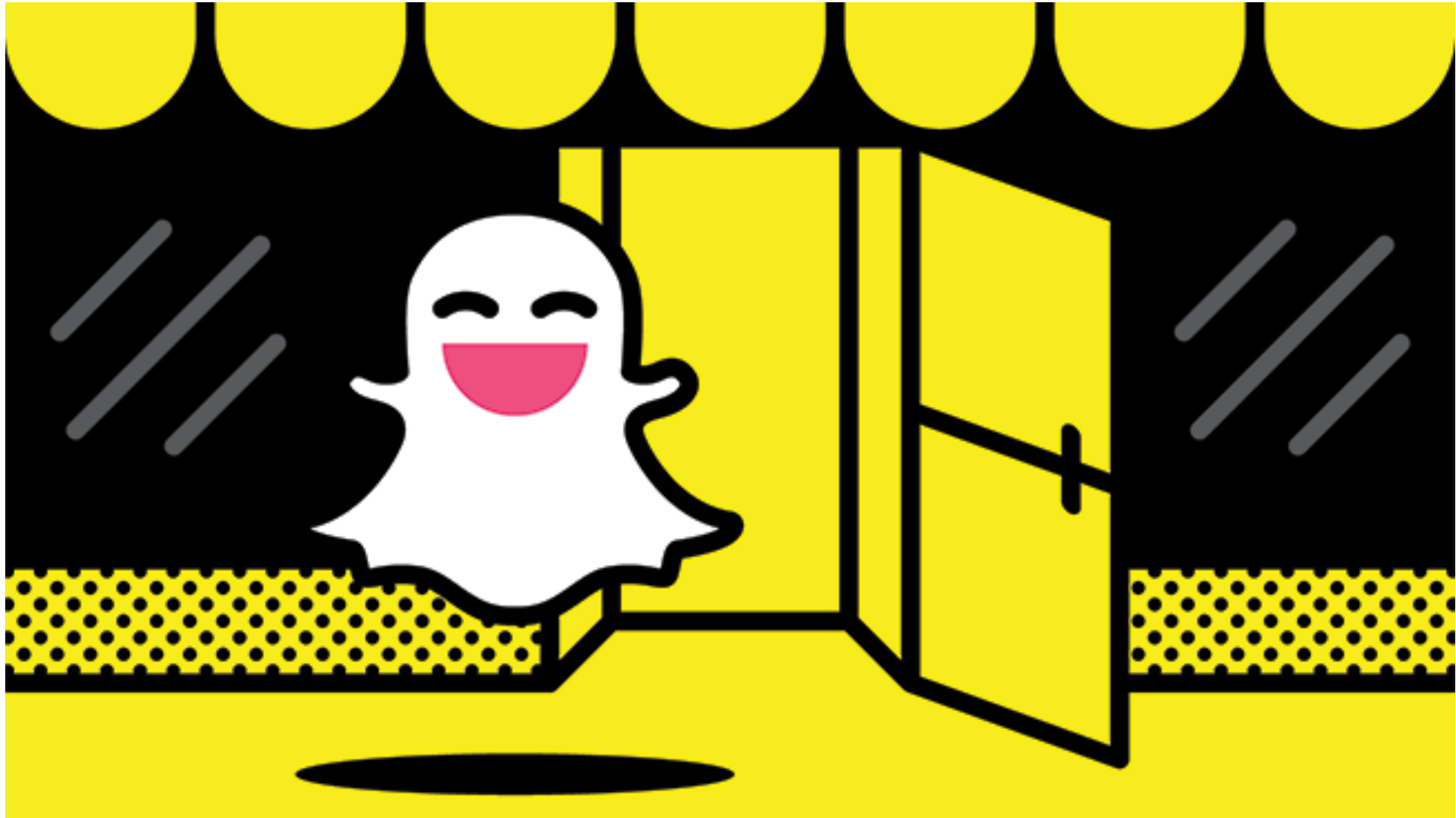
“[Instagram] ads allow brands to tell a story in a
"visually compelling and beautiful way.”

– Malena Higuera, L’Oreal Paris' SVP of Marketing

Marysia Swim delivers a full experience on Instagram



Regram



<http://www.adweek.com/news/technology/while-some-retailers-ignore-snapchat-others-are-killing-it-lens-and-geofilter-ads-172820>



<https://www.businessoffashion.com/articles/bof-exclusive/misha-nonoo-shifts-sales-strategy-plans-snapchat-show-direct-to-consumer-new-york-fashion-week>



LATEST

DAILY DIGEST

NEWS & ANALYSIS

VOICES

CAREERS

BOF 500

EDUCATION **NEW**

FASHION WEEK

11 SHARES



COMMENT

BY LAUREN SHERMAN

AUGUST 24, 2016 05:29

BOF EXCLUSIVE

Misha Nonoo Shifts Sales Strategy, Plans Snapchat Show “new new”

The New York-based label has terminated its wholesale relationships to focus exclusively on selling directly to consumers through its website.



<http://www.adweek.com/news/technology/7-big-trends-are-shaping-future-digital-advertising-171773>

<http://www.pbs.org/wgbh/frontline/article/the-future-of-digital-marketing-is-you/>

<http://adage.com/article/digital/verizon-selling-brands-app-installs-direct-phones/305462/>

Digital Marketing Simulation

Example #1: Junior's regular retail outlet _____

Example #2: Classic ties for professional men. _____

Example #3: Established luxury brand of shoes trying to expand into Millennial market. _____