



How to Work a Trend

Case Studies on Social Media

more money for shoes

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Lorna Jane Active

“Our philosophy is that you need both bricks and mortar and online to have a successful business in today's retail climate” Lorna Jane Clarkson.

With more than 550,000 likes on Facebook and a twitter following of more than 11,000, Lorna Jane is doing something right on social media – but does it equate to sales?. In a BRW article in 2011 Lorna Jane stated that their “social media platform drives 10 per cent of all traffic to the Lorna Jane website and that traffic accounts for revenue equivalent of that from two physical stores”. So what is Lorna Jane Active doing online to drive these sales:

1. Facebook is used for engagement, not a hard sell
2. Status updates are kept very simple
3. Photos are key – they're the most highly interactive pieces of content
4. Different social media channels are used for different purposes. Lorna Jane Active Facebook is about engagement while twitter is Lorna Jane's personal account so it is the opportunity for customers to engage directly with Lorna
5. Encourage sharing of content
6. Don't be afraid to try new things, or to stop doing them if they're not working. Lorna Jane tried interactive mirrors in change rooms with uploads to Facebook but the results weren't always flattering so the brand stopped investing there

McDonalds and Qantas

Twitter, with the opportunity to tweet and retweet, allows a brand's marketing campaign to go viral. If it's a positive message then this is a great result, but if the campaign is hijacked and it's a negative message, it can be impossible to stop.

In 2011 Qantas grounded its fleet, stranding tens of thousands of customers without warning. Shortly after and somewhat naively, Qantas launched its #qantasluxury promotion on Twitter. The competition asked Twitter users to describe their “dream luxury inflight experience” in the hope of winning a pair of Qantas First Class pajamas and toiletries kit. The promotion was a disaster. In the uncontrolled Twitter environment, the hashtag was taken over and used to share negative comments about Qantas and people's recent experiences with the stranding as well as the ongoing problems with flight cancellations and delays with union strikes.

A few months later, McDonalds sent out only two tweets with the hashtag #McDStories to highlight the “hard-working people” who help to produce its meals and promote the chain's use of fresh produce. Again, the hashtag was quickly taken over by people hostile to McDonalds and a stream of negative commentary about the multinational followed.

Summary

What these case studies show is that there are incredible opportunities with social media but only if used appropriately. It's so important to monitor, measure and to be strategic about what is posted on social media platforms and to respond in a timely manner when a possible problem arises.