



Case Study:

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Course:

Digital and Social

Communication Strategy

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THE STORY

Heery's Clothes Closet is a local Athens women's clothing store located in the heart of downtown Athens that carries high end women's fashion including clothes, shoes, handbags, and jewelry. They pride themselves on excellent customer service and a friendly, inviting shopping environment and heavily utilize their slogan, "Heery's has it," to emphasize their range of fashion options for women of all ages. Brands include Amanda Uprichard, Misa, Marc Jacobs, Dolce Vita, Tibi, Mignonne Gavigan, and Tory Burch. They are active on Instagram and their website and regularly update these platforms, but they do not have a great social media presence compared to their competitors.



THE CHALLENGE

With Athens being primarily a college town, there is no shortage of women's clothing boutiques targeting the same age group and with similar fashion styles. A few of the main competitors of Heery's are Cheeky Peach, Dukes, and Indigo Child. Heery's has many opportunities to improve upon their store and gain more loyal customers, including targeting a new social class of less financially free individuals through sales, discounts, promotions, and giveaways. Currently, Heery's is very active on Instagram and their website. Though their Instagram and website are already well established in the Athens community, they are primarily used for continued engagement with loyal customers rather than trying to engage a new audience.

TARGET AUDIENCE

Heery's has a primary target audience of women ages 25-34. These women are stylish and like to shop locally so they know who they're buying from. They often prefer classic fashion over fast fashion and have a higher budget for fashion including clothes, shoes, handbags, and jewelry. These women appreciate good customer service and are in married with young children. The secondary target audience is women ages 18-24. In this demographic the women are college students in Athens at the University of Georgia. They don't have as high of a budget as the primary target audience, as they are students, but still value high-end fashion. Sales will be key in targeting these individuals.



COMMUNICATION OBJECTIVE AND STRATEGY

There are five key components to our digital communication plan: social media, influencer marketing, email marketing, website redesign, and search engine optimization. Social media will be a key piece of our campaign when it comes to effectively communicating with our target audience. Though they already have a strong social media presence, targeting new customers would widen their customer base and reach our secondary target audience. Our second digital advertising tactic is influencer marketing. Local Athens, GA influencers will allow our target audience to see people like themselves interacting with Heery's brand and help to share new inventory, outfit ideas, and deals that are going on. Email marketing is another tactic used to expand awareness and create personal content that can be sent directly to Heery's consumers. This method will be really beneficial when reaching our primary target audience, as many women in this age range are frequent users of email. Being able to connect with consumers directly will be useful to generate traffic to their website and send exclusive deals and coupons to these women. Website redesign will be a key element of this campaign, as the primary goal of much of our digital communication will be directing customers to Heery's site. This will allow customers to see a clear, updated picture of the brand while shopping for all of the products they have to offer. Search Marketing will be especially helpful to Heery's because this technique allows smaller scale businesses to more easily reach the public while leading to higher conversion rates which will, in turn, help with the website element of our plan.



GOALS AND OBJECTIVES

The goals and objectives of this campaign are fairly simple. The goals for Heery's that are achievable through the application of this campaign are to see an increase in sales, increase social media presence and website visits, generate more earned media, and increase click through rate with social media ads. Achieving these goals will be set into motion by these objectives of increasing Instagram followers by 25% every 4 months, increasing Facebook likes by 25% every 4 months, increasing sales by 30%, and finally by increasing customer presence in the store by 15% following the campaign.

MEASUREMENT

In order to measure the performance of our campaign, Heery's will use Google Analytics, social media analytics, and track on-site visits. Using Google Analytics, Heery's will optimize keyword performance, analyze email marketing activity, track website activity/interaction, and calculate the conversion rate, return on ad spend, and average cost-per-click. Heery's will closely monitor their social media as well by tracking website traffic, engagement, audience insights, and follower, like, and comment activity. This will make their social media platforms more active and allow the audience to be more involved. Lastly, Heery's will analyze on-site visits by counting the number of people who enter the store, tracking the number of sales, calculating the return on sales, and analyzing the ratio of store visits vs. purchases made. Since Heery's is a well-established store, on-site visits are a good way to access the success of the campaign.