

Making SoLoMo Integration Beautiful – One Customer at a Time

Johnna Marcus

Director, Mobile & Digital Store Marketing

SEPHORA

What is “SoLoMo”...

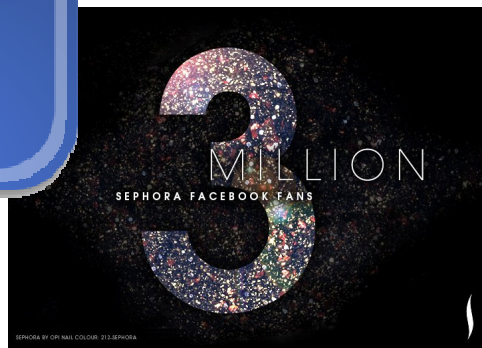
“SoLoMo represents the collision of social, local and mobile media”

“SoLoMo - Portmanteau term for the meeting of Social, Local and Mobile media.” New York Times Feb 22, 2001

“With rise of smartphones and tablets that integrate geo-location technology such as GPS to help users locate what’s around them, the term has evolved into what industry experts are calling Social Local Mobile Search (SoLoMo).”

“SoLoMo Revolution Picks Up Where Hyperlocal Search Left Off” Mashable Jan 12, 2012

SOCIAL @ SEPHORA



470k+
Views

BEAUTYTALK

Get real-time **answers**, **expert advice** and your fix for all things **beauty**.

Pinterest



10k+
Views

You **Tube**™

10M+
Views

Sephora on Facebook

The screenshot shows the Sephora Facebook page interface. At the top is the Facebook navigation bar with the logo, a search bar, and the user's name 'Johnna Marcus'. The main header features a large image of colorful makeup powder swatches and the Sephora logo. Below the header, the page is divided into sections. On the left, there's an 'About' section with links to Sephora's website, Twitter, YouTube, and beautytalk. In the center, there are tabs for 'Photos', 'Fan Fridays', 'Pinterest', and 'Give Instant Gift Cards'. On the right, there's a '7 Friends Like Sephora' section showing profile pictures of users who liked the page. Below the main header, there's a 'Highlights' dropdown menu. The main content area on the left shows a post from Sephora, dated 'about an hour ago', announcing a sweepstakes where users can win a \$250 gift card by entering a contest on Pinterest. The post includes a link to the contest: <http://seph.me/IPv120>. On the right, there's a section titled 'Cathy Choi mentioned Sephora in her status.' dated 'June 22, 2011', with a link to a blog post: <http://bit.ly/glamoured>. The bottom of the page shows a 'Like · Comment' button and a count of '2' likes.

facebook Search Johnna Marcus Find

Sephora
3,119,891 likes · 36,231 talking about this

Health/Beauty
www.sephora.com | www.twitter.com/sephora |
www.youtube.com/sephora | www.sephora.com/beautytalk |
www.sephora.com/sephorativ

About Photos Fan Fridays Pinterest Give Instant Gift Cards

Highlights

Post Photo / Video
Write something...

Sephora
about an hour ago

You have one more week to enter for a chance to win one of ten \$250 Sephora gift cards in our Pinterest Color Wash Sweepstakes!
Find out how to enter> <http://seph.me/IPv120>
What color inspires you?

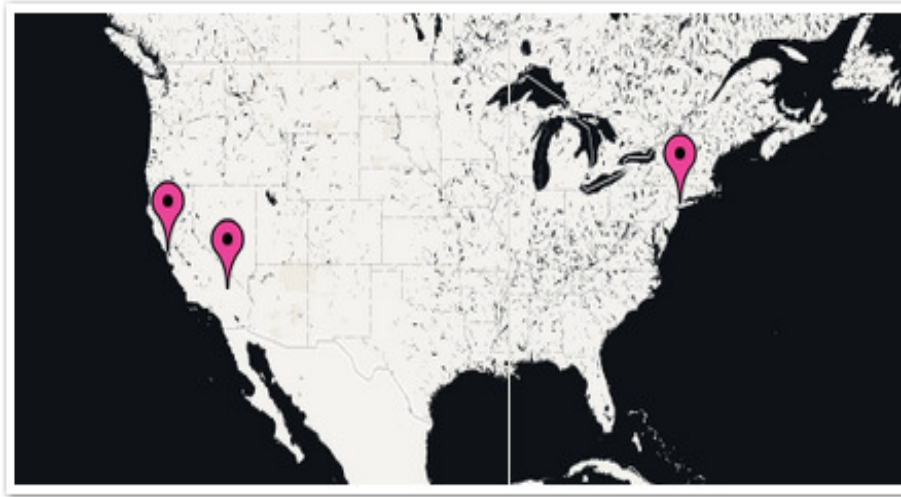
7 Friends
Like Sephora

Cathy Choi mentioned Sephora in her status.
June 22, 2011

Sephora & True Blood! <http://bit.ly/glamoured>

Like · Comment 2

Facebook Photobooths



SF Powell

San Francisco, CA

Caesars Palace

Las Vegas, NV

1 Times Square

New York, NY

Most Recent Photos



Apr 23, 7:16 PM



Apr 23, 7:12 PM



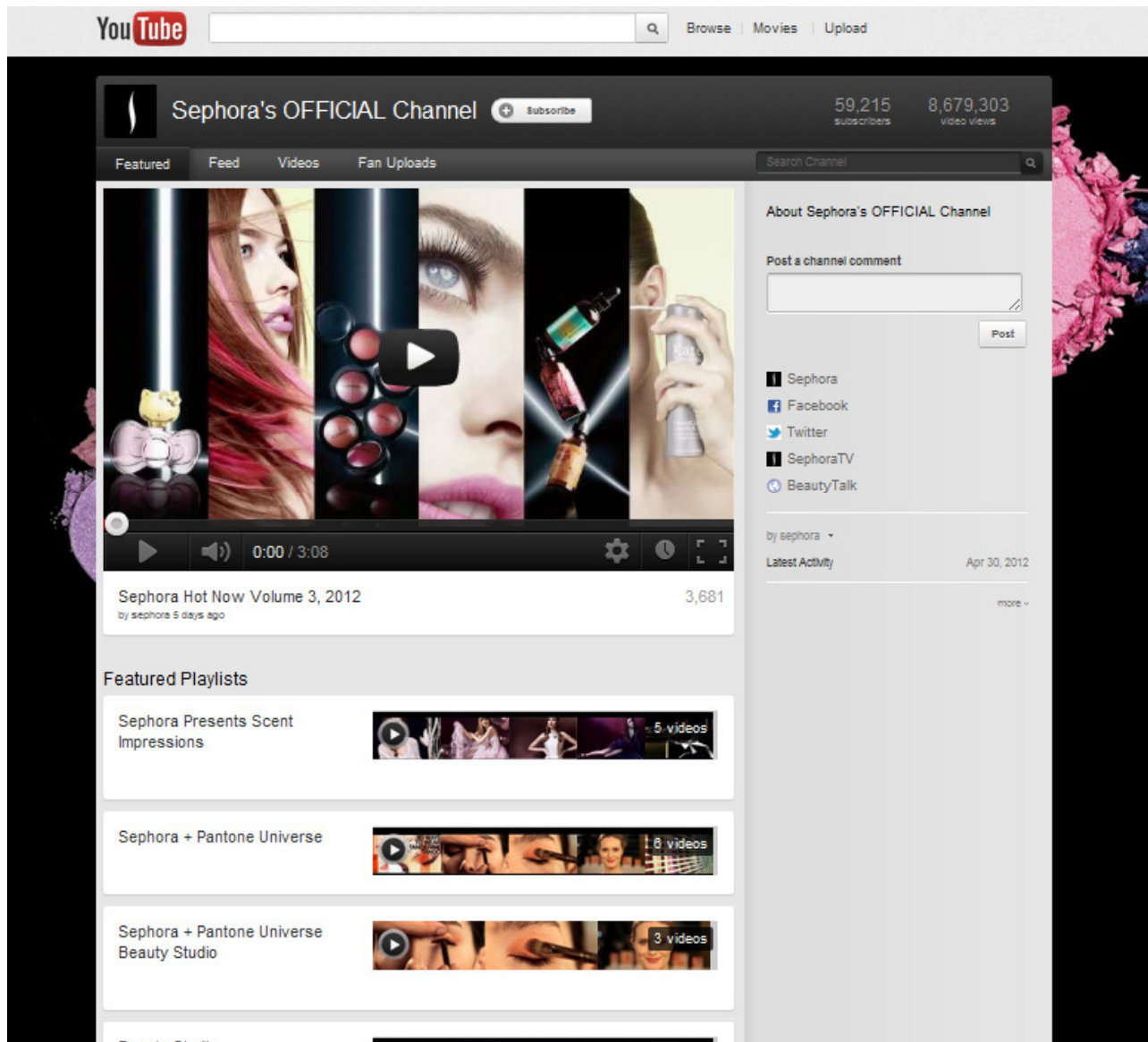
Apr 23, 7:11 PM



Apr 23, 7:10 PM



Sephora's Official YouTube Channel



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2,877 TWEETS
206,180 FOLLOWING
472,315 FOLLOWERS

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Full name
Email
Password
Sign up

Tweets

Following
Followers
Favorites
Lists
Recent images

Sephora @Sephora 9h
Today! Your chance to win a trip to the @SnowWhite London premiere from @BenefitBeauty + @Sephora> seph.me/JnpVpb pic.twitter.com/KmkplDil
Promoted by Sephora
Hide photo Reply Retweet Favorite

**SEPHORA & BENEFIT'S
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Enter for a chance to win a trip for 2 to attend the London premiere!

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Beauty Talk | Sephora's Beauty Community

Hello Johnna [sign out](#)

BEAUTY INSIDER [offers 1685 points](#)

MY ACCOUNT [order status](#)

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SHOPPING LIST

MY BASKET 0 items

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Welcome, [jmarcus](#)
[sign out](#)

JOIN A CONVERSATION

SUBJECT	POSTS
ASK THE EXPERTS ▶	12129
MAKEUP ▶	55057
SKINCARE ▶	19454
FRAGRANCE ▶	2839
HAIR ▶	5437
BRIGHT IDEAS ▶	7323
THE LOUNGE ▶	13701
CUSTOMER SERVICE ▶	6206


SEARCH CONVERSATIONS

ASK A BEAUTY QUESTION

LATEST BUZZ ▶

EXPERT ADVICE ▶


view all



janinebt
(1189)

Hi isabelz, It depends on the coverage that Hi isabelz,


Ask The Experts
6 minutes ago
2 posts



isabelz
(14)

Which concealer is more resistant to Which concealer will las longer if I go SWIM? Make Up Forever Full Cover WATERPROOF or


Ask The Experts
an hour ago
2 posts



melissabt
(1284)

Hi ArtistAshely, I have had something ArtistAshely wrote: I'm looking for a product to help treat


Ask The Experts
2 hours ago
2 posts



ArtistAshely
(1)

Skincare/makeup help for body problem I'm looking for a product to help treat acne/ingrown hairs I've all the sudden been

Ask The Experts
2 hours ago
2 posts



alotis
(0)

Re: BB Cream Our Her Campus team loves BB Cream!


Ask The Experts
5 hours ago

About the new site ▶

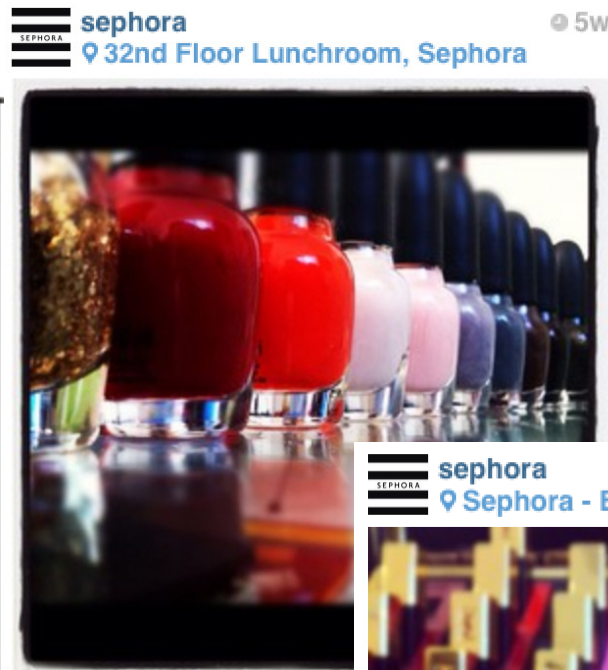
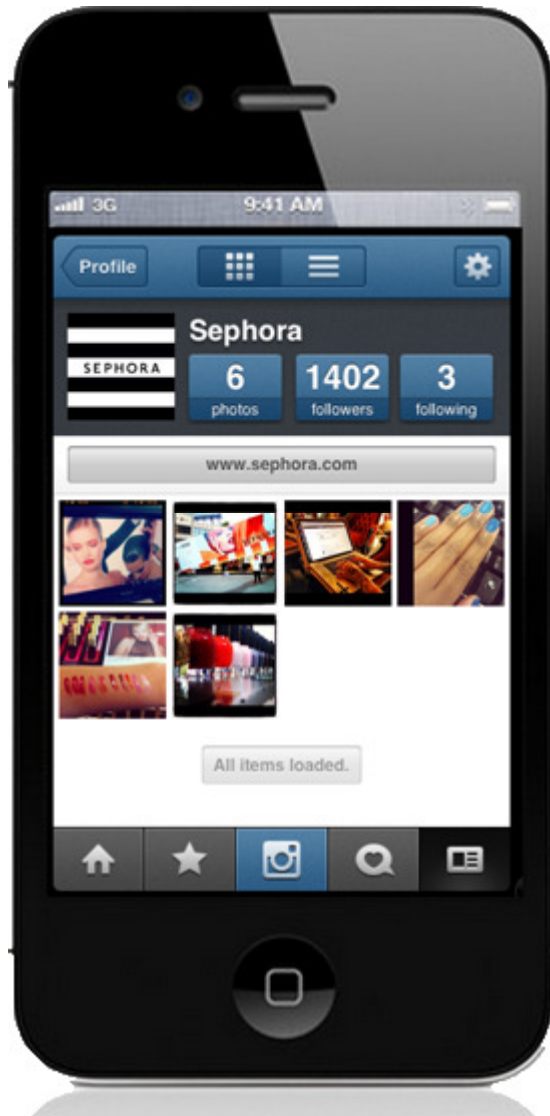
Give feedback now ▶

ASK THE EXPERTS

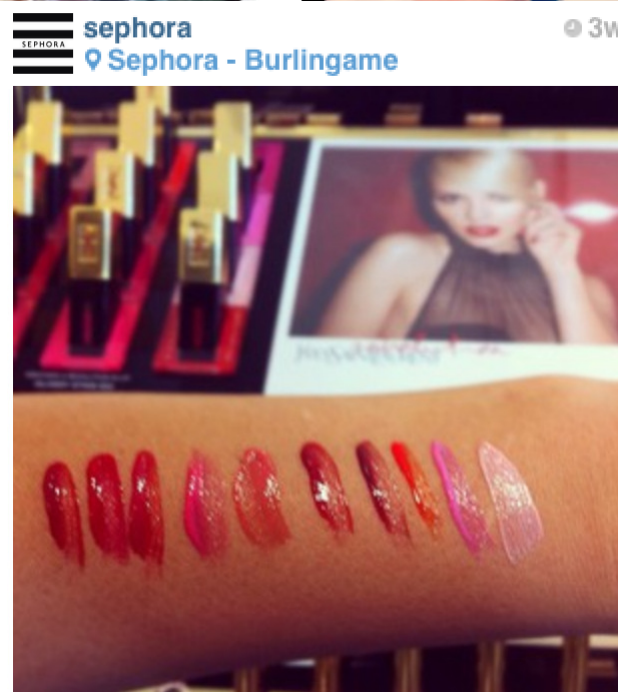
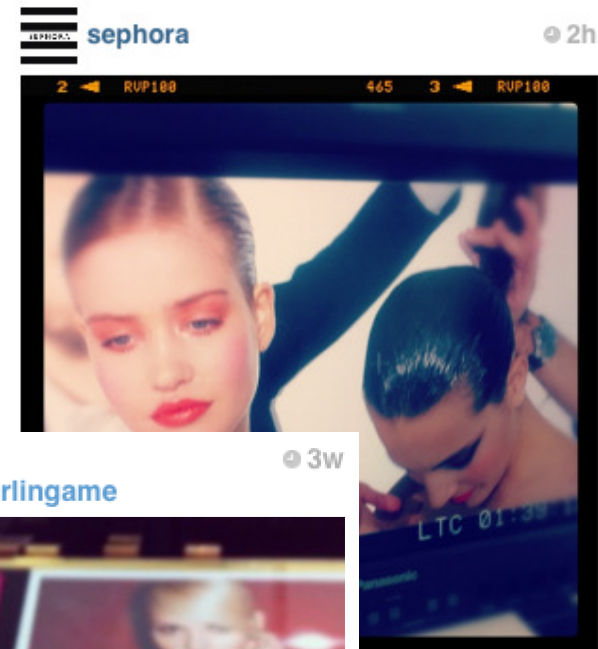
Get advice & answers to your questions from Sephora's beauty experts and your peers.



Instagram | Behind the Scenes @ Sephora



140 likes

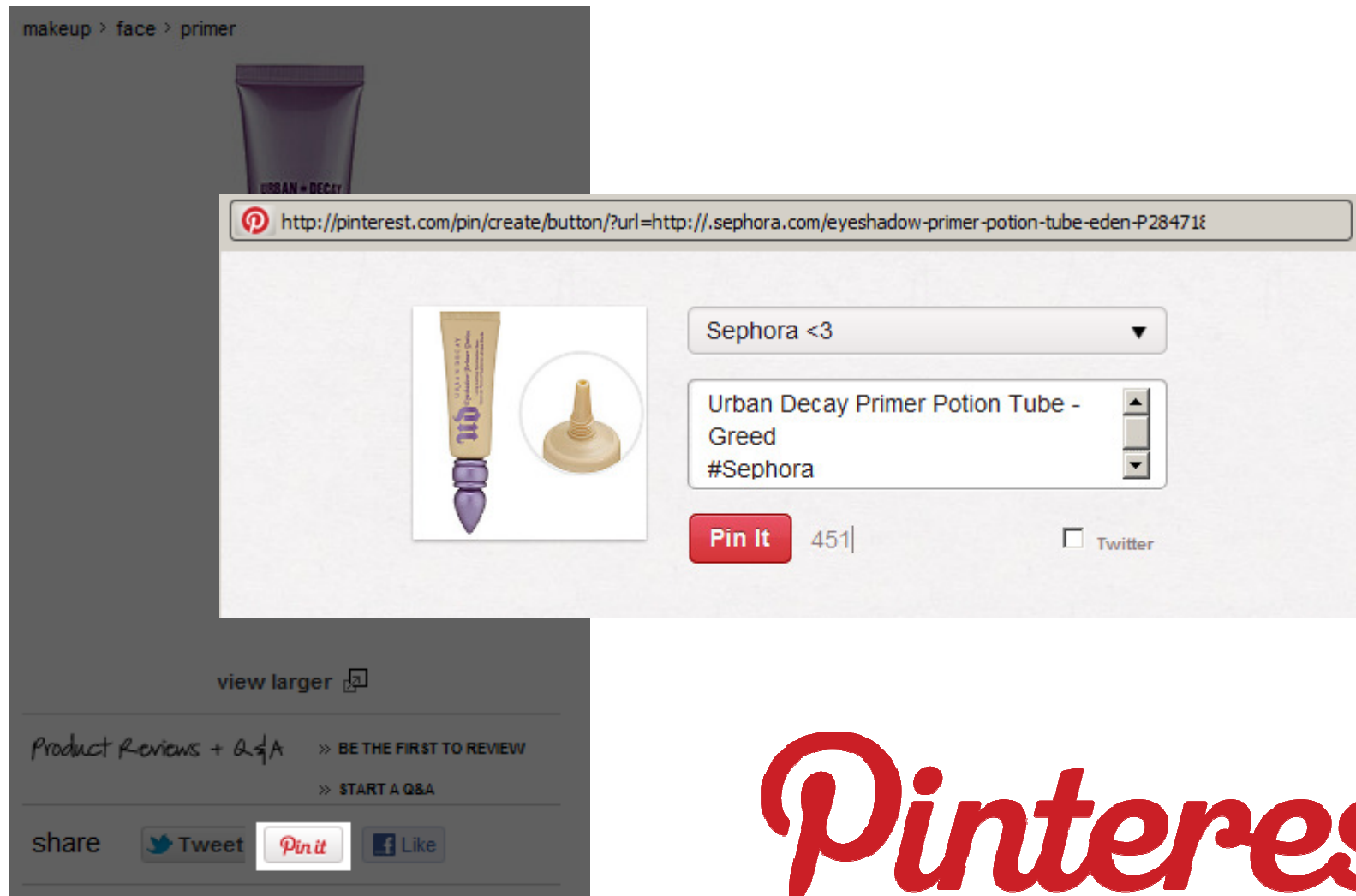


86 likes

Instagram | Clients sharing experiences





Pinterest Pin Buttons on Sephora.com





Pinterest

Sephora Boards on Pinterest | Staffers Picks

Search  Add + About ▾  Bridget ▾


I for an eye

 Bridget Dolan Edit Board 38 followers, 8 pins




This video is a great tutorial for how to create tightline and smoky eye. Sephora Pro Jill is a true talent.

youtube.com




Make Up For Ever's Diamond Shadow in Diamond Night Blue 308 is a gorgeous liner color. And when I'm in the mood for a bigger pop of color, I wear it as my base shadow. Even though I have blue eyes, this is dark enough to brighten them and it is more fun than black.

beta.sephora.com




My favorite mascara is a bit lesser known, but goes on evenly, thickens, and important to me, comes off easily with makeup remover.

beta.sephora.com




A Sephora makeup artist used this on me and I couldn't believe how sleek it swept over my lids without being a mess - and it stayed in place for hours.

beta.sephora.com




My eye makeup never stayed on past lunch until years ago I discovered primer! Urban Decay has one in different shades so your base even has a bit of color to it - Sin is my favorite base eye shadow by UD as well. This shade pairs well with any shadow.

beta.sephora.com




I recently converted to using Amazing Cosmetics concealer for my pink Irish skin - I use it under my eyes and anywhere with redness. It has great coverage, stays put and if you use a concealer brush, it will last you a long, long time.

beta.sephora.com



My secret pick me up after a late night is Ole Henriksen Ultimate Lift Eye Gel. It isn't sticky, but makes my under eyes look tighter. Thanks, Ole!

beta.sephora.com



I use this palette daily for both subtle and dramatic eyes - so amazing!

8 likes 21 repins

beta.sephora.com



MY TOP PICKS AT SEPHORA.COM

Bridget D.
SEPHORA VP OF INTERACTIVE

HAIR // Brown
EYES // Blue
SKIN TONE // Fair



• tattoo liner • feutre à tatouage •

Social: What Works Well

- Create a Customer Service strategy around your Social Media channels
 - Your customers are talking to you here, need dedicated staff & processes to handle customer service, answer questions & address issues

Social: What Works Well

- Create a Customer Service strategy around your Social Media channels
- Create a structured communication plan for Social Media
 - Define the cadence & purpose of messages across each channel
 - Plan content in advance – similar to your other channels
 - But, leave room for flexibility too

Social: What Works Well

- Create a Customer Service strategy around your Social Media channels
- Create a structured communication plan for Social Media
- Jump Into what's Hot & New
 - Hard to tell what will be a hit
 - Social grows too quickly to sit back & wait

Social: Opportunities

■ “Knowing” your customers in Social Media

- Largely customers in the social space are unknown, though we often assume they are many of our best customers
- Some capabilities - like Facebook, single sign on for communities, etc - allow you to know who are your best customers in Social Media

Social: Opportunities

- “Knowing” your customers in Social Media
- Prioritizing communications & offers for Social Media vs. Loyalty Network
 - Because customers in Social channels are often unknown, it is challenging to prioritize content
 - What Exclusive/New info do you give to Social Media first? Vs. What goes to your loyalty program members?

Social: Opportunities

- “Knowing” your customers in Social Media
- Prioritizing communications & offers for Social Media vs. Loyalty Network
- Making the commitment to Staff Social media
 - To support customer service & to provide timely updates & content, dedicated staff is needed to support Social Media channels
 - Prioritizing this headcount as part of your customer service, loyalty & branding is a must

MOBILE @ SEPHORA

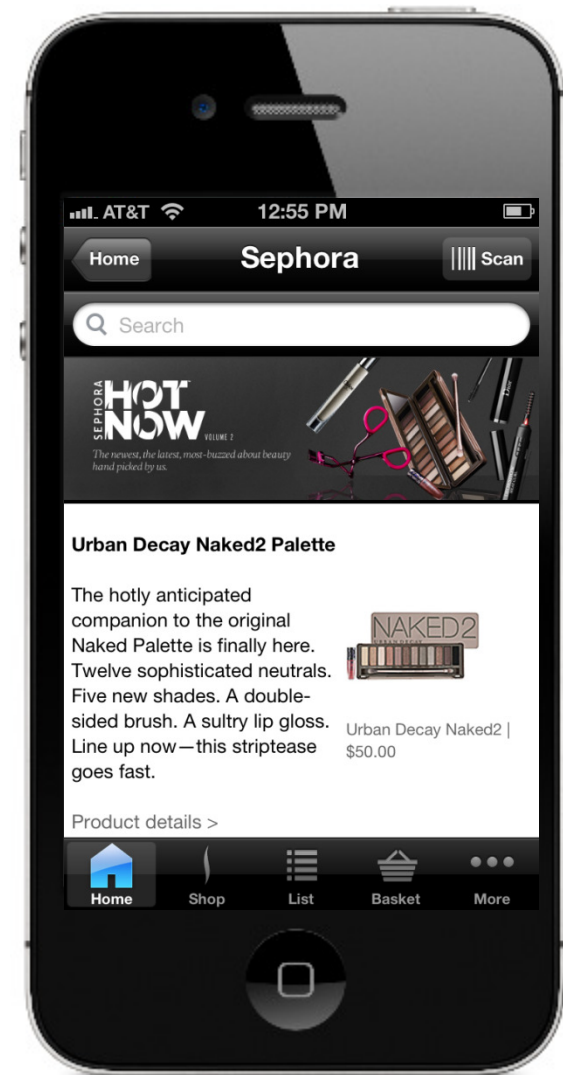
Sephora clients are #MadAboutMobile

- 50% of clients open emails on mobile phone
- 70% iPhones
- 2 Million iOS App Downloads



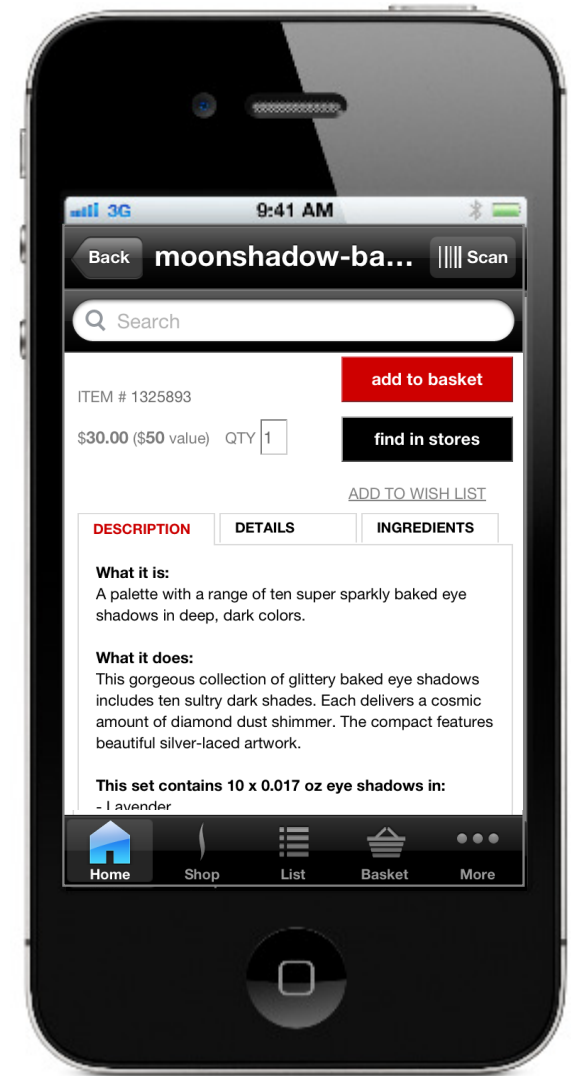
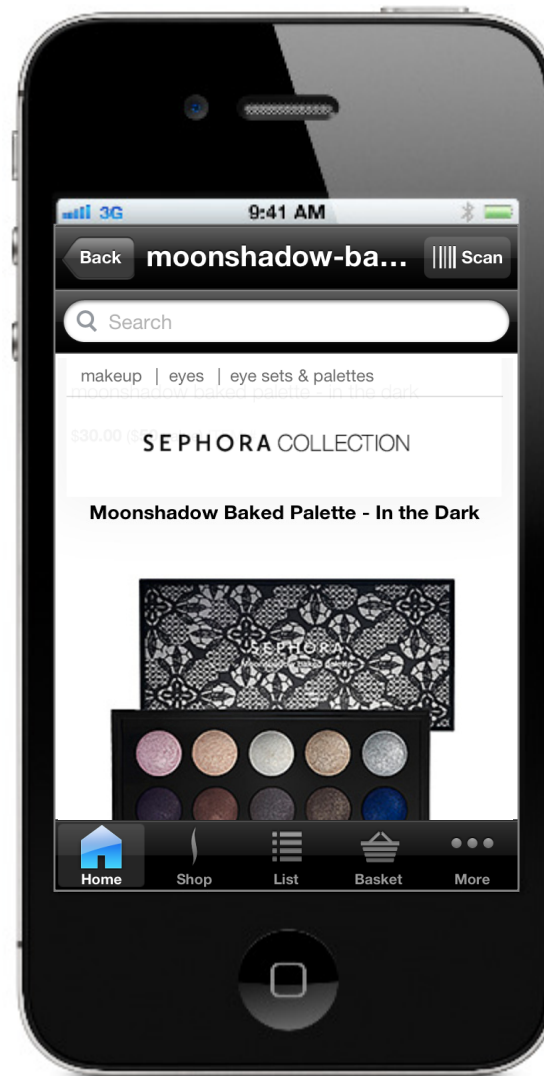
Clients shop mobile #ConnectedToSephora

- +300% mobile sales in 2011
- Expect +100% sales growth in 2012



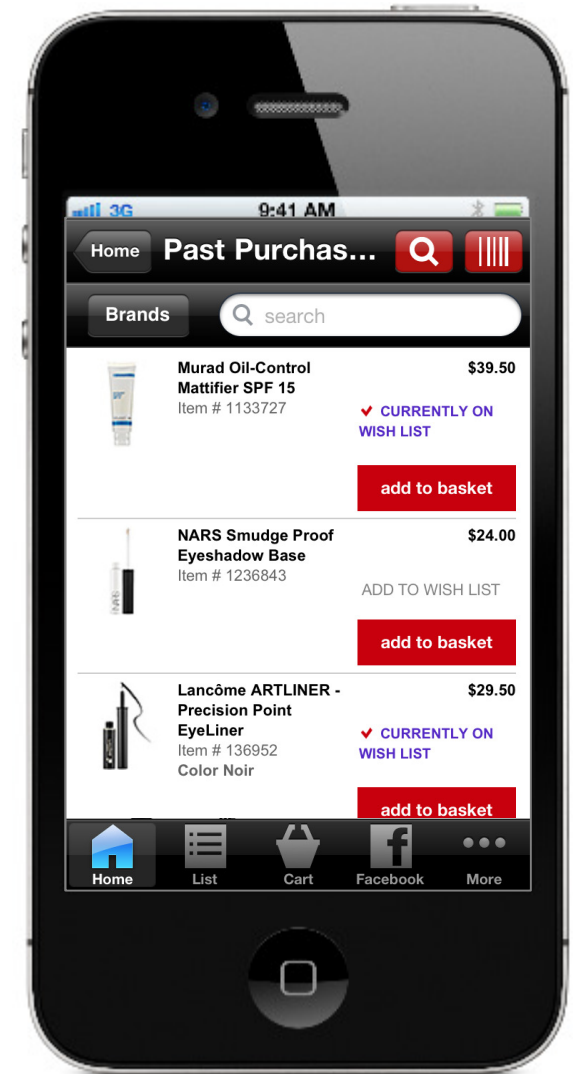
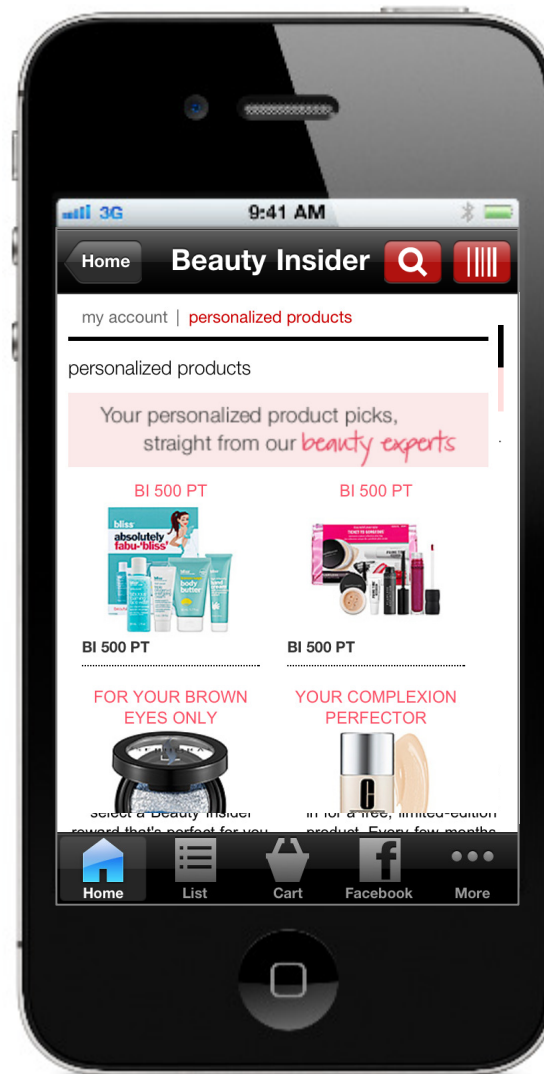
Sephora to Go | View Products

- Product info
- Ratings & reviews
- Add to list
- Find in stores



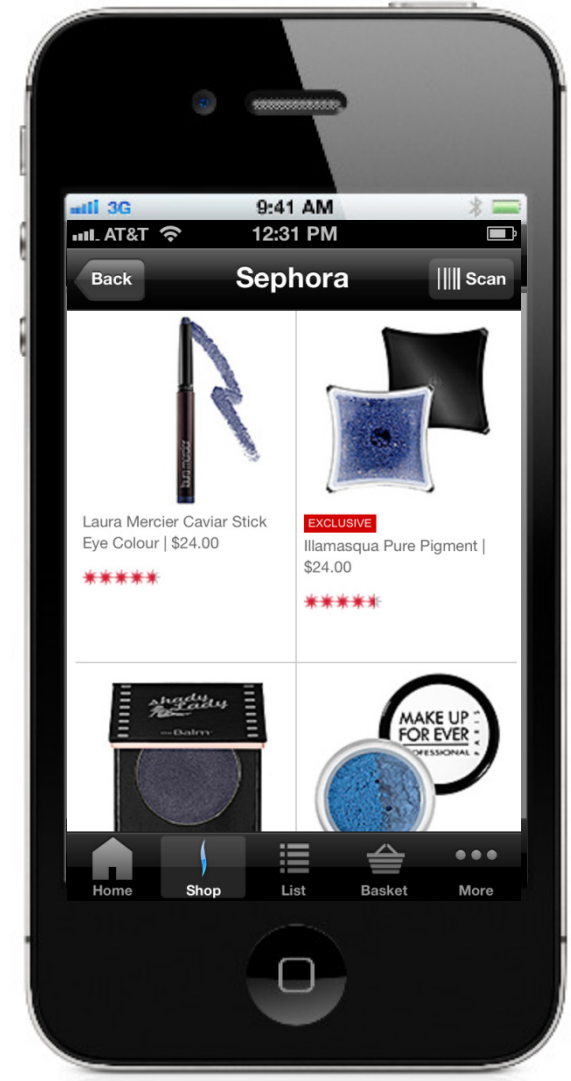
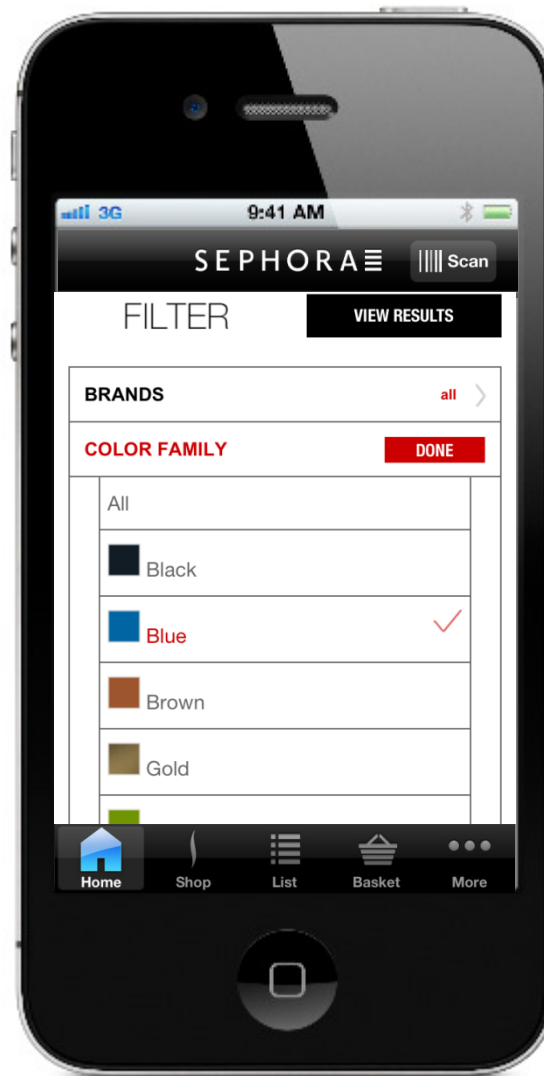
Sephora to Go | Beauty Insider

- Rewards & Points
- Past purchases
- Wish lists



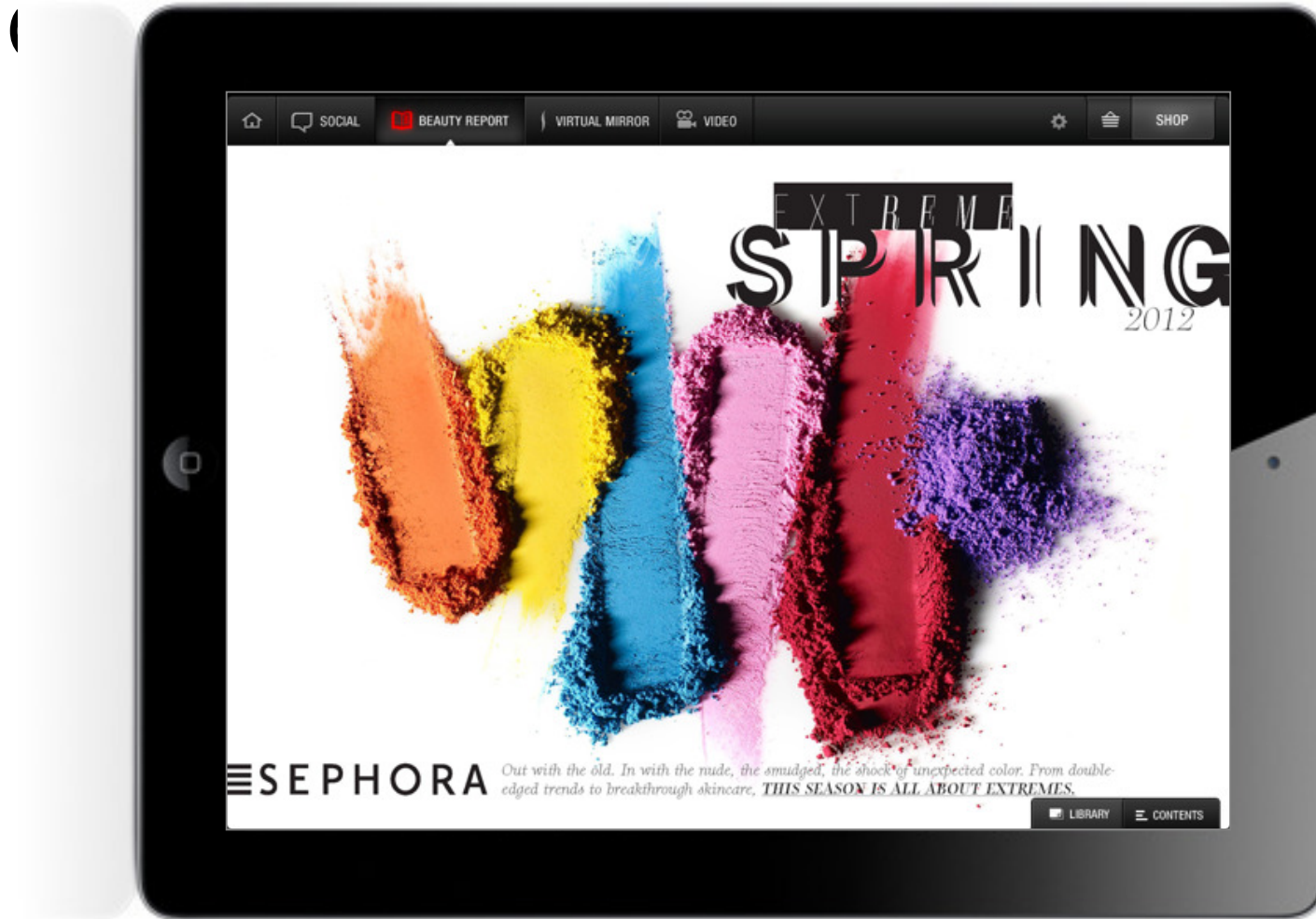
Sephora to Go | Shop by Color

- Rewards & Points
- Past purchases
- Wish lists



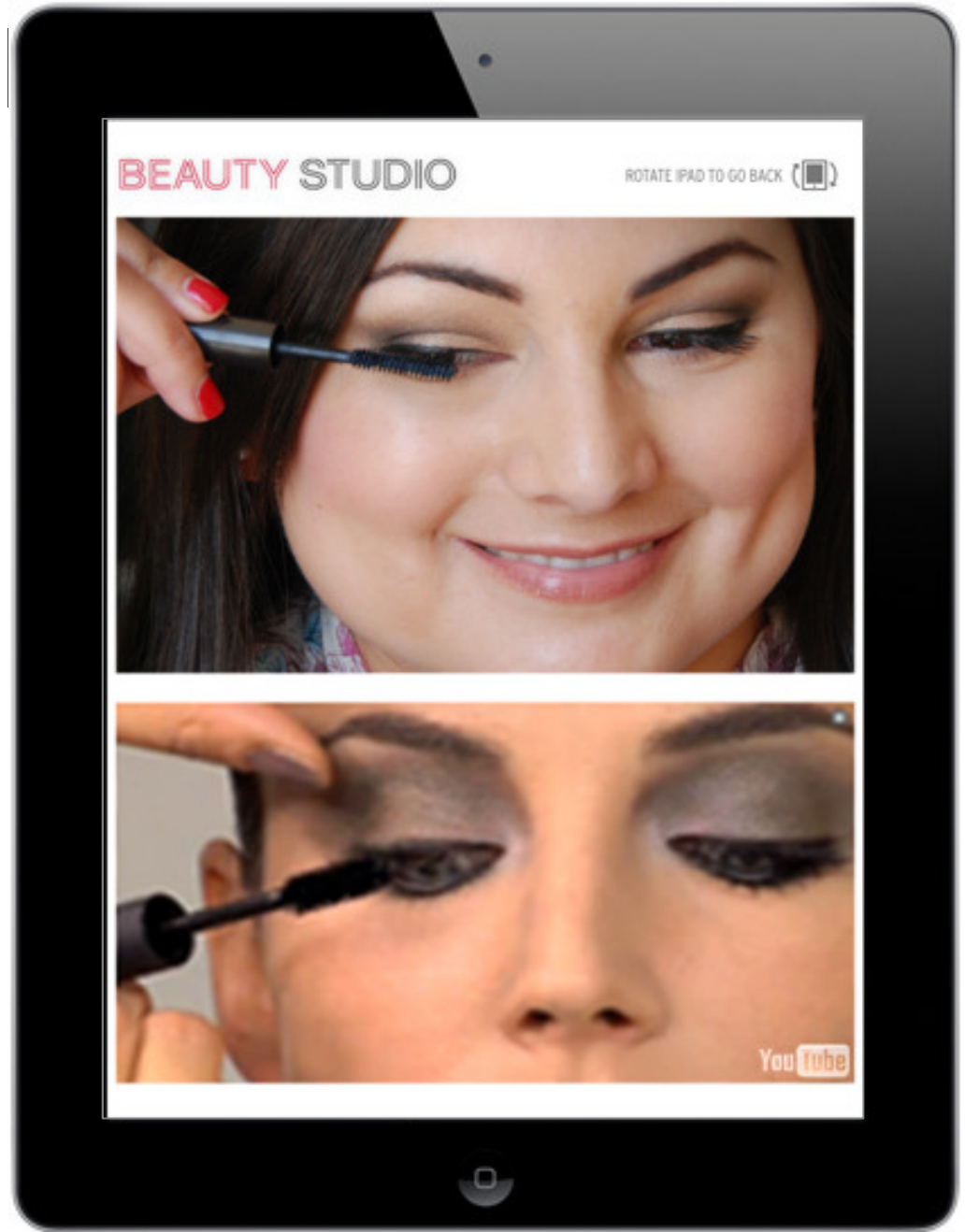
Sephora clients love #DigitalBeauty

■ iPad traffic is +400% Q1 2012 over



Sephora for iPad Virtual Mirror

- Client can watch how-to videos & follow along in the virtual mirror
- New iPad/iPad 2 only



Mobile: What Works Well

■ Get out Early; Test & Evolve

- If you're struggling to build a business case for Mobile, get a low-cost option in place & learn from it
- Customers will tell you what they do & don't like
- Test new concepts, measure rigorously to find out what to do next

Mobile: What Works Well

■ Get out Early; Test & Evolve

■ Mobile should meet your USERS' needs

- What devices/platforms do they actually use?
- Native apps provide rich user experience & device integration
- Mobile Web is a must to provide broad-access to all smartphone users

Mobile: What Works Well

- Get out Early; Test & Evolve
- Mobile should meet your USERS' needs
- Tablet's aren't just Big Mobile devices
 - Mobile is an “On the Go” scenario – what will your clients do with your app/mobile web in that context?
 - Tablets are more immersive, peak usage is evenings – often multi-taking in front of the TV or before bed

Mobile: What Works Well

- Get out Early; Test & Evolve
- Mobile should meet your USERS' needs
- Tablet's aren't just Big Mobile devices
- Measure, Measure, Measure
 - Mobile analytics needs to be as rigorous as the analytics you run for your .com business
 - You can't improve it, if you can't measure it

Mobile: What Works Well

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Mobile: Opportunities

■ Mobile First

- Websites and web applications should be designed for mobile first - Luke Wroblewski
- Mobile is growing quickly, this is one way to reach a large audience quickly
- The size of mobile devices forces you to focus on what's really important – utility & usability
- Expand your capabilities using Location & Device capabilities unavailable in the PC-world

Mobile: Opportunities

■ Mobile First

■ Targeted Messaging for Mobile & Tablet

- Many customers are opening email on Mobile/Tablet devices – optimizing for the User Experience on these devices is the first step
- Optimize for how customers use these devices as well – time of day messages are sent, types of behaviors customers do on these devices are different
- Consider preferences for communications: Email, SMS, App Push Messages

Mobile: Opportunities

■ Mobile First

■ Targeted Messaging for Mobile & Tablet

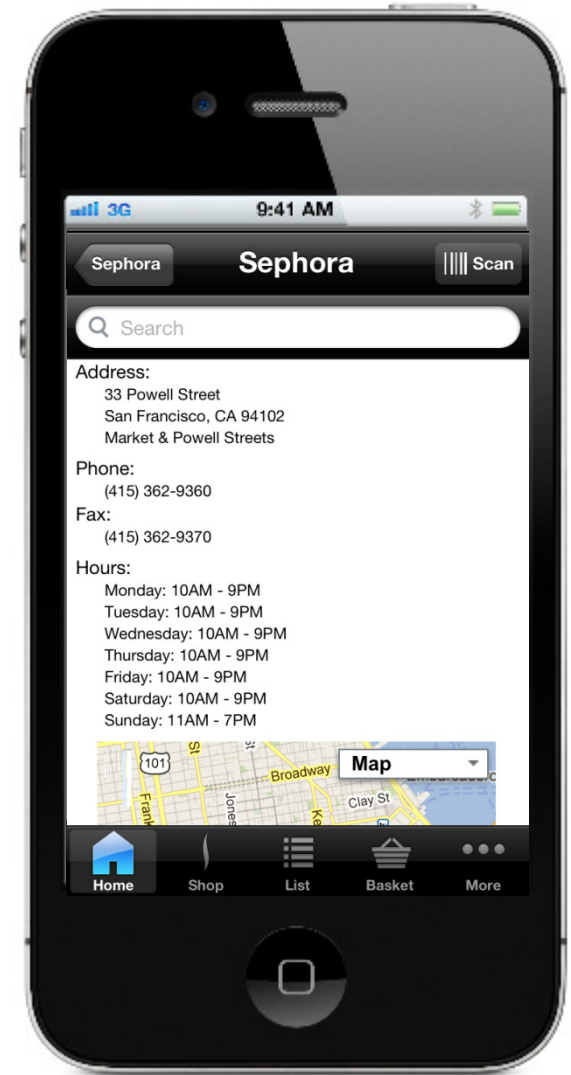
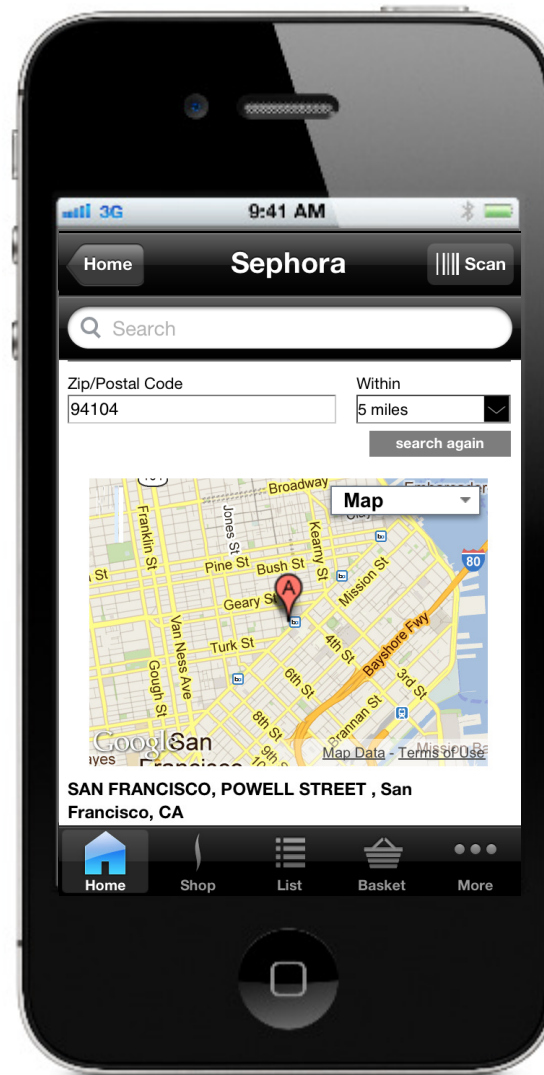
■ Shopping as a Cross-Channel Pursuit

- Customers don't do the same activities on all devices, so your KPIs can't be the same
- Customers are often interacting with you at multiple points before a purchase
- Think of the customer experience & what devices support that instead of thinking of “apps”, “mobile”, “tablet” as silos.

LOCAL @ SEPHORA

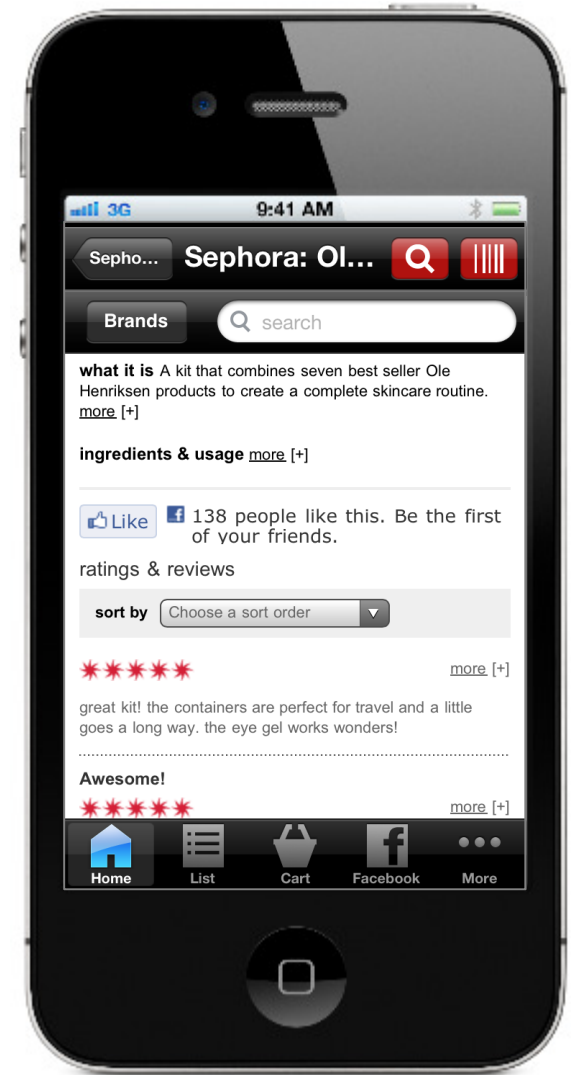
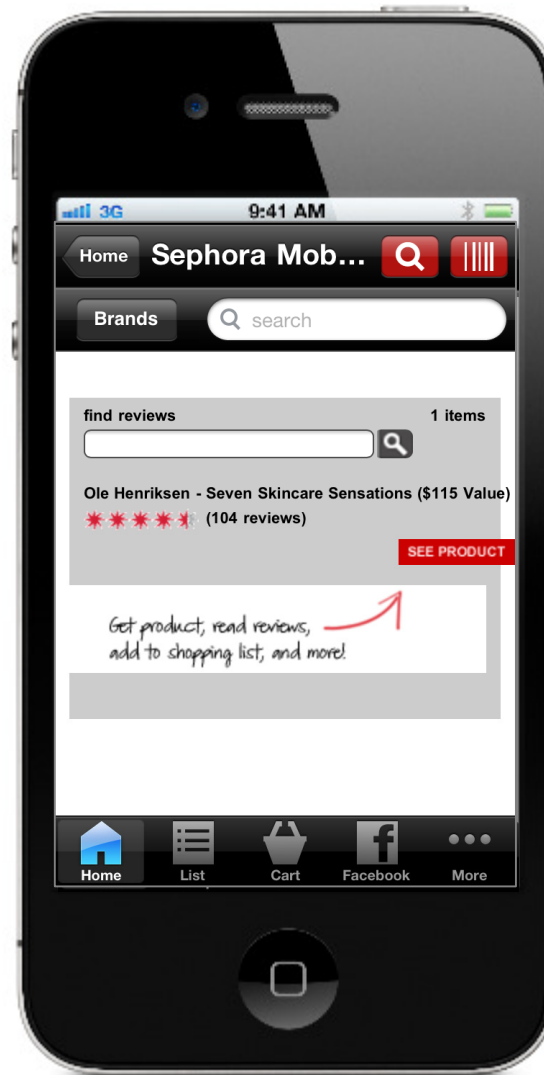
Sephora to Go | Store Locator

- GPS enabled Store Locator
- Click to view store information, Events & directions



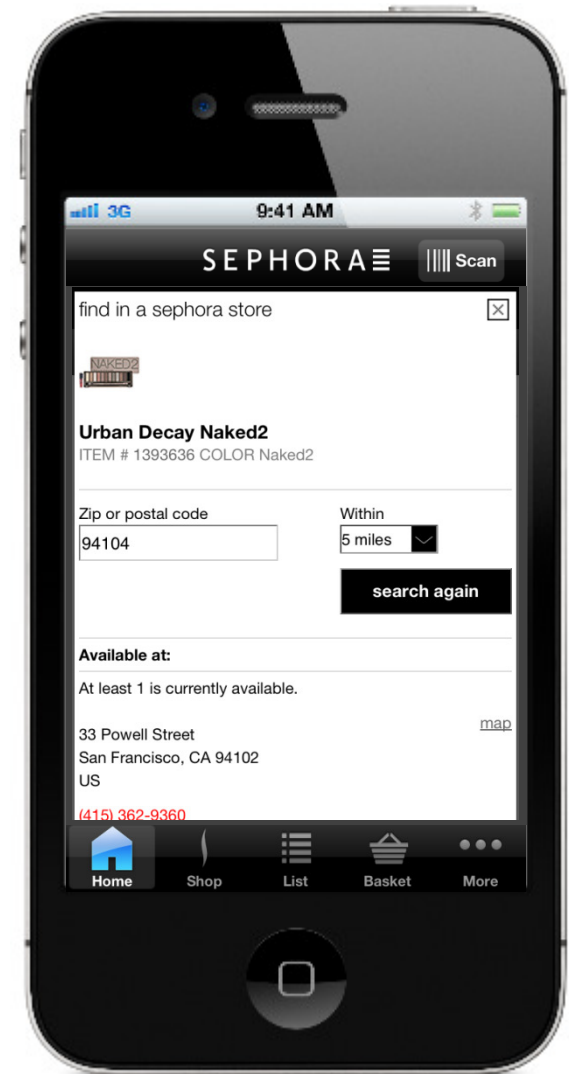
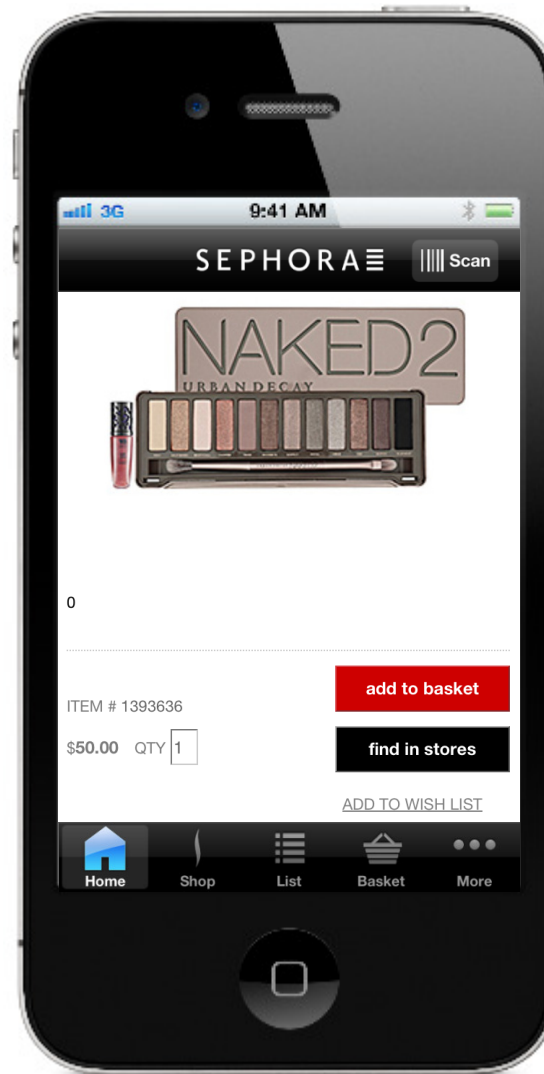
Sephora to Go | Scan for Reviews

- Scan any barcode or QR
- Links to product info, reviews & click to buy
- Watch videos



Sephora to Go | Find in Stores

- Shop any product on mobile devices
- Find availability in nearby stores



Local: What Works Well

■ Mobile is the Remote Control for your life

- Use customer research & analytics to understand the most important “on the go” utilities for your customers

Local: What Works Well

- Mobile is the Remote Control for your life
- Make the Call to Action right for Location capabilities
 - Incorrect address or bad directions = lost opportunity
 - Location features are most often used in “on the go” – optimize the user experience for 3G speeds

Local: What Works Well

- Mobile is the Remote Control for your life
- Make the Call to Action right for Location capabilities
- Give your Employees the Data too
 - Customers walk into your store having done a lot of research, give your Employees a chance!
 - Inventory, Product data and Reviews should be easily accessible on the floor

Local: Opportunities

■ Location data has to be accurate

- Store location needs to be right & your customer doesn't have time / focus to verify the directions on the way

Local: Opportunities

- Location data has to be accurate
- If you compete on price, “showrooming” will happen to you
 - Your customer already uses her phone in store, make your app her preferred option
 - Customer service, better content & loyalty
 - Amazon Prime is nice – Instant Gratification is better, remove obstacles to purchase in-store right now

Local: Opportunities

- Location data has to be accurate
- If you compete on price, “showrooming” will happen to you
- If Out of Stock, make it easiest to order from your direct channel
 - Consumer wants a specific product, but your store is out, keep the customer by making online purchase from your direct channel

BEAUTYTALK

Get real-time answers, expert advice and your fix for all things beauty.



**It's a SoLoMo world...
How can YOU make it
more beautiful??**

