

JARECONNECT

Overview

Web 2.0 Solutions

Marketing Plan

*Impact on Different
Dept.*

Implementation

Promotion

JARECONNECT

Josh (IT)

Amber (E-commerce)

Raja (Marketing/Branding)

Evin (Project Manager)

Chelsea (Customer Relations)

Caitlin (In-store/Catalog)



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Today's Agenda

Overview

Web 2.0 solutions

Marketing Plan

Impact on different departments

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About Us

JARECConnect is a cross channel luxury department store located in prominent urban areas that caters to trendy yet sophisticated men and women. We value high levels of customer service. Our primary competitor is Barney Co-Op.



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Our Mission

Fashion does not only live, it is alive--

**Shopping is an entertainment,
We make sure to connect with each customer to provide:**

**Fashion-Forward Environment
High Level Customer Experience
A Place for Exclusive Designer Style and Quality
Glamour Oriented Look
Options**

We make sure our customers have the best time of their lives

We fulfill promises--

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Customer Description

- 18 to 49 years old
- Affluent: high levels of disposable income
- Value personal image
- Premiums on style and trends
- Modern
- Social
- Sophisticated



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Customer Preferences

D&G
DOLCE & GABBANA

MARC BY MARC JACOBS

3.1 phillip lim



JUSTcavalli

earnest sewn™

for all mankind

DIESEL
FOR SUCCESSFUL LIVING

BURBERRY
LONDON





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Goals

- Utilize Web 2.0 to:
 - Better target a younger demographic
 - Increase online and offline sales
 - Improve online customer service
 - Improve the customer experience throughout all channels
 - Increase synergies among different channels



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Problems/ Web 2.0 Strategies

- Problems
 1. In today's retail environment, competition is increasing rapidly and the industry has become highly saturated.
 2. All stores face challenges to increase customer satisfaction and loyalty to survive.
 3. Department stores are finding it difficult to connect with the younger demographic
- Our specific strategy is:
 - Improved Loyal Card System
 - Gift Card Optimization
 - Online Customer Chat

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Loyalty Program

The Card

How Point System Point Works



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Examples

Lakers Basketball Experience with Kobe Bryant



Meet Kobe Bryant for pictures and autographs before the game. Then enjoy courtside seats for an action-packed game Lakers vs. Celtics

Shopping Experience with Marc Jacobs



Marc Jacobs, fashion designer, 2001

\$1000 shopping spree with Marc Jacob. Shop till' you drop, have pictures and autographs before the game. Then enjoy a one-on-one dinner.

Epic. Awesome. Simply Breathtaking.

Simply Breathtaking Moments—Your points do the bidding. It is an exclusive program for members of JAREC Connect where we connect your points to once-in-a-lifetime experience. The site will offer ever changing events including VIP status to the hottest events in the year (i.e. hot concerts of the year)

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Lakers vs. Celtics

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Marc Jacobs, Jackson Design, 2001

Bid Online

Lakers Basketball Experience with Kobe Bryant

Event Date: Thursday, Feb. 5, 2009

Number of Bids: 27

Bid History:

Minimum Bid: 10,000 pts

High Bid: 40,000 pts

Bid Increments: 500 pts

**BID
NOW**

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JAREC Connect Blog

AOL | MY AOL | MAIL | MAKE AOL MY HOMEPAGE | AOL LIVING | BEAUTY & STYLE | COACHES | DIET & FITNESS | FOOD | HEALTH | HOME | HOROSCOPES | PARENTING

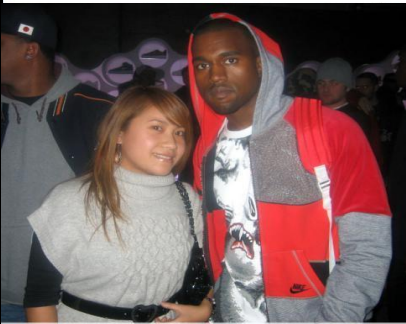


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People have often argued that music and community service are independent and should not be confused. I believe, and clearly I am not alone here, that their roles today are not independent but, in fact, interdependent. This interdependence and need to support each other has never been quite as

Kanye West is my favorite!!!!!!

By John Stenson

The other night at Grand Central, Kenneth Cole released a new book called *AWEARNESS: Inspiring Stories about How to Make a Difference*. This book, conceived and edited by Cole himself, celebrates Kenneth Cole's 25th year anniversary of bringing us fashion and supporting social change.

The attractive book features 86 compelling essays, divided into nine chapters: Human Rights, Homelessness, Well Being, Youth and Education, Criminal Justice, The Environment, Political Activism, HIV/AIDS, and Civil Liberties. Any of that interest you, or someone for whom you may need a holiday gift? Come on, get your crunchy friends something cool. It's just \$25.

EXCERPTS FROM AWEARNESS: INSPIRING STORIES ABOUT HOW TO MAKE A DIFFERENCE:

Kenneth Cole on a life's influences and inspirations:
"People have often argued that business and community service are independent and should not be confused. I believe, and clearly I am not alone here, that their roles today are not independent but, in fact, interdependent. This interdependence and need to support each other has never been quite as prevalent or as necessary as it is today."

ADVERTISEMENT

featurestories

- Sexiest Dress for Your Shape
- The Perfect Little Black Dress
- Celebrity Underwear Oops!
- DIY Facial



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Reward System Benefits

By providing these once in a lifetime experiences, we will be able to:



Brand loyalty



Brand preference



Online and offline sales



Younger demographic sales

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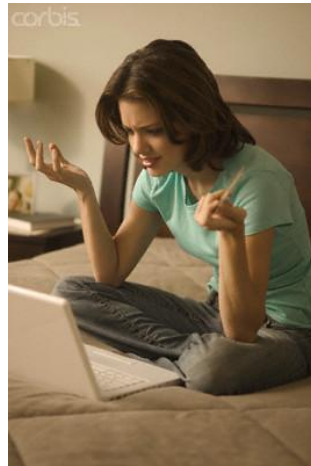
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Gift Optimization



1. I have a gift card...
2. What can I get for \$100...
3. I need Options

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Gift Card Optimization

\$100



Ralph Lauren shirt

\$50.00



Guess? short-sleeve
Deanna Hoodie

\$45.99

Option 1

Favorite Brands	Desired Apparel
Guess	T-shirt
Ralph Lauren	Jeans
Coach	Purse

Option 2



NEW!
GUESS? Stretch Abrasion Daredevil Flare
Jeans
\$98.00
AVAILABLE IN-STORE

Gift Card Optimization Benefits

- This will provide a more efficient and comfortable shopping experience
- Allows customers to narrow their search to specific requirements (brands, product, price)
- Gives the customer options
- Improved customer experience



\$100

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Problem



Many customers have online questions about returns, sale logistics, promotions, shipping and handling etc...



Our customers can feel alone and abandon during their online shopping experience.



Unanswered questions can lead to bad experiences, which lead to a loss in sales.

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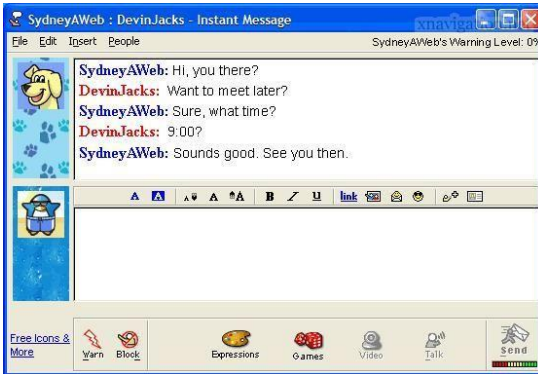
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How May I Help You



+



=

JAREC Chat
Click here to chat

Customer Chat Benefits



- Provide customers with high quality of service
- Increase customer loyalty
- Improves customer experience

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Marketing Campaign Goals

- Appeal to our target consumer
 - Who do they want to be?
- Clearly communicate our lifestyle
- Develop a solid brand identity
- Standout and remain distinct
- Remain symmetric with the services and experience our department store offers
- Exciting and dynamic





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FASHION happens everyday.

Fashion is not something that happens only in spring and fall.

It is ongoing

Fashion **CONNECTS to **OUR LIVES**.**

WE help **MAKE** that **FASHION REAL** for our
customers.

—whether that is **ONLINE OR IN STORES**

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Email Promotions

- Key Features:
 - Links Back to Site
 - Free Shipping with Code
 - Fast Check Out Registry
- Key Phrase:
 - “Great News. You’re now an insider.”



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Integrating Web 2.0 into Advertising

- Advertising more effectively to our customer
 - Target Blogs
 - Target Youtube Videos
 - Other Video Sharing Sites
 - Certain Profiles of people on Facebook or other Social Sites



Broadcast Yourself

fashionista

THE SARTORIALIST

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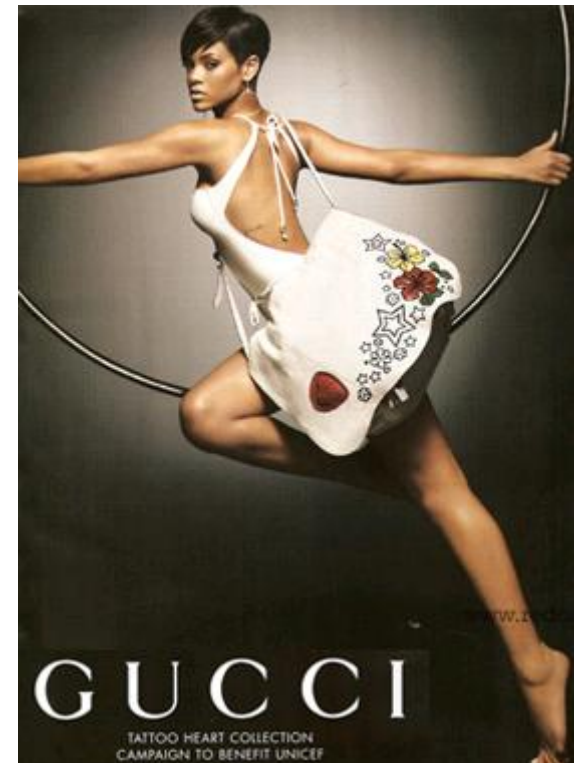
Integrating Web 2.0 into Promotions © PR

- Utilize existing Web 2.0 platforms
 - Partnering with and holding events
 - Establish groups and fan pages
 - Viral Marketing



Promoting our Web 2.0 Plan

- Bid/Auction System:
 - Inform the consumer about the program
 - Creating specific advertisements to promote the initiative
 - Holding specific in-store events to further promote the initiative
- Marketing out of the box





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Marketing © Web 2.0

- Potential Problems with Web 2.0:
 - Maintaining premium brand status
 - Selecting partners carefully
 - Risk of overexposure?
 - Recruiting talent
 - Do current marketers understand the implications of Web 2.0?

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Website

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APPAREL FOR HER SHOES & HANDBAGS JEWELRY AND ACCESSORIES BEAUTY & FRAGRANCE HOME & ENTERTAINING GIFTS & COLLECTIBLES


WHAT'S HOT
Hot Prints

THE TRENDS
Shop the Top Ideas

Shop by
DESIGNER

Shop by
CATEGORY

SALE



CATALOGUE QUICK ORDER | PERSONAL SHOPPER | INCIRCLE REWARDS | BRIDAL REGISTRY | SITE MAP | STORE LOCATOR

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E-Commerce Catalog

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St. John Collection
Blouse & Pants
\$795.00-\$1,295.00

[Click to Buy >](#)

BLAZED: For weeks when Post-
card-Sent to me and day and time, you
to get the beautiful, detailed about
from. Beautiful. Colored in your
and Park's is deep from the
with which I had been on the
and followed with. I had been on
the hairline. Just gently in a
one which we mean. It's in a
3841, 4036, 4238, 4400, 4472,
4814. See our Modern Style
& Color. (10/10)



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E-Commerce with Web 2.0

- Image must remain consistent with marketing campaigns
- Website and catalog must remain simple and easy to use
 - Where should you allocate space for the bid auction system on the website?
- E-commerce must work in tandem with other departments
 - Must work with IT to incorporate all aspects of Web2.0 into the website
 - Cannot interfere with existing services
 - Must work extensively with customer service to develop an integrated customer chat

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Customer Relations



- Priority to make sure our customers are satisfied with their experience
- Use employees to educate consumers
- Use social tools to fulfill
 - Customers expectations
 - Create new customer flow

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Employee Training

- Great Brands
- Great Finance
- Great Service
- Great Promotions



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Employee Training

Provide Great Customer
Experience

Continual Learning
Program

Complete a Series of
Orientation Courses

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Employee Training

Training Passport

Complete a Series of
Orientation Courses

Name _____
Bus _____
Issue _____

If Lost Please Return to:

JARECONNECT

Dept: _____
Name _____

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Mission:

Training Vision
Statement

Training Compact:

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Employee Training

List of Learning Programs

Continual Learning
Program

- Sales & Service Training
- Supervisor Training
- Management Training
- Personal Development Training
- Product Training

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Employee Training

Provide Great Customer
Experience

Three Steps to Great Service

1. Find out what the customer wants
2. Get it from them accurately
3. Go the extra mile, and do something for them that they did not ask of you

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Customer Feedback

- Database of customers purchases
 - Call to follow up with their experience

*No customer will be contacted more than 5 times a year.



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Customer Feedback

Shops at Our
Store

Ask For
Feedback:

Register
Online
Phone

Customer
Gives
Feedback

JAREC Connect

\$20 off
Your Next Purchase
Code: 47538

*use in-store or online!



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Customer Relations and Web 2.0

- Promotion: On sight employees have direct contact with consumers
 - Have an opportunity to educate and inform consumer about Web 2.0 services
- Customer Chat: a java applet chat during the online shopping process
 - Another opportunity to interact with consumer
 - Quality Service: During shopping suggest coordinating items; guide through checkout; and help with shipping
 - Feedback: Afterwards invite consumer to take survey and incentives with discounts/coupons

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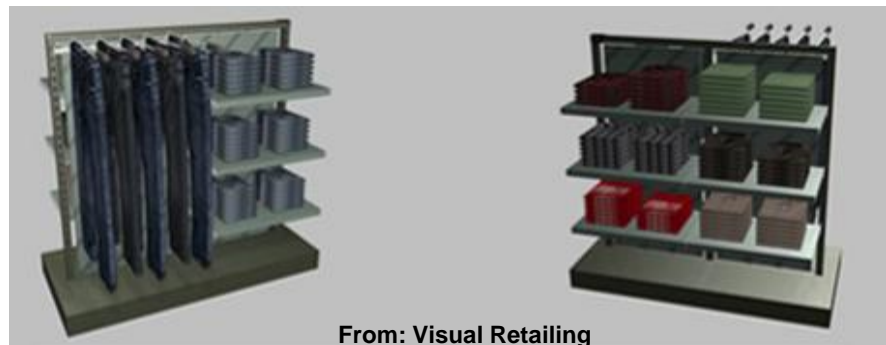
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Store Operations

- Well laid out store
- Comfortable and quality atmosphere
- Coordinate with marketing:
 - Dynamic visual merchandising
 - Frequent in-store events



From: Visual Retailing

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Store Operations

- Little to no lines during checkout
- Completely integrated with e-commerce
 - Merchandise unavailable in store can automatically ordered online instantly
 - Receipts contain online access codes





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Store Operations and Web 2.0

- **Ask for consumer emails at checkout**
 - Use to create a customer database to send promotional emails
- **Auction system:**
 - Keeping consumers informed: receipts will state how much bid points the customer has attained at this point
 - Visual merchandising to promote the auction system by the cashier
- **Gift card Customization:**
 - Extensive visual merchandising to inform consumers about the program during the holiday season
 - Gift cards themselves will advertise the program



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IT and Implementing Web 2.0

- All Web 2.0 applications must be created by IT or outsourced to a separate organization that IT must work with
- This Requires
 - Money
 - IT Infrastructure: server space, computers
 - Manpower
 - Significant time and energy
 - Coordination with the other departments
- After creation recourses must be spent on integrating programs into current systems as well as maintenance and updates



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IT and Web 2.0

- Specifically:
 - Auction System:
 - Must integrate into store operations to distribute points
 - The system must be held in real time
 - Security issues?
 - Gift card Customization:
 - Must maintain huge databases on consumer preferences, which are linked to current inventory
 - Due to changing fashion trends, what data is relevant?
 - Customer Chat:
 - Must train the customer service department to be able to use the system



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Rollout and Promotion

- Our Web 2.0 Strategy will be promoted by:
 - National and local marketing in print and online
 - In store events and public relations
 - Visual Merchandising
 - Employees
 - Word of Mouth



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Final Thoughts

- Our Web 2.0 Strategy will supplement our current strategy:
 - It will increase levels of customer service and customer satisfaction
 - It will enhance our luxury experience
 - It will help tie JarecConnect into our consumer's daily lives
 - It will differentiate us from our competitors
- We believe this will result in consumer loyalty, increased brand equity, and long term sales gains.