

STEP UP YOUR GAME: HOW TO WIN THE M-COMMERCE RACE

Blair Ethington, Covet Fashion
Mandi Meng, French Connection

A large crowd of people at night, holding up their mobile phones, creating a sea of lights. The phones are held high, and the screens are lit up, showing various images and videos. The background is dark, and the lights from the phones create a bokeh effect. The text is overlaid on the bottom half of the image.

**THERE ARE MORE MOBILE
CONNECTIONS THAN PEOPLE IN THE
WORLD**

Source: We Are Social, Simon Kemp, January 2015

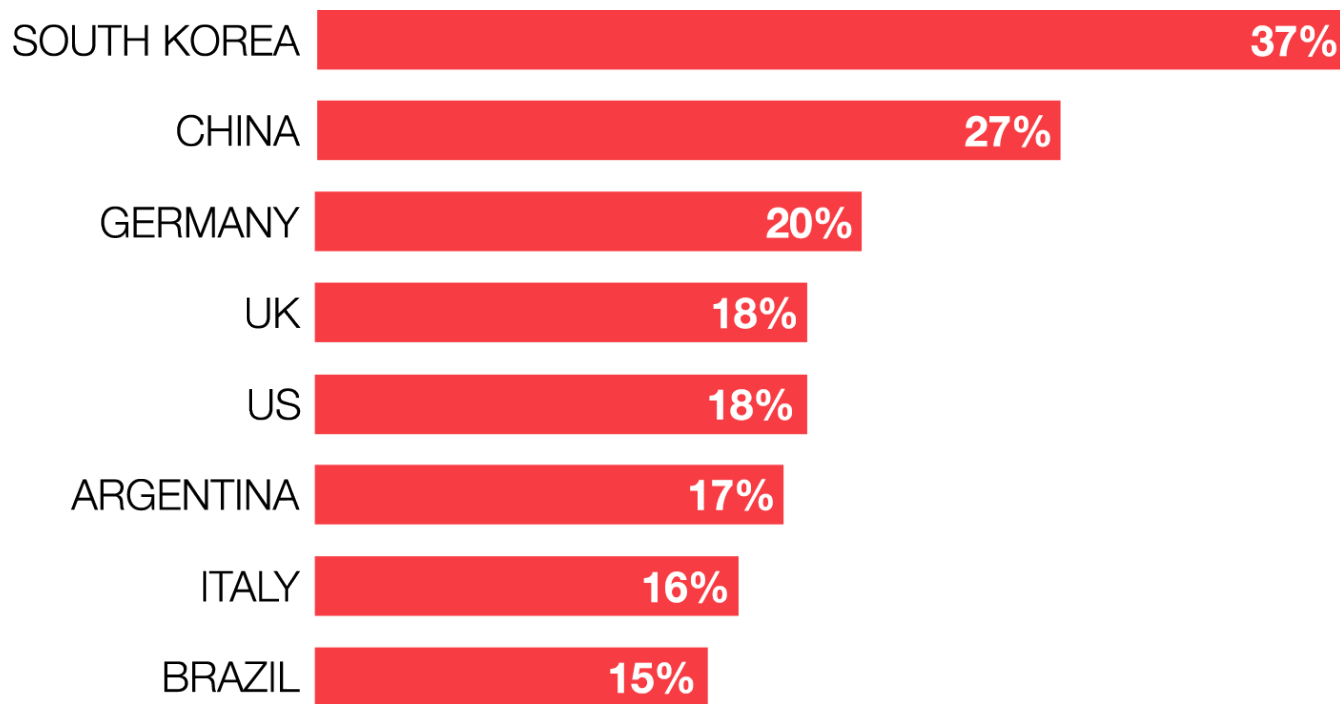


**ONE THIRD OF ALL WEB PAGES ARE
NOW SERVED ON MOBILE PHONES**

Source: We Are Social, Simon Kemp, January 2015

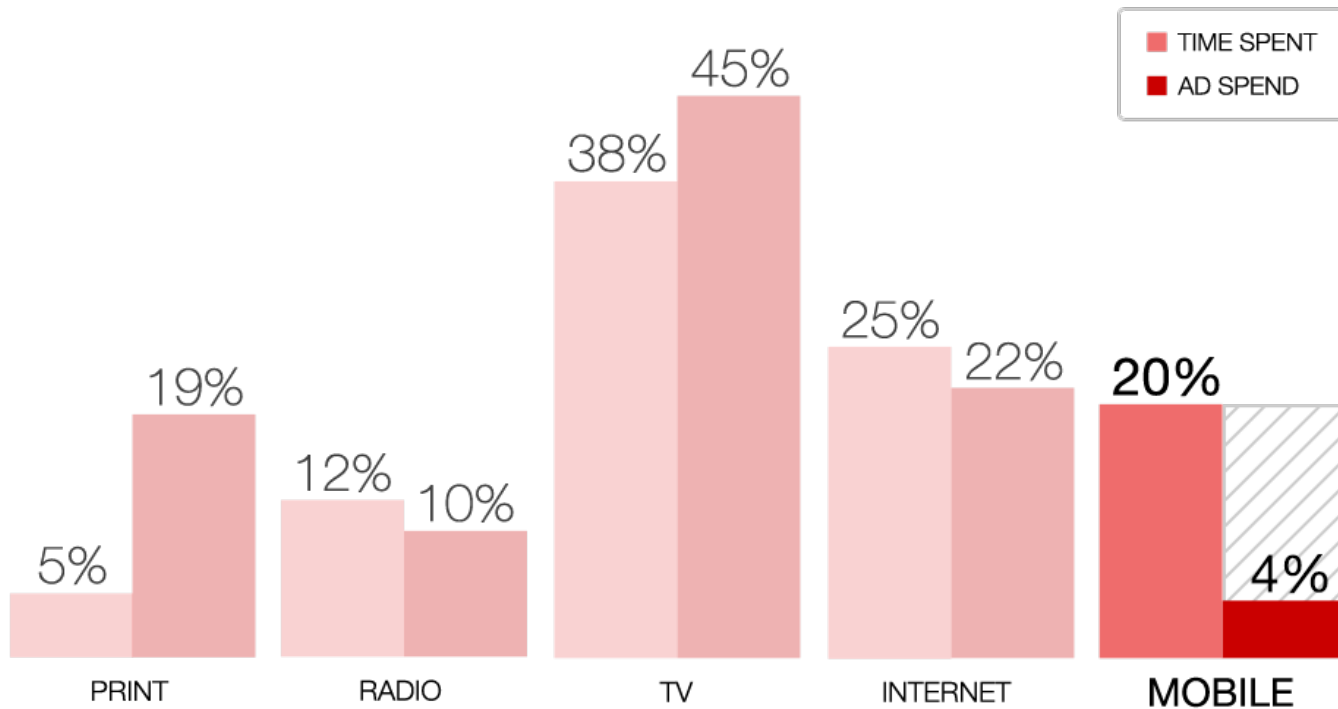
MOBILE COMMERCE: NEW BUT GROWING

Percentage of the population who bought something online via a phone in the past month



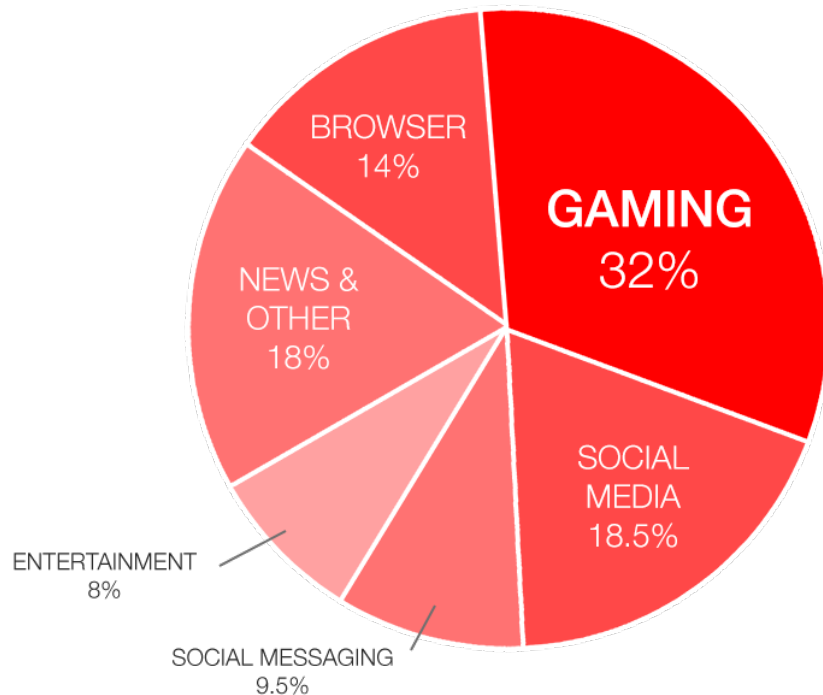
Source: We Are Social, Simon Kemp, January 2015

NOT INUNDATED WITH ADS YET



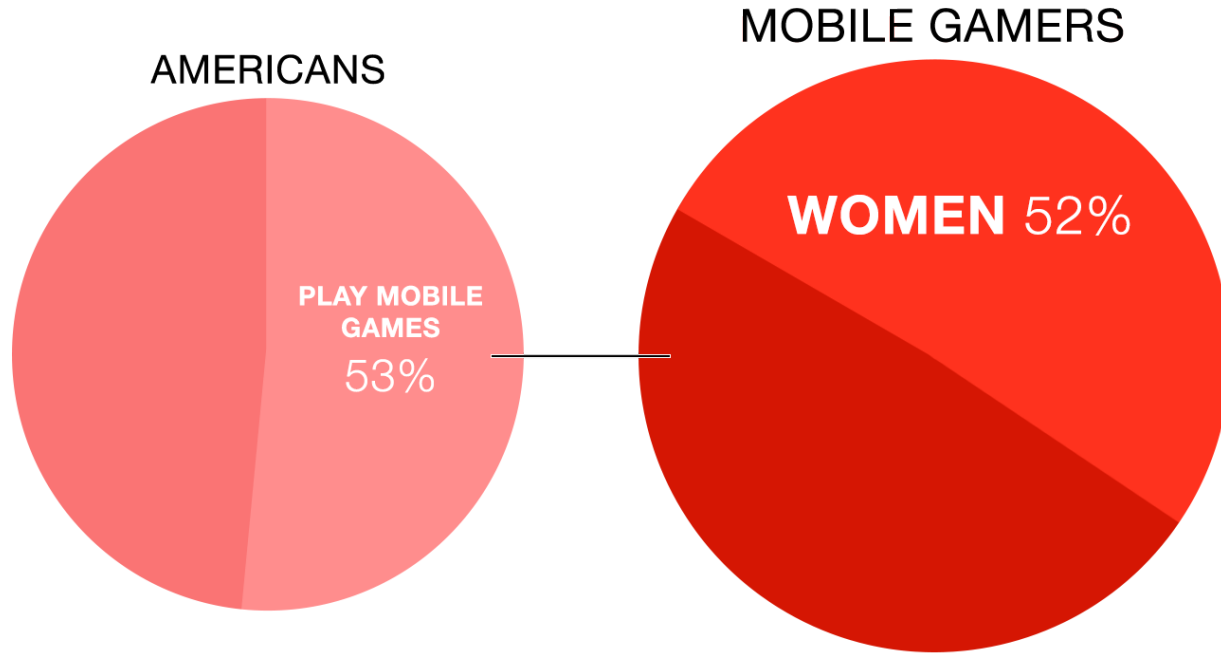
Source: Mary Meeker 2014 Report

TOP 2 ACTIVITIES ON MOBILE: GAMING & SOCIAL MEDIA

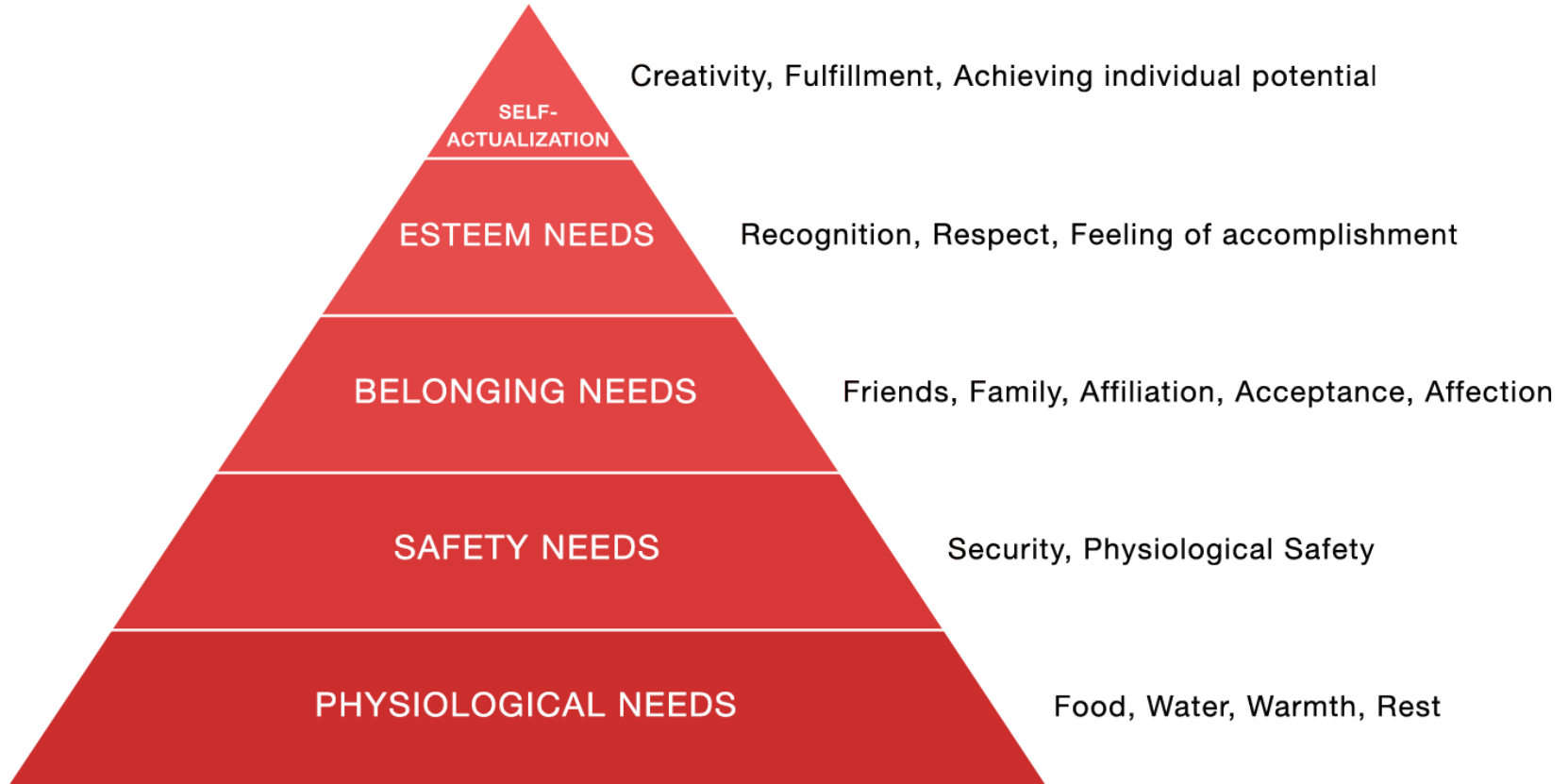


Source: Time Spent on Mobile, Flurry Analytics, Com Score, NetMarketShare

WHO IS GAMING?



SATSIFYING THEIR MASLOW'S NEEDS



FRENCH CONNECTION

DIGITAL STRATEGY



SOCIAL MEDIA: INFLUENCER MARKETING

Aimee Song Partnership

Results

- +3k followers in one week
- +131k “likes” and 850 comments
- Over \$1,500 in sales

Lessons learned

- Understand your customer
- Leverage the content for distribution
- Collect data & analyze sales



Aimee [Aw-Mee] Song @AIMEESONG · Nov 6
Had so much fun at the @fc_us
#FCPartyInTheUSA tonight and taking over
their insta! Wearing #frenchconnection ❤️

SOCIAL MEDIA: CONTENT MARKETING

Refinery29 Partnership

Results

- Elevated brand awareness
- Over \$15,000 in revenue*
- Instagram drove highest engagement

Lessons Learned

- Define specific goals and ROI early
- Plan 360 degree
- Product content is valuable
- Consider brand partnerships

* Approximate sales data



REFINERY29 X FRENCH CONNECTION

SOCIAL MEDIA TAKEWAYS

Add Value

Personalization Matters

Have Clear Goals in Mind



**“ I SKATE TO WHERE THE PUCK IS GOING TO BE, NOT
WHERE IT HAS BEEN.”**

- WAYNE GRETZKY

MOBILE GAMING: COVET FASHION

Results

- Driving 30% of ecommerce traffic
- Top sales driver on par with affiliate partners
 - Best day: 37% of e-commerce revenue
- Over 80k of media value for free and January & February 2015

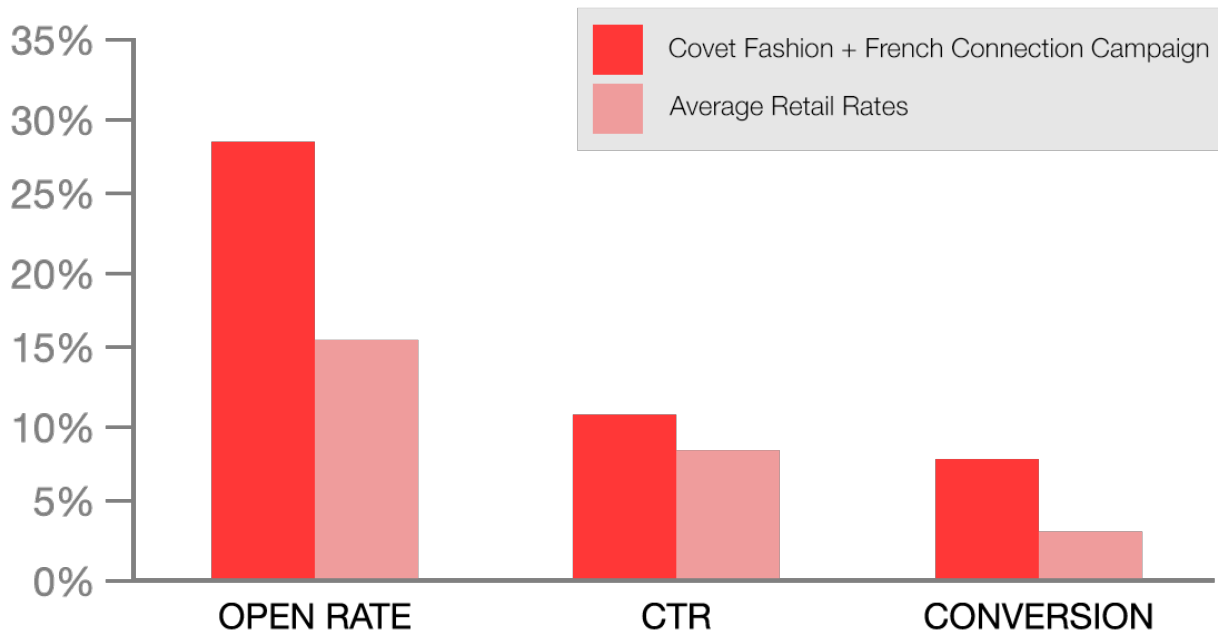
Lessons Learned

- Gamers aren't just browsers they're shoppers – you CAN drive traffic & sales through gaming
 - Keep an open mind with new ideas that are pitched to you, not just gaming – don't just say no because you haven't heard of it
- Ensure audience alignment
- Look for high engagement - interactive not passive



COVET FASHION: EMAIL PROGRAM

Compared to current industry averages, Covet Fashion saw an **2x** higher open rate, a **20%** higher CTR and **2.5x** higher conversion rate.



COVET FASHION: EXCLUSIVE ITEM

Results

- \$12,370 in sales in 10 days
- Top seller in Women's Apparel category
- 60% of orders from new customers
 - One customer purchased 8x in the last 4 months
- Very strong performance compared to other exclusive promotions and partnerships



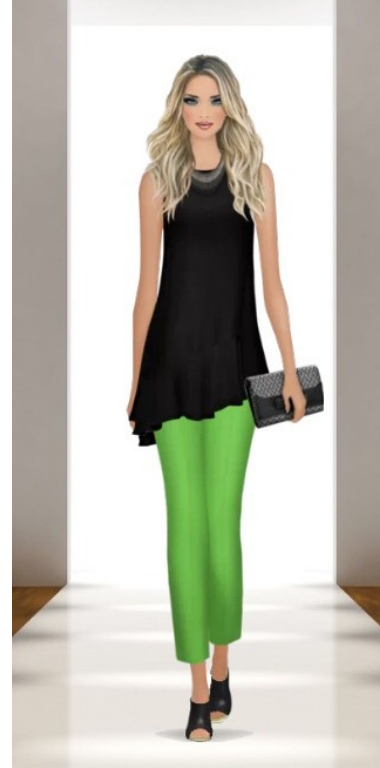
MOBILE GAMING TAKEAWAY

Add Value

- Entertainment is valued by consumers

Personalization Matters

- Gamers are engaged customers and in-game brand exposure/content can translate to brand awareness, site traffic, and sales



**HOW DO YOU SUCESSFULLY INTEGRATE
WITH A MOBILE GAME?**

TRADITIONAL OPTIONS: DON'T ADD VALUE

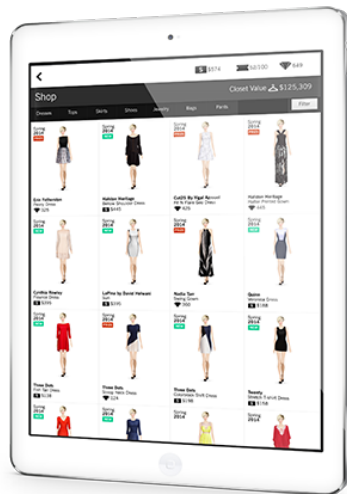


ENTERTAINMENT MARKETING

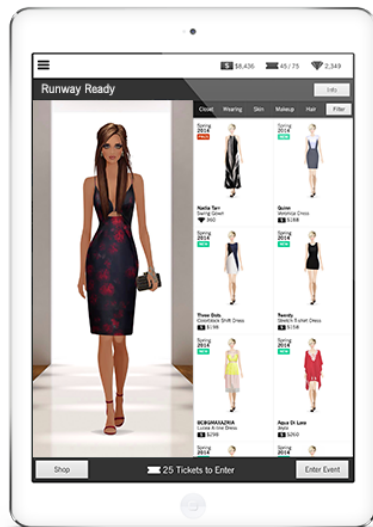
**IN COVET FASHION, YOUR
MERCHANDISE IS CORE TO THE
CUSTOMER'S ENTERTAINMENT**

COVET

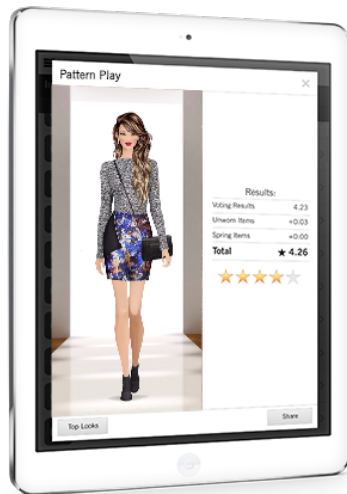
FASHION™



SHOP

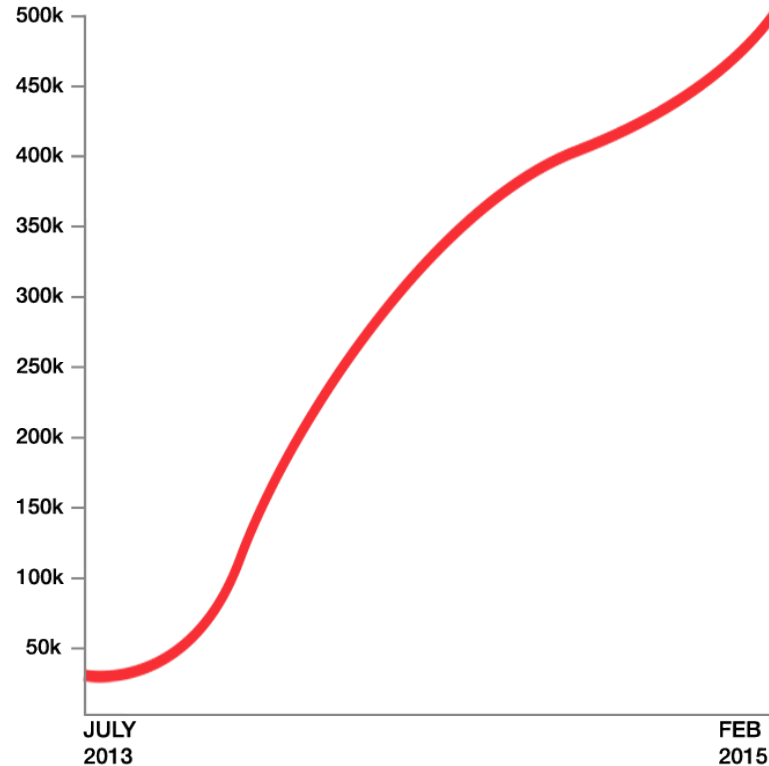


STYLE



WIN

HALF A MILLION DAILY ACTIVE USERS



YOUR CUSTOMERS SPEND

60 MINUTES
EVERY DAY

IN

COVET

F A S H I O N TM

BACK TO MASLOW'S NEEDS



SHOP

STYLE

Self Actualization

VOTE

WIN

Esteem

SHARE

Belonging

CREATE WINNING MOMENTS BASED ON YOUR ITEMS



Styled By

Ydian01
Puerto Rico Divas


182 Likes



Items in this look

Spring 2015 PRIZE  Kat Maconie Imogen ♥295	Spring 2015  French Connection Soft Spray Skirt \$158
Spring 2015  Halston Heritage Wrap Drape Crepe Top \$275	Spring 2015  Isharya Blue Power Cuff \$288
Spring 2015	Spring 2015

THE NEW RULES OF RETAIL

By Robin Lewis and Michael Dart

- 1) *NEUROLOGICAL CONNECTION*
- 2) *PREEMPTIVE DISTRIBUTION*
- 3) *VALUE CHAIN CONTROL*



TOP DRIVER OF E-COMMERCE TRAFFIC
TOP SOURCE OF AFFILIATE SALES

All for free. No affiliate fees. No cost.

ENTERTAINMENT MARKETING

Let's keep talking...
Four Seasons Hotel at 6:30pm

COVET
FASHION™

FRENCH CONNECTION

InStyle

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