



Blake Newbould



Social Media Consulting Project: Kohl's

Kohl's Corporation, an American department store chain established in 1962 by Maxwell Kohl, has evolved into a significant player in the retail industry. With a strong network of over 1,100 stores across the United States, Kohl's has cemented its status as a well-established and formidable competitor in the retail sector.

At the heart of Kohl's mission is the commitment to offering quality products at affordable prices. The company places a strong emphasis on customer satisfaction and community engagement, aspiring to be the most trusted retailer among customers, associates, and partners.

In the competitive retail landscape, Kohl's navigates a challenging environment, contending with rivals like TJMaxx, JCPenney, Target, and the online giant Amazon. This competitive scenario demands strategic approaches to sustain and expand market share.

Kohl's targets a wide-ranging consumer demographic, providing an extensive selection of products that span from fashionable apparel and accessories to home goods. The brand appeals to families and individuals who seek stylish yet affordable options in various categories.

The company's strengths are anchored in its extensive retail footprint, diverse product range, and a reputation for delivering value. However, Kohl's faces challenges, particularly from the shifting dynamics of the retail industry and increasing competition from online marketplaces.

A central goal of Kohl's social media strategy is to effectively showcase its partnerships, reflecting the brand's diverse offerings and commitment to catering to a broad customer base. This approach aims to highlight Kohl's varied brand associations and departments, underlining its appeal to a wide audience.

In summary, Kohl's Corporation stands at a pivotal juncture, balancing traditional retail practices with innovative strategies. The company's primary objective on social media is to enhance online engagement, driving both online interactions and in-store traffic. This strategic move is geared towards creating a comprehensive shopping experience, merging the ease of online browsing with the instant satisfaction of physical store visits. This approach positions Kohl's as a dynamic and adaptable force in the ever-evolving retail landscape.

Social Media Audit:

Step 1 - All Social Media Accounts Used by Kohl's

Kohl's uses social media accounts such as Instagram, Facebook, Snapchat, Twitter, TikTok, and LinkedIn.

Step 2 - Two major social media platforms used by Kohl's and Performance table

The two major social media platforms we chose are Instagram and Facebook. Charts are viewable at the end of this document.

Step 3 - Platform questions for Kohl's

1. Is the platform appropriate for reaching target audiences?

Using Facebook to reach their target audience would be appropriate based on research the age group that uses Facebook aligns the most. Rather than for Instagram, research shows a younger age group than Kohl's target audience.

2. Is there a consistent brand voice? What is it?

Their brand voice is friendly and quirky, consistent on both Facebook and Instagram. On most of their social media posts, they use trendy language that is targeted toward their audience. They try to stay on top of the current trends and post about their promotions.

3. Is the content aligned well with the brand voice?

Yes, they use the same brand voice on each platform. They also try to stay on top of the current trends and post about their promotions. Their videos and reels also use the same voiceover and brand voice that is consistent among their posts.

4. Is the content high-quality and interactive?

Yes, the quality of their posts is good; their target audience is older, and their grammar is acceptable. They respond to some posts on Twitter, but on Instagram and Facebook, they do not interact with comments.

5. Any special activities

They have influencers that make videos for their social media, and they use family influencers like James Meeks, a dad influencer. They also have associate team ambassadors. Recently, Kohl's collaborated with Crayola, and they use influencers to promote it.

6. Any paid advertising?

Yes, they have paid advertising on Google, and they do social media sponsorships, many television ads, billboards, sponsored ads, etc...

7. Are the activities aligned well with audiences' interests?

Yes, their audience is 35-55 on Facebook, and on Instagram, the target audience is younger, which makes sense as Instagram users are typically, on average, more youthful. Facebook users are going to be older on average. The content is very general throughout their social media and can apply to anyone.

8. Overall, do the activities on the platform help achieve the client's primary Objective?

Overall, the activities throughout their posts on Instagram and Facebook provide a general idea of what brands they offer in-store. For example, on Instagram, they have archived stories specific to what brand it will show. On Facebook, they showcase the brands with people showing the actual products. They could increase engagement because they lack consistent replying to consumers and posting interactive content.

Step 4: Comparison with TJMaxx

TJMaxx:

- Facebook: 3.2 million followers
- Instagram: 1.4 million followers
- Twitter: 349.1K followers
- Their social media content is mostly promotional and informational, and they also share memes to connect with younger audiences. TJMaxx is more active on Facebook and Instagram, aligning with their target audience's preferences.

Kohl's:

- Instagram: 1,538,723 followers
- Twitter: 764,997 followers
- On social media, Kohl's focuses on engaging their audience with content like fashion tips, home décor ideas, and lifestyle inspiration. They also collaborate with influencers, bloggers, and celebrities to promote their products and drive sales.

SWOT ANALYSIS:

<p>Strengths</p> <ul style="list-style-type: none"> ○ Brand recognition: they have 1.5 million followers on Instagram, 762k on Twitter, and 10 million on Facebook. ○ They are consistent with posting on their feed and stories. ○ They have many partnerships with influencers on their page. ○ There is a variety in their content for each department from their store. 	<p>Weaknesses</p> <ul style="list-style-type: none"> ○ Kohl’s has low post-interaction. They do not receive many likes or comments on their social media. ○ There is inconsistency in posts depending on each platform ○ Kohl’s does not reply to their followers who comment on their published posts, discouraging them from interacting with future posts.
<p>Opportunities</p> <ul style="list-style-type: none"> ○ More interactive social media posts, using polls, asking questions in the comments, etc. ○ Partner with more prominent celebrities and do not limit themselves to only family influencers. ○ Growing their platform on TikTok, they post frequently, but they could invest in promoting their posts. ○ Participating in the trends to bring in a variety of followers and incorporating them into Kohl’s uniquely. 	<p>Threats</p> <ul style="list-style-type: none"> ○ There is a lot of competition in the retail field, so it may be hard to compete with other businesses with higher following or high-quality pages. ○ Backlash in comments and tagged posts. Social media hate can spread quickly. ○ The algorithm can vary from platform to post, making it more difficult for every post to get a high reach and interaction.

Strategic Implications

Our analysis identifies two key areas for enhancing Kohl's social media strategy: increasing engagement and promoting brand partnerships. Currently, Kohl's struggles with creating engaging content and interacting effectively with customers on social media. This shortfall impacts customer loyalty and limits the company's reach due to reduced visibility in social media algorithms.

Moreover, Kohl's underutilized its significant partnerships in its social media content, notably its recent collaboration with Sephora. This oversight represents a missed opportunity to attract a broader audience by showcasing established brands and partnerships, as the focus remains predominantly on their private brands. Further in the audit, we have established four recommendations for how Kohl's can enhance engagement, interactivity, and personality with their consumers.

Addressing these aspects is vital for Kohl's to achieve its primary social media objective: boosting online engagement to drive both virtual and in-store traffic. Enhancing engagement and spotlighting brand partnerships will not only enrich the online browsing experience but also encourage physical store visits. Such improvements are essential for Kohl's to remain dynamic and competitive in the rapidly changing retail landscape. In summary, our recommendations focus on elevating Kohl's social media presence by fostering better customer interaction and more effectively highlighting key brand partnerships.

Company	Kohl's		Platform	Facebook
Handle	Bio	Hashtags	Link in Profile	Top/Pinned Post
Include @username and link to the profile here	Copy and paste the text that appears in your bio	List any hashtags you use regularly and/or ones that appear in your bio	Do you link to any other network or website? Paste that link here	Paste post content
Kohls	Everyday style. Everyday savings.	#Kohlsfinds	https://kohls.co/TheSocialEdit	N/A
# of followers	average # of likes	average # of shares	average # of comments	average # of impressions/views (if available)
10 Million	126	N/A	51	N/A
# of following	approximate posting frequency	typical posting time	approximate response rate	how soon responses are typically made
N/A	Daily	11 AM	5%	Sub 24hrs
% of original content	% of curated content	% of text posts	% of image posts	% of video posts
90%	10%	2%	73%	25%

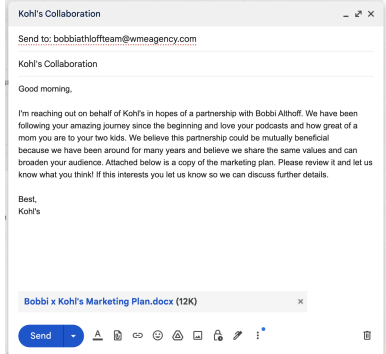
Company	Kohl's		Platform	Instagram
Handle	Bio	Hashtags	Link in Profile	Top/Pinned Post
Include @username and link to the profile here	Copy and paste the text that appears in your bio	List any hashtags you use regularly and/or ones that appear in your bio	Do you link to any other network or website? Paste that link here	Paste post content
@kohls	Everyday style for what every day brings ❤️	Tag us in your #kohlsfinds ✨	like2buy.curalate.com/kohls kohls.co/thesocialedit kohls.co/cgcterm	Kohls and snoop dogg 13k likes 167 comments
# of followers	average # of likes	average # of shares	average # of comments	average # of impressions/views (if available)
1.5m	318	N/A	10	N/A
# of following	approximate posting frequency	typical posting time	approximate response rate	how soon responses are typically made
291	Daily	N/A	5%	Sub 24 hrs
% of original content	% of curated content	% of text posts	% of image posts	% of video posts
90%	10%	0%	65%	35%

Company	TJMaxx		Platform	Instagram
Handle	Bio	Hashtags	Link in Profile	Top/Pinned Post
@tjmaxx	Where you can afford to be YOU to the MAXX	N/A	clicklinkin.bio/tjmaxx	N/A
# of followers	average # of likes	average # of shares	average # of comments	average # of impressions/views (if available)
1.5M	3901		49	N/A
# of following	approximate posting frequency	typical posting time	approximate response rate	how soon responses are typically made
1745	Daily	Daytime	0	24hrs
% of original content	% of curated content	% of text posts	% of image posts	% of video posts
90%	10%	2%	83%	15%

Company	TJMaxx		Platform	Facebook
Handle	Bio	Hashtags	Link in Profile	Top/Pinned Post
TJ Maxx	where you can afford to be YOU to the MAXX	#youtothe maxx	TJMaxx.com	N/A
# of followers	average # of likes	average # of shares	average # of comments	average # of impressions/views (if available)
3.3M	1840	N/A	225	N/A
# of following	approximate posting frequency	typical posting time	approximate response rate	how soon responses are typically made
	Every other day	Morning	0	N/A
% of original content	% of curated content	% of text posts	% of image posts	% of video posts
90%	10%	5%	75%	20%

Recommendation 1- Collaboration with Bobbi Althoff

Bobbi Althoff is a social media influencer and podcaster for “The Really Good Podcast.” She has two kids, and most social media posts center around her podcast and lifestyle. We chose Bobbi Althoff because she is a successful mom influencer recognized for her lifestyle and unique sense of humor. We will approach Bobbi by emailing her and her team at bobbialthoffteam@wmeagency.com. We will send them our current plan, including all the posts we expect her to make. Here is an example of what we would email Bobbi’s team. After her team reaches out, we will accommodate our plan to fit her schedule and proceed with the collaboration.



Bobbi would fit in with Kohl’s because they have family brands. They both center their brand around family and style. However, they hold different audiences, so collaborating would open new doors for both. Bobbi has collaborated with SeatGeek, Free People, and high-profile

podcast guests, so a Kohl’s collaboration would not be far out of reach. Bobbi benefits from this collaboration because she can broaden her audience by engaging with loyal Kohl’s consumers and building her brand by getting more exposure. She initially gained popularity by posting mom content, so this collaboration will allow her to tap into that audience again and bring her success story full circle.

Recommendation 2 - Story Board for Collaboration with Bobbi

The "Everyday Chic with Bobbi" campaign will feature Bobbi Althoff showcasing a week-long journey of integrating Kohl's products into her daily life. The focus will be on blending style, affordability, and family-oriented lifestyle, resonating with the lifestyles of Kohl's target audience. The content will focus on "A Week of Style and Laughter with Bobbi Althoff." We created a day-by-day breakdown of content ideas, including the day with a correlating theme and what type of engagement tactics to use. Bobbi can utilize Kohl’s apparel, home essentials, and more in these ideas. Kohl's can provide the wardrobe and align marketing efforts to amplify the campaign's reach.

Day	Content
Monday Motivation	Bobbi shares a motivational morning routine video on Instagram featuring workout gear from Kohl's. Interactive Element: An Instagram story poll asking followers about their Monday goals.
Tuesday Tips	A TikTok video of Bobbi sharing quick fashion tips using Kohl's clothing and accessories. Engagement: Encourage viewers to share their style tips using a branded hashtag.
Wednesday Wellness	Instagram Live session of Bobbi discussing wellness and self-care, sporting a cozy Kohl's outfit. Interactive Element: Q&A session with followers about their wellness routines
Throwback Thursday	Bobbi posts a nostalgic story of her fashion evolution, highlighting how Kohl's has been a part of her journey. Engagement: Ask followers to share their throwback styles from Kohl's.
Family-friendly Friday	A heartwarming reel of Bobbi and her kids enjoying a family day, all dressed in Kohl's attire. Engagement: A caption contest for the cutest family moment.

Social. Saturday	A series of posts showing Bobbi's weekend social outing, wearing a chic Kohl's ensemble. Interactive Element: Instagram stories featuring "Swipe Up" links to shop her look.
Self-care Sunday	Bobbi shares a relaxing Sunday routine, including skincare and loungewear from Kohl's. Engagement: Invite followers to share their self-care Sunday rituals.

The impact of the collaboration with Kohl's has a variety of increases in awareness, engagement, and customer loyalty. Brand visibility will increase due to Bobbi's number of followers and the opportunity to tap into a broader audience.

Further, for engagement, it will enhance interactions with polls, Q&As, and hashtag challenges. This concept leverages Bobbi's relatable and engaging content style, ensuring the collaboration feels authentic and resonates well with her audience and Kohl's customer base. Kohl's and Bobbi's followers will continue and begin to shop at Kohl's more, given inspiration from the recent collaboration.

Recommendation 3 - Reply to comments.

Engaging with customers on social media platforms will encourage their followers to be more active, promote brand loyalty, and foster a positive reputation. Research has proven that "Replying to social media comments can lower the cost per action by 26%. Customers who engage with companies over social media are more loyal and spend up to 40% more with those companies than other customers."

Kohl's will implement this by responding to a significant number of their comments and paying attention to the replies they get on their various social media channels. Through Facebook and Instagram, their top two social media platforms, they will reply to all comments that warrant a response. Whether it is a potential issue, a customer complaint over one of their products, shipping, any issue one might encounter, or a customer asking what a particular product is. Even if it is just a prompt to directly message the account privately, even seeing a reply will assist the account in the long run.

Replying to comments will also help humanize the company, making Kohl's seem less like the corporate store it is. Instead of having unknown users reply to customers' comments for Kohl's, replying would encourage people to interact and engage with the company more, knowing that they will get a response from the company.

Recommendation 4 - Increase Engagement

Kohl's social media lacks engaging and informational content. Kohl's should focus on implementing interactive content to increase engagement on Instagram and Facebook. Additionally, they should ensure that posts contain all relevant information so their customers can easily navigate from a post to a purchase.

The following are some suggestions for content that Kohl's can post to stimulate engagement. The social media team can begin hosting story takeovers featuring seasonally relevant content for followers to interact with. The story posts may feature try-ons and photos of holiday outfit ideas such as "What to wear to an Ugly Christmas Sweater party" or gift guides like Mother's/Father's Day gift ideas with an interactive poll for followers to vote on choices and active links to the products. Allow followers to add suggestions/comments by posting stories with a question button. Kohl's can also reply to the followers' responses and incorporate their suggestions.

In product posts, tag brands to allow seamless transactions for customers to purchase products featured in content. Doing this will eliminate customers' need to comment asking for product information and make it more accessible. Feature the national brands Kohl's has to offer, such as Nike and Levi's, and post more content with partnerships like Sephora, which will bring customers familiar with these brands to shop at Kohl's.

Posting more engaging content will keep followers entertained, active, and aware of the brand. When followers engage with content, it will increase brand visibility and boost the account in the platform's algorithm.

Kohl's should be able to implement these suggestions easily. Poll and questionnaire tools are readily available on Instagram, making posting interactive stories an effortless process to add more engaging content. Adding informational content should also be simple, such as tagging brands from Kohl's products that come from their database.

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