

SOCIAL MEDIA, SEO, AND DIGITAL STRATEGY REPORT

BY KIANA KARN

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EXECUTIVE SUMMARY

This report details the challenges, advantages, and future of the Macy's brand with regards to digital strategy. It seeks to outline the various facets of digital strategy - namely SEO, online advertising, and social media - and how these components add value to a company's brand overall.

Kiana Karn is a public relations specialist with certifications in Hubspot, Brandwatch, Hootsuite, and Google Analytics.

CLIENT INTRODUCTION

Macy's is a department store that sells retail clothing. Founded in 1858, it has become an iconic American brand and, as of 2015, the largest department store in the country by retail sales.

While comparatively new to the online market, Macy's has a respectable presence online with several social media profiles being used regularly, as well as a YouTube channel. While they may have room to improve, they have established themselves in the online world already.

SOCIAL MEDIA

The Macy's brand manages 12 different social media profiles across platforms such as Facebook, Instagram, Twitter, Pinterest, and YouTube.

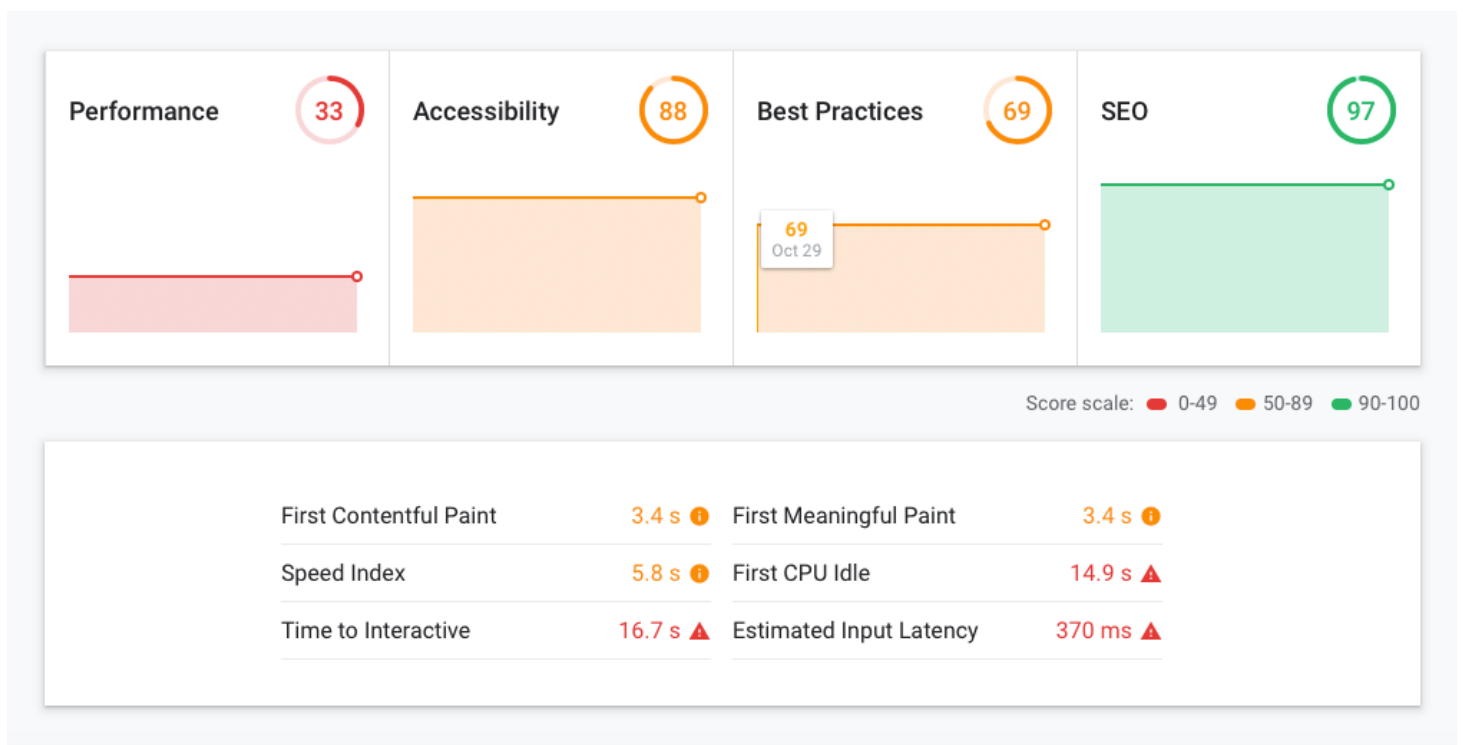
Each individual Macy's outlet has its own Facebook profile in addition to a flagship Macy's page with almost 15 million likes. Their fashionable Instagram page boasts 1.8 million followers, their Twitter page 935k, 10 million monthly viewers on Pinterest, and 91.5k subscribers to their YouTube channel.

In addition to posting photos of products and promotional material, Macy's gets involved quite often in social issues, engaging with their publics in ways they might not expect. Macy's is king over the commercial holiday season, being the most vocal from November through January.



SEO

While the other categories may need improvement, Macy's enjoys a respectable SEO score of 97 on WebDev. The only critique provided by the software is that the Macy's mobile site could be improved to be more user-friendly and perfect their SEO score.



As a major, nationwide department store, it's essential for Macy's to have a clean, functioning, and attractive website. While it may have some technical issues to work through, the Macy's website is up-and-running and scoring high overall in SEO.

COMPETITORS

Two of Macys most significant competitors are Nordstrom and JCPenney. As far as instagram goes, Nordstrom has triple the followers that Macy's does, but JC Penney has roughly half. In general, Macys is able to distinguish itself among competitors, but Nordstrom in particular provides a challenge to the brand in terms of social influence. This is partially because the Nordstrom brand has been active on social media longer than Macy's has. While still maintaining originality, it could be advantageous to adopt some of Macy's social media strategies in order to more effectively reach the same audience.

LISTENING

Macys does a decent job at interacting with customers online. The majority of their social media usage goes to addressing customer service complaints and product issues, however, they do succeed at entering relevant conversations and creating publicity around their campaigns. Their most recent campaign is called *#BeRemarkable* and has enjoyed a favorable amount of internet success.



LISTENING TO OUR COMPETITORS

While each retail clothing store has its own voice and style online, many seem to be taking their cues from Macy's. Brands like JC Penney and Nordstrom are less socially conscious than Macy's, but do post a greater variety of content than Macy's. The Macy's page makes a painstaking effort to personally interact with customers in the comment section.

TOOLS: DIGITAL STRATEGY

Digital Strategy is the means by which we put our best foot forward as a brand on the internet. This includes methods used to make a brand more visible, more attractive, and more accessible to the online community. An effective digital strategy plan encompasses three main components: paid advertising, social media, and SEO. Utilizing each of these elements ensures a well-rounded and robust campaign that targets the public from multiple angles.

TOOLS: SOCIAL MEDIA

Social Media, on the other hand, is the means by which we connect and interact directly with our publics. Any brand or organization that cares about relevancy should place a heavy emphasis on their social media usage.

Social media profiles serve as a separate platform for audience engagement than a company's website. They should work in conjunction with one another; a web page's function is to serve the company directly, and a social media profile attracts the internet user to the brand and, ideally, their website.

Organizations today are expected to have a platform and voice, and are expected to use it to communicate with their customer base and the general public. Social media puts our finger directly on the pulse of public opinion in a way that has never previously been possible.

TOOLS: SEARCH ENGINE OPTIMIZATION

Search Engine Optimization refers to the methods we use to make our organization more visible on the internet. The search engine will filter results based on how relevant a given site may appear to internet users. Contributing factors may include the quality of the site, relevant links, or the number of shares received. SEO matters because it ensures that all the work that goes into designing a beautiful website and meaningful content does not go to waste. SEO holistically elevates the online presence of a brand and can benefit the entire organization.

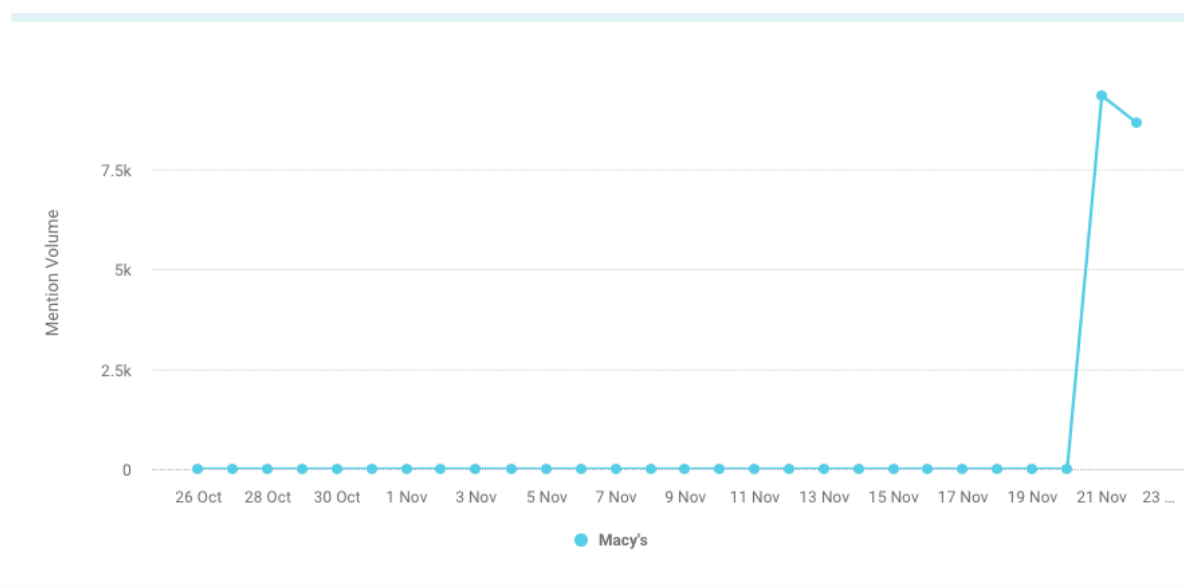
TOOLS: WEB ANALYTICS

Tools: Google Analytics provides in-depth and instantaneous research about how much traffic a given website receives. Urchin Tracking Modules, or UTMs, are codes that can be attached to any URL in order to track the effectiveness of a digital campaign. Google Analytics can also track what users gravitate towards on your site, which can give you great insight into what your customers want. Google Analytics is able to track the impact of your paid media as well with the Cost Data Import tool. Other helpful web analytics sites include Brandwatch, Hootsuite, and ClickMeter.

BRANDWATCH



As we can see from the Brandwatch listening tools, Macy's generates conversations about a great variety of different topics. They generate the most coverage with their Thanksgiving Day parade, however, with coverage spiking in late November.



TOOLS: CONTENT CALENDAR

Because of the complexities of social media - multiple platforms, various styles and posts - many times it's more strategic to use a social media content calendar to schedule and plan upcoming posts in an organized way. Examples of potential images for Facebook and Instagram posts are below.



TOOLS: CONTENT CALENDAR

This is a basic example of a social media content calendar/organizer. By outlining official posts ahead of time, a brand can more effectively cultivate an online voice and plan for future events, holidays, and special releases to create maximum impact online.

Tuesday	11/19/19	International Men's Day #InternationalMensDay National Entrepreneurs Day #EntrepreneursDay	
Wednesday	11/20/19	Universal Children's Day #UNChildrensDay	
Thursday	11/21/19	World Hello Day #WorldHelloDay	
Friday	11/22/19		
Saturday	11/23/19		
Sunday	11/24/19		
Monday	11/25/19		
Tuesday	11/26/19	National Cake Day #NationalCakeDay	
Wednesday	11/27/19		
Thursday	11/28/19	Thanksgiving Day #Thanksgiving	
Friday	11/29/19	Black Friday #BlackFriday National Day of Listening #DayOfListening Electronic Greeting Card Day #ElectronicGreetingCardDay	

NEXT STEPS AND ROI

The Macy's brand is well-known, well-respected, and well-established in the industry as well as in the American mindset. Macy's has thrived for 150 years and has continued on strong into the internet era as many brick-and-mortar stores close their doors.

Much of the brand's internet presence is top-notch and leaves nothing to criticize; posts are relevant and stylish, profiles have respectable followings, and the brand has created a unique voice all its own. Like any brand, however, Macy's has room for improvement. Elements that require attention are the technical quality, efficiency, and layout of their website and more discreet handling of customer complaints online.

These courses of action could significantly improve the ROI of the Macy's brand's online strategy. We know that in our day it's much more likely that shoppers will spend online rather than in store, this makes it essential that the Macy's website be as flawless as possible to make it easier for online shoppers and to compete with more commonly used online stores such as Amazon.

Social media ceases to be an effective outlet when posts cease to be enjoyable to read or cease to be meaningful to the general audience; when Macy's profiles get spammed with customer complaints, followers are inclined to unfollow. A more efficient means of dealing with these issues must be devised or else the profile page becomes nothing more than an online customer service desk.

MEASURING SUCCESS

Success can first be measured by immediate increases in online sales after having implemented the necessary changes to the website. Success on social media can be gauged by gradual increases in interactions and followers on the various profiles as users become more engaged with interesting content rather than personal complaints that create a culture of negativity online.