



# H&M



Lawrence Chu  
JB Cianciarulo  
Ricky Estrada  
Sami Hill  
Brittany Jackson  
Wendee Meyers  
Eric Quach

# MEET US

About The Team.



Eric Quach



Wendee Meyers



Lawrence Chu



Sami Hill



Brittany Jackson



Ricky Estrada



JB Cianciarulo

We aim to create  
conversation through  
organized & cohesive  
social media platforms.



MISSION STATEMENT

# SUCCESSFUL TACTICS

10.7 million likes

Embraced the timeline layout of Facebook.

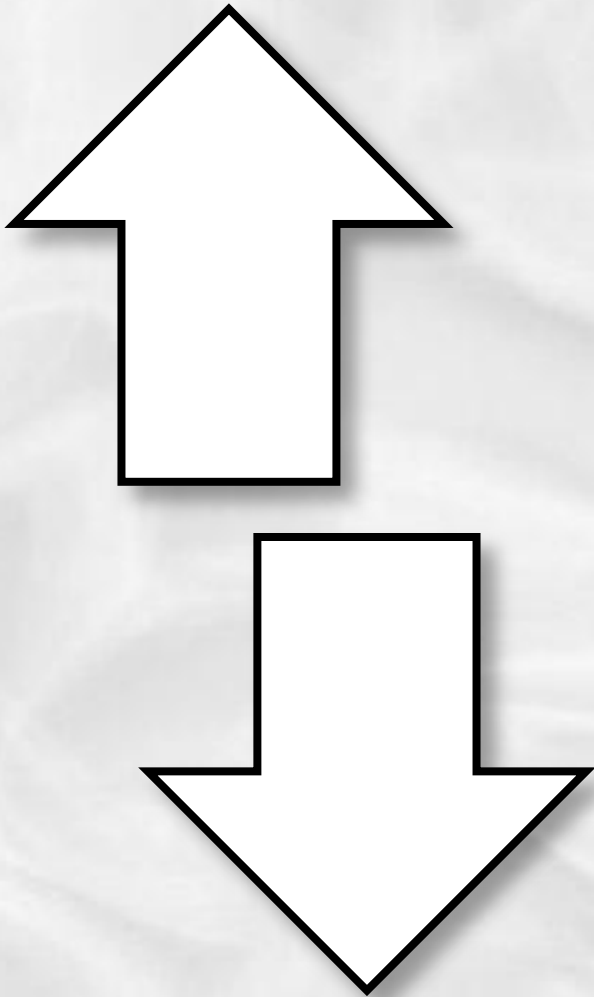
Frequent postings on Twitter & Facebook.

# OPPORTUNITIES FOR IMPROVEMENT

77 thousand followers, following 531  
RSS feed should be moved to a more accessible location.

Retweets of positive experiences only.

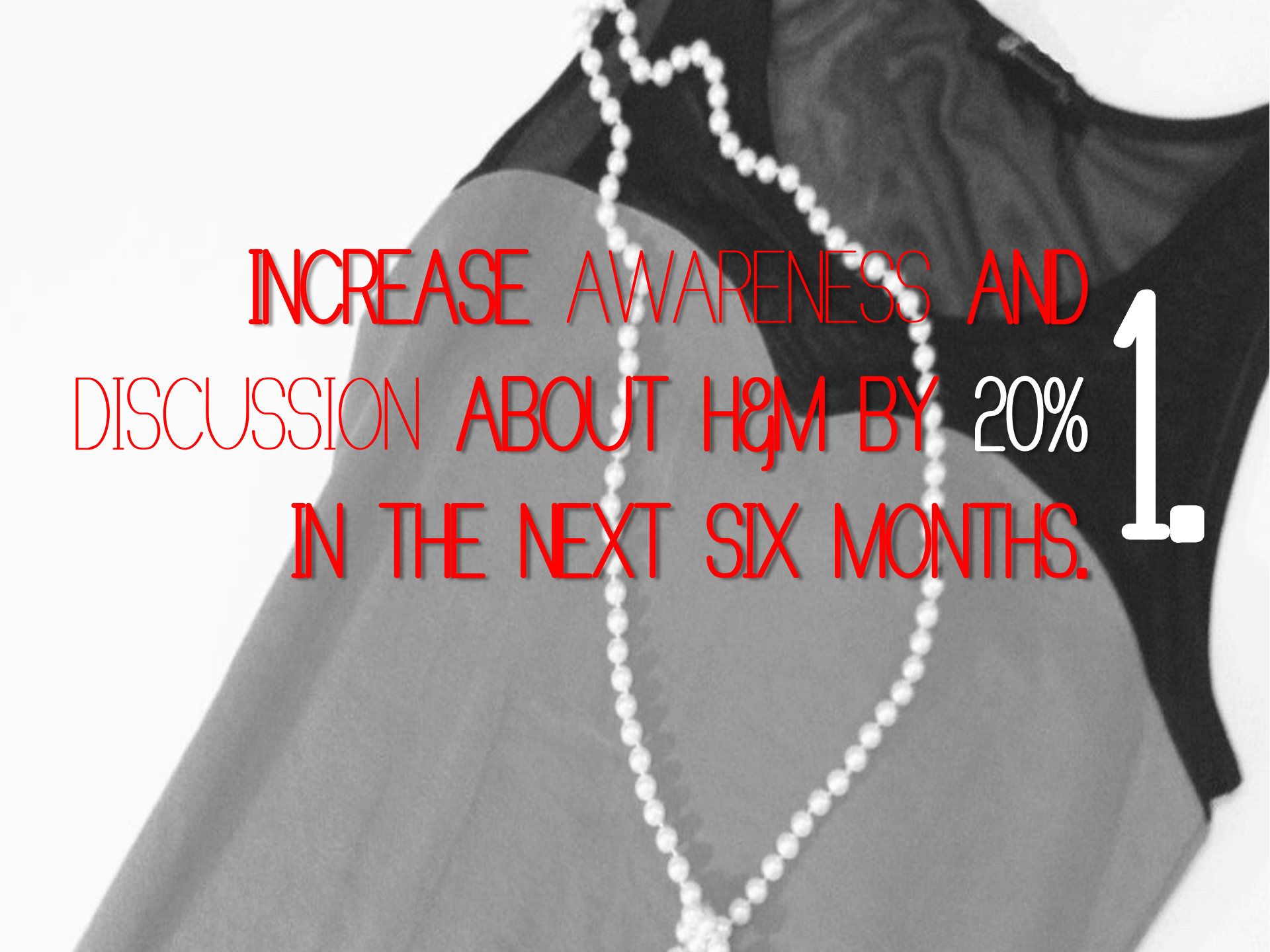
H&Musa pages generate less traffic than H&M global pages.



# GOALS

What We Strive To Do.

- 1 We aim to increase awareness & discussion about H&M by 20% in the next six months.
- 2 We will show an 10% increase in sales through social media over the next six months.
- 3 We will improve customer service through social media platforms.

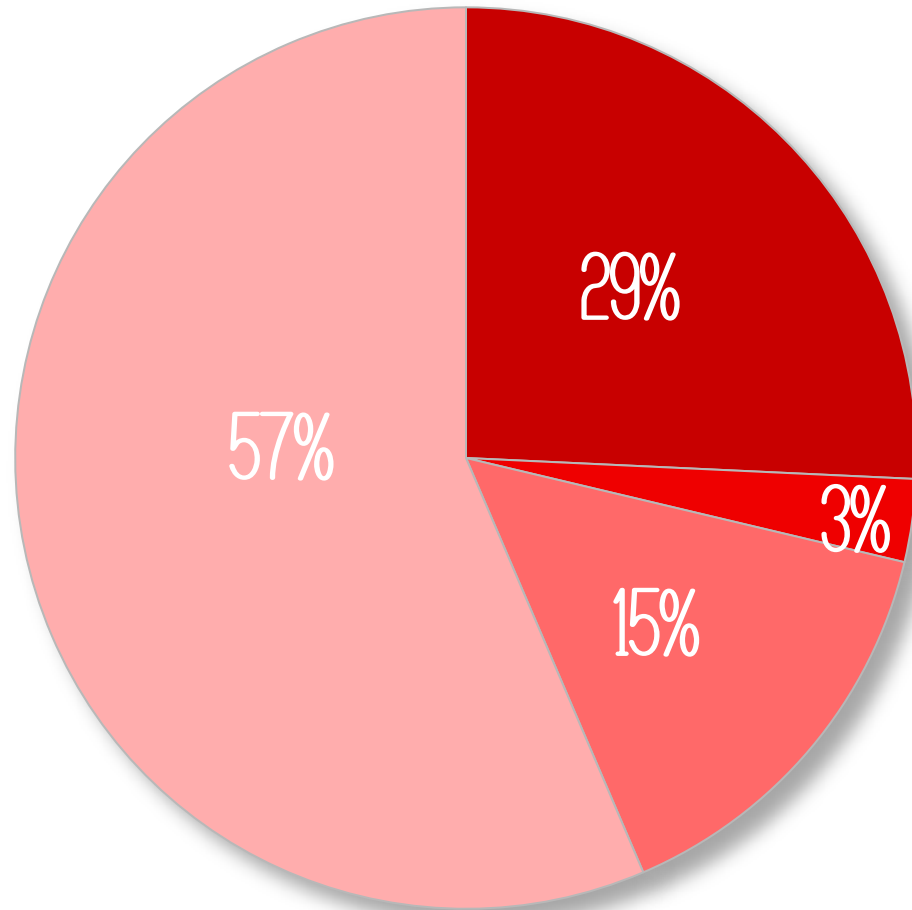


INCREASE AWARENESS AND  
DISCUSSION ABOUT H&M BY 20%  
IN THE NEXT SIX MONTHS.

1.

# SOCIAL MEDIA ACTIVITY

2.7 million total mentions.



692,327

Blogs

1,537,789

Twitter

403,946

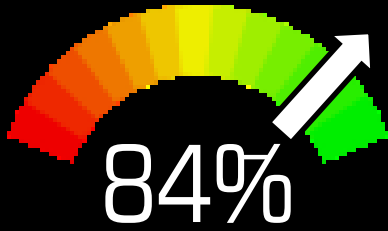
Forums

69,054

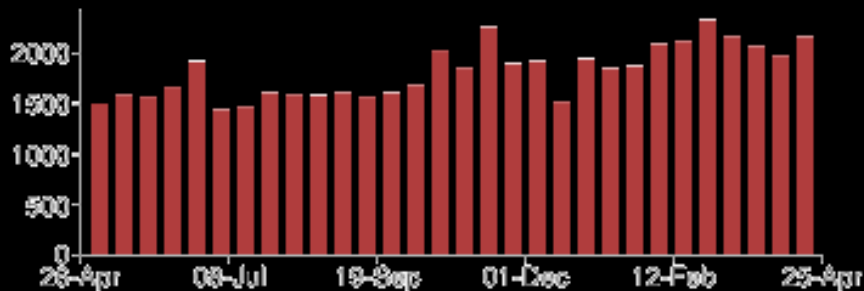
News

Query: "H&M" between 26-Apr-2011 and 25-Apr-2012

# Blogs



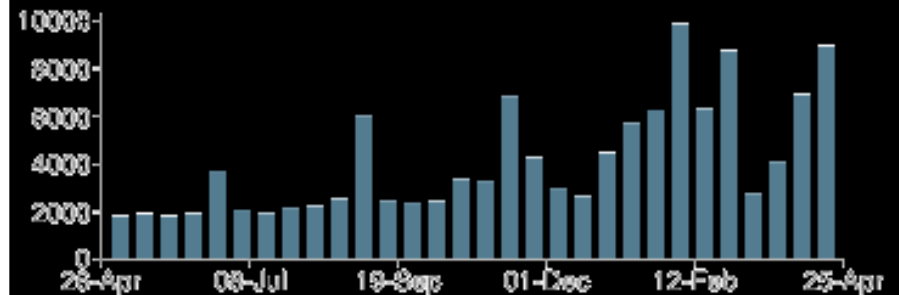
Sweden 18.0%  
other 17.0%  
USA 16.2%  
Germany 7.6%  
UK 5.8%  
Spain 5.4%  
Norway 4.6%  
Finland 4.6%



# Twitter

4,202 tweets / day  
175 tweets / hour

USA 32.6%  
other 23.0%  
UK 12.9%  
Netherlands 6.3%  
France 5.0%  
Canada 4.1%  
Singapore 4.1%  
Spain 4.0%





Generate  
increased  
discussion &  
content from  
Fashion blogs.

**SLAMXHYPE**

1e *FASHION*

**Stylelist**

# Target College Campuses.

Brand ambassador program  
College design program  
Instagram contests

#WDYWT

#OOTD

#WAYWT



# Create customer advocates.

## 1. PREPARE

Organizational Change  
Increased support in IT, Marketing, PR, Legal, etc.

## 2. SEARCH

Utilize available software-export.ly

Monitor & scan social media sites

## 3. SPECIFY

Analyze demographics  
Determine how to attract brand advocates  
Use incentives

## 4. MAINTAIN

Think long term  
Empower customers  
Interact & engage



SHOW A 10% INCREASE IN  
SALES THROUGH SOCIAL MEDIA  
WITHIN THE NEXT SIX MONTHS.

2.

Feature coupons & sales for  
social media friends and  
followers.



**H&M** 25% OFF  
ITEM OF YOUR CHOICE  
FROM OPENING UNTIL 10AM\*  
FRIDAY ONLY! FASHION FINDS FROM \$5

\*OFFER VALID FRIDAY NOVEMBER 31ST FROM STORE OPENING UNTIL 10AM. NOT VALID ON PREVIOUS PURCHASES, FOR H&M GIFT CARDS, OR IN COLLOCATION WITH ANY OTHER DISCOUNTS.



Use the power of  
Customer Advocates.

Poll customers on what designers they like to see H&M collaborate with.

Engage the consumer basis and generates awareness at the same time.

Assess &  
apply  
consumer  
feedback.



IMPROVE CUSTOMER SERVICE  
THROUGH SOCIAL MEDIA.

3.



# CRISIS MANAGEMENT

**ONE.** Response must be immediate.

**TWO:** Conversation monitoring switches to 24/7 mode.

**THREE:** Direct engagement & apologizing must occur.

**FOUR:** Update the 'influencers' in your industry.

**FIVE:** Learn how to filter "trolling."

**SIX:** Listen & engage, avoid generalizing the crisis.

**Re-organize how the social media team interacts with customer service.**

# EMPLOYEE INVOLVEMENT

What Can Employees Do To Engage In  
The Conversation?



You



# SOCIAL MEDIA POLICY

Community Manager Responsibilities

Employee Responsibilities

Monitor conversation, listen to social customer, & engage

# CONTENT CALENDAR

APRIL 23<sup>rd</sup>

**11AM PST** Did you rock @hmusa fashion during #Coachella12? Tweet us your favorite pictures using #hmfashion to be featured!

**3PM PST** Check out the photos of our favorite fashion this weekend & go to <http://hmcoachella.com> to get the best Coachella news!

APRIL 24<sup>th</sup>

**12PM PST** Fashion with a purpose. Purchase items from our collection. <http://www.hm.com/us/faa>

**1PM PST** Want to spread your H&M fashion to your college campus? Become a Campus rep! <http://www.hm.com/us/>

APRIL 25<sup>th</sup>

**10AM PST** Missed #fashionstar last night? Check out the @hmusa styles available at [www.hmfashionstar.com](http://www.hmfashionstar.com).

**1030AM PST** Get this weeks Fashion Star styles before they sell out! Check them out at [www.hmfashionstar.com](http://www.hmfashionstar.com)

# MEASUREMENT

GOAL 1.

- Conversational Audit

GOAL 2.

- Sales
- Metrics Analysis

GOAL 3.

- Survey

QUESTIONS?