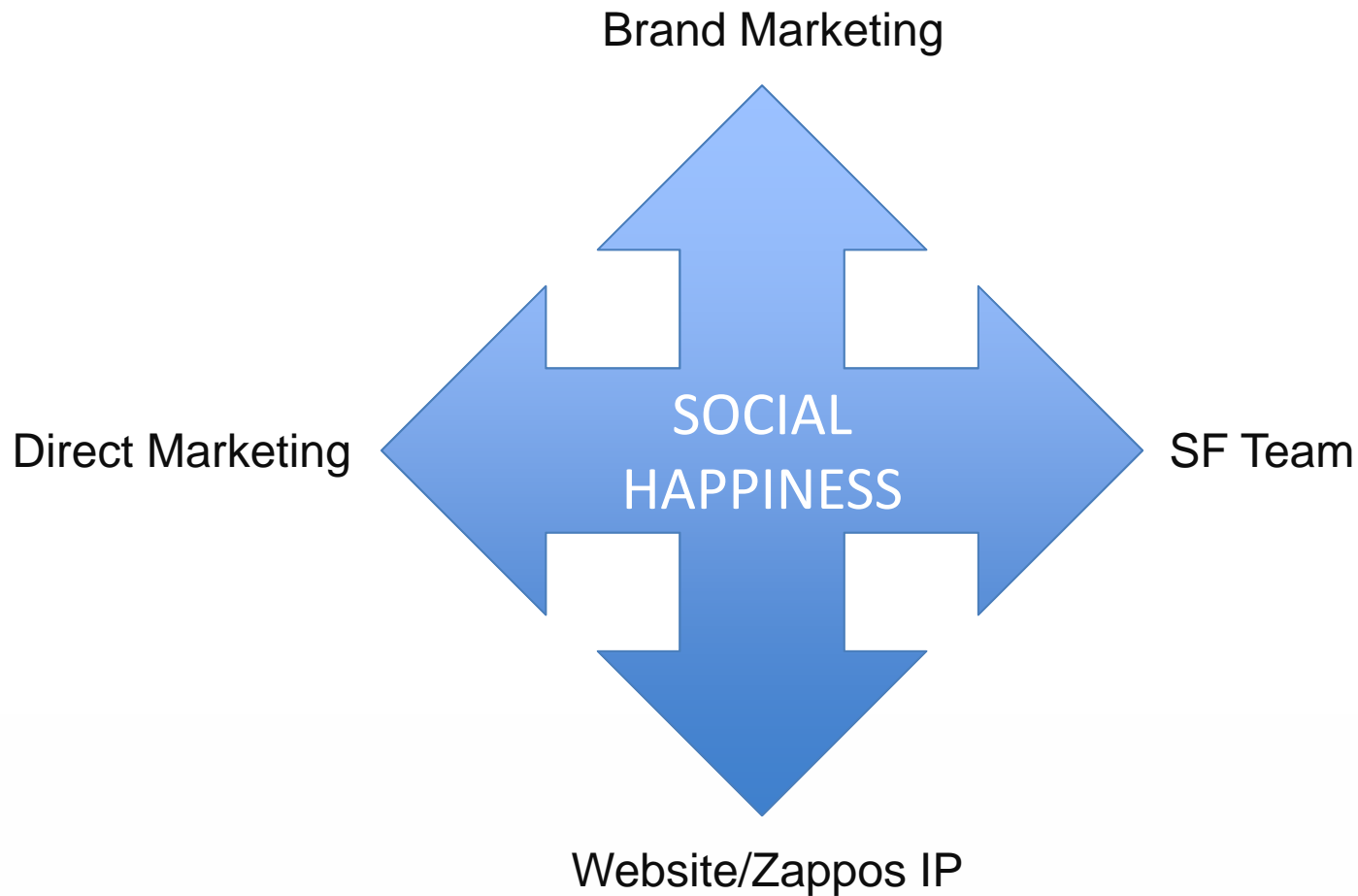


# How our team is structured

Many stakeholders, many departments, many goals.



# Supporting the 4 C's.

Clothing. Customer Service. Culture. Community.

## Zappos is more than shoes...

Increase apparel awareness and create engagement opportunities around the products we offer.

### AWARENESS

Amplify messaging about our breadth of product to our fans and emphasize our expertise in the product categories that we sell.

### PERCEPTION

Create positive sentiment around our brand that is connectable for customers.

### ACTION

Move our customers to buy with helpful, engaging content and enable them to share that experience with others.



# Support the 4 C's.

Clothing. Customer Service. Culture. Community.

## Deliver WOW through service.

Maintain and magnify the Zappos Family level of service by serving as a communication node.

### AWARENESS

Enable customers to share customer service experiences.

### PERCEPTION

Help our customers even when they aren't shopping through helpful content— a reminder that we are always here to help.

### ACTION

Encourage shopping for the customer service experience just as much, if not more, than for the product.



# Support the 4 C's.

Clothing. Customer Service. Culture. Community.

## Our culture is worth sharing...

Culture is our biggest asset and differentiates the brand in online retail.

### AWARENESS

Spread our culture using video, stories, songs, etc. to make customers and potential customers smile.

### PERCEPTION

Showcase the benefits of having a strong company culture – the value it provides our customers and other businesses.

### ACTION

Increase customer affinity for our brand and encourage return shopping for the happy experience.



# Support the 4 C's.

Clothing. Customer Service. Culture. Community.

## Make a larger impact.

Educate on our big-picture goal to spread happiness in every way possible through philanthropic efforts, customer-to-customer/business-to-customer communities and emerging Downtown Las Vegas growth.

### **AWARENESS**

Spread the word about our emerging communities online and support of local community efforts.

### **PERCEPTION**

Develop a natural connection in our customers' minds between the brand and community involvement.

### **ACTION**

Inspire engagement with Zappos.com based on an ethical connection with the brand.



# The Happy Hunter

Zappos.com buying target

Women • 25-54 years old • HHI \$100,000+  
Likely to be married with children  
Likely well-educated and employed

Interests include: fitness, travel, entertainment,  
shopping, social media.

Our demographics on social channels mirror  
our primary business demographics.



# Direct Marketing Objectives

We look at Facebook like any other source of traffic/revenue.

## SEO:Google::Newsfeed:Facebook

Optimizing the sharing of products and brands for the newsfeed helps drive traffic and new customers to the site.

### Low-cost traffic

- Targeting
- Optimizing around CTR
- Dayparting

### Make it convert

- Custom Zappos landing pages
- Better to keep traffic on Facebook?



# Direct Future

Our goal is to reach 4% of site sales.

## PAID

### Ad management sophistication

Bidding and targeting automation through personality/product-category ad

### Supporting the evo-verse

New fan acquisition, app support, brand-initiative support, impression reach.

### Website integration

Social attribution, open-graph recommendations, landing pages.

## ECO-VERSE

### Social-ify the Zappos domain

Enable ubiquitous sharing/publishing to Facebook.

### Leverage social connections

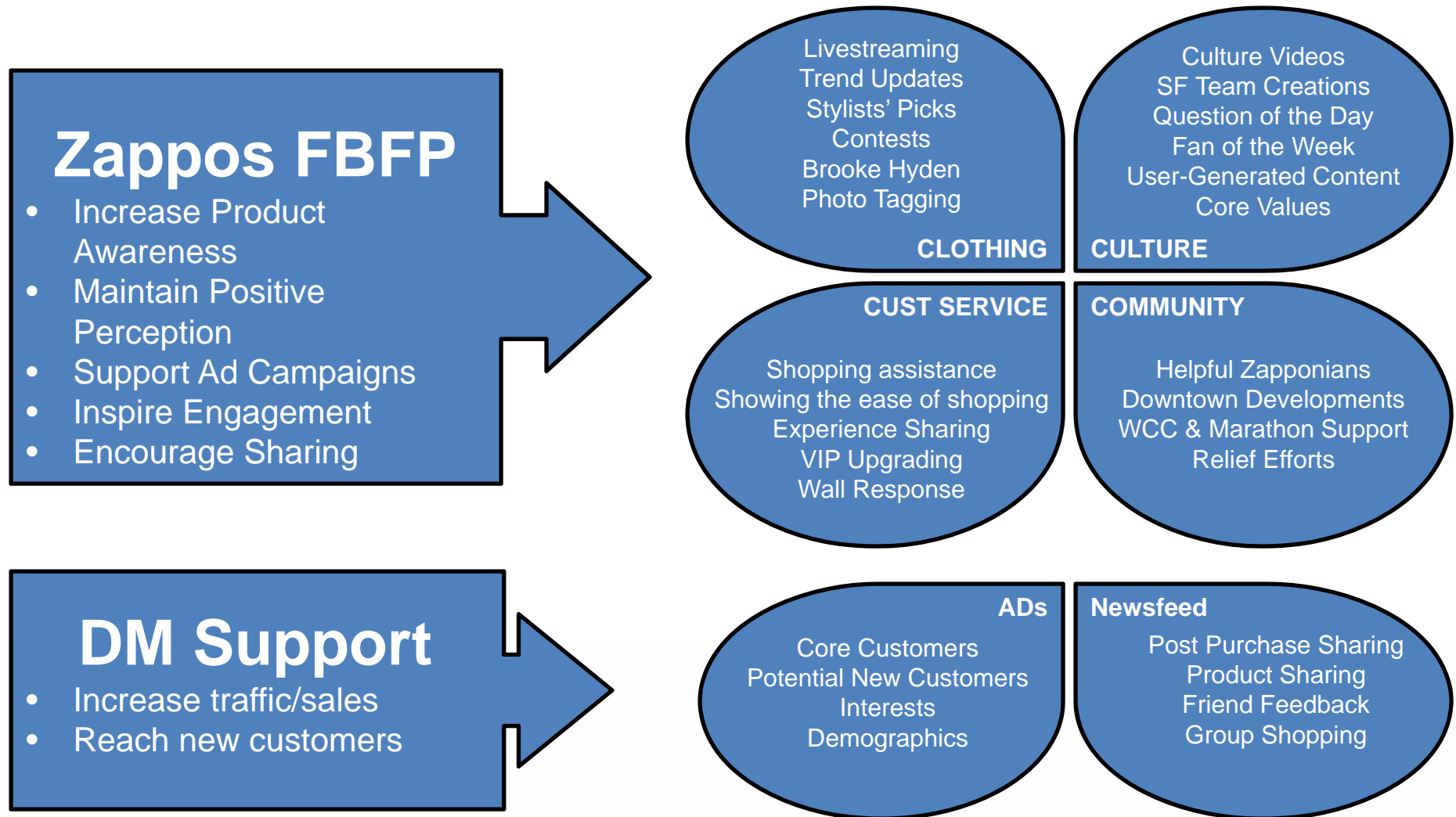
Publish relevant content to brand loyalists, making touchpoints more traffic-centric.





# How does Zappos use Facebook?

Let's jump right into it.



# What are we measuring?

We take the scorecard approach.

BEHAVIORAL – How actions are influencing customers' decisions.

**% of Site Sales**

**Traffic to Zappos.com**

**Sharing/Liking Zappos.com Products and Brands**

DIAGNOSTIC – How much our fans are engaging and the reach their engagement creates.

**Total Interactions**

**Impressions**

**Ratio of New Likes to Unlikes**

LISTENING – Understanding the customer and spotlighting new opportunities to WOW.

**Sentiment Monitoring**

**Wall Interactions**

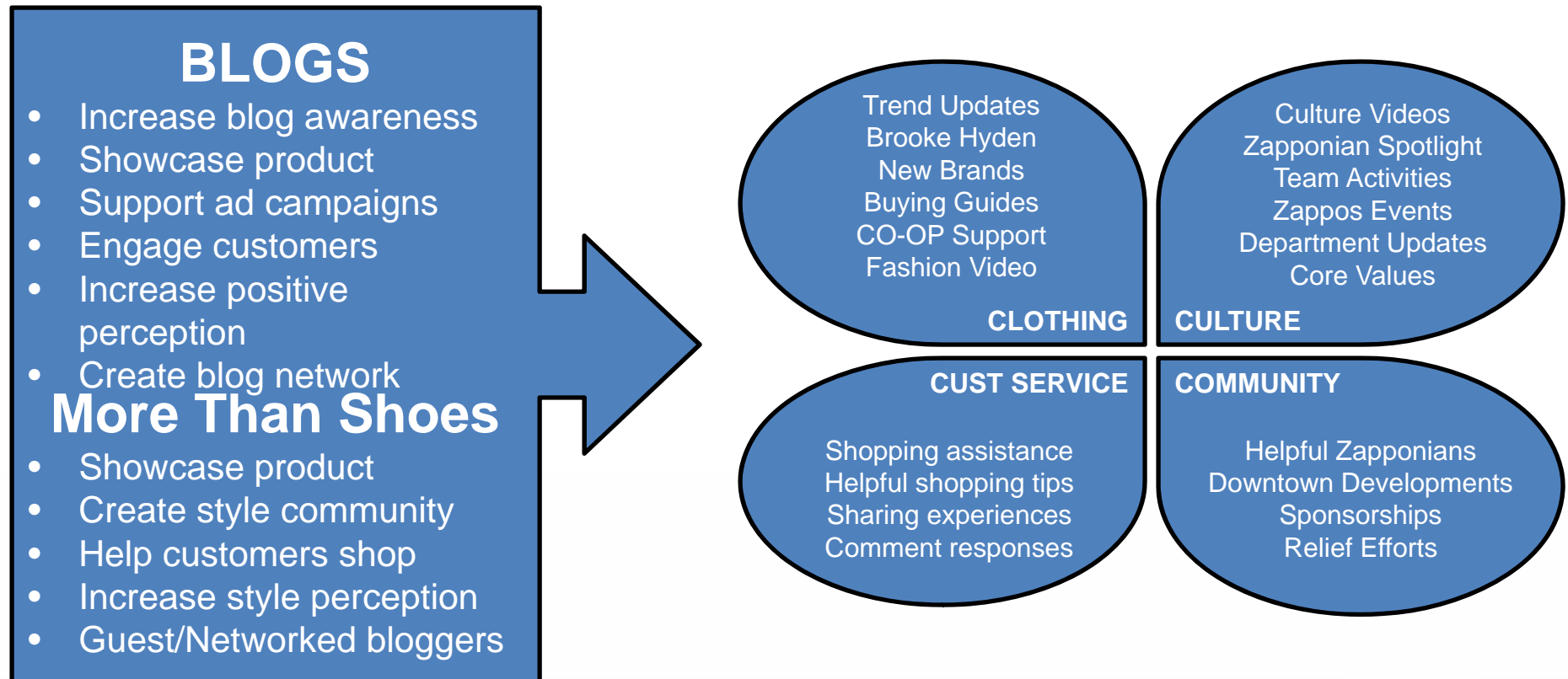


# What about the blogs?

Content Content Content.

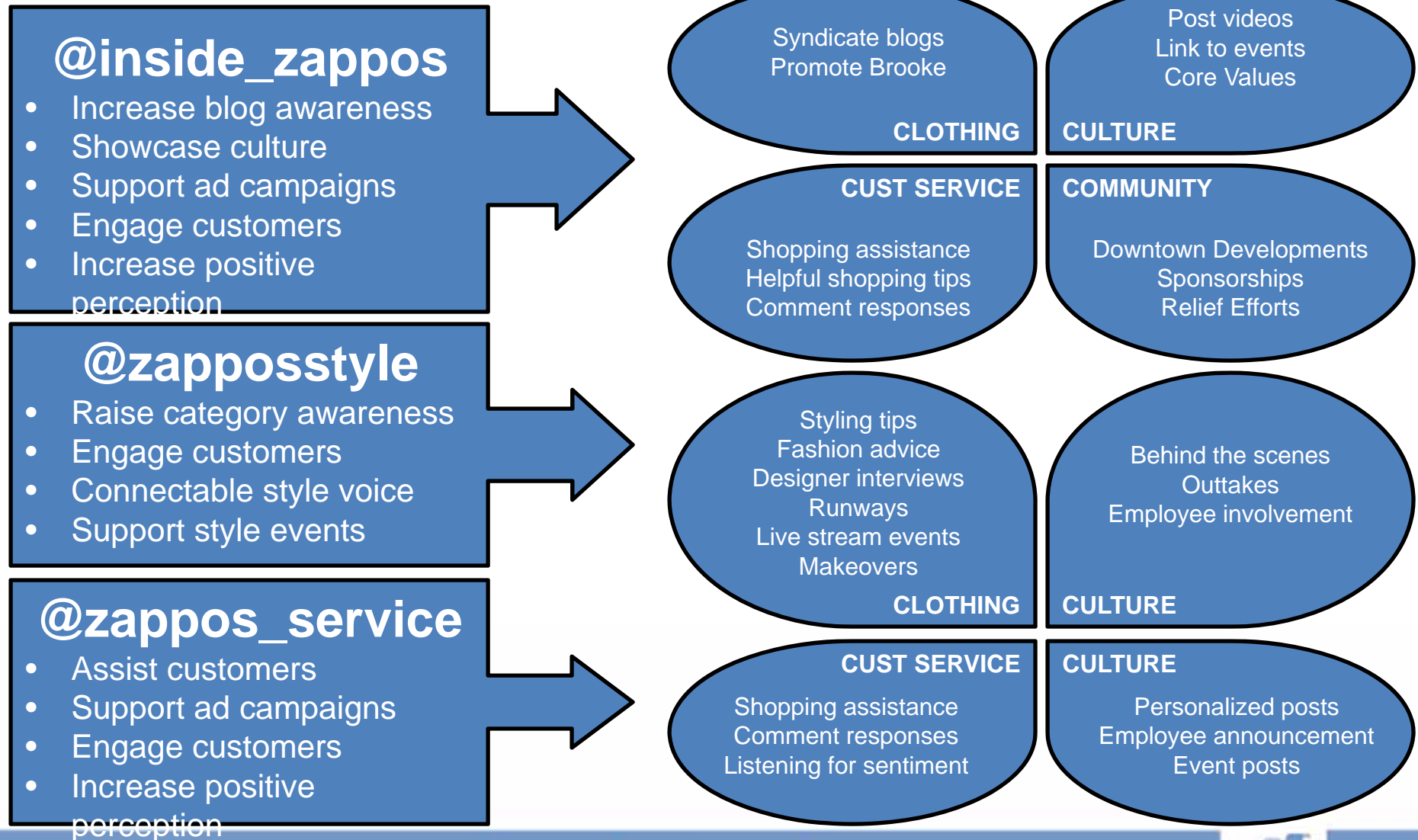
**It can be hard to connect with a brand while shopping.**

The blogs serve as a place for customers to connect with us and the brands we sell on a deeper level.



# How do we use Twitter?

Content Content Content.



# What are we measuring?

We use Twitter mainly as a listening channel.



## TONY SAYS:

We don't measure ROI because we don't think of Twitter as a direct marketing channel. Twitter allows us to be more personal with our customers and build relationships with them over time. We're not really looking at short-term ROI in terms of sales. We're looking to form life-long relationships with our customers, and we think Twitter helps us do this.

## Twitter is for employees too.

We embrace our transparency by encouraging our employees to create their own accounts.

**500+**

Employees on Twitter

**1.8 million**

People Following @zappos

**75,000+**

Tweets from @zappos\_service

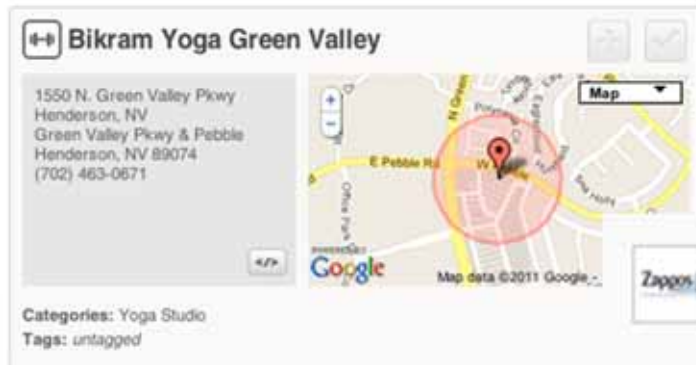
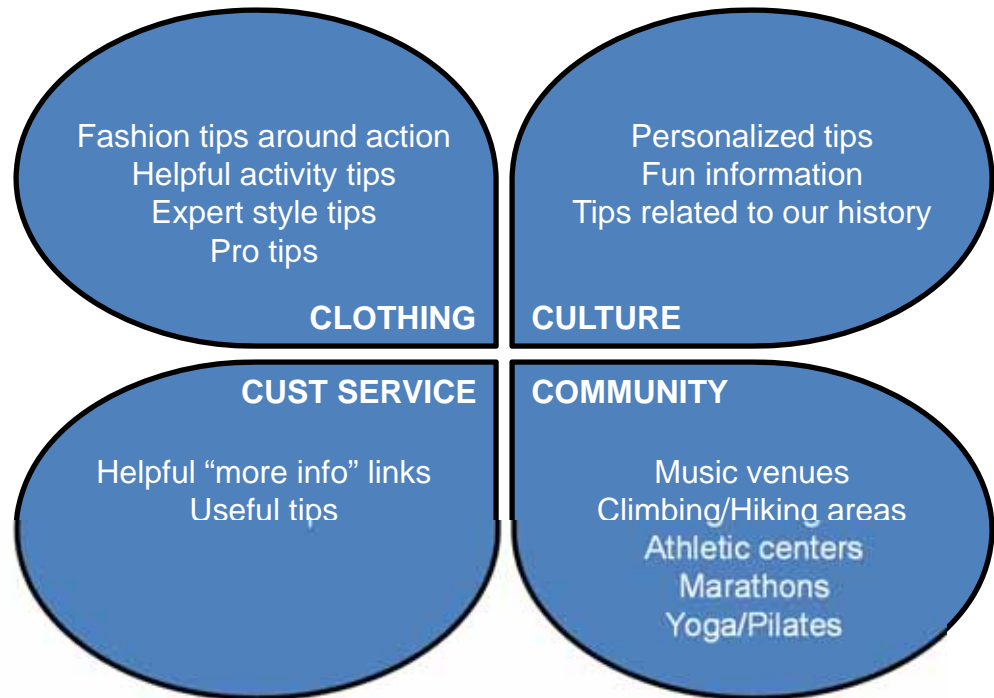


# How do we use Foursquare?

Since we don't have a physical store, we have to find our customers when they are out and about.

**Foursquare**

- Increase brand awareness
- Showcase culture
- Support ad campaigns
- Provide service
- Increase positive perception



**Zappos.com**

Don't forget to meditate. Meditation is one of the Eight Limbs of Yoga and will help your experience be more enlightening. Namasté

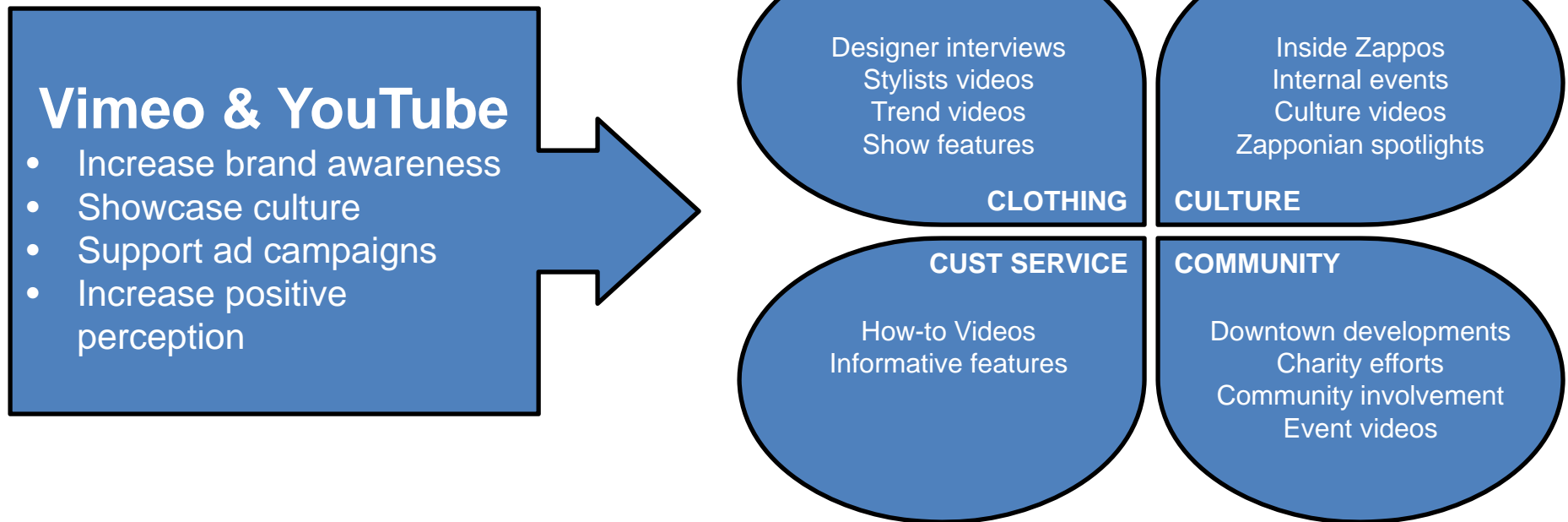
**We can apply our level of service outside the website.**

Helping our customers when they least expect it builds positive perception and increases top-of-mind awareness.



# How do we use video services?

There is value in a Lady Gaga parody!



**Video is one of the most engaging ways to share culture.**

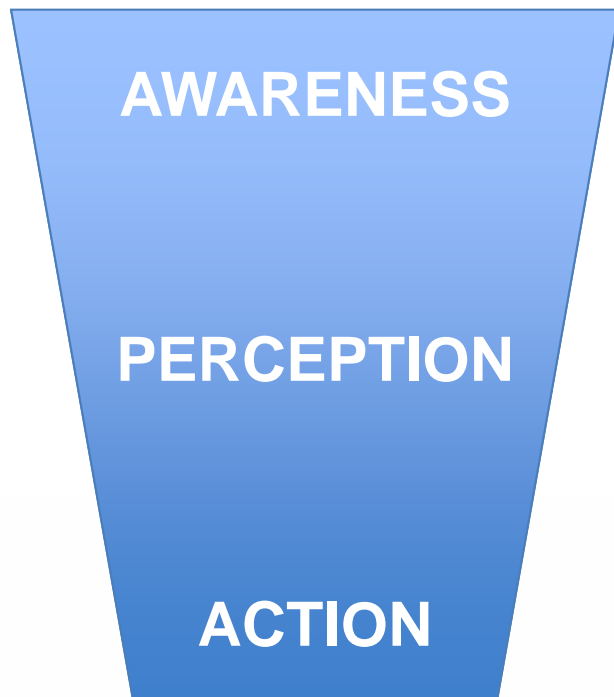
Our customers connect well with video and are more likely to share video than any other content.



# It doesn't end there.

We continue to strategize, execute, measure, analyze and improve with each campaign in the changing social space.

## What does success look like?



### **Improved brand presence**

Increase engaged followers on all channels across the social space.

### **Industry recognition**

Our brand will be recognized as a thought-leader in social communication.

### **Heightened Sentiment**

Generate positive mentions in social and mitigate negative mentions.

### **Increased traffic/sales**

More return business for the positive experience.





# The Top 11 Takeaways

Because 11 is the new 10.

1. Look beyond Twitter.
2. No “ONE SIZE FITS ALL” model applies.
3. Everything is public.
4. Be authentic. Be yourself.
5. Know the role that ROI plays into your strategy.
6. Be passionate.
7. Walk the line. Walk it carefully.
8. Avoid the hype.
9. Tailor your strategy to your corporate fabric.
10. Every company is only at the tip of the iceberg.
11. Surprise and delight.



# And the winner is...

Drumroll please.



# Thank you for coming.

Tweet us using the hashtag below.

**#greatjobgrahamandkipo  
nthepresentationtodayat  
prntwitteratwynnlv 😊**

