

Introduction

#powerofP
R



- With NRF since 2009
- Established org in social media, digital content production spaces
- Managed digital comms strategy, paid advertising before moving to campaign management
- On Twitter: @mcaselittle

@this_is_retail

#powerofP R



In 2013, the National Retail Federation launched *This is Retail* to highlight the industry's opportunities for life-long **careers**, how retailers strengthen **communities**, and the critical role that retail plays in driving **innovation**.

- Retail brand engagement
 - ▣ Within the channel
 - ▣ New industry partners
 - ▣ Touchpoints with members
- Excited, engaged target audience
 - ▣ past, present, future retail employees or business owners
- Beautiful content that can be repurposed to tell retail's story in new and compelling ways



TOP 5





this_is_retail
L.L.Bean Freep...

FOLLOWING

64 likes

4w

this_is_retail Think it passed the test? The classic @LLBean #BeanBoot goes through extreme testing - sledgehammers included - before it ever reaches your foot. #retailacrossamerica #thisisretail #madeinmaine #deepfreeze

nicolki @azi_gator

asher_grey @inside_coop

tfontastic @sarahplayspiano you made these look good before it was cool 🤔

sarahplayspiano @tfontastic #farmtrendy since '95. So many people made fun of me. 😊

d_lang @emmacoopmull Thought you'd appreciate this

titafreeman Very cool.

laivideo @llbeanpr

colenorton5 @paxtonhancock excellent



Add a comment...

...



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L.L.Bean Freep...

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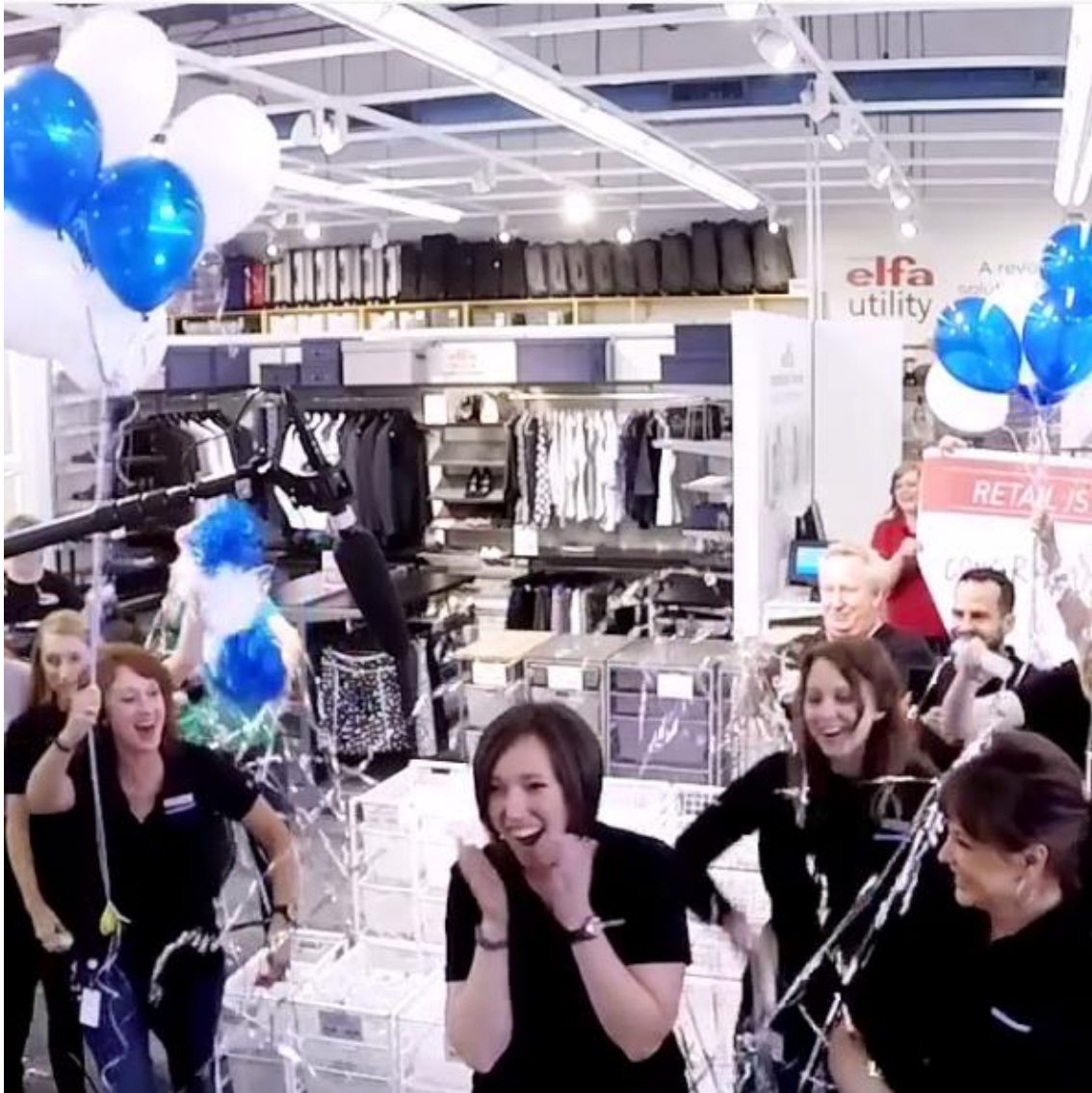
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Add a comment...

...



this_is_retail

FOLLOWING

78 likes

31w

this_is_retail Last year, we surprised six of our #DreamBig Scholarship recipients with the big news at work! Their reactions? Priceless.

Want to apply for 2015? Link in bio will take you straight to the info. #thisisretail #scholarship #universityofphoenix

humblewarriorfit So nice!



Add a comment...

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humblewarriorfit So nice!



Add a comment...

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this_is_retail
Neiman Marcus

FOLLOWING

84 likes

29w

this_is_retail "The harder you work, the better your luck is - one comes with the other." - @neimanmarcus CEO Karen Katz
Our first #retailacrossamerica stop in #Texas included visiting the 100-year-old headquarters of @neimanmarcus. The retail group, which includes @bergdorfs, employs more than 7,000 people across the state.
#thisisretail #everythingisbiggerintexas

maryirenem True!!

panyapauper Great quote!



Add a comment...





this_is_retail

FOLLOWING

88 likes

18w

this_is_retail Last week, @Starbucks announced the winners of their #PartnerCupContest. Employees were given the chance to submit hand-drawn designs and be selected to have their submission printing on the brand's tumblers. Check out this #winning design by Washington barista Brynn James! #thisisretail #sbux #retailisart 📸 @Starbucks

sbuxjonathan We have so many talented partners on our team! So proud. Congrats Brynn!!

torilynnwilson Can't wait to buy this!

marypokorski @jayseepro

this_is_retail @sbuxjonathan So true!

brynnjames @sbuxjonathan thank you! ❤️

mlhs_ @kelsey.carrier I like

macymirka @charlottteanne



Add a comment...

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this_is_retail

FOLLOWING

90 likes

31w

this_is_retail What makes good branding work? Simplicity, clarity and in @ShakeShack's case—a little bit of nostalgic fun. The #burger chain found success with a modern twist on the 50's diner aesthetic, like neon sign-inspired graphics and clean vintage fonts. The award-winning visual style helps differentiate #ShakeShack from it's competitors... though its delicious burgers help, too! #thisisretail #burgerhistory #yum

dhan_9 @annurrs

theemissmims Love @shakeshack!! So happy they brought the crinkle cut fries back!

big.heath @magiikmark sorry na i meant here...the shake shack in covent garden...leng

mandi_godfrey @contentcreator



Add a comment...

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Sourcing Core

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- Launch phase: from personal experience
- 6 months out: partnerships, retail
- 12 months out: GAP, Inc. partnership
- 18 months out: bucketed approach

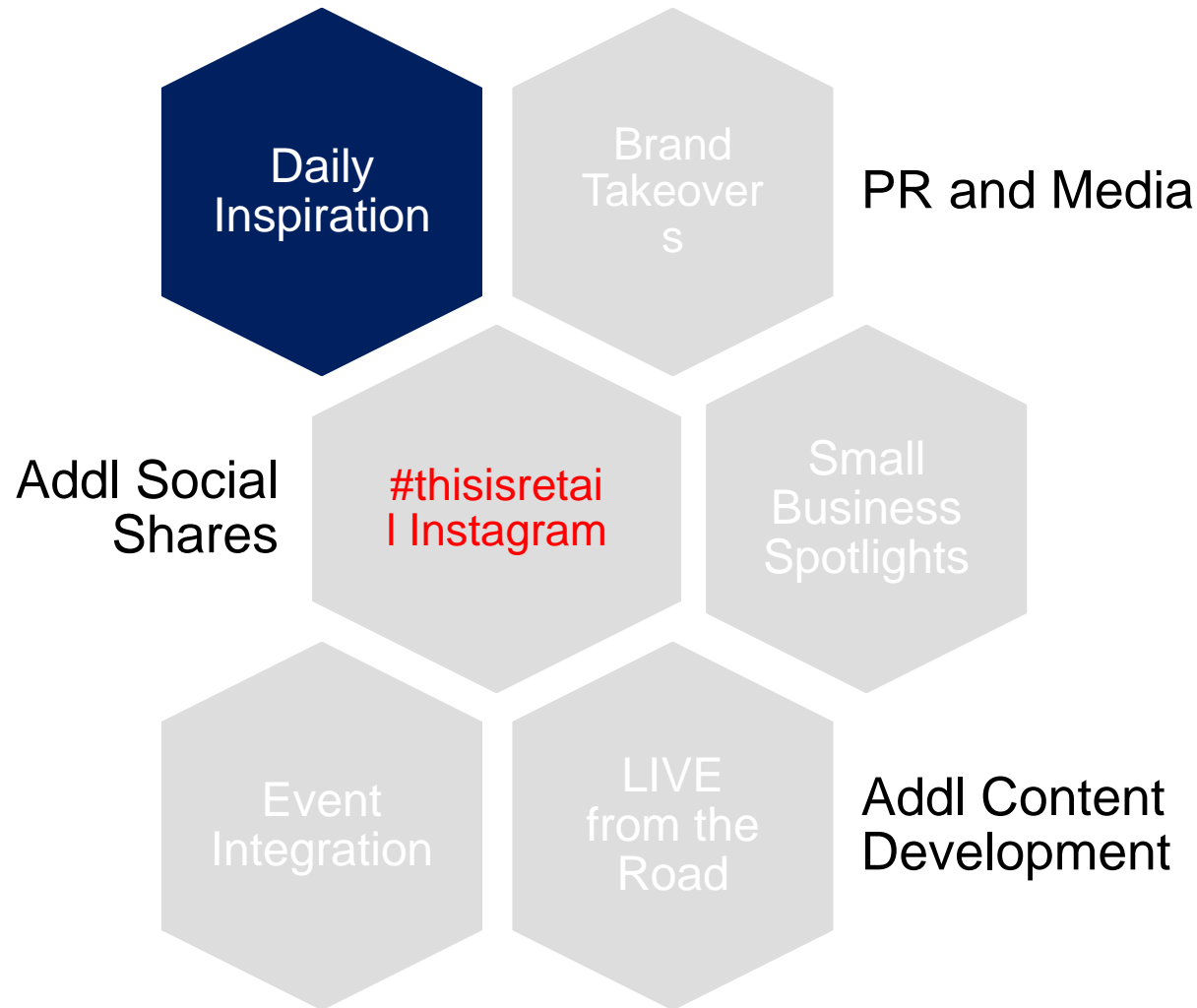
Content Strategy

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Content Strategy

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Goal: Cultivate a social audience of advocates, future industry leaders, and retail enthusiasts.

Best of...Daily Inspiration

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- Do your research
 - Starbucks campaign

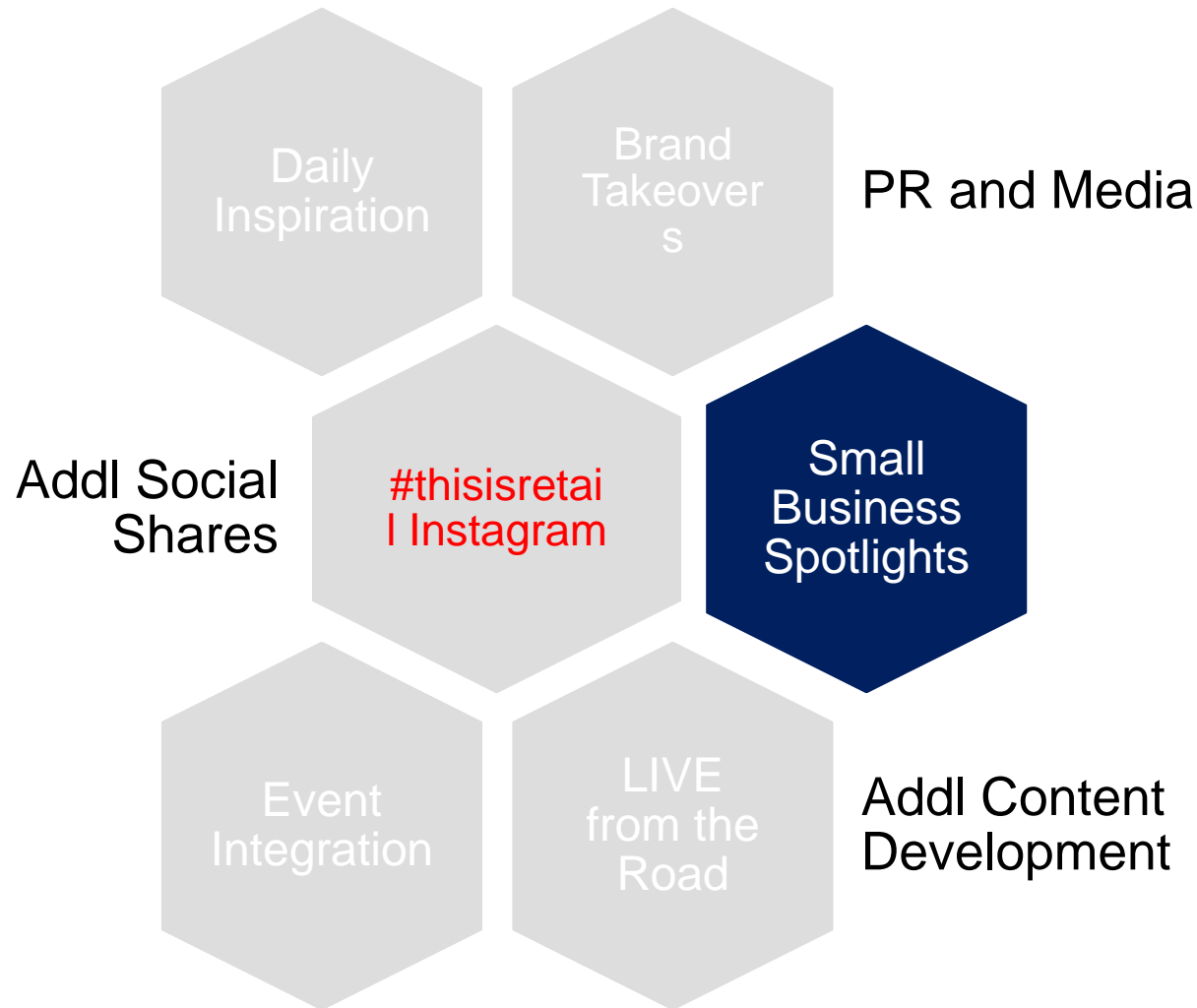


- Do your Research
 - ▣ Starbucks campaign
 - ▣ Target campaign
 - ▣ Macy's campaign

- Visit the Archives
 - ▣ Facebook, Flickr albums
 - ▣ Org photo archives

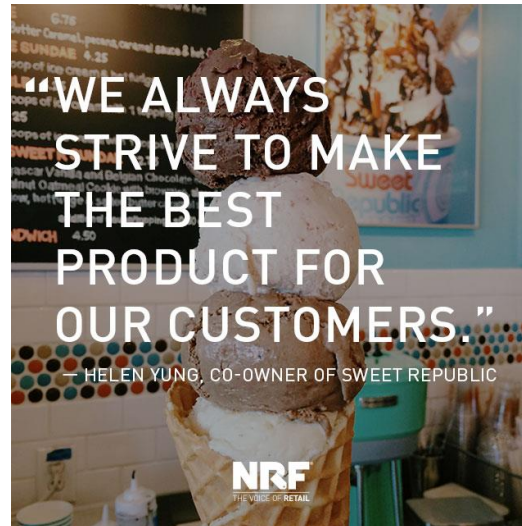
Content Strategy

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Small Business Spotlights #powerofP R

Goal: Showcase the impact of retail entrepreneurs, business owners, and employees as they serve customers in local markets around the U.S.



Best of...Small Business Spotlights



“I’M LOOKING FOR
THE RIGHT PARTNERS
TO ELEVATE OUR
EXPERIENCE AND
HELP OUR DESIGNER
COMMUNITY.”

— JEN TALER
OPERATIONS AND CREATIVE DIRECTOR
STITCH FACTORY

NRF
THE VOICE OF RETAIL



Content Strategy

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Gap Inc.



NORDSTROM

DANIELLE NICOLE WILLIAMS-SONOMA

Brand Takeovers

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Nordstrom Gall...

FOLLOWING

90 likes

22h

this_is_retail At @Nordstrom, we often promote from within— we say the sky is the limit for what you can accomplish here and we mean it! Antoinette Scrosoppi is a fantastic example of that — she started out on our salesfloor in Cosmetics and was eventually promoted to be a store manager at our @NordstromGalleriaDallas store. #ThisIsRetail #NordstromTakeover #Nordstrom #Careers

average_brown_girl Awesome post

nordstromlacantera Nordstromlacantera

tamikamurzz Antoinette is a gem and Texas has scored with thus young lady!!!

la_jefa__ @tamikamurzz Xoxo!

jaxdouble07 @this_is_retail Antoinette is one of the most talented managers I've ever had! Congratulations! :)

haliforniaaa @this_is_retail Yaw



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Content Strategy

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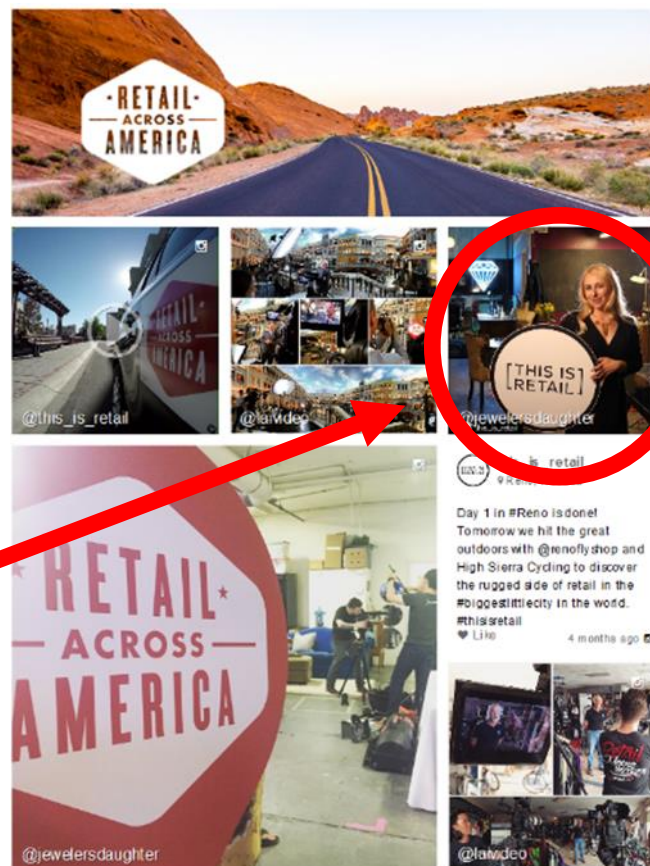


Best of...LIVE from the Road



Goals: Engage
with local
influencers;
Display exclusive,
behind the
scenes content to
our community

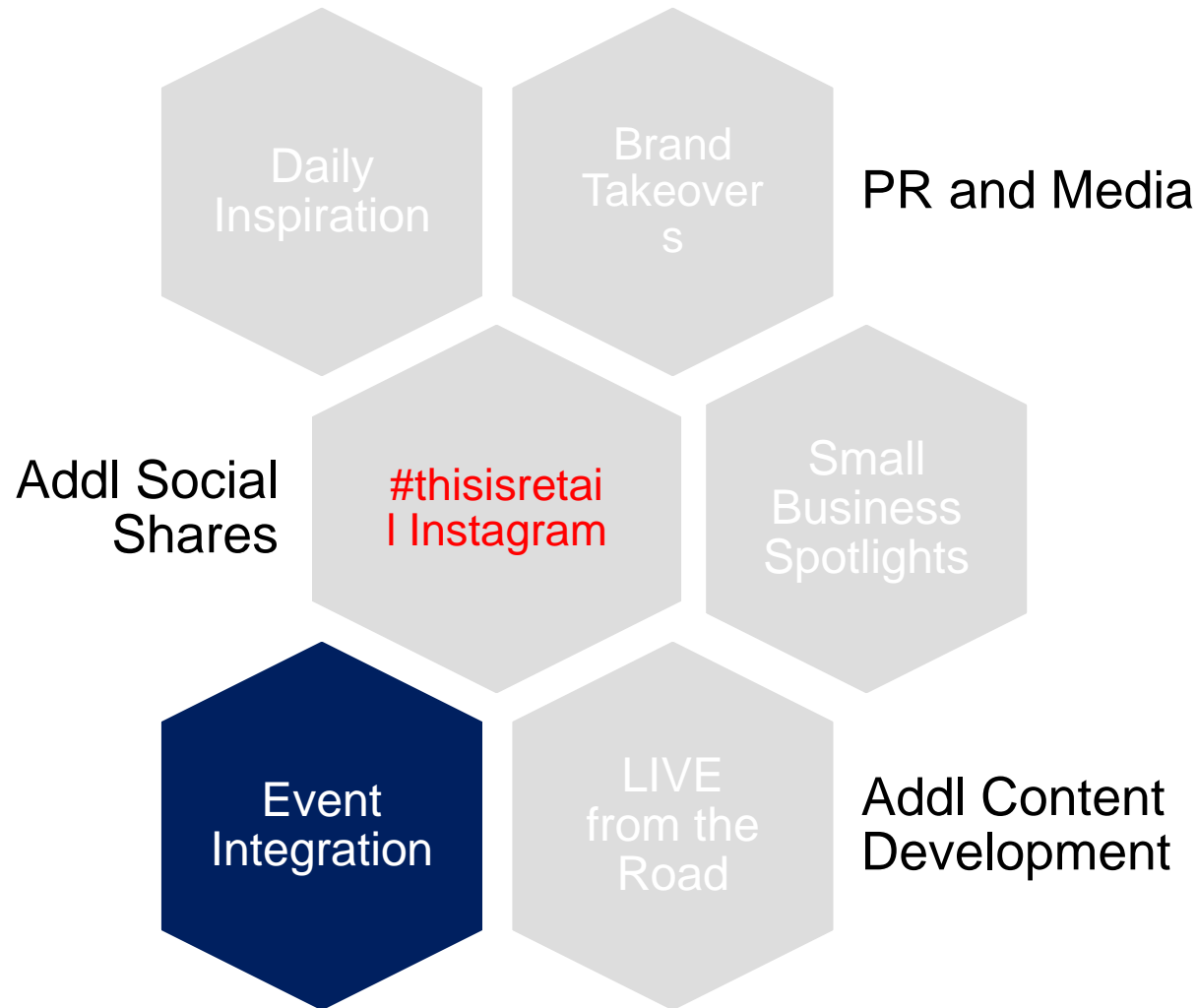
Best of...LIVE from the Road



nrf.com/retailacrossamerica/nv

Content Strategy

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Event Integration

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this_is_retail

FOLLOWING

75 likes

35w

this_is_retail #retailcrossamerica took in Retail's BIG Show this week, along with nearly 33,000 of the best and brightest in the industry. We can't wait to be back for next year's premiere industry event. So long #NYC! #thisisretail #nrf15

maryirenem Great content you guys shared. Thanks!

this_is_retail @maryirenem thanks! Glad you enjoyed following along with us.



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Content Strategy

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Distribution Strategies

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- Recap articles
- Sharing on other social channels

The screenshot displays the NRF National Retail Federation website. The top navigation bar includes links for NEWS, ADVOCACY, RESOURCES, EVENTS, CAREER CENTER, and MY NRF. The main content area features a large image of clothing on hangers, with a 'SMALL BUSINESS' tag. Below this is a 'SMALL BUSINESS SPOTLIGHT: STITCH FACTORY' article by Margaret Case Little, dated September 10, 2015. The article describes how the tech community's co-working movement influenced Stitch Factory, a one-stop shop for fashion design and business education. It mentions that the article was part of the Small Business Spotlight Series on Instagram and that the team is inspiring change and innovation in Downtown Las Vegas. To the right of the article is a social media section titled '@THIS_IS_RETAIL' with a link to follow the account on Instagram. Below the article is a large quote from Jen Taler, Operations and Creative Director at Stitch Factory: "I'M LOOKING FOR THE RIGHT PARTNERS TO ELEVATE OUR EXPERIENCE AND HELP OUR DESIGNER COMMUNITY." The quote is attributed to Jen Taler, Operations and Creative Director at Stitch Factory. The NRF logo is visible in the bottom right corner of the article. On the right side of the website, there is a sidebar with a 'BACK TO ALL NEWS' link, a 'RETAIL ACROSS AMERICA LEARNING LABS' section, and a 'CONNECT ON INSTAGRAM' section. The Instagram section includes a photo of a woman holding a sign that says '[THIS IS RETAIL]' and a call to action to follow @this_is_retail and tag photos with #thisisretail. Below this is a 'RETAIL IS SMALL BUSINESS' section with a photo of two people working on a laptop and a call to action to see how small retailers contribute to their communities and the economy, with a link to access the latest news and resources for small business retailers.

NRF NATIONAL RETAIL FEDERATION

NEWS ADVOCACY RESOURCES EVENTS CAREER CENTER MY NRF

< BACK TO ALL NEWS

RETAIL ACROSS AMERICA LEARNING LABS

OCT 28 RETAIL ACROSS AMERICA: SMALL BUSINESS LEARNING LAB

Oct 28, 2015
TX, Dallas

Designed for small retailers around the country, these half-day events include educational fast-track sessions as well as a C-suite panel of some of the nation's top retailers.

CONNECT ON INSTAGRAM

Follow @this_is_retail and tag your own photos with #thisisretail

SEE THE LATEST PHOTOS AND VIDEOS >

RETAIL IS SMALL BUSINESS

The overwhelming majority of retailers are small businesses, with more than 98 percent of all retail companies employing fewer than 50 people. See how small retailers contribute to their communities and the economy. Access the latest news and resources for small business retailers.

SMALL BUSINESS SPOTLIGHT: STITCH FACTORY

Margaret Case Little | September 10, 2015

Influenced by the tech community's co-working movement, Stitch Factory is a one-stop shop for fashion design and business education. As part of our Small Business Spotlight Series on Instagram, *This is Retail* went behind the "seams" to find out how the team is inspiring change and innovation in Downtown Las Vegas.

@THIS_IS_RETAIL

Find more photos and stories from retailers big and small. Follow @this_is_retail on Instagram.

"I'M LOOKING FOR THE RIGHT PARTNERS TO ELEVATE OUR EXPERIENCE AND HELP OUR DESIGNER COMMUNITY."

— JEN TALER
OPERATIONS AND CREATIVE DIRECTOR
STITCH FACTORY

NRF THE VOICE OF RETAIL

Distribution Strategies

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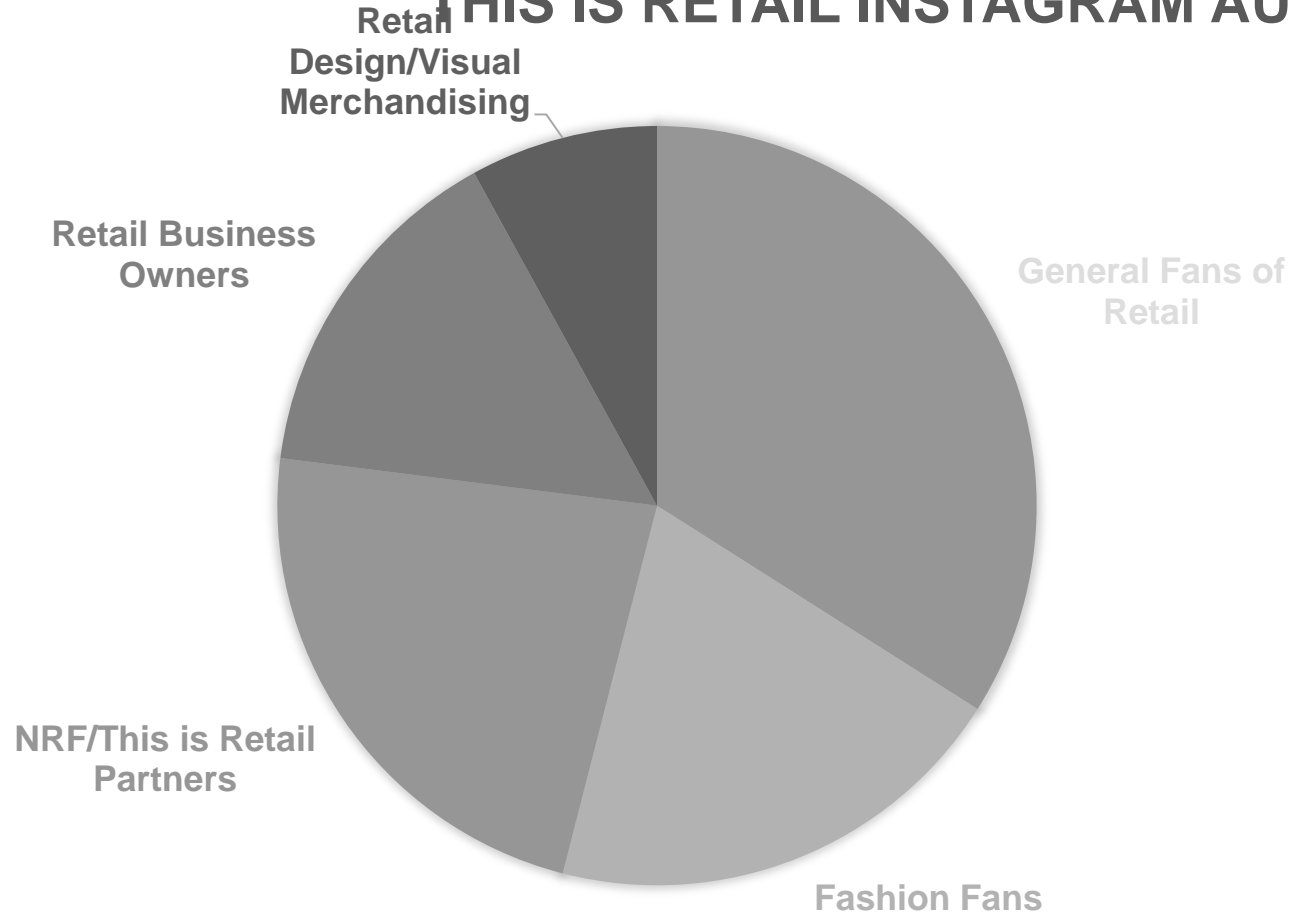
- Custom partner content
- Media pick-up



Finding Our Tribe

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THIS IS RETAIL INSTAGRAM AUDIENCE

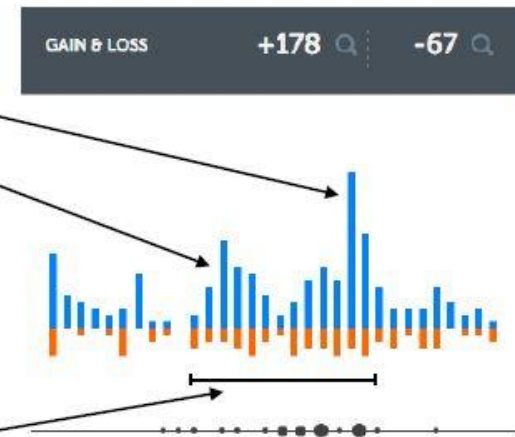


- Content calendar
 - 9-12 months: Block holidays and internal dates
 - 3-6 months: Block out strategic partnerships
 - 30-60 days: Work to finalize content ideas, captions, visuals
 - LIVE content: Flash Working Group consisting of copy editor, visual editor and brand strategist.

- Monthly Look-Back Reports
 - Top/bottom performers, follower metrics, time of day trends, filters

@this_is_retail gained a net of 111 followers in July.

- On 8/21 @this_is_retail gained a total of 23 followers
 - This date followed @orvisdogs post, which tagged @this_is_retail and saw high engagement
- On 8/12 @this_is_retail saw an increase of 13 followers
 - This growth could have occurred because of the high performing post (@happylicoffee post) from the day before
- From 8/9 - 8/22 @this_is_retail saw a pattern of significant growth in followers.
 - These dates align with the Retail Across America: New England trip, which indicates that the higher frequency in posts, brand tags, and hashtags during the trip contributed to this growth.



- Monthly Look-Back Reports
 - ▣ Top/bottom performers, follower metrics, time of day trends, filters
- Press Mentions
- Other Promotional Mentions
- Yearly Blue Sky Meeting; Monthly Strategy Meeting; Weekly Tactics and Execution Meeting

- Internal Staff – 3 employees share responsibility for strategy, development, execution, measurement (alongside their other NRF responsibilities)
- Outside Agency – develops brand creative, handles some content calendar requests (project-based)

18 Months of Learnings

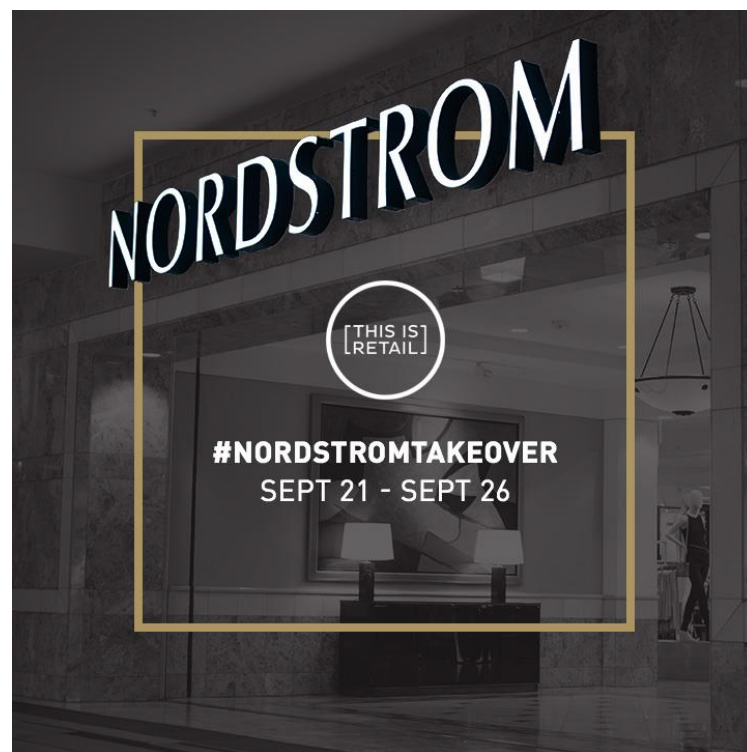
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18 Months of Learnings

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Put creative first over everything



18 Months of Learnings

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Authentic
content
sources are
worth the
effort.

18 Months of Learnings

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Find your
influencers
and
collaborate!



718 likes

21w

kirstenblowers reposting this awesome shot @laivideo took today! I had so much fun being a part of the #thisisretail small business documentary! thank you, @this_is_retail!!! #RiffraffLove

hannahjonsey So cool!!!

jillianebutler U got this!!!! 🥳🥳

♡ Add a comment...

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Keep in touch!

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Margaret Case Little
Senior Director
Comms & Brand Strategy

littlem@nrf.com

@mcaselittle