

LOCARIA CASE STUDY

LAUNCHING SHOPBOP'S (AMAZON GROUP) SOCIAL MEDIA PRESENCE IN THE MIDDLE EAST

With social media use surpassing any other internet activity within the Middle East (GCC), Locaria was tasked with increasing SHOPBOP's presence by activating on the brands social channels in the region.

OUR OBJECTIVE

Given the sheer volume of social media users in the GCC and SHOPBOP's relatively small social presence, Locaria set out to improve the following metrics:

- o Increase the amount of engaged social followers
- o Increase traffic to the SHOPBOP website
- o Increase revenue to the SHOPBOP website
- o Improve overall brand awareness

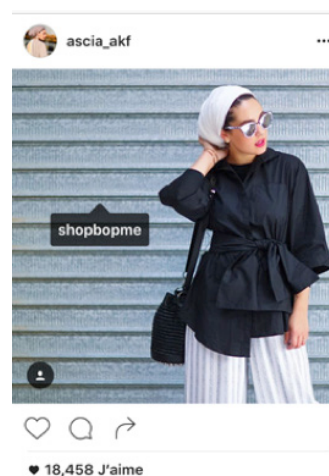
Through local market analysis and leveraging our previous experience executing social strategies in the region, the platforms selected for this project were Facebook, Instagram and Snapchat, with a focus on the UAE, Saudi Arabia and Kuwait.

Middle Eastern audiences place particular weight behind Key Opinion Leaders (KOLs) and typically include them within the buying cycle more than any other region. This meant that they were selected as the core focus of Locaria's social strategy, in order to not only improve social shares, but to captivate their existing and new audiences.

WHAT WAS ACHIEVED?

Given the opportunity for social growth within the GCC, it was necessary to utilise technology innovation, accurate measurements and applied local market knowledge, to ensure that content investment decisions were both robust and performance-driven.

KOLs were offered the opportunity to select products from popular ranges which suited the look and theme of their personal social channels. They were then asked to create unique content and posts using the products, whilst tagging or linking to SHOPBOP within the description.



Locaria created an outreach strategy which leveraged both the agency's existing network of fashion influencers in the region, and curated targets which had been identified for the brand. To help measure the qualitative elements of the influencer strategy, the KOLs were divided into tiers based on social followings, engagement levels, and perceived stature (from a local level perspective) within the fashion industry.

The tiers were made up as follows:

Tier A: More than 100,000 followers

Tier B: 50,000 - 100,000 followers

Tier C: Under 50,000 followers

This was an important factor in determining that the correct amount of time, resource and budget was invested with the KOLs. The total influencer budget was deconstructed into varying amounts, dependent on the tier the KOL was categorised within. To supplement this organic strategy, Locaria launched direct response biddable campaigns, amplifying content produced by KOLs, and ensuring that every

action was made with the three objectives in mind; traffic, revenue and brand awareness.

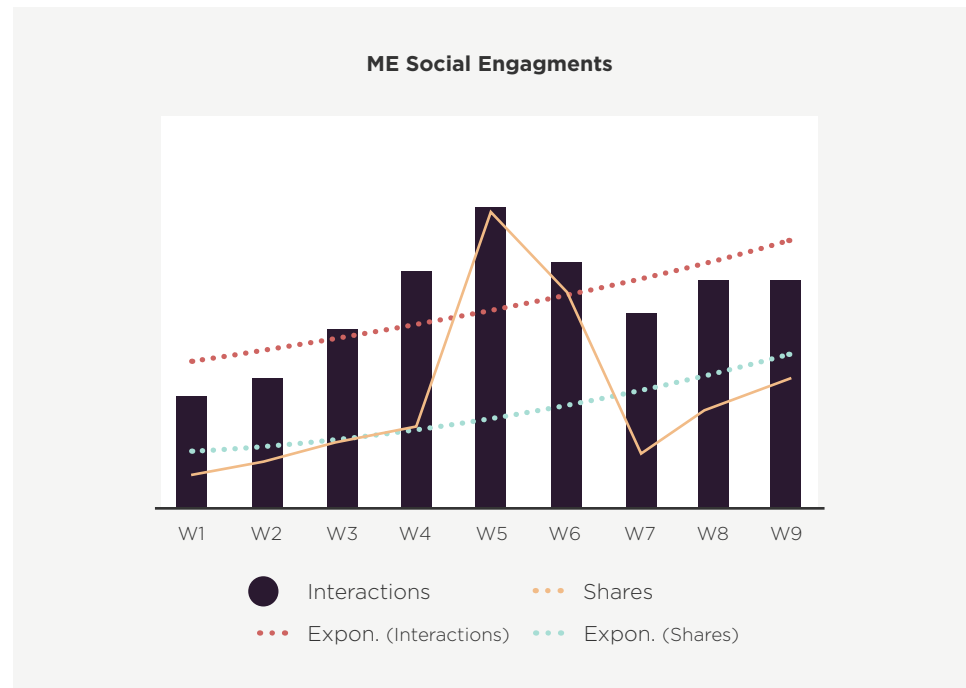
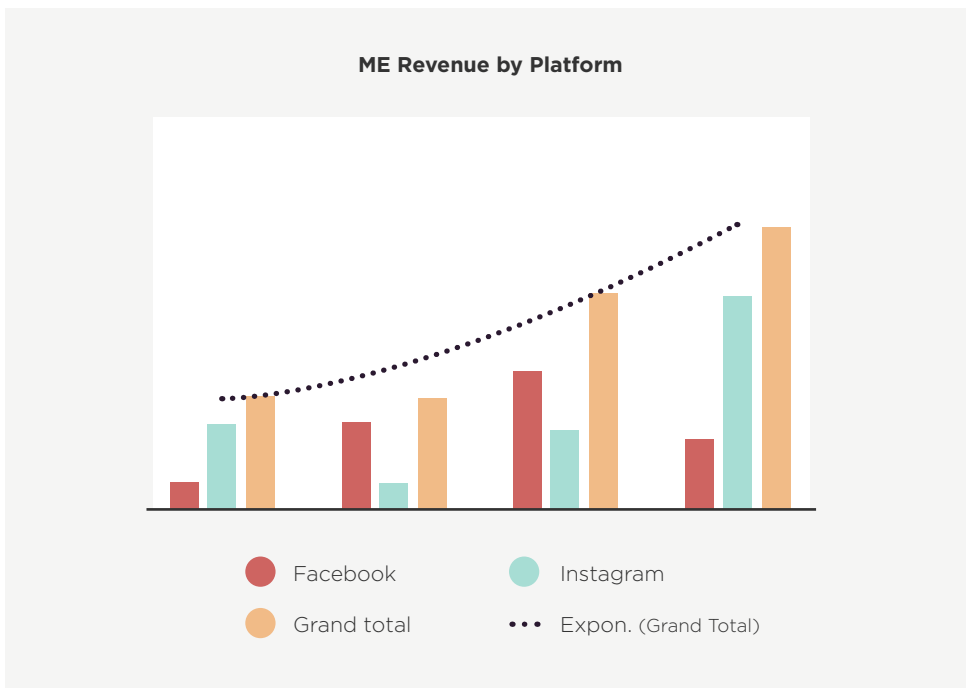
In order to meet these KPIs, it was crucial to carry out continuous optimisation throughout the process. A/B testing was carried out on all creative elements, including content themes and images. This activity was supported by a process in which the best performing organic posts were analysed using real-time technology and alerts, allowing for on-the-fly additional investment to further boost reach, engagement and click throughs to the website. It was imperative that social media channels were created, and managed with the local markets in mind.

Locaria were able to leverage a team of in-market native linguists, to ensure posts applied regional dialects, while keeping to the brand's tone of voice and particular interests of each audience. This highly bespoke social strategy ensured consistency across both organic and paid social posts, and ensured maximum relevancy in messaging across geographies.

RESULTS

Two months after the initial launch of Arabic social activities, we had already increased the amount of revenue generated through social activity by over 100%. This included a doubling of revenue sourced on SHOPBOP’s most popular social channel - Instagram, a platform which is typically measured more on softer ‘brand metrics’, rather than performance marketing measurements, such as revenue.

The weekly traffic to the website increased 2.6 times, whilst website engagement improved by 17% within the first 2 months.



The number of weekly interactions doubled after the 2nd month and weekly shares from the official profiles accelerated by 4 times within the same time frame.

SUMMARY

Locaria was tasked with improving brand awareness, increasing social traffic and bringing extra revenue to the website. Locaria delivered strong results by successfully collaborating with KOLs, and producing unique content which had been specifically targeted to the nuances of each unique market in the Gulf region.

The resulting performance improvements indicated that the increased relevance and more targeted messaging of social posts led to a higher volume of engaged users via social and increased the level of traffic to SHOPBOP website. Ultimately delivering an effective new channel for driving revenue.

Following the success of this regional social strategy, SHOPBOP decided to branch further into online PR activity. This included a collaboration with ITP Publishing Group, who placed articles in Marie Claire and Harper's Bazaar.



For further information, please contact:

hello@locaria.com

+44 (0)20 3476 3725

www.locaria.com

