

Case Study:

US Retail: Post-Christmas Sales

Facebook performance of select US Retailers
during the post-Christmas period



Introduction



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For many American consumers the shopping season doesn't end at Christmas. In fact, with so many consumers purchasing products with gift cards or exchanging unwanted Christmas presents for other products, it is no wonder that this is one of the busiest times of the year for many retailers.

Similar to recent developments in the sales phenomenon surrounding Black Friday, in which Friday is no longer the day in which the deals begin, post-Christmas sales are actually beginning before Christmas. In 2011 some retailers began going live with the "post-Christmas" sales as early as Dec. 23. Since the Christmas Eve of 2012 fell on a Monday, we decided to set the start date on Friday, Dec 21. So lets see how these select Retailers performed on Facebook during this busy shopping period!

save up to 50%
in store through
Christmas Eve.



The Brands

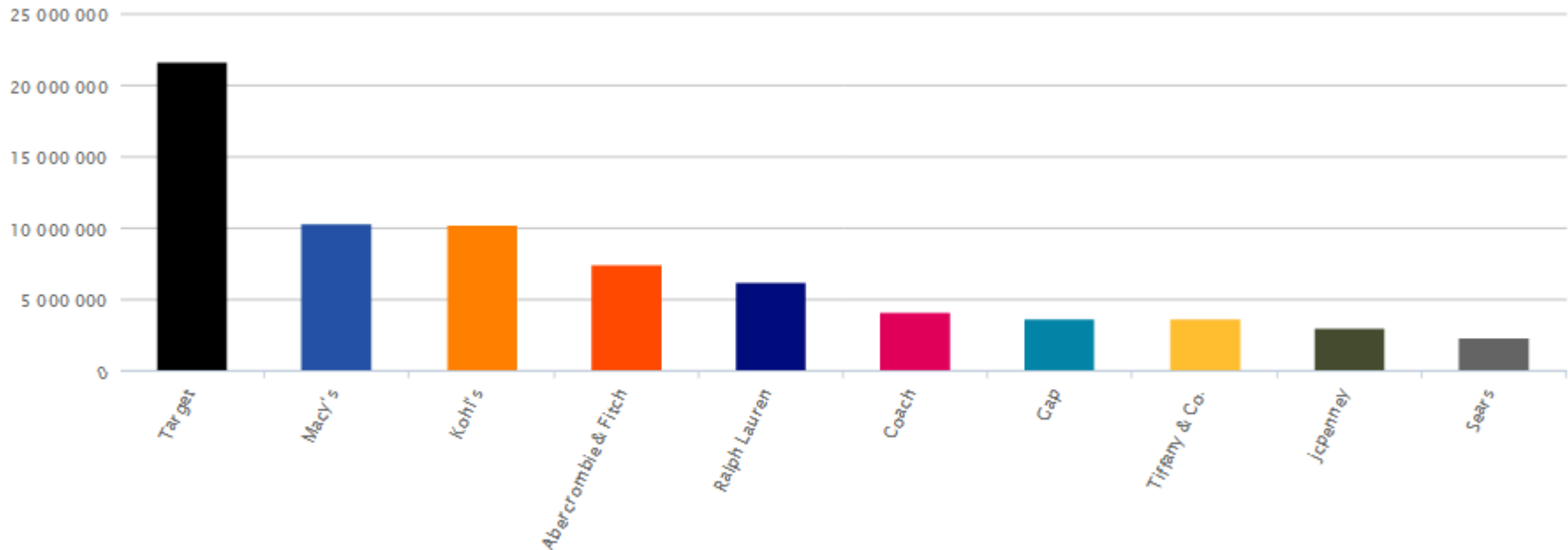


The selected brands are: **Macy's, Target, Kohl's, Abercrombie & Fitch, Ralph Lauren, Coach, Gap, Tiffany & Co., jcpenny, Sears and Nordstrom.** The period monitored is one month: From the 21st of Dec 2012 – 21 Jan 2013.

Facebook Fan Growth



Total Fans
from Dec 21, 2012 to Jan 21, 2013






- » Even though Fan growth is not the only important metric, its measurement is indicative of brands ability to attract new Fans to their Facebook Page and how well they are at engaging with their current Fans.
- » During the monitored period, GAP was the most successful by attracting a stunning **586.881 new Fans**, followed by **Macy's (+358.777)** and **Target (+286.395)**. The fastest growing Page was **GAP**, which had over a **19% increase Fans**.

Engagement and Interactions



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Socialbakers believes that measuring Fan engagement is one of the most important metrics for understanding the effectiveness of social media content and campaigns. Engagement Rate is not only a telltale metric for showing how interested your Fans are in your content, but it also correlates with the “reach” of your post (How many Fans you are able to interact with).

	Your Engagement Rate	↔	The Reach you Get
 LOW	lower than 0.01 %	↔	less than 10 %
 MEDIUM	0.01 % - 0.1 %	↔	10 % - 20 %
 HIGH	higher than 0.1 %	↔	more than 30 %

- » During the monitored period, **Tiffany & Co** had the highest moving average post **ER (1,2678%)** followed by **Coach (0,315 %)** and **Nordstrom (0,2362 %)**. The **least** engaging brands were **Target, jcpenny and Sears**.
- » Regarding the **absolute number of interactions** received, the most successful retailer was again **Tiffany & Co**. which attracted a total of **1,330, 297 interactions**, followed by **Macy's (964.799)** and **Kohl's (761.426)**.

Social Customer Service



In mid-2012 we conducted a study to find out how brands are leveraging social media to improve their customer care. The results revealed that a shocking **25%** of Facebook Pages had closed walls and that Page admins **ignored 70% of the questions** they received. That's why we decided to start the conversation about social media customer care and introduced the **"Socially Devoted"** concept , a new standard and benchmark for brands across all industries.

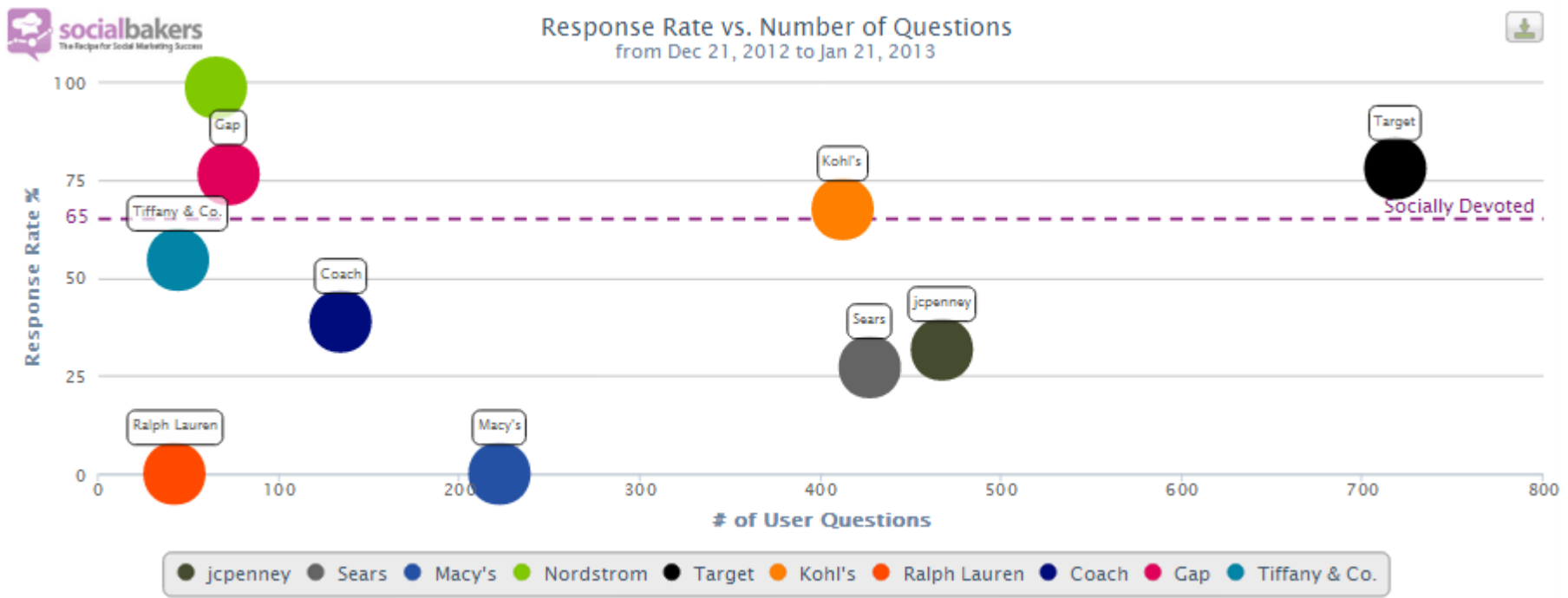
Since publishing the study, Socialbakers has constantly challenged brands to open their Facebook walls to induce productive dialogue, to respond to at least 65% of the questions received and to do so as fast as possible. We have been awarding successful companies with a certificate to provide them with a competitive advantage and give them a sense of fulfillment of their social media management teams. And we are pretty happy that quarter by quarter we can see improving results.

Saying that we also focused in this study about how selected Retailers use social media for customer service whether they allow fans to write on their Facebook walls and if they do whether they respond their questions or ignore.

Response Rates to User Questions



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- » The only brand **not** allowing their Fans to post on their Page is **Abercrombie & Fitch**
- » **Ralph Lauren** is the only retailer who allows Fans to post on their wall while not responding to any Fan questions.
- » **Macy's** has an interesting strategy, which is that they do not reply to user questions as "the brand," but instead reply from the Profiles of their social media management team.
- » **Nordstrom** had the highest response rate, an amazing **98.48 %** (answering 64 out of 65 questions)
- » **Target** answered the largest amount of questions – a total of **559 with a RR of 77.86 %**.
- » Two more retailers qualify as Socially Devoted companies: **Gap and Kohl's**

Customer Centricity



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sears

We believe it is essential for every brand to try and know their customer. A very similar approach should be applied when talking about Facebook Fans. Because ultimately who are your Fans? The answers is simple: Your Fans are customers – existing, former or prospective.

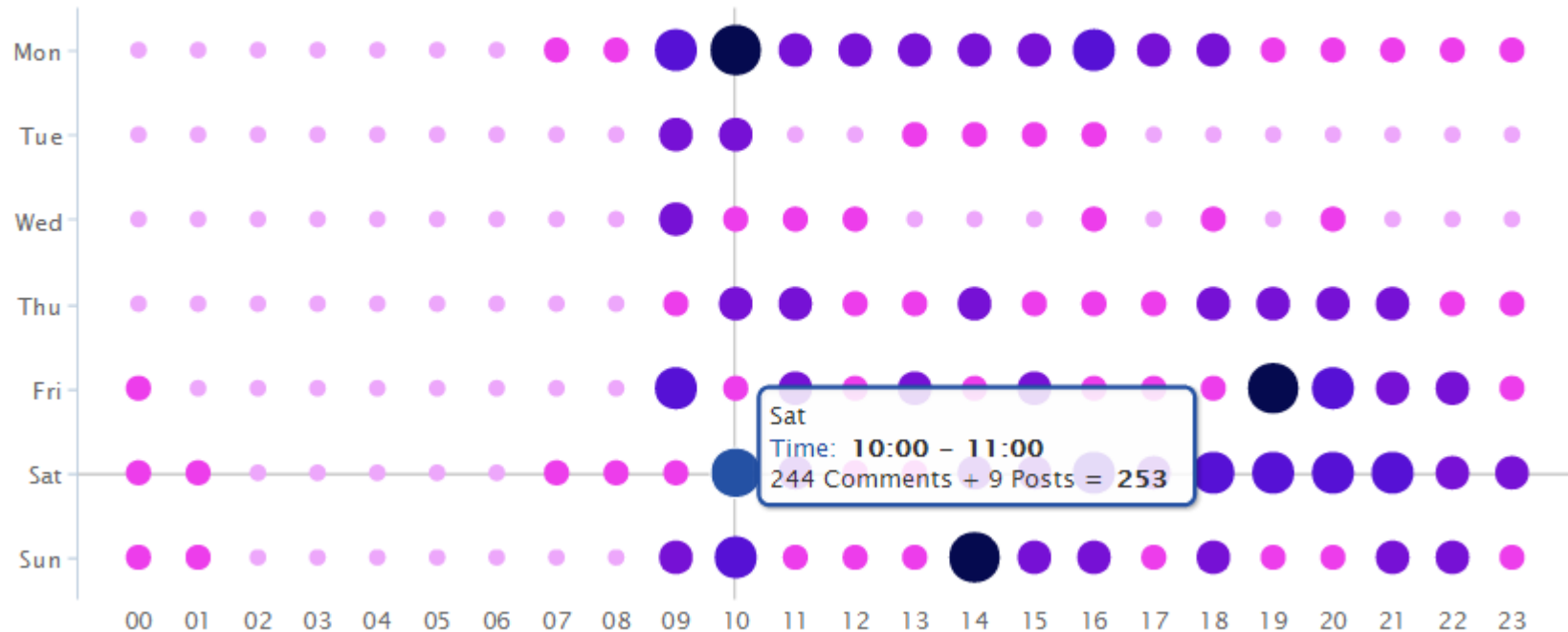
When are my fans active?



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Macy's User Activity
from Dec 21, 2012 to Jan 21, 2013






- » It is necessary to analyze the hours in which your Fans are active on your Profile. Community management is not a “9 to 5” job. You need to know when to post and proper timing is essential for reaching your Fans from an “Edge Rank” (Facebook algorithm affecting Reach) perspective. A fresh story is more likely to appear in your Fans’ newsfeed than an old one. It is also important to mention that the **majority of engagement occurs within minutes after a post is published.**

What to do with Key Influencers?

 [Target](#)

If the name is a number (ID), the user's profile is either set to private or deleted. Download: [\[csv\]](#)

#	Name ?	Posts ?	Comments ?	Total ?	Last activity ?	
1.	 Lucile P. Beriault	0	123	123	Jan 20, 2013 21:39:58	details
2.	 Melissa McLaughlin	0	70	70	Jan 21, 2013 17:37:33	details
3.	 Jennifer Stover	0	63	63	Jan 21, 2013 01:41:09	close

1	Jan 21, 2013 01:41:09	comment	Just because you live 90 miles from a distribution center do... ↗
2	Jan 20, 2013 01:18:38	comment	This is the U.S. Target page, which is a different company from Target Australia ↗
3	Jan 19, 2013 12:36:02	comment	They don't allow the toys for tots cause it's against their ... ↗
4	Jan 19, 2013 00:08:30	comment	I actually work full time and go to school full time. I also... ↗
5	Jan 18, 2013 18:09:17	comment	It's a public forum and people can post on whatever they lik... ↗

- » Key influencers, opinion leaders, evangelists – whatever you want to call them, your brand should be aware of these Fans and learn how to work with them. You can track down your brand's Key Influencers with **Socialbakers Analytics PRO**. It provides you with a list of Facebook users ranked by the number of posts or comments they have made on your Page. You can use this data for analyzing issues or topics they care about, approach them and involve them in focus groups or simply trying identifying them in your CMS for analyzing customer behavior. Not only can you do this with your Fans, but for the key influencers of your competitors as well!

Top Engaging Content



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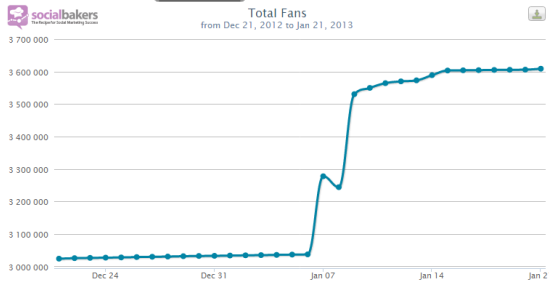
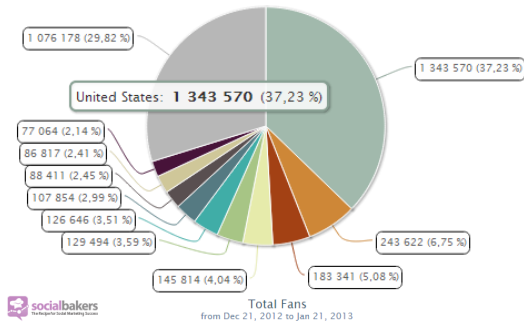


- » The most engaging post was published by **Tiffany & Co.** it received a total of **146,262 Likes, 1063 comments, 9,453 shares** and scored amazing **4.4986 % Engagement Rate**
- » The second most engaging post **by Engagement Rate** was also published by **Tiffany & Co** – it was a photo of a diamond heart ring, which had a **4.1665 % ER.**
- » The second most engaging post **by the total number of interactions** was a **Macy's** photo of Santa published on December 22 encouraging Fans to “Like this if you Believe in Santa!”

Is my Audience Global or Local?



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Country ?	Gap			
	Local Fans ?	% of Fan Base ?	Growth ?	% Growth ?
1. United States	1 343 570	37,23 %	14 265	1,06 %
2. Mexico	243 622	6,75 %	22 761	9,34 %
3. Argentina	183 341	5,08 %	257	0,14 %
4. Philippines	145 814	4,04 %	10 517	7,21 %
5. Malaysia	129 494	3,59 %	76 164	58,82 %
6. Turkey	126 646	3,51 %	15 274	12,06 %
7. Egypt	107 854	2,99 %	80 527	74,66 %
8. France	88 411	2,45 %	1 460	1,65 %
9. Indonesia	86 817	2,41 %	71 071	81,86 %
10. India	77 064	2,14 %	3 119	4,05 %

[show more](#)

- » The retailer with the largest portion of domestic fans in their fan base is **Kohl's** with **96.50%** of Fans based in the United States, followed by **Target (95.52%)** and **Macy's (94.77%)**.
- » On the other end, if we look at the brand with the most international audience it is **Gap** with only **37.23%** living in the United States, followed by **Abercrombie & Fitch** with **38.03%** and **Tiffany's & Co.** with **38.08%**.



We hope that you enjoyed our **US Retail** case study.

If you have any further questions, please do not hesitate to contact us.

You can reach our support team at support@socialbakers.com.

Contact Social Media Experts
experts@socialbakers.com

Get more information at
analytics.socialbakers.com

