

MARKETING

## Is your operation capable of cashing checks your marketing is writing?

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*Promotional image for Bloomingdale's sweepstakes*

By BRIELLE JAEKEL

NEW YORK A DAC Group executive at the MMA SM2 Innovation Summit 2016 explained that marketers must back up efforts detailed within marketing content at the local level.

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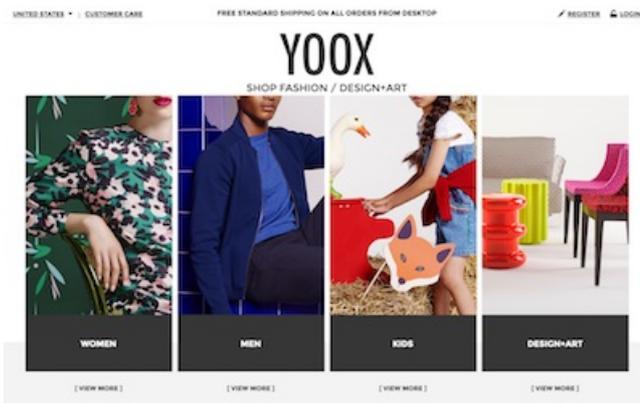
During the session, "Delivering Integrated Personalized Experiences Through Localization," the executive stressed how important it is for large brands to make sure they are backing up claims within national and international marketing pushes. Customers are equipped with a wide range of online tools to share their negative experiences, which means local stores and locations need to match the marketing efforts of corporate.

"It used to be that as marketers we would do our job and it really did not matter about the delivery side of things," said Nasser Sahloul, vice president of digital strategy at DAC Group. "But today if we make a promise in digital media and it is not backed up in the operations side of the business, especially at a local level, people can leave a rating, a bad review and blast you online.

"So ask yourself internally, is your operation capable of cashing the check you are writing in marketing," he said. "If you are not, you are instantly making your job more difficult."

### Local responsibility

Luxury marketers that are sharing nationwide or international campaigns that advertise services or products as well as digital experiences need to back up their claims, especially on a local level. For instance, if a retailer advertises an order online and pickup in-store campaign and a customer has a dissatisfactory experience at their local store, they have a wide range of tools to express their concerns to the public.



### *Yoox's update values localization*

Online platforms such as Yelp, Facebook, Twitter and Amazon allow consumers to express their concerns and negative experiences, which can significantly influence others. Marketers must back up their marketing claims.

Leveraging localization tactics can really benefit marketers in driving personalization based on timing within the customer journey. While demographics and consumer history are highly important, knowing where a customer is can help target them with highly personal efforts that can drive experiences as well as sales.

Brands and retailers should consider incorporating local phone numbers into their Web sites and information on search engines, as consumers are 20 to 100 percent more likely to call. Consumers are significantly deterred when seeing that a number leads to a call center, and prefer calling their local stores for better information.



### *Sotheby's pushes local efforts in China*

National and international brands need to focus all their efforts on a local level to help compete with the small businesses that can afford to put all their attention into their sole location. Big brands with thousands of bricks-and-mortar locations tend to focus on a national level, but the more local their marketing efforts the more consistent their brand ideal can be.

### Local examples

Department store chain Bloomingdale's inspired local-level initiatives by asking consumers to say anything with a user-generated content contest that solicited for text over photos.

Continuing its omnichannel efforts around its 100 Percent Bloomingdale's campaign, the retailer hosted a mobile-only sweepstakes that centered on adding a creative touch to a word. This different approach to a social contest may give Bloomingdale's new insight into its audience, while spreading its visual campaign narrative through its followers ([see more](#)).

Also, online retailer Yoox valued localization with its revamped Web site and mobile application that upgrades the user experience.

The new YOOX offers consumers enhanced customization features that have been developed around the user's geolocation. Previous buying history and real-time browsing behavior are also taken into consideration for an intuitive shopping experience ([see more](#)).

"Not that long ago the idea of building mobile first was an alien concept," Mr. Sahlool said. "But to this day it is remarkable how disjointed these experiences are between desktop and mobile."

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