

INTERNET

Email favored for Mother's Day marketing

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By RACHEL LAMB

Many luxury brands are using email for Mother's Day marketing and driving transactions in numerous ways including free shipping or discounting, invitations to ecommerce and adding sentimental value.



Brands and retailers including Cartier, Diane von Furstenberg, Marc Jacobs, Saks Fifth Avenue, Lagos and Neiman Marcus are drawing attention to themselves and hoping to promote sales through online and physical store locations. With Mother's Day around the corner, a quick note from a favorite brand could entice consumers to spend at the last minute, especially with limited-time offers as part of the deal.

"One of the many benefits of online marketing is that there are many dimensions and options for ways to share and communicate messages," said Nick Heys, CEO of [Emailvision](#), London. "Integrating your message provides your brand with more opportunities to reach and engage with your customer.

"Email marketing is always an effective way to deliver your marketing message, be it a daily or seasonal information you want to share with your prospects and customers," he said. "However, for an email strategy to be effective, the message and its call to action must be meaningful and relevant to those opening your emails."

Female marketing

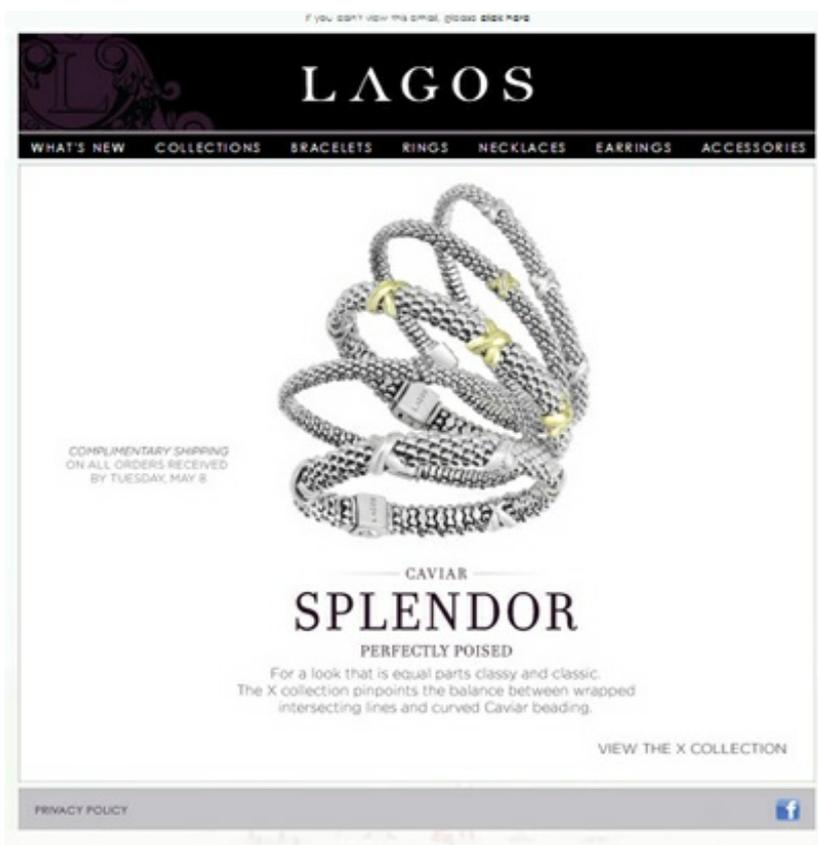
Luxury brands are sending emails to their most valued customers with many offers.

Some brands are sending multiple reminders, such as department store chain Saks Fifth Avenue and jeweler Lagos.

Saks' emails started mid-April with a gift guide that featured bags and accessories. It sent another guide with watches and jewelry a few weeks later.

The retailer has been sending emails every few days as Mother's Day grows nearer to remind consumers and hopefully drive transactions. Saks' emails link to the Mother's Day section on its ecommerce site.

Philadelphia-based jeweller Lagos also has the same idea. The brand is sending out emails every few days with ideas "for her" that link to its Web site.

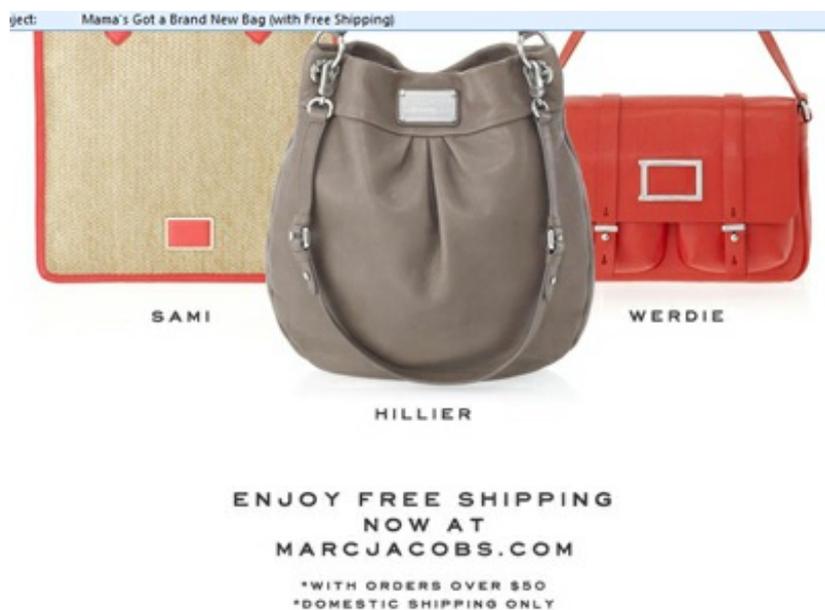


Lagos' Mother's Day email

Other brands are offering specific discounts and exclusives for Mother's Day.

For example, Neiman Marcus is offering not only free two-day shipping, but a 65 percent discount on Mother's Day gifts as part of its two-hour "midday dash" daily sale.

In addition, Marc Jacobs' email entitled, "Mama's got a brand new bag" offers free two-day shipping on bags from the spring/summer 2012 collection.



Marc Jacobs' Mother's Day email

Other marketers are appealing to consumers' sentimental nature through emails.

For example, Diane von Furstenberg included an image of the designer and her daughter with a quote from Ms. Furstenberg, "We dress mothers and daughters." It includes a link to the brand's ecommerce site.



Diane von Furstenberg's Mother's Day email

"Mother's Day is a holiday focused as much on the giver as it is on the receiver," said Dalia Strum, president of Dalia Inc., New York. "It is based on emotional triggers including, love, appreciation and even slight guilt.

"These emotional triggers can be especially conveyed through email marketing on the many reasons to purchase mom a present this holiday, or even suggestions on what to purchase," she said.

Complements needed

In addition to email, fashion label Michael Kors is tapping its fans for a contest that lets consumers enter to win one item per day until Mother's Day via a Facebook app that, for the first time for the brand, is mobile-compatible ([see story](#)).

Also, Lagos' email campaign is complemented by special mailers that highlight the brand's newest collections and with digital calls to action.

Many marketing experts believe that a multichannel approach is necessary when marketing for Mother's Day ([see story](#)).

"Email marketing is still a viable strategy because it drives response rates as well as immediate call-to-actions, which provides the opportunity to generate immediate revenue," Ms. Strum said.

Since email is an opt-in channel, it is likely that consumers on a list are loyalists who enjoy interacting with the brand. Therefore, this makes email a lucrative medium for holiday marketing.

Another point of note about email campaigns is that marketers can really customize their messages to get into consumers' minds and hearts.

"Online marketers must see customers as individuals and build one-to-one relationships with them," Emailvision's Mr. Heys said. "To do this effectively, you must know your customer well and you accomplish this by analyzing your customer data.

"Be engaging, create excitement and through each online channel bring to life the experience your brand provides," he said. "Test, measure and monitor your subject line and campaigns to see how different messages, images and offers resonate with your customers."

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York