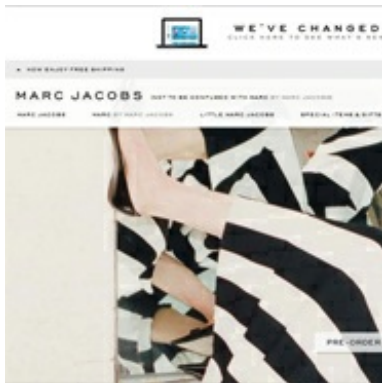


INTERNET

Marc Jacobs generates social, mobile engagement to boost ecommerce

November 26, 2012



By ERIN SHEA

Marc Jacobs Intl. is revamping its Web site and enhancing its mobile optimization to increase online traffic and captivate consumers with improved visuals, mobile commerce features and social sharing options.

[Sign up now](#)

[Luxury Daily](#)

The Web site now offers a high-impact visual experience including larger product images, social integration, mobile optimization and PayPal integration. The brand also added the MyMJ account to give consumers a more personalized online experience.

“With the marked increase in both mobile browsing and mobile sales, we sought to create a more visually pleasing, easy to use and ultimately rewarding experience for our clients by balancing usability with functionality,” said Daniel Plenge, director of digital for [Marc Jacobs Intl.](#), New York.

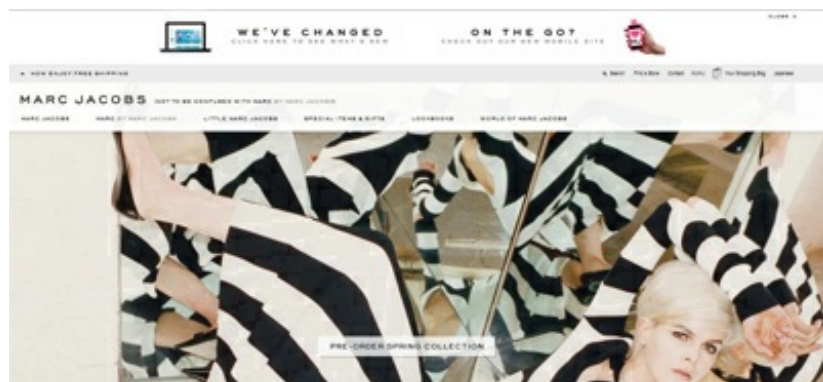
“The new site will better the consumer experience and result in not only increased sales, but deeper engagement with our fans and customers,” he said. “The layout itself is more fluid, user-friendly and intuitive.

“Consumers can expect a high impact visual experience with larger images and a wide-screen/HD monitor optimized design, a more immersive and personal World of Marc

Jacobs experience and a complete social integration of our various platforms.”

Social sharing

Marc Jacobs’ redesigned Web site features a large social integration campaign with multiple platforms such as Facebook, Twitter, Google+ and Pinterest.

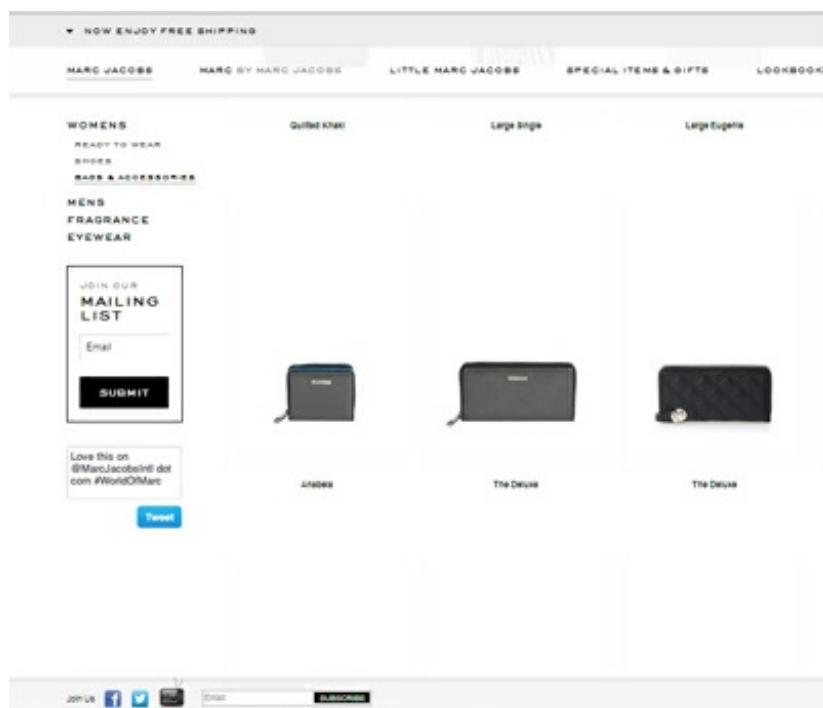


Marc Jacobs Web site

Facebook users can login to comment, “like” and share through the Marc Jacobs Web site.

Twitter users have the option to send a tweet from the product pages.

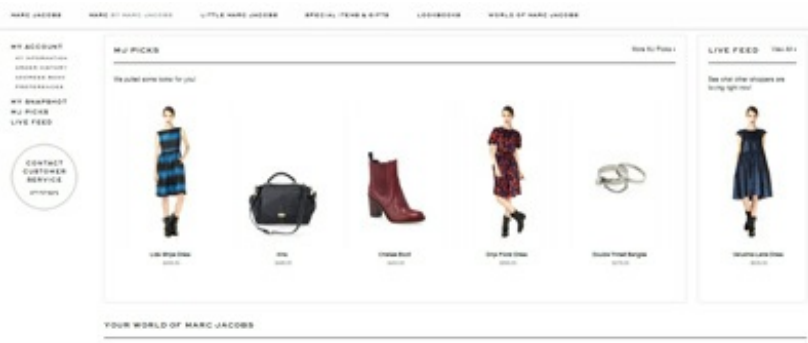
The brand is the first in the fashion industry to introduce the Tweetbox Widget to its page.



Marc Jacobs Web site

In addition, Marc Jacobs is using Storify to put together the brand’s own social updates along with its fan updates.

Also, consumers are able to customize and share their own MyMJ wish lists through the site.



Marc Jacobs Web site

The MyMJ section features a user profile that can sync with Facebook. MyMJ account page includes order history, customized collection picks, news and events from Marc Jacobs and an integrated Marc Jacobs Twitter feed.



Marc Jacobs Web site

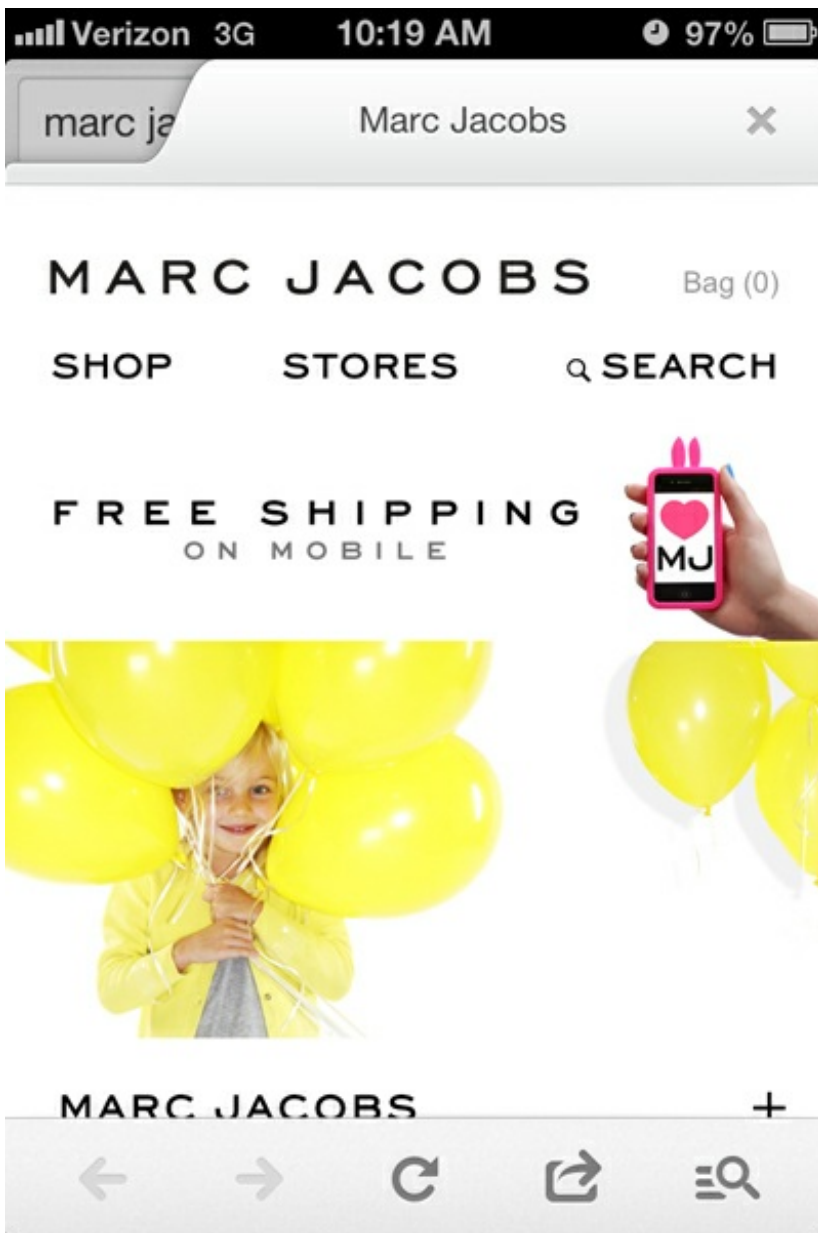
“These tools allow us to engage directly with our fans and potential customers,” Mr. Plenge said. “These platforms help us pique interest, share news and keep the conversation going beyond the purchase.

“We want to cultivate and nurture our relationships with our customers both online and off,” he said.

Mobile shopping

With Marc Jacobs' enhanced mobile platform, consumers can view and shop the collections from their mobile devices.

The content on the mobile platform is simplified for an easy-to-use experience.



Mobile Web site

“Having a mobile-optimized site will enable our customers to have a smoother experience when they are browsing on their phones,” Mr. Plenge said. “We have taken the main navigation and scaled it down to tabs so users avoid the typical frustrations that arise on Web sites that are not mobile-optimized.”

In addition, the brand has increased its PayPal integration and has extended its shipping to Canada to reach more customers.

Marc Jacobs is not the only luxury brand to boost its mobile commerce efforts.

British jeweler Boodles encouraged on-the-go transactions via its mobile-optimized Web site that streamlines browsing and purchasing functions and helps to bridge the gap between its in-store and digital properties.

Smartphone users can browse full collections, create wish lists, contact a Boodles store and complete purchases. The site was created as a complement to Boodles’ ecommerce site since so many consumers were accessing it via smartphones ([see story](#)).

Department store Barneys New York solidified its mobile savvy through a new responsive HTML5 site that offers consumers the same inventory that can be accessed on its Web site, as well as lets shoppers sort by gender, color, style and designer ([see story](#)).

Also, French label Balenciaga, a member of the PPR family, enhanced its mobile strategy with a new optimized site that lets consumers make purchases, browse new collections and campaigns and locate nearby retail stores ([see story](#)).

Mobile shopping is a growing consumer trend as brands work to keep their Web site mobile-friendly.

“A growing percentage of shoppers are demanding on-the-go shopping experiences and we have to make things easier for them,” Mr. Plenge said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

Embedded Video: <http://www.youtube.com/embed/GUy7YVv8QMc>

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.