

# NORDSTROM

Nordstrom, Inc. is a leading fashion retailer offering compelling clothing, shoes and accessories for men, women and kids. Since 1901, we've been committed to providing our customers with the best possible service—and to improving it every day.

We believe fashion is a business of optimism, and in that spirit we continue to grow and evolve. Free shipping and free returns, mobile shopping and exciting new retail partnerships offer us continued opportunities to serve more customers in more ways with a fresh, relevant shopping experience and inspiring style. Fashion changes. Shopping changes. Our commitment to happy customers doesn't.

# Persona

(primary target audience)



Lily Hart

## Demographics

- 50 year old woman
- Married
- Lives in the suburbs

## Social Background

- VP of International Corporate Relations
- 156K
- PhD in Political Science

## Goals and Aspirations

- Loves keeping her wardrobe up to date
- Design her home for every occasion

## Content Interests

- Loves book clubs
- Cares about self care
- Enjoys high-quality items
- Loves high end brands

## Technology and Devices Used

iPhone and Laptop, uses social medias like Facebook

# Persona

(secondary target audience)



Visual  
representation

James Jenkins

<b>Demographics</b>	<ul style="list-style-type: none"><li>● 35 year old man</li><li>● Married</li><li>● Suburbs</li></ul>
<b>Social Background</b>	<ul style="list-style-type: none"><li>● Director of IT Relationship</li><li>● 87K</li><li>● Masters in Electrical Engineer</li></ul>
<b>Goals and Aspirations</b>	<ul style="list-style-type: none"><li>● Being a great dad is top priority</li><li>● Have staple and essential pieces for every occasion</li></ul>
<b>Content Interests</b>	<ul style="list-style-type: none"><li>● Loves the outdoors</li><li>● Likes Interior Design</li><li>● Good-quality clothing</li></ul>
<b>Technology and Devices Used</b>	iPhone and Laptop, uses social medias like Instagram and Facebook.

# Persona

(tertiary target audience)



**Khloe Keller**

<b>Demographics</b>	<ul style="list-style-type: none"><li>● 25 year old woman</li><li>● Single</li><li>● Downtown -City</li></ul>
<b>Social Background</b>	<ul style="list-style-type: none"><li>● Project Manager</li><li>● 85K</li><li>● Bachelors in Business</li></ul>
<b>Goals and Aspirations</b>	<ul style="list-style-type: none"><li>● Advancing in her career</li><li>● Become an Insider into more fashionable clothing</li></ul>
<b>Content Interests</b>	<ul style="list-style-type: none"><li>● Loves online shopping</li><li>● Likes Interior Design</li><li>● Shoes</li></ul>
<b>Technology and Devices Used</b>	iPhone and Laptop, uses social medias like Instagram and Facebook.

# Marketing Strategy for Loyalty Program

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- To build the Loyalty Program we considered our companies marketing objective, to increase average order value and increase the return by 20% on Ad spend, by the next 6 months.
  - Increasing trust between the customer and brand is extremely crucial for the company to increase the order value and conversion.
  - Increasing average order value, within the Engagement Stage of the marketing funnel where there is positive ROAS.
  - To utilize the potential we came up with The Loyalty program called **“The Nordstrom Insider”**.
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# Data Models

Copy of Data Models for Final Project

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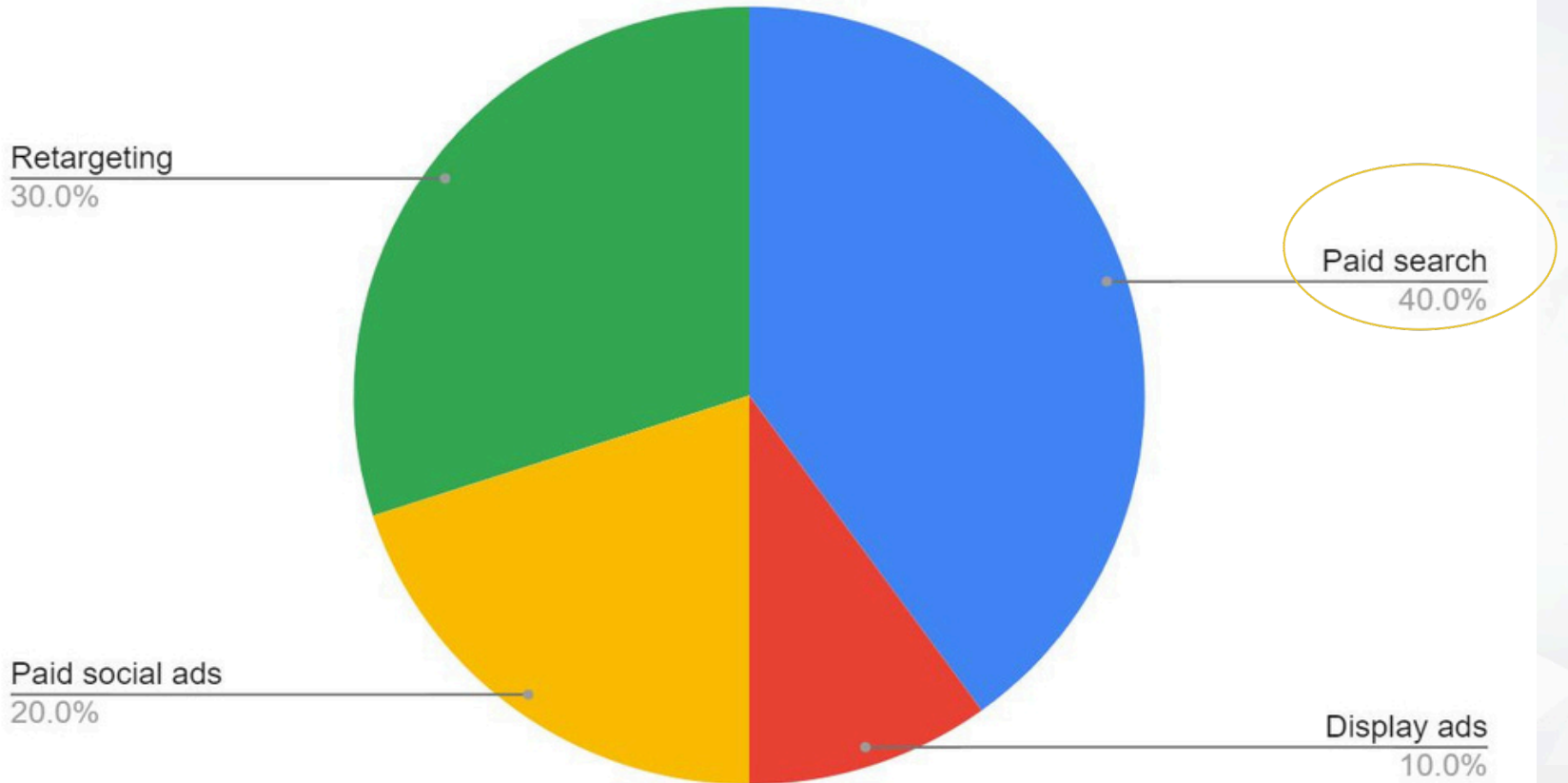
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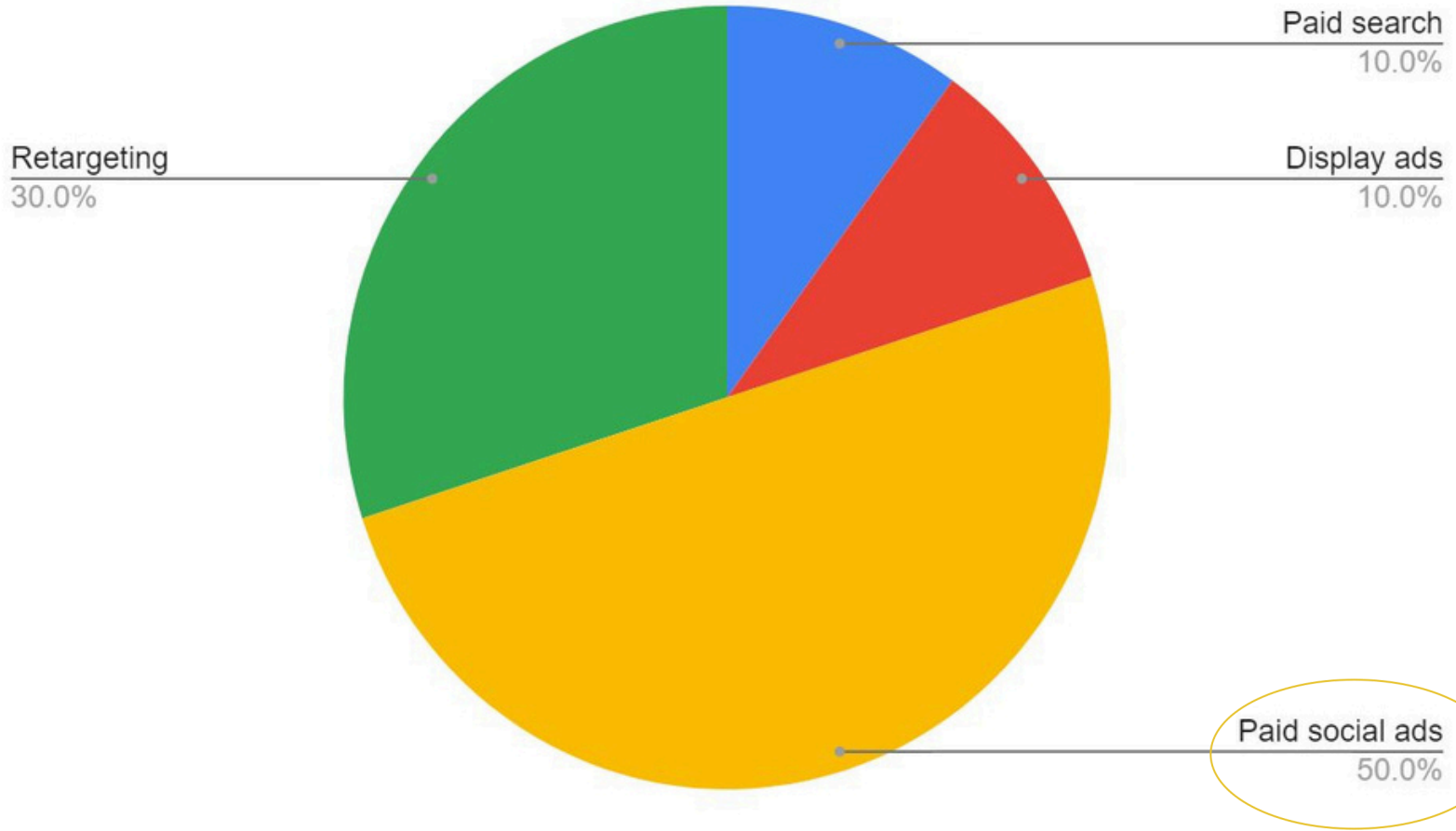
Funnel Stage

Funnel Stage	Marketing Channel	Avg Monthly Budget	Avg Monthly Impressions on ads	CTR	Avg Monthly Visitors from ad clicks	Click to lead conversion rate	Avg Monthly Leads	Cost per lead	Click to sale conversion rate	AVG Monthly Sales	Avg Order Volume	Total Avg monthly sales	Cost per acquiring a sale per customer	ROAS per sale per customer	Total ROAS	% ROAS
Awareness		\$21,938	400,000	1.85%	7,400.00	3.32%	245.47	\$89.37	1.00%	73.89	\$65.00	\$4,802.63	\$296.91	-\$231.91	-\$17,135.42	-78.11%
	Paid search	\$10,969	200,000	2.44%	4,880.00	4.00%	195.20	\$56.19	0.99%	48.31	\$65.00	\$3,140.28	\$227.05	-\$162.05	-\$7,828.74	-71.37%
	Display ads	\$3,291	60,000	0.49%	294.00	2.50%	7.35	\$447.72	0.50%	1.47	\$65.00	\$95.36	\$2,243.06	-\$2,178.06	-\$3,195.35	-97.10%
	Paid social ads	\$7,678	140,000	1.59%	2,226.00	1.93%	42.92	\$178.91	1.08%	24.11	\$65.00	\$1,566.99	\$318.50	-\$253.50	-\$6,111.32	-79.59%
Engagement		\$13,711	250,000	1.91%	4,765.93	5.53%	263.64	\$52.01	2.97%	141.42	\$65.00	\$9,192.20	\$96.96	-\$31.96	-\$4,519.08	-32.96%
	Paid search	\$5,485	100,000	2.93%	2,928.00	6.03%	176.56	\$31.06	1.75%	51.24	\$65.00	\$3,330.60	\$107.04	-\$42.04	-\$2,153.91	-39.27%
	Display ads	\$1,371	25,000	0.64%	159.25	4.13%	6.58	\$208.47	2.11%	3.36	\$65.00	\$218.41	\$408.05	-\$343.05	-\$1,152.72	-84.07%
	Paid social ads	\$2,742	50,000	1.91%	954.00	5.24%	49.99	\$54.86	4.96%	47.32	\$65.00	\$3,076.01	\$57.95	\$7.05	\$333.75	12.17%
	Retargeting	\$4,113	75,000	0.97%	724.68	4.21%	30.52	\$134.79	5.45%	39.50	\$65.00	\$2,567.18	\$104.15	-\$39.15	-\$1,546.20	-37.59%
Evaluation		\$19,196	350,000	2.09%	7,328.11	20.59%	1509.02	\$12.72	8.58%	628.47	\$65.00	\$40,850.29	\$30.54	\$34.46	\$21,654.50	112.81%
	Paid search	\$7,678	140,000	3.17%	4,440.80	22.24%	987.63	\$7.77	9.17%	407.22	\$65.00	\$26,469.39	\$18.86	\$46.14	\$18,791.07	244.73%
	Display ads	\$1,920	35,000	0.64%	222.95	17.32%	38.61	\$49.71	6.07%	13.53	\$65.00	\$879.65	\$141.84	-\$76.84	-\$1,039.93	-54.17%
	Paid social ads	\$3,839	70,000	2.07%	1,446.90	14.59%	211.03	\$18.19	8.24%	119.22	\$65.00	\$7,749.60	\$32.20	\$32.80	\$3,910.44	101.86%
	Retargeting	\$5,759	105,000	1.16%	1,217.46	22.32%	271.74	\$21.19	7.27%	88.49	\$65.00	\$5,751.65	\$65.08	-\$0.08	-\$7.08	-0.12%
Total		\$54,845	1000000	1.95%	19,494.04	10.35%	2018.13	\$27.18	4.33%	843.77	\$65.00	\$54,845.12	\$65.00	\$0.00	\$0.00	0.00%

## Current Budget Allocation



# Proposed Budget Allocation



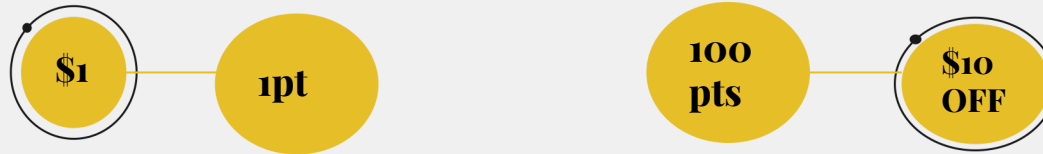
# The Nordstrom Insider

# Loyalty Program Campaign

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## 1. Point base: Early Bird Loyalty Program

with every \$1 spent you get 1 point, with each 100 points you can get \$10 off on your next Nordstrom purchase. Signup with email or phone and receive Early access to sales.



Earn 3 points per dollar  
ICON status.\*



Earn 2 points per dollar  
Influencer status.\*



Earn 1 point per dollar  
Anywhere else Visa credit cards are  
accepted.  
Nordstrom Visa credit card exclusive.\*

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# Loyalty Program Campaign

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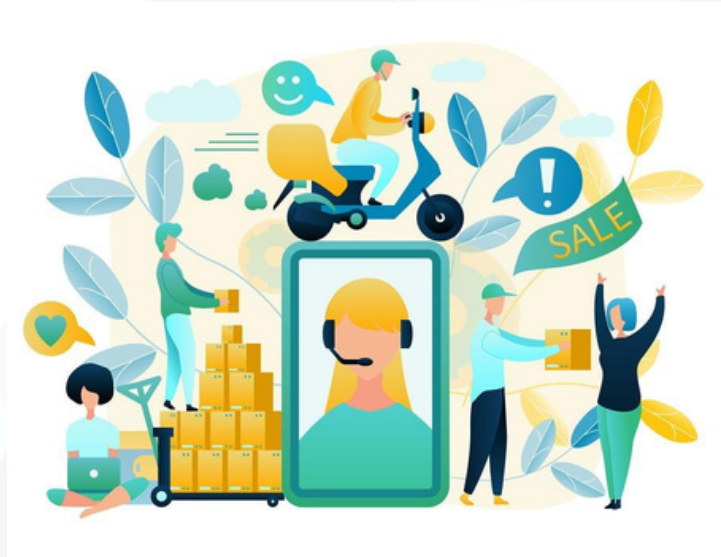
## 2. Value Base: Friendbuy Referral Program

Give your friends 20% off and you will get \$20 off after their first Nordstrom purchase and with 3 friend referral purchase, enjoy free shipping.



# Marketing Objective

To increase average order value and increase the return by 20% on Ad spend, by next 6 months.



# KPI to track Marketing Objective

1. Total Revenue








# Program Objective

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- This program is focused to retain existing customers.
- It also helps convert new customer into loyal, Returning customers.
- Driving customer retention will help generate revenue, increase referrals and achieve overall growth.
- It requires less overhead cost than revenue from new customer.



# Objective and KPI for each Marketing Channel

Marketing channel		Objective	KPI
Display		Increased CTR by 10.67%	Click through Rate
Paid Search		Increasing conversion rate by 20% in 3 month.	Conversion Rate
Paid social	 	Increase our loyalty program by 500 members in 1 month	Lead Form Conversion
Retargeting		60% customers redeem the Loyalty program points and place an order within 6 months.	Lifetime Value

# Loyalty Landing Page Layout

**NORDSTROM**

**Search**

**SIGN IN**

**Stores**

**Purchases**

**Holiday deals**

**Women**

**Men**

**Kids**

**Young Adult**

**Home**

**Beauty**

**Designer**

**The  
Thread**

**The Nordstrom Insider**

**My Reward**

**Nordstrom Credit Card**

**FAQ**

**Terms and Condition**



**Nordstrom credit card**

**Early bird  
\$1=3 point**

**Friendbuy  
Get \$20**

**Apply Now**

**Redeem Now**

**Unlock now**

**Get email updates**

**Email Address**

**Sign up**

# Visualizing the Funnel

Once a member decides to share their referral code with a friend, they will be directed through the funnel stages.

## FriendBuy Referral Funnel Stage



# Budgeting

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- In engagement stage of funnel we see comparatively paid search is not doing well and the budget is high, with us choosing loyalty program paid search won't make more sense since people won't search for loyalty programs.
- Our daily budget was \$5,485 for the paid search but since it is not doing great and ROAS is also negative so we strategize to re-allocate that amount and reduce the monthly budget to \$2000.
- Our monthly paid social ads budget now is \$6,227, which will help promote experiential rewards ultimately leading to conversion with less ad investment per order.

Funnel stage	Marketing channel	Average monthly budget	New average monthly budget
Engagement	Paid search	\$5,485	\$2000
	Display ads	\$1,371	\$1,371
	Paid social ads	\$2,742	\$6227
	Retargeting	\$4,113	\$4,113

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# Budgeting Details

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Campaign	Monthly Budget	Daily Budget	Bidding
Paid Search	2000	\$67	\$5 cap
Display	1371	\$46	Set to maximize clicks
Paid Social	6227	\$208(\$104 for FB/\$104 for Insta)	Set to maximize conversions
Retargeting	4113	\$137	N/A

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# Paid Search Campaign

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Goal:

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The **first goal** is to encourage relevant customers to express interest into our clothing and home decor selection.

Objective:

Our objective is to generate more leads for the Loyalty Program within a one month period.

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# Paid Search Keywords

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Long-Tail Keywords	Short-Tail Keywords
House Interior Design	Home Decor
Home decor store	Interior decoration
Cheap Home Decor	Holiday decor
Living room decor	Women's Leggings
Framed wall decor	At home decor
Large wall decor	Christmas Ornament
Christmas Home Decor	Nike Shoes
Home Decor Shop	Men's Suit

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# Budget

## Clothing and Home Goods & Decor

This is a Google Ads forecast with our keyword plan.

Your plan can get **21K** clicks for **\$930** with a **\$30** average daily budget <sup>?</sup>



Maximize clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained

[Edit](#)

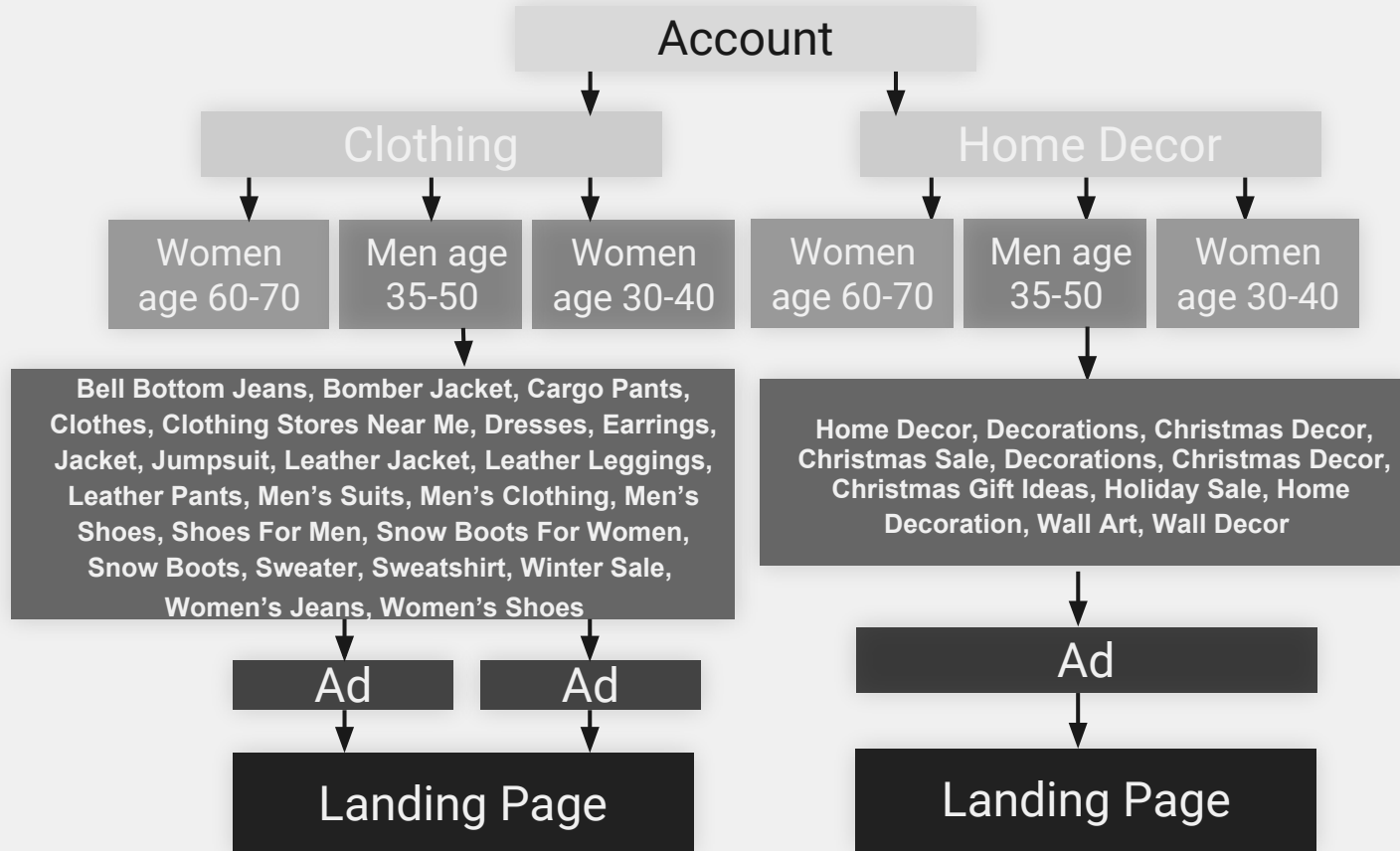
[Learn more](#)

Clicks	Impressions	Cost	CTR	Avg. CPC
21K	423K	\$930	5.0%	\$1.67

[Rate this forecast](#)

With an extended daily budget of \$65, we can get more than twice the clicks and impressions with our combined campaign ads.

# About the Search Campaign Plan



# Paid Search

Ad · [www.nordstrom.com/homedecor/loyalty](http://www.nordstrom.com/homedecor/loyalty)



## Loyalty | Holiday Decorative Accents | Winter Home Decor

Love Home goods? Buy a gift for a friend, earn points towards a gift for yourself. Loyalty Insider Program Rewards.

Ad · [www.nordstrom.com/clothing/loyalty](http://www.nordstrom.com/clothing/loyalty)



## Loyalty Program | Clothing for all Occasions | Timeless Suits for the...

Shop online for shoes, clothing, jewelry, dresses, makeup and more from top brands. Order Now, Pickup Curbside or Free Shipping.

Ad · [www.nordstrom.com/dressattire/loyalty](http://www.nordstrom.com/dressattire/loyalty)



## Dress Shoes | Loyalty Program | Holiday Party outfits

Free shipping for Insiders. Shop our selection of women's leather pants and trending shoes.

# Why Display AD?



- They are visually appealing and increase brand visibility
- They are targeted and also support retargeting which is our strategy.
- They reach consumers on the go and block the competition which will eventually increase sales.

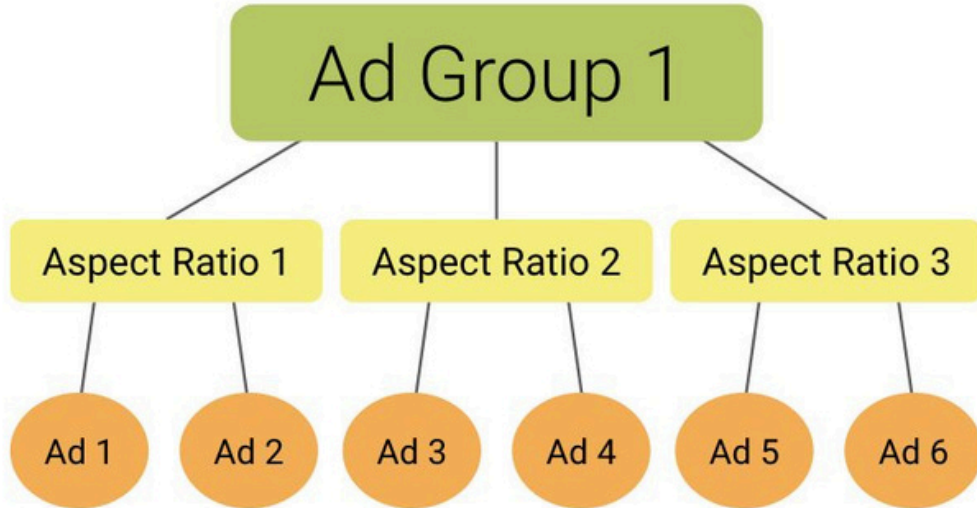
# About the Display Ad Plan

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- ❖ Audience targeting details: Audience age 18-74, Male and female, Income \$60000-\$400000 .
- ❖ Demographics & interests:
  - Gender: male, female, Unknown,
  - Age: 18-65
- ❖ Geolocation: All USA
- ❖ Brand safety considerations:
  - Website that provides fake news.
  - A website that provides extremist messages.
  - Bot traffic
  - Sensitive information about the disaster or calamities.
  - A website that promotes sexual content.
- ❖ Objective: use the loyalty program and purchase
- ❖ Campaign goals: Lead, Sale
- ❖ KPI: Number of leads, conversion Rate,

# Display

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## Ad #1: Aspect Ratio : Square image.

- 1 JPG or PNG
  - **Max file size:** 150KB
  - **Size:** 300 x 250 pixels
  - **Headline:**Free shipping Free Return
  - **Headline 2:** Give your friend 20% and get your \$20 after their first purchase.
  - **CTA:** OPEN

# Display Ad Plan

The screenshot shows the Google Ads 'Ad creation' interface. On the left is a navigation sidebar with options: Display, Campaign settings, Budget and bidding, Targeting, Ads (selected), Ad creation, and Review. The main area is divided into three sections: 'Required' information, 'Images', and 'Logos'. The 'Required' section contains a URL field with 'https://www.nordstrom.com/becomecardmember?cc=AF' and a 'Business name' field with 'Nordstrom'. The 'Images' section shows a grid of clothing items and includes instructions: 'Add up to 15 images. Learn more', 'At least 1 landscape image is required', and 'At least 1 square image is required'. The 'Logos' section shows a large 'N' logo and the instruction 'Add up to 5 logos'. Below these is a 'Videos' section with the text 'Optional (portrait and landscape around 30 seconds work best)'. At the bottom left, a status message reads 'All changes saved'. The right side of the interface shows 'Ad strength' as 'Average' and 'Websites and apps' as 'YouTube and Gmail'. A large preview window titled 'Example of your ad' displays a mobile ad for Nordstrom with a grid of clothing items, the text 'Free shipping. Free returns. GIVE YOUR FRIEND 20%. Get 20% AFTER THEIR FIRST PURCHASE', and 'CLOSE' and 'OPEN' buttons. At the bottom right, a row of small thumbnails shows various ad creatives.

# Ad Mockups- Display ADs

**NORDSTROM**

**GIVE YOUR FRIENDS 20%**

**GET \$20 AFTER THEIR FIRST PURCHASE.**

## The **NORDSTROM** Insider

◆ \$1 = 3 POINTS

◆ 100 POINTS = \$10 OFF  
YOUR NEXT NORDSTROM PURCHASE



# About the Social Media Campaign

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## Why Social?

Meet people where they already are. 77% of internet users are active on at least one Meta platform. Facebook has 2.91 billion monthly active users, 79% of those are active daily.

Targeting and retargeting capabilities make it an ideal place to reach our target audience.



- **Facebook** - The most popular social media platform for the age range 35 - 44. 36% are 45 or older. Men make up 56% of Facebook's users. On average people spend 33 minutes per day on Facebook.
- **Instagram** - The best platform to target our younger demographic. Around 60% of Instagram users are 18 - 34 years old. Male/Female demographics are split down the middle. 72% of Instagram users make purchasing decisions based on products seen on the platform. Visual first platform.

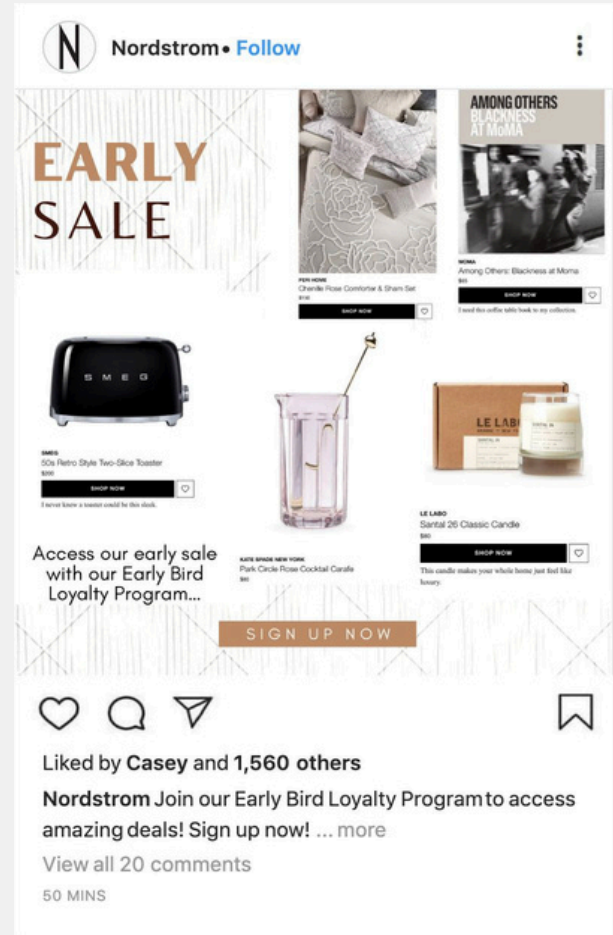
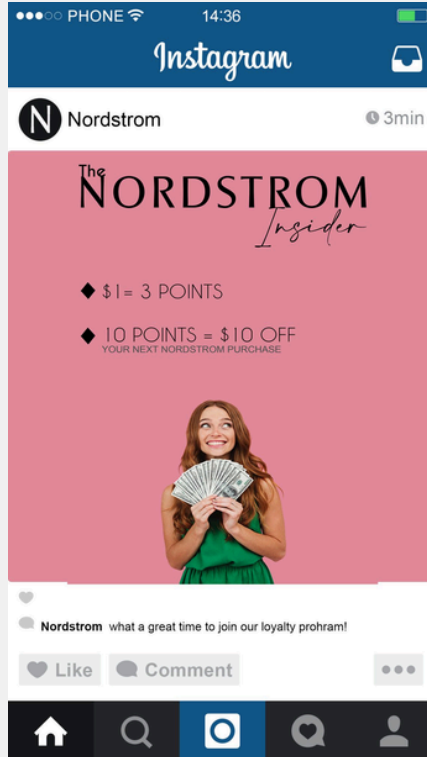
# Instagram

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- **Campaign objective:** The campaign objective is to generate leads towards joining the loyalty program.
- **Audience targeting:** Females with age range from 20-35 years old.
- **Placements:** Instagram Feed, Instagram Explore, Instagram Shop, Instagram Story- the most utilized and accessible placements.
- **Ad Creative:**
  - Multiple images with popular products, since it grabs a lot more attention when scrolling.
  - The CTA encourages the visitor to interact by signing up to the Early Bird Loyalty Program in order to take advantage of the early sale.
  - The ad creative reminds the viewer about the upcoming sale and to sign up.

# Instagram Posts



# Facebook

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- **Campaign objective:** The campaign objective is to generate leads.
- **Audience targeting:** Both female and males with age range from 25-65
- **Placements:** Facebook Feed
- **Ad creative:**
  - The image ad format was chosen because it will grab the viewer's attention with any holiday promotions for you and your partner. Enthuse members to want to shop for significant other or family.
  - This ad creative supports promotion of Nordstrom Insider and all the perks included for member during holidays and other events.
  - This post is tailored to the facebook audience because it will leave members and Nordstrom shoppers curious about the loyalty program.

# Facebook Posts

**Nordstrom (Ads)**  
Today at 6:00am · 🌐

"Jingle Bells, Jingle Bells, Jingle all the way! Oh what fun it is to decorate your Man Cave! Come pick out your next addition and a gift for your loved one because when you join our insider program you get one half price with additional purchase #mancave #homedecor #holidaydecor #loyaltyprogram




Like Comment Share

David and 4 others

**N** Today at 19:33 · 🌐

Bring in the holidays with our Nordstrom Insider perks!

Gifts for him and her!  
#NordstromInsider  
See translation



**NORDSTROM**  
*Insider*

Like Comment Share

👍❤️👹 1.035

Write something... 🧐📷👍🗑️

# About the Retargeting Plan...

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Our campaign targets the **engagement stage** of the funnel. This is the best stage to maximize return with budget, since we are focusing more on an existing customer base.



Recall:

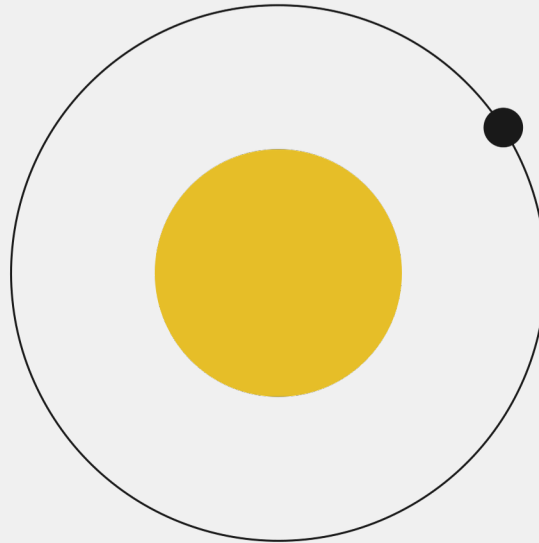
Our main goal is to increase **ROAS**, and retargeting provides additional points of contact with product and brand, which ultimately increases likelihood and frequency of conversion.

# Objective for Retargeting

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60% of return customers redeem Loyalty program points and place an order within 6 months

**KPI:** Lifetime Value

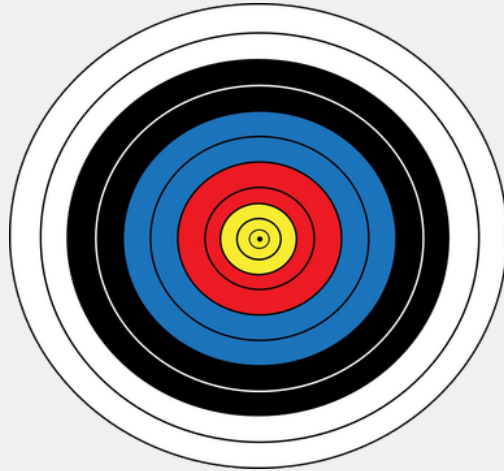


# Retargeting Audience

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Who are we retargeting?

- Email list (They have signed up for our newsletter or have made purchases in past)
- Cart abandoners
- Visitors who have searched our site but did not convert.
- High-value users
- Lookalike audience
- Customers who have been referred by a loyalty program member via referral code



# Campaign Goal and Campaign Type

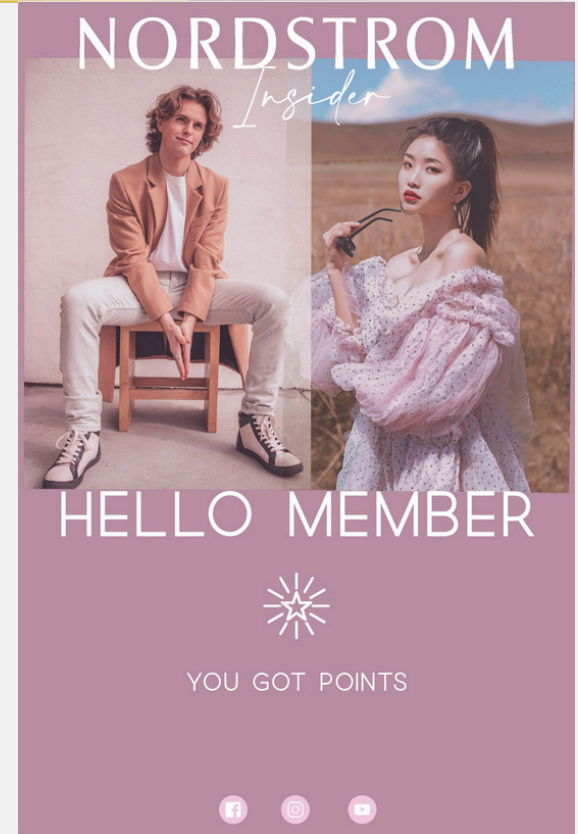
---

Campaign Goal	Campaign Type
<ul style="list-style-type: none"><li>● Increase Sales</li></ul>	<ul style="list-style-type: none"><li>● <b>Display</b> ad placement on next site they visit.</li><li>● <b>Email</b> with Friendbuy referral link.</li><li>● <b>Newsletter</b> with points-only sales where they can redeem points earned as Nordstrom Insider.</li><li>● <b>Text message</b> with coupons and deals for only Nordstrom Insiders.</li></ul>

# Retargeting Plan

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- Newsletter will be retargeting potential members of the Nordstrom Insider program.
- A “Welcome to the Club” confirmation email to members with referral link
- Report of accumulated points after purchases
- Special sales events that might accumulate greater points
- Links to website and directly to sale items
- Personalized and renews the customer journey





# **Workflows and the CRM**



# Audience Segments and Attributes

Potential Member	Loyal Member
25-45, Female & Male	35-65, Male & Female
Loves high-end materials and fashion	Shopping, Family getaways and Family time
Income \$50,000-100,000	Income \$75,000-200,000
Potential customer	Return customer

# Audience Segments and Behaviors

Potential Member	Loyal Member
Searching clothes and home goods	Direct searches for Nordstrom site
Clicks on referral code link	Clicks on link to landing page for Loyalty Program
Reads about Loyalty Program and spends time on Nordstrom site	Completes lead form and confirms email
Signs up for newsletter and sms updates	Completes purchase and receives points

# User Behavior Table

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User Behavior	Tracking	Data Source
Comment on Facebook post	User activity and profile	Facebook integration
Click on a Facebook or display ad	Link click	Facebook or website
Sign up for email newsletter and SMS messages	Form Completion	Website
Sign up to Loyalty Program	Form completion	Website
Share invite to friends	Referral Code	Website

User in demographic scrolls through Facebook - triggers ad

Paid social ad for Nordstrom Insider

Clicks on ad - triggers tracking link

Close form to continue to Nordstrom main page

Sign up for newsletter - triggers transfer of data via API to email system

Immediately

Send current letter with links to loyalty program landing page and Nordstrom

Email sent reporting points earned, CTA

Moved into Potential Member retargeting segment

Retargeting display ad

Clicks on retargeting ad - triggers tracking link

Landing page for Nordstrom Insider Program and newsletter sign up

Completes Insider Program Sign up form

Moved into Loyal Member retargeting segment

When product ships

Points accumulated

Purchase complete

Email reminder sent if shopping cart left incomplete

After 12 hours

Shopping cart page

Places clothing/items in cart - triggers data collection from website to analytics..

Clicks link to website

Shares referral code and link to Insider Page

Friend clicks link

Email confirmation sent with invite referral code. CTA to start earning points

Immediately



# Next Steps



- Seeking immediate approval and implementation
- Check progress monthly, but meet and revisit budget after one full quarter
  - AOV and ROAS
- Change ad creative once a month





# Thanks!

1-888-282-6060  
<https://www.nordstrom.com/>



CREDITS: This presentation template was created by **Slidesgo**, and includes icons by **Flaticon**, and infographics & images by **Freepik**



# Bonus: Data Dashboard

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[https://analytics.google.com/analytics/web/#/dashboard/gvWmqVqaQ\\_2XPEVUORcidw/a54516992w87479473p92320289/.useg=builtin1,builtin4,builtin102/](https://analytics.google.com/analytics/web/#/dashboard/gvWmqVqaQ_2XPEVUORcidw/a54516992w87479473p92320289/.useg=builtin1,builtin4,builtin102/)

Without campaign data to populate the tables, there are some limitations, including the Acquisitions by channel Grouping Table. Google does not have a social campaign, display campaign, or retargeting campaign to pull from for this example, but in our theoretical Nordstrom Loyalty Program campaign, those 3 categories would be present.

# Appendix—Google Display Ads

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Google Ads

<https://drive.google.com/drive/folders/1KiIMjAWOw5pyovJ-JbkIXL8JGtgWFONg?usp=sharing>

Slide 27??

# Keywords

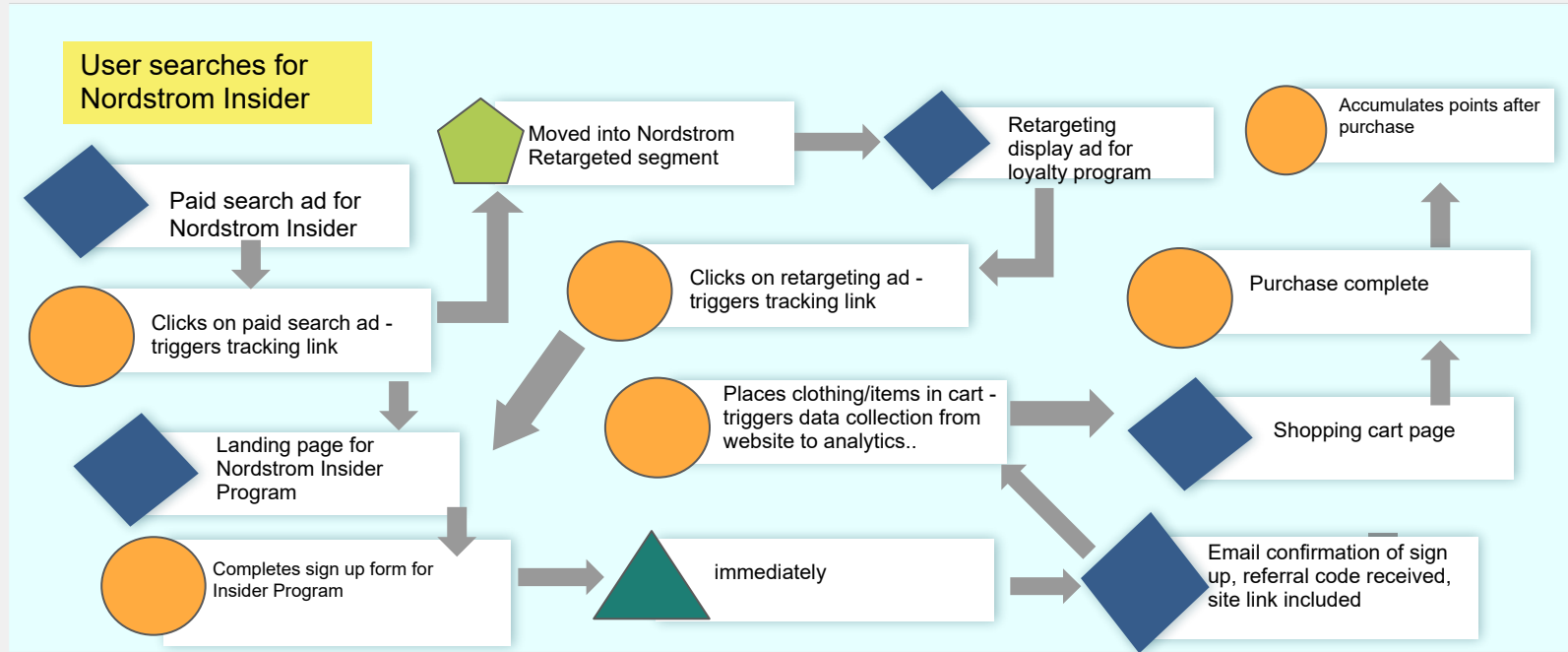
## Clothing and Home Goods & Decor

Keyword Stats 2022-12-02 at 01_50_00									
November 1, 2021 - October 31, 2022									
Keyword	Currency	Segmentation	Avg. monthly searches	Three month change	YoY change	Competition	Competition (index)	Top of page bid (low)	Top of page bid (high)
		All	1.461E7						
		United States	1.461E7						
air max 95	USD		500000.0	0%	0%	High	100	0.36	1.00
bomber jacket	USD		500000.0	0%	0%	High	100	0.73	2.95
cargo pants	USD		500000.0	0%	0%	High	100	0.58	2.16
christmas decor	USD		500000.0	900%	0%	High	100	0.49	1.25
christmas gift ideas	USD		500000.0	900%	0%	High	100	0.28	2.43
christmas ornaments	USD		500000.0	900%	0%	High	100	0.52	1.71
christmas sale	USD		50000.0	0%	0%	High	100	0.50	2.15
christmas trees	USD		500000.0	0%	0%	High	100	0.55	3.50
decorations	USD		500000.0	-90%	-90%	High	76	0.92	7.03
earrings	USD		500000.0	0%	0%	High	100	0.79	3.30
gifts for men	USD		500000.0	0%	0%	High	100	0.52	2.21
gifts for women	USD		500000.0	0%	-90%	High	100	0.52	2.52
holiday sale	USD		5000.0	900%	0%	Low	27	0.74	3.70
home decoration	USD		500000.0	0%	0%	High	100	0.60	2.04
leather jacket	USD		500000.0	0%	0%	High	100	0.49	2.28
leather leggings	USD		50000.0	0%	0%	High	100	0.86	4.09
leather pants	USD		500000.0	900%	0%	High	100	0.65	3.55
maternity clothes	USD		500000.0	0%	0%	High	100	1.60	3.32
men's clothing	USD		500000.0	0%	0%	High	100	1.27	4.14
men's shoes	USD		500000.0	-90%	-90%	High	100	0.77	3.23
nike air max 270	USD		500000.0	0%	0%	High	100	0.50	1.49
nike air max 97	USD		500000.0	-90%	-90%	High	100	0.43	1.45
ornaments	USD		500000.0	0%	0%	High	98	0.69	2.11
outdoor christmas	USD		500000.0	900%	0%	High	100	0.48	1.80
shoes for men	USD		500000.0	0%	0%	High	100	0.72	2.76
snow boots	USD		500000.0	0%	-90%	High	100	0.58	2.45
snow boots women	USD		500000.0	900%	0%	High	100	0.47	2.02
sweatshirt	USD		500000.0	0%	0%	High	100	0.60	2.85
wall art	USD		500000.0	0%	0%	High	100	0.60	2.17
wall decor	USD		500000.0	-90%	-90%	High	100	0.45	1.50
winter sale	USD		5000.0	900%	900%	High	100	0.56	2.90
women's jeans	USD		500000.0	0%	0%	High	100	1.34	3.70
women's shoes	USD		500000.0	0%	0%	High	100	0.60	2.33

# About the Automated Workflow Plan

- A Nordstrom Insider's workflow plan

(More in detail with referral in next slide)



# Appendix—Social Media ads

### Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

**Leads**  
Collect leads for your business or brand.  
**Good for:**  
Instant forms

**Ad set name**  
New Leads Ad Set

**Conversion**  
**Conversion location**  
Choose where you want to generate leads. [Learn more](#)

- Website  
Generate leads through your website.
- Instant forms  
Generate leads by asking people to fill out a form.
- Messenger  
Generate leads through Messenger.
- Instant forms and Messenger  
Generate leads by asking people to fill out a form or sending them to Messenger.
- Calls  
Generate leads by asking people to call your business.
- App  
Generate leads through your app.

[Learn more](#)

### Campaign name

Nordstrom Instagram Loyalty [Create template](#)

### Special Ad Categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

**Categories**  
No categories declared

### Campaign details

**Buying type**  
Auction

**Campaign objective**  
Leads  
[Show more options](#)

### A/B Test

Try different images, ad text, audiences, and more

### Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 14,100,000 - 16,600,000

Estimates may vary significantly over time based on your targeting selections and available data.

### Estimated daily results

Based on 7-day click and 1-day view conversion window

**Reach**  
**1.6K - 4.5K**

**Conversions**  
**4 - 16**

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Estimates may change as [people](#) update to iOS 14. [Learn more](#)

### Detailed targeting

Include people who match

- Interests > Additional interests
- Designer clothing (apparel)
- Loyalty program (coupons & discounts)
- Shopping (retail)
- Women's Shoes (footwear)

Q Add demographics, interests or behaviors

52 [Suggestions](#) [Browse](#)

# Appendix—Social Media ads cont.

## Budget & schedule

### Budget ⓘ

Daily Budget  USD

You'll spend up to \$130.00 on some days, and less on others. You'll spend an average of \$104.00 per day and no more than \$728.00 per calendar week. [Learn more](#)

### Schedule ⓘ

#### Start date

Central Time

#### End

Set an end date


[Show more options](#) ▾

## Ad setup

▾

### Creative source

Choose how you'd like to provide the media for your ad.

- Manual upload**  
Manually upload images or videos.
- Catalog**   
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

### Format

Choose how you'd like to structure your ad.

- Single image or video**  
One image or video, or a slideshow with multiple images
- Carousel**  
2 or more scrollable images or videos
- Collection**  
Group of items that opens into a fullscreen mobile experience
- Multi-advertiser ads**  
Help people discover your products when they show commercial intent and are in a shopping mindset. Your ads may appear alongside ads from multiple businesses in Instagram feed. [Learn more](#)

**Stories and Reels** ▾  
Tell a rich, visual story with immersive, fullscreen vertical ads

- Instagram Stories**
- Facebook Stories**
- Messenger Stories**
- Instagram Reels**
- Facebook Reels**

### Platforms

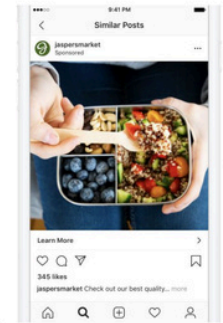
- Facebook
- Instagram
- Audience network
- Messenger

### Asset customization

6 / 19 placements that support asset customization  
[Select all](#)

### Placements

- Feeds** ▾  
Get high visibility for your business with ads in feeds
- Facebook Feed
- Instagram feed**
- Facebook Marketplace
- Facebook video feeds
- Facebook right column
- Instagram Explore**
- Instagram Explore home**
- Instagram Shop**
- Messenger inbox
- Facebook Business Explore



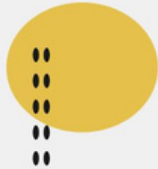
### Instagram Explore

We recommend square (1:1) images and vertical (4:5) videos.

# Appendix—Marketing Brief

## Marketing Brief:

[https://docs.google.com/presentation/d/1rvzU-9FJOVHxeta6eUPiM3pCG\\_8Qn14OTFQKywV5uKI/edit#slide=id.g1a5253aae58\\_0\\_2](https://docs.google.com/presentation/d/1rvzU-9FJOVHxeta6eUPiM3pCG_8Qn14OTFQKywV5uKI/edit#slide=id.g1a5253aae58_0_2)



# NORDSTROM

## Marketing Brief

Bianca Vanicek, Laila Sharifi, Morgann Cobb, Nikolee Escamilla, Paulina Vela, Somali Mainali

### Marketing Brief



#### The Business

**Business Category:** Specialty fashion retailing company, operating through multiple retail channels

**Company Name:** Nordstrom- <https://www.nordstrom.com/>

**Brief Description:** Leading fashion retailer offering compelling clothing, shoes and accessories for men, women and kids. Since 1901, we've been committed to providing our customers with the best possible service—and to improving it every day.

**Value Proposition:** Offer wide variety items, higher quality, leading fashion, best customer service

#### The Scenario

In the past, our marketing team has averaged a 20% ROAS across all channels in our funnel. However, recently, marketing costs have gone up, while the average amount each customer spends has stayed the same, dragging our ROAS down to 0%. Our company's head of marketing has decided that the best tactic to increase customer spending is through a loyalty program. The hypothesis is that by creating incentives and rewards for customers, you can increase the number of times customers make purchases.

#### The Solution

The best way to make advertising profitable again is to increase the average sale amount per customer. We decided that the best tactic to achieve our goal is to create a loyalty program. Our hypothesis is that by creating incentives and rewards for customers, we can increase the number of times customers come into the store and make purchases.

Loyalty Program- Nordstrom Insider

# Why loyalty program???

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- **Improved Customer Engagement:**The loyalty program makes customer feel recognized and special which leads to retention, more referral and profits.
  - **Impact on brand affinity and loyalty:**Rewarding customer for loyalty and increasing frequent engagement with brand helps to distinguish the brand from competitors and make customer feel valued and increase lifetime value.
  - **Improve customer Experience:**Expectations of earning a reward creates anticipation and excitement and receiving the reward significantly improves customer satisfaction, thereby creating a wholesome and positive customer experience.
  - **Increased Customer retention:**A retained customer is an asset to any brand, they bring more revenue, have more chances of becoming brand advocates and represent the brand as a true brand loyalist.
  - **Increased in sales and Revenue:** It is a known fact that customer acquisition costs, exceeds retention costs. Retained customers will bring more profit to your company for a reduced cost and help to boost sales and revenue.
-

# Location & Budget

## Locations

Select locations to target [?](#)

- All countries and territories
- United States and Canada
- United States
- Enter another location

▼ [Location options](#)

## Languages

Select the languages your customers speak. [?](#)

English

\$65.00

## Bidding

What do you want to focus on? [?](#)

Conversions ▼

How do you want to get conversions? [?](#)

Automatically maximize conversions ▼

Set a target cost per action

# Audience Targeting

Google Ads | New campaign

774-437-7721  
gblanka09@gmail.com

Select audience segments to add to your campaign. You can create new segments in [Audience Manager](#)

Search	Browse	10 selected	Clear all
<input type="text" value="Try 'real estate industry'"/>		Affinity	
<input checked="" type="checkbox"/> Home & Garden		Home & Garden	⊗
<input checked="" type="checkbox"/> Home Decor Enthusiasts		Home Decor Enthusiasts	⊗
<input checked="" type="checkbox"/> In a Relationship		Shoppers	⊗
<input type="checkbox"/> Education Sector		Shoppers	⊗
<input type="checkbox"/> Large Employer (250-10k Employees)		Shopping Enthusiasts	⊗
<input checked="" type="checkbox"/> Small Employer (1-249 Employees)		In-market	
<input checked="" type="checkbox"/> Very Large Employer (10k+ Employees)		Home & Garden	⊗
<input type="checkbox"/> Advanced Degree		Real Estate	⊗
<input type="checkbox"/> Bachelor's Degree			

Targeting setting for this campaign

Targeting

Narrow the reach of your campaign to the selected segments, with the option to adjust the bid.

Ad group 1

WEEKLY COST  
14.4

DAILY COST  
\$35.93

WEEKLY COST  
\$516.65

# Keywords Paid Search

 www.nordstrom.com



Holiday Home Decor ×

Add products or services to advertise

[Update keyword suggestions](#)

## Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for [?](#)

home decor  
decorative accents  
wall decor  
home interior  
wall mirror  
decor  
interior decoration  
home interior decor  
home interior design  
cheap home decor  
home decor store  
living room decor  
holiday decor  
framed wall art