



Online Marketing

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EXECUTIVE SUMMARY

Cavender's has an overall easy-to-navigate website; however with these moderate additions and changes recommended throughout this report our group believes that the company should experience great benefits. The four areas focused in this report include the online website, the mobile website, the social media websites, and the email notifications.

Online Website

- Improved layout of homepage
- Improved layout of women's home page
- Shopping basket

Mobile Website

- Mobile layout
- Improved positioning of products on website
- Functionality changes
- Product descriptions/ customer reviews

Social Media Websites

- Increase awareness of boutique brands
- Increase activity on Twitter
- Use Pinterest more effectively

Email Notifications

- Extending beyond the target market
- Product purchasing

Our group was assigned the project of evaluating Cavender's online methods of marketing. Through this we were also assigned to have a target market consisting of twenty-five to forty-five year old women. Most of the changes suggested throughout the report are simple yet could help the company attract perspective buyers, while increasing sales.

CAVENDER'S WEBSITE

MAIN PAGE LAYOUT

A major advantage to the Cavender's website is that it is fairly easy to navigate. The category tabs across the top make it easy to select the product category the customer wishes to reach. Though, at the same time, a drop down menu at each link might be convenient to make it quicker to move around the website. Granted, the links are at the bottom of the website, but how often do customers scroll down to the bottom of the page to select each link?

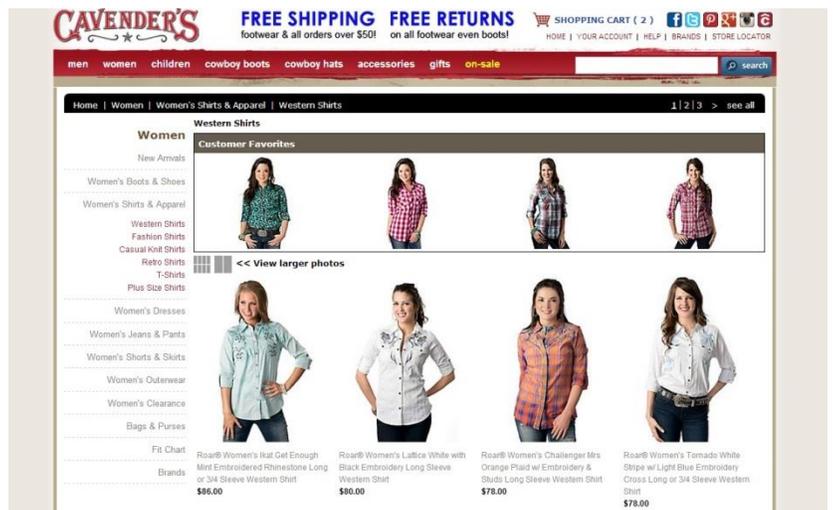
The color scheme represents the desired market well. The country colors fit the western look that is sought upon from the target market. The color is consistent with the brick and mortar store colors.

Looking for a product from the search bar is extremely easy, the "Narrow Your Search" options that are available along the left side make it very convenient to narrow down which products the customer is looking to find. Similar options like these in the men's, women's and children's pages would make the site easier to find what the consumer is looking for. For example, a customer could search within women's western shirts, a Tim Haul, plaid button down shirt, size medium, and that is between \$25 and \$50.

The social media links across the top right corner are consistent on every page on the Cavender's website, which allows the customer to visit all the social media sites with ease.

The "Made in the USA," link on the main page is useful promotional tool, particularly in an economy climate where individuals are seeking products made in the USA. However, once the customer clicks the link all of the products are displayed on one page with no way of sorting them by product category and there are over 200 products displayed.

"Customer favorites" is an effective way to sell products that have already been selling well. It could be beneficial to show "hot" items or clothing products that are new in which customers might find interest. Not only are clothes being sold, but because the product is new, a higher initial retail value can be reached. At the same time, it might also be good to show the product name and price.



An example of "Customer Favorites" in women's apparel

Cavender's sometimes might get misspelled as "Cavendar's." We suggest that Cavender's purchase <http://www.cavendars.com> and have it automatically redirect customers to cavenders.com. Country Outfitter for example, owns countryoutfitters.com and there is no delay in the navigation from one site to another.

The volume sales link at the bottom of the home page directs the consumer to customer service. A more detailed explanation of volume sales may be useful.

WOMEN'S MAIN PAGE

The description on the women's front page is pretty lengthy, our group believes that many people do not take the time to read the entire description, and if it would be more beneficial to display some branding in this location. Instead of having such a lengthy description of what women's western wear is, possibly add a few brands logos (with links included) right below the shorter description. Not only should the popular western brands be displayed, but also brands that customers typically aren't familiar with Cavender's carrying. It is probably even possible to get the companies to pay to put their brands up on the page.



Description on women's home page

Granted that Cavender's does not wish to advertise sales, when clothes do go on price reduction or have a price drop it would be in the company's best interest to display these sales on the women's home page. Another alternative could be advertising the sales/price drops along the side of the page within the subcategory the customer is viewing. For example, within women's western shirts advertise four or five items on sale along the side of the page.

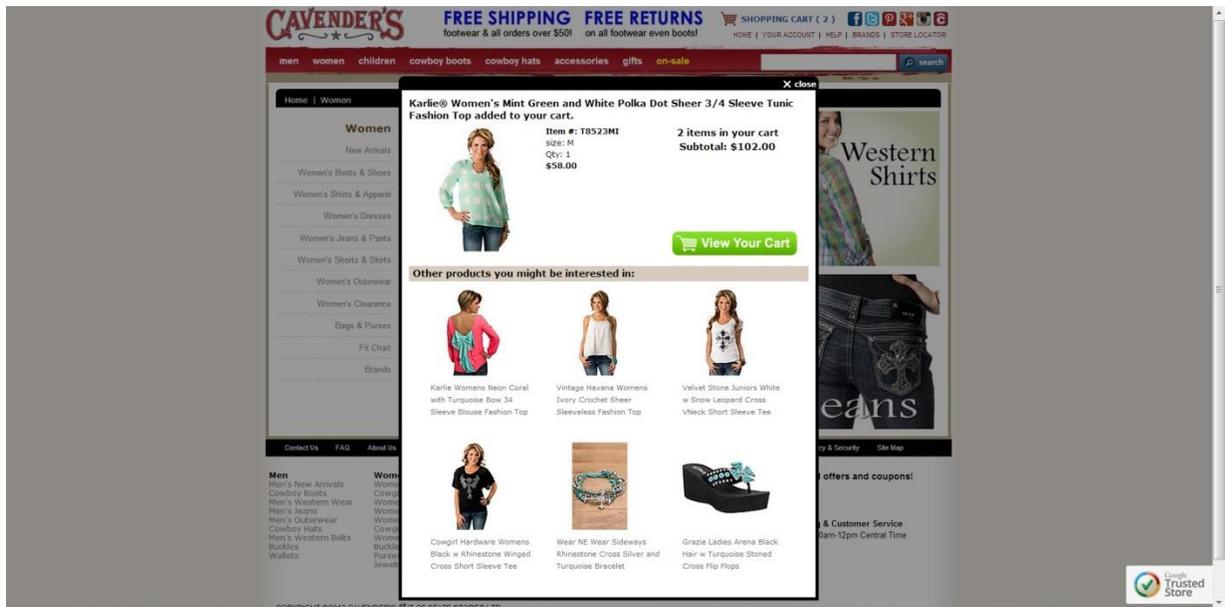
The larger photo option within the subcategory makes it easier to see the product. Our group feels that a quick view of products with alternate photos and brief descriptions could increase product sales.

PURCHASE PAGE

The “You might also like” box next to an already selected product is a great way to get customers to look at similar products within the category.

A shopping cart dropdown box could be a great feature to making the website even more convenient than it is. Currently when a customer has an item in their shopping cart, they click on the shopping cart link and it takes them to a completely different page.

When a customer has selected an item they wish to add to their carts, the popup box that immediately follows is great because it shows what they have added to their cart as well as closely related items. Complimentary items for the selected product could be a great way to get the customer to purchase more.



Shopping cart pop-up

MOBILE WEB LAYOUT

MAIN PAGE

When looking at the layout and format of Cavender's mobile web, the first thing that comes to mind is simplicity. It is not a site that is complex with an array of different color schemes. The main page of the mobile site has the featured products as well as an advertisement banner.

A feature that should be added is a sales section on the mobile home page. It is understood that Cavender's does not believe in marking a product down, however when viewing competitors mobile sites most do indeed have a sales section highlighted on the first page. To a perspective buyer it is much more appealing to see what discounts the store is offering than just looking that the retail price of a featured item. They do have a sales section of the site, which offers a myriad of different items, however it is not easy to find for the casual shopper.

It is amazing how many different items that a women in the age range of 25 to 45 could potentially be interested in buying, yet only a few of them are highlighted in the "featured product" section. Meaning, all of the featured products are shirts and shorts.

WOMEN'S SECTION

When taking a more in depth look into the website, by clicking on the women's section of the site something that is immediately noticed is the plethora of different kinds of categories clearly stated from which the customer can choose. This makes it easy for the buyer to find the right product he or in this case she is looking to find. Next, after selecting one of the categories to choose from (in this case Women's boots and shoes) it is too simplistic. All one can do is sort by price or name. However, many people are more concerned about the look than anything. This is why there should be a way to sort by color and style. By not having this feature it could push away a perspective buyer because in just the "Women's Boots & Shoes" section alone there are 543 items from which to choose. We feel this can and will frustrate a prospective buyer because when people shop online it is for speed and efficiency (especially via mobile web), and anything that hinders the speedy process will deter the buyer. By only having a limited way to sort items our group feels this will hurt the potential sale of a product.

PRODUCT SELECTION

Next is when the selection of an actual product occurs. In today's age where social media plays a role in everyone's life there needs to be a way to share a product via the mobile web on Facebook, Instagram, or any other popular site such as these. The addition of this kind of feature will not only help get the name of Cavender's out on the web (free of charge) it will also help attract other prospective buyers. Another key addition that would help this mobile site is if there was a customer review section. Many people read customer reviews and these reviews

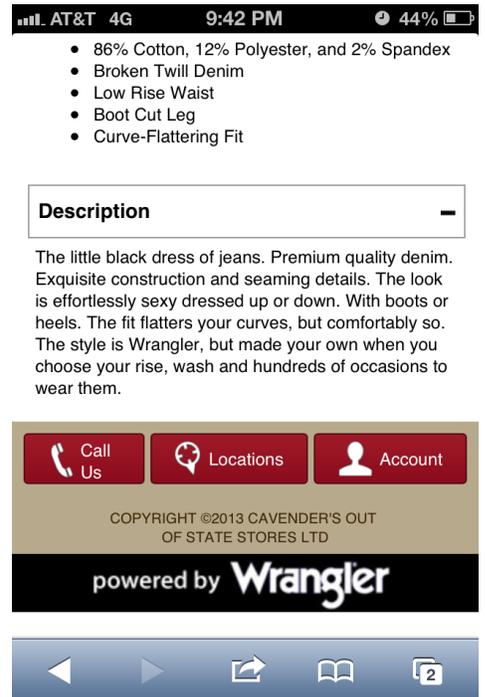
will help make their decision on whether to buy a certain product or not. The clothing industry is no exception. A reviews section on the mobile web is crucial when it comes to helping the customer make a decision. Something that was good about the site was the ability to email a product to someone. The email is sent fast and gives all the vital information with regards to the product.

Other features that could hinder the prospective buyers purchasing decision could be the errors spotted on the description of the products. There are grammatical errors in many different descriptions of the product. A few examples include:

“The style is Wrangler, but made your own when you choose your rise, wash and hundreds of occasions to wear them.”

“This is the hottest belt around...Black Cherry 1 ½ Inch Full Quill Ostrich belt...with a great pair of full quill ostrich boots...”These sentences may be somewhat confusing to some of your prospective buyers due to sentence structure and capitalization errors.

Cavender’s mobile site is very simplistic and easily accessible. However, its greatest strength can also be its greatest weakness. Simplicity is a good idea however over simplicity is not. In order for the mobile website to be utilized to its full potential features such as: customer reviews, social networking, along with the other items discussed must be exploited.



Mobile screenshot of product description

SOCIAL MEDIA

BOUTIQUE AWARENESS

One of the primary goals we would like to achieve is to increase awareness of the boutique brands that Cavender's carries. A lot of consumers have the misconception that Cavender's is a western store that only carries country and western apparel. We want to spread the word that Cavender's is in fact a very versatile retailer and that there is something for everyone. We propose an ad campaign for Facebook, Twitter, and Pinterest that features the Boutique brands that are carried. By featuring more of the boutique brands Cavender's carries such as Karlie, Flying Tomatoes, and Tulle, you will be more likely to bring in new customers and broaden your clientele.

PINTEREST EFFECTIVENESS

Our first suggestion is to make a few changes on your Pinterest page. Currently, it is being used as a good way to show some of the merchandise Cavender's offers, but there is room for improvement. We propose creating "Pins" with promotional and sale information as well as creating Boards for upcoming seasonal events such as back to school, rodeo, and the Cattle Baron's Gala. This is a great way to show that there is something for the whole family during all seasons while also increasing awareness for sales. With women ages twenty-five to forty-five as the target demographic, it is safe to assume that many of them have spouses and children and will be shopping for them as well. We noticed that a good percentage of the Pins were all women's clothing and accessories. While it is mostly women who use Pinterest, the number of men using it is increasing quite rapidly. We suggest Pinning more men's clothing and accessories to cater to the men on Pinterest, and also to the women shopping for their children and significant others.

While the marketing on Pinterest has a few weak spots, the Twitter and Facebook pages are the areas that need the most improvement. There is a fair amount of activity on the Facebook page, but the Cavender's Twitter is being severely underutilized.

TWITTER INTEREST

Twitter is now the fastest growing social media site, so it would be wise to increase the activity on Cavender's Twitter account significantly. When we looked at Cavender's Twitter, we noticed that sometimes there were 10 to 15 days in between tweets, and many of the tweets were not geared toward sales and promotion. In the future we suggest posting pictures of new arrivals, tweeting about upcoming sales, and increasing awareness about promotions and upcoming events on a daily basis. We suggest doing the same for Facebook. Post pictures of new arrivals

and seasonal merchandise. Display an “Outfit of the Day” picture to showcase products. This will grab the consumer’s attention and give them an idea of what they will find in-store. Women are on their smartphones and other mobile devices more than ever now. Whether they are at work or at home, or in between dropping off and picking up kids, they make time to check up on all of the social media sites they use. It is a great way to get a quick message out to consumers without interrupting their busy schedule.



Mobile screenshot of Cavender’s Twitter

EMAIL MARKETING

EXTENDING BEYOND THE TARGET MARKET

The first thing to consider is who our target market is going to be. Seeing as that we are focusing on women in the twenty-five to forty-five year age range, we will need to focus on marketing Cavender's products that interest this group of women. These products will primarily consist of the upcoming season's newest and nicest outfits and boots. We recommend showing a greater variety of offers in these emails. By doing this it will show that Cavender's is a diverse store that can accommodate people of different tastes and styles. Have the email focus on six different products ranging from expensive boots to the less expensive jeans, all specifically picked out to focus on our target market of women. If the goal is to show that Cavender's is a store with something for everyone we don't want to overload every email with items for just this target market. In order to keep a good balance between who we are marketing to, we must also insert email content that will appeal to people of other genders, ages, and demographics.

PRODUCT PURCHASING

When these emails are sent out we want the email to not only entice women in this age range to buy, but also interest people who are looking to buy products for a sibling, daughter or spouse. A way to induce these types of purchases is by formatting the images on these emails to focus on women's gift ideas. In order to do this the products portrayed in the email have to be selected carefully, we want the picture to show a classy "country" girl that the consumer will see as someone that they relate or would like to relate to. Show sales on jewelry, belt buckles, boots, shirts, jeans, dresses, etc. That way when a "cowboy" looks at the email around gift purchasing season he will want to buy his girlfriend that dress not just because it looks nice, but because he also feels like he is saving a couple dollars now that he has been informed of the sale. The sales advertising should entice more people to click on the email just to see if they could get a great bargain on a high quality product.



Email example

CONCLUSION

After analyzing the Cavender's online marketing strategies it is clear that small changes could be beneficial to the company's current and future success. Cavender's online marketing strategies already have a solid foundation with an easy-to-navigate feel throughout. When evaluating: online website, mobile website, social media, and email marketing there are many good facets of the company. Within the online website, simple additions to the main website layout, the women's page layout, and the purchase page could make the website easier to use. In the mobile website changes in the functionality, along with simple convenience additions will help Cavender's customers have more access and freedom to the site than ever. By increasing activity on social media sites such as Twitter and Pinterest, a wider group of potential customers will be reached. In addition to this, it is a quick and inexpensive way to increase awareness of upcoming sales and promotions at a low cost to Cavender's. While the email aspect of Cavender's marketing plan is already well implemented we believe additions to the content will help Cavender's reach the desired target market better. Our group feels that if these minor changes would be implemented, Cavender's would experience increase growth in sales.