

Marc Jacobs taps email, social media for back-to-school promo

Posted By [Rachel Lamb](#) On September 4, 2012



Marc Jacobs' Back to Cool promotion

Marc Jacobs Intl. is using email and social media to entice younger aspirational consumers with a back-to-school promotion that promises product giveaways in exchange for increased customer engagement.

Social media and email are opt-in bases, meaning that consumers who interact with Marc Jacobs are likely brand loyalists and will be the most interested in this promotion. These mediums combined with free giveaways and the overall school theme means that Marc Jacobs is likely trying to build a relationship with consumers when they are younger to affirm loyalty for bigger-ticket purchases later on in their lives.

"This is likely to be moderately effective in engaging aspirational female millennial customers," said Chris Ramey, president of [Affluent Insights](#)^[2], Miami. **"It is doubtful that a long-term strategy will emerge or that traditional luxury customers will participate.**

"However, building an online community can be very powerful," he said.

Mr. Ramey is not affiliated with Marc Jacobs, but agreed to comment as an industry expert.

Too cool for school

Last week, Marc Jacobs sent an email to its subscription base alerting them to the "back to cool" promotion.

When consumers send funny school pictures and portraits to Marc Jacobs, they have the chance to win a Marc Jacobs backpack filled with products.

#BACKTOCOOL PHOTO CONTEST



LET'S GO #BACKTOCOOL!

SEND YOUR FUNNY SCHOOL
PHOTOS & PORTRAITS TO
WEBSOCIAL@MARCJACOBS.COM
OR TAG #BACKTOCOOL ON TWITTER

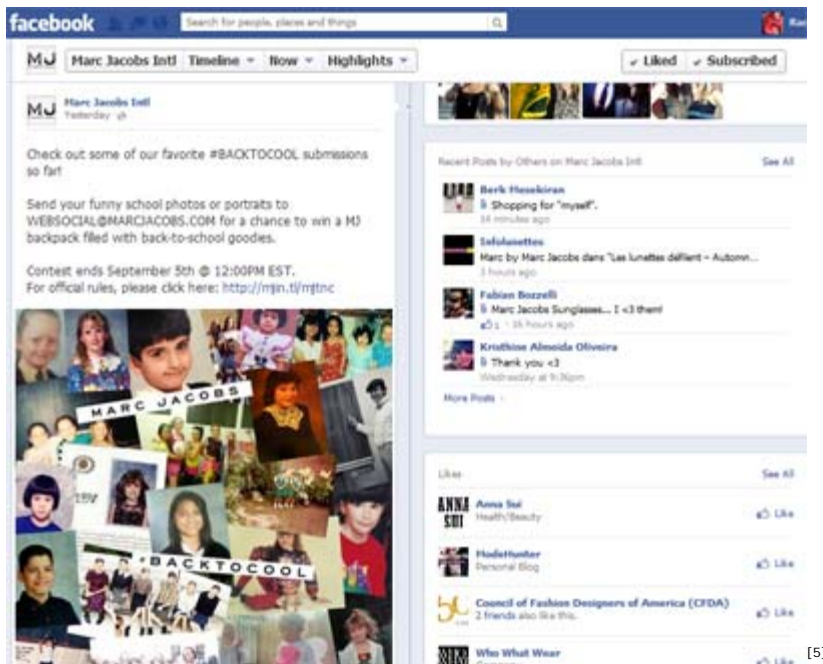
[3]

Back to Cool email

Consumers should send their photos to websocial@marcjacobs.com [4] or tag #backtocool to the @MarcJacobsIntl Twitter handle.

Marc Jacobs is also using its Facebook, Pinterest and Seina Weibo accounts to detail the contest.

Furthermore, it is already posting favorite pictures of submissions on its social media pages to encourage more sign-ups.



[5]

The contest on Facebook

Consumers need to submit before 5 p.m. Eastern Time tomorrow.

Because it is a back-to-school theme, it is obvious that Marc Jacobs is trying to reach a younger audience of aspirational consumers.

Marc Jacobs' goal could be to create a relationship with younger consumers now who may not be able to buy brand products now, but will later when they can afford them.

Also, Marc Jacobs is giving them a taste of the label lifestyle and products with the brand backpack.

"Engagement is the precursor to experience, today's Holy Grail," Mr. Ramey said.

"With the rise of Pinterest comes an attempt to mimic and theoretically engage their brands on a more personal basis," he said.

Aspirational marketing

Many luxury marketers are using social media campaigns to interact with a younger customer base.

For example, precision-cut crystal glass maker Swarovski Elements is upping its social media strategy and raising awareness for the release of its digital publication through a Pinterest contest that highlights the latest collection.

The Jewels for Every Occasion Pinterest contest celebrates Swarovski's publication Made With to show how the brand's creations can be worn five different ways throughout the day. Swarovski is likely aiming to increase its social media interaction and build brand affinity through this effort ([see story](#)^[6]).

Also, U.S. label Michael Kors is hosting a mobile contest on the Instagram application during which users can flaunt their favorite brand watch for the chance to win a limited-edition timepiece.

Instagram users can upload an image with hashtag #MKTimeless for the chance to win one of three numbered New York Limited Edition Runway Watch timepieces. Michael Kors could potentially get a lot of mobile traction in this effort, but should monitor submissions and highlight those that match the existing brand image ([see story](#)^[7]).

However, it is always necessary for luxury marketers to keep in mind that the product and brand must come first in any and all marketing efforts, per Mr. Ramey.

"The brand may be the hero, but the consumer is the arbiter," Mr. Ramey said. "Never confuse who serves who.

"Know exactly who your customer is to ensure your marketing manifests transactions," he said.

Final Take

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