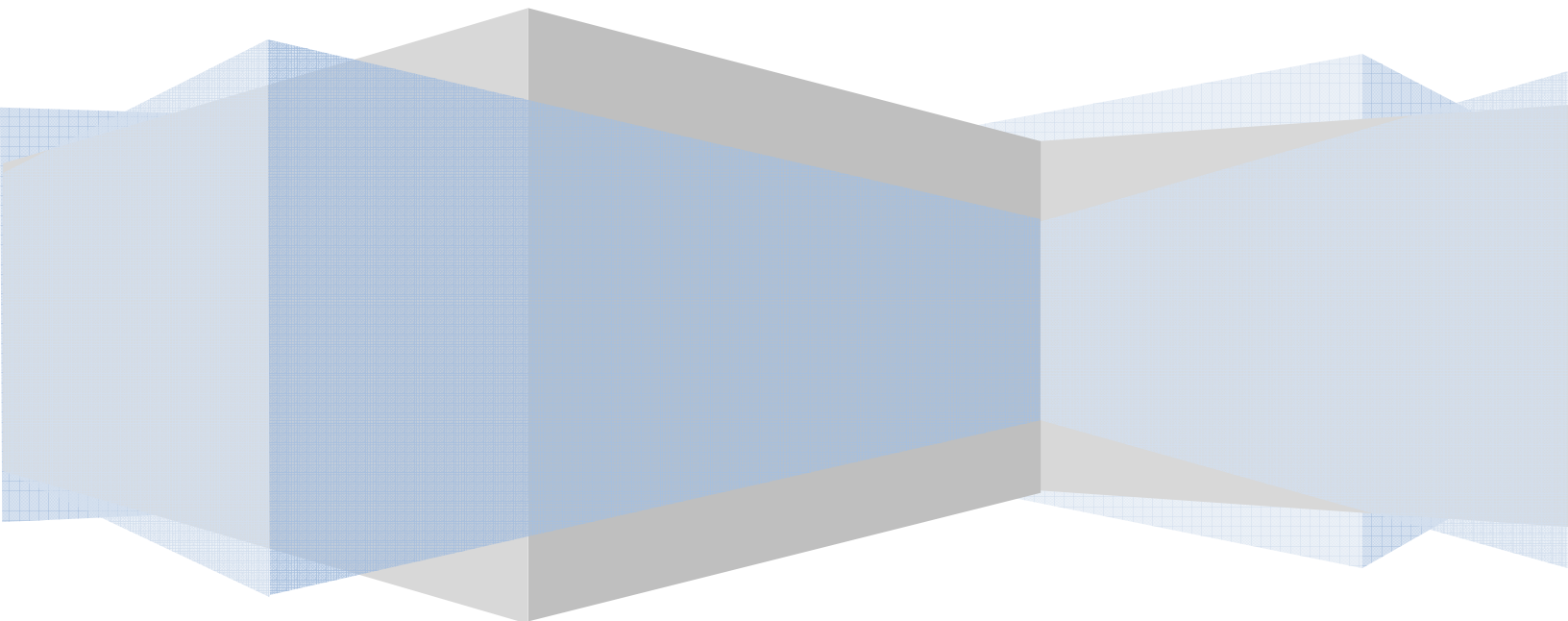


Crocs: A Case Study

Using Mobile to Engage Shoppers In-Store

By: Bryce Marshall



CROCS: A CASE STUDY – USING MOBILE TO ENGAGE SHOPPERS IN-STORE

The mobile channel is usually used to drive traffic to a store or a website, but what happens once the consumer arrives at the retail location? Here is how a national retailer used the mobile channel to engage shoppers in-store.

COMPANY

Crocs, Inc. is a designer, manufacturer and retailer of performance casual footwear for men, women, and children under the Crocs brand. Crocs shoes are sold in 125 countries and come in a wide array of colors and styles.

CHALLENGE

Crocs needed to create awareness for its new Croslite product and engage shoppers in-store, while providing an exceptional shopping experience.

SOLUTION

Crocs, and direct digital marketing company Knotice, developed a mobile marketing strategy and an “instant savings” mobile coupon campaign that focused on connecting with consumers in a meaningful way via their mobile devices. The campaign encouraged shoppers at any of Crocs’ nationwide retail locations to text a keyword and store number to a shortcode to receive a 15-percent-off coupon for a Croslite product.

Crocs placed signs in 185 retail locations with the call to action:

“What is a foot’s bestest friend? Find out and save 15 percent today! It is as easy as one, two, three:

1. Text ‘CROCS 1234’ to 63103 on your mobile phone;
2. Instantly receive a 15-percent-off coupon code answer; and
3. Show the mobile coupon code to the cashier at check out.”

Additionally, store associates were trained and motivated to support the instant savings program and spoke with customers about the mobile coupon. Associates also encouraged customers to stay opted-in to receive further communications and discounts from Crocs.

RESULTS

Crocs received 94,000 requests for coupons during the first month of the campaign.

LESSONS LEARNED

Consumers respond very well to coupons delivered via their mobile device, with a positive impact on sales and the consumer shopping experience.

Being able to connect with consumers in a meaningful way via their mobile device allowed Crocs to create a valuable shopping experience and to have a one-on-one dialogue with their customers.

An in-store SMS program is very successful when supported by a knowledgeable and enthusiastic store staff.

Such a campaign has been extremely effective in getting both customers and store staff comfortable with the text-messaging process. Crocs will benefit from this established comfort level as they begin rolling out more advanced mobile programs.

NEXT STEPS

Crocs plans to offer additional coupons to customers via SMS, and to use SMS to drive traffic to its website and physical retail locations. Additionally, Crocs plans to implement advanced mobile programs such as sending targeted messaging to consumers based on anything from its previous shopping experience, purchase history, online activity or demographics.



ABOUT THE AUTHOR

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