

Marketing and Social Media

Deborah Moe, Director of Public Relations and Social Media, Boston Ballet (formerly with Marc Jacobs)

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Summary by Reba Neumann Pratte

As soon as Deborah Moe started her presentation, I was eager to hear about her experiences as the former Director of E-commerce and Retail with Marc Jacobs and currently with the Boston Ballet. I have previous experience as a Social Media Coordinator for an e-commerce fashion site, PinkClouds, so everything she presented was familiar to me! The overall goal of e-commerce and online retailing is to create the ultimate brand experience by making the most out of all online social platforms.

In 2005, Marc Jacobs did not have an online shop for consumers, so Deborah Moe started the company's e-commerce presence. The process started with creating the website, which can be done with prepackaged programs, but this company did it from scratch with the help of web developers. It took them three months to determine their main objectives, then they must make a RFP (request for proposal) and also determine the layout of the website. There are many parts that I never would have thought to consider when talking about e-commerce, such as deciding the return policy and shipping fees, providing translation sites, and optimizing the website for mobile devices. The company had to build a new distribution center that could work with online orders and shipping, as well as providing a call center with trained employees to help answer product questions. When the project was complete a year and a half later, it had cost them half a million dollars to build everything. Once the website was set up, they had to fill it with their products and content, which included steps such as photographing and editing the products, creating SKUs for each, organizing and merchandising the products with others based on looks, colors or season.

When Moe moved to Rhode Island in 2012, she started working with the Boston Ballet to manage their website alongside the Public Relations department by creating and amplifying content. She stated that e-mail is a crucial piece of content marketing to reach potential and existing fans with promotions and news. In any marketing, especially e-mails, messages should be SMART (specific, measurable, achievable, relevant and time-bound). Blogs, as the center of content based marketing strategies, are another important form of online communication with consumers and fans. Eighty percent of people say that blogs affect their purchasing decisions, so brands must make their presence unique and worthwhile.

Social media is a growing field, and brands must take full advantage of each platform to reach a wide range of consumers. Each platform serves a different purpose for a brand; Instagram usually provides a "behind the scenes" look, while Facebook is more factual about the brand. The important tips she mentioned were to stay current, not be boring, visualize everything and connect with each reader. Not every post needs to be about products or informational. It is better to have seventy percent of the content be inspiration and related posts and have thirty percent be factual about the products and brand. Not every brand has the same audience, so you must measure when the best time to post is and how often you publish them. Youtube is the second most used search engine next to Google, making it very important to include visual and interactive content there as well.

Lastly, Deborah discussed how important it is to control your own online presence, especially around graduation and looking for careers. She said to “consider your online presence just like you’d consider a brand’s presence,” which stuck with me because I would like to work as a social media coordinator, so I must make myself stand out, just like I would want a brand to.