ZALORA

SINGAPORE

Google Online Marketing Challenge

Pre-Campaign Report

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Table of Contents

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Client Profile: ZALORA Singapore has become one of Southeast Asia's biggest fashion e-commerce website. Founded in 2012, ZALORA is the fastest growing online fashion retailer in Asia. Employing more than 300 people, and with more than 20,000 products from over 500 brands for both men and women, ZALORA Singapore is quickly becoming the destination for online fashion in the region. The ZALORA label was launched in 2014 and is sold together with other major international beauty and fashion brands such as Topshop, Mango, River Island and Maybelline on their website (http://www.zalora.sg/), which has been running for over 4 years now. Tito Costa is the Chief Marketing Officer for ZALORA. The ZALORA pop-up store was designed to offer the best of the online and offline retail shopping experience. This is the third digital interactive pop-up store they have had, that is equipped with computers, and allows consumers to fit and try on products while being able to shop at your own time and convenience.

Market Analysis: The fashion ecommerce industry is a saturated one and ZALORA's key marketing strategy is to retain existing customers that are mostly, women aged of 26 to 45 - based on our research done on ZALORA's previous statistics over the years *(figure 1.1)*. Potential customers include first time site visitors and customers looking to buy specific items. The competitors include other online retailers such as ASOS, Love, Bonito and Pomelo who sell apparel, footwear and accessories. Being a well established site, they have branched out into offering their in house label, ZALORA and Zalia. The ZALORA label products are designed and made by ZALORA's designers, consisting of international and local talents. The brand takes inspiration from different aspects of life, not only designing after what is popular on the runways, but also gains inspiration from cities around the world to suit any fashion needs. Fashion trends and move fast and ZALORA constantly creates content to suit the market by launching different campaigns such as during Chinese New Year.

Figure 1.1 Zalora.sg's
Audience Demographics
taken from alexa.com

Current Marketing: The ZALORA's website contains many features that are interactive and user-friendly, such as Order Tracking, an e-Wallet, Wishlists, etc. However the site still

occasionally has old promotions that pop up that could confuse the user. To reach new users with personalized ads, ZALORA uses the world's most popular social network, Facebook. They have also established a good presence on other social media sites such as Instagram, Twitter, Google+, Pinterest, and even YouTube, as well as maintaining a blog account which helps to represent the products and related news for ZALORA. On *Google.com.sg*, ZALORA's website is the first result when typing the word *"Zalora"*. But when searching with keywords commonly used for online shopping such as *"Hari Raya Fashion"*, *"Shoes Online"*, and *"Discount Codes"*, ZALORA does not appear on Google as a Google Ad. Aside from its online presence, ZALORA also engages in offline marketing. This is done through pop-up stores. The digital interactive pop-up stores do not stay around for long, hence the name pop-up, as they try to target different classes in the market. The most recent pop-up store was located at One Raffles Place to target both men and women in working class age group.

Conclusion: Majority of the online campaigns run by ZALORA's marketing team focuses on the retention of their current consumers. We would like to propose