



How DSW Delivers Against Critical Marketing Objectives

SUMMARY

As part of its long-standing partnership with Quikly, DSW achieved the following results in under one week:

- **51,000** new email subscribers to the DSW database
- **17,000** new Instagram followers
- **1,000** incremental mobile app installs each day
- **4,300** transactions that had a measurable impact on sales

Additionally, the campaign created a viral effect with over 21,000 shares during the week!

THE BACKGROUND

When it comes to omnichannel, DSW's marketing team is on top of its game.

And it's been there.

Back when many brands were still trying to understand how to grab a hold of this growing trend, DSW was winning omnichannel [awards](#).

The brand gave credit for this recognition to ["strategic investments in people, process and technology,"](#) and it's still strategic with each of those investments today.

This is the story of one of them.

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THE CHALLENGE

DSW set a “Big Hairy Audacious Goal” around one of the key channels that makes up its omnichannel experience: Social media.

The goal?

To hit the one-million follower mark on Instagram. (This would be a solid stretch from the brand’s follower count at the time, which sat at about 495,000.)

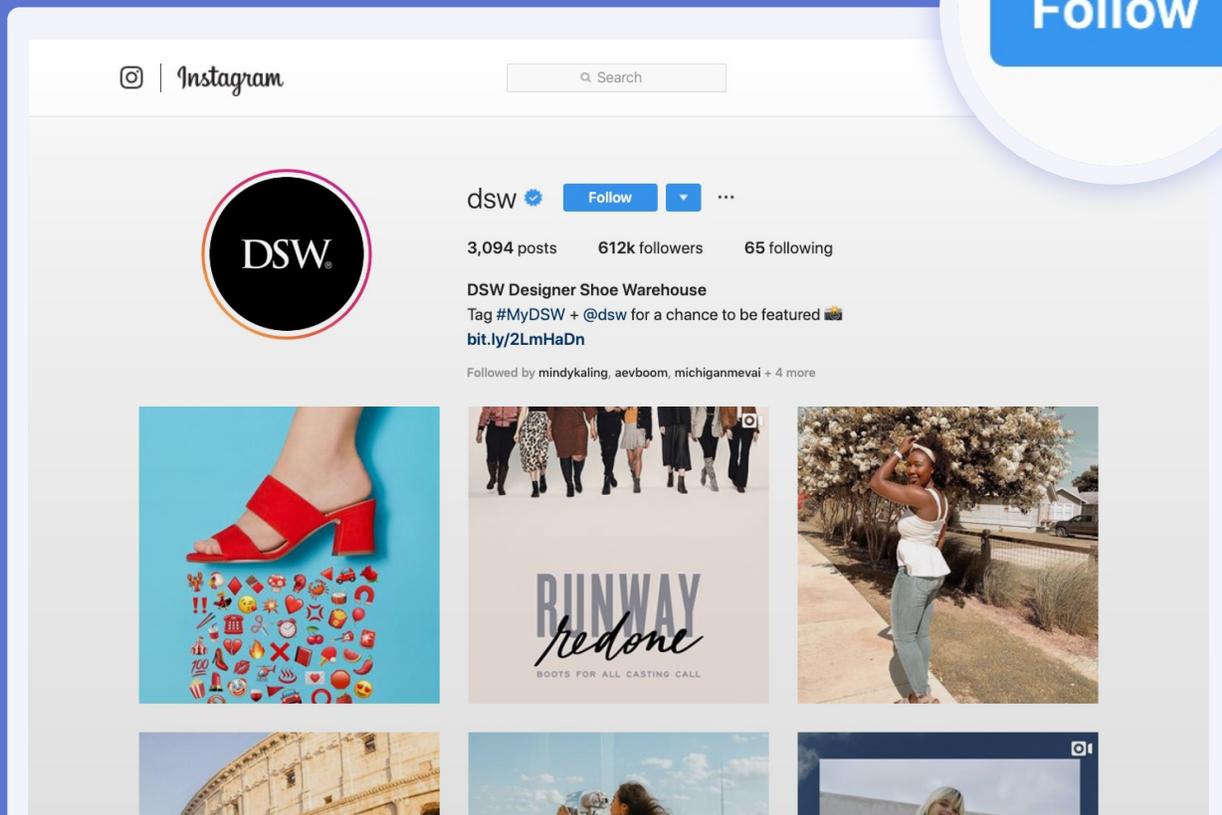
Instagram is an especially relevant channel within DSW’s omnichannel experience, because it directly ties back to the brand’s mission of inspiring self-expression.

That’s exactly what Maria Wollenburg, Manager of Social Media and Content at DSW, focuses on when she’s engaging with the brand’s fans and followers on Instagram each day. “Our intent is to build a stronger community and connection with our customers,” she said.

And a million followers would be one significant community. Step one, though, was to get to 500,000 followers — to hit the halfway mark.

It was up to Maria to figure out how.

Follow



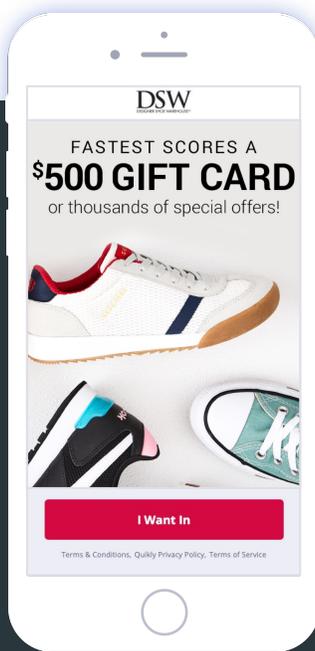
THE SOLUTION

“As part of the goal-setting process at the end of the year, I said, ‘If we’re even getting remotely close to this goal, we need to activate a partner like Quikly,’” Maria explained.

She’d already worked with Quikly, as part of its long-standing partnership with DSW, to engage consumers around co-branded campaigns. These campaigns helped to drive acquisition into DSW’s loyalty program and to increase its app downloads, so she knew that Quikly could also help to drive high-quality social followers. By tapping into consumer psychology, Quikly’s marketing technology would motivate potential customers who were genuinely interested in DSW to follow the brand on Instagram — and with urgency.

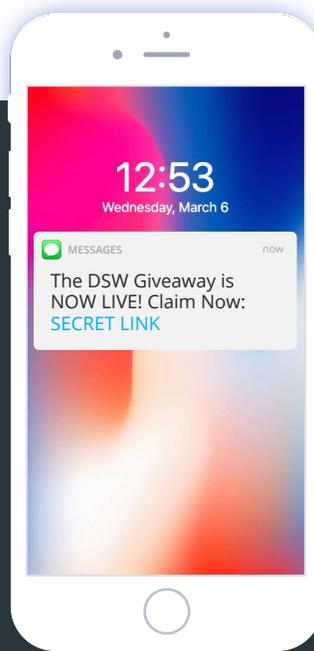
So, together, Maria and Quikly stood up an activation that was focused on this priority of accelerating Instagram followers. It leveraged a limited set of rewards and built up anticipation toward those rewards being released.

Here’s how it worked:



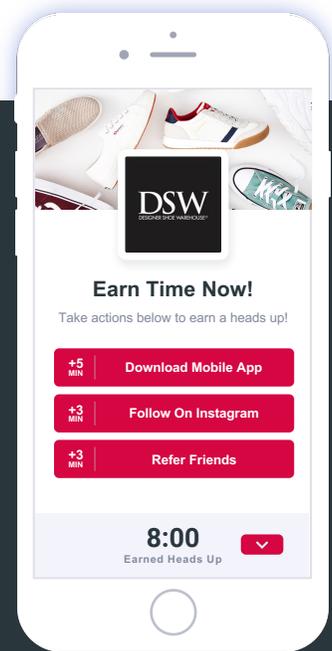
THE INCENTIVE

DSW launched a campaign using Quikly, where consumers were told that a limited set of gift cards and offers would be releasing soon.



HOW TO WIN

Participants simply needed to click a special claim link when the prizes were released. The fastest to click claimed the biggest reward.

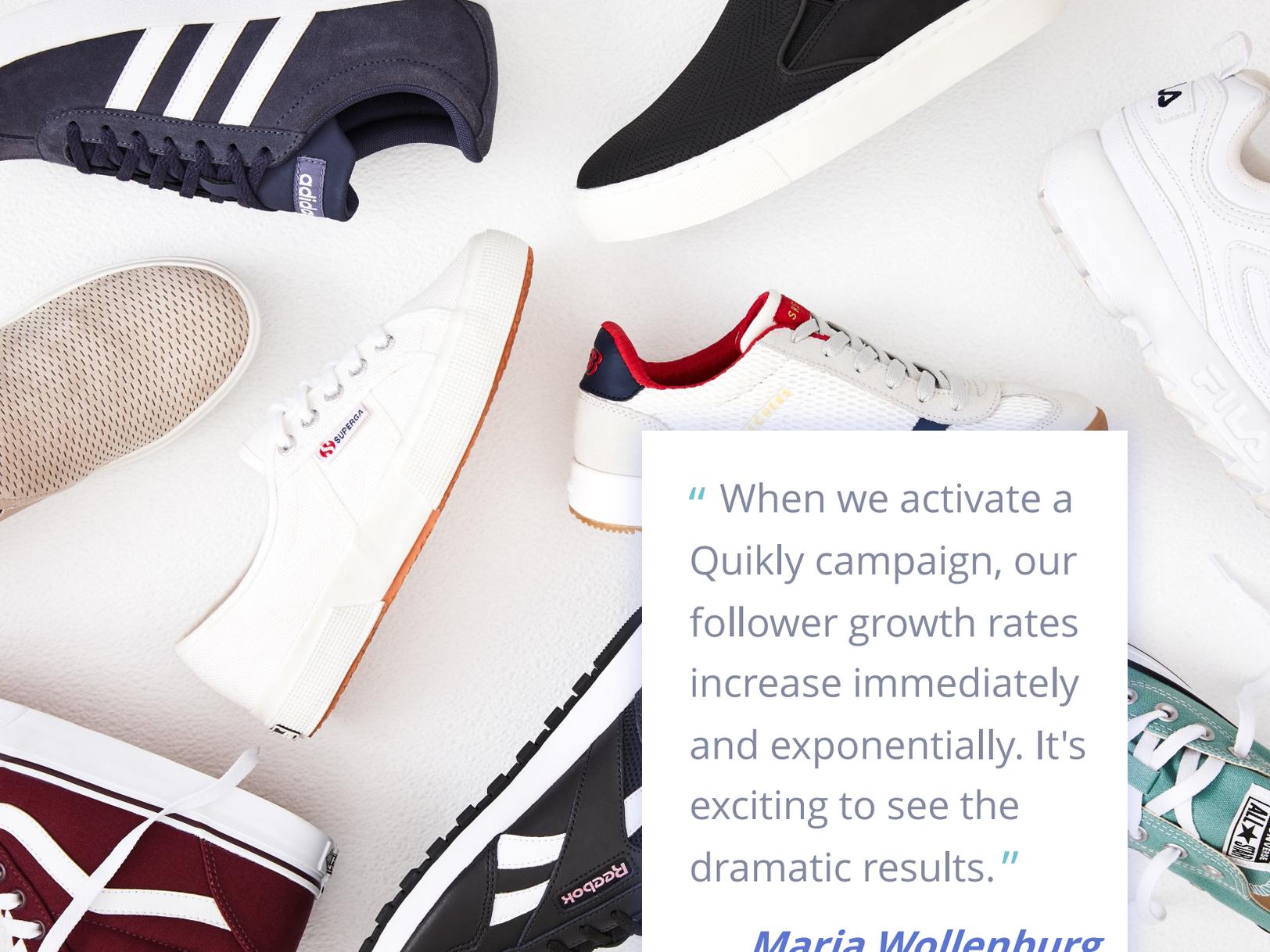


BONUS

Participants could receive a “heads up” before the rewards were released to increase their chance of winning. They simply needed to take key actions, like follow DSW on Instagram.

The entire experience was designed and hosted by Quikly, keeping it turnkey for the DSW team.

It was also branded entirely as a DSW experience. “Quikly’s a great solution when you can have a partner that makes it feel like you’ve never left the DSW site,” Maria added.



“ When we activate a Quikly campaign, our follower growth rates increase immediately and exponentially. It's exciting to see the dramatic results.”

Maria Wollenburg
Manager of Social Media and Content

THE RESULTS

Together, DSW and Quikly surpassed the 500,000-follower goal before the 5-day campaign even ended. They generated:

- **51,000** new email subscribers to the DSW database
- **17,000** new Instagram followers
- **1,000** incremental mobile app installs each day
- **4,300** transactions that had a measurable impact on sales

Today, as part of its ongoing partnership with Quikly, DSW launches similar social activations on a regular basis. The two will continue to work toward hitting the remainder of DSW's one-million Instagram follower goal.

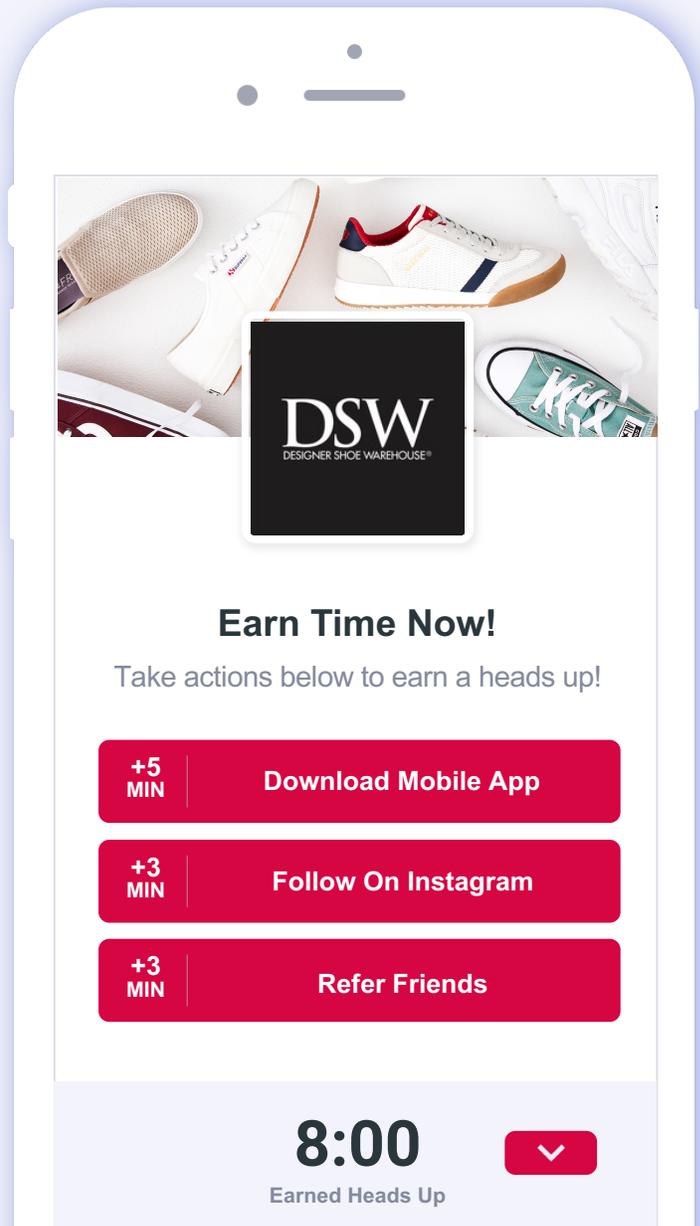
FUTURE PLANS

Throughout its partnership with Quikly, DSW has been able to successfully deliver against critical marketing objectives. Along with social acquisition, DSW has been able to accelerate acquisition growth across email, loyalty, mobile app and SMS.

And it will continue to do so as the partnership moves forward.

“The Quikly team wants to make sure we’re hitting all of our goals,” Maria said. “I appreciate that they know what we need to do to bring these campaigns to life on our end.”

Along with social acquisition, DSW has been able to accelerate acquisition growth across email, loyalty, mobile, app and SMS.



ABOUT QUIKLY

Quikly is the leader in urgency marketing. Marketers leverage the Quikly platform and expertise to motivate consumer actions and create excitement and fear of missing out around branded promotions. In turn, marketers generate incremental revenue and reduce customer acquisition costs.

Interested In Learning More? Say Hello!

