

Christian Louboutin

On the Louboutin homepage the first thing presented to viewers at the top of the homepage is the Louboutin logo in red and written in white. To continue, there is a notice that is posted to let consumers know their available and closed working dates for the upcoming holidays. The homepage is quite long, which promotes their new products. For example, their new launch of a collection of perfume, or new model of shoe for men or women. If the consumer continues to scroll down, he/she will find what is new to the season, new arrivals, separate categories for men and for women, their leather goods and their beauty products.

The features that are included on the Louboutin homepage is on the top left hand corner the menu button. When chosen there are more options that appear inside the menu screen. Men, Women, Leather goods, Beauty and Louboutin-world. There are other services that they offer as well in the Menu toolbar that are listed which are, My Wishlist, My Account, Help, Canada, Terms of Sale, Terms of Use, Privacy and Stopfake. These ensure the consumer by providing them security of the sale and lets them know that they care for their clientele. On the top right hand side there is a magnifying glass icon, which is the websites search query. Right be-

side it there is a shopping bag icon, which places and holds any items the consumer had chosen to leave inside their cart; it can be linked with the “My Account”, if the customer has one for the website.

On the Louboutin homepage there are no share icons that appear. Louboutin chose to design his website like due to the high end quality items he offers and due to his high end clientele. Christian Louboutin made a great name for himself from the extravagant designs he creates and the quality he uses to fabricate the items. The company Louboutin does not have any “follow us” icons on their homepage but, they do have social media, “which is not publicized on their page”.

The platforms Louboutin uses to promote their brand are: Facebook, Instagram, Twitter, Pinterest, YouTube and Google+.

About, Photos, Likes, Videos, Posts, Events and Notes. At the bottom of each post a person can choose to



like or comment on the photo/video.

The information that is posted on Facebook is posted every two hours, max 4 times a day. They post daily to try and promote their product.

The kind of information that is posted on Facebook is the release of a new shoe/bag for the season or a new perfume/makeup (picture form). They promote the new launch of a product by their video ad they made for viewers to watch and become attracted.

Week 1: On the first week Louboutin posted a total of 20 posts.

The pictures that they posted was to promote their type of black leather booties for Halloween. They then over the span of a week promote their new perfume and perfume oils targeted towards women. Then added three promotional videos entitled, “A fantastical object waits beyond the curtain...”, “Ladies and gentlemen, get ready for a wondrous show!” and the “ShoePeaks...”.

Week 2: They posted a total of 16 posts. The posts they have posted are repetitive to the previous week promoting their new perfume collection. The difference is they added three new promotional videos about the perfume, “What is he so happy about? – Tornado Blonde”, “He only wants you wear-



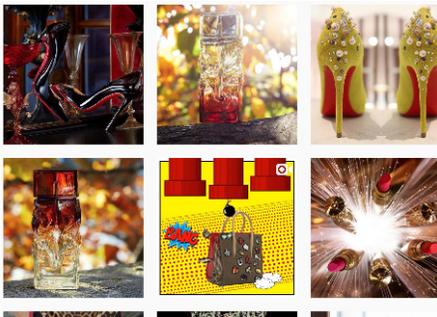
Facebook:

On the Facebook homepage they have their brand logo as their profile picture. They have the Like, Share, Message and More button available to their consumers. On the left side of the page they have a column with the options, Home,

ing one thing... – Bikini Questa Sera” and last, “There’s just something about her... - Trouble in Heaven”.

Week 3: They posted a total of 14 posts. Their focus this week was on capturing the essence of their style of an Indian type of show collection and on their regular shoes. They then again showcased their new line of perfume and their lipstick collection.

Week 4: They posted a total of 20 posts this week. Their main concern this week was to advertise their iconic red sole heels for women and flats for men and they had one or two pictures of their specialty bags. They promoted their arrival of their perfume in the United States, New York City, Saks Fifth Avenue that would arrive that week-



end of November 21st, (November 26th). The difference this week was they showed their shoes and lipsticks in a winter end of fall setting.

Instagram:

On Louboutin’s Instagram page they have their logo placed on the top left, the number of posts, followers and the amount of people they are following. On their posts, the person can like or comment on the photo/video.

The number of times they post a day is a maximum of four times daily.

The information posted on Instagram is the same as their Facebook page. They in-

clude the same images and videos to help promote their cause to purchase the latest product.

On Louboutin’s Instagram page they’ve posted the exact same information and pictures on their Facebook page for the four weeks.

Twitter:

On Louboutin’s Twitter page The logo is placed on the top left hand side of the page, continuing with their contact information right at the bottom and listed with the date they joined Twitter (August 2009). Next to the logo on the right there is the number

of Tweets they post, the number of people they Follow, the number of Followers they have and likes they received. On their posts a person can Like or Retweet the picture/video posted. Just above the person can select to look at the Tweets, Tweets and Replies and Media they have.

The amount of times they post a day is a maximum of four times. The posts vary from hour or three difference.

The information posted on Twitter is the same to their Facebook and Instagram page. Most of their pictures are the same, there is one or two that look similar. They showcase the same features and products to attract viewers and sales.

Week 1: Louboutin had posted the same pictures they uploaded to their Facebook and Instagram page. They added a little more Halloween flare to the season, to the first week. They retweeted a picture that was posted from CUSHINE ET OCHS that Christian Louboutin was featured on the cover of the Con-veteur book, Neiman Marcus that promotes their iconic summer sandal shoe and from Dita Von Teese

who retweeted a cure for cancer.

Week 2: They posted the similar information that was uploaded to the Facebook and Instagram page. Louboutin tweets a



picture of himself and his great creations stating, “If you make a new object it should be beautiful because there is so much crap”.

Week 3: They posted the identical information that was uploaded to the Facebook and Instagram page. They retweeted a tweet from InStyle, “We have to talk about his new shoe collection”.

Week 4: They posted the identical information that was uploaded to the Facebook and Instagram page. They tweeted the arrival of their new perfumes in New York City at Saks Fifth Avenue but, used a different image to promote it. They retweeted a tweet from PLASTIK who are, “Head over heels...” for his shoes.

Pinterest:

On Christians Louboutin’s Pinterest page their logo is on the top right side of the page and their description is on the left hand side of the page. Followed, the person can pick to view the number of Boards, Pins, Likes, Followers and the amount of people they chose Follow. The person can decide to Fol-

low and Pin their photos they post.

The amount of times they post a day

The information they post on Pinterest is Pinterest has not posted a in since 45 weeks ago so it is not a reliable source to use. The information posted is like like a mood board to inspire their consumers.

Y o u T u b e :

On Christian Louboutin's YouTube Page the logo is placed on the top left hand side. Just underneath on the right, there are their social media icons to follow (Instagram, Facebook, Twitter) and the Subscribe button. At the bottom starting on the left hand side there is the Home button, Videos, Playlists, Channels, About and the Search button.

The amount of times they upload a video per day is one, and only every month or year due to a major release on a product, or to try and revamp their name and brand.

The videos they post on YouTube is to promote their name Louboutin and to engage consumers/viewers in the Louboutinworld with their latest or renewed product.

The only video they posted was three weeks ago on November 3rd. The video is entitled, "Christian Louboutin Presents: Shoepeaks". This video was used to promote his new up to date extraordinary product to the clientele.

G o o g l e + :

On Louboutin's Google+ page their logo is located in the middle of the page with the Follow button underneath. On the left side of the page there is a Google toolbar with different buttons, Home, Collections, Join Google+, Send Feedback and Help for people to pick from if needed. On the

top right, people have the choice to Join, or view the About page.

The amount of posts they posts per day is a maximum of four. They post somewhat the same images as their Twitter page.

The images they post is the release of new products and features to attract viewers and consumers.

They posted the identical information that was uploaded to the Facebook, Instagram and Twitter page. They promoted a special event on November 21st happening in New York on Saturday November 26th at Saks Fifth Avenue, which celebrated their recent perfume launch. (Week 4)

Sephora

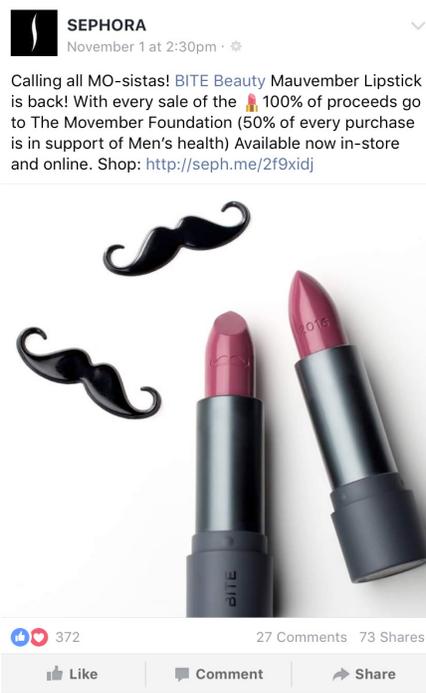
Sephora's main website is filled with options for people who love makeup to people who sim-

which can be from their own company or the many other companies they carry. They have products for men and woman, for hair and nails and of course a whole lot of makeup which is what they are known for.

On the home page of the site they allow their clients to right away choose the categories of items they are shopping for (Makeup, skin



care, fragrance, bath & body, nail, hair, tool & brushes). They also have a search bar for easy access to an exact item that their clients might be looking for due to their vast selection of products. For their beauty insiders (a reward program that is offered to clients), there is a section that allows these VIP clients to access their accounts to see their points balance, their shopping history as well as products they may love because of past purchases made. Once past all these links to get to specific part of their site, when scrolling further down they have 4 categories that can inspire someone to find something that they may not have been looking for. The categories go from editors picks and just arrived, to best-sellers and recommended for you.



ply want to take a little extra care of themselves. The main purpose of the site is to sell their products

When going deeper into the site they have pages that have video tutorials for certain products as well as reviews for every product that is featured on their site. Another feature they include,

for their beauty insiders only are exclusive products that only the insiders can benefit from. These products vary all depending on the days but most of the time they will go buy the clients shopping habits.

F a c e b o o k :

The Facebook pages includes the typical Facebook features such as he Like, Share, Message and More button as well as the company’s logo and name. There main use for this social media is to promote a new item, collection or sponsorship that may have been launched in stores and online. They add on average a short paragraph which is a description of what the post means with a link to the main page of the post. On average Sephora, will post 1-2 post daily but still making them descriptive enough for its followers to go on their main site and possibly shop.

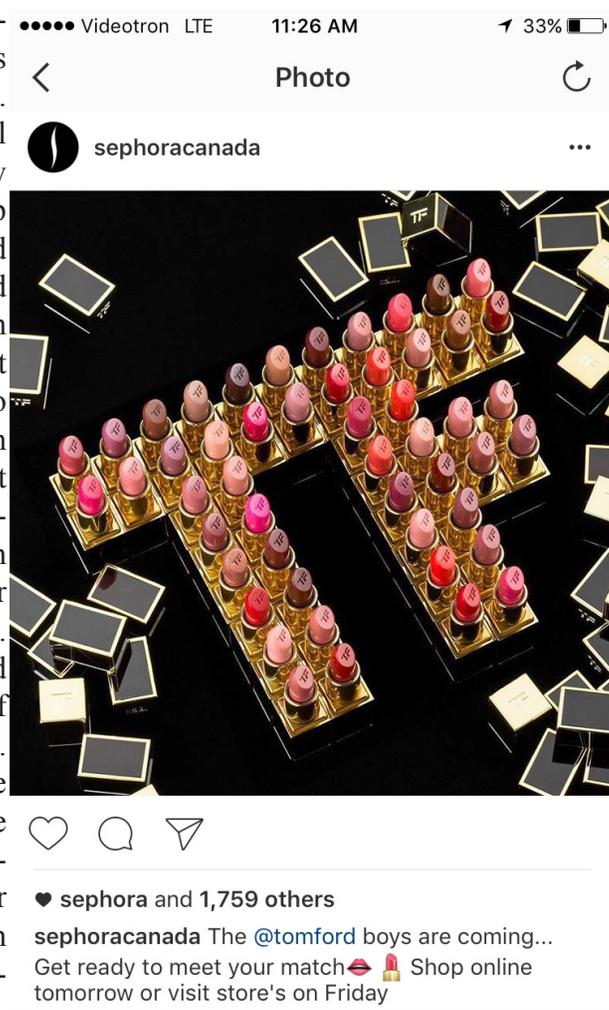
Week 1: They posted only three times and none of the post had common grounds. Their first post was to promote Halloween by putting a picture of two people with heavy Halloween makeup to inspire their clientele. The second picture in my opinion was posted to promote The Movember Foundation by using the brand BITE Beauty. This brand during the month of November had a lipstick that when bought 100% of the proceeds will go to the foundation. Finally, the third post starts promoting the bright holiday colors by using the brand Buxom’s lipsticks.

Week 2: The whole concept of their second week is to get their clientele into the holiday spirit. All three posts have the same Gold glittery theme but they are

all show casing a different product that can be great gift ideas.

Week 3: This week Sephora only posted twice. One of their post stuck with the holiday theme but the other was to promote an event they were having in one of their Toronto locations which started the beauty guru Adelaine Morin.

Week 4: They stuck with



once again the same themes although this time in their third post of the week which was their last they started promoting hype for their black Friday sale.

I n s t a g r a m :

Sephora’s Instagram page consists of their logo, the amount of posts they have as well as a link that directs their clients to “shop”

on the Instagram page. By pressing on this link it directs the viewers to another similar Instagram page that allows users to press on a picture and be directed to the exact product on Sephora’s main site. On average the will post up to 3 pictures a day that can be about a tutorial a client has done, to a certain product there promoting and even sometimes a review on a certain product.

Week 1: Due to the fact that this was around Halloween they posted a lot more than usual. Not only were there post starting to get a fall theme they had a lot of makeup looks that beauty gurus created. They had a total of 24 posts which boosts there daily posting by one.

Week 2: This week was very much scattered. There post varied from skin care to makeup to even some inspiration pictures that had nothing to do about beauty in general. This was probably because this particular week was in between the end of fall and the beginning of winter which left them with a blank. The posted only 11 images which drops their weekly posting amount and lowers their daily average to about 1-2.

Week 3: This week is started to bring out the holiday spirit. There colors stuck more on the red and gold side, while in the fall time they were big on the burgundy’s. They posted a total of 16 time and almost all their post included gift sets or travel size products.

Week 4: Once again they had a total of 16 post which stuck to the same holiday theme included mostly travel and gifts sets.

T w i t t e r :

The home page of Sephora’s twitter account includes once again the company logo but this time is



also had a banner with Sephora's famous black and white stripes. It goes straight away to the first tweet they have sent out as well as a link to their company's website.

Sephora can tweet an average of 5-10 times a day which is why a weekly report would be very lengthy. There is not a theme that is seen in their weekly post besides when there is a holiday approaching for example Halloween. Although their main use for this particular social media platform is to answer to clients who have questions or to even tweet a client who has tagged them in a tweet, another major purpose for this platform is to share post they have snapped on Snapchat. Since Snapchat only allows users to see a "story" for 24 hours Sephora takes screenshot of their stories and sends a tweet about the post. They will also sometimes post special promotions or coupons on Snapchat and tell their clients on Twitter to go see their snap for more information.

YouTube:

Sephora's YouTube page includes the company's logo, their banner once again and their most popular video up to date.

Google+:

Sephora's Google+ page includes the company's logo, their banner once again and their

most popular video up to date.

Both these social media platforms have the same content and layout which is why their description is the same. Sephora will post an average of 3 videos a week on both platforms and they will both have the same video posted on the same dates. Some of their consumers prefer to use YouTube and others Google + so by Sephora posting the identically on both it allows them to please all of their clientele.

Pinterest:

Sephora's Pinterest account is very inspiring for their consumers. Their home page includes a variety of boards, each with their own

meaning These boards can then be opened to view a large variety of pins that relate with the board itself.

Pinterest is a place where users can pin and repin "pins" so a weekly analysis of the company is not doable due to the fact that there is no way to see whether it is the company who pinned the pin or if it is one of their many users.

Wanelo:

Wanelo is very similar to Pinterest due to the fact that it is more of a user generated platform. On the homepage it includes all the products that Sephora carries just placed in a most recent order. Consumers can shop directly on Wanelo and save items that pleases them to their account, this feature causes the board of Sephora's page to constantly change all depending on who has saved what and when it was saved.

Allure Magazine

The information presented on the Allure Magazine homepage is the newest information and latest celebrity stories. They present the latest skin, haircare and makeup



products or tricks to their consumers. They display the most up-to date, recent and newest trends in fashion. On the homepage of Allure Magazine, the main focus leads viewers to their weekly story of what they are covering on the center of the page. The top right of the page has a menu button or a menu banner



above the center topic. Inside the menu bar, there are listed the different sections of the magazine which are: Makeup, Skin, Hair, Fashion, Lifestyle, Celebrity, Best of Beauty, Beauty Box. Beneath is written the Subscribe and News Letter Sign Up button, to be part of the news of Allure magazine. It is also placed on the top right corner of the banner. On the Allure Magazine homepage their share icons appear in the menu tab at the bottom of the Subscribe and News Letter Sign Up button. It is accessible for their clientele to follow them on their social media pages.

The platforms Allure Magazine uses to promote their products are Facebook, Instagram, Twitter and Pinterest.

Facebook :

The home page of Allure's account is quite easy to get around. The first thing a user will see is the large banner of their most recent model Gigi Hadid posing for an article that was recently written about her. Once getting past that

their follower can access their pictures of videos from their most recent posts instead of going through their large quantity of posts.

Instagram :

Allure's Instagram is the beginning of a large quantity of posts that can vary from makeup idea, to the new "in" celebrity and of course what the newest trends are. They post about fashion designers, makeup brands, hair/makeup/nail trends even some inspirational photos to motivate and add some positivity in their viewer's day.

Twitter :

On Allure Magazine Twitter page, their logo is located on the top left of the page. Gigi Hadid is modeling on the main banner beside the logo on the right. There consumers and clientele can choose to follow up with their newsfeed by clicking on the follow button to become a follower. They then can proceed to look at their page and retweet or like any of the posts/tweets Allure Magazine had posted.

In the past four weeks of our observation Allure Magazine has posted, tweeted, and pinned a large quantity of photos over that short time span. They promoted and uploaded a large amount of photos on their main website and their social media sites. Due to the large and great quantity of posts it is very difficult, hard to keep track of

all their feeds and to find a prominent weekly theme within their posts.

Conclusion

With the information we gathered for four weeks we observed the differences in the marketing techniques used. We realized that all of the three organisations we chose used primarily Facebook, Instagram and Twitter to get the messages and promote to their consumers. We've seen that many of the organisations post very frequently like Allure Magazine and Sephora unlike Christian Louboutin. They post almost every 20 minutes to every hour to keep the interest of their clientele. They remain in touch and connected with their consumers to form a more secure and loyal bond. They have subscriptions that people can become a part of and get the latest information on the latest or released product. They can offer discounts or rebates that in the end, create a solid/tighter bond with their consumers. Some advertise the latest events that is happening to their latest products to create a great hype, like Christian Louboutin and the Perfume collection he released in Saks Fifth Avenue NYC.

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