

Designer Shoes Warehouse

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MKT 113

Marketing Channels Analysis

Company and Marketing Strategy

- ▶ The three marketing strategies DSW primarily focuses on is social media, direct mail marketing, and in-store marketing.
- ▶ The company DSW uses social networks such as Facebook and Instagram to advertise.
- ▶ DSW uses direct mail marketing to promote coupons or special deals by email or through the website.
- ▶ Also, DSW uses in-store marketing to showcases their displays and discounts.

First Channel: Social Media

- ▶ DSW uses social media to advertise such as Facebook and Instagram.
- ▶ More than three billion people around the world use social media.
- ▶ With nearly six hundred followers on Instagram.
- ▶ A whopping 2,829,031 Facebook likes.
- ▶ Along with the hashtag #MYDSW for shoppers to post photos of there new shoes for all followers to see.

Second Channel Analysis

- ▶ DSW uses direct mail marketing for emails or website promotions.
- ▶ DSW sends emails that consist of coupons or specific sales as well as upcoming benefits.
- ▶ With emails, customers can receive rewards, which can reduce the price of a purchase.
- ▶ The website offers online-only promotions.
- ▶ Additionally, the website offers gifts with certain codes or purchases such as a yoga mat or a bag.

Third Channel Analysis

- ▶ DSW use in-store advertising to show their upcoming discounts as well as featured displays.
- ▶ DSW fills the store with bright colorful posters.
- ▶ They provide their store with a good layout, which easily accessible to customers.
- ▶ The store features more highlighted brands closer to the front.
- ▶ They also provide bags for customers to utilize during their time in the store.