

## SW3 - MARKETING, SALES & PROMOTION

Identify a company that uses the Internet for marketing, sales, and promotions. Answer the following questions for the company of your choice.

1. What is the name of the company? Provide the company logo.

**ZAPPOS**



2. What is the URL of the company home page?

<https://www.singlegrain.com/digital-marketing/best-online-marketing-companies/>

3. History:

----- a. Who founded it and when?

Zappos was founded in 1999 by **Nick Swinmurn**, who says that his initial inspiration came when he failed to find a pair of **brown** Airwalks at his local mall. That same year, **Swinmurn** approached **Tony Hsieh** and **Alfred Lin** with the idea of selling shoes online.

----- b. Initial products/services and markets?

Zappos, a leader in online shoe commerce, sets the gold standard for online customer care. In fact, their CEO wrote the book on it. So it's no shock that they have a stellar digital strategy.

Not only does Zappos provide a 365-day money back guarantee, but they also have free shipping both ways as well, should consumers decide to return or exchange products purchased on the site.

As a result, Zappos doesn't have to work hard to market its online presence – its policies are so appealing to consumers that shoppers are eager to sing the company's praises to one another in a completely organic (and viral) fashion.

Of course, Zappos does still invest heavily in online marketing, and its social media campaigns shouldn't be missed! Notice how they focus on what the customer wants and needs, not on what they want the customer to want or need. This is a key part to any effective digital strategy. Listen to your audience and plan accordingly.

----- c. Private or public?

**-Public online shoe retailer**

----- d. E-company or brick and mortar? (E-company: purely online business // brick and mortar: with a physical store/office but maintains online presence)

**-Brick and Mortar**

4. Financials:

----- a. Most recent year's revenues?

Zappos earned \$10.7 million last year on \$635 million of net revenue, an improvement over 2007, when it made \$1.8 million on \$527 million of net sales.

----- b. Most recent year's profits?

the company made a \$221,000 profit on \$144 million of net revenue -- an 8.4% year-over-year growth in sales.

5. What are its main products and services?

Zappos.com, Inc. operates as an online shoe retailer. The company offers shoes for women, men, girls, and boys, as well as other specialty shoes. It also provides bags and handbags, accessories, and watches, as well as clothing for women, men, girls, and boys. Zappos.com, Inc.

6. What is its target market and who are its customers?

- Zappos' target market is mainly online consumers. While they previously only targeted consumers in search of footwear apparel, they have recently expanded to accessories, apparel, and home goods therefore expanding their target market considerably. The Zappos' consumer is also usually not price sensitive and has a higher disposable income.

## 7. Who are its main competitors?

### Top 5 Zappos Competitors

#### [Spartoo](#)



Estimated Revenue

\$7m

Employees

180

Location

Grenoble, France

[ecommerce](#),[internet](#),[shopping](#),[shoes](#)

Spartoo.com is the story of three fans footwear fans and the Internet. Boris, Paul and Jeremiah, less than 75 years old and freshly graduated. They dream of creating their... [read more](#)

#### [Amazon](#)



Estimated Revenue

\$136b

Employees

340,000

Location

Seattle, WA

[crowdsourcing,ecommerce,internet,delivery](#)

Amazon is an e-commerce retailer formed originally to provide consumers with products in two segments. It offers users with merchandise and content purchased for resale from... [read more](#)

[zulily llc](#)



Estimated Revenue

\$1.2b

Employees

2,900

Location

Seattle, WA

[ecommerce,delivery,retail,apparel and accessories](#)

zulily offers deals on brands for moms, babies, men and kids. Save up to 70% on our daily flash sales, featuring home décor, clothing, toys and more!

[Gilt Groupe](#)

**GILT**

Estimated Revenue

Michael Roi H. Brazal  
January 4, 2018

\$300m

Employees

1,000

Location

New York, NY

[ecommerce,shopping,furniture,lifestyle](#)

Gilt provides insider access to today's top brands for women, men, kids, and home as well as local experiences, amazing getaways, and gourmet finds - at up to 70% off

[Stitch Fix](#)



Estimated Revenue

\$600m

Employees

2,500

Location

San Francisco, CA

[ecommerce,retail,fashion,apparel and accessories](#)

Stitch Fix is a full-stack startup creating unique solutions in data-driven merchandising, massively scaled personal styling, and complex logistics.

8. How is the company using the Internet for marketing, sales, and promotions?

They used Facebook, Youtube, Twitter, and Instagram. And posting their products and sales promotions.

