E-commerce Marketing Strategy

Introduction

In most cases, people assume that the term eyewear is synonymous with sunglasses or corrective glasses. However, eyewear is a terminology that refers to things that are worn on the eyes (Graves, 2013). As a result, protective and corrective glasses are merely different types of eyewear. Warby Parker is a company that sells eyewear online. In effect, the core mission of the enterprise is to facilitate individuals to procure eyewear conveniently and at affordable prices. Unfortunately, the company has been facing major challenges in boosting its sales. Consequently, this paper examines Warby Parker's sales strategy from a multidimensional vantage point with the aim of improving its effectiveness to enhance its revenues. The development of a sales strategy that consists of experiential and digital marketing is likely to enable Warby Park to realize its objective.

Background

The bulk of society usually buys eyewear from physical stores, mainly because they need to try them on in order to make a well-informed decision (Graves, 2013). Therefore, the management team of Warby Parker allowed customers to try-on five frames at the comfort of their homes for them to effectively decide the ones which best suit them. The implementation of this strategy aimed at facilitating the organization to boost its sales. However, the sales strategy has not been as effective as the management team expected. Thus, the management team should refine the sales strategy to enhance the revenues realized by the company.

Solution

Warby Parker's management needs to develop an experiential marketing strategy to improve sales. The primary goal of the experiential marketing strategy should be to facilitate customers to experience the standard of service and products offered by the organization (Thompson, 2017). Accordingly, the organization needs to run a promotion that offers discounts of up to 20% to the customers and write a product review on its website or social media pages. Similarly, Warby Parker should carry out activations because they are part of experiential marketing, and the move will enable society not only to examine the quality of products issued by the company but also experience how customers feel when they procure eyewear through its website.

Recommendation

The sales team needs to develop a digital marketing strategy that seeks to increase traffic on Warby Parker's website. Accordingly, the strategy employed should ensure that the company issues a call to action, which leads customers to its website upon reviewing the products displayed on the social media pages (Gbadamosi, 2013). The company can outsource this service to a digital marketing firm for it to concentrate on its core business.

Conclusion

Experiential and digital marketing can help Warby Parker to boost its sales. As a result, the management needs to develop a marketing strategy that helps the organization to leverage the benefits of experiential and digital marketing. Accordingly, the experiential marketing strategy should be geared towards allowing customers to experience the quality of service and products offered by the company. In effect, Warby Parker will effectively convince a substantive fraction of the individuals who constitute its target market that it is possible to acquire top-notch eyewear from a high-quality online retail store. Correspondingly, the digital marketing strategy should aim at encouraging customers to issue product reviews on the company's social media pages and website. Similarly, the digital marketing strategy should focus on facilitating the organization to increase the volume of traffic experienced on its website. Consequently, Warby Parker's sales are likely to increase substantively over approximately one year.

References

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3. Thompson, J. (2017). Principles of Marketing. New York: Larsen and Keller Education.