



Our Mission:

"To create the most enjoyable shopping experience possible for our Guests."

Locations:

The Buckle, Inc. Headquarters

2407 W. 24th Street
Kearney, NE 68845

The Buckle, Inc. Store 130

McCain Mall,
3929 McCain Blvd #17fa
North Little Rock, AR 72116

History:

- Founded in 1948
- Began as Mills Clothing Store, in Kearney, Nebraska

Industry:

"Buckle operates over 450 retail stores in 44 states and has grown to become one of America's favorite denim destinations"

Products, Services, Programs

Men/Women/Children Products

- Brand Name Fashion Tops
- Brand Name Jeans
- Shoes
- Accessories

Services

- VIP Guest Services
- Fit Appointments

Programs

- VIP
- Guest Loyalty

Website:

<https://www.buckle.com>



- North Little Rock's Buckle could benefit from the preparation of an IDMP in many ways. As of right now, Store 130 has Instagram as a their preferred media channel. Store 130 is all about promotion of their product, and I believe that is where they fail with social media. With the plan of an IDMP, we could implement new strategy tactics they could approach. We could enforce the 80/20 rule to help with the attraction of their specific target audience. We could add more social media channel option other than *just* Instagram. With the IDMP, Store 130 could potentially receive more business with more enforcement from different social media channels.



| Hana Williams | Channel Analysis |

(Chart PDF in next file)

Introduction

The client I chose for my Interactive Digital Media Plan (IDMP) is the Buckle, Store 130, at the McCain Mall in North Little Rock, Arkansas. Within the first 15 minutes of beginning my research, I discovered that Store 130 is not very active in the social media world. The only media channel they use is Instagram, and it is not used as effectively as it should be. So, with this IDMP, I decided to start from scratch to help improve the client's overall social media appearance. Within my table, under "client organization", you will find that I decided to look through the *corporate* Buckle's social media channels to get a few ideas in where to start my IDMP for Store 130. So, as for the corporate Buckle, they utilize their blog, Instagram, Facebook, LinkedIn, and Pinterest very well. But, as for their Twitter, Google+, Snapchat, and Youtube pages, there could be some improvement. For my equivalent peer, I chose Conway, Arkansas' Hipsway, a small clothing boutique for women. Hipsway has begun to expand their business to other cities in Arkansas besides Conway, so I felt their social media exemplified a great way to grow and expand business. Hipsway utilizes Instagram, Facebook, Snapchat, and Twitter very well. As for the other outlets, they seemed to have been pushed to the side. For the aspirational peer, I chose the *corporate* Forever21. I personally follow almost every social media account that Forever21 uses, and I think every clothing company should aspire to be like this organization. This company utilizes every media outlet extremely well and maintains up-to-date. The only outlet I could not find was their blog. Other than that, all of the company's social media is outstanding.

Tone

Buckle's tone is bold. On their website home page, in big letters, it says, "Shop like you're goin' somewhere." This tone says something along the lines of "Hey you, buy are clothes and make a statement, now."

With both the equivalent and aspirational peers I have chosen, the tones they have given are very friendly. With Hipsway, their company is not as big as the other two corporate channels. Since this is the case, to be as popular as the corporate channels, you should want your audience to believe you are just as friendly as the bigger organizations. Every media outlet Hipsway uses, has a friendly tone. They have captured the idea somewhat like the corporate companies have. By the use of bright colors and high quality images advertising their products, their outlets are able to catch your eyes. Some of their media outlets such as their blog, LinkedIn, Google+, and Pinterest set somewhat of a boring tone. If a channel is left in the dust and is not updated regularly, the tone of the channel can become dull.

As for Forever21, every outlet they use gives a fun and energetic vibe. Their Snapchat does a great job recognizing this fun tone. They show all of their photoshoots with all of the music and lights to help create a fun environment. They even let some of their models take over their Snapchat, and show their audience what it's like to work with Forever21.

Intended Audience

Within the retail business, your number one goal is to make money. But, to do this, you have to make sure your organization has a set target audience to appeal to. Buckle's audience differs in some ways compared to Forever21. To determine these audiences, I decided to look at their products they have along with the models advertising their product. Buckle has

children's clothes they advertise, but their main focus is to an older audience. I would say their target audience is to all races. With this being said, if you click on their Instagram, there are multiple models of various races. If Buckle were to appeal to one race, business would rapidly decrease because you NEVER want your company to appear as discriminatory. Buckle does a great job of appealing to both men and women as well. They do not advertise or focus on just one specific gender because the more you offer for each gender, the more your business grows. As for age range, Buckle has a wide variety of clothing that could possibly be worn at any age. But, as for their appearance on their social media, they seem to try and appeal to an audience with ages ranging from 17-30. The vibe their models give, show that their audience is directed towards people that have a variety of style. If you watch their snapchat stories, you can view the different venues they shoot their photos at. Within these different venues, you can notice they are trying to appeal to different personality types such as business men/women, adventurous, and hipster.

With Forever21, their target audience is almost the same. Forever21 offers men, women, and children's clothing, but their target audience seems to appeal more to women. If you take a look at their Instagram, you notice they advertise more women's clothes than men. If you scroll back a few weeks, you may see 1-2 posts advertising men's clothing, and you almost never see children's clothes. Their target age for their social media appearance seems to be about the same as Buckle's, 17-30 years old. They give a vibe almost similar to Buckle's as far as focusing on personality advertising. For example, Forever21 advertises a more hipster style compared to others. They have a variety of clothing for different personalities, but their main focus would be for the hipster, which urban dictionary describes as an "independent thinking, counter-culture, progressive politics, an appreciation of art and indie-rock, creativity,

intelligence, and witty banter.” Forever21 also appears to all races. All of their models consist of many different races.

Mission

Buckle’s mission statement is, “To create the most enjoyable shopping experience possible for our guests.” In reflection to this mission statement, Buckle does a great job with creating an enjoyable shopping experience. Their blog exemplifies their mission the best. Within their blog, they have tools to help you shop with, such as a “denim guide.” This way, their customers can know what type of jean they are looking for before they go into a store. This helps create a more relaxed shopping experience, other than walking into a store with no idea what you are looking for.

Forever21’s mission statement is, “To provide shoppers with an unprecedented selections of today’s fashions with affordable prices.” Forever21 does a fantastic job with adhering to their mission statement on their social media. Their main focus from this mission statement, besides always having a wide selection of fashion, is their affordable prices. With the use of their Instagram, they have a link to a page posted in their biography. Within this biography, you can look at almost every outfit seen on the models posted on their Instagram. By clicking the photos of the clothes you want, you are directed to their website which shows the affordable prices under the pictures. Along with viewing the pictures, Forever21 always makes it known when they are having a sale on their website.

Overall Message

Buckle’s overall message is somewhat clear. They are clearly wanting people to buy their product, so that’s what they promote. As I searched through their Instagram, I noticed in the comments, if someone has a question, Buckle usually directly replies back to their

customer. If you just look at Buckle's pictures, they are just promoting what they sell. But, if you take a look at their captions, you can see that they want to give out a message that they are up-to-date with what's trending right now. For example, a few of their captions say things like, "Until the thermostat shows us 75 degrees, this will have to do" or "Ready or not, Monday here we come." Things such as weather or those dreaded Monday's can speak to an audience well to show that they feel the same things their customers do.

Hipsway's overall message is clear as well. They tend to focus more on using their Instagram page to promote their products. Within their Instagram, there are not just pictures of their clothes. Every once in awhile, they will post memes or signs within their page. This lets their target audience of teenage/college girls know, "Hey, we've been there." This type of messaging conveys they are just like every typical girl out there. This helps bring a closer relationship with the company and their audience. It kind of shows the audience that they are on the same level and that a secret to a girl's happiness is shopping.

Missing Elements

Buckle is a great company when it comes to promoting product. I think Buckle misses the opportunity to engage with its audiences more. I do not believe that Buckle follows the 80-20 rule when it comes to social media. They seem to be more focused on pushing their products, rather than engaging with their audience. I also believe this has to do with being of more expensive clothing lines they sell. Buckle has a wide variety of clothes, but they are a store that sells name brand clothes from different companies they have partnered with. I think that they tend to forget about the lower class when promoting on social media. They seem to always be focused on these name brands they are trying to sell, rather than engaging with their audience. On their social media outlets, usually they comment back to their customers if

they have a question. Their Facebook promotes things other than just product. Sometimes they repost items from their blog that engages with their audience's needs to shop at Buckle besides just advertising what they sell.

As for Forever21, they do not interact with their audience as much as Buckle. As I was scrolling through multiple comments on different outlets, I noticed that Forever21 rarely answers/responds to any questions from their audience. This may give a bad vibe to their customers, by seemingly like they don't care enough to reply.

Hipsway posts on almost every social media channel they have, but it seems that their main focus is solely Instagram. This day in time, pictures are everything. The more likes you get on Instagram, the more somewhat "popular" you are. Since Instagram is only photos, Hipsway appeals to most of their target audience through that social media channel. They are a very active on Instagram, but somewhat passive on the rest.

Conclusion

Overall, I think all three organizations utilize their social media well. On most of each organization's media channels, they give an active voice by responding and engaging with their audiences. But as far as product promotion, I think they tend to focus a little more on selling their brands versus engaging with their audiences. This is something you would expect from a clothing store, but I think the three organizations should take a few tips from Red Bull, Coke, or another brand that does a great job with the 80-20 rule.



| Hana Williams | Target Audience Personas |

Buckle has a large amount of consumers in their business. But, within businesses, you should have a set amount of target audiences you want to appeal to. I have narrowed it down to 3 target audience personas for Buckle: Females, males and employees. If you can define your target audiences, this could impact how you push product to your consumers and could potentially increase sales if done right.

Female Target Audience

Buckle doesn't target just any female. Instead, their target audience of females consist of women from ages roughly 15-30. The persona I have created for the female target is named Taylor. Taylor is starting her senior year of high school. She is 5' 8" with blonde hair and blue eyes. Her mom does not have to work, so she is school and community-involved while her dad is a doctor. Taylor is a high school cheerleader along with being a potential homecoming queen nominee. She needs a new outfit for every event, so she shops at Buckle. Buckle is known for having fashion-forward clothes. They are also known for their VIP guests who shop there often. If you call the store before you visit, you have the opportunity to set up a "Get Fit" appointment with one of the teammates on staff. This allows the staff to create multiple outfit choices to have prepared and ready for their guest to come shop at the store. This helps make shopping easier. So the reason they would target girls like Taylor is because she comes

from a family with a higher budget for shopping. These girls typically need a trend-setting outfit for every event and will spend whatever it takes to stay in the “in” crowd.

Some social networks Taylor might use would be Instagram, SnapChat and Facebook. Instagram allows Taylor to post pictures of her night out in her outfit, using the hashtag *BuckledOut*. Facebook would give Taylor the option to share her location in which she bought the outfits to go to, followed by a night-long Snapchat story of her event. Taylor spends a majority of her day staying updated on her social media networks. She is the type of person to comment “Do you have this shirt in army green?” on her local Buckle’s Instagram’s latest post. I think Taylor’s local Buckle already follows her on her social media networks. She has created a relationship with most of the workers there, so I think she would be disappointed if Buckle just now followed her back.

Male Target Audience

As for the male target audience, Buckle targets males around the same ages as women. Along with females, you could say Buckle targets high school aged males as well, but that’s not the only male target audience. Meet Donny. Donny is an oral surgeon. He is 40 years-old with a young wife at home, a new baby and a two children from a previous marriage. His hot, young wife loves to shop name brand, but Donny has never been the name-brand type and doesn’t know much about fashion. Donny wants to feel and dress “young” again to be able to keep up with his wife, newborn baby

and to not embarrass his teenage children for dressing “too old.” Donny needs help dressing himself, because he is not with the trendy crowd. Buckle is a great place to bring new shoppers to, especially when they have a doctor’s income. Buckle is a company that gives their guests opportunities to be dressed by the employees. Buckle trains their employees to be familiar with all of the brands the store carries and also with how each brand fits a particular body type. With this training experience, this allows guests with non-fashion sense to enter the store, seeking for help to improve their fashion knowledge. What better way than to target older, male audiences with a no budget spending limit, and no fashion sense.

Donny is only familiar with Facebook. He only checks it a few times a week, but when he does, it’s only because he’s playing one of the games that Facebook offers. I wouldn’t say Donny comments and/or initiates too many online conversations. If Buckle were to join him on social media, he might think that he made a big enough impact for them to follow him. This gives Donny the mindset that they want him back for more business.

Employee Target Audience

Buckle has an undercover target audience and it happens to be their employees. Buckle has a great recruiting process when it comes to hiring the right employees for the job. Their typical employee should have a great fashion sense and a sales and marketing mindset. Let’s meet Becca. Becca is a co-assistant manager for Buckle. She is about 5’5” with un-natural red hair and is a die-hard advocate for Buckle. She always

has her dressing room keys in hand, that way she is available for any guests ready to try on clothes. Buckle gives a 40% discount to their employees, so secretly, they are targeting their workers to utilize that 40% off and buy their clothes. Becca does just that. She is a full-time employee for Buckle, so she is almost always at the store. When new merchandise arrives to the store once or twice a week, Becca is the first to know. She actually gets to look and choose first-hand on what she wants to buy. Since she is a trendy gal, she cannot decide between the new Gimmicks top or Freebird shoes, so she buys both.

Becca typically uses Instagram, Snapchat and Pinterest. With Snapchat, she updates her Buckle-crazed followers about upcoming sales and new merchandise. She almost always uses the hashtag *BuckledOut* in every post on Instagram, because every piece of clothing she owns is from Buckle. Pinning outfit ideas from other Buckle's to her Pinterest page is a hobby of Becca's. This allows her to gain insight on new ideas to help improve the store's visual merchandising. Becca is also most likely to either come into the store to shop on her day off and/or comment "That's so cute" on her local store's Instagram post. Becca would also feel extremely comfortable with her local Buckle following her because most likely, she is the one running their social media.



| Hana Williams | Goals, Objectives, Messages |

Introduction

For my Interactive Digital Media Plan for the North Little Rock Buckle, there are goals, objectives and messages that need to be set in place before I can contribute to their social media growth with their target audiences. Within this section, I will convey the plans I have set to help expand North Little Rock's Buckle's social media appearance. The goals I have set for this campaign is a six month process. It will start at the beginning of June 2017 and will end December 2017.

Awareness/Attitude Goal:

"To position North Little Rock Buckle as actively interested and build relationships with online audience on multiple social media outlets."

Action Goal:

"To increase Web traffic and social media participation among all audiences on North Little Rock Buckle's social media."

Target Audience - Females ages roughly 15-30

Obj. 1: (Instagram)

- Among posts targeting Females ages 15-30 on Instagram, to earn an average of 200 likes per post by December 31, 2017.

Message 1:

- “OMG I NEED THIS OUTFIT!”

Obj. 2: (Snapchat)

- Among posts targeting Females ages 15-30 on Snapchat, to increase Buckle Snapchat followers to 1,000 by December 31, 2017.

Message 2:

- “I wonder what new product Buckle is going to post on their Snapchat this week!”

Target Audience - Males ages roughly 15-30

Obj. 1: (Facebook)

- Among posts targeting Males ages 15-30, to increase followers/fans to 2,000 by December 31, 2017.

Message 1:

- “I love how North Little Rock Buckle’s Facebook page has followers from all over the Central Arkansas area.”

Obj. 2: (YouTube)

- Among posts targeting Males ages 15-30, to increase views per post to 500 by December 31, 2017.

Message 2:

- “Wow, I didn’t know Buckle had such a wide variety of brands in their store!”

Target Audience – Employees

The target audience of Employees should be true advocates for Buckle. They are the people that love to promote product, make sales and build relationships with guests. With that being said, these objectives and goals are apart of being hired as an employee therefore are the ones that will help complete these goals after being hired.

Obj. 1: (Snapchat)

- Among posts targeting Employees, to increase individual Snapchats to VIP guests to 3 per week by December 31, 2017.

Message 1:

- “You should come check out our trendy styles we just got in!”

Obj. 2: (Pinterest)

- Among posts targeting Employee, to increase pins to 10 per post by December 31, 2017.

Message 2:

- “I’m putting this with my cute outfit ideas board!”



| Hana Williams | Channels and Tactics |

For my Interactive Digital Media Plan for the North Little Rock Buckle, there are certain tactics that need to be created in order to achieve your objectives and goals. Each tactic is designed specifically for that target audience on a certain social media platform. Within this section, I will convey the tactics I have created to help expand North Little Rock's Buckle's social media appearance. The goals I have set for this campaign is a six month process. It will start at the beginning of June 2017 and will end December 2017.

Awareness/Attitude Goal:

“To position North Little Rock Buckle as actively interested and build relationships with online audience on multiple social media outlets.”

Action Goal:

“To increase Web traffic and social media participation among all audiences on North Little Rock Buckle's social media.”

Target Audience - Females ages roughly 15-30

Obj. 1: (Instagram)

- Among posts targeting Females ages 15-30 on Instagram, to earn an average of 200 likes per post by December 31, 2017.

Tactic 1: (Appendix A)

- Post high-quality content pictures to the North Little Rock Buckle Instagram page.

Rationale:

- While researching aspirational peers, every picture is taken with high quality megapixels in order to view their clothing in greater detail.

Description:

- Use a high-quality camera, such as a Canon T2i, to focus better on the pictures taken.

Tactic 2:

- Create a unique hashtag for the audience to use.

Rationale:

- Hashtags are an easy way to categorize photos with keywords. Hashtags help your brand to get discovered by other users and your photos are more likely to get liked.

Description:

- Research other unique hashtags that lead to more likes.
 - Play around with words to create a unique hashtag.
-

Obj. 2: (Snapchat)

- Among posts targeting Females ages 15-30 on Snapchat, to increase Buckle Snapchat followers to 1,000 by December 31, 2017.

Tactic 3:

- Create a Snapchat account for Store 130.

Rationale:

- Give guests a behind-the-scenes look at all things Buckle, such as new product or promotions.

Description:

- Download Snapchat app to store iPad.
- Use the normal process of creating a Snapchat account.

Tactic 4:

- Create mini fliers to advertise North Little Rock Buckle's Snapchat handle.

Rationale:

- This will help create awareness that store 130 has its own unique Snapchat. This will allow guests to follow their store and find out about upcoming sales, events, and/or new product.

Description:

- Assign the store's visual merchandiser to create mini card fliers to hand out throughout the mall.
- Make fliers small enough to place in shopping bags upon check-out.

Tactic 5: (Appendix B)

- Create a geofilter for guests to use while shopping in or near the store.

Rationale:

- If an organization has a Snapchat geofilter, it has the opportunity to expose your unique brand/store to all of the your guests followers on their own personal Snapchat accounts.

Description:

- Create a unique filter on geofilters.snapchat.com.

Target Audience - Males ages roughly 15-30

Obj. 1: (Facebook)

- Among posts targeting Males ages 15-30, to increase followers/fans to 2,000 by December 31, 2017.

Tactic 6:

- Create a unique Facebook page for Store 130.

Rationale:

- This will allow for increased exposure to potential guests.

Description:

- Download Facebook app to store iPad.
- Use the normal process of creating a Facebook account.

Tactic 7: (Appendix C)

- Post content on Facebook about upcoming promotions.

Rationale:

- All retail shoppers are always looking for their favorite store's upcoming promotions.

Description:

- Post ads describing the upcoming event/promotion.

Obj. 2: (YouTube)

- Among posts targeting Males ages 15-30, to increase views per post to 500 by December 31, 2017.

Tactic 8:

- Create a Store 130 YouTube account.

Rationale:

- No matter what kind of video you want to watch or post, you can do it all on YouTube. This will allow guests to observe your store's videos such as tutorials.

Description:

- Download YouTube app to store iPad.
- Use the normal process of creating a YouTube account.

Tactic 9:

- Create tutorials on how to put together the perfect outfit for any occasion.

Rationale:

- This will help the audience who doesn't know much about fashion feel as if they have the ability to put trendy outfits together themselves. This will also help create awareness about specific brands the store offers.

Description:

- Have trained employees and visual merchandisers create the tutorials using a high-quality camera.

Target Audience - Employees

Obj. 1: (Snapchat)

- Among posts targeting Employees, to increase individual Snapchats to VIP guests to 3 per week by December 31, 2017.

Tactic 10:

- Create multiple 10-second snaps to send to VIP guests.

Rationale:

- This will help build/increase relationships with VIP guests. This will also allow the VIP guests to view the newest shipments of product first.

Description:

- Look into the profiles recorded of VIP guests to see what brands/sizes/styles they are interested in.
- Put together outfit ideas based on this information
- Send to VIP guests to view

Tactic 11: (Appendix D)

- Create a sign to place inside and outside of the store to advertise Store 130's VIP Snapchat list.

Rationale:

- This will help create interest in following the Store 130's Snapchat. If you can get your guests to know if they are on the list to receive these Snapchats, they will more than likely know about the new in-store product first.

Description:

- Place a unique sign/advertisement inside and outside the store.

- Create details of what it is used for and benefits of using it.
- Add handle at the top in big letters.

Obj. 2: (Pinterest)

- Among posts targeting Employee, to increase pins to 10 per post by December 31, 2017.

Tactic 12:

- Create a unique Pinterest for Store 130.

Rationale:

- It is a great tool for increasing links back to your store. If someone pins it on pinterest, it means they like what they see. This could potentially lead to more traffic into the store from which the product came from.

Description:

- Download Pinterest app to store iPad.
- Use the normal process of creating a Pinterest account.

Tactic 13:

- Build multiple outfit ideas using the same pieces of clothing for different occasions.

Rationale:

- This will allow the audience on Pinterest to see that even though Buckle's clothing is on a higher budget, you can use multiple products for multiple outfits. Certain Buckles carry certain brands/product based on their location and number of sales of that specific brand or product. If the

Pinterester can link their favorite article of clothing back to Store 130, it could lead to more traffic in the store or increased sales.

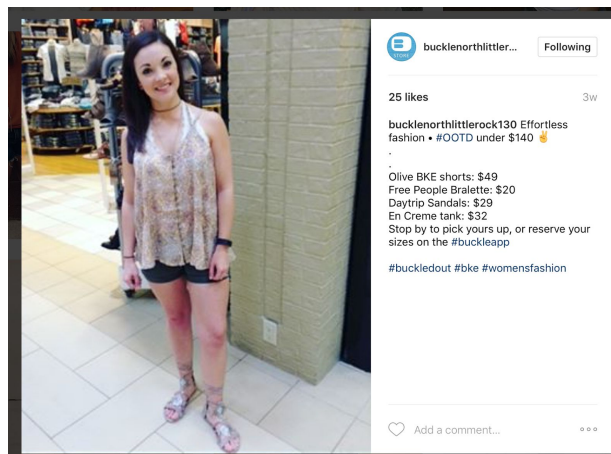
Description:

- Put together multiple outfits using different product multiple ways.
- Take high-quality pictures to post on Pinterest.
- Link the pictures back to Store 130's other social media outlets.

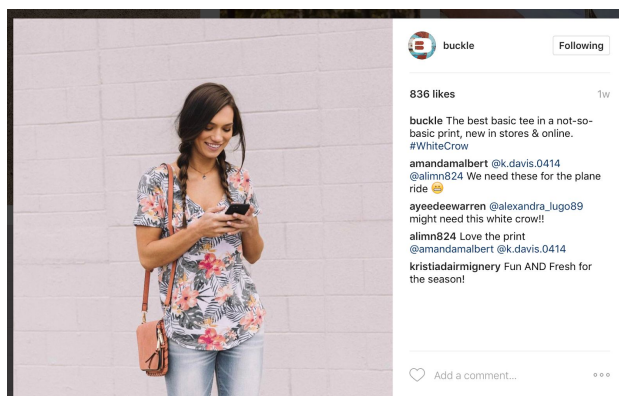
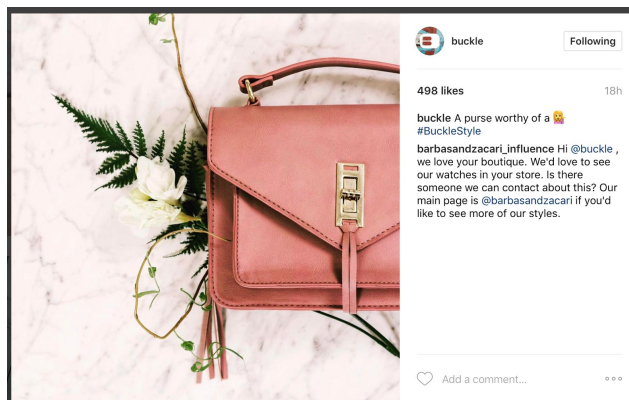
Appendix A

(Instagram picture quality posts)

NOT Quality Efficient

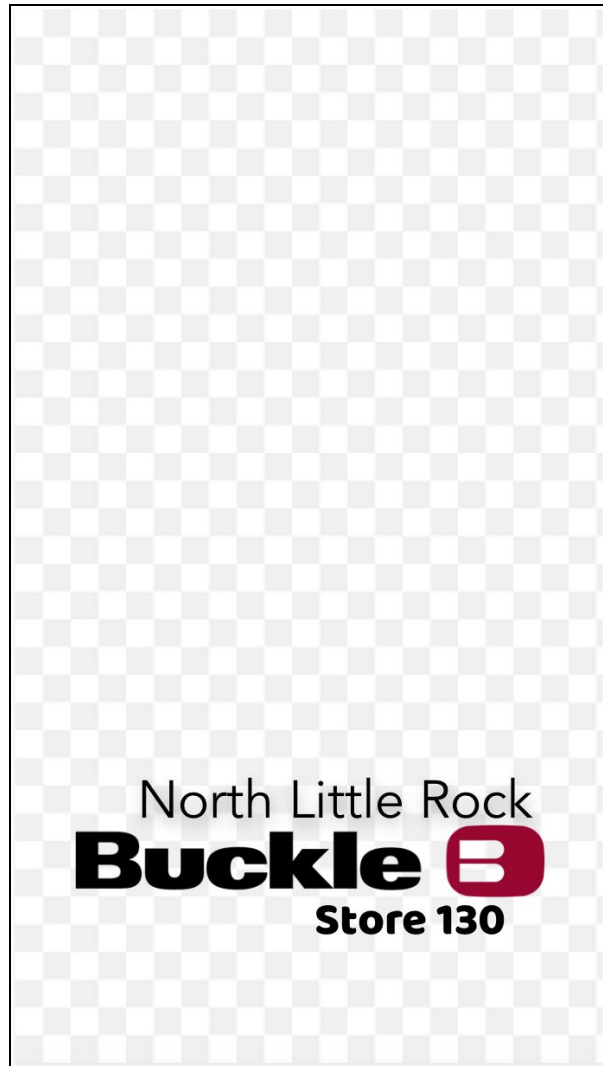


Quality Efficient



Appendix B

(Snapchat Geofilter)



Appendix C

(Promotional Facebook Post)

(1) TAX FREE weekend is here!!! Stop by your favorite Buckle at McCain Mall in North Little Rock, Arkansas!



Appendix D

(Snapchat VIP sign)

