



**Warby Parker
Social Media Audit**

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Client Overview

Client History

In 2010, four classmates from the Wharton School of Business (Neil Blumenthal, David Gilboa, Jeff Raider and Andy Hunt) founded Warby Parker to solve a problem they had all faced. In the words on Andy Hunt, “After repeatedly losing my glasses and being forced to pay astronomical prices for uninspired frames, I decided to do something about it” (Bahrenburg, 2010).



Mission Statement

Warby Parker’s mission is to offer designer eyewear at a revolutionary price, while leading the way for socially conscious business.

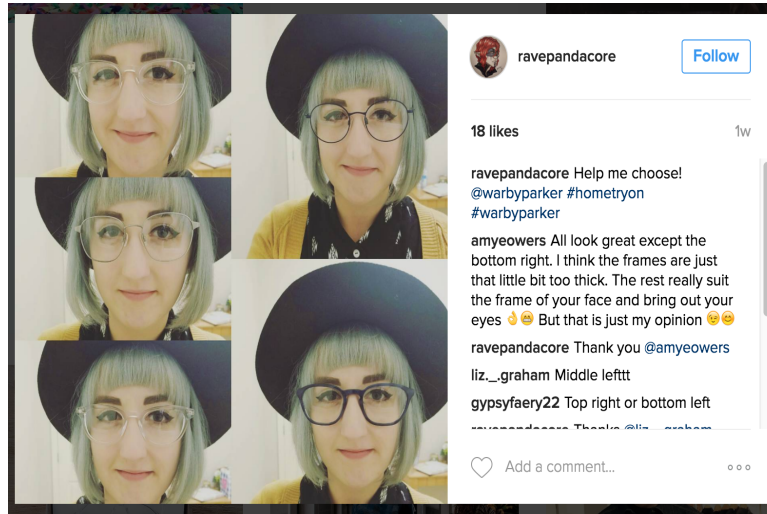
Industry Overview

Warby Parker considers itself a fashion brand first. The founders recognize that customers first want to look good in their glasses, so they developed fashionable frames that are more of a fashion accessory than a medical aid.

Warby Parker is also part of the eyewear and e-commerce industries. According to Statista, eyewear is a steadily increasing market within the United States. The total amount of eyewear sold throughout the country has increased every year since 2009 (Eyewear in the U.S., 2016). While Forbes magazine reports that Luxottica, an Italian company, has a monopoly on eyewear (Swanson, 2014), Inquisitor reports that online retailers such as Warby Parker and Zenni Optical are starting to compete with the monopoly. E-commerce is a big reason why small startups like Warby Parker are able to compete with larger corporations like Luxottica. Business Insider reported that same day delivery and mobile purchasing will soon be the biggest trends in the industry (Smith, 2014).

Products and Services

Warby Parker is a socially conscious lifestyle brand that offers a wide variety of stylish eyeglasses and sunglasses, which they proudly make in-house to cut costs. A key part of its business model is the “home try on” feature. Customers can choose five different styles to try, post photos wearing each pair on social media and receive assistance in selecting from Warby Parker staff.



In keeping with its mission, Warby Parker also created the “buy a pair give a pair” program. This socially conscious effort provides one pair of glasses to those in need in developing countries for every pair sold. So far, Warby Parker has distributed more than two million pairs of glasses worldwide.

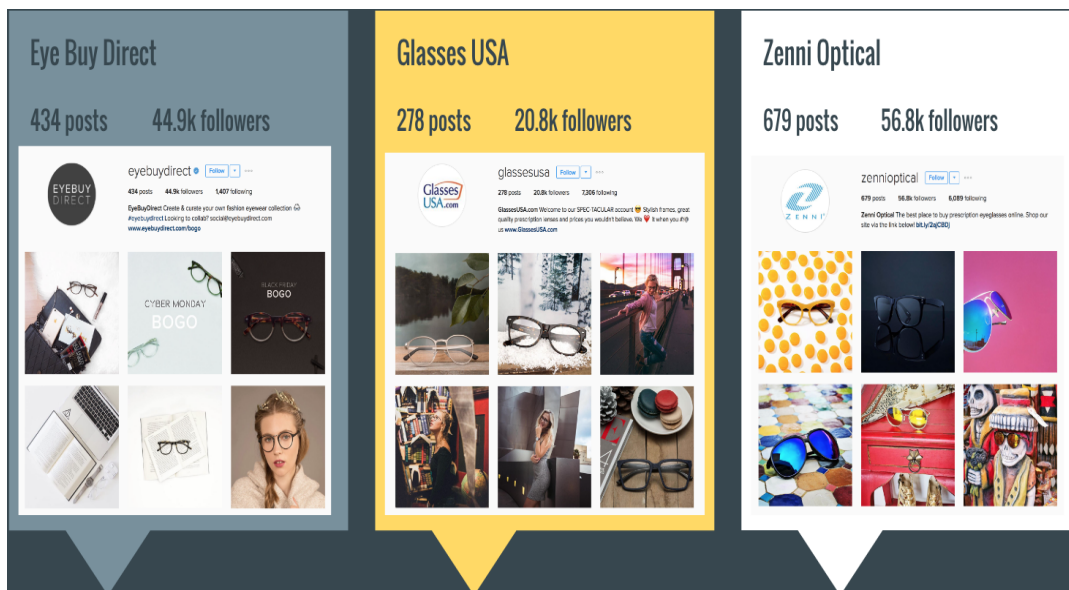


Although its main sales come from online retail, Warby Parker currently has physical locations in 19 states within the U.S. and one location in Ontario, Canada.

Key Audiences

Warby Parker targets millennials. “Our primary target customer segment is young, educated and socially conscious,” founder David Gilboa said in an interview (Shayon, 2011). Elite Daily found that 62 percent of millennials are more loyal to brands that engage directly with customers on social media. Similarly, a Crowd Twist study found that nearly 50 percent of respondents wanted socially conscious benefits (Smith, 2015). These are two important characteristics of the Warby Parker brand. The affordability of the products and lack of bifocal or progressive lens offerings also shows that Warby Parker is geared toward young adults. It should also be mentioned that Warby Parker customers have been “geographically and demographically diverse,” according to Gilboa. From looking at current physical store locations, such as Brooklyn, San Francisco and Portland, it appears Warby Parker is also targeting urban populations.

Competitor Analysis



Competitor 1: Eye Buy Direct

Eye Buy Direct is an eyewear company founded in 2005 by Roy Hessel. Its mission states, “Great glasses should be accessible and affordable to everyone.” It allows customers to buy prescription glasses directly, without a middleman manufacturer, at a low price.

It is considered a competitor because it is able to offer customers eye glasses at the lowest cost, eliminating a middleman or distributor, and connecting their products directly to the customer. The company has a 2.5 billion initiative to provide corrected vision to 2.5 billion people in the world.

Eye Buy Direct offers prescription glasses starting at \$6. The company’s key audience includes millennials and young professionals.



Eye Buy Direct has accounts on Google, Twitter, Facebook, Instagram, LinkedIn, YouTube, and Pinterest. It is most active on Instagram and Twitter. It also showcases products in short video clips on YouTube that link to its website.

Competitor 2: Glasses USA

Glasses USA was founded in 2008. Its mission is to provide customers with the best custom-made prescription glasses at reasonable prices in the fastest time possible. It provides eyeglasses at a low cost by completing all manufacturing and distribution in house.

Glasses USA states on its website that it hires recent college graduates who have a commitment to service and a passion for glasses. It also has a style council that, “keeps pulse on the latest trends.”

Its primary accounts are Instagram, Pinterest, Facebook, Twitter, and YouTube. It is very active on Instagram and gains audience interaction on Facebook with contests and responding regularly to comments.

Competitor 3: Zenni

Zenni’s mission is to give people glasses they can actually afford but still make them look like a million bucks. It was founded in 2003 in the San Francisco by two scientists. Zenni is considered a competitor because it provides fashionable eyewear to a broad age audience at an affordable price.

Zenni provides men's and women’s prescription glasses, non-prescription glasses, sunglasses, goggles and sports glasses as well as children's glasses. Zenni owns an entire manufacturing process. Its audience includes children, men and women, young professionals, and parents.

Zenni can be found on Pinterest, YouTube, Facebook, Instagram, and Twitter. It is most active on their Twitter and Instagram accounts.

Research Summary

Content Analysis

The three social media platforms Warby Parker utilizes most are Twitter, Instagram and Facebook. We analyzed Warby Parker’s posts from these three platforms for three weeks - September 22 to October 13. All further data is in regard to that three-week period. Overall, Warby Parker uses Instagram to show off its brand personality. Compared to Instagram, Facebook generally included less lifestyle content. There are few, if any, ‘artsy’ images. The Facebook feed does not spread the Warby Parker brand in the same fashion the Instagram feed does. Warby Parker mainly uses Facebook to post more ad-based content. Its Twitter, like Facebook, has more promotional content compared to Instagram. Warby Parker uses its Twitter the most for informing and engaging with its audience. It uses Twitter frequently to engage in one-on-one personal conversations with followers.



We also looked at Warby Parker’s Snapchat and Tumblr accounts. Although we were not able to analyze them quantitatively, we did observe distinct themes on each platform. Snapchat seemed to be used to offer followers an exclusive look into the company. Most stories contained interviews with staff, store openings and a “day in the life” accounts of employees. The Tumblr page seemed to be geared toward Warby Parker’s core audience. Content included more literary references than other platforms. Tumblr also showcased more corporate social responsibility posts, even beyond the “buy a pair, give a pair” program. For example, it posted about helping bring glasses to New York City public school students.

Social Media Platform 1: {Twitter}

Looking closely at three weeks (September 22-October 13) of Warby Parker’s social media use, it posted to Twitter 53 times. From this analysis we have learned that their tweets are primarily information, interactive, and graphic oriented. The following chart analyzes the frequencies of those posts:

Posts included a video	Posts included a picture or graphic	Posts provided information to followers	Posts promoted a product or service of the organization	Posts are a contest or give-away for the audience	Posts asked the audience to do something	Posts feature a spokesperson or celebrity
5.6%	86.8%	94.3%	84.9%	3.8%	18.9%	18.9%

The client uses this platform to promote their product in lifestyle posts, upcoming events and special promotions. On Halloween, for example, the company announced a new partnership with Will Shortz, the crossword editor for the New York Times. The partnership is in celebration of the opening of the new Grand Central store. Shortz creates crosswords that will be tweeted by Warby Parker daily. Warby Parker will respond to the first customer to guess correctly and ask them to send an email to twitter@warbyparker.com to claim their prize.

Social Media Platform 2: {Instagram}

Looking closely at three weeks (September 22-October 13) of Warby Parker’s social media use, it posted to Instagram 41 times. The following chart analyzes the frequencies of those posts:

Posts included a video	Posts provided information	Posts promoted a product/service	Posts were a contest or give-away	Posts asked the audience to do something	Posts featured a spokesperson or celebrity
14%	85%	71%	10%	44%	0%



Warby Parker posts a lot of fun facts with pictures of the stores and employees. From the sample of posts looked at, only 44 percent - that's less than half - of its posts asked the audience to do something. Only 70 percent included one of its products. Warby Parker is big on personally connecting with its audience and feeling more like influential friends, rather than a company trying to sell something. It posts pictures of employees in their Halloween costumes and videos of them playing ping pong in the office. It is a fun company that wants to show that off through Instagram. All its Instagram posts are really professional looking, artistic and aesthetically pleasing.

For about a week it posted small clips of a giveaway video along with the link to the whole video. This campaign worked well and received the most audience engagement. The giveaway posts got a lot more comments compared to other posts. Another engaging thing Warby Parker does on Instagram is provide links for its followers, whether it be a link to a new line of products or even an artist/designer's page. Its posts are really good about providing links for the followers to go check out.

Social Media Platform 3: {Facebook}

Looking closely at three weeks (September 22-October 13) of Warby Parker's social media use, it posted to Facebook **10** times. The following chart analyzes those posts:

Posts included a video	Posts provided information	Posts promoted a product/service	Posts were a contest or give-away	Posts include a graphic or image	Posts asked the audience to do something	Posts featured a spokesperson or celebrity
10%	100%	100%	10%	80%	10%	10%

Warby Parker created 10 Facebook posts over a three-week span. This works out to about one post every two days. This means the posts were consistent. All but one post were announcements of events, collaborations, store opening and new products. Most posts are essentially advertisements. Most of the images attached to the Facebook posts were images of products or new retail stores, as well as Warby Parker drawings.

Only a single post referenced the giveaway contest Warby Parker recently did. Warby Parker does not commonly do giveaways. Posts asking for audience engagement were also low. The giveaway post was the single post asking for engagement. The giveaway video uploaded to Facebook was viewed 88,000 times.

Warby Parker replied to a large number of comments left on its Facebook posts. Most of the posts received a moderate amount of likes. Outside of posts that received an unusually large amount of attention the average amount of likes was 47 per post. The popular post was the giveaway post, it received 746 likes.

Focus Group

While 75 percent of adults use some sort of vision correction, according to the Vision Council of America, only three out of seven of our focus group participants had heard the name Warby Parker. With so many people wearing glasses, it became evident that Warby Parker needs to increase brand awareness. Participants discussed what platforms they thought were best to for Warby Parker, brand characteristics that showed in Warby Parker's posts and recommendations for improving its social media presence.

**Main Point 1**

We first asked participants what platforms they use the most and what platforms they would like to see Warby Parker using. The majority used Instagram the most, followed by Twitter, Facebook and Pinterest. They noted that Warby Parker doesn't have a huge presence on Pinterest, which is a huge social media site for styling and would make an even bigger difference if the picture link directed consumers directly to the Warby Parker website. They also suggested Warby Parker have YouTube ads.

Main Point 2

The next topic discussed was what the participants thought of Warby Parker's Instagram, Twitter and Facebook. We showed let them get a feel for each account as a whole, then asked about specific posts for each. Participants characterization of the brand matched a lot of our background research, indicating that Warby Parker is currently doing a good job conveying its brand message. Participants liked the hip, cool, quirky style of the posts and frequently mentioned "relatability." They also noticed the great amount of interaction between the business and customers on Twitter. That topic led to how the use of Instagram videos is not effective. Participants don't even think about looking at a video if they have to wait for it to load.



Main Point 3

We asked participants for recommendations to improve Warby Parker’s social media presence. They talked about more use of contests and giveaways saying, “nothing gets people going like free stuff.” Participants also recommended using Pinterest more and posting more shout outs to followers.

SWOT Analysis

Strengths	Weaknesses
Warby Parker is very strategic in all the social media platforms it uses regularly. Its posts are organic and relatable. Focus group participants commented that the Instagram posts “looked like what their friends would post.” Warby Parker is especially good at interactive marketing. Replies to customers are prompt, friendly and often.	Brand awareness is low. Less than half the focus group participants were familiar with Warby Parker. It is not using all the available tools to extend its network. Slow to catch on to new trends such as video.
Opportunities	Threats
There are a number of other platforms Warby Parker can use to increase their reach. It has recently started using Snapchat. It has Pinterest and YouTube accounts, but does not post regularly on them. Focus group participants suggested more promotion of the home try on program and putting ads in front of YouTube videos	Warby Parker faces tough competition from Luxottica, which has a monopoly on the eyewear industry. It also has competition from several discount eyewear companies. While Warby Parker is one of the more affordable options for prescription glasses, the current healthcare debate and high cost of optical insurance could be a deterrent from purchasing fashionable lenses.

Goal

Based on our background research, content analysis and focus group responses, we recommend that Warby Parker work to increase its brand awareness.

Objectives

We believe following the following four objectives will help accomplish this goal:

- ☐ Increase brand recognition 10% by the end of 2017
- ☐ Increase brand recall 10% by the end of 2017
- ☐ Increase brand conversation 10% by the end of 2017
- ☐ Increase referral traffic 10% by the end of 2017

Strategies to meet these objectives can be found in Appendix 1.

Appendix 1: Social Media Strategy Plan Sample

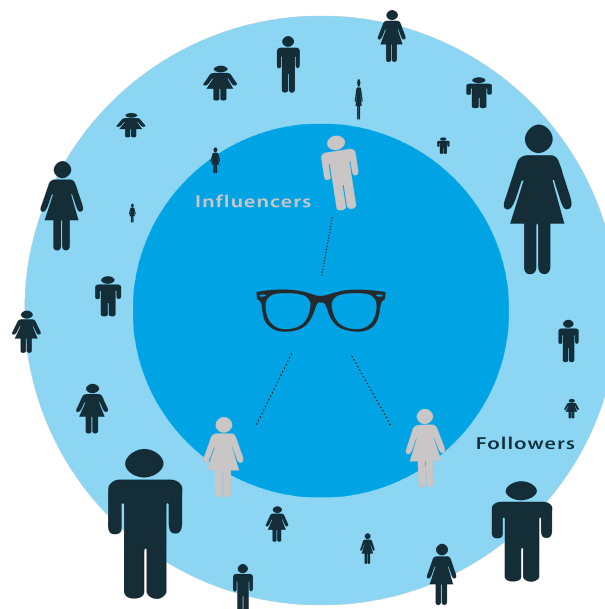
Strategy 1: Influencer Campaign

Goal: Use influencers to expand reach and generate leads

Content Strategy:

Our research showed that only 12 out of 114 posts used a celebrity or spokesperson.

Since less than half of our focus group was familiar with the brand, we think using influencers would be a good way to increase brand awareness. In addition, several studies show that 92 percent of consumers would trust recommendations, even if they are from a stranger (Consumer Trust in Online, Social and Mobile Advertising Grows, 2012). Two step flow theory explains that influencers will help Warby Parker disseminate information about their brand to their followers. In addition, Warby Parker will get a whole new audience through weak tie connections to influencers.



Warby Parker is good at engaging its current audience, however; only three out of the seven of our focus group participants had heard of them. A great way to increase awareness of Warby Parker would be to use social media influencers. We suggest finding an influencer who has established channels and a large following of their own. Arielle Vandenberg and JoJo Fletcher are two examples of social media influencer that fits Warby Parker's brand personality. They are hip, fashionable millennials who have large fan bases.



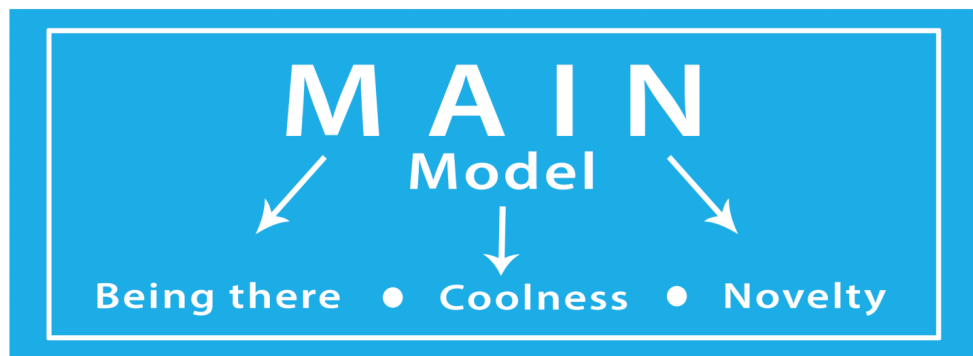
Metrics for Success: Using a tracking service such as bit.ly or liketoknow.it will collect user data and count how many times traffic has been redirected from an influencer. Warby Parker can also use a survey at checkout to determine how many customers found Warby Parker from the influencer.

Strategy 2: Pinterest

Goal: Increase presence on Pinterest to generate leads

Content Strategy:

Uses and gratifications theory explains why Pinterest is a popular platform. According to Dr. Wang at Penn State, the coolness and novelty factors of Pinterest attracted users to pin, the being there factor predicted sharing pins.

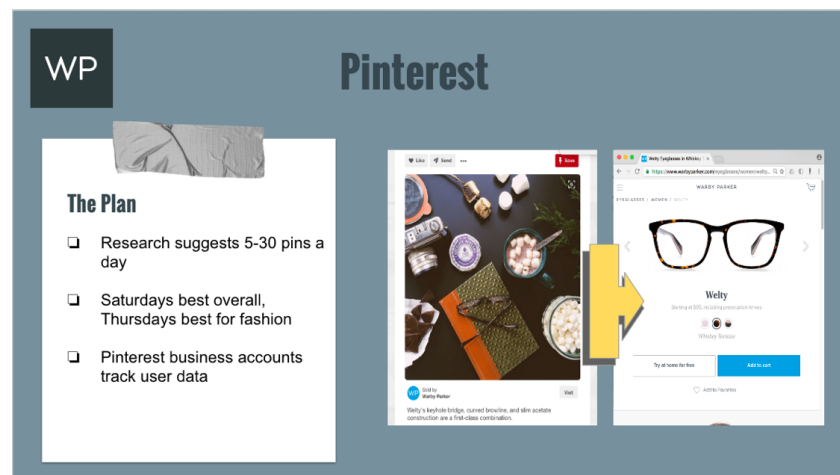


Our focus group pointed out that they really liked the lifestyle posts on Instagram, but they wanted to know where to purchase items. They suggested they would pin the posts if they were on Pinterest

In addition, 70 percent of online consumers have used Pinterest to find items in the past, and Forbes magazine reported that social commerce will be a trend in 2017.

Our focus group pointed out that they really liked the lifestyle posts on Instagram, but they wanted to know where to purchase items. They suggested they would pin the posts if they were on Pinterest. In addition, 70% of online consumers have used Pinterest to find items in the past, and Forbes magazine reported that social commerce will be a trend in 2017.

The content posted would be lifestyle posts, similar to the visuals that Warby Parker creates for Instagram. The visuals should be fashion forward, trendy and include a link to Warby Parker's website. Visual content could also be a voice or brand ambassador wearing Warby Parker glasses so that Pinterest users will want to pin it for later if not click through to the blog. Pinterest advertisements should be posted weekly when a new store opens or a new campaign is launched. Research shows that posting between five and 30 pins daily is ideal (Seiter, 2015).



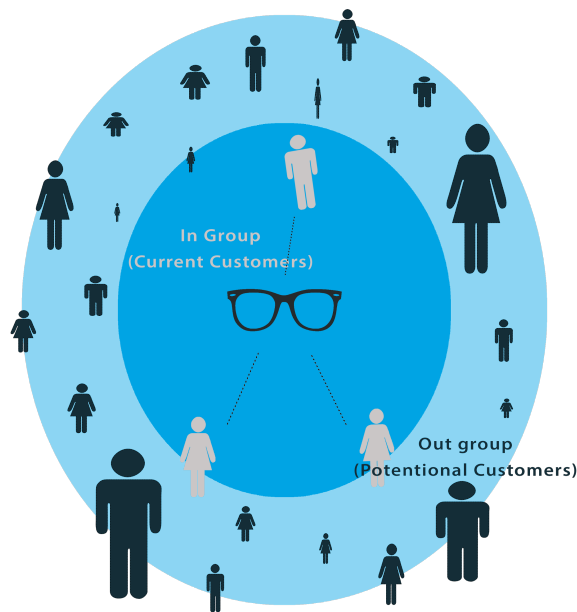
Metrics for Success: A Pinterest business account offers metrics like tracking click throughs and how many times people view the ad and click to expand it. Different levels metrics and analytics are available based on what plan Warby Parker has. Warby Parker can also use a survey at checkout to determine how many customers found Warby Parker from Pinterest.

Strategy 3: Customer Testimonials

Goal: Use current customers as brand ambassadors

Content Strategy:

Again, Social Networking Theory explains that this strategy will help expand Warby Parker's network to the weak ties of current customers. In addition, friends/followers of current customers will want to join the "in group" of customers to fit in and belong, according to Social Identification Theory.



Our research showed that only 18 percent of posts are currently asking for user-generated content, and none of those asked for reviews. We also found that Warby Parker’s top competitor, Zenni Optical, already has a similar campaign #JustgotmyZennis, which has generated more than 10,000 posts on Instagram alone. We also think this will be successful because our focus group liked the organic posts over “in your face” ads and recommended that Warby Parker to more shout outs to customers.

We recommend Warby Parker create a hashtag campaign, #WhereMyWarbys, that asks customers to post a picture of their new glasses and use the hashtag when creating a caption. Warby Parker will choose a customer each week to repost on its Instagram page. This campaign will start on Instagram, but if content is generated on other platforms, Warby Parker can reevaluate which platforms it uses.



WP

Customer Testimonials



#WEARMYWARBYS

The Plan

- ❑ Incentivize customer reviews through hashtag campaign & chance to be reposted by Warby Parker each week
- ❑ Track mentions for #WearMyWarbys
- ❑ Use "How'd you find out about us" survey at checkout

Metrics for Success:

Warby Parker can track the success of this campaign by tracking mentions for the #WearMyWarbys hashtag online. It can also use a survey at checkout to determine how many customers found Warby Parker from reading one such review.



Appendix 2: Spreadsheet from Phase 1

Client Name:	Warby Parker			
Group:				
Social Media Site	URL	Profile Name/ Username	Number of Followers	Last Activity (from 9/29 at 11:30am)
Facebook	https://www.facebook.com/warbyparker	Warby Parker	562,142	24 hours ago
Instagram	https://www.instagram.com/warbyparker/	warbyparker	271K	20 hours ago
Tumblr	http://warbyparker.tumblr.com/	Warby Parker		
Twitter	https://twitter.com/warbyparker	warbyparker	81.3K	19 mins ago
Snapchat		warbyparker		
Blog	http://blog.warbyparker.com	Warby Parker		
YouTube	https://www.youtube.com/user/warbypark	Warby Parker	2,105	5 months ago
Pinterest	https://www.pinterest.com/warbyparker/?	Warby Parker	39.8K	33 weeks ago

Appendix 3: Spreadsheets from Phase 3

Instagram

Client:	Content Analysis Instagram	1 - yes (the item is present); 0 - no (the item is not present)									
Date:	Social Media Caption	Character/likes	For the following, put a 1 in the box if the following is present and a 0 in the box if it is not present								
			the post uses the video feature	the post provides information to followers	the post promotes a product or service of the organization	the post is a contest or give-away for the audience	the post asks for the audience to do something (e.g., user generated content)	the post features a spokesperson or celebrity			
September 22-October 13th	September 22 It's officially fall (and we're already seeing fall colors in everything!)	16 1963	0	0	1	0	0	0	0	0	0
	September 22 Tonight at #171gym, we're celebrating @mrmackayles, the 1-year-old creator of #1000Buck	13 1529	0	1	0	0	0	1	1	1	1
	September 23 Check out our latest @warbyparker.us launch, City Launch, our City Launch...	97 3693	0	1	0	0	0	0	0	0	0
	September 24 Check out the @warbyparker.us launch, City Launch, our City Launch...	23 1338	0	0	0	0	0	0	0	0	0
	September 25 Nothing like a @warbyparker.us launch, City Launch, our City Launch...	19 1146	0	0	0	0	0	0	0	0	0
	September 26 @warbyparker.us launch, City Launch, our City Launch...	79 3066	0	0	0	0	0	0	0	0	0
	September 27 The @warbyparker.us launch, City Launch, our City Launch...	30 1247	1	1	0	0	0	0	0	0	0
	September 27 The @warbyparker.us launch, City Launch, our City Launch...	4 636	1	1	0	0	0	0	0	0	0
	September 27 The @warbyparker.us launch, City Launch, our City Launch...	9 1019	0	1	0	0	0	0	0	0	0
	September 27 @warbyparker.us launch, City Launch, our City Launch...	47 2127	0	0	0	0	0	0	0	0	0
	September 28 It's time to get your fall wardrobe ready in Portland, OR! We've been looking forward to seeing all the	125 2721	0	0	1	0	0	1	0	0	0
	September 28 Fall: Colors are great, especially when you're wearing them. But what if everyone was wearing them?	24 1276	0	1	0	0	0	0	0	0	0
	September 29 @warbyparker.us launch, City Launch, our City Launch...	48 2453	0	0	0	0	0	0	0	0	0
	September 29 @warbyparker.us launch, City Launch, our City Launch...	30 1273	0	0	0	0	0	0	0	0	0
	September 30 Every month, we're happy to be part of a community of people who love to shop on Instagram. If	13 2522	0	1	0	0	0	1	0	0	0
	September 30 Every month, we're happy to be part of a community of people who love to shop on Instagram. If	28 1556	0	1	0	0	0	1	0	0	0
	September 30 @warbyparker.us launch, City Launch, our City Launch...	18 1333	0	0	1	0	0	0	0	0	0
	September 30 @warbyparker.us launch, City Launch, our City Launch...	28 1556	0	1	0	0	0	1	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	78 3229	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	3 693	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	8 729	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	11 866	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	286 808	1	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	160 971	1	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	34 1136	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	350 1389	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	48 1719	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	13 1034	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	407 2944	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	14 1171	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	19 2748	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	12 1714	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	18 1009	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	21 1062	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	75 2177	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	62 3998	0	0	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	10 1003	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	11 1641	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	407 1528	0	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	34 1202	1	1	0	0	0	0	0	0	0
	October 1 @warbyparker.us launch, City Launch, our City Launch...	12 894	1	1	0	0	0	0	0	0	0



Facebook

15

Appendix 4: Focus Group notes

November 10, 2016 Warby Parker Focus Group

- 3/7 had heard of Warby Parker
- Instagram Overview
 - Current
 - hip
 - Streamlined
 - Style
 - Cool tones
 - Diverse straight lines
 - Quirky
 - Chic
 - Lot about New York
 - Tropical places
 - New age, modern
 - Friends, traveling
 - Iconic guggenheim
 - Pictures like what your friends post (only higher quality)
 - Cant tell its an ad
 - This should be on Pinterest
- Twitter Overview
 - Lots of responses
 - Trying to connect with consumer
 - Struggle is real post - relatable
- Specific Instagram posts
 - Baby and dog
 - Baby too cute
 - Dog reminded one participant of her dog
 - Cute
 - Fun
 - Visual media rules like rule of thirds
 - Would definitely like
 - Candy
 - Improvements to baby post: bigger, better view of face
 - Doesnt understand why you would post a dog wearing glasses
 - Draw people in
 - Watermelon house
 - Artsy style
 - Consistent with brand
 - Sense of demographic
 - We would also take this
 - Grandparents wouldnt understand
 - Trying to keep people interested
 - Not in your face “buy my product
 - Not forced
 - Not only after sales
 - Make me want to click on account, find out more

- Pic of product
 - Like the colors
 - Soft and friendly
 - Cool
 - More of an ad
 - Ooh i want glasses like that, click to find where
 - Reenforcing that they sell things
 - Pretty
 - Like to look at product, wouldnt necessarily want to buy based on post
 - Actual people wearing
- Ping pong
 - Watch if thumbnail is interesting
 - Like snapchat stories better
 - Most scroll past
 - More likely to watch if it automatically plays
 - Oh you think youre cool, wouldnt watch
 - Want to work their
 - Be associated with brand?
 - Cool
 - Wouldnt take the time to read/watch strangers
- Would you enter contest/giveaway
 - Dont want to bother anyone
 - Tag family/close friends
 - Might repost
 - Probably a scam
 - Friend won some, I should too
 - Yes if it was a product youre interested
- Improvements
 - More reposts, shoutouts
 - Use more Pinterest, fashion aspect
 - More youtube ads before other videos
 - More “famous internet famous people endorsing”
 - Influencers
 - Emma watson, someone quirky
 - Talk about why they like the brand
 - Should post more about home try on
- Heard of Warby through facebook ad
- Participant bought Zennis from Pinterest
- Feelings
 - We’re cooler than you
 - You could be cool
 - Inviting
 - Were relatable
 - I want to be part of the fun
 - Most of group will probably follow them when they get home

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