



Vera Bradley

How Vera Bradley Turned a Social Media Deficit into 20,000 New Followers in One Week

SUMMARY

Vera Bradley's leading marketing team partnered with Quikly to produce the following results in just one week:

- **13,000** new Facebook likes and **7,200** new Instagram followers
- **39,000** new email subscribers to their CRM database
- **\$84,172** in attributable transactional revenue

THE BACKGROUND

Many people know Vera Bradley for its distinct luggage, bags, fragrances and accessories. But there's more: Behind this brand is a team that genuinely cares about serving the women who make up its devoted customer base.

That's why social media is a staple for Vera Bradley.

You see, while several marketing teams obsess over how social channels are filling their sales funnel, Vera Bradley focuses on how social channels are building customer relationships.

Here's how Kaylee DeLacy, Vera Bradley's social media specialist, explains it: "Social media is a crucial part of building brand awareness and staying top of mind for our current customers. Through relatable language and authentic imagery, we use social media to build a relationship with our fans."

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Kaylee DeLacy
Social Media Specialist

THE CHALLENGE

With social media being such a critical customer communication tool, Kaylee and the rest of Vera Bradley's marketing team keep a close eye on their acquisition of social followers. They're measuring a dual-strategy — that of converting existing customers into social followers, while also capturing new customers as social fans. And they stay on top of those numbers.

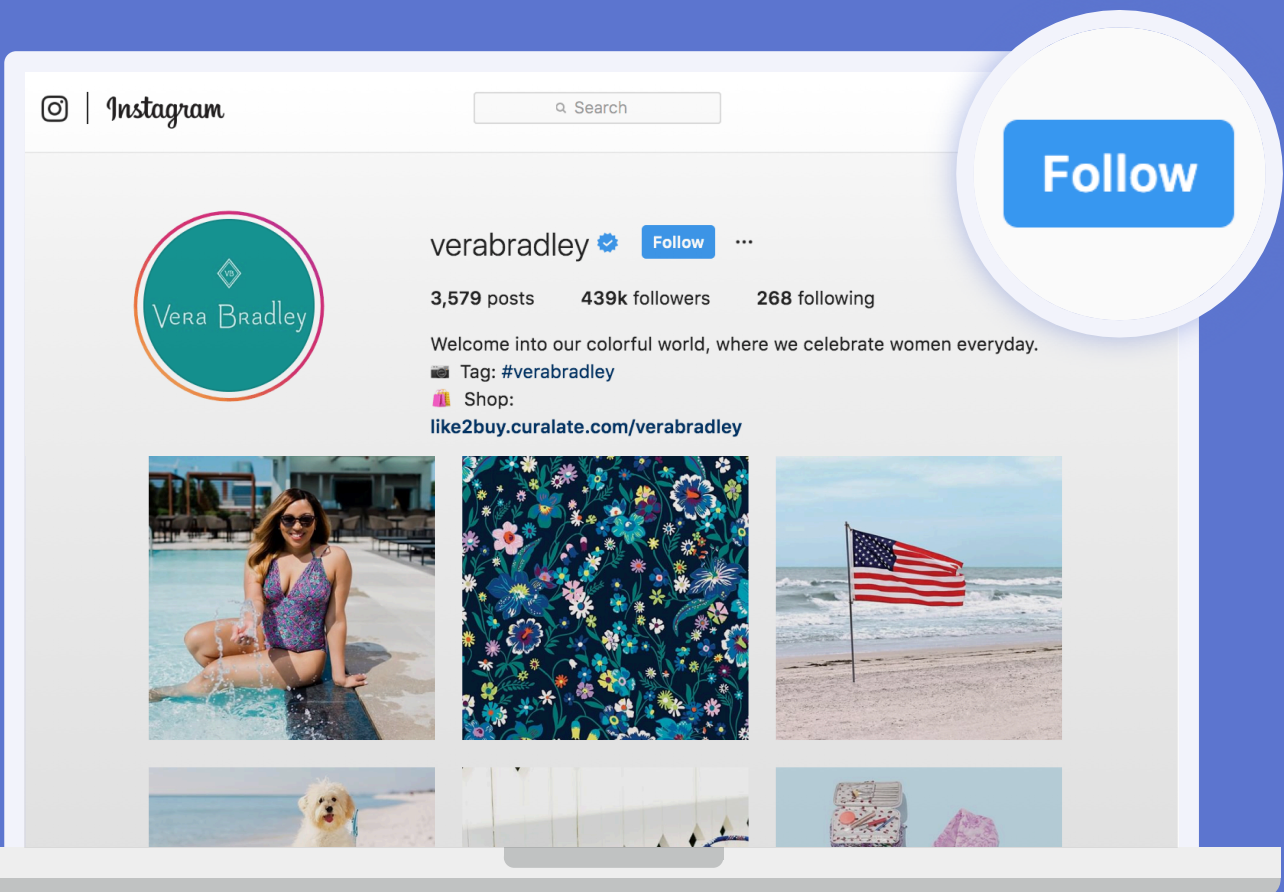
That's why, when the team noticed that acquisition was trending behind, it was a big deal. It hit them doubly as hard to see it happen on Instagram, the social channel that had previously grown the most consistently for Vera Bradley.

"It's frustrating to see your growth plateau when it feels like you're doing all the right things," Kaylee said. "We needed to get our Instagram follower growth back on track to meet our annual goals."

In this situation, many other brands would simply purchase more followers. But that wasn't an option for Kaylee and her team. Beyond needing to convert more existing customers into social followers, they wanted to bring in new followers who felt an authentic connection to Vera Bradley and who would convert to actual customers. Plus, they measure social media success by looking at engagement — likes, comments and shares. Accumulating a bunch of followers who weren't really interested in Vera Bradley wouldn't work.

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THE INGENUITY

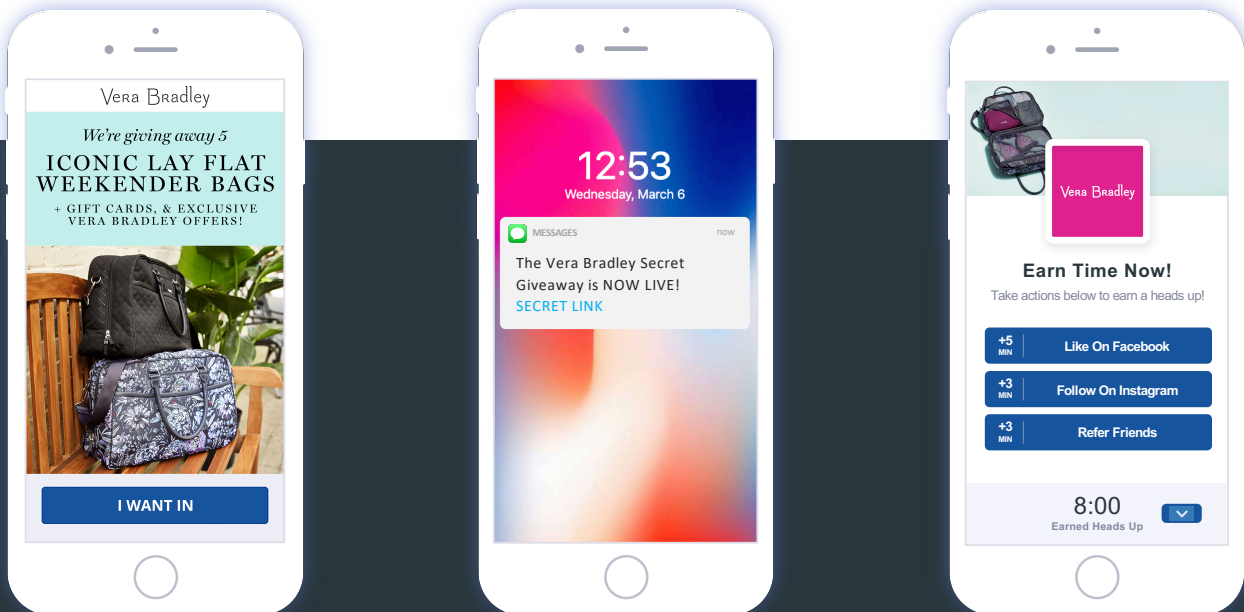
Luckily, along with the core values — like empathy and kindness — that make it great at relationships, Vera Bradley also builds an environment that prioritizes ingenuity, or using creativity to solve problems with flair.

Kaylee and her team tapped into theirs. They came up with multiple ideas to solve their social media challenge, eventually placing their bets on two:

- 1 They would look at boosting follower acquisition through paid social.
- 2 They would try to come up with a solution that was a little more creative — something that could help them stand out from all of the noise they'd be competing with on social media to acquire new followers.

That's when Vera Bradley discovered Quikly, a solution that could help to not only drive authentic social followers, but do so immediately. By tapping into consumer psychology, the marketing technology would get potential customers who were genuinely interested in Vera Bradley to follow the brand on social media — and with urgency.

The team worked with Quikly to design a digital experience for existing and prospective customers. It would all be automated through Quikly's technology, and it would work like this:



THE INCENTIVE

Vera Bradley launched a campaign using Quikly to release five of its most iconic bags along with gift cards and limited purchase-driving offers — all at random. Each reward would be awarded on a first come, first served basis.

HOW TO WIN

Participants simply needed to click a special claim link when the prizes were released. The fastest few to click won the biggest reward.

BONUS

Participants could increase their chances of winning by liking Vera Bradley on Facebook or following them on Instagram. To boost acquisition, participants could also refer like-minded friends into the campaign.

Quikly made the entire effort turn-key for the Vera Bradley team by designing all of the assets, as well as hosting and deploying the entire experience from start to finish.

Jillian Speck, Vera Bradley's brand marketing manager, validated this support: "Working with Quikly was so easy and so seamless. Everything was set up without a hitch."



“Not only did we see a huge spike in growth directly from the Quikly engagement, but it was able to put us back on track for the year with continued growth month over month. We gained 13,000 new likes on Facebook and 7,200 new followers on Instagram during the campaign. These results were substantially higher than our weekly average growth of around 100 new Facebook likes and 1,000 new Instagram followers.”

Kaylee DeLacy
Social Media Specialist

THE RESULTS

Quikly ended up being the most successful idea tested. Through their work with Quikly, the Vera Bradley team not only filled their social acquisition deficit, but gained followers on top of that.

More specifically, in just one week, they saw the following results:

- **13,000** new Facebook likes and **7,200** new Instagram followers (as compared to the 100 new followers/week on Facebook and 1,000-1,500 new followers/week on Instagram that they can expect organically)
- **39,000** new email subscribers to their CRM database
- **\$84,172** in attributable transactional revenue

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The Vera Bradley team also realized that in Quikly, they’d found more than just a one-time solution: They’d found a long-term partner for customer engagement. “The Quikly team has taken great care in learning our strategic priorities, making them a trusted partner when it comes to ideating and executing campaigns that tie up to our long-range goals,” Jillian said. “Furthermore, they also pay close attention to the importance of brand standards and set up campaigns on our behalf that require little input from our internal creative team, freeing them up to work on other projects and initiatives.”



FUTURE PLANS

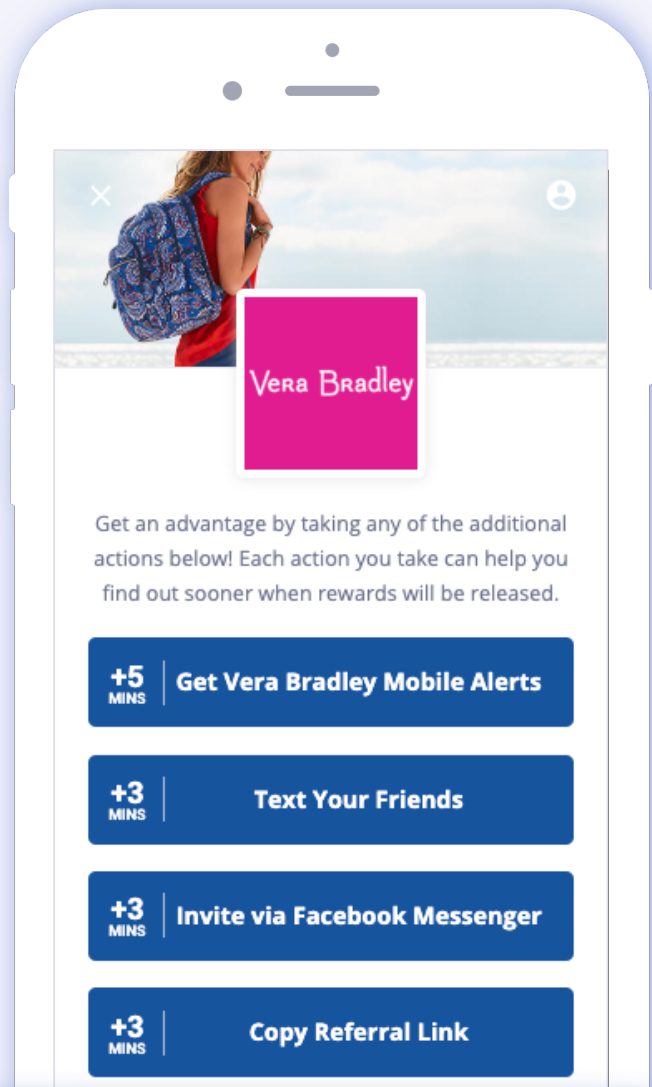
Today, Vera Bradley is thriving in social acquisition.

Quikly continues to play a key role in this, helping the brand to grow — and engage — a quality audience on Facebook and Instagram: "We are looking at Quikly as an exciting way to keep our customer engaged through the entire year, in key time periods when her attention matters most," Jillian said.

The team's newest focus is to look ahead at key events, like product launches, and then proactively build up their social following for important announcements around those events. They pulse Quikly in to create a big wave of followers and engagement over a short period of time, helping to drive response in these pivotal moments.

The team is also looking at how they can strengthen additional customer touch points through the help of Quikly. In fact, they just ran one campaign where Quikly outperformed any other strategy Vera Bradley has tried thus far for acquisition into their text message marketing program.

This success, in both social and text message marketing, is freeing up Jillian and her team to focus even more on what matters most to them: their relationship with customers. This is what will continue to make them a top retail marketing team for the foreseeable future.



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ABOUT QUIKLY

Quikly is the leader in urgency marketing. Marketers leverage the Quikly platform and expertise to motivate consumer actions and create excitement and fear of missing out around branded promotions. In turn, marketers generate incremental revenue and reduce customer acquisition costs.

Interested In Learning More? Say Hello!

