

Wayfair Social Media Strategy

Mattie Elkin



Table of Contents

| | | | | | |
|------------|---|------------|---|------------|---|
| 01. | About Wayfair <ul style="list-style-type: none">• History• Impact• Customer Relationship | 02. | Market Strategy <ul style="list-style-type: none">• Demographics• Hashtags• Constant broadening and revision | 03. | Social Media Analysis <ul style="list-style-type: none">• Social Media profiles• Engagement• Revenue• Competition |
| | | | | | |
| | | | | | |






01.

About Wayfair

“

We empower you to create spaces that reflect who you are, what you need, and what you value, so that you and the ones you love can feel right at home”



What Is Wayfair? What is their background?

Main Social Channels: Instagram, Facebook, Twitter, Pinterest , Youtube, LinkedIn

Competitor: Overstock

Formerly: CSN stores (2002-2011)

Industry: E-commerce

Founded: August 2002

Founders Niraj Shah and Steve Conine

Headquarters: Boston, Massachusetts

Services: Online shopping

Revenue: 14.145 billion (2020)^[1]

Target Consumer: 45-55-year-old woman

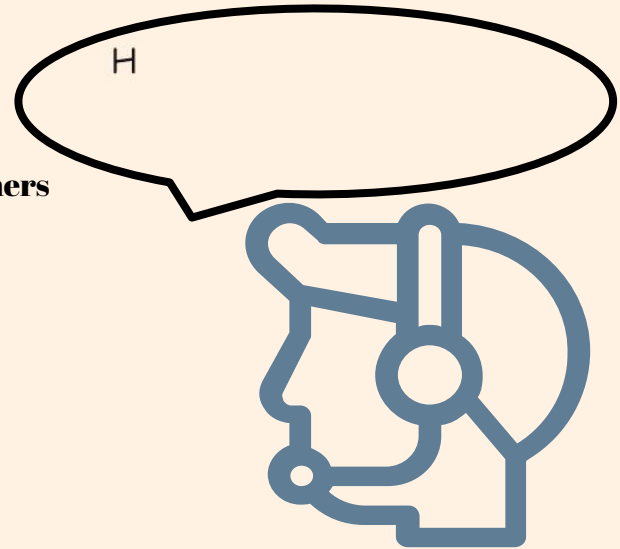
Impact

- **DEI: A More Equitable Workplace**
- **Corporate Responsibility: A Home in Times of Need**
 - *Habitat for Humanity*
 - *Homes For Our Troops*
- **Responsible Sourcing**
 - **Shop Sustainably feature**
- **Packaging**
- **renewable energy and operations**



Customer Relationship

- **Personalized experience**
- **Customer service 24/7**
- **Flexible return policy and delivery**
- **MyWay Members**
 - **65% of Wayfair sales originate from existing customers**





VS

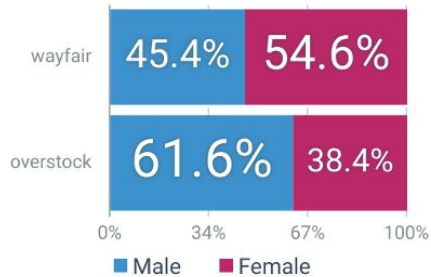


02.

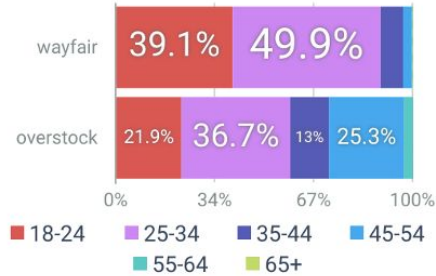
Market Strategy

Audience Demographics

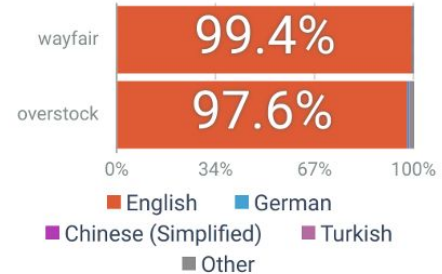
Gender



Age



Languages



Market Strategy

Hashtags

- **#noplacelikeit**
 - “reinforces that commitment by featuring our customer’s authentic experiences at home and highlighting how Wayfair is helping them to create the spaces that are just right for them.”

Broadening & Revision

- **physical retail and mixed reality**
 - **Pop up shops**



| | | |
|------------------------------|--|--|
| 03. | | |
| Social Media Analysis | | |
| | | |

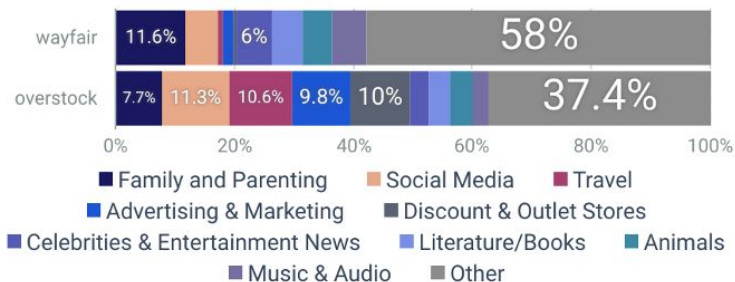
03.

Social Media Analysis

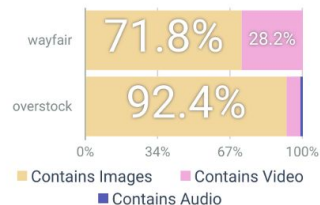


Social Media Analysis

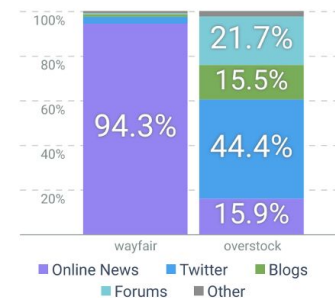
TOP INTERESTS



SHARE OF CONTENT



SHARE OF MEDIA TYPES



Top Social Networking Sites



Instagram

1.6 mil followers

Facebook

7,889,417 mil likes

74.3%

Twitter

77.7 k followers

Youtube

39k subscribers

Pinterest

1.7 mil followers

16.3%

Social Media Engagement

Facebook

Total Fans

7,864,945



Fans Gained

5,005



Fans Growth

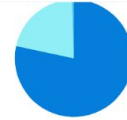
0.06%



Twitter

Tweets

416



Proactive
Retweets

Replies

Instagram

Avg. Engagement

451



Likes

20,122



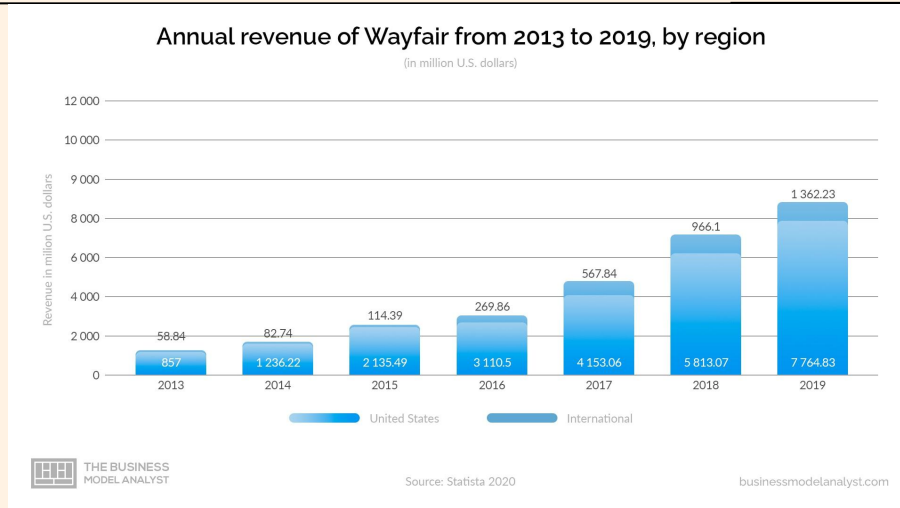
Comments

551



the number of consumers who clicked from a social network to Wayfair.com soared 258% to a monthly average of 3.26 million from 911,951 in 2016.

Revenue



In 2019, Wayfair generated more than \$9 billion in annual sales. But the company also lost almost \$1 billion that year.

Future

- **Covid**
 - **Everything is moving online**
- **AR**





Citations

1. Duran, H.B. "Wayfair Broadens Strategy with Pop-Ups, Membership and Tech." AList, October 19, 2018. <https://www.alistdaily.com/technology/wayfair-strategy-popup-membership-mixed-reality/>.
 2. McKinnon, Tricia. "Wayfair's Strategy – 7 Compelling Facts You Need to Know." Indigo9 Digital Inc. Indigo9 Digital Inc., August 17, 2021. <https://www.indigo9digital.com/blog/wayfairstrategy>.
 3. "Online Home Store for Furniture, Decor, Outdoors & More." Wayfair. Accessed October 3, 2021. <https://www.wayfair.com/>.
 4. Pereira, Daniel. "Wayfair Business Model." Business Model Analyst, January 7, 2021. <https://businessmodelanalyst.com/wayfair-business-model/>.
 5. Unmetric. "Social Media Analytics & Intelligence Dashboard by Unmetric." Unmetric. Accessed October 3, 2021. <https://unmetric.com/brands/wayfair>.
 6. "Wayfair Launches New Brand Campaign, 'No Place like It.'" About Us. About Us, June 29, 2021. <https://www.aboutwayfair.com/category/company-news/wayfair-launches-new-brand-campaign-no-place-like-it>.
 7. "Wayfair Partners with Community Solutions, Supports Built for Zero Movement to Help End Homelessness across North America." About Us. Accessed October 3, 2021. <https://www.aboutwayfair.com/>.
 8. "Wayfair.com." YouTube. YouTube. Accessed October 3, 2021. <https://www.youtube.com/channel/UCygNJ1TutAAyImuOgUMLBA>.
 9. "Wayfair: Building Durable Customer Experiences." Podcast by Future Commerce. Accessed October 3, 2021. <https://futurecommerce.fm/podcasts/wayfair-building-durable-customer-experiences>.
 10. Zak Stambor: Clicking from Social Networks to Wayfair More than Tripled Last Year." Digital Commerce 360, April 16, 2018. <https://www.digitalcommerce360.com/2018/02/13/the-number-of-shoppers-clicking-from-social-networks-to-wayfair-more-than-tripled-last-year/>.
- 