

# SENREVE

Caroline Lunne

CASE STUDY

# Part I

## INSTAGRAM FOLLOWER GROWTH

### Account Picks



#### **@KRISTENANNIEBELL**

Kristen Bell showed incredible consistent follower growth over a month long period. This type of large growth is hard to achieve so I am looking into how she did it!



#### **@WHOWHATWEAR**

Who What Wear showed no growth for the majority of a month but also didn't lose any followers on "no-growth" days. However, there was a 4 day period where their follower growth count spiked. What caused this?




#### **@MARYSIA**

Marysia showed consistent follower loss, something Senreve does not want. What is causing their daily loss in followers?

# @KRISTENANNIEBELL



kristenanniebell 

Follow



729 posts

10.6m followers

239 following

kristen bell



[goo.gle/2XfPj2K](https://goo.gle/2XfPj2K)

## CONTENT STRATEGY

Kristen has a more casual Instagram strategy. She posts inside looks about her life, what she finds funny, and heartfelt moments from her family life. She is authentic and supportive. She also posts about different philanthropic missions and uses Instagram stories to show more of her life and opinions. There is no aesthetic or filtering, she is just herself. She is the real deal.

PS: Her Senreve post got a good amount of comments! Yay!

## GROWTH STRATEGY

As you can see from the data, Kristen's Instagram growth is consistent and large. On her huge growth days she was sharing about her appearance on the Ellen show and was featured on different brand pages like Spindift. Her growth is natural because of her humor, authenticity and already known presence. People seem attracted to her authenticity and humanness.

# @WHOWHATWEAR



whowhatwear  [Follow](#)  ...

5,913 posts    3m followers    1,938 following

## Who What Wear

Your download on what matters in fashion.

DM us to join our private FB group.

Our line: [@whowhatwearcollection](#)

Shop the products on our feed. ↴

[whowhatwear.com/instagram](https://www.whowhatwear.com/instagram)

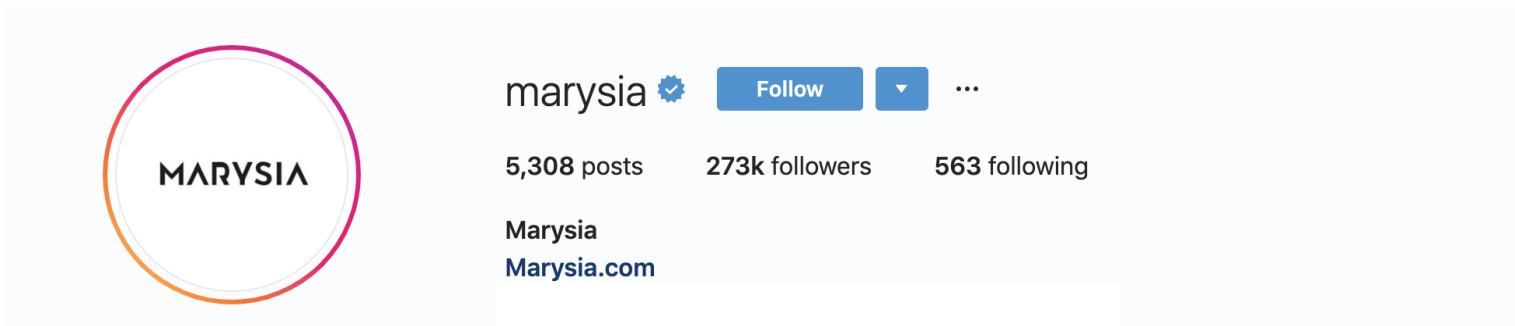
## CONTENT STRATEGY

Who What Wear posts pictures of celebrities, popular Instagram influencers, editorial style photos, accessories, high end shoes, manicures and new trends. Most of their pictures are taken from other accounts. Their captions are short, typically have some sass and encourage followers to share their content with their friends. They regularly post Instagram stories about other brands, events and influencers, featuring other women on Instagram. Their stories typically show an inside look into someone's life or brand. Serious cool girl vibes.

## GROWTH STRATEGY

It is interesting to note how Who What Wear reposts pictures from other popular accounts. This naturally increases followers and engagement. They also seem to post photos many times a day on a predictable schedule so their followers know when to expect their content. This may have something to do with the fact that they rarely lose followers. They had explosive growth on March 2nd. Based on the content they posted on their WWW account and WWW collection accounts it is difficult to determine what caused this. However, there was a letter posted from their editors kicking off their new series where fashion icons everywhere share their personal message with women in celebration of International Women's Day. This post had more of a personal message that could have struck a chord with women everywhere.

# @MARYSIA



## CONTENT STRATEGY

Marysia posts mainly product pictures with the occasional personal or lifestyle shot. Their personal posts (about the owner) have a much higher engagement rate than others. Posts featuring a popular celebrity or influencer also have much higher engagement. Their captions are short and typically calling out a product name. Their stories also feature product and different ways it can be used.

## GROWTH STRATEGY

Based on the data, Marysia typically loses a lot of followers. I would say this is because of the overload of content that just focuses on the product. It is difficult to make a personal connection with the brand when only product is shown. This style of content causes people to unfollow or become disinterested. It is not interesting enough to cut through the clutter.

However, Marysia did gain some followers around the time they were featuring their new flagship store in NYC. This was great, personal exciting content.

# Key Learnings

## IN CONCLUSION

The more human, the better. Followers want to see real life and real humans. Behind the scenes and personal posts always boost engagement.

Product posts are good but don't over do it. Too much product on an Instagram can lose followers quick. People like to be able to relate to the posts. However, content featuring big launches and exciting news related to product does do well and can boost an Instagram following or engagement rate.

People like to see support and feel supported. Philanthropy spotlights or special shoutouts to causes, people or the earth (sustainability) are always well received.

Re-sharing other's photos can easily help gain exposure for a brand. When re-sharing a celebrity's look, their followers are often pointed to your brand. On the other hand, when re-sharing a customer's post loyalty is easily built.

Featuring other brands or popular people always seems to boost engagement.

The bottom line: authenticity is appreciated, behind the scenes excites and a brand sense of generosity and societal awareness builds customer loyalty.

# Part II

## PARTNERSHIPS

**The next few pages detail 3 different potential partnerships.**

Why 3? I find it is best to diversify types of collaborations in order to effectively tap into different markets that would all be interested in Senreve's product.

### **Diversified partnerships:**

One partnership concept is with a larger more established company with a much larger follower base than Senreve's. The next collaboration idea is with a smaller company that has a similar platform size and an engaged audience. Finally is a partnership idea with a growing company that has a mid-sized platform.

All partnerships could be a great fit for Senreve and would potentially tap into a different customer persona.

# COLLAB 1

# Sezane




sezane  [Follow](#)  ...


1,149 posts   1.2m followers   292 following

Sézane, **marque engagée** 

À Paris avec amour, quality pieces designed to last.

By [@morganesezalory](#)

 Engagée pour une mode durable et solidaire

 Future in progress

[www.sezane.com/en/e-shop/signup](http://www.sezane.com/en/e-shop/signup)

## WHY

Sezane is a large, established company.

Sezane is a global brand producing fine quality goods. This positioning matches Senreve's drive for 100% fine Italian leather.

They make some leather bags but mostly focus on the clothing market.

## OBJECTIVE

Because of Sezane's well known brand and huge customer reach, it would be valuable and worthwhile for Senreve to partner with Sezane in any way possible. This could look like an Instagram giveaway or a post or email blasted out by Sezane about quality leather goods that features Senreve's work. The objective would be to gain exposure to Sezane's customer base.

## IMPACT MEASUREMENT

This partnership is mainly focused on new customer awareness. This partnership's success would be measured by instagram follows and email list sign-ups when said giveaway or Instagram / email feature is launched.



# COLLAB 2

# Aday



thisisaday  [Follow](#)  ...

2,004 posts   84k followers   1,302 following

**ADAY**

Our mission is simple. Lift the standard of clothing with a wardrobe to

[#seemorewithless](#)  Come hang in NYC

[thisisaday.com](http://thisisaday.com)

## WHY

ADAY is a company with a similar size customer base to Senreve's

ADAY focuses on producing quality goods, like Senreve.

ADAY serves a customer that is looking to simplify their wardrobe and do more with less pieces. Senreve also simplifies a woman's life by providing them with a bag that does it all.

## OBJECTIVE

ADAY does many giveaways with other companies that receive great engagement on Instagram. This partnership could look like a short week long giveaway to support additional customer awareness and gain Instagram followers.

## IMPACT MEASUREMENT

As discussed above, I think this partnership would work best as an Instagram focused giveaway. This being said, success and impact would be measured by additional follower increase over the course of the giveaway's lifetime (IE. One week).

## COLLAB 3

# Cocokind Skincare



## WHY

Cocokind is growing quickly. Later this month, they will be launching all of their “stick” products in every Target location.

Cocokind simplifies a woman’s beauty routine by providing quality products. Senreve also simplifies a woman’s life and provides unmatched quality.

Cocokind is a beauty and lifestyle product and does not compete at all with Senreve.

## OBJECTIVE

Because of Cocokind’s growing business and customer / fan base, although they have a smaller following, Senreve could gain great exposure when partnering with this brand.

I think this partnership could be bigger than an Instagram giveaway or an email feature. I think it would be highly impactful if Senreve made a special addition makeup pouch for Cocokind to sell with their products for a short amount of time.

## IMPACT MEASUREMENT

Impact of this limited addition makeup bag concept could be measured by makeup bag sales, percent increase in sales for Cocokind and Senreve, increase in Instagram followers and email list sign ups over the course of the partnership’s lifetime compared to pre-partnership data.

# Part III

## SALES AND CUSTOMER EXPERIENCE

I believe that a good business is built on how they treat and serve their customers. Maintaining great customer experience standards can naturally build a loyal customer base.

See my customer service responses on the following pages.

You spoke to a customer on the chat function on the website, and they're interested in either the Forest or Marine Maestra or the Forest or Marine Doctor, but can't decide. Write an email response, with the goal of getting them to pull the trigger and purchase.

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Hello Sarah!

We are so glad you found Senreve and are looking to purchase your first bag! The Maestra and Doctor bag are two great picks, but we understand how difficult this decision can be.

We want you to love your bag so here are some thoughts to help you make your purchase!

Do you like a bigger bag? Are you looking to carry it all? A lot of customers like our Maestra bag to carry to and from work. The Maestra is also great for travel if you are looking to carry a lot with ease. It is important to note that our Maestra bag has the ability to transition to a backpack style, great for walking or activities that require your hands to be free.

If you like something a bit smaller and don't need the backpack feature, our Doctor bag still holds a great amount. This bag is great for tucking in a suitcase for travel, and easily transitions from work to play because of its smaller size. This bag can also serve as a cross body.

We hope this helps!

As for color, our Forest is one of our best selling colors and is a darker shade, therefore typically pairing well with more colors. This makes the bag even easier to transition. However, the Marine can serve as a great neutral blue to pair with any look.

If you have any other questions feel free to email us at [hello@senreve.com](mailto:hello@senreve.com)!

Thank you!

Caroline Lunne  
Senreve

10 customers pre-ordered their Cream Voyas in February, when our Italian factory told us it would arrive in April. It's the beginning of April, and you just received word that production is delayed for one month. Do you update customers? If so, what would you say, when, and how?

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Hello Customers (Insert individual name here)!

We wanted to thank you again for your Cream Voya order that was placed this past February.

At Senreve, we source quality fine Italian leather to ensure that your bag lasts a lifetime. We want you to love your purchase. Because we hold our goods to this standard, we can experience occasional production delays.

We know your bag was expected to arrive this April. Unfortunately, your Cream Voya bag is now due to arrive in May because of slower factory production. Like I said above, we push for quality that lasts and sometimes production can take longer than anticipated.

We apologize for the delay! Thank you for your patience.

We can't wait for you to get your Cream Voya! If you have any other questions feel free to reach out.

Thanks,

Caroline Lunne  
Senreve

After considering and handling the above delay, it's now mid-May, and the production has been delayed once again, for another month. Now how do you approach these customers in how you serve them and what you say?

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Hello Customers (Insert individual name here)!

We are contacting you again to update you on your Cream Voya purchase!

Thank you for your previous patience with the earlier production delay that we discussed in April. We know you are expecting your bag to arrive this month. We too have been patiently awaiting its arrival!

As you know, at Senreve our fine leather and 100% Italian production standards are our number one priority. We want your bag to serve and last you.

This being said, production has been delayed another month to ensure that you receive top notch quality. Your Cream Voya is now expected to arrive in June.

We apologize for the additional delay! As a thank you to you and your patience use the code THANKS for 10% off any order.

We know your wait will be worth it! If you have any other questions feel free to reach out.

Thanks,

Caroline Lunne  
Senreve

Thank you!  
**CAROLINE LUNNE**