

Digital Disruption:

Aligning Your Brand to Sell & Communicate with the Omni-channel Consumer

by Celeste Gudas, CEO, 24 Seven Inc.



After the 2012 holiday shopping season, there's no denying it. The way consumers shop has been forever changed by digital technology. According to industry figures, the holiday season saw the growth of online sales outpace brick-and-mortar. And m-commerce drove that surge—with some reports indicating that sales from mobile-enabled sites accounted for 30%+ of e-commerce.

Whether late to the party or an early adopter, luxury brand marketers have gotten the message and many are funneling more dollars into digital initiatives than ever. A Luxury Interactive/ShopIgniter survey released in January 2013 polled marketers at major global luxury brands, with 85% of them indicating plans to increase digital marketing spend this year. Over 2/3 of the executives polled said that digital will become the most important marketing channel by 2015.

Macy's Leads by Digital Example

Companies like Macy's have led the digital charge as an omni-channel marketing leader. Macy's has fully embraced digital technology, creating a delightful experience no matter where consumers interact with the brand. In a recent Crain's New York Business article, Macys.com chairman Jeff Kantor explained, "We want the customer to be able to shop Macy's whenever, wherever and however they prefer."

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sales people, digital mannequins, kiosks, and more. The retailer is also investing to ensure that inventory is available no matter where customers decide to purchase. On the social media front, Macy's launched a highly-successful comprehensive strategy that leverages multiple platforms, creating an engaging and personalized experience for fashion lovers and shoppers. Further, Macy's is mining data to make every consumer interaction meaningful and engaging.

To fuel its digital marketing engine, Macy's continues to invest heavily in talent. According to the Crain's New York article, the website business alone employs 1,150 workers. Macy's digital gamble is paying off, with internet transactions topping \$2 billion dollars in 2012, according to a spokesperson quoted in the article.

Digital-savvy Talent Is White Hot as Demand by Fashion & Retail Companies Soars

To capture their share of the heart and wallet of the omni-channel consumer, forward-thinking companies are moving quickly to snap up digital talent. For 24 Seven, 2012 saw the greatest demand for



digital talent to date. Fashion & Retail companies on the hunt for E-commerce professionals most often sought candidates with on-line planning, merchandising and buying experience. E-commerce web designers and copywriters were highly desirable as well. Going into 2013, 24 Seven expects the trend to continue, with the addition of a burgeoning demand for m-commerce talent.

"More and more of our Fashion & Retail clients are embracing increasingly sophisticated E-commerce and digitally-driven E-tailing and shopper marketing strategies, driving their demand for specialized talent," explained Celeste Gudas, CEO & Founder of 24 Seven, "As a strategic talent management resource, we are exceptionally positioned to meet that demand because our recruiting expertise not only encompasses an unparalleled understanding of Fashion and Retail talent strategy, but also a similar specialization in Marketing, E-commerce and Digital/Interactive. We have the unique ability to tap into our deep talent network across industries to deliver innovative and highly-skilled professionals who will enable the mission-critical initiatives of our clients."

MOST SOUGHT AFTER DIGITAL TALENT IN FASHION & RETAIL:

Account Management	Online Merchandise Manager
Back end/.Net Developer	Online Planner
Copywriter	Online Stylist
Creative Director	Photo Retoucher
CRM Manager	PHP Developer
Digital Strategist	Product Copywriter
E-commerce Manager	Product Manager
Email Marketing Specialist	Project Manager
Front End Developer	Responsive Designer
Graphic Designer	SEO / SEM Manager
Illustrator	Social Media Manager
Magento Developer	Social Media Strategist
Media Planner & Buyer	Usability Designer
Mobile Application Designer / Developer	UX/UI Designer
Online Buyer	Visual Designer
	Web Developer



ABOUT THE AUTHOR Celeste Gudas is a leading authority on workforce strategy for creatively-driven companies. A distinguished entrepreneur and recruiting industry innovator, Ms. Gudas has grown 24 Seven from a single New York office to 13 global offices, spanning 25 countries including the UK and Asia. Today 24 Seven is the go-to talent source supporting the world's top teams in Fashion, Retail, Advertising, Marketing, Design, Interactive & Digital, E-commerce, Beauty, Events and Sports & Lifestyle. A certified Women's Business Enterprise by the Women's Business Enterprise National Council, 24 Seven is also a recipient of the prestigious Ernst & Young Entrepreneur of the Year Award. For more information about how you can create a successful workforce strategy for your company call your local 24 Seven office or email CEO Celeste Gudas at cgudas@24seveninc.com. Follow Celeste on Twitter @celestegudas.

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