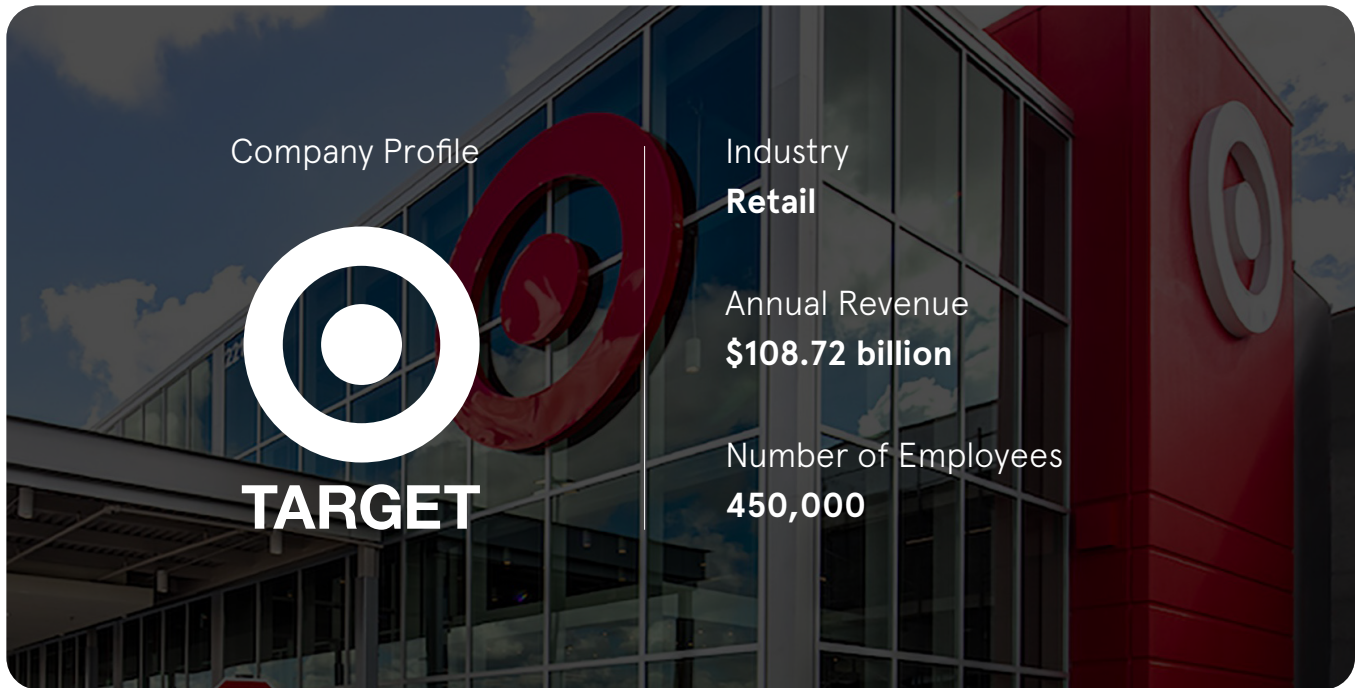




Expert Discussions: **Social Content in Opal**



About Kelsey Dahlager

As one of the world's largest and most iconic brands, Target is driven to provide a unique and consistent experience for their guests, whether online, in-store, or in their marketing channels. As a leader in a rapidly changing, dynamic environment, Target's sophisticated and evolving digital strategy is a large contributor to their success that has served them well where others still struggle. Target produces 300 pieces of social content per day – and it all lives in Opal.

We sat down with Sr. Manager of Social Evolution at Target Kelsey Dahlager to discuss how Opal empowers her social team. Here's the full conversation:



How do you use Opal?

Opal is super helpful for any team to come in and see everything Target has in-market at any one time. Because, for better or worse, everyone works really hard on what they're assigned to, but it's easy to lose sight of the marketing behemoth that is Target. So this is a super useful and almost humbling view of what we have going on in Target. It's not just about what I'm doing—it's a lot more than that!

What's your north star for using Opal at Target?

It's definitely evolved over time, since Target has been an Opal customer since 2014. We're Opal OG's at this point, which feels good. But originally, Opal was brought on as a platform that would help us increase visibility and break down fences between all the Target teams that live and play in the social space.

As you can imagine, in a place as big as Target, it's not only our enterprise social team that's producing social content on behalf of Target—it's our in-house media agency, our recruitment marketing team, our communications team, and so on. We have several channels, and it's not always one team at the wheel for each of those channels, so Opal was brought on as a platform that would help us increase that visibility.

If you think about it, our Target guests don't care what Target team produced the content that they're seeing—they just know one Target. So if we're putting different messages with different strategies and different priorities out in the world, we run the risk of looking almost disjointed at times.



Does creating outward cohesiveness for your guests create internal peace-of-mind?

For sure. No one person in our Opal touches every piece of content, because as I said, we have content flowing in from all corners of Target. But just having that visibility across the fence to see what other teams are doing does help us all sleep a bit better at night.

We're seeing that content before it goes live, as opposed to not knowing what another team is doing on social media until it's on Facebook and the guests can already see it. At that point, it's like, "Oh shoot, I wish we could have connected those dots a little earlier." That increased connectivity has been super helpful and has brought more visibility to the way that we all work in a shared space.

A photograph of a Target retail store exterior. The building is a multi-story structure with large glass windows and brickwork. The Target bullseye logo and the word "TARGET" are prominently displayed on the right side of the building. A CVS pharmacy sign is visible on the lower right. A red vertical line is positioned to the left of the quote text.

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Kelsey Dahlager, Target

Which area or areas of Target does the social team manage?

We, as a social team, are responsible for communicating everything that Target has to offer, which is a tall order. We tend to analyze our performance based on engagement in general, so we keep track, category by category, which pieces of content are really getting that engagement from our guests.

We want to drive traffic, we want to drive sales, but at the end of the day, we want to develop relationships with our guests on social. **So revenue generated is not our be-all, end-all KPI for social. We want to offer a holistic picture of what Target has to offer, but we are very led by guest signals and what our guests prefer to interact with.** So, obviously babies is a big one—there are lots of moms out there on Instagram—along with apparel and accessories.`

How does Opal fit into the Target marketing organization?

As I said, our goal is to have basically everyone who plays in the social space on behalf of Target in Opal for content planning. Before anything goes live into the world, that thing should be in Opal.

That means not only our enterprise social team and our in-house media agency are in Opal, but we also have brand marketing (so when you think of capital-T Target marketing campaigns, for Easter holidays and that kind of thing), creative partners, our communications team, and our recruitment marketing.



For the organization, Opal increases visibility, which also hopefully increases the empathy we have for other teams that play in those projects with us. Because all these teams are not mutually exclusive in terms of getting work done—we're a giant Venn diagram and there's tons of overlap. I think our brand partners and creative partners have really latched onto this concept of, "Let's put everything in one place so that we're not looking over here, going over there. Just, here it is."

What features of Opal enhance the way you work and make you more efficient?

I'd say that presentations have been a real help. Being able to easily gather up everything we did for a specific campaign into a presentation to share with leadership or brand marketing is really handy. It also helps when we're doing audits of how much of different types of content we produced in the last year, or quarter by quarter, which helps with content mix ratio discussions.

Our team also uses the chat and activity features quite a bit to do quick edits, provide quick feedback, and get ultimate approval from leaders. So, our chat portion is always popping off. But we also use the notes section as a catch-all for any information that is needed to post content that doesn't have a unique field within Opal, such as product numbers.

We also use the approval workflows, and it's been super helpful. We've cut down so much on sending emails with different versions of creative back and forth, so we don't have to wait for huge files to upload to an email or spend all day in Dropbox. That's kind of a small thing, but it matters. Especially when it comes to videos and TikTok content, this is a huge time saver.

