



Inspire, Influence and Shop:
Examining the current landscape and potential value of social shopping for retailers.



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#ecommercial15

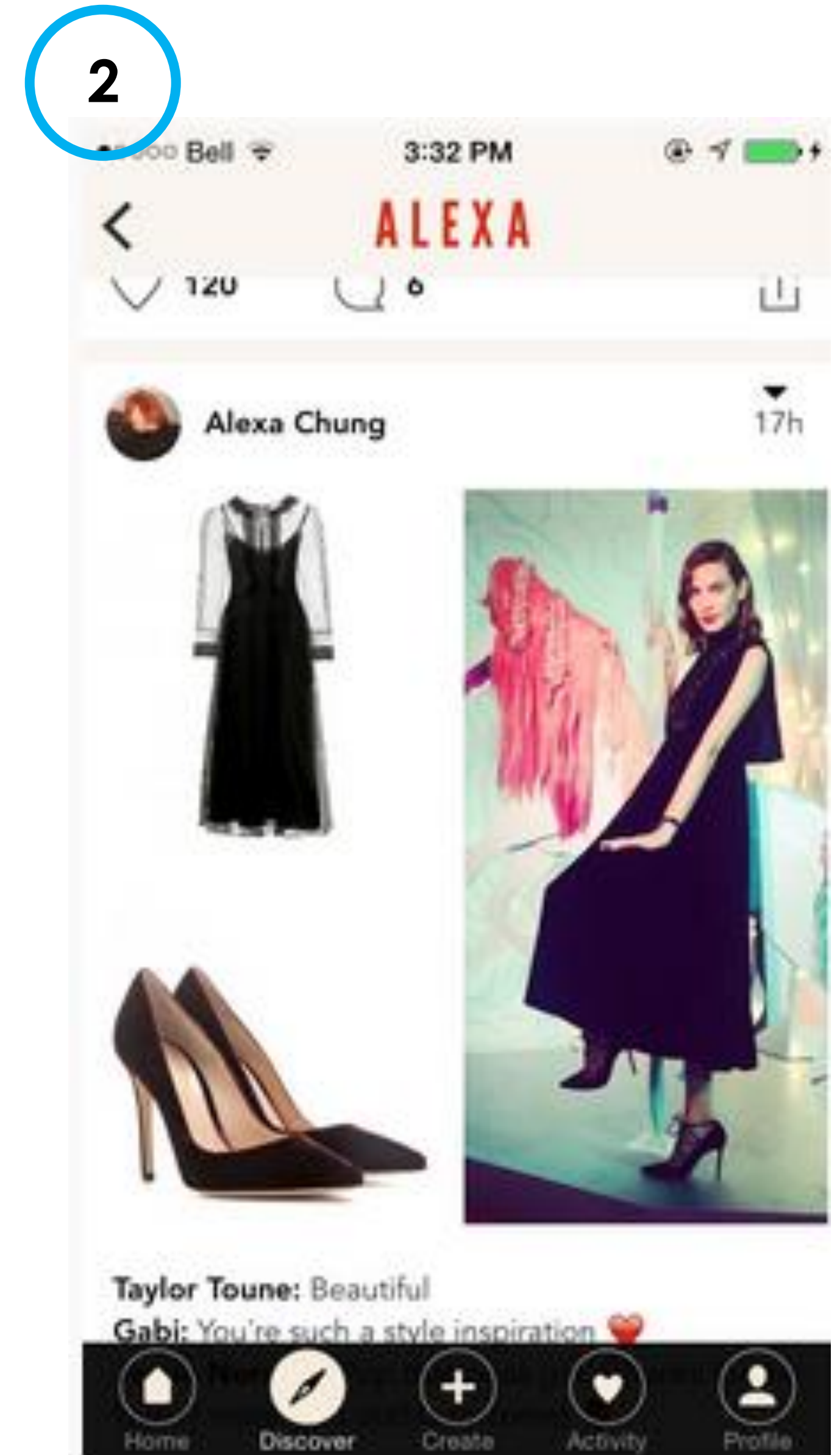
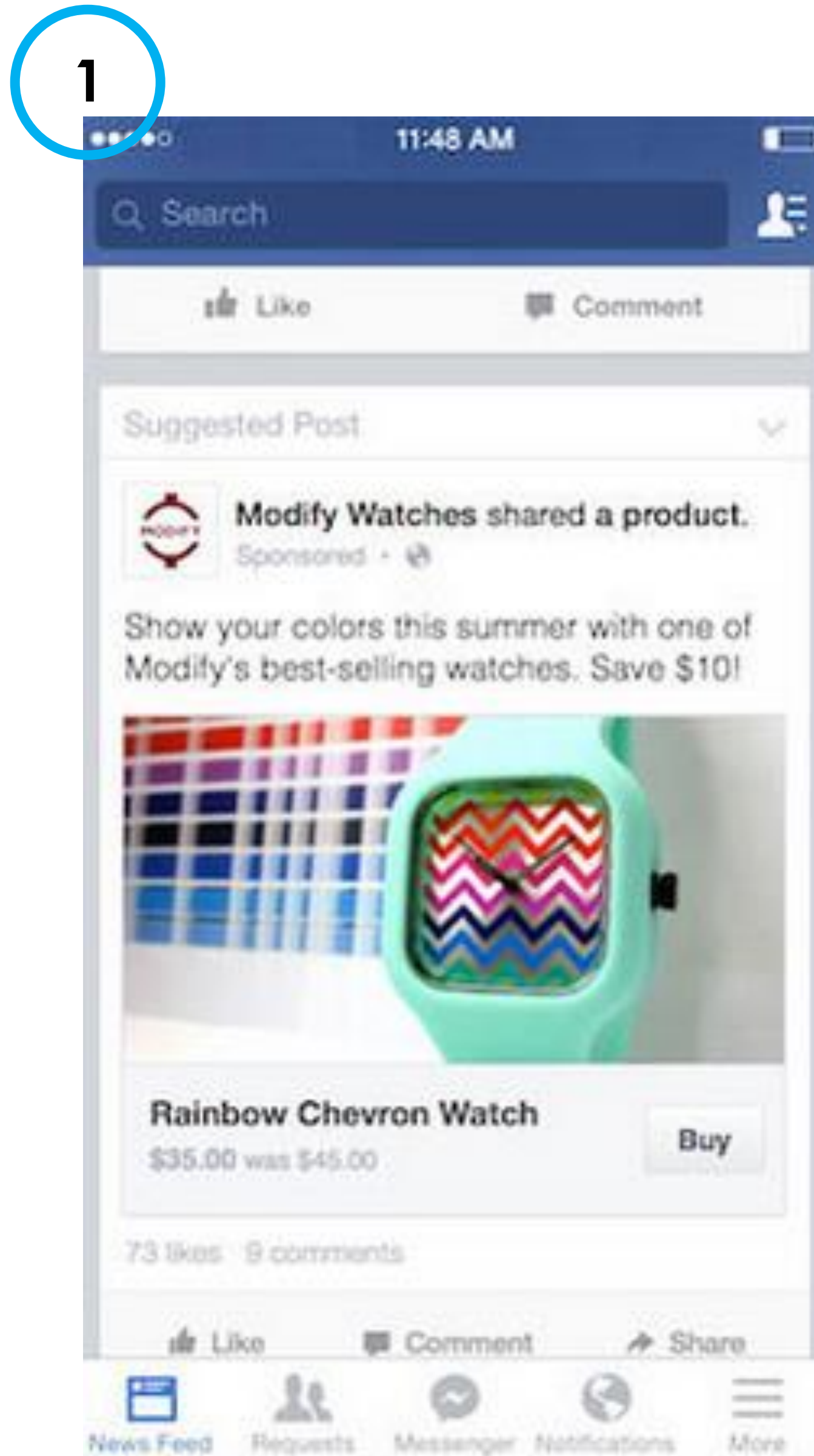
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Definition:

Social shopping is a form of e-commerce that seeks to involve consumers with similar tastes in an online shopping experience.

There are two major routes of Social Shopping:

1. Own Channel
2. Third Party Sites



Third Party Social Shopping

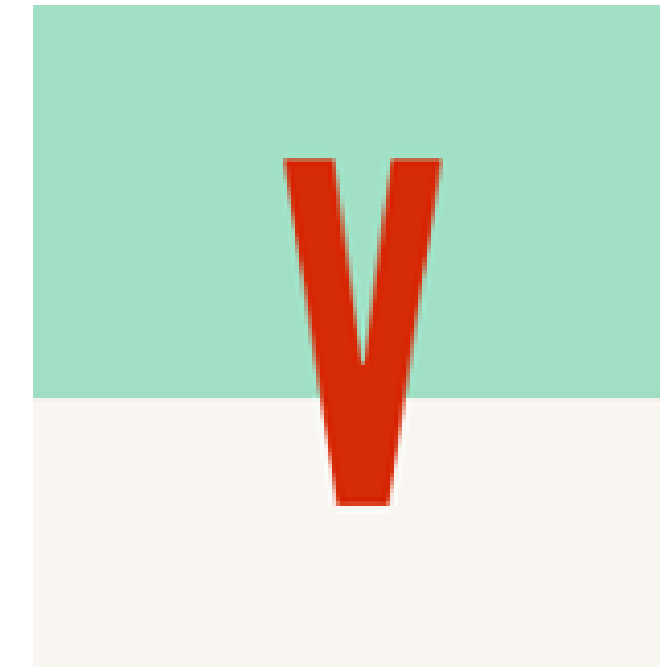




Fab.

Luvocracy

THE EDIT



COOLS



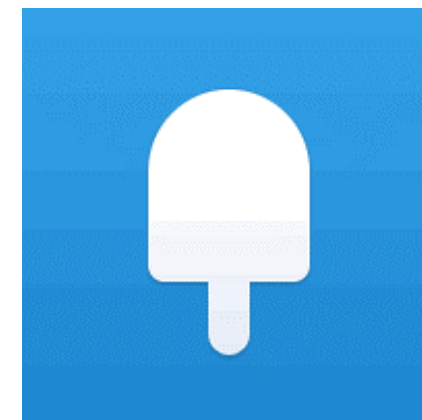
The BEAUTYST



outgrow.me



WANELO



Pose

SPRING
GO SHOPPING

LIKEtoKNOW.it



Yellow Sofa Sets

CREATE AN OUTFIT

Date Category Celebrity Color Items per set

Color Challenge: Pink and Yellow
BY KUSJA

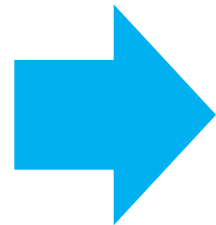
Yellow Mix
BY MONMONDEFOU

Color Challenge: Pink and Yellow
BY MARGARETFERREIRA

Yellow & Blue
BY IVANSYD

Blue and Yellow
BY RAINIE-MINNIE

Primary Colors and The Yellow Sofa...
BY KIMBERLYD-2



Shop this look

Under £250 Sofas Under £250 Accent Tables Under £150 Ceiling Lights Under £25 Dinnerware More Styling Ideas

OVERVIEW COMMENTS LIKES COLLECTIONS CONTESTS GROUPS

Merchant links are promoted

£680 DOTANDBO.COM

£710 2MODERN.COM

£116 CONNOX.COM

£2.68 KOHLS.COM

£88 ONEKINGSLANE.COM

£19 SOCIETYS.COM

£16 OVERSTOCK.COM

£38 NORDSTROM.COM

£445 LIGHTINGDIRECT.COM

£13 KOHLS.COM

Show all items in this set...

Remove Flop Flip Fit

Diptyque Baies Coloured Scented Candle

Search: black cushion x

Price

1 Clear all

Top Bottom Bag

Marimekko Rautas?nky Cushion Cover - Dark Grey/Black
 £35 HOUSEOLOGY.COM
[View details](#)
[Like this item](#)

You can only add items in the designated placeholders.

← 1 2 3 4 5 → Next

So here's some stats:

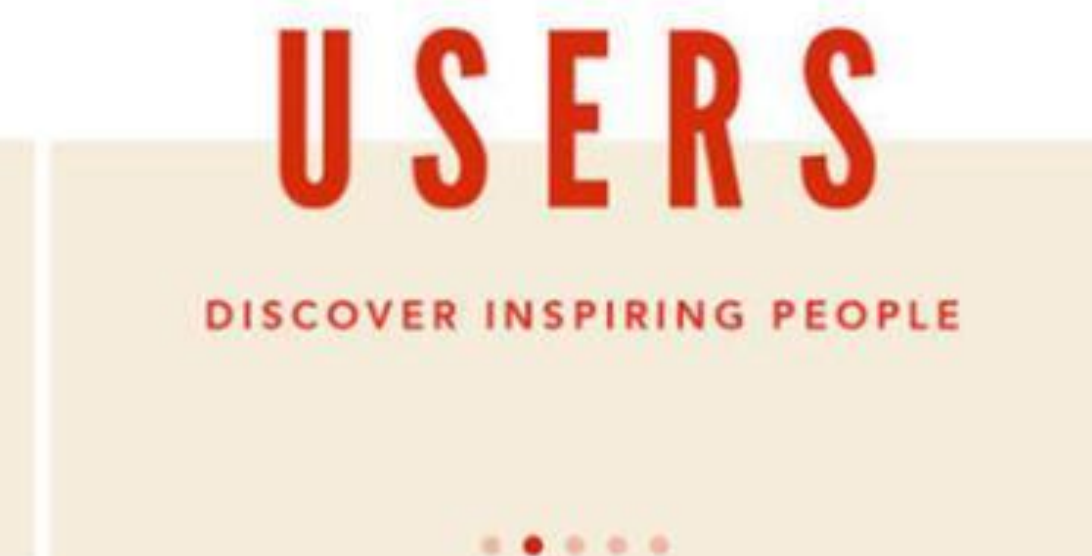
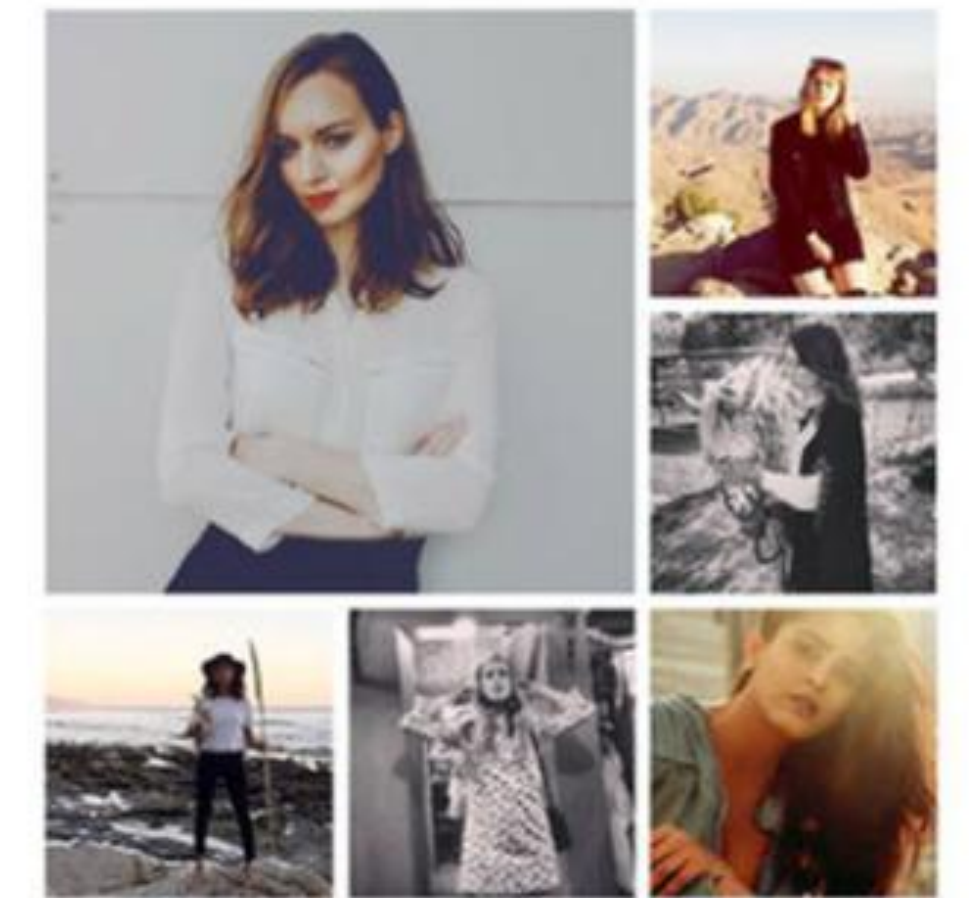
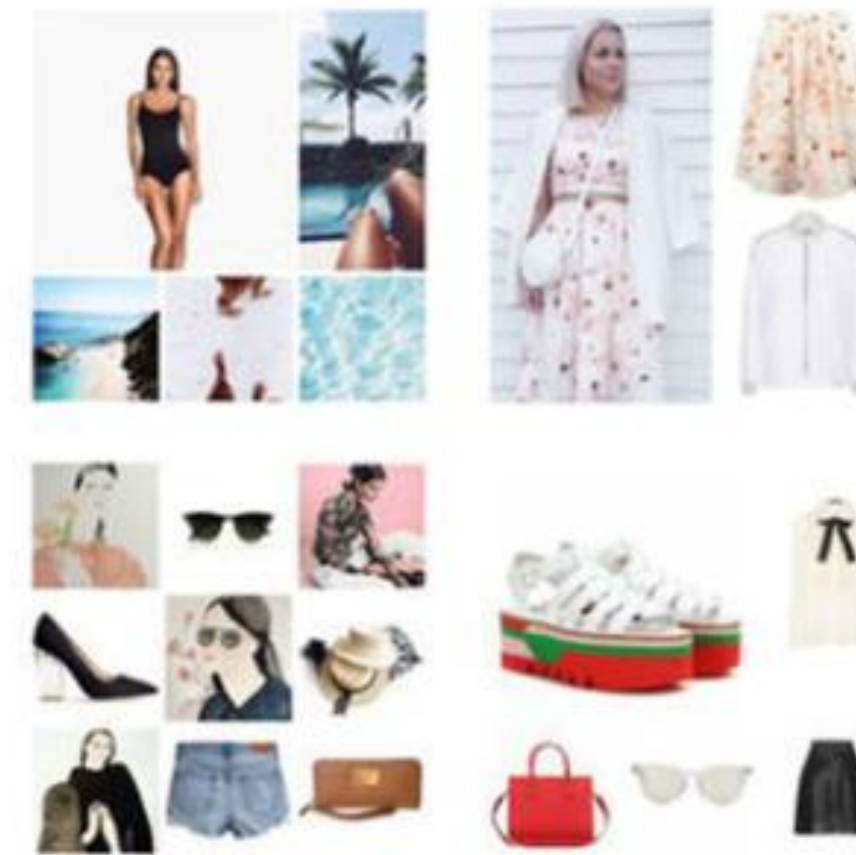
- Users will on average spend **30%** more vs. social networks
- AOV is **3 times** as high as Facebook and **double** Pinterest
- There has been a **23%** usage growth in the last six months, according to GlobalWebIndex
- Users are affluent, young and digitally native
- Low costs mean small and large retailers can get involved

Just on Polyvore alone:

- There's **20 million +** unique monthly visitors
- **2.2 million** products added monthly
- **7.5 billion** product impressions a month
- The average user has a household income of **£47k**
- There are **3 million** new mood boards created monthly
- With an average order value of **£250**

Other opportunities:

- Influencer (blogger) Marketing
- Content Marketing
- Market Intelligence
- Customer Insight
- Social Engagement
- Advertising (Polyvore specific)



Here's what I would do:

- Determine what the primary and secondary objectives are.
- The resource available to invest
- Audit the sector
- Where the customers are – is there any organic content?
- Develop a strategy and framework
- Test and Learn
- Invest in a campaign
- Utilise Influencers

1.
INFLUENCE
+ CONNECT
WITH THE
POLYVORE
COMMUNITY



2.
INSPIRE
WITH
PRODUCT



Challenges to Retailers:

- Resource
- Rate of Innovation
- Social Network Buy Buttons



The Future of Social Shopping

- Integration of social shopping communities into retailers websites i.e. The Net Set
- Publications
- New Verticals
- Advancements in Technology



Thank You
Any Questions?

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