

January 2015

TREND BRIEFING

002

Social commerce

Leveraging
social media to
influence sales

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“Not all interactions will lend themselves to ecommerce... the product brand needs to be able to stand without ecommerce.” – David Mann, Accenture Strategy

“Missing these opportunities has a real impact on sales... What consumers share is a reliable indicator of what people are going to buy.” – Pete Cassidy, Stackla

“90 percent of consumers place most trust in a recommendation from a trusted source, such as a friend or colleague, on social media.” – Mark Dougan, Frost & Sullivan

“People forwarded ‘Dumb Ways To Die’ because it made them look clever. Nike do well because you send something cool on, you will be cool. That’s the way it works.” – John Mescall, McCann

“Social commerce is a game of psychology, not a game of technology.” – Andrew McCarthy, LinkedIn

“The ritual of observing others’ shopping patterns, talking about desired objects and shopping together dates back centuries to the bazaars and markets of ancient Europe.” – Karson Stimson, WeAreDigital

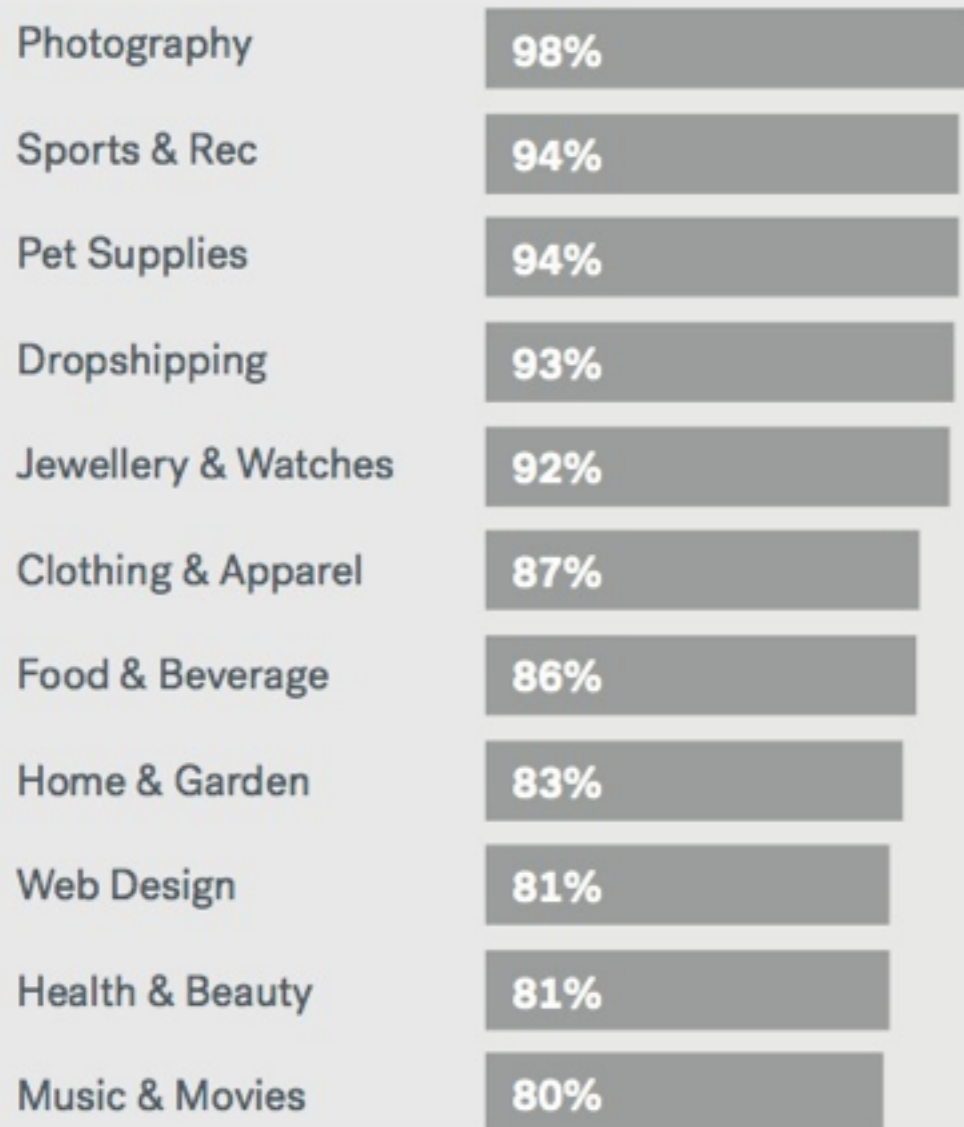
“Each social channel is unique. Never be the ‘suit’ at the party!” – Helen Soundess, Etsy

“Emotional arousal plays a key role in driving social sharing. Content that evokes high-arousal emotions is more likely to be shared.” – Daniel Young, Brightpoint Digital

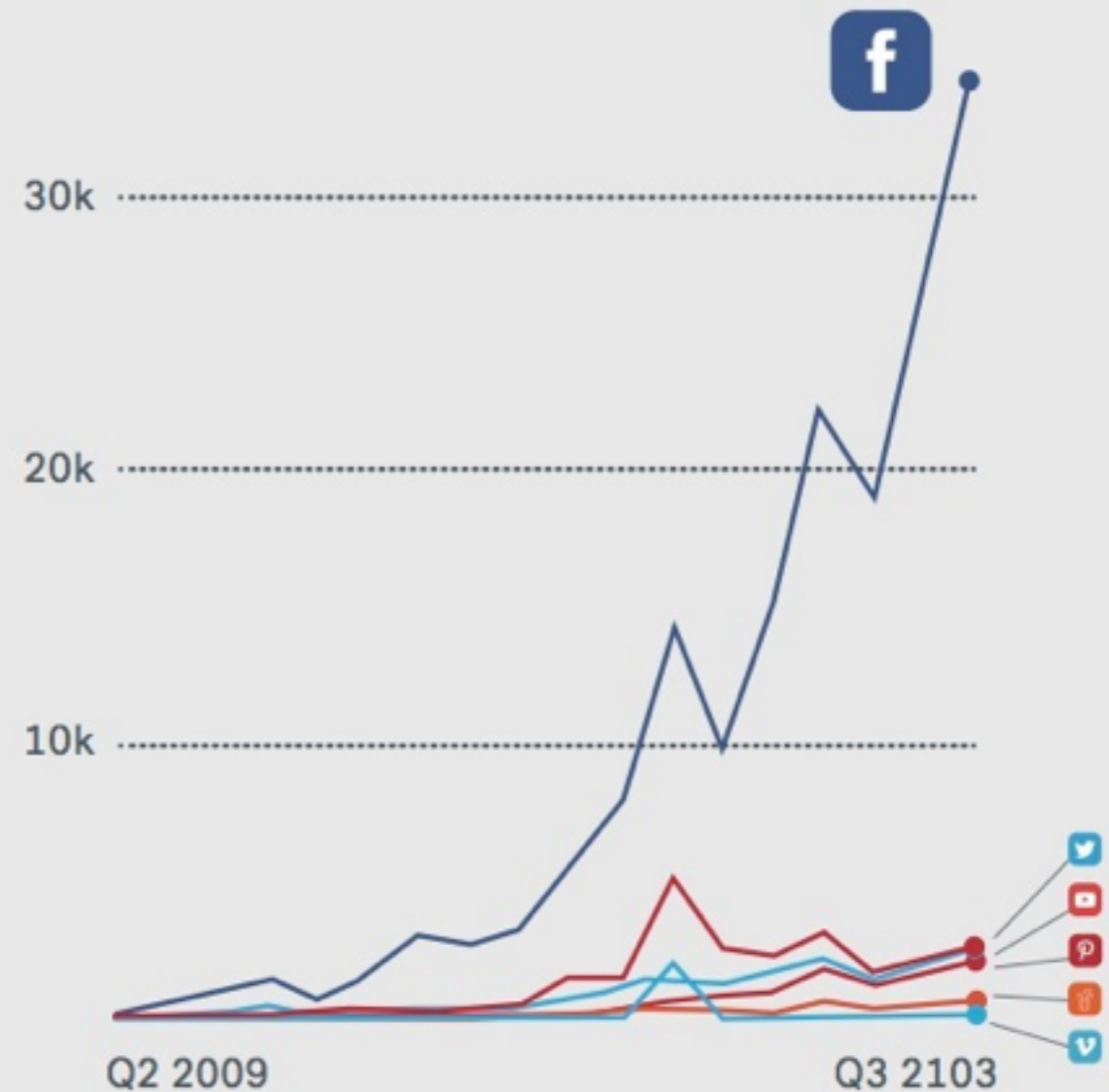
“There’s a fundamental notion that brands miss: people engage with them not because they give a shit about the brand but because they’re inherently selfish.” – Sahil Merchant, McKinsey & Company

Facebook's dominance

85% of Shopify orders from social media come from Facebook



Percentage of social orders originating from Facebook (by industry)



Long-term orders growth (quarterly)

Sources: Shopify, analysis of 37 million visits to ecommerce via social media, September, 2013; Nielsen Media Research, US, 2014.

Average order value

Shoppers coming via Polyvore had the highest average order value in a sample of 436 Shopify transactions in Q3 2013.



Sources: Shopify, analysis of 37 million visits to ecommerce via social media, September, 2013; Nielsen Media Research, US, 2014.

The value of recommendations

Top five most trusted forms of brand messaging

(Nielsen 'Trust in Advertising' 2013)

84% *trust recommendations of from people they know*

69% *trust branded websites*

68% *trust consumer opinions posted online*

67% *trust editorial content such as newspapers*

62% *trust ads on TV*

67% spend more money online after recommendations

(Nielsen Media Research US 2014)

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