

"The New E-Commerce Social Media Strategy: Why 'Direct Selling' is the Future of Retail"

Monday April 29, 2019

- DFW Business Training, May 4th at 9 AM CT at Mannatech Corp offices and www.allaboutmannatech.com.
- **Plan ahead** - we will be doing a Facebook Bot training starting in June
- **PLAN NOW: Be in Costa Rica...How?** Start today
- Next TNL – Tuesday, May 14th at 7:30 PM CT at Mannatech Corp offices and www.allaboutmannatech.com.
- Are you in the Achievers Club?
<https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- Are you using the new features in Mannatech+? If you missed the training it is on North America Facebook Group

Article by Jonathan Crawl, specialist in marketing content creation for B2B and B2C brands.

1. Social Media has become central to the customer shopping experience
 - a. Why? the value customers place on social media content
36% of consumers citing social platforms essential to their purchasing decisions
 - b. While social channels have long been viewed as referral channels, today social media is becoming a primary destination for sales.
 - c. According to Business Insider, 500 top retailers earned roughly \$6.5 billion from social shopping in 2017, **24% increase** over 2016 and the trend is expected to continue. How? Developing new direct selling functionality that lets retail brands create social content leading to QUIC, social-based purchase.
 - d. Avionos: 55% of shoppers have made a purchase through social media in the past year. Today's brands see social media as a sales platform. Loving products in the *lifestyle* category.
2. Using Social Media to Drive Direct Selling
 - a. Thanks to buy buttons and other e-commerce features, individual pieces of content turn into points of purchase (front pages)...no longer going to an e-commerce site to buy.
 - b. Example: J Crew: social campaign plugging the new pink version of "Jane" sunglasses to drum up interest in full product release the following week. They offered limited pre-sale. Totally sold out!
 - c. According to Znet, 48% of marketers say if social media offered direct selling products, they would be more likely to increase their use of social media for marketing. Tremendous advantages to social based retail is here!!

3. Leveraging Influencers and User-generated Content

a. The original appeal of social content must not get lost...the principles of great social content still apply.

What are these?

b. Consumers still possess a natural aversion to advertising

Must have social authenticity.

c. Answers: Use influencers and user-generated content.

Consumers prefer to purchase products they discover in an organic way.

(Econsultancy)

d. Seek out influencers who have a reputation of trust with their followers.

Solicit UGC that aligns with your brand's storytelling goals as a way of building authenticity.

4. The Goal: Efficient spending through Social Selling

a. "Ease" advantage of social shopping is a huge advantage when trying to support customers.

b. By running them to a site, you risk what they might do there.

c. Purchasing options being built into the social content, there is greater efficiency.

d. Trackmaven: the top goal is to lower the cost of customer acquisition.

e. Go back to J Crew example, a simple promotion via Instagram leading into new product, blew out all the promotional inventory.

Low cost, high ROI.

f. If customers are eager to follow brand on social media (which everyone knows is true), then brands have a direct channel to sell products to them.