

VIPdesk Webinar Series



Presented by:

Liat Myers

*Social Media Director,
VIPdesk*

The Impact of Social Media on the 2010 Retail Holiday Season

[View the webinar](#)

Agenda

- The importance of social media to the retail industry
- The most relevant social media tools to retailers
- The increasing importance of online reviews via social media sites
- Rewarding customer loyalty via social media
- More about VIPdesk

About Today's Presenter



Liat Myers

Director of Social Media

- Expert on strategy, tools, and techniques used to drive customer relationship management via social media
- Designed social media strategies for customer acquisition, relationship management, and reputation shift
- Loves helping businesses make best use of Facebook, Twitter, Wikipedia, blogs, iPhone apps, and other sharing tools.
- 15+ years of global marketing experience

Tweeting about Today's Webinar?

VIPdesk on Twitter: [@VIPdesk](https://twitter.com/VIPdesk)

Hashtag: #vipdesk

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The Importance of Social Media to the Retail Industry



Your Customers Are Using Social Media

- People spend 700 Billion minutes per month on social media sites
- Facebook and Twitter account for 22.7% of time spent on the Web
- Email is losing share of online time - from 11.5% to 8.3%
- Approximately 60% of the time spent on the mobile Internet is spent on social networking sites and apps



What is Social Media?

- All online tools people use to share content, opinions, insights, experiences, and perspectives
 - Social Networks (Facebook, Twitter, MySpace)
 - Blogs (Nytimes, tech blogs)
 - Photo and video sharing sites (Flickr, YouTube)
 - Review sites (Epinions, Amazon)
 - Location based networks (Foursquare)
 - Wikipedia



Benefits of Social Media to Retailers

- Build an army of advocates
- Solve problems more efficiently and in public
- Helps humanize the brand
- Communicate/collect feedback on a real time basis
- Reduce costs



Importance of Social Media During Holiday Season

- Shoppers are bringing the experience of the mall with a friend to the web
- Customers are in constant contact with each other
 - Locations of deals
 - Hard-to-find products
 - Shortest lines
- Your opportunity to give customers a reason to choose you vs. your competitors

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The Most Relevant Social Media Platforms to Retailers



Facebook

- Facebook should be the social media hub for your customers, keeping them “in the know” about your brand:
 - Company news
 - Event announcements
 - Promotional offerings
 - Videos and photos
 - Community discussions
 - Q&A
- Vital way brands can engage with/support customers

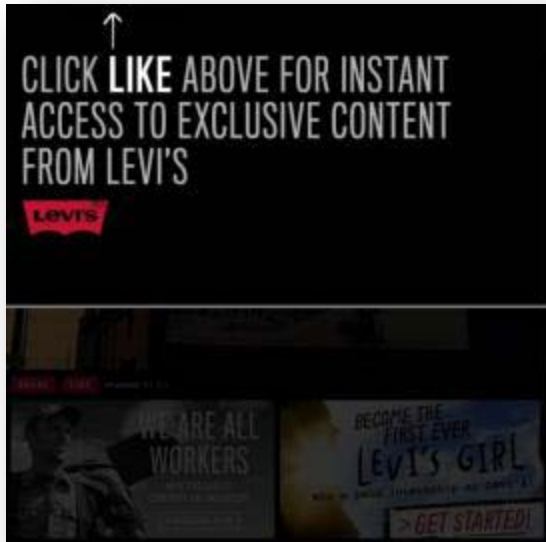


Facebook for Retailers

- Landing tab should welcome new visitors, give clearly defined call-to-action to become a fan
- Utilize relevant tabs and customize additional ones
- Allow fans to shop from Facebook via shopping tab/“store”
- Dedicated customer care tab
- Live Chat
- “Like” feature
- Facebook only contests and specials



Facebook Tabs Retailers



Levi's
Landing Tab
Call-To-Action & Custom Reveal

1-800-FLOWERS
Shopping Tab



Qwest Communications
Customer Care Tab



Facebook "Likes"

The image shows a screenshot of the Levi's website homepage. At the top, there is a navigation bar with links for 'MEN', 'WOMEN', 'JUNIORS', 'KIDS & BABY', and 'EXPLORE'. The Levi's logo is prominently displayed in the center. To the right, there are links for 'E-MAIL', 'MY ACCOUNT', 'STORE LOCATOR', and 'TRACK ORDER'. A search bar is also present with the text 'KEY WORD OR NUMBER' and 'SEARCH'. Below the navigation bar, a banner reads 'FREE SHIPPING ON ORDERS OF \$100 OR MORE SEE DETAILS'. The main content area is divided into several sections. On the left, a large graphic features the text 'DECLARE YOUR LIKES' in a hand-drawn font. Below this, there are smaller boxes for 'MEN'S', 'WOMEN'S', 'JUNIORS', and 'KIDS & BABY'. A central graphic shows two women on a beach, with one crouching and the other standing. A large white box with a dashed border contains the text 'LIKE-MINDED SHOPPING STARTS HERE' and the Levi's + Facebook Like logo. Below this box is a 'VIEW LARGER' button. On the right side of the main content area, there are three stacked promotional boxes. The top box is titled 'FRIENDS STORE' and includes the Facebook logo, the text 'WHERE FRIENDS FIND, LIKE AND SHOP FOR LEVI'S.', and a 'CHECK IT OUT' button. The middle box is titled 'WIN \$250' and includes the text 'SPRING SHOPPING SPREE' and an 'ENTER NOW' button. The bottom box is titled 'AS SEEN IN' and includes the text 'FASHION EDITORS LOVE LEVI'S' and an 'EXPLORE NOW' button. At the bottom of the page, there is a footer with social media links for Facebook, Twitter, and YouTube, and a sign-up form for email newsletters with the text 'SIGN UP FOR EMAIL & WE'LL SEND YOU A PROMO CODE FOR FREE SHIPPING!' and a 'SUBSCRIBE' button.



Twitter

- Twitter offers brands an opportunity to connect on a personal level and communicate with their customers
- Smart use of Twitter can empower retailers to deliver exceptional one-on-one customer service
- Scales better than “great customer service of old days”



Twitter for Retailers

- Use Twitter to engage with your users and have a dialogue—not just self-promote
- Use hashtags
- The new 1-800 number
- Promote others



Video Sharing Sites

- Video strategy needs to be an integral part of a marketing and social media program
- All retailers should have a Video SEO strategy
 - YouTube channel
 - Include relevant links and calls to action
 - Tag videos with related keywords
 - Share on Facebook, Twitter, Blog, etc
 - Continue to build channel with related videos
 - Embed videos into your blog
 - Encourage your fans to upload videos
- Short and entertaining are the keys to successful videos
- Encourage fan and “haul” videos



Location-based Social Networking

- Users keep friends informed about their whereabouts, favorite places to shop.
 - Users see who has “checked in” at a location
 - Game element to earn badges and become “Mayor”
- Why is it important to retailers?
 - Foursquare, the largest player, has over 3 million members
 - Facebook recently launched “Facebook Places”
 - See who is visiting retail location(s) and how often
 - Very viral!
- How can you participate?
 - Provide user-only rewards such as discounts and promotions
 - Incorporate game-like elements rewarding those who “check in” with points and badges
 - Award special privileges and discounts to “ the Mayor”



Group Buying Sites

- Daily deal sites offer users local deals: restaurants, retailers, activities and more
- Groupon, Living Social, Buy With Me, many more
- Built on the concept of collective buying
- Very effective in reaching new customers and gaining exposure



The Role of Online Review Sites

- 64% of buyers find online user reviews important when making a purchase
- 47 % say information provided by other consumers is more important than marketing information.
- Popular online review sites:
 - Epinions
 - Overstock.com
 - Amazon.com
 - ToysRUs.com



Key Take-a-Ways

- If you're not engaging in social media, start now
- Facebook should be the social media hub for your customers
- Important to monitor, listen and respond to your customers on all social media sites – in as real-time a manner as possible
- Keep up with social media trends and engage/participate on relevant sites
 - Foursquare, Facebook Places, Groupon, Living Social etc.

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Questions and Discussion



Upcoming VIPdesk Webinars

October 2010

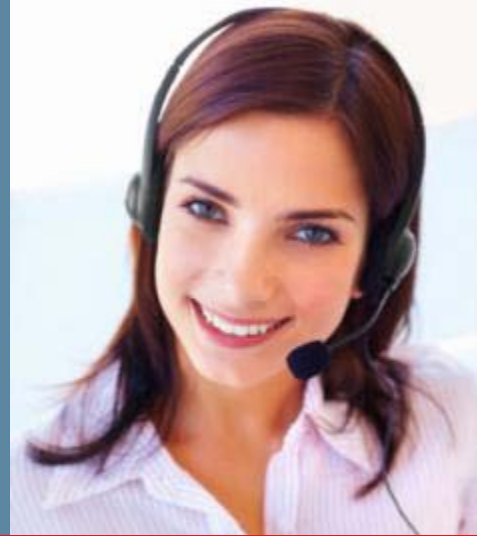
- **October 26:** How Quicken Loans Uses Social Media to Strengthen Customer Relationships

November 2010

- **November 9:** Customer Experience Management: The Key to Continued Business Growth & Success
- **November 30:** How to Integrate Social Media Into Your Contact Center

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About Us

Connect With Us Online

 **Website:** <http://www.vipdesk.com>

VIPdesk™ Blog **Blog:** <http://blog.vipdesk.com>

 **Twitter:** <http://twitter.com/vipdesk>

 **Facebook:** <http://facebook.com/vipdesk>

 **LinkedIn:** <http://linkedin.com/companies/vipdesk>

 **YouTube:** <http://youtube.com/user/vipdesk>

 **Via RSS:** http://twitter.com/statuses/user_timeline/23095083.rss

Making Great Brands Even Better

Serving as a seamless extension of leading brands, our innovative Brand Experience Management Solutions deliver memorable customer experiences, business insights and actionable intelligence that generate customer advocacy and drive business growth.

VIPdesk Service Offerings



Concierge
and Loyalty
Services



Customer
Care
Solutions



Social
Media
Support



Experiential
Programs



IVR
Services

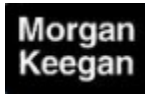


Voice of
Customer
Surveying
and
Analytics

Customer Care Experts

- 20+ years of customer service experience
- 10+ years optimizing home-based model
- Expertise in virtual recruiting, training and performance management
- Demographically matched Brand Ambassadors and Concierges
- Unique platform, processes and culture

Brand Leaders Trust Us





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MAKING GREAT BRANDS EVEN BETTER

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