



## **Social Retailing Blueprint**

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## 1 EXECUTIVE SUMMARY

Just as ARTS published the *Mobile Blueprint for Retailers* to help educate retailers on the emerging uses of mobile devices, this White-paper is focused on helping retailers benefit from social media trends. Consumers spend an ever-increasing amount of time on social networks, so it behooves retailers to extend their marketing into those networks. Social media represents a very cost-efficient way to connect with consumers, but the industry is still experimenting to find the most effective campaigns.

Once a retailer's marketing goals are set, there are three main strategies that can be employed to support the goals. Retailers must start by listening to what consumers are saying about their brand and products, but listening by itself is not sufficient. They must also understand the data so they are able to separate trends from isolated incidents, then act on the information.

The second strategy involves actively attracting consumers to follow the brand via social networks, and then exerting influence over those consumers using a host of levers. Lastly, retailers should engage directly with their best customers and involve them in merchandising decisions. Their inclusion will increase loyalty and possibly help your message go viral.

The goals and strategies for various retailers will be somewhat similar, but the tactics they choose to support those goals and strategies can vary wildly. This paper examines ten specific tactics in detail, including real-world examples. The goals, strategies, and tactics are summarized below:

Goals	Strategies	Tactics
Enforce Brand Image	Listen, Understand & Act	Sentiment / Chatter Analysis
		Targeted Advertising
		User Generated Content
More Customers	Attract & Influence	Check-ins
		Social Graph Analytics
		Crowdsourcing / Co-Creation
Increase Loyalty	Engage & Involve	Gamification
		F-Commerce
		Social Shopping
		Group Buying

Each of these tactics supports one or more the strategies which in turn further one or more of the goals, but not all the tactics are appropriate for every retailer. Retailers must decide which tactics best fit their customers' lifestyle, which sometimes requires experimentation. Fortunately the cost of these programs is minimal, so its possible to try different tactics to find the best ROI. There are many tools available to help measure social programs and determine which work best.

But these efforts cannot be executed in a vacuum. They must be coordinated with the overall marketing and merchandising efforts across all appropriate channels. Social media efforts must be aligned and integrated if they are to provide maximum value.

Every retailer should stake a claim in social media, just as they have with e-commerce and mobile. Use the goals-strategies-tactics framework to build a program that works for your brand and your customers.