

Social Media Strategies



The New Age: “Social retailing”

- “Shopping meets social networks” (Foresee Results, 2010)
 - More than **50% of online shoppers use Facebook**,
 - 56% of shoppers who interact with social media websites have **elected to “friend” or “follow” or “subscribe” to a retailer**
 - **49%** of respondents who “friend” or “follow” companies through social media do so to **learn about special deals and options**
 - **45%** of users do it to **learn about products**
 - **5%** use social media primarily for **customer support**
- *However, **60% of retailers do not have a presence on a social networks...***
 - 85% of Gen Y shoppers participate in social networking (PriceGrabber, 2010)