Social Media To Drive Revenue
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Introduction
The Presenters

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Director, Mobile & Digital Strategy,
CBL Properties  
@LutzTweets

Corbett Guest
CEO
Imaginuity
TODAY’S AGENDA

1. Establishing the Foundation - The key pieces you need in place to be able to drive revenue through the social channel

2. Developing a Plan - Operationalizing campaigns and content that create engagement and lead to purchase

3. Measuring the Results - Setting the right KPIs and evolving your programs

4. Case Studies - Who’s doing it well and how

5. Opportunities - What’s on the horizon
Establishing the Foundations
A Social Organization:
An organization that has social media weaved into its fabric through a unified strategy across all departments, allowing all employees to use social media safely and consistently, to improve customer relationships and experiences.
“Improved communication and collaboration from social media could add $1.3 trillion annually in value to the economy and raise knowledge worker productivity 20-25%.”

McKinsey Report
How can social media improve our jobs and organizations?

<table>
<thead>
<tr>
<th>Task</th>
<th>Interaction workers tasks (%)</th>
<th>Increase value-added time (%)</th>
<th>Productivity Improvement (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading and answering e-mail</td>
<td>28</td>
<td>7-8</td>
<td>25-30</td>
</tr>
<tr>
<td>Searching and gathering information</td>
<td>19</td>
<td>5.5-6.5</td>
<td>30-35</td>
</tr>
<tr>
<td>Communicating and collaborating internally</td>
<td>14</td>
<td>3.5-5</td>
<td>25-30</td>
</tr>
<tr>
<td>Role-specific tasks</td>
<td>39</td>
<td>4-6</td>
<td>10-15</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td>20-25%</td>
<td>20-25%</td>
</tr>
</tbody>
</table>

Source: McKinsey Report
Why is Digital not Social?

Digital – Tools & Technologies
- Cloud
- Mobile Devices & Apps
- Big Data
- Analytics
- Security
- Internet of Things/Sensors
- User Interfaces
- Software as Service
- Wearables

Social – Skillsets
- Culture
- Collaboration
- Cause
- Customer
- Co-creation
- Communication
- Conversation
- Engagement
- Sharing Economy

Source: Scredible
Traditional Enterprise Structure

- Management
- Leasing
- Development
- Marketing
- Branding
Customer Experience

Consideration
- Online Reviews
- Website
- Advertising
- Events
- PR
- WOM

Purchase
- Service Team
- Sales Team
- Email

Retention
- Loyalty Program
- Customer Support
- Customer Success

Advocacy
- Enterprise Advocates
- Ambassador Program

Social Networks: Twitter, Facebook, Flickr, Pinterest, YouTube, LinkedIn

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Social Media Maturity Matrix
Social Media Maturity Matrix

Organization A

Organization B
Developing a Plan

Operationalizing campaigns and content that create engagement and lead to purchase
4 Types of Content Every Site Needs

Content is a nebulous topic; it’s hazy, vague, ill-defined.

Working as a content strategist I’m often asked similarly nebulous questions. For example: “What sort of content should we create?”

I’m a firm believer that content should be goal-driven. By this, I mean that what you create should be driven by what you want to achieve.

What do folks ultimately want to achieve?

They want to make money...

They’d possibly also like world peace, but they’ll settle for the money.

Well dear reader, in order to make money, the vast majority* of sites need four key types of content:

---

* excluding those who create it just for the thrills.
Content Matrix & Types

Content Types:
- Text
- Video
- Images
- Infographic / Visuals
- Links
- Whitepapers

Content Categories:
- Campaigns/Contests/Promos
- Customer stories
- Retailer Content
- Advertisers
- Support
- 3rd Party
- Real-time
Common Content / Tactics

- Social Media
- Webinars
- White Papers
- Blogs
- Case Studies
- Article Posting
- In-person Events
- Videos
Planning Content

The pre-written posts provided in Scoop Sheets save the center teams time and ensure their posts are on trend and cleverly written. The new image-based Style Guides are utilized in email blasts and Facebook posts and direct subscribers to centers’ Pinterest boards. On Pinterest, the shopper can see where to buy the featured trend at their local Scoop center.
Executing Content
1. **Your customer is very diverse**: the platforms they use may be equally as diverse (ex: specific discussion forums, blogs, may be outside traditional social)

1. **Understand the conversations your audience is having and where they are having them**: it’s all about them

1. **Identify who your influencers are**: listen and monitor keywords to identify people that influence your customer’s purchase decision

1. **Use geo-targeting to uncover nuances** within new markets and interact with people within specific locations

1. **Measure your results**: what content is resonating with your audience?
Measuring Results - Setting the right KPIs and evolving your programs
Strategic Planning Process

1. Where do we want to go?
   - Vision/Mission

2. How do we get there?
   - Situational Analysis
     - External & internal audit
     - SWOT analysis
   - Objectives/KPIS
     - How do we measure success?
     - How did we get there?
   - Strategy
     - How do we allocate resources and implement?
     - How did we do?
   - Plan/Budget
     - How do we improve?
Connecting the Process

• Connect Objectives, Strategies, Tactics, Budget and Monitoring
• Example:
  • Goal: Increase revenue.
  • Objective: Increase sales by X %
  • Strategy: Promotion
  • Tactic: Specific action
  • Budget/Resources:
  • Monitor and Measure Results: Change as necessary
# Key Performance Indicators (KPIs)

<table>
<thead>
<tr>
<th>Content Consumption Metrics</th>
<th>Social Sharing Metrics</th>
<th>Conversion Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Page Visits &amp; Pageviews</td>
<td>Social Share &amp; Reach</td>
<td>Download</td>
</tr>
<tr>
<td>New Visits</td>
<td>Comments</td>
<td>Email Newsletters/Blog Subscribers</td>
</tr>
<tr>
<td>Time On Page &amp; Bounce Rate</td>
<td>Mentions</td>
<td>Sales/Marketing Qualified Leads</td>
</tr>
<tr>
<td>Visitor Flow</td>
<td>Engagement</td>
<td>Sales Cycle &amp; Retention Rate</td>
</tr>
<tr>
<td>Inbound Links</td>
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</tbody>
</table>
What Are Some Key Performance Indicators (KPIs) For Measuring Content Marketing ROI? Infographic

KPIs FOR MEASURING CONTENT MARKETING ROI

NEW VISITS
TIME ON PAGE AND SOURCE PAGE
VISITOR FLOW
UNIQUE PAGE VIEWS & FAVOURITES

CONTENT CONSUMPTION METRICS

SOCIAL LOVE METRICS

COMMENTS
INBOUND LINKS
MENTIONS
REFERRAL SITE VISITS

CONVERSION METRICS

EMAIL NEWSLETTER SUBSCRIPTIONS
SALES MARKETING ACTIVITY TRACKER

SALES CYCLE AND RETENTION RATE

Programmatic Direct

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# Social ROI

## Brand Awareness

<table>
<thead>
<tr>
<th></th>
<th>Cost Per Impression</th>
<th>Cost Per Click</th>
<th>Cost Per Engagement</th>
<th>Cost Per Site Visit</th>
</tr>
</thead>
</table>

## Shopper Visits

<table>
<thead>
<tr>
<th></th>
<th>Cost Per Lead</th>
<th>Cost Per Subscriber</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost Per Sale</td>
<td>Avg. Revenue Per Sale</td>
<td></td>
</tr>
<tr>
<td>Avg. Units Per Sale</td>
<td>Conversion Rate Of Leads</td>
<td></td>
</tr>
</tbody>
</table>

## Customer Retention

<table>
<thead>
<tr>
<th>Customer Retention Rates</th>
<th>Avg. Revenue Per Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Units Per Purchase</td>
<td>Avg. Transactions Per Customer</td>
</tr>
<tr>
<td>Lifetime Value of a Customer</td>
<td></td>
</tr>
</tbody>
</table>

Full Frontal ROI & Hootsuite

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Case Studies - Who’s doing it well and how
Using Style Guides JLL

Valuable and engaging, image-based content utilized in email blasts and social media posts

- Images link to the center’s appropriate Pinterest board to generate awareness of the center’s presence on Pinterest, increase followers, and ultimately, drive retail sales
- Four different types of content/images will be provided each month:
  1. Editor’s Picks
  2. Trend Report
  3. How To
1. Editors Picks

• Showcases variety of merchandise relating to a specific theme or mood determined by the “editor”

• Examples of content:
  - Black & White
  - Sorbet Pastels
  - Ruffles
2. Trend Report

- Highlights examples of one specific trend or item
- Examples of content:
  - Oxfords
  - Mod Shift Dress
  - Chunky Heels
3. How To Wear

• Gives fans hints on how to wear certain trends/merchandise by highlighting one item and showing complementary merchandise for how to wear the trend multiple ways

• Examples of content:
  - Denim shirt
  - Printed pants
  - White jeans
4. Gift Guides/Holiday Guides

- Mini gift guides developed to promote smaller holidays and/or popular gift giving time periods

- Examples of content:
  - Easter
  - Graduation
  - Mother’s Day
Promotion Best Practices

• **On Pinterest**
  - Pinterest boards (a.k.a. “the guides”) are filled with at least 10 pins prior to using the corresponding Style Guide images on Facebook or eblast
  - The Scoop Pinterest page to pin from the boards and to serve ideas on what to pin
  - Each Style Guide image used as the Cover Pin on that guide’s Pinterest board
Promotion Best Practices

- **On Facebook**
- Pinterest board (a.k.a. “the guide”) filled with at least 10 pins prior to posting the corresponding Style Guide image
- Posts include:
  - Style Guide image
  - Trend copy
  - Tagged retailers
  - URL linked to the corresponding Pinterest board
Example Eblasts

Hippidy-hop-hop, Easter’s on its way! Be ready for the bunny with Easter looks, décor, and goodies from Sears, Claire’s, JCPenney’s and...
Example Facebook Posts

TheDealeyO
2 seconds ago

Make your favorite denim shirt work overtime! We're showing you ways to wear it, plus where to get the looks—hint: American Eagle, Gap, Hollister and more! Click here: http://pinterest.com/findthescoop/how-to-wear-denim-shirt/

HOW to WEAR
DENIM SHIRTS
1 PIECE, 3 WAYS

1 office 2 picnic 3 movie night

Visit us on Pinterest to shop these looks and more.

Like · Comment · Share

TheDealeyO
Liked · 6 seconds ago

A classic combo is fresh again! Get inspired by our Editor's Picks, and shop the black and white trend at Macy's, Express, and more! Click here: http://pinterest.com/findthescoop/trend-we-love-black-white/

Opposites Attract
Go for high contrast this season in bold black and white.

Visit us on Pinterest to shop more black & white looks.

Like · Comment · Share · Edit

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Comprehensive Loyalty Program

1. Registration:
   Website

2. Exclusive Benefit:
   Online Shopping Guide (desktop & mobile sites)

3. Promotion:
   • Full Social Integration
   • Onsite Collateral
   • Website/Text
   • Wi-Fi Integration

4. Communication:
   • Monthly E-blast
   • Monthly Text
FindTheScoop.com Average Daily Offers

After integrating with the number one source for in-store offers, FindTheScoop.com saw an average increase of 1,084% in offers aggregated by center.

1,084% Increase!

At program launch
25 offers

2012* – present
271 offers

* After third party API integration
Custom Offers

Centers have the opportunity to upload unique perks and promotions available at their center to help support key retailers and increase their traffic and sales.

Content Management System to upload custom offers
Zales Preview Sale Exclusively for Central Mall Scoop Members

Central Mall helped support Zales (one of their key retailers) and exclusively invited their Scoop members to schedule early bird appointments to preview the Certified Pre-owned Jewelry collection. Zales’ sales exceeded $30,000 for the six-day promotion and were up 60.24% from LY.

“You know you are doing something right when store managers and district managers are tracking you down to thank you. Our digital marketing strategy had their phones ringing off the hook!”

Josh Harris, Marketing Manager
Central Mall, Texarkana
Save and Share Offers

Scoop members can save or share any offer with a single click without leaving FindTheScoop.com.
Refer-a-Friend Promotion

This two-week promotion was advertised in-center and online. It accounted for over 6% of the total 2013 Scoop program growth, which was 149% more the typical organic growth rate of the program.
Refer-a-Friend Promotion continued

On average, subscribers referred 2.5 friends which generated 253 new members per center and 5,561 new subscribers across the 22 participating centers.

FindTheScoop.com
Membership Growth and Cost Per Subscriber

Centers have experienced substantial membership growth. In a little over 18 months, the portfolio of centers expanded its audience by 159,749 loyal shoppers and JLL successfully achieved the goal of reducing the cost per subscriber by more than $20!

Cost per subscriber has decreased by $24.76 since April 2012.
Plaza Las Americas Social Customer Service

Enjoy! RT @lenamounier: Shopping at @elcentrodetodo with my bestie!

Thanks it was great!

Plaza Las Americas is the center of everything!

The thing I enjoy most is that I always find something, I always find everything! :)

Plaza Las Americas is the center of everything! What do you enjoy most about PLAZA?

Enjoy! RT @lenamounier: Shopping at @elcentrodetodo con la bestie

“My Lena Lavezzi @lenamounier
@elcentrodetodo: ¡Disfrútalos! RT @lenamounier: Shopping en @elcentrodetodo con la bestie” gracias la pasamos súper 😊

“@elcentrodetodo: ¡Disfrútalos! RT @lenamounier: Shopping en @elcentrodetodo con la bestie” gracias la pasamos súper 😊

@ide1890: @elcentrodetodo Lo más que disfruto es que siempre encuentro algo, siempre encuentro todo! :)
Hi Romano,

We have multiple stores that sell Vans. Some of the stores are: Journeys and Foot Locker. Please call each store for more information.

Journeys Phone Number: 787-758-0170
Foot Locker Phone: 787-777-0378

Journeys Teléfono: 787-758-0170

None of the stores in PLAZA sell my Salvatore Ferragamo perfume. Macy's will order the fragrance for you. Also, Perfumania carries a
Where can I buy these jeans?

At Express.

I looked at everything, I couldn’t find anything about the booth, Esencias (perfumes and...)

We have a cart called Extractos, you can contact them at 787-356-0476.

Thanks a million! Have
Opportunities - What’s on the horizon
Strategy Planning & Content Planning
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3. Select this course: **Driving Revenue from Social Campaigns**