

APRIL 2012

The Push Toward **SOCIAL COMMERCE**

Final Survey Results

retail
TouchP🛒ints



Introduction

While most consumers already are entrenched in using social media channels every day, most retailers are still working out the kinks of their social commerce strategies. Just less than half (48.5%) of retailers recently surveyed by *Retail TouchPoints* have a social commerce strategy in place today. While another 28.3% say they plan to add a social commerce strategy, 23.2% have no plans to invest in social commerce.

Part of the reluctance to fully commit to social commerce may be the overall sales potential, since 55.9% of respondents noted that social commerce currently comprises less than 5% of total sales. A total of 32.3% reported that social commerce totals up to 20% of sales, then the numbers drop off drastically from there.

This ***Push Toward Social Commerce*** survey report will guide retailers who are seeking to kick off a new social commerce strategy or improve upon a strategy already in place. Some key topics addressed in the survey include:

- Percentage of sales attributed to social commerce today and in the future
- Quality of different social media platforms
- Social media analytics
- Integration of social with other channels
- Growth of retailers' social media fan bases

Introduction *(continued)*

The primary reason retailers say they are not investing in social commerce is that it is “not relevant to our customer base,” according to 44.4% of respondents. Other reasons cited include budget constraints (27.8%) and completing the mobile commerce strategy as a greater priority (22.2%). But close to 87% of all retailers surveyed plan to have a social commerce strategy in place with one year.

“Close to 87% of respondents plan to have a social commerce strategy in place within the year.”

SURVEY RESPONDENT INFO

For ***The Push Toward Social Commerce Survey***, Retail TouchPoints received responses from almost 100 retailers across all revenue streams and in a variety of industry segments. Industry segments included specialty softgoods, specialty hardgoods, grocery, electronics, office supplies and Big Box.

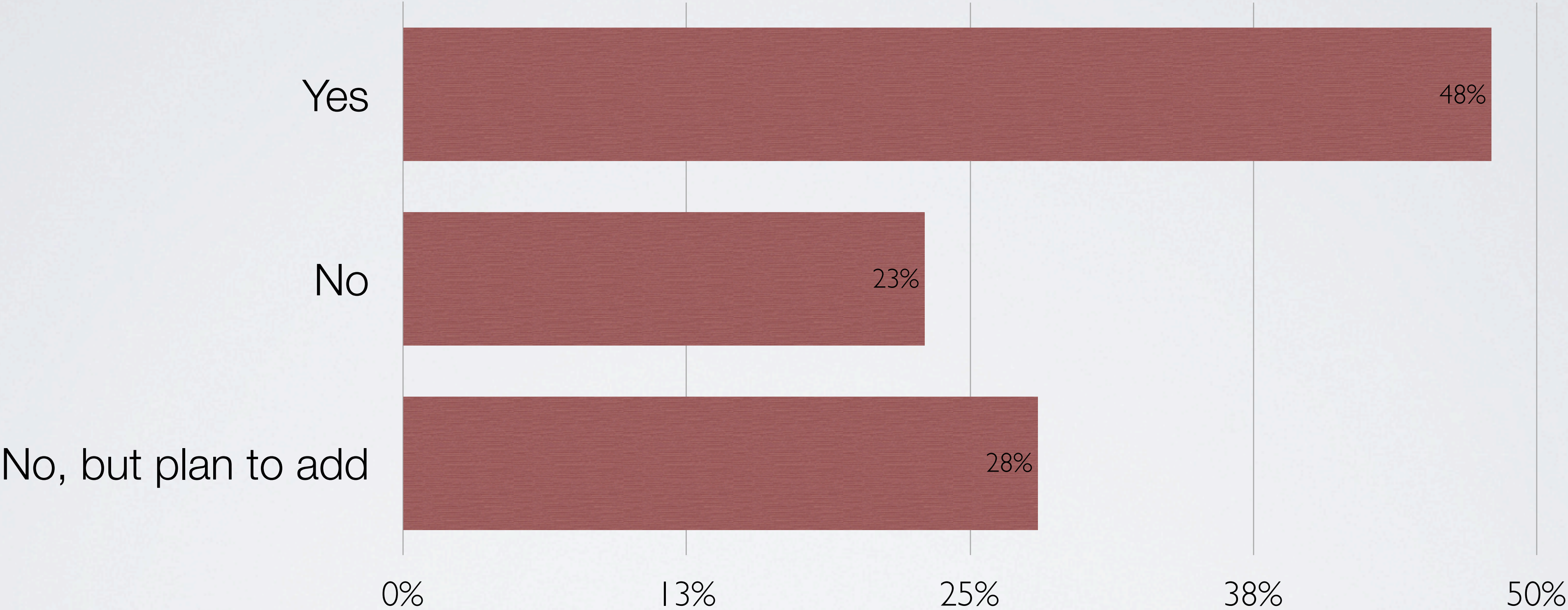
Respondent company revenues were split almost equally across the board, from less than \$1 million to more than \$500 million.

Table of Contents

page	question
5	Do you have a Social Commerce Strategy in place?
6	What is preventing your company from investing in Social Commerce?
7	What percentage of sales do you attribute to Social Commerce today?
8	What is your goal for Social Commerce as a percentage of total sales by 2015?
9	How would you rank the effectiveness of the following social media platforms?
10	Do you track the number of social media fans?
11	How quickly is your social media fan base growing?
12	Do you have a Facebook storefront?
13	Do you use third-party social channels to sell goods and services?

page	question
14	Which third-party social channels have you used to sell goods and services?
15	What vehicles do you use to market your Social Commerce services to customers?
16	What do you believe to be the most effective incentive for social media interaction?
17	Which of the following Social Commerce strategies do you employ today or plan to implement?
18	Do you monitor social media feedback and comments from customers?
19	What “social engagement metric” do you find most valuable?
20	Do you use social media analytics?
21	Do you integrate your Social Commerce strategy with other channels?
22	How does social media rank in your overall cross-channel strategy?

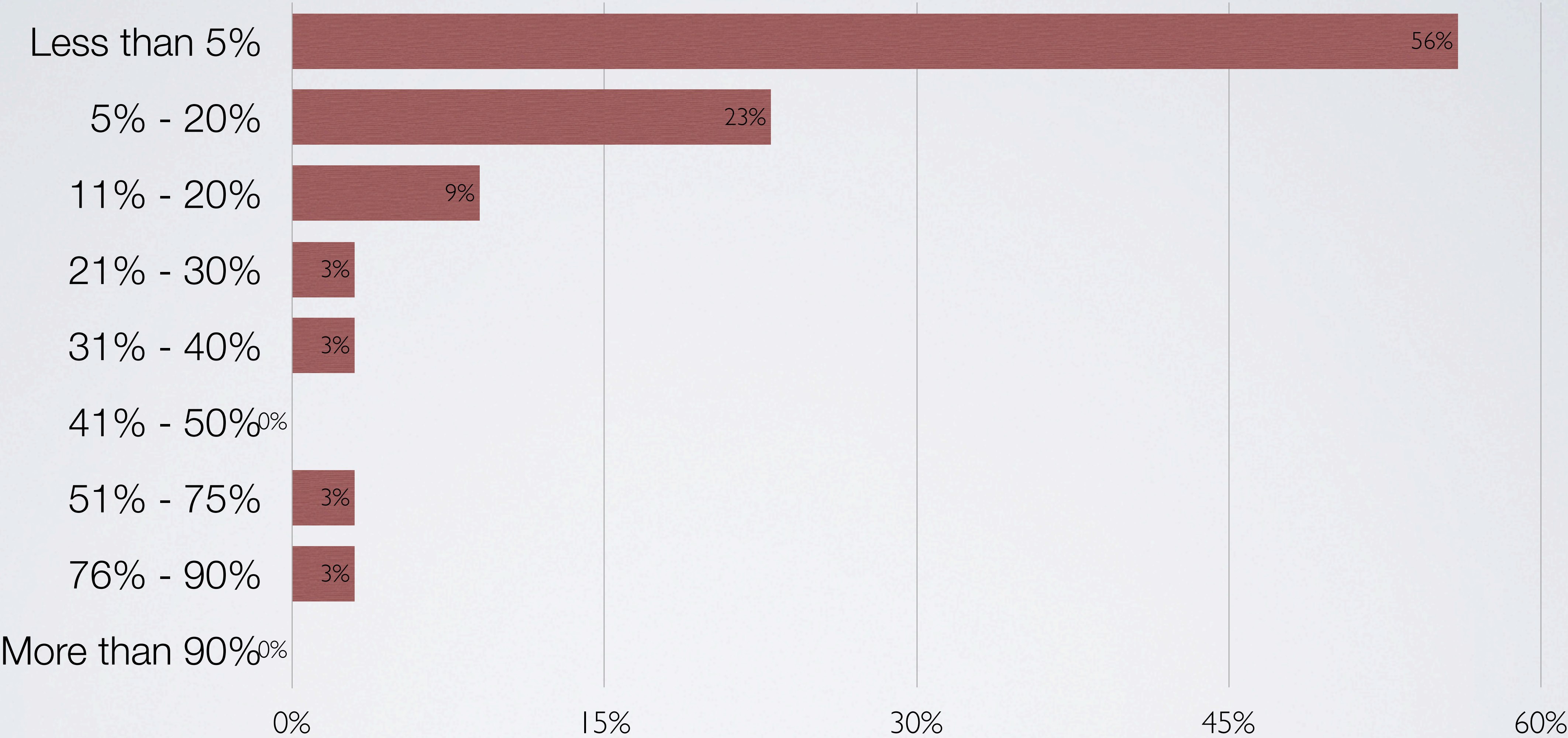
Do you have a Social Commerce Strategy in place?



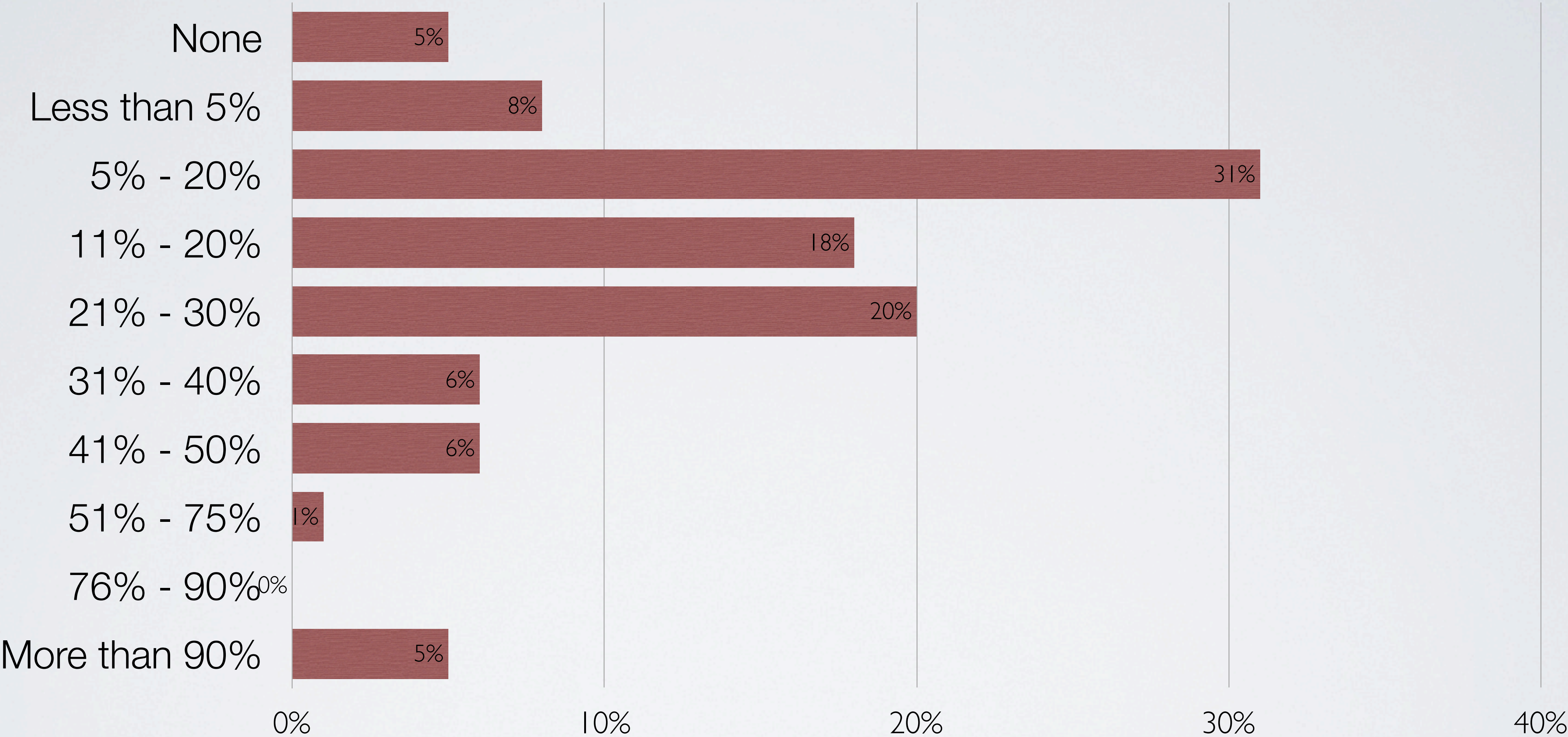
What is preventing your company from investing in Social Commerce?



What percentage of sales do you attribute to Social Commerce today?



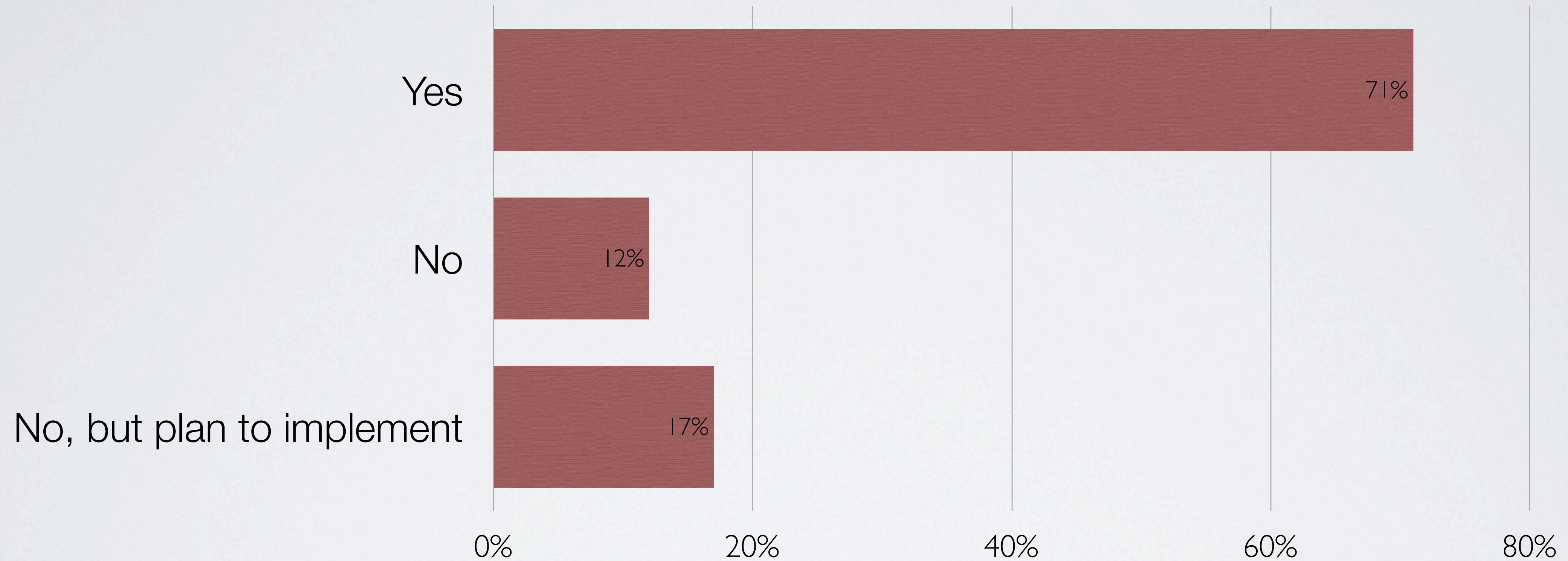
What is your goal for Social Commerce as a percentage of total sales by 2015?



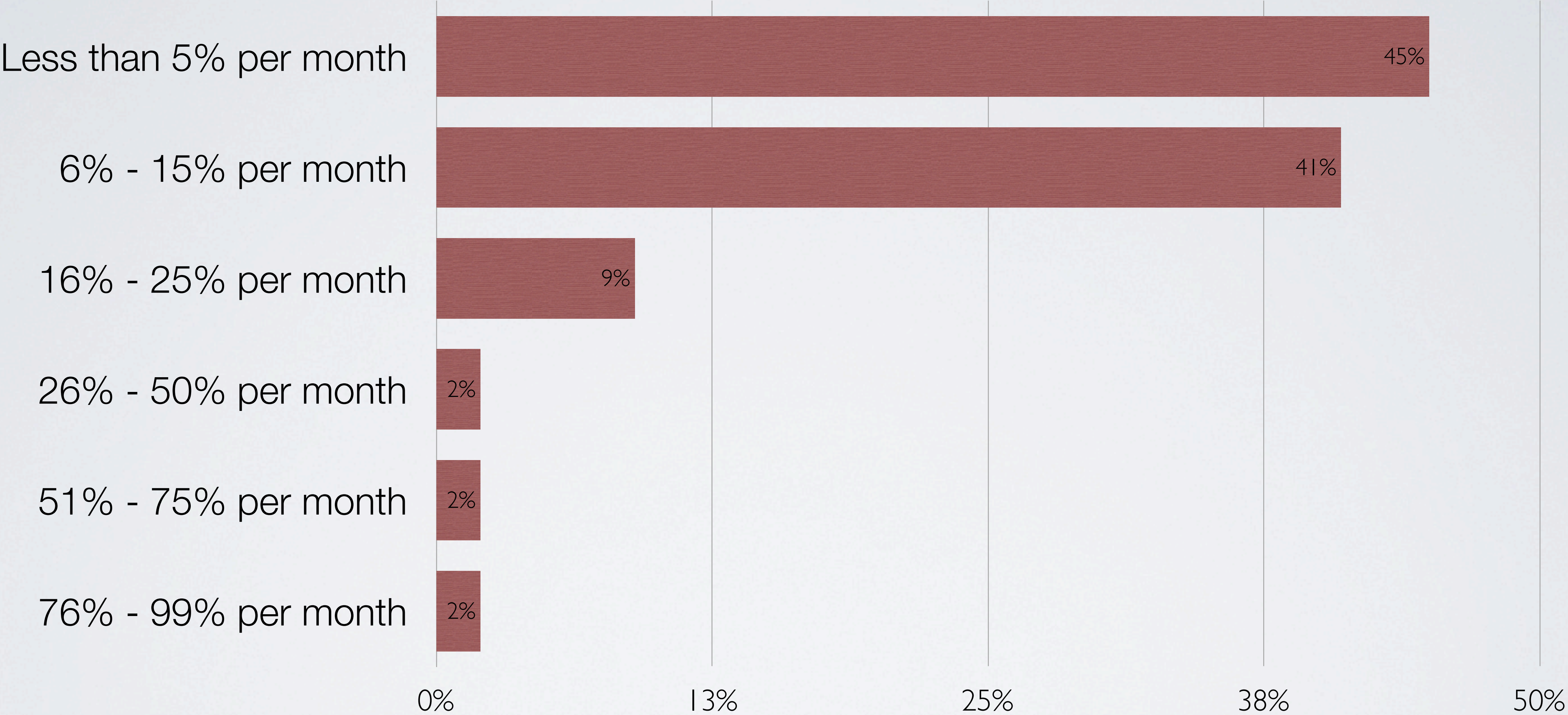
How would you rank the effectiveness of the following social media platforms?

	Very Effective	Somewhat Effective	Moderately Effective	Not Effective	Not A Factor Yet, But Has Potential
Facebook	31%	27%	33%	3%	6%
Twitter	14%	33%	27%	16%	9%
Google Plus	3%	14%	40%	14%	27%
foursquare	2%	22%	27%	18%	32%
Pinterest	2%	17%	28%	20%	33%
Instagram	0%	8%	19%	29%	44%

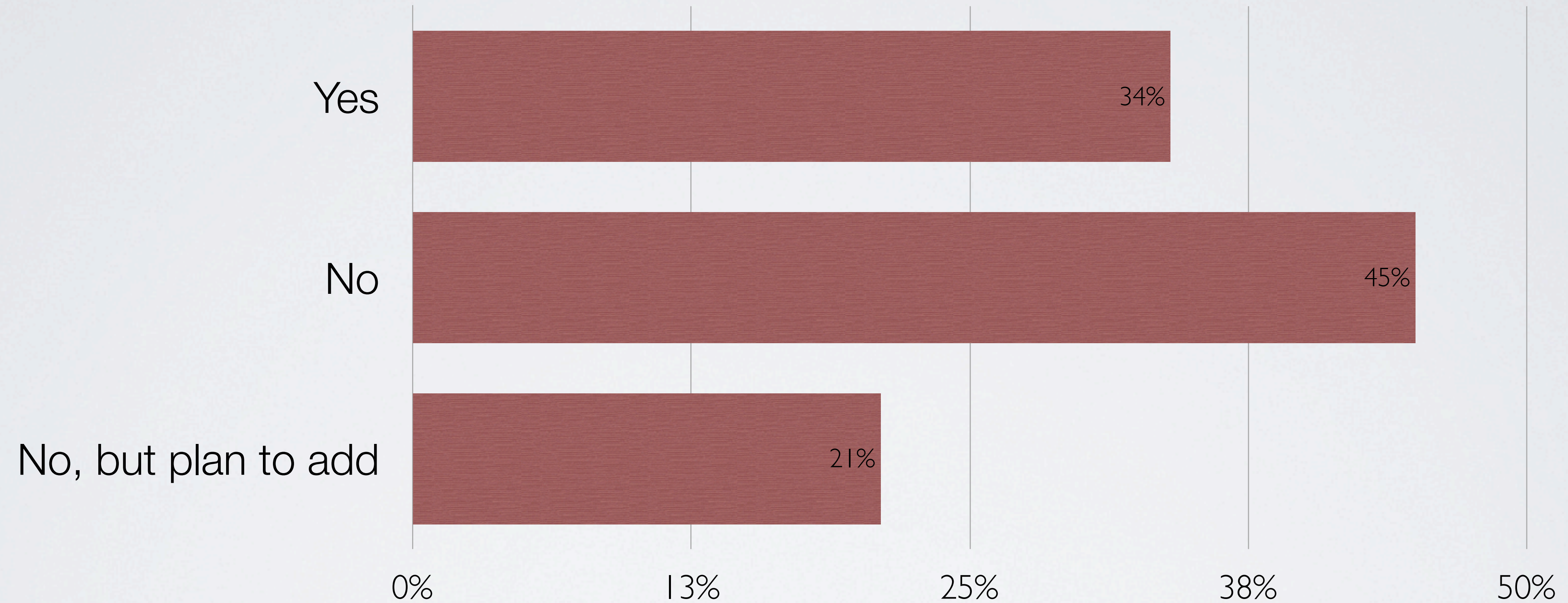
Do you track the number of social media fans?



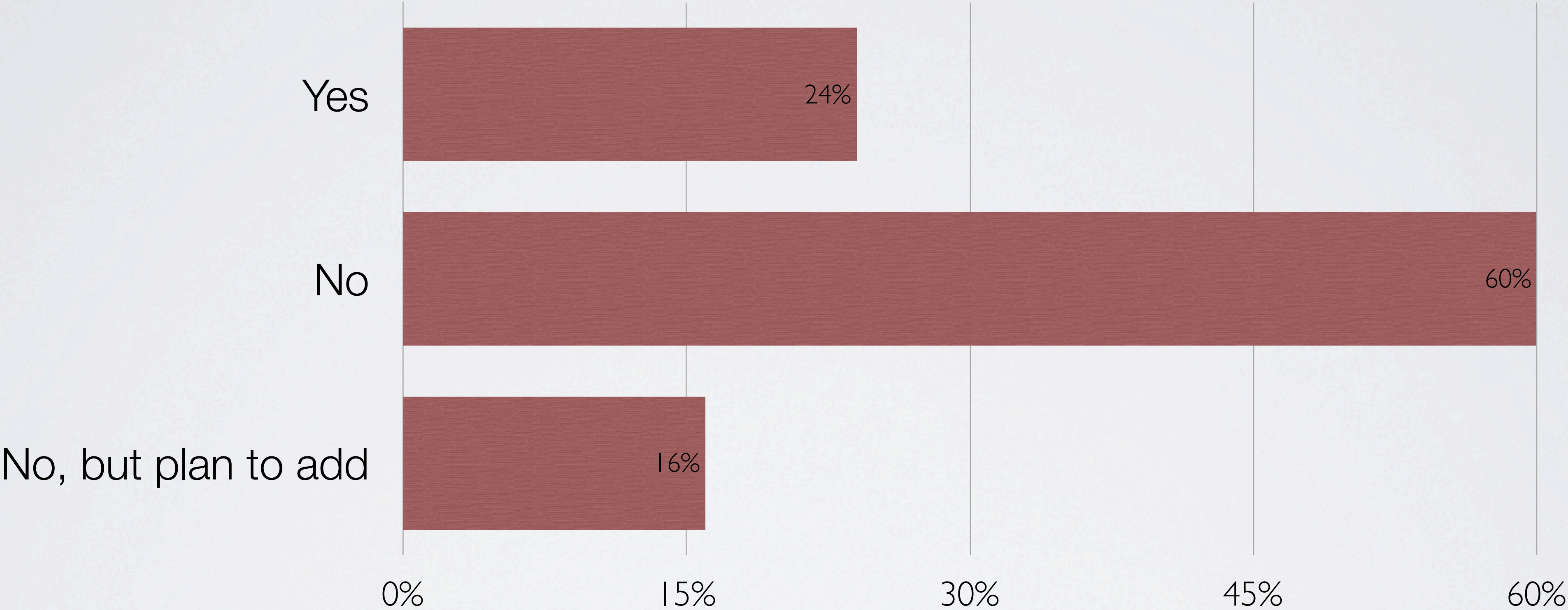
How quickly is your social media fan base growing?



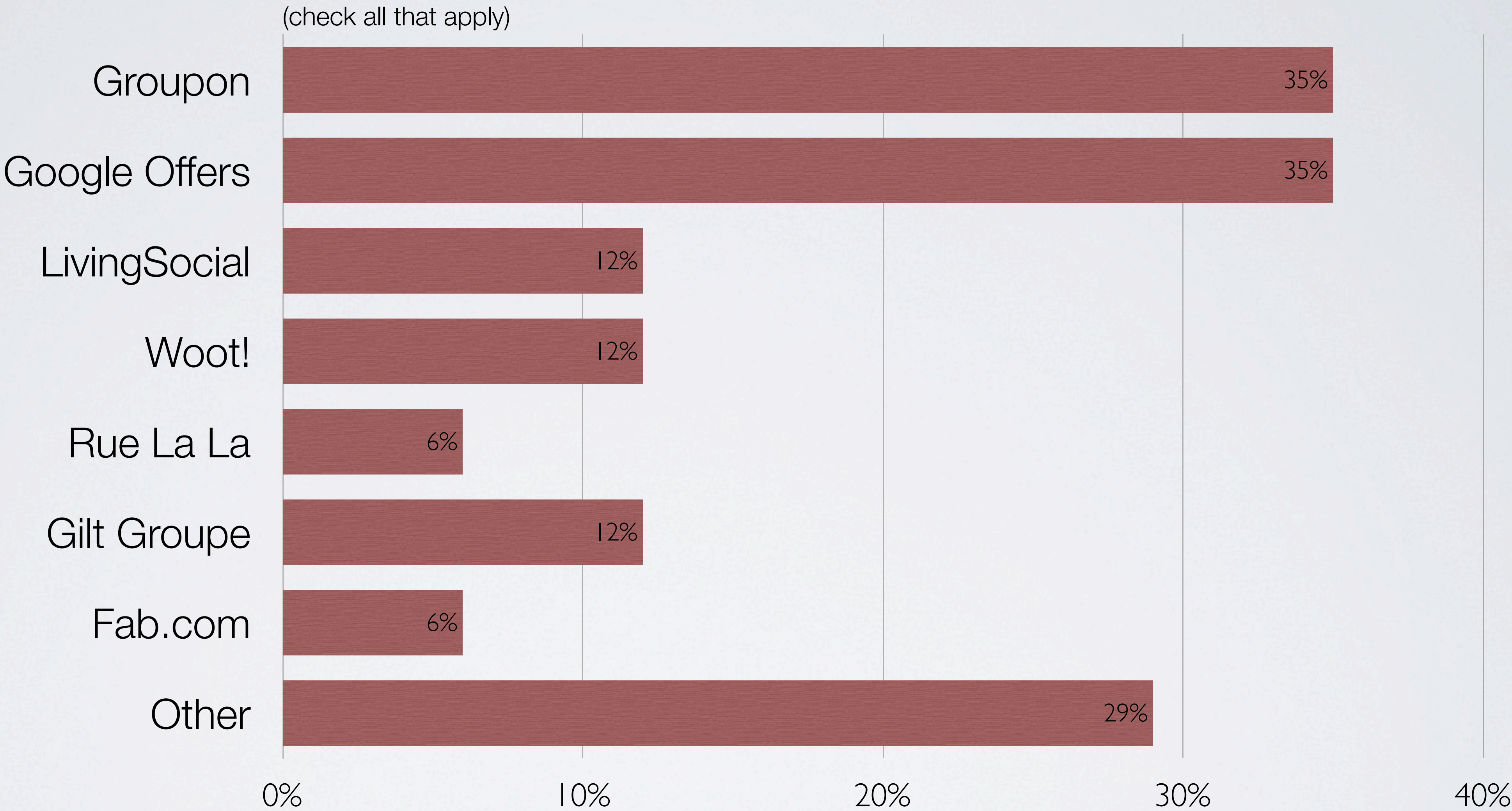
Do you have a Facebook storefront?



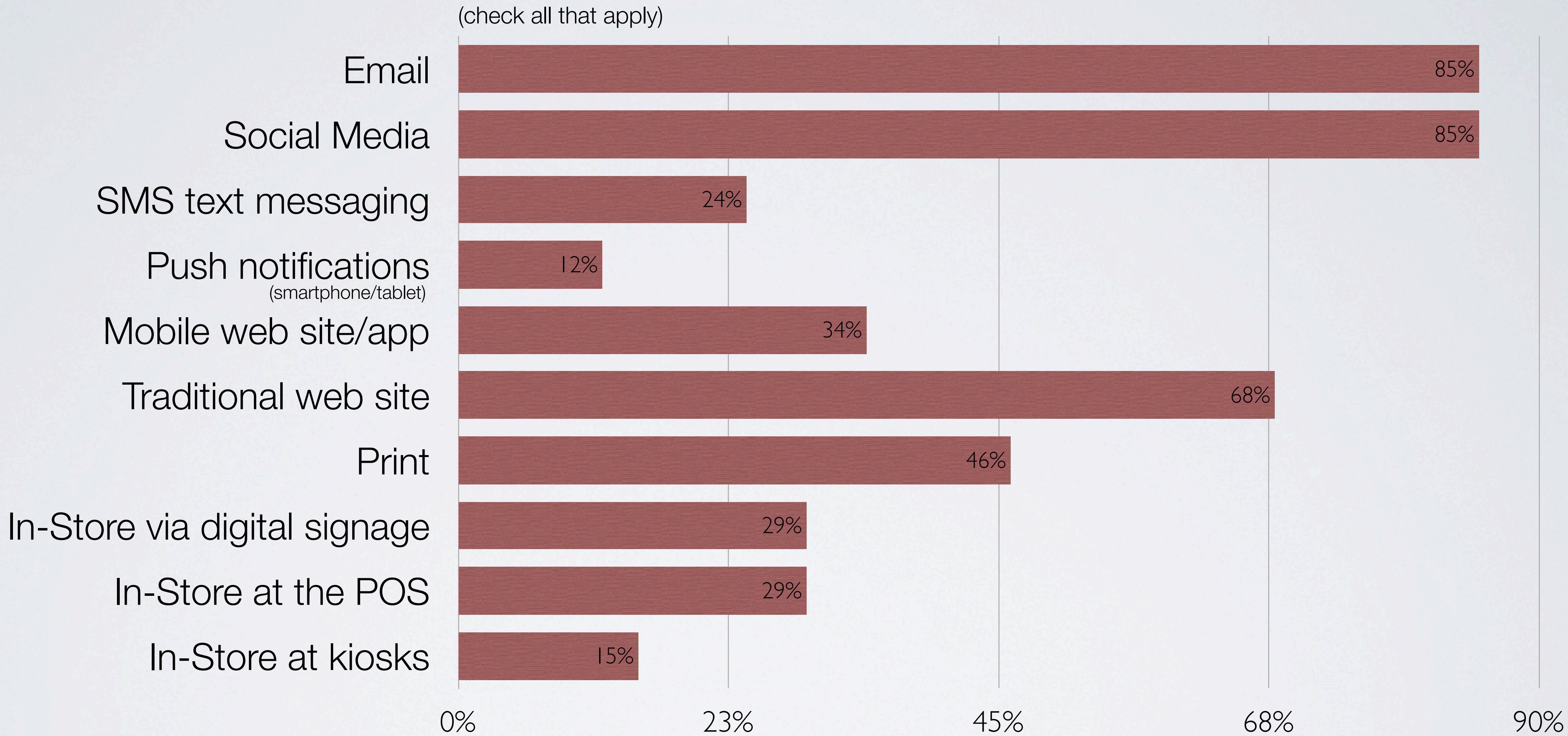
Do you use third-party social channels to sell goods and services?



Which third-party social channels have you used to sell goods and services?



What vehicles do you use to market your Social Commerce services to customers?



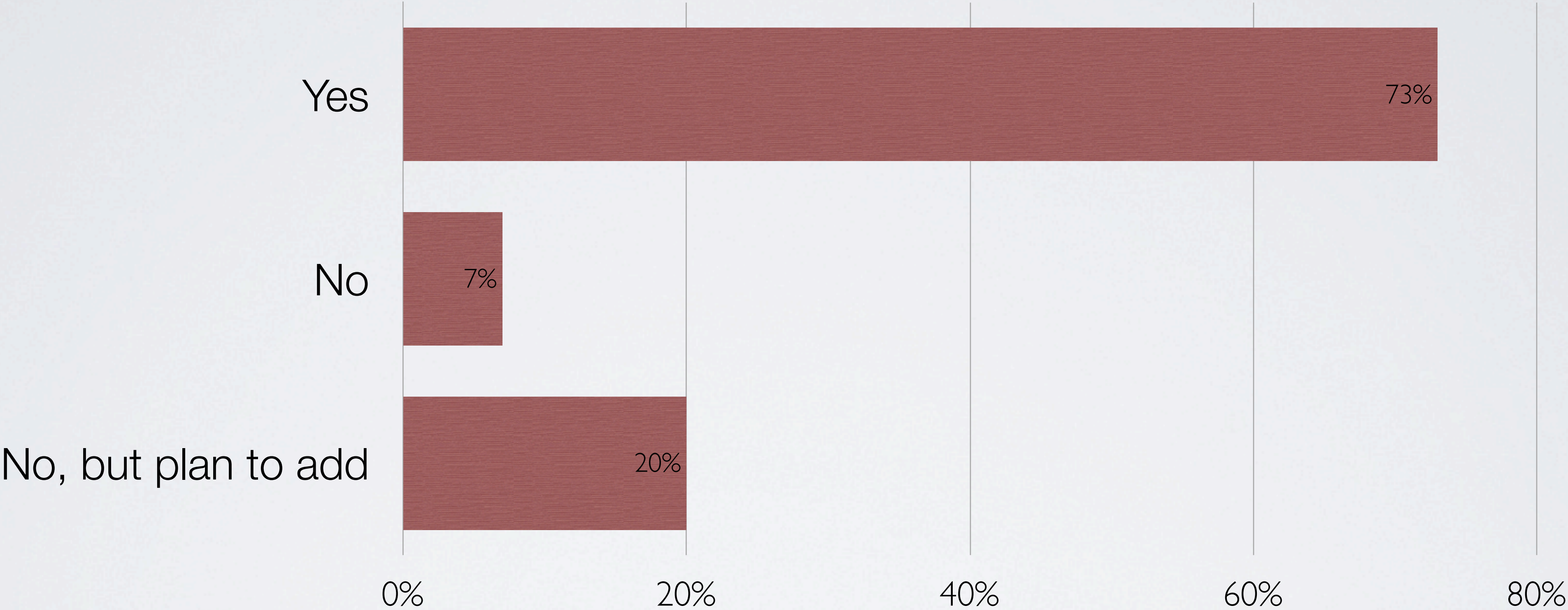
What do you believe to be the most effective incentive for social media interaction?



Which of the following Social Commerce strategies do you employ today or plan to implement?

	Employ Today	Plan to Add in 2012	Plan to Add by 2015	No plans to Add
Daily Deals	15%	32%	12%	41%
Ratings, Reviews & Product Recommendations	24%	44%	15%	17%
Wish Lists	10%	32%	34%	24%
Gamification	2%	27%	22%	49%
Curation (such as Pinterest)	12%	24%	27%	37%
Timeline (allowing shoppers to tell stories around purchases)	17%	34%	17%	32%
Mobile Check-in Apps	27%	32%	17%	24%

Do you monitor social media feedback and comments from customers?

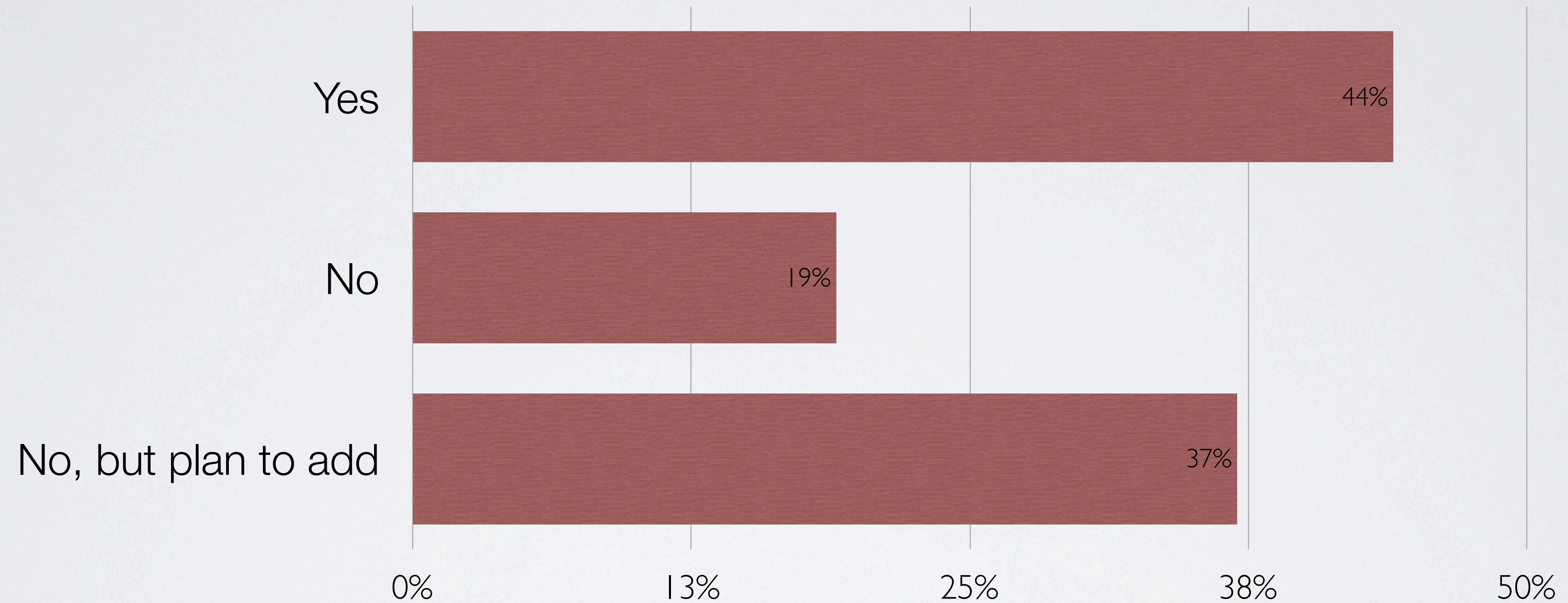


What “social engagement metric” do you find most valuable?

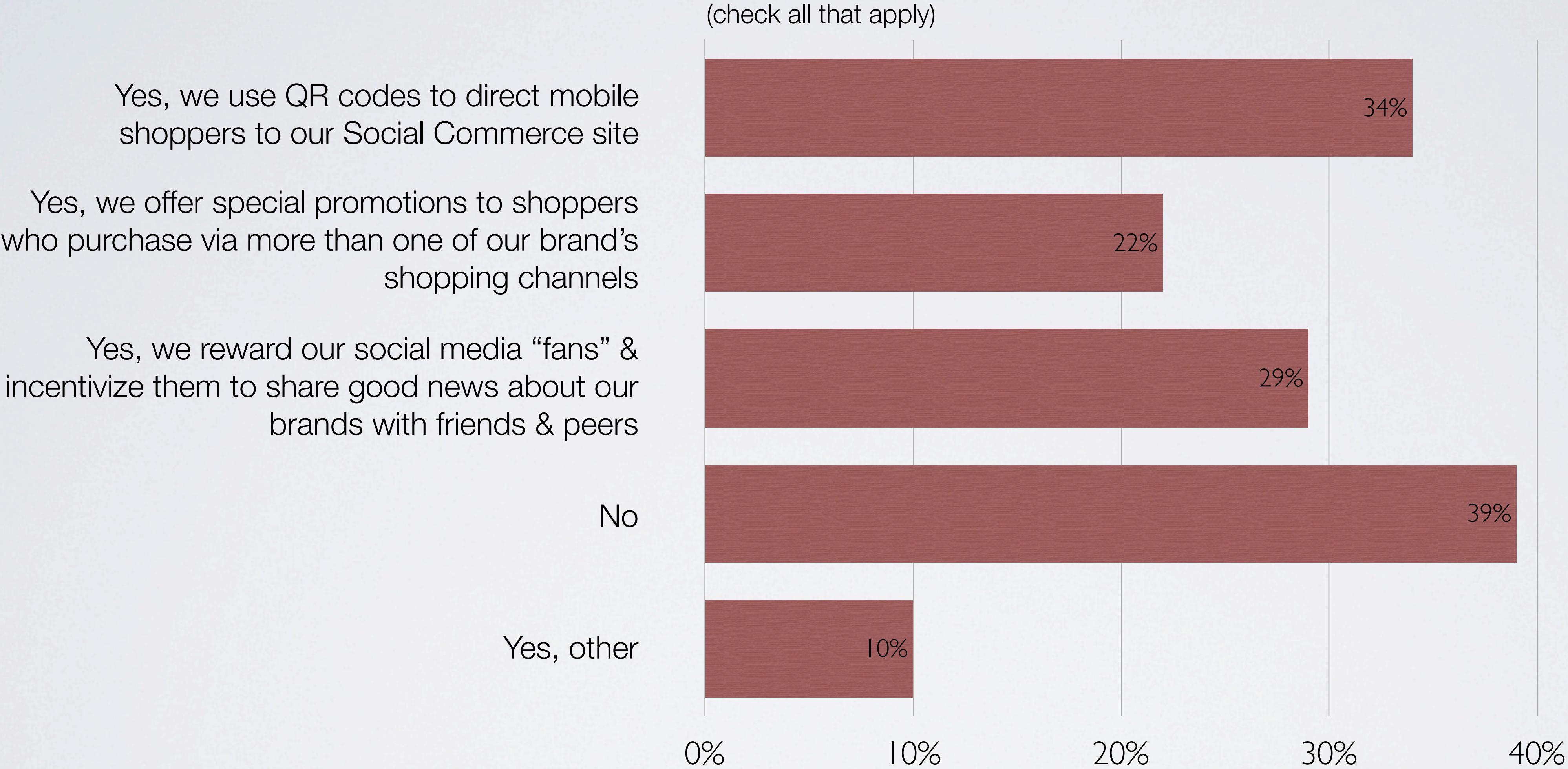
(rank in order of importance, 1-4, 1 being most significant)

	1	2	3	4
Number of Facebook “Likes”	44%	29%	17%	10%
Number of Twitter followers	17%	31%	47%	6%
Number of “Retweets”	20%	31%	31%	17%
Amount of Content Shared via Facebook	40%	32%	24%	5%

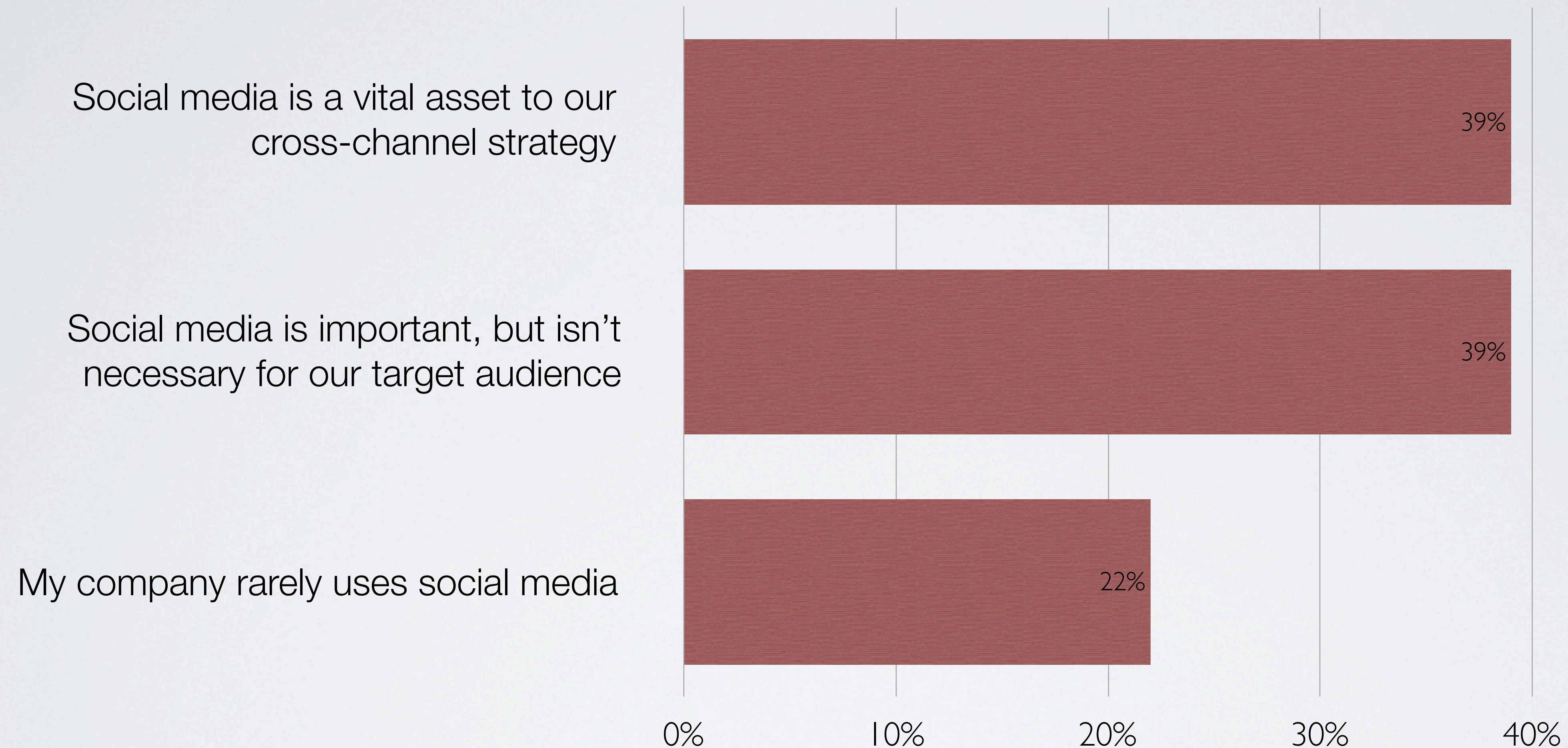
Do you use social media analytics?



Do you integrate your Social Commerce strategy with other channels?



How does social media rank in your overall cross-channel strategy?



About Retail TouchPoints



Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. The *Retail TouchPoints* network is comprised of a weekly newsletter, special reports, web seminars, exclusive benchmark research, and a content-rich web site featuring daily news updates and multi-media interviews at www.retailtouchpoints.com. The *Retail TouchPoints* team also interacts with social media communities via Facebook, Twitter and LinkedIn.