

**S-commerce**



@amalucky

@TheNextWeb



# Brand iD



What is your brand?

LIFE





**MTV**  
@MTV

Follow



Yikes. [@Rihanna](#)'s marijuana photos from Coachella spark controversy: [at.mtv.com/hOT](http://at.mtv.com/hOT)

50+  
RETWEETS

35  
FAVORITES



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Reply Retweet Favorite



**Rihanna**  
@rihanna

Follow



[@MTV](#) Yikes.... [@rihanna](#) ran out of fucks to give

50+  
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The right staff



& the right stuff

LIFE



Good morning  
ma'am, I'm  
@cowboy how can I  
help you?

LIFE



What do I need?





Shopping?

Ready?

GO!

LIFE



# Shopping with friends



LIFE



Delta Delta Away We Go™ ▾

Like

▲ DELTA  
AWAY WE GO™



## FRIENDS, MEET WORLD. WORLD, FRIENDS.

Plan, share and book your travel adventures.

Traveling with friends is one of life's great pleasures. Delta's Facebook travel planner app helps make coordinating and sharing your travel experiences as easy as they can be. Use the app to inspire a trip, to coordinate plans, to invite participants and keep everyone informed. Discovering the world with friends has never been this fun.

Ready to go? So are we.

GET STARTED



SIGN UP & GET FREE SHIPPING

SUBSCRIBE

Levi's®

MY ACCOUNT STORE LOCATOR TRACK ORDER

KEY WORD OR NUMBER

SEARCH

SHOPPING BAG: 0 ITEM

\$0.00

MEN WOMEN KIDS & BABY FRIENDS STORE BLOG

# FRIENDS STORE

Like-minded shopping starts here

EVERYONE | FRIENDS

FILTER BY CATEGORY

All



**Connect with the Friends Store**  
to see what your friends like, exchange ideas, and share your favorite products with your friends.

Connect with Facebook



Levi's on Facebook

Like



Levi's

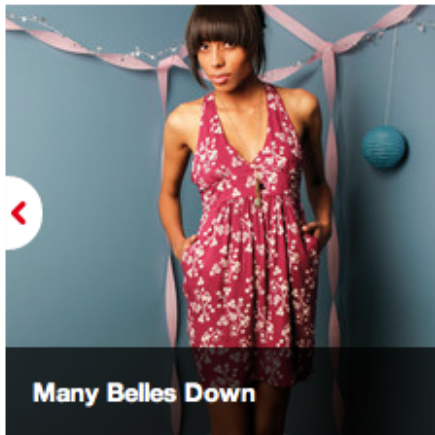
Είστε Glee fans; Αν ναι, σας έχουμε φανταστικά νέα καθώς μόλις ξεκίνησε η δημοπρασία για αυτό το Levi's® trucker jacket, το οποίο έχει υπογράψει ολόκληρο το cast της σειράς! Κάντε

12,243,407 people like Levi's.

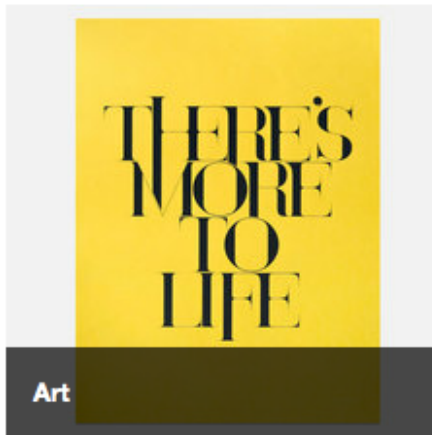
  **New!**    **Shop With Your Facebook Friends** [Learn more](#) [Try It Out!](#)

## Featured Today

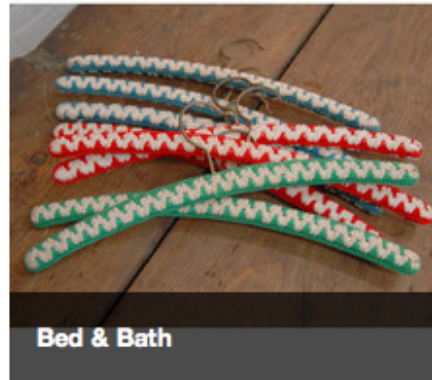
 Like 71k



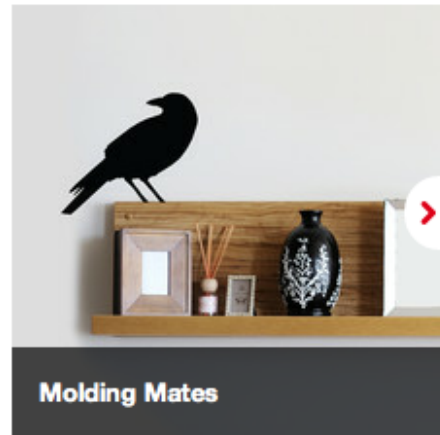
Many Belles Down



Art



Bed & Bath



Molding Mates



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**motilo.** BETA

SHOP

CREATE LOOKS + SHOP TOGETHER

RECENT LOOKS

MAGAZINE

MOTILO GIRLS

ALICE AND CRESS  
SHOP TOGETHER



**m.** POST JUBILEE BLUES  
BY ALICE AND CRESS

VIEW OUR LOOK



**CANNES: DE LA MONTÉE DES**

DOING IT



GUMBALL RALLY  
2012

NY

LA

NAKED

DOING IT NAKED

MOTILO AT THE GUMBALL 3000 2012



DOING IT NAKED  
Motilo at the Gumball 3000  
magazine.motilo.com

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NEWBARK  
JULIA CATALAN SANDALS





Shopping inspiration by the  
community

LIFE

Start your style search here



Women's Shop  Men's Shop

Welcome to Fashion Finder [Join](#) | [Sign In](#)

[Connect](#)

[My Account](#)

*Create, share & shop.*  
ASOS FASHION FINDER

COMMUNITY  
**LIVE FEED**

\*\*\* **5:50PM** \*\*\*

**TRENDS & FEATURES** CATWALK, STREET & COMMUNITY

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[COMPETITIONS >](#)



**TRENDING...**  
Crochet



**STREET STYLE TREND**  
Denim Shorts



**MENS STREET STYLE TREND**  
Sportswear



**noonka**  
Réunion  
[New vote](#)  
48 mins ago

**tanyalia**  
United Kingdom  
[Updated wall](#)  
51 mins ago

**dotty-28**  
United Kingdom  
[New vote](#)  
49 mins ago

Win \$1250 shopping spree at

▲ **LUISAVIAROMA.COM**

luxury shopping worldwide shipping

Simply sign up to LYST to enter

**CLICK TO ENTER**

FIND PEOPLE

## WHO TO FOLLOW

FEATURED DESIGNERS PEOPLE BLOGGERS STORES



### TOTALSTYLE

2072 ITEMS • 3470 FOLLOWERS  
<http://totalstyle.wordpress.com/>

**+ FOLLOW**



### WMAGAZINE

228 ITEMS • 3440 FOLLOWERS  
<http://www.wmagazine.com/>

**+ FOLLOW**



WHO

### WHOWHATWEAR









# TweetWall




Search products to tweet


**Zappos\_Service**  
about 2 hours ago




**Zappos\_Service**  
about 2 hours ago



**Zappos\_Service**  
about 2 hours ago



**Zappos\_Service**  
about 2 hours ago




**Zappos\_Service**  
about 2 hours ago



**JMIDG3**  
about 2 hours ago




**MihaNewYork**  
about 3 hours ago




**kerimae**  
about 2 hours ago




**ShantellePowel...**  
about 5 hours ago




**blakegeary**  
about 6 hours ago




**iamlarz**  
about 10 hours ago




**ohcorvin**  
about 11 hours ago




**canseob**  
about 11 hours ago




**YOURDAYOFF**  
about 13 hours ago




**Sajiah**  
about 16 hours ago



**AmbersMouthwas...**  
about 16 hours ago



**OBS\_Lifestyle**  
about 16 hours ago



**SheaSerrano**  
about 17 hours ago



I see great success  
in f-commerce's  
future....

Oh wait!

...now I don't!

....now I do

...now...



Selling on Facebook is like trying to sell stuff to people while they're hanging out with their friends at the bar.



Sucharita Mulpuru



Pampers

Shop ▾

✓ Liked

## Our Products

Discover more about the products you love and new ones too

[learn more >](#)

### Products



## Sensitive

Clinically proven mild products for your baby's sensitive skin.

[Shop Now](#)



## New Baby

New Baby Diapers and Wipes for your newborn.

[Shop Now](#)



## Baby

Baby Diapers and wipes for growing, learning baby.





jcpenny jcp shop: june ▾

✓ Liked

# june is heating up

Grilling to chilling, we've got summer covered—  
at great june sale prices.



## every day is a sale day at jcp.

make it  
your own

customize the page  
to fit your style >





Speck

Shop Speck! ▾

Like

speck

my cart (0) \$0.00

iPhone

iPad

iPod

MacBook

Smartphones

eReaders

# See it. Love it. Get it on Facebook.

Designing cases with smart features is one thing. Finding the best way to help our fans shop for them is another. So, we got to thinking, You like Facebook, We like Facebook. **Welcome to the Speck store on Facebook.**

## Featured Products





# Pop-Up Shops



LIFE





Home

Browse

Add

Invite

You

0



### Sequin Baseball T by Oscar de la Renta

Pre-Order this limited edition Baseball T from Oscar de la Renta's Resort 2013 Collection. 100% silk. Available exclusively on Fancy. ... more



**\$2490.00** USD

Option

Size XS: Evergreen & White

Quantity

1

**Add to Cart**

Show someone

Add to list

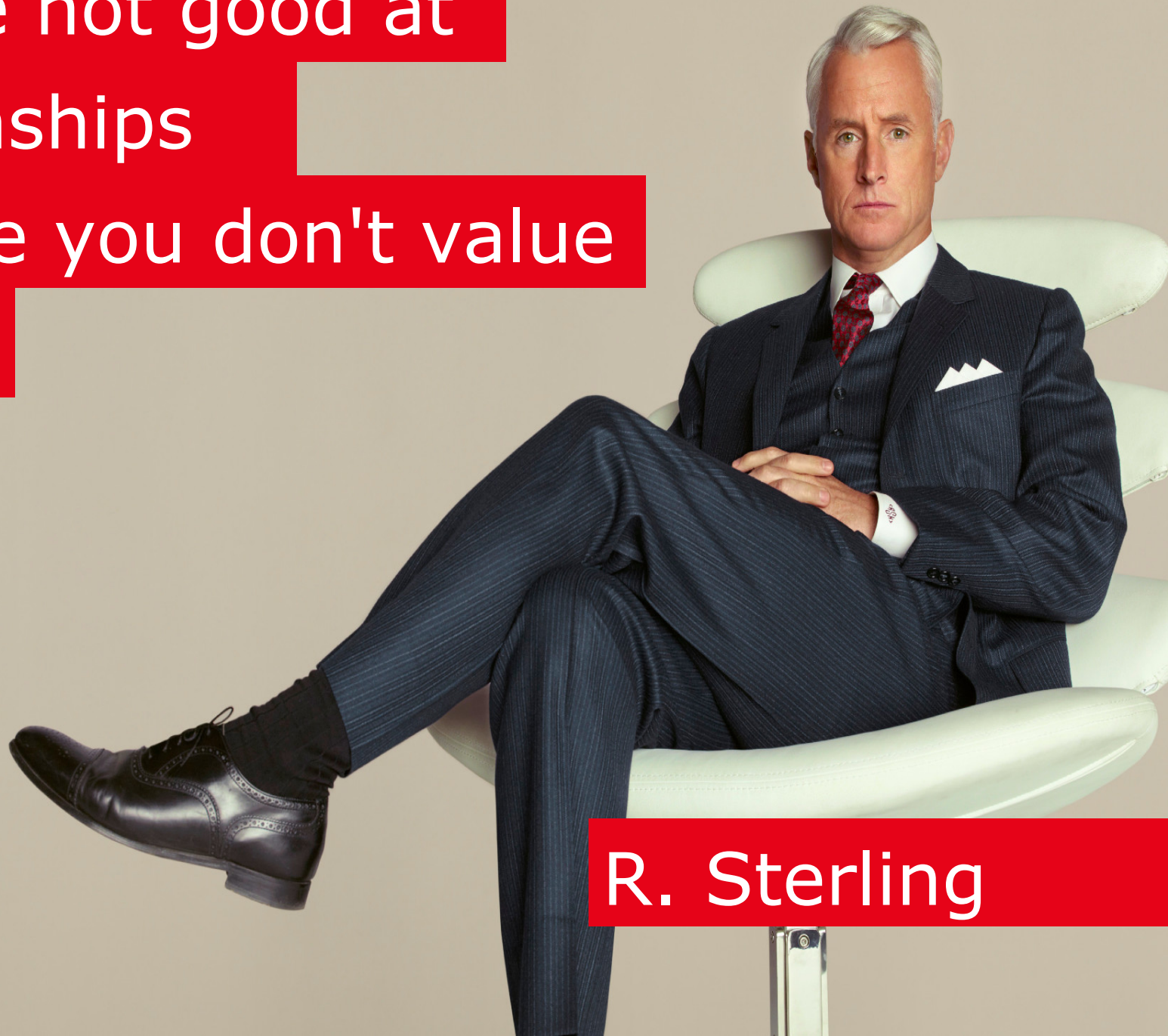
# Treating your customers like VIPs



LIFE



You are not good at  
relationships  
because you don't value  
them.



R. Sterling



# SUMMER 2012



## THE POUR

### WELCOME TO PATRÓN SOCIAL CLUB

Push your mixology skills to the limit by visiting [Drink Maker](#) for recipes to our specialty cocktail creations. With more than 100 drinks for all occasions, you'll become an expert mixologist just in time to spread the cheer to your friends and family this summer.



PATRÓN SECRET DINING SOCIETY

## Charleston: The Menu

Chef Charles Arena and mixologist Morgan Hurley used Charleston's local ingredients to create an incredibly fresh menu for the lucky members in the Holy City.



Daunielle D. [invited friends to join PSC.](#)



Pretty S. [identified a bottle of Patrón Silver.](#)



Kelly C. [invited friends to join PSC.](#)



byron C. [identified a bottle of Patrón Silver.](#)



Heather L. [identified a bottle of Patrón Silver.](#)



Heather L. [identified a bottle of Patrón Silver.](#)



# Our social journey

Select campaign ▾

A la Carte

How Latin are you?

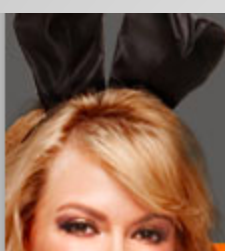
KLM Live Reply

KLM Surprise

Tile Inspire  
Get your Delft blue portrait on a real KLM plane!

20 Secret Cities to find!

Secret Cities



**PALMS**  
CASINO RESORT

Socially Active?

**Social  
Rewards**

Sign In

Email

Password

▶ Login ?

▶ Register ?



**Now use your smartphone  
to log in or join!**



Go to: [web.socialrewards.com](http://web.socialrewards.com)  
or scan QR code 



## How it works

Login or register, and start spreading the word to your social networks about exclusive offers from your favorite brands & companies.



Share deals online  
- get points



Earn 250 additional points when your  
social sharing generates purchases



Redeem your points for  
rewards

**Social Rewards will never auto tweet or post from your accounts! Its all up to you on how you engage.**





Kate Spade New York

Ownership ▾

Like



kate spade

NEW YORK

*make a stylish investment in*

## **KATE SPADE NEW YORK**

we invite you to invest in our parent fashion house,  
fifth & pacific companies, inc.  
*(whom we share with jack spade, juicy couture and lucky brand)*  
so you can enjoy owning a sweet slice of our colorful world.

buy our stock directly from us.  
just 3 clicks.  
invest as little as \$10.  
pay no fees, ever.

[LEARN MORE ▶](#)



Customer Service

LIFE



25% of retailers ignore questions posted on their Facebook page



How rude!

report from [StellaService](#)

LIFE





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[BLOGS](#) ▾

**IDEA**X

[Community](#) ▾



## WELCOME

Welcome to the **Best Buy Community**. Register or sign in to share ideas, get advice, or discuss how technology fits into your life.



## Halo 4 Pre-order Exclusive

Meet the Halo 4 Raptor Armor. It's ok, it only bites n00bz. Raptor Armor, be nice and say "Hi" to your adoring fans. When you pre-order Halo 4 for Xbox 360 at Best Buy, you'll gain access to this exclusive Multiplayer Raptor armor. The armor can be customized with your choice of colors, although we are partial to the Best Buy blue & yellow.



[Read full article](#) > [BOOKMARK](#)

by Kyle-BBY in [Best Buy Gaming News](#)

### Halo 4 Pre-order Exclusive

[Best Buy Gaming News](#)

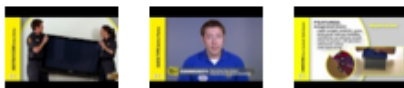
### Geek Squad and AARP - Really!

[Tech Connect For You](#)

### Recycle electronics at Best Buy

[Tech Connect For You](#)

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Visit our Channel on [YouTube](#)

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- [TV & Home Theater \(14962\)](#)
- [Tablets & eReaders \(4431\)](#)
- [Cameras & Camcorders \(3274\)](#)
- [iPods & MP3 players \(2933\)](#)
- [Mobile Audio Systems & GPS \(2050\)](#)
- [Music & Movies \(1299\)](#)
- [Appliances \(590\)](#)
- [Musical Instruments \(553\)](#)
- [Health & Fitness \(28\)](#)
- [Beauty \(Cosmetics\) \(244\)](#)



### GAMING

- [Best Buy Gaming News \(19\)](#)
- [Let's Talk Games \(2835\)](#)
- [Consoles & Accessories \(2006\)](#)
- [PC Gaming \(1736\)](#)
- [Gaming Support \(11186\)](#)



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- [Manufacturer Warranties and Protection Plans \(33598\)](#)
- [BestBuy.Com \(45216\)](#)



# Social Gifting

LIFE

e-gifting accounted just for \$1 billion of the \$100 billion gift card industry last year. Of that \$1 billion, social gifting made up only about 5% or \$50 million.

according to Brian Riley, senior research director at CEB TowerGroup





Wrapp is a fun and easy way to give free and paid gift cards to your Facebook friends.



 Michael Persson, Robin Wauters and 4 other friends use Wrapp.



Wrapp is also available for [Android](#) and [iPhone](#).

Available in:



Coming very soon to:



*How does Wrapp work? Find out from Swedish merchants and users.*

## All Stores, One Registry™

Add gifts from any site on the Internet onto one universal gift registry

Type of Registry |

or Sign Up with **facebook**

*Sign up,  
it's free!*



*See how it works*



1

Set Recipient  
& Occasion

2

Select the  
Gift to Send

3

Split the Cost  
and Save!

Group Gifts: Spend less, give more! Try It Today!



Start a Group Gift



# Summary

BRANDiD

THE RIGHT STAFF & THE RIGHT STUFF  
SHOPPING? READY, GO!

Shopping with friends

Shopping inspiration by the community

F-commerce

Pop-up stores

Treating your customers like VIPs

Customer Service

Social gifting

Thank you!



@amalucky

LIFE

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[Swiss Army knife](#)

[Roger Sterling](#)