



**E-commerce and social-commerce in the lifestyle industry.
How to create and run effective tool for fashion brands?**

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bitspiration
12-13 June 2012

Agenda

1. What is SHOWROOM?
2. Lifestyle industry
3. Effective social commerce
4. OpenGraph
5. Communication in social media
6. Contest with prizes

What is SHOWROOM





















1. The biggest e-commerce platform for independent fashion and design brands in Poland
 2. Three on-line sales channels
 3. Promoting independent fashion and design in Poland
 4. Promoting Polish independent brands abroad
(SHWRM.COM – launched TODAY)
 5. Accepting independent brands from outside Poland very soon
 6. Backed by HardGamma Ventures
-

Lifestyle industry

Name 3 fashion brands with fanpages among 50 biggest on Facebook (globally)...

...and win a shameless t-shirt!

Facebook

1.  Coca-Cola	41 963 774	18.  Nutella	15 380 426	35.  Intel	10 189 776
2.  Disney	35 681 157	19.  adidas Originals	14 244 736	36.  BMW	9 955 590
3.  Converse	30 378 769	20.  Disney land	13 947 775	37.  Lacoste	9 657 825
4.  Starbucks	30 082 104	21.  ZARA	13 391 039	38.  Starbucks Frappuccino	9 419 989
5.  Red Bull	28 165 423	22.  Subway	13 198 718	39.  Reese's	9 338 113
6.  Oreo	26 427 554	23.  NBA	13 159 595	40.  Mozilla Firefox	9 190 723
7.  PlayStation	22 789 940	24.  Burberry	12 847 127	41.  Nike	9 127 242
8.  Skittles	21 903 662	25.  Target	12 396 055	42.  WWE	9 038 296
9.  iTunes	21 749 163	26.  Nike Football	12 169 668	43.  EA SPORTS FIFA	9 015 150
10.  McDonald's	19 700 020	27.  Levi's	11 943 644	44.  DC Shoes	8 735 012
11.  Pringles	19 321 765	28.  Dr Pepper	11 877 566	45.  Skype	8 717 202
12.  Victoria's Secret	18 565 288	29.  Victoria's Secret Pink	11 817 018	46.  Taco Bell	8 604 424
13.  Xbox	17 298 611	30.  BlackBerry	11 213 719	47.  Badoo	8 549 772
14.  Monster Energy	16 228 061	31.  Disney Pixar	11 192 466	48.  Sprite	8 547 028
15.  Ferrero Rocher	15 694 346	32.  H&M	11 028 795	49.  UFC Ultimate Fighting Championship	8 490 658
16.  Walmart	15 690 312	33.  Starburst	10 953 328	50.  Hollister Co.	8 306 837
17.  Windows Live Messenger	15 508 071	34.  Walt Disney World	10 435 294		

Source:: Socialbakers.com

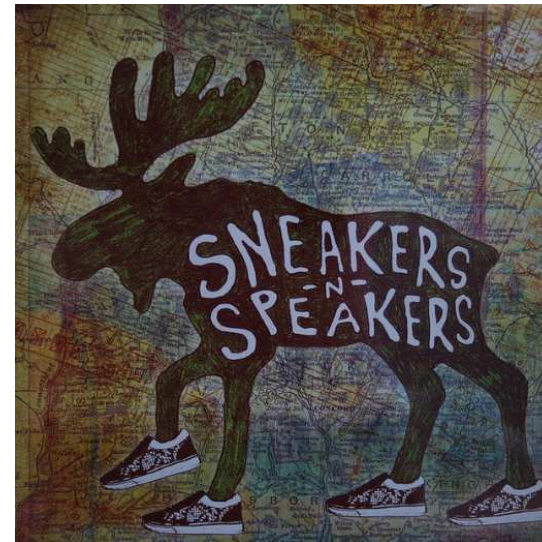
Lifestyle industry



source: <http://7reasons.org>

Why lifestyle brands are bound to sell in social media?

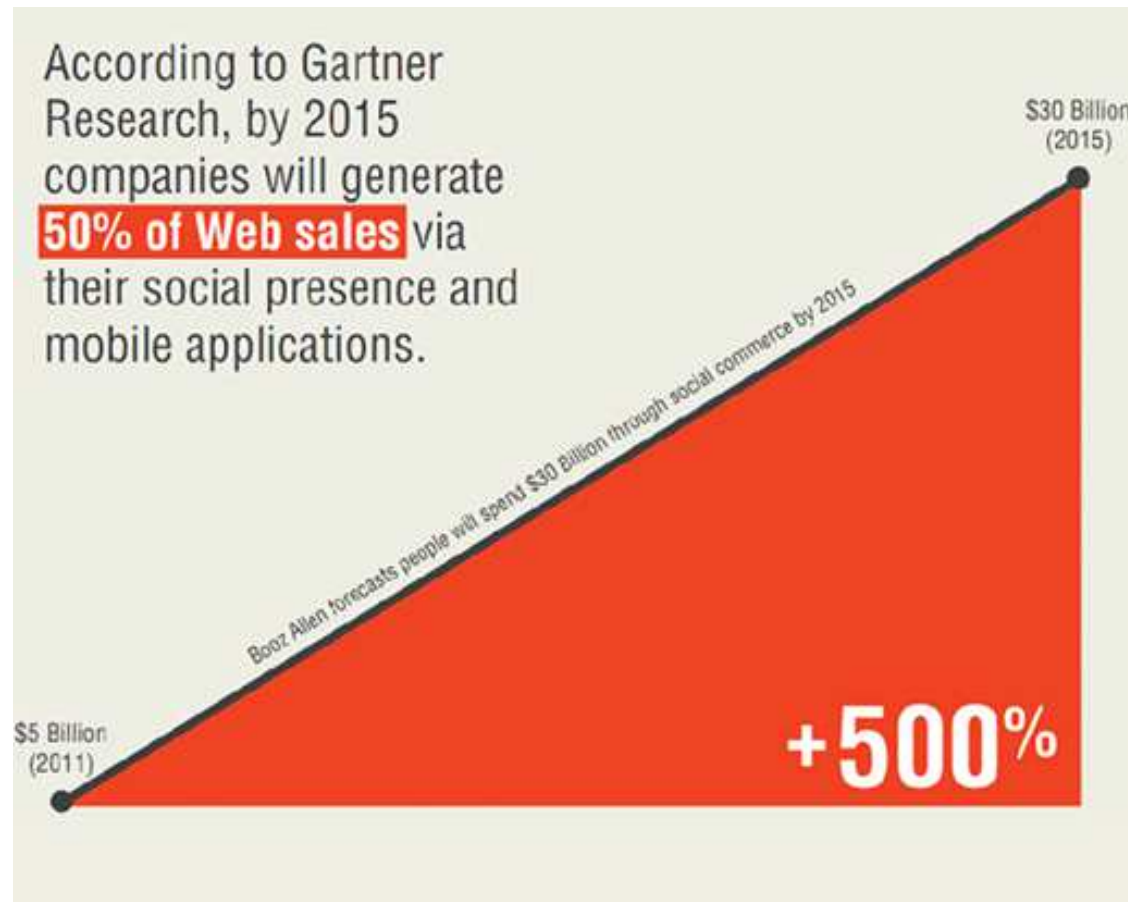
Lifestyle industry



source: <http://currentphotographer.com/>

People talk about brands and products

Social Commerce



Social Commerce

According to Gartner Research, by 2015 \$30 Billion (2015)

YAHOO! FINANCE

HOME INVESTING **NEWS** PERSONAL FINANCE

Facebook's Failure: Why F-Commerce Doesn't Work

Wall St. Cheat Sheet – Tue, Feb 21, 2012 2:15 PM EST

[Recommend](#) [Tweet](#) [Share](#) 2 [Email](#) [Print](#)

Companies: [Amazon.com Inc.](#) | [eBay Inc.](#) | [Delta Air Lines Inc.](#)

RELATED QUOTES

Symbol	Price	Change
AMZN	218.48	-0.32
AMZN	Jun 8, 3:59pm EDT	

Gamestop , J.C. Penney , Gap Inc. , and Nordstrom are among the many stores that have both opened and closed storefronts on **Facebook** after the social-networking site failed to drive [commerce](#).

Social Commerce

- Using Social Media to increase sales in existing channels
- Selling directly in social media

Social Commerce

- Using Social Media to increase sales in existing channels



- Selling directly in social media

Social Commerce

- Using Social Media to increase sales in existing channels



- Selling directly in social media



Social commerce

The image is a screenshot of a Facebook page for a brand named 'Pinata Unique'. The page header includes the Facebook logo, a search bar with the text 'Szukaj', and the user's name 'Michał Ju'. Below the header, there are navigation buttons for 'Pinata Unique' and 'SHOWROOM', along with a 'Lubisz to!' button. The main content area features a profile picture of a unicorn, navigation links for 'CZEŚĆ MICHAŁ: ZAMÓWIENIA | WYLOGUJ' and 'KOSZYK', and a dropdown menu for 'PINATA UNIQUE >> Wszystkie produkty'. The central part of the page displays a grid of six images showing various t-shirt designs. The top row shows three models wearing t-shirts with designs: 'TO HELL AND BACK' with a motorcycle, 'GOLD RUSH' with a bearded man, and a design featuring a stack of cans. The bottom row shows three more designs: 'FACE' with a man's face, a striped shirt with a bearded man, and a dark shirt with a bearded man.

F-commerce



Social Commerce

- Using Social Media to increase sales in existing channels

- Selling directly in social media

Social Commerce

- Using Social Media to increase sales in existing channels

40% of traffic

originate from FACEBOOK

30% of orders

- Selling directly in social media

Social Commerce

- Using Social Media to increase sales in existing channels

40% of traffic

originate from FACEBOOK

30% of orders

- Selling directly in social media

24% of revenues

**are generated in our
FACEBOOK app**

Our observations

- Bigger fanpage doesn't mean more orders
 - At some fanpages 5% of fans place an order each month
 - 47% orders on Facebook are placed between 10am and 2pm
 - F-commerce (at least in PL) is still something completely new for the users.
-

Our observations



18% use Facebook Connect (?!)

36% use Facebook Connect


Keen to like&share products, not the content of their cart.

WOW! button

- The most advanced OpenGraph integration in Poland

WOMEN MEN DESIGN SALE BRANDS

SHWRM.COM >> CLOTHING >> TROUSERS



Panther Pants

34 EUR **+ TO CART**

SIZE: S L XL

DESCRIPTION

Panther Pants
-fabric: 100% cotton
-grammage: 280g/m2

Wow! 64

[Like](#) [Send](#) [Pin it](#)

WOW! button

- The most advanced OpenGraph integration in Poland



WOW! button

- The most advanced OpenGraph integration in Poland



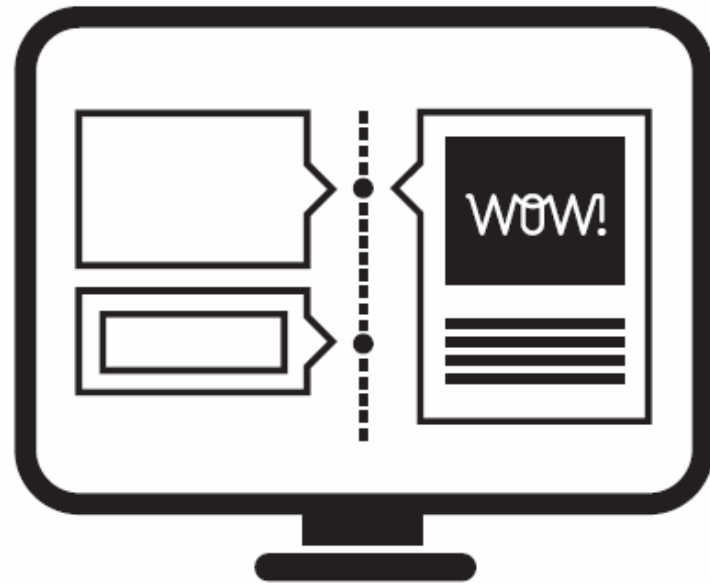
The image shows a Facebook post from the page 'SHOWROOM maj'. The post features a photo of three women in a clothing store. Below the photo, there are interaction options: 'Lubię to!', 'Dodaj komentarz', and 'Udostępnij'. A 'Liczba osób, które to lubią: 4' is displayed. A comment from 'Grzegorz Sobieszek' is visible, dated '20 maja o 23:56'. To the right of the photo is a 'WOW counter' showing '24 wows at SHOWROOM'. Below the counter is a 'WOW products' section with four items:

Product Name	Description
Kostium/body 6 SHOWROOM	100% lycra nadruk rozmiar S/M
MAN-DOWN SHOWROOM	Niepowtarzalna bluza, w stu procentach pokryta prin... Zobacz więcej
Pani Dupka SHOWROOM	Dupki bywają różne (małe, duże, jędrne i nie bardzo... Zobacz więcej
VOTO SHOWROOM	Okulary frezowane z Włoskiej płyty Mazzucchelli, na zobacz więcej

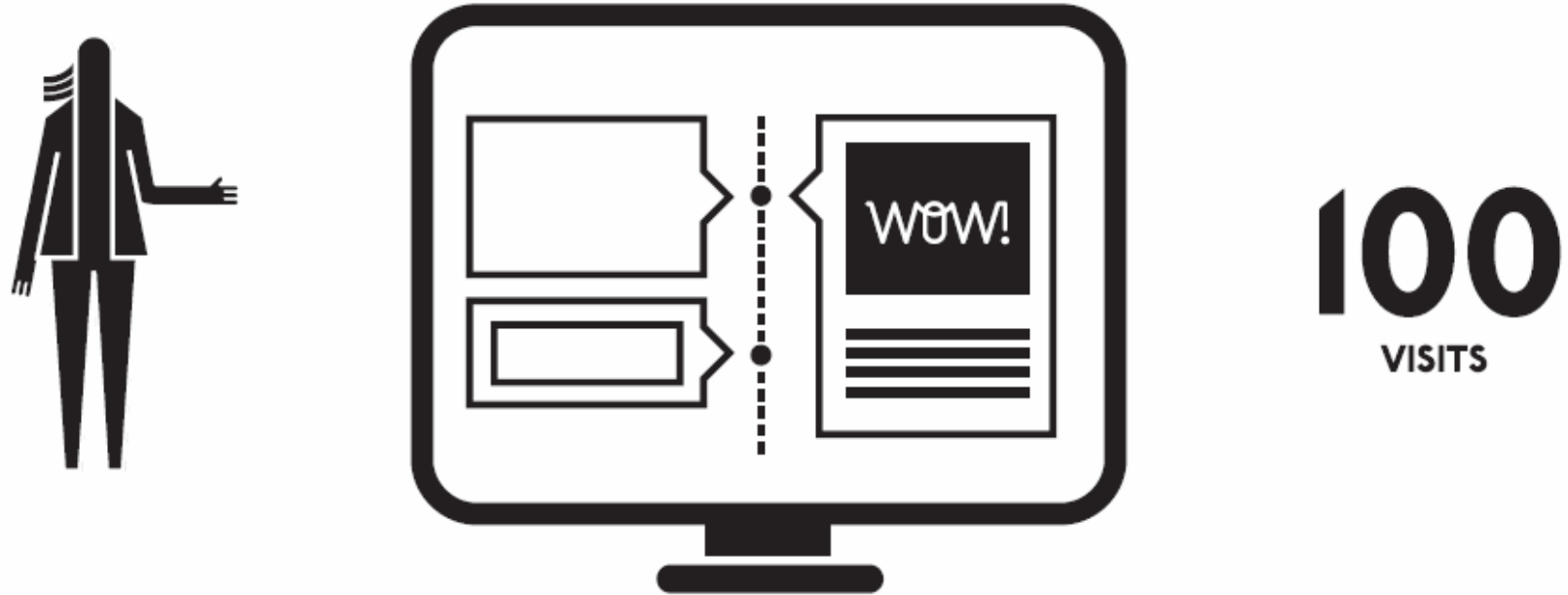
WOW! button

2
WEEKS

20.000
ACTIONS



WOW! button



WOW! button

facebook.



SHOW
ROOM

Effective social commerce – communication



"Pure by Aga Paul"
605 likes · 10 talking about this

✓ Liked Message ⚙️

Clothing
Jakość Forma Minimalizm


About

SHOWROOM

605

Photos Likes SHOWROOM

Effective social commerce – communication



UHM. ANYWAY.
17,418 likes · 4,437 talking about this

▼ Liked Message * ▼

Vitamins/Supplements
Gdzie? WARSZAWA - Asphalt Bikes, KRAKÓW - Lokal Hero, LUBLIN - Sky is the Limit Store, SIEĆ - aplikacja SHOWROOM na fb

About Photos Likes 17,418 SHOWROOM Videos 1 ▼

Effective social commerce – communication



Hi-End - Fashion House & Creative Collective

21 May via SHOWROOM

Kto jeszcze nie miał w ręku naszych mięciutkich, oddychających dzianin, koniecznie musi nadrobić zaległości i przetestować na własnej skórze, szczególnie w wersji wyciętej. Dotyk chłodnego wiatru na plecach w taki gorący dzień, jak ten - bezcenny ♥

HI-END SHOWROOM

SWETROTUNIKA "KOŁO"

200 zł



SWETROTUNIKA "KOŁO"

Kliknij w obrazek obok, aby zobaczyć galerię! Oversize'wa tunika o nieco trapezowym kształcie. Z tyłu - wycięcie w kształcie KOŁA. Z przodu - naszyta charakterystyczna trójkątna kieszonka. Materiał: 97% wiskoza, 3% elastan.

SHOWROOM HI-END · via SHOWROOM

Effective social commerce – communication

Już ponad 60 oryginalnych selekcji powstało w ramach naszego WOW! konkursu! Zapraszamy do tworzenia kolejnych i głosowania na www.shwrm.pl :)

SHOWROOM KONKURS

WYGRAJ 1000 ZŁ DO WYDANIA NA SHWRM.PL

The graphic features the 'SHOWROOM' logo in white on a black background. To the right is a red starburst containing the word 'KONKURS'. Below the logo, the text 'WYGRAJ 1000 ZŁ DO WYDANIA NA SHWRM.PL' is displayed in white.

Like · Comment · Share



AGA PRUS handmade shoes

28 May

Let's leather!
Selekcja Piotra na SHOWROOMIE
<http://shwrm.pl/marki/aga-prus-b.html>

Manager @ SHOWROOM)

WOW! 0
WOW RABAT



Effective social commerce – communication



Like 8.3k

Polish

LOG IN

CART

€ £ \$

WOMEN

MEN

DESIGN

SALE

BRANDS



summer is coming

selection by Milena (Account @ SHOWROOM)

WOW! 0



Effective social commerce – communication



All Blues

selekcja Harel (Blogger @ harel.blox.pl)

WOW! 13



bry d
MAGDA HASIAK
240,00 ZŁ

więcej >>



Effective social commerce – communication



This is crazy!

selekcja Jacek (taki sobie fajny student! :D)

WOW!: 161

 Podziel się



Questions?

Contest



- How many brands do use SHOWROOM?

Contest



- How many brands do use SHOWROOM?
 - More than 300

Contest



- How many brands do use SHOWROOM?
 - More than 300
- What % of our turnover does the Facebook app generate?

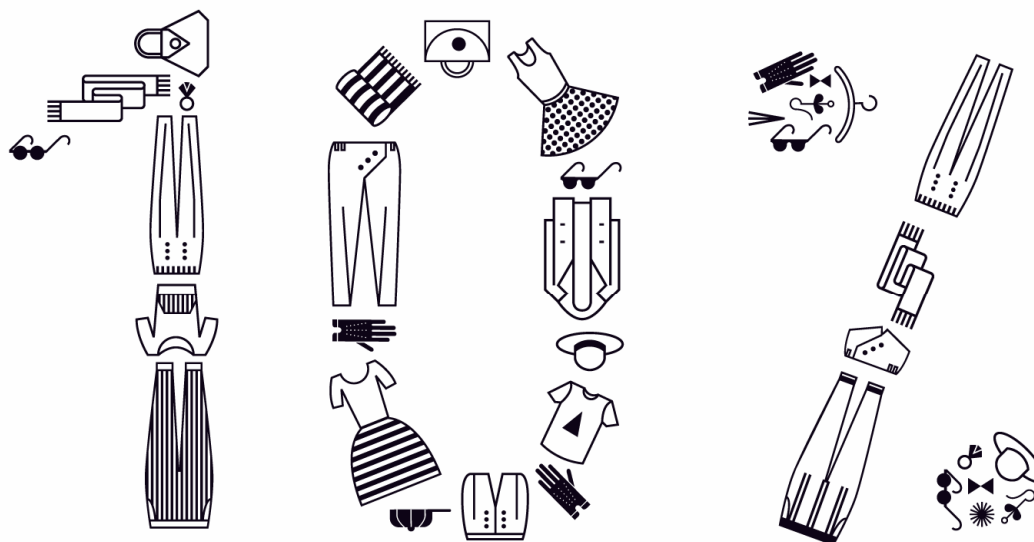
Contest

- How many brands do use SHOWROOM?
 - More than 300
- What % of our turnover does the Facebook app generate?
 - 24%
- When do people shop on Facebook?

Contest

- How many brands do use SHOWROOM?
 - More than 300
- What % of our turnover does the Facebook app generate?
 - 24%
- When do people shop on Facebook?
 - At work, before lunch :)
- How many actions were published thanks to our OpenGraph integration?
 - More than 20 000

Znížka!



10% OFF WITH DISCOUNT CODE **BITSPIRATION**

Kontakt



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