Taking an Active Role in Social Shopper Marketing

Social media activation plays a crucial role in the shopper marketing mix. Particularly for consumer packaged goods. With almost 60% of Americans already actively using social media, brands and retailers recognize the important role that social platforms now play in shoppers’ digitally enabled path to purchase. Brand and agency teams now consistently work together to maximize the benefits of integrating social in their shopper marketing strategy.

And the benefits are significant. Effective social activation can be cost effective for both your brand and your partnering retailers—they gain social content and you gain a direct line to engage with their shoppers. Plus, shoppers are exposed to your brand via retailers’ social media presence, and a continued, looping loyalty between all parties forms. Seems foolproof, right?

Well, it can be if you recognize that social media in shopper marketing plans require an active partnership between brand and retailer teams. Brands that passively participate in social shopper marketing activation fail to do their part in the equation to produce maximum results.

Avoid subpar social activation by putting the following priorities in action.

1. Reflect The Retailer

When creating social content for your retail partner, take their brand voice into account. Show an understanding of what their shoppers expect from them on each specific social channel you utilize for engagement. If the content you provide does not align with the retailer’s social communications, it could interrupt the shopper’s experience, disappoint and ultimately shift the focus away from the call to action.

1. Ensure Optimal Execution

Work closely with the retail partner to keep the social activation seamless. This means ensuring that your retailer has all assets in place for smooth execution. Partner together to develop an engagement process. Whether it’s asking users to use a hashtag for a chance to win or providing pre-crafted response messages for your retailer along with communication guidelines to follow during the promotion, the experience needs to flow easily for both partners.

1. Apply Seamless Integration Across the Entire Path to Purchase

The shopper should understand when a post, radio ad or in-store shelf talker is related to and part of a larger, unified program. Messaging should connect between all touch points with the main objective coming through clearly at each one.

*Smart* shopper marketing calls for brands to play an *active* role in their social activation—go figure! Take the proper measures when activating your brand. Retailers will be grateful, and you may even engage some shoppers along the way.