

Social Media as Transaction: The Keys to A Social Commerce Strategy

Angela Wells
Senior Director
Oracle Social Cloud



The Social Shake-Up
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www.socialshakeupshow.com

#shakeupshow

@AngWWells

Only Three Points to Remember





Listen and Learn



“WE ARE QUITE LITERALLY CO-CREATING WITH OUR CUSTOMERS, SEEKING THEIR INPUT AND KNOWLEDGE AROUND LIKES, DISLIKES, WANTS AND DESIRES.”

HOLLY SPAETH

– Manager of Interactive Media and Content at Polaris



POLARIS®



POLARIS INDUSTRIES IS TICKLED “PINK” BY VOICE-OF-CUSTOMER INSIGHTS FROM SRM

- Uncovered emerging trend in social using theme and term analysis
- Developed customer-inspired product line driving increased loyalty and advocacy
- Product provided a new revenue opportunity for their accessories dealers



In 2015, social commerce revenue reached **\$14B** in the U.S. and **\$30B** worldwide.

Some experts expect this number to triple by 2020.

Source: eMarketer







MACK TRUCKS USE OF ORACLE MARKETING AND SOCIAL CLOUD INTEGRATIONS LEADS TO PERSONALIZED ENGAGEMENT AND INCREASED ROI.

- Generated purchase of \$175K sleeper truck through “Dig In” social campaign
- Launched new landing page – creating a lead pipeline of nearly \$4M in gross sales
- Generated a 36% conversion rate from a social campaign

Twitter Sells Trucks

CUSTOMER SUCCESS STORIES 

M is for Massengill, Mississippi and Mack



At Big M Transportation, everyone from the leadership team to the drivers is smiling lately. The family-owned business is growing rapidly, and they appear to be on track for another profitable year thanks to key investments in new equipment and top-notch personnel.

President Michael Massengill founded the company in Blue Mountain, Mississippi, in 2000, building on a family history of more than half a century in the trucking industry. His father, Lawrence Massengill, started Massengill Trucking in the 1960s and sold the company in 1997.

For Lawrence's business-minded son, one ending marked a new beginning. With just a handful of trucks, Michael Massengill began Big M, and they are still going strong today.

Big M specializes in intermodal and over-the-road heavy hauls, transporting everything from tires to paper and aluminum products. Routes average 500 miles, with drivers operating 300 trucks and 800 trailers across 48 states.

Eight years ago, Massengill switched the fleet to mostly Mack® trucks, and it was a good decision, he says. Before that, they had been running used equipment purchased during the Great Recession, and it proved to be an expensive mistake.

"They really cost us a lot of money," Massengill says. "We had cheap payments, but the trucks stayed broken down and the maintenance costs were unreal."



Not happy with how your fleet is performing?

Hear from Mike at Big M Transportation about how Mack and its mDRIVE automated transmission transformed the performance of his fleet.

The mDRIVE makes pulling a big load easier, safer, and smarter. It increases uptime all while improving fuel efficiency and your bottom line.

Big M Transportation and its success with Mack mDRIVE.



Connect with Mack

Let Mack work with you to determine how we can improve your fleet performance. Enter your info below:

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input type="text" value="Email Address (Required)"/>	



First Name **Forms1**, Thank you for your interest in the Mack Highway product and the mDRIVE™ automated transmission. We want to help you spec the right truck for your application so we have an expert on hand.



Ask Stu.

So you heard from Big M Transportation and the success they are having with the mDRIVE automated transmission. I'm Stu Russoi, Highway and Powertrain product manager here to answer any questions you may have about mDRIVE, the Mack highway product, and how that combo can save you fuel.

LET'S TALK 

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Greensboro, NC 27409

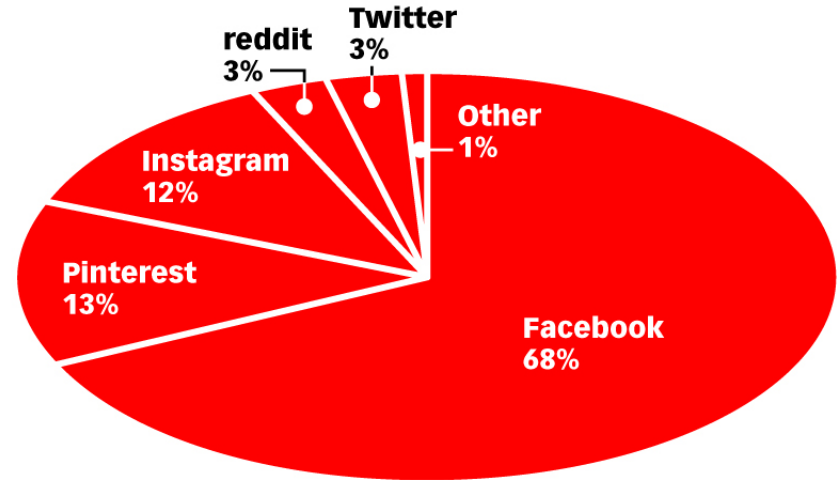
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Facebook was responsible for 68% of retail ecommerce traffic from social platforms.

Share of Retail Ecommerce Traffic in North America* Referred by Social Media, by Platform, Q1 2016-Q2 2016












% of total



*Note: represents activity among retailers using the Magento and Shopify platforms, broader industry metrics may vary; *the majority of retailers analyzed were Canada-based*
Source: Demac Media, "Ecommerce Benchmark report Q2 2016"; eMarketer calculations, July 19, 2016

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www.eMarketer.com

Industry	Platform	% of Orders	Industry	Platform	% of Orders
Antiques and Collectibles		74%	Automotive		26%
Digital Products		47%	IT / Computing		22%
Services	 	36% & 26%	Catalogs		18%
Electronics / Appliances	 reddit	31%	Home & Office Furnishings		18%
Merchandise		29%	Home & Garden		13%

Source: Shopify stats



MOTHCARE INCREASES BRAND LOYALTY WITH #2AMCLUB

- Leveraged social listening to uncover a unique opportunity to connect with customers and form communities
- Schedules posts like “It’s 2am, tell us why you’re up?” with special offers and #2AMClub
- Generates 700-2,000 comments following 2am on their Twitter page



**WeChat is not
just a social
platform.**

Select WeChat Activities Conducted by WeChat Users in China, Nov 2015

% of respondents

Access products and services via WeChat Pay

25.0%

Purchase products via Weidian

12.1%

Click on ads

11.3%

Paid gaming

10.2%

Pay for emoticons

8.4%

Pay to access other additional services

8.0%

Access city services

7.9%

Note: ages 6+

Source: China Internet Network Information Center (CNNIC), "2015 China Social Network/Chat Servic Users Behavior Report," April 8, 2016

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**Consider Online
to Offline:
Food delivery is by
far the most
popular service
purchased.**

**Types of Online-to-Offline (O2O)* Services Purchased
by Internet Users in China, by Gender, Dec 2015**

% of respondents in each group

	Female	Male	Total
Restaurant and dining/food delivery	73.0%	49.3%	56.6%
Transportation	36.8%	32.3%	33.7%
Travel	38.3%	28.7%	31.7%
Groceries/fresh food	16.0%	9.6%	11.6%
Real estate	12.9%	10.8%	11.4%
Home improvement	7.0%	6.9%	6.9%
Auto**	5.0%	6.2%	5.8%
Housekeeping	5.3%	3.9%	4.3%
Beauty	4.7%	2.2%	3.0%

*Note: n=11,261; *the acquisition of services (e.g., food delivery, housekeeping, movie tickets, transportation) digitally that are then claimed/consumed offline or at brick-and-mortar locations;*

***maintenance, repair, cleaning, etc.*

Source: Tencent Penguin Intelligence, "2015-2016 Report on the Year's Internet Trends in China," Dec 24, 2015

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