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# PR News Social Media Conference Presentation 2017

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# Social-Selling Success Stories From B2B and B2C Brands

## Kashem Miah

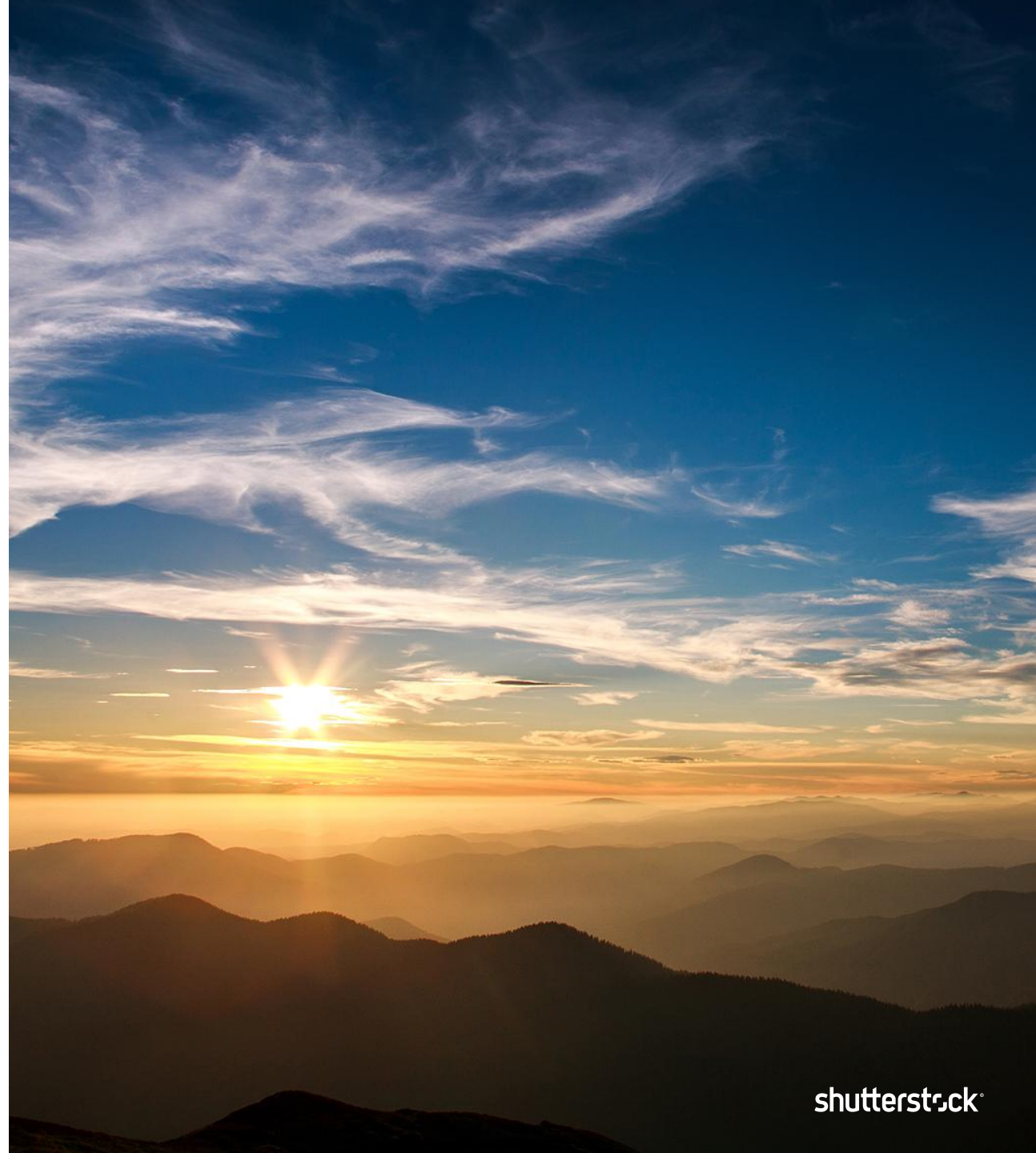
Director, Global Social Media & Content Marketing

Shutterstock

Twitter: @KashMiah

# Remember these key terms:

- Average Order Value (AOV)
- Lifetime value (LTV)
- Return on investment (ROI)
- Conversion rate



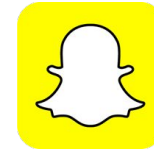
A group of people are sitting at a table in a cafe. One person is holding a smartphone, and another person is pointing at the screen. A laptop is open on the table. The background is blurred, showing other people in the cafe.

**What does social look like today?**



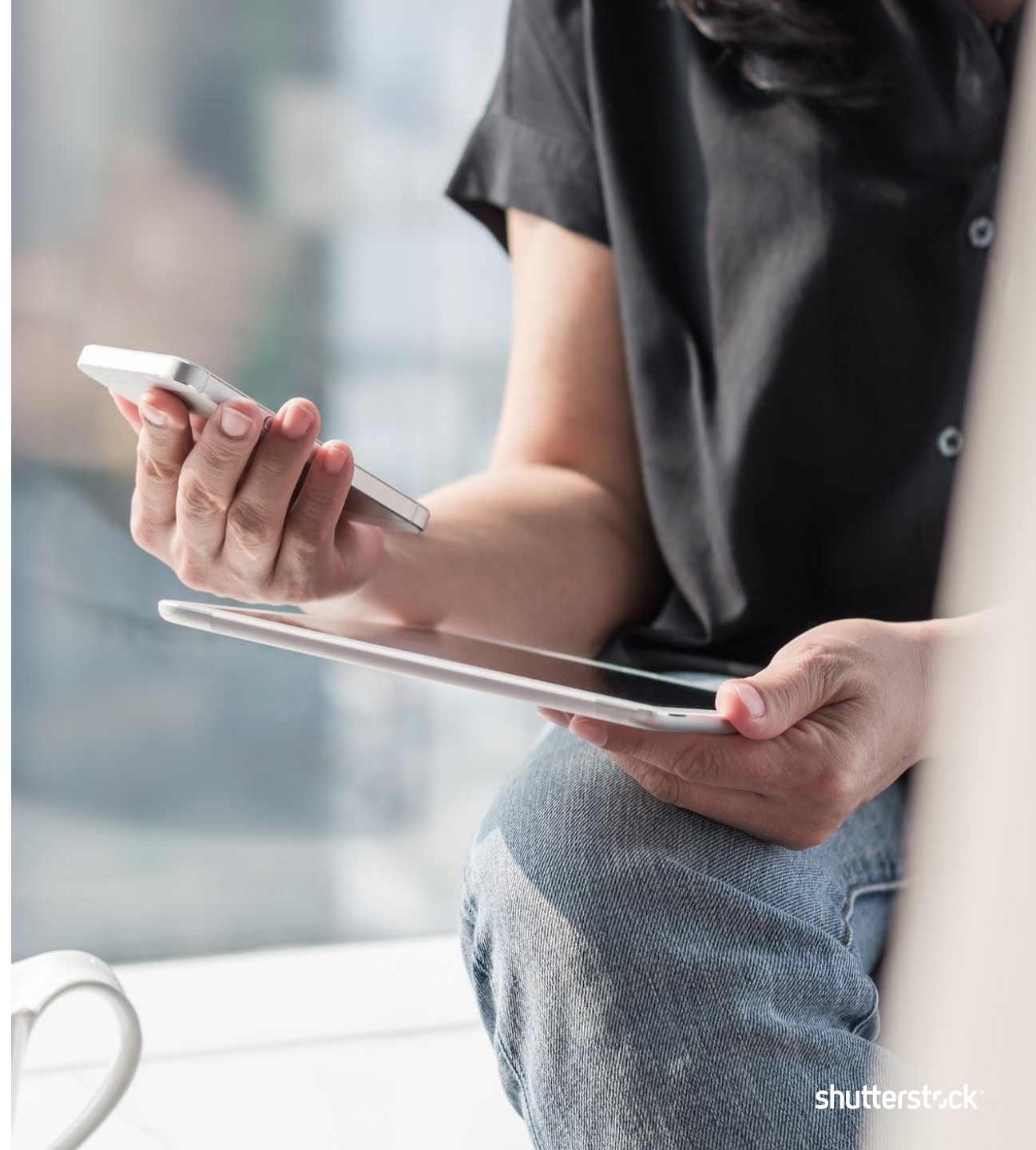
#PRNews @KashMiah

# Publish and Distribute



# Almost 90% of social media messages go unanswered

- Customers expect a response within first 4 hours
- Brands usually respond within 10 hours



A young girl with brown hair and blue eyes, wearing a bright yellow sweater, is sitting at a desk in a classroom. She has her right arm raised high, and she is looking towards the camera with a slight smile. In the background, other children are visible, some with their hands raised, suggesting an active classroom environment. The lighting is warm and natural, typical of an indoor classroom setting.

**Why is all of this important?**

# Brands need to engage because:

- Hard product sell on social doesn't work anymore
- Storytelling can start on social but it needs to end on a site/LP





# Shutterstock Example

- Response time: Less than 3 hours
- Engagements: 70% are customer service related



# We flip the conversation on social

**Jemima Daisy** @Jemimadaisy · Jun 15  
Trying to navigate free stock sites while @Shutterstock is down. Meanwhile designers unite in misery.



← ↻ ❤️ 1 ⋮

**Shutterstock** @Shutterstock · Jun 15  
@Jemimadaisy give it another go. It should be back up and running. BTW - one of the best scenes from that movie.

← ↻ ❤️ 1 📊 ⋮

**Jemima Daisy** @Jemimadaisy ⚙️ Follow

@Shutterstock I don't think the film had a single low point! Yup, all good thank you to your awesome tech team. Time for a pint! 🍷😂

LIKES  
2 

**Shutterstock** @Shutterstock Following ▼

@GipperGrove Here's a little gem for you...  
#RaiseTheCat



RETWEETS 19 LIKES 28 

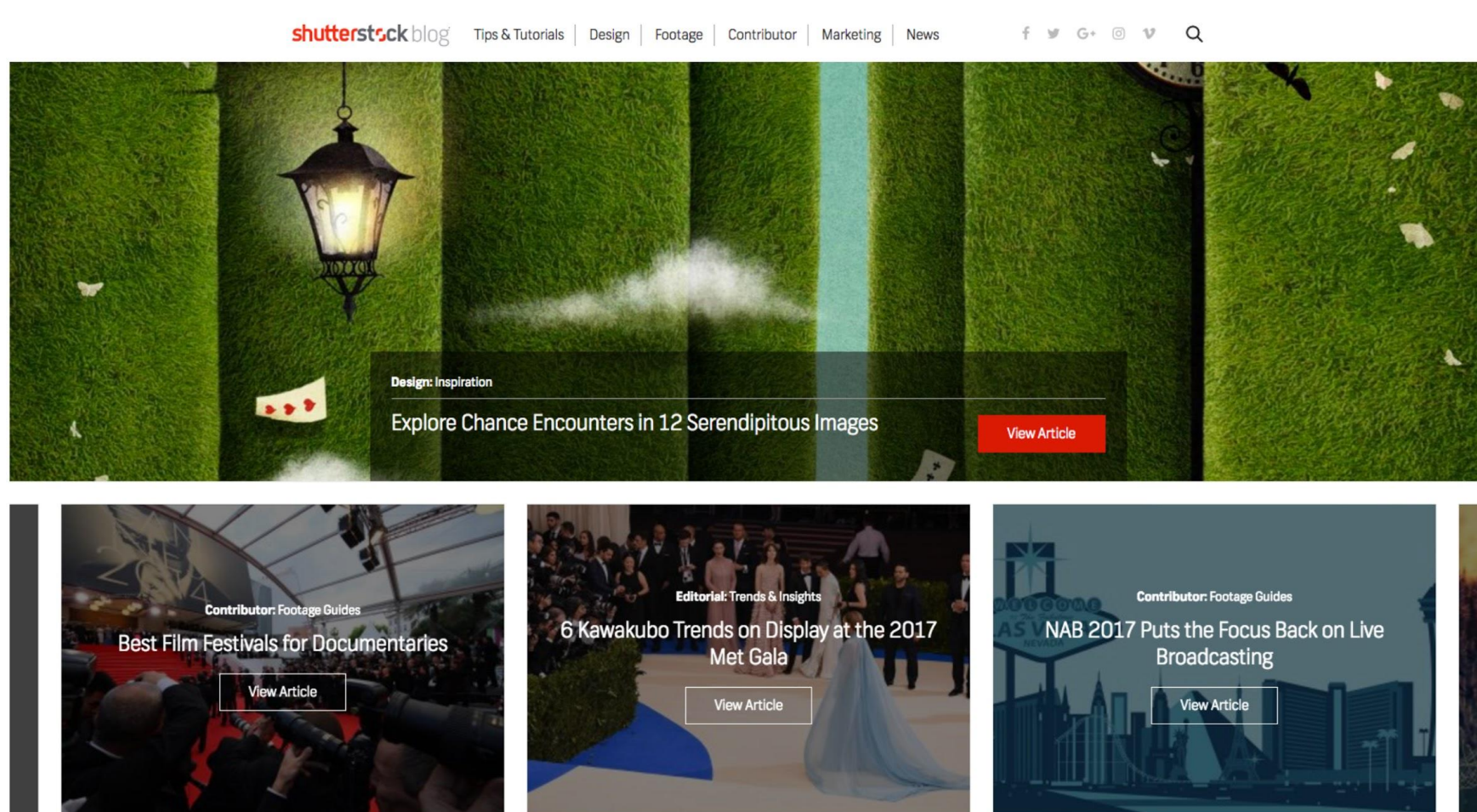
9:57 PM - 18 Jan 2017

# Every engagement on social serves a purpose.

- Twitter: Real-time updates, customer service, brand related mentions
- Facebook: Blog content, lightboxes, original videos, customer service
- Instagram: Beautiful, themed photography
- LinkedIn: SMB/Enterprise



# Long form content works better for us. So we push users to our blog:



A photograph of a person skateboarding on a paved path at sunset. The person in the foreground is wearing a white t-shirt and red shorts, with their hair blowing in the wind. The sun is low on the horizon, creating a lens flare effect. In the background, another person is also skateboarding. The sky is a mix of blue and orange.

# Customers who come through social to the blog have:

- Higher AOV
- Longer lifetime value (LTV)
- Better return on investment (ROI)
- Higher conversion rates


# Here are some conversion metrics:

- 5% of blog visitors give us their email address
- 58% of those convert to a FBA
- 19% FBA signups lead to a first time purchase





**But we're not done!**

A crowd of people at night, with their hands raised in the air. The scene is illuminated by warm, bokeh lights, creating a festive and energetic atmosphere. The text is overlaid in the center of the image.

**Data and trends are popular. So, we  
took our data and served it right back  
to our customers.**



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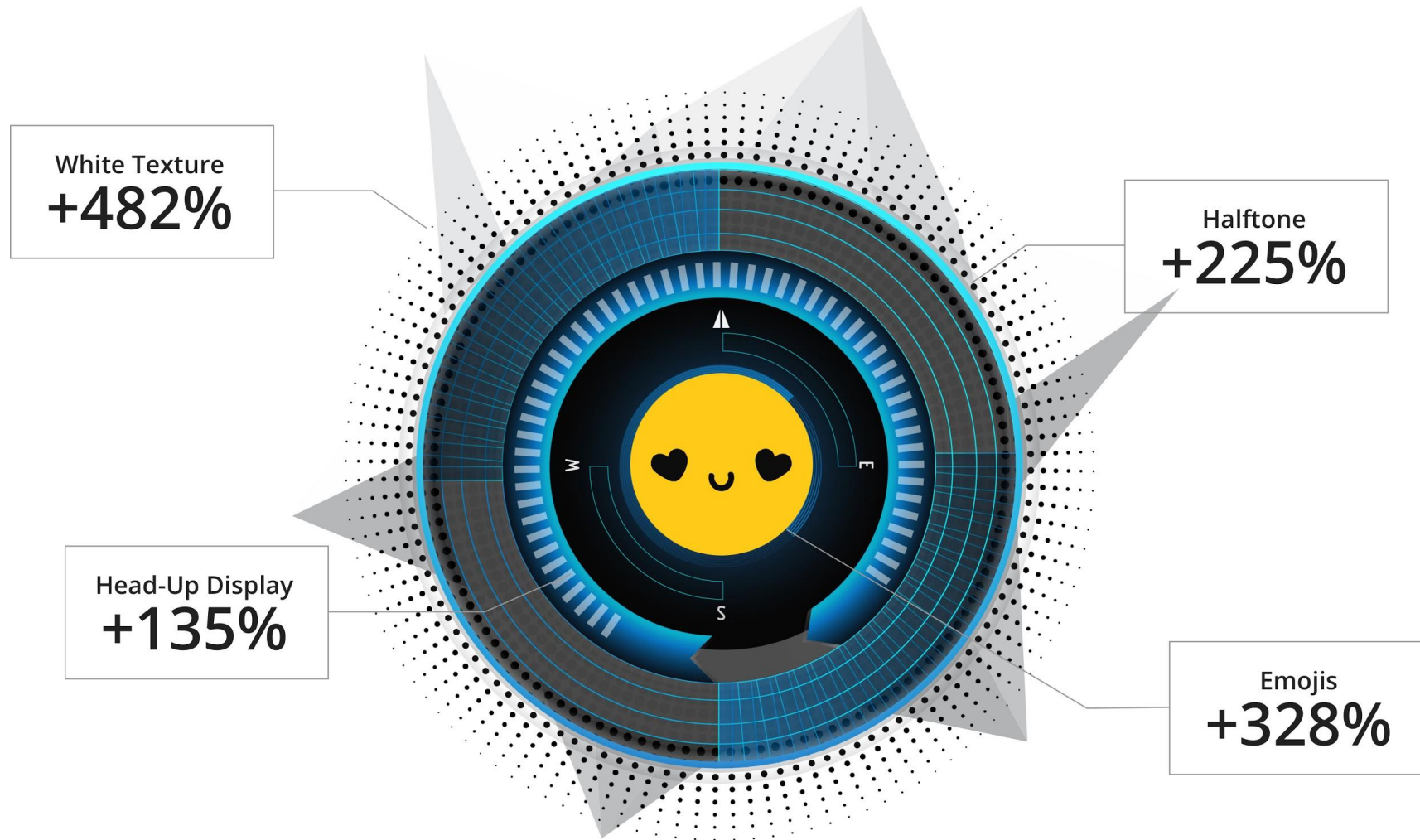
2017

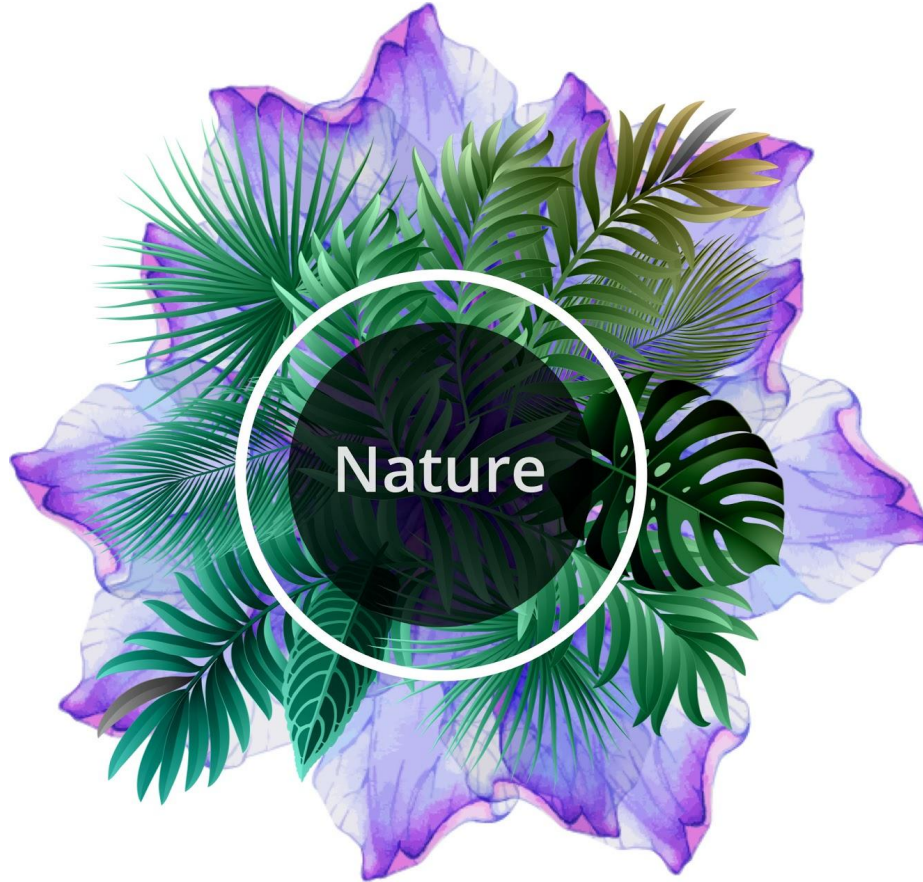
# Creative Trends

Stay one step ahead with Shutterstock's Creative Trends infographic, our look at the styles and trends that will dominate 2017. Driven by data, see the percentage increase in searches for each trend over the last year.

# Global Trends

Four trends that are capturing the world's imagination.





Organic Texture  
**74%**

Tropical  
**+44%**



Glitch  
**+32%**

Laser Cutting  
**+22%**

# Past

Nostalgia +213%

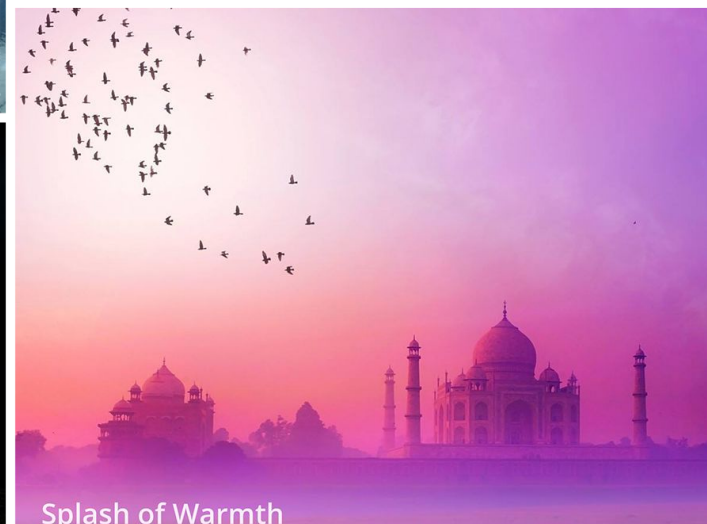
It's a time to revisit and rework the iconography of the last decades.

Think crazy patterns, vintage charm, and childhood favorites.



# Social Media Trends

The most popular images on our social media channels showed the extremes of nature, from a source of solace to something unpredictable and dramatic.



# 2017 Creative Trends

See the styles that will dominate 2017  
[Shutterstock.com/trends](http://Shutterstock.com/trends)

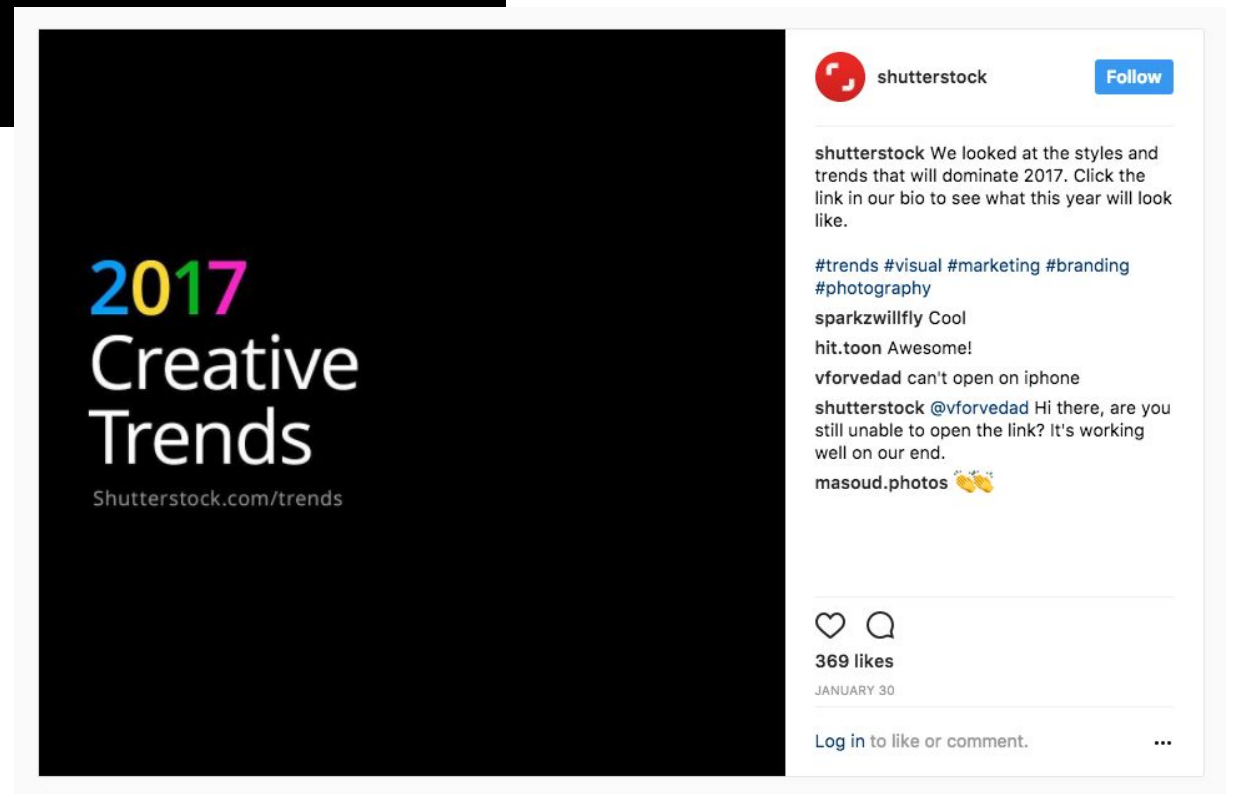
Banner

Social Media Post




A screenshot of a Twitter post from the account Shutterstock (@Shutterstock). The post features a black banner with the text '2017 Creative Trends' and the URL 'Shutterstock.com/trends'. The text '2017' is in multi-colored font (blue, yellow, green, pink), while 'Creative Trends' is in white. The URL is in a smaller white font below it. The tweet text says: 'Stay one step ahead with our Creative Trends: [shutr.bz/2jKQPo7](http://shutr.bz/2jKQPo7) #2017Trends'. There is a 'Follow' button and a dropdown arrow next to it.

Social Media Post



A screenshot of an Instagram post from the account shutterstock. The post features a black banner with the text '2017 Creative Trends' and the URL 'Shutterstock.com/trends'. The text '2017' is in multi-colored font (blue, yellow, green, pink), while 'Creative Trends' is in white. The URL is in a smaller white font below it. The caption text says: 'shutterstock We looked at the styles and trends that will dominate 2017. Click the link in our bio to see what this year will look like. #trends #visual #marketing #branding #photography sparkzwillfly Cool hit.toon Awesome! vforvedad can't open on iphone shutterstock @vforvedad Hi there, are you still unable to open the link? It's working well on our end. masoud.photos 🙏🙏'. There is a 'Follow' button, a heart icon, a comment icon, and the text '369 likes' and 'JANUARY 30'. At the bottom, it says 'Log in to like or comment.' and has a three-dot menu icon.

An aerial photograph of a person swimming in clear, shallow water. The person is wearing a dark swimsuit and blue shorts. The water is crystal clear, revealing the rocky bottom. The person's arms are extended forward, and their legs are kicking, creating a wake in the water. The overall scene is bright and serene.

# Creative Trends report led to:

- 200,000+ unique sessions
- 11,000+ social media engagements
- 40,000+ visits to the Shutterstock site
- 65 media placements

# Remember these key terms?

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# Three Key Takeaways

- Leverage social to solve marketing problems
- Always tie social engagements back to performance
- Create data driven content & optimize it for social

Thank  
you