

Social-Selling Success Stories

From B2B and B2C Brands

The Social Shake-Up

Kathleen Celano
Social Media Content Supervisor
@kathleencelano | #socialshakeup





#socialshakeup
@kathleencelano

**88% of marketers
want to know how
to measure their
social media ROI.**

Source: [HubSpot](#)



The Social Shake-Up
May 22-24, 2017 | Atlanta

www.socialshakeupshow.com

#socialshakeup
@kathleencelano

**But only 42% say
they are able to
measure their
social activities.**

Source: [HubSpot](#)




The Social Shake-Up
May 22-24, 2017 | Atlanta

www.socialshakeupshow.com

#socialshakeup
@kathleencelano



#socialshakeup
@kathleencelano



**41% of attendees
were using Facebook
to access show
information.**

#socialshakeup
@kathleencelano



2015: Highest Single-Day Attendance

2016: Top 5 All-Time Attendance

#socialshakeup
@kathleencelano



#socialshakeup
@kathleencelano

-
- **30% discovered a new product on Facebook**
 - **20% said Facebook led them to buy a new product/service online**

Source: [Social Media Today](#)

-
- **LinkedIn drives more than half of all social traffic to B2B blogs and sites.**

Source: [LinkedIn](#)

- **10% more likely to purchase on e-commerce sites than other social network users**

Source: [HootSuite](#)



#socialshakeup
@kathleencelano

Pinterest Buyable Pins

The background image shows a clothing boutique. On the left, a rack of coats in various shades of beige, tan, and dark brown hangs against a wall. In the center, a black metal bar is suspended from the ceiling by three thick, braided ropes. From this bar, several dresses and blouses in light blue, white, and dark colors are hanging. Below this suspended bar, another rack of shirts and blouses is visible. On the right, a large mirror reflects the store's interior, showing two people: one in a white top and black shorts, and another in a green top. The store is lit by modern, dome-shaped pendant lights with a wire mesh exterior and a warm-toned glow.

#socialshakeup
@kathleencelano

Facebook In-Store Offer Ads

A street scene at night. On the left, a clothing store named 'TANGERINE' has a brightly lit window display with mannequins. Three people are standing outside the store. In the center, a black street lamp stands on the sidewalk. On the right, a cafe named 'jean louis' CAFÉ is visible, with people inside and potted plants outside. A car is partially visible in the foreground on the left.

#socialshakeup
@kathleencelano

Snap to Store

A close-up photograph of a person with long, wavy blonde hair. They are wearing a white patterned shirt. In their left hand, they hold a clear plastic cup with a black straw, containing an iced coffee beverage with a yellow slice of citrus. In their right hand, they hold a silver smartphone. The background is a blurred wooden wall. The overall image has a dark, semi-transparent overlay.

#socialshakeup
@kathleencelano

-
- **Stand out from the crowd – by blending in.**
 - **Understand your audience and what they're using social for.**
 - **Consumers *are* shopping on social media.**
 - **Put the platforms to work.**



#socialshakeup
@kathleencelano



© 2017 BROWNSTEIN GROUP
All rights reserved. Brownstein Group retains all rights, title and interest in and to all intellectual property rights embodied in this proposal.
Any use of ideas or concepts contained herein is prohibited without the expressed written consent of Brownstein Group.