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Retail-week.com/FashionMarketing

ANALYSIS

Retailers have the potential to ride the social shopping trend – if they get their marketing right on the new channel

Marketing as a role and in retail businesses is increasingly blurring into other job types as more tailored brand communication grows in importance.

Head of digital, ecommerce director and customer experience manager are all posts that require more time dedicated to the marketing of brand, services and product.

A key sense of marketing and brand is even more important given the pace of change of customer-brand interactions.

Social sharing platforms are driving how consumers digest branded content

The arrival of social sharing platforms such as Snapchat and Periscope as a way to communicate brand messages, for instance, is driving how consumers digest branded content.

And research conducted by Retail Week and Salesforce for the *Connecting with Today's Fashion Consumers* report shows that 72% of 18 to 24-year-olds, and 49% of 25 to 34-year-olds, want to be able to shop straight from social media.

That suggests the work being done by businesses such as Instagram, Facebook and Twitter to facilitate social shopping has legs and will bolster the social media channel in terms of spend in future.

If social starts to deliver strong commercial results for brands, then marketing – vital in any channel – will be key in determining success, because consumers will have the ability to shop with multiple brands across one platform.

Standing out in innovative ways within this new ecosystem will therefore become critical for those brands.

Fashion was the focus of the report because of the sector's prominence in building the best customer-brand relationships across the retail industry.

Just as fashion has learnt from other industries outside of retail, so can other retail categories – grocery, home and leisure, and electronics – learn from fashion. As a sector, it is a trailblazer for digital engagement.

The evolution of digital marketing



58%
of
18-24
year olds
have
purchased clothing
based on seeing
peers
wearing an
item on
social media



Of those aged **18-44**
36% use their **mobile** most
to engage with fashion brands



78% when
in-store
prefer to
ask somebody
to find out more details about an item



31%
across
all age groups
wish they could
shop **straight from**
social media



15%
admit having
shared images
of themselves
with friends
before deciding
to buy

There is an
even split
between
those whose
fashion
purchase
decisions
are
more influenced by peers
or by
brand communications

Social shopping will bolster spend on the social media channel