

The power of  
**SOCIAL  
INFLUENCE**

**Social Shopping & Word of Mouth Marketing**



# CONSUMER

reviews on third party websites such as

+ facebook

+ twitter

+ Citysearch

+ Google places

+ yelp

+ MeasuredUp

and others are quickly becoming the new word-of-mouth advertising.



TRAFFIC

to the top 10 review sites  
GREW ON AVERAGE  
(compete.com)

158%

→ The reason behind this growth?

It's a matter of  
**TRUST+**...

**92%**

of consumers said that they have more confidence in info found **online** than they do in anything from a salesclerk or other source.

**75%**

of people don't believe that companies tell the truth in advertisements.





91%

of **millionaires** say they always or often look at **reviews** before buying luxury goods.

68%

of **ultra-affluent shoppers** use consumer reviews.

74%

of **online consumers** are influenced by the **opinions** of others in their purchasing decision.

67%

of shoppers **spend more** online after **recommendations** from online community of friends.



by 2014

53%

**OF TOTAL RETAIL SALES (online and offline)  
WILL BE AFFECTED BY THE WEB,**  
as consumers increasingly use the Internet to research products before purchasing.

(Forrester, March 2010)

# Why do consumers leave **reviews** and share **recommendations**?

34%

HAVE TURNED TO  
SOCIAL MEDIA  
TO AIR THEIR FEELINGS  
ABOUT A COMPANY

26%

to express  
dissatisfaction

23%

TO SHARE COMPANIES OR PRODUCTS THEY LIKE





# BENEFITS TO RETAILERS

Gain consumer **insight** and information

Increase sales and brand value via **recommendations** and reviews

Ability to harness the power of user **reviews** and recommendations of products

# THE USE

OF SOCIAL SHOPPING, RATINGS AND REVIEW SERVICES —

SUCH AS

POWER REVIEWS

BAZAARVOICE

FACEBOOK LIKE

or social sign-on capabilities by FACEBOOK

provide Brands and e-tailers the ability to harness **word-of-mouth** marketing right on their own ecommerce sites!



PREPARE TO LAUNCH.

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