CONTENT IS KING:

5 BRANDS LEVERAGING LIVESTREAMING, INFLUENCERS AND SHOPPABLE CONTENT

Retailers are always looking for new ways to go where their shoppers are — and where they are is on their smartphones and tablets. That's led to, among other things, both an explosion and an evolution of social commerce.

While as recently as five years ago social commerce meant any kind of content inspiring a clickthrough to a retailer's site, new capabilities from Instagram, TikTok and other platforms have made virtually the entire experience shoppable. Savvy brands are responding with targeted content, often delivered by authentic, entertaining influencers, that's designed to move consumers from awareness to purchase as seamlessly as possible. Livestreaming, for example, is on a tear: Coresight Research estimated the 2021 U.S.

livestreaming market would reach \$11 billion and would more than triple to \$35 billion by 2024. (It already accounts for \$300 billion in annual sales in China.) These **five** brands are harnessing the power of their influencers and product experts, leveraging

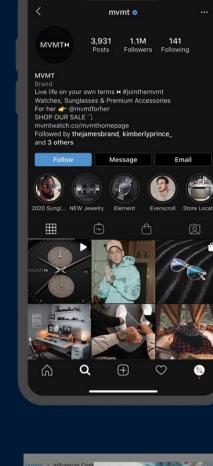
one-to-one and one-to-many video communications along with social platforms to turn

marketing efforts.

inspiration into conversion.

01

MVMTM



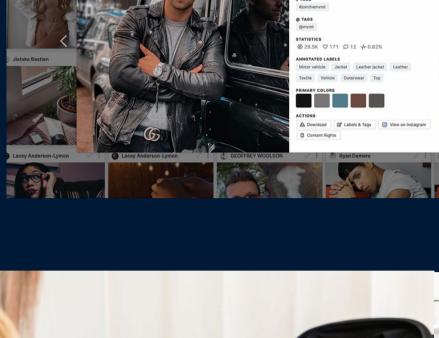
early on. Initially, the company built relationships with Instagrammers who had between **30,000 and 500,000** followers. Narrowing its focus to people who posted striking images that reflected the brand's qualities, the team would reach out with offers to send watches in exchange for content. As its influencer marketing program grew, however, MVMT needed to track key metrics in order to accurately determine ROI and identify what was working, what was not and how much it was spending on

This watches, jewelry and accessories brand saw the potential of influencers, particularly those that matched its young, hip identity,

The software's Shopify integration made it simple to integrate influencers with MVMT's ecommerce operations. For example, the brand could easily create unique promo links for each influencer and send products to people within the platform. Additionally, the GRIN Google

influencers. MVMT adopted the **GRIN** solution to scale its influencer

Vision feature helps MVMT organize and categorize content visually, making it simpler to see potential collaborations by easily comparing different content, including content created on different platforms. Results include: Access to a database of more than **32 million** influencer profiles;



influencer content;

100,000 affiliate and discount code conversions; and

The creation of **39,000** pieces of

98% influencer acceptance of

campaign briefs.



6 orbit baby

and consultations. The retailer is using several live commerce tools to create a multi-pronged strategy that includes one-to-one live video chat and Emplifi's ShopStream livestreaming service for a one-to-many live

shopping experience. Orbit Baby also will be operating a dark store in Ventura, Calif., using video technology for product showcases. "As an ecommerce-only business, we are always seeking to improve the online experience for

Orbit Baby, a luxury baby stroller and car seat retailer, deployed a live commerce solution from

Emplifi, which acquired **Goinstore** in 2021, to connect parents with product experts for live demos

our customers," said Mike Krantz, Director of Marketing and Ecommerce at Orbit Baby in a statement. The opportunity to provide live demos and consultations "allows us to better showcase" the features and benefits of our products and engage with customers to create long-lasting relationships," he added.

CUTS Q Search **Bottoms** Outerwear Collections Join the Cuts

03

than \$120.

audiences. The Cuts team also assessed:

Influencer engagement rate;

Previous influencer partnership performance;

Other brands' high-performing TikTok ad content; and

Influencers open to content in exchange for products.

Tops



The CUTS ambassador program is an exclusive group of likeminded guys who are steadfast and driven. A community built

Ambassador Team

never forgetting that the pursuit is happiness. Interested in

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for those who embody the CUTS lifestyle and practice tenacity and humility in their shared pursuit of excellence - meanwhile

Cuts, a premium men's clothing brand, launched a campaign focused on growing each of its brand ambassadors' social presence and awareness on TikTok. Specific goals included establishing a "content farm" of high-performing micro-influencers to collectively produce 20 to 30 pieces of

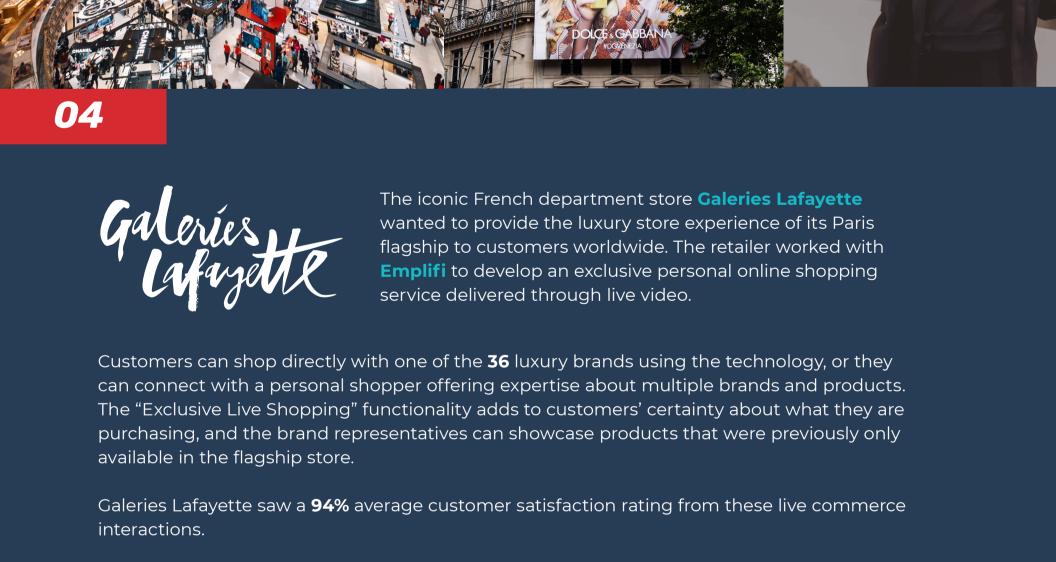
seeding to easily ship and track products sent to creators, and campaign briefs designed to help guide creators on exactly what kind of content needed to be included in their sponsored posts.

The retailer made use of several tools from GRIN, including affiliate link generation, product

content per month, achieving engagement rates of at least 10% and CPA (Costs Per Action) of less

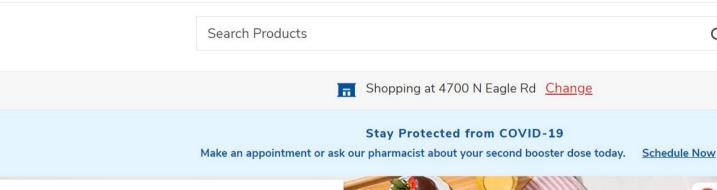
Research focused on finding niches with large male audiences, older audiences and high-income

Cuts created a team of 15 micro-influencers producing one to two monthly videos each, with little to no lift required from Cuts' end. The brand established more than 20 three-month trial partnerships with 150,000 to 5 million+ followers and met its production and CPA KPIs.



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05

Supermarket retailer Albertsons partnered with short-form video platform Firework to provide shoppable livestream video experiences for several of its banners. The platform allows retailers to

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Ouestions?

create, host and curate short-form and livestream video right on their websites, offering swipeable, shoppable interactivity so consumers can engage directly with brand and product videos.

opportunities stemming from the shoppable video content.

GRIN is the pioneer behind the world's first Creator Management platform, designed for **S**GRIN the next generation of brands who recognize that, in the creator economy, authenticity is

On-site hosting provides the retailers with direct access to consumer data as well as monetization

to digital shopping, to make online experiences as fun as discovering new products in our stores."

"This isn't just about creating new ways to feature our products," said Chris Rupp, Chief Customer and Digital Officer at Albertsons Companies in a statement. "This is about bringing delight and inspiration



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y in **f a o** growing brands – including SKIMS, Warby Parker, Allbirds, Mejuri, and MVMT – use GRIN to make creators feel like trusted, empowered partners and work with them to build their brands into household names. Together, we are revolutionizing the Creator Economy. For support@grin.co more information, please visit www.grin.co and follow @GRIN on Instagram. Retail TouchPoints and design:retail give all members of the retail world access to a vibrant community that combines insights, inspiration and opportunities to interact with their peers. We sit at the intersection of the art and science of retail strategy,

everything. Our platform supports every brand's journey to connecting with consumers through authentic creator relationships and is listed #1 across all top review sites including

Capterra, G2 Crowd and Influencer Marketing Hub. Thousands of the world's fastest

providing granular data, high-value commentary, and aspirational success stories to help readers optimize customer experiences across all channels. Touching all facets of

the retail ecosystem, including store experience and design, workforce management, digital marketing and engagement, and omnichannel optimization, our editorial content,

tactical takeaways that meet the unique needs and priorities of our executive readers.

multi-media resources and events take timely news and trends and transform them into



ABOUT THE AUTHOR

about retail technology.

Adam Blair, Editor Avid theater-goer, intrepid journalist and grammar nag. There's always something new to learn