

Interactions

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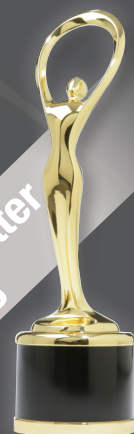
Retail News

Insider

**SOCIAL MEDIA
MARKETING:**

**HARNESSING
THE POWER
OF THE PEOPLE**

**Best Newsletter
of 2013**



Retail News Insider

Retail News Insider offers a look at the trends, best practices and news affecting today's retailer as it relates to engaging shoppers and driving sales.

From Sacramento to Shanghai, the world of shopper engagement is an ever-evolving marketplace. Our team goes inside the stories to take a look at what's happening in your aisles as well as those across the globe.

Retail News Insider presents data, editorial and analysis in a relatable format designed to help you engage consumers and drive sales.

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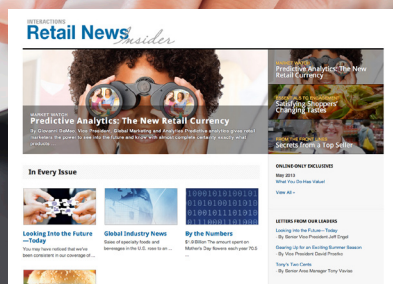
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Thanks for making *Retail News Insider* an award-winning publication!

This month, I'm excited to announce that *Retail News Insider* was recently honored with the Gold Award of Excellence for Best Newsletter of 2013 by The International Academy of Visual Art's recognition program, The Communicator Awards.

The Award of Excellence, the organization's highest honor, is given to innovative entries that create a lasting impact and represent the best in their field. We are honored to join the winner's circle with other companies like Disney, Toyota, American Airlines, American Express, U.S. Bank and NASA.

The success of *Retail News Insider* is thanks in large part to your contributions and support of this publication. Based on your valuable feedback and insights, each month, we strive to deliver the best content possible to help you, our valued retail associates and partners, innovate and excel. It is your commitment to be the best that fuels our commitment to excellence as well.

To that end, we have another exciting and engaging issue for you this month. First, we explore the growing influence of social media on shoppers and investigate how retailers and CPGs can harness the power of information shared on these sites. We also take a look at how Sales Advisors can help make sure shoppers "got milk" as we celebrate National Dairy Month, and share tips on engaging shoppers by building relationships in our regular "From the Front Lines" feature.

As always, be sure to check out the back cover for a look at retail industry headlines from around the globe, our always interesting "By the Numbers" feature and this month's "Taste of the Season" recipe—an easy, no-bake strawberry cheesecake that's sure to have you coming back for seconds.

Once again, I thank you for your continued support and hope you enjoy this issue of *Retail News Insider*. If you know of any colleagues who might be interested in receiving a copy, please send us a note to newsletters@daymon.com.

Thanks for you all you do and have a great month!

Sincerely,



Jeff Engel
Senior Vice President



Check out our website at interactionsblog.wordpress.com for past issues and online-only exclusive articles, like this month's 'Safety First.'

The U.S. Retail Team



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SOCIAL MEDIA MARKETING: HARNESSING THE POWER OF THE PEOPLE

By Amber Gabrenas, Communications Coordinator

Though social networking is often seen as a somewhat frivolous, leisure-time activity, the reality is that the hundreds of millions of social media connections that occur on these sites every day represent significant potential opportunities for retailers and CPGs to make—or lose—customers.

The meteoric rise of the integration of social media into our daily lives has not only changed the way we communicate and interact with each other, but also what, where, how and when we shop, as well as how we interact with brands and retailers. As Mark Zuckerberg, co-founder and CEO of Facebook, noted at a press conference announcing the launch of Facebook Social Ads, “When someone [becomes a fan of your brand on social media], that becomes a trusted referral.... [And] nothing influences people more than a recommendation from a trusted friend.” Getting into the social media scene is no longer a matter of being seen as “cutting edge” or “tech-savvy.” It’s increasingly becoming a vital component of protecting and growing the bottom line.

While social media grows in leaps and bounds every day, retailers and CPGs have been slow to fully embrace these technologies to drive their marketing goals. According to a survey by eMarketer, in 2012, only 12 percent of grocery retailers were using social media sites for marketing purposes. However, the tide is turning, with 65 percent of grocery retailers reporting they plan to grow their social media marketing presence over the next 5 years.

The challenge of building an effective social media presence begins with choosing from the myriad of networks available, including Facebook, Google+, Twitter, Pinterest, MyStorey, Yelp, Foursquare, LevelUp, Instagram, YouTube, LinkedIn and Blogster, just to name a few. Not all are created equal in their reach. For example, a 2012 survey by BlogHer, a leading blog publishing network, found that nearly 50 percent of female Pinterest users had gone on to make a purchase based on recommendations from other Pinterest users, as compared to only about 33 percent of women on Facebook or Twitter.

In addition, each platform has its own nuances that affect how shoppers perceive and interact with retailers and brands. For example, a recent study by the Farsite Group, a data science research firm, suggested that fans of retailer corporate Facebook pages (such as “Grocery Mart USA”) are more likely to make online purchases, while fans of individual local store pages (such as “Grocery Mart Store #143”) are more likely to shop in the store.

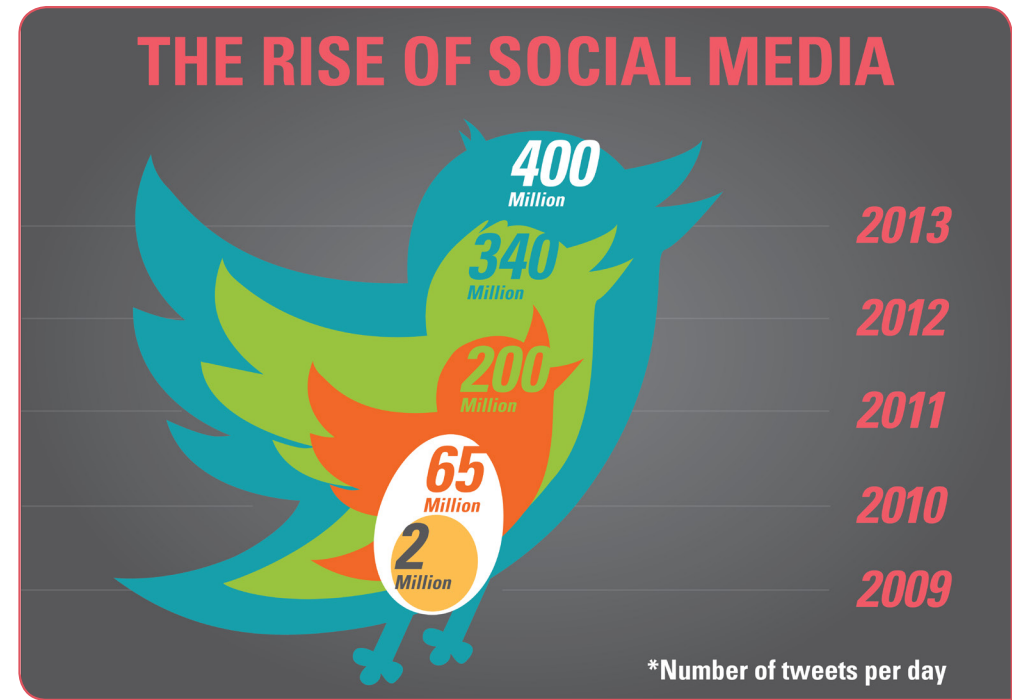
Progressive retailers and CPGs are turning to **Big Data** to help them choose the best network(s) to grow their brands. With the right tools in place, organizations can analyze data from Facebook posts, tweets, blog posts and other social media exchanges to gather a variety of insights—for example, from which social media networks feature the most activity related to their brand or similar brands to which sites users in their targeted geographic or demographic audience spend most of their time on.

This type of data mining can also be used to monitor and respond to social media mentions in real-time, giving consumers the kind of personalized service and intimate connection they are increasingly coming to expect from companies. For example, Nestle has replaced many of its surveys, samplings, focus groups and other more “traditional” research tactics with a 24/7 social media monitoring center. Special software allows Nestle to cull through social media data around the world in real time to look for pre-defined consumer sentiments, and alert customer service staff members, when needed, so they can respond to customers immediately. Since implementing this robust new program in 2011, Nestle has jumped up seven spots to become one of the top ten most reputable companies in the world, according to a survey by the Reputation Institute.

“When someone [becomes a fan of your brand on social media], that becomes a trusted referral.... [And] nothing influences people more than a recommendation from a trusted friend.”

–Mark Zuckerberg, Facebook

Another tactic showing great promise in the world of social media marketing is the use of geolocation tracking to target consumers with highly relevant, real time offers. For example, retailers can set up a system to be alerted if a person “checks-in” or tags a photo of him- or herself at a restaurant or even a competitor nearby, at which point they can offer up a coupon or other deal to entice the person to come to their store. Overlaying this with other posts, tweets and check-ins from the same person can help



retailers further refine their offers. For example, a 23-year-old single man who regularly posts photos of his favorite pubs might receive a 25 percent off offer for a 6-pack of beer, whereas a mother who regularly tweets about her new baby girl might receive a coupon for diapers.

“Brokers, grocers and manufacturers who proactively engage and influence consumers online gain a tremendous competitive edge,” said Jesse Edelman, chief marketing officer for BeaconUnited, a national grocery broker, in a recent interview with Progressive Grocer. A well-planned and well-executed social media plan can allow retailers and CPGs to influence consumers at all touch points along the decision-making journey—from when they’re first considering brands, to when they’re actually making a purchase, to when they’re sharing their experience with others. But above all, what retailers and CPGs must understand is that this platform is not the same as the one-size-fits-all, set-it-and-forget-it print mediums of yore. Social networking is a fluid and dynamic medium. Retailers and CPGs that fully embrace social media and commit to investing the resources and talent necessary to harness its true potential stand to reap the greatest rewards.

2013 MARKET WATCH CALENDAR	
JANUARY	The World of Big Data: Reshaping the Retail Landscape
FEBRUARY <i>Retail Buzz</i>	Marketing to Millennials: Engaging Digital Natives
MARCH <i>Retail Buzz</i>	Futurists: Predicting the New Vision of Retail
APRIL <i>Retail Buzz</i>	The Showrooming Effect: Is All Shopping Going Cyber?
MAY	Predictive Analytics: The New Retail Currency
JUNE	Social Media Marketing: Harnessing the Power of the People
JULY	The Mobile Moment: Satisfying Shoppers' Appetite for Apps
AUGUST	Omnichannel Marketing: Capturing the Connected Customer
SEPTEMBER <i>Tech Buzz</i>	Personalized Marketing: Using Technology to Individualize the In-Store Experience
OCTOBER <i>Tech Buzz</i>	E-Trends: Taking Checkout Into the Digital Age
NOVEMBER <i>Tech Buzz</i>	Consumer-Centric Pricing: Landing the Sale with a Personal Deal
DECEMBER	Holiday Shopping: Big Data's Big Predictions
JANUARY 2014	A Look Ahead: Trends for 2014

Celebrating National Dairy Month

We often talk about turning your events into celebrations, and in June, you've got an excuse to celebrate all month long!

June is National Dairy Month, and with dairy products like milk, cheese, yogurt and ice cream representing over \$37 billion in retail sales each year, it's a good bet you'll see some dairy items show up on your event cart over the next few weeks. Here's how to get customers excited about what you're selling this month—and throughout the year:

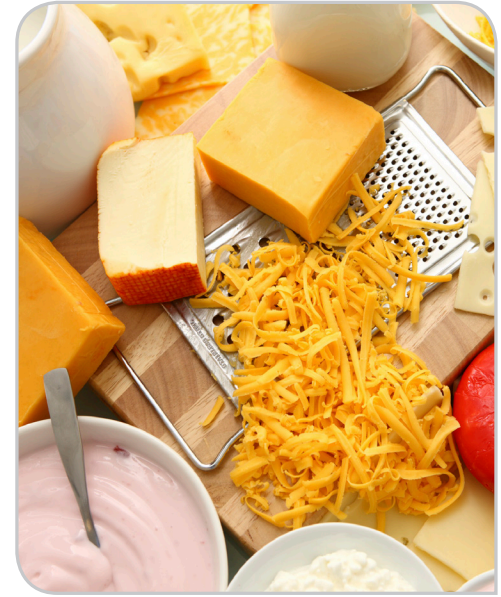
Boast the Benefits

Dairy products are nutritional powerhouses. "[They provide] a unique combination of nutrients not naturally found in other food or beverage choices," said Gregory Miller, president of the Dairy Research Institute, in a recent press release on educating consumers about dairy benefits.

Keeping this in mind, you can appeal to shoppers' desire for all-things healthy by explaining, for example, that dairy products are a great source of essential nutrients like calcium, potassium and vitamin A that are key to building strong muscles and bones, and maintaining healthy skin. Dairy's unique combination of nutrients may also play a role in managing one's weight and reducing the risk of high blood pressure.

Help Shoppers Think Outside the Milk Carton

For the greatest health benefits, experts recommend three daily servings of dairy for most adults. But that doesn't mean it has to be three glasses of milk. Explain to customers that they can achieve their "Three-A-Day" from other things,



too, like smoothies made with yogurt, macaroni and cheese or creamy soups like corn chowder.

Also, when selling "ingredient" items like yogurt or cheese, offer up recipes to get shoppers' creative juices flowing—and to encourage them to take the product home.

From the Front Lines

Cultivating Relationships to Capture Sales



Sales Advisor Bruce Doig

As we've learned from the previous features on [Marketing to Millennials](#) and [Combating Showrooming](#), shoppers today crave personal engagement.

This month, five-year veteran Sales Advisor Bruce Doig gives us his tips for engaging customers on a personal level to cultivate relationships that capture sales.

"I try to break the ice with [shoppers] by making conversation with them," says Bruce. "I don't just say 'hey, come over here and try this.' Instead, I'll ask them if they're finding everything they need. Or I might see something in their cart and mention it. After we get to talking, then I'll tell them I have something really great to try."

Bruce also highlights the importance of tailoring your pitch to individual shopper needs and preferences. For food items, he suggests playing close attention to calorie, fat, sodium and protein content, which customers are often most interested in. He also suggests having ideas ready to share for using products in different ways. For example, he says "One time I was selling [a new flavor of] Doritos, and when customers told me they didn't eat chips, I'd say 'well, I've still got a great recipe you might want to try. Crush the chips up and use them as a coating for chicken. It's delicious!'"

Global Industry News

- A recent study revealed that older adults spend proportionally more of their income on food, beverages and non-prescription health products than people under 60. Though they tend to buy fewer items overall, they spend more per item. **-A.T. Kearney and The Consumer Goods Forum**
- 94 percent of U.K. consumers report changing their spending habits in response to the economic downturn of the last 5 years, much to the benefit of CPGs and grocery retailers. Sales of baking products have increased 84 percent, while sales of packaged snacks have increased 29 percent. **-FoodNavigator.com**
- Confectionary sales are on the rise in all areas of the globe, especially the Asia-Pacific region, and are expected to reach \$208 billion by 2017. Chocolate leads the way, representing 55 percent of total confectionary sales worldwide. **-FoodBev.com**

A Taste of the Season:

No-Bake Strawberry Cheesecake

Adapted from MarthaStewart.com



This cool, creamy dessert is the perfect ending to any summer meal.

INGREDIENTS:

20	full-size graham crackers sheets	1/4 cup	fresh lemon juice
11 tbsp.	unsalted butter, melted	1 tsp	vanilla extract
2 tbsp.	sugar	1/2 cup	sugar
2 (8-oz.)	packages cream cheese, softened	1/4 cup	water
1 (14-oz.)	can sweetened condensed milk	1 pint	strawberries, stems and leaves removed

DIRECTIONS:

1. Crush graham crackers, then mix with butter and 2 Tbsp. sugar.
2. Press mixture evenly into bottom of springform pan. Chill in freezer for 10 minutes.
3. In a large bowl, beat cream cheese until smooth. Slowly beat in condensed milk, then add lemon juice and vanilla.
4. Pour filling over crust, cover with plastic wrap and refrigerate until firm (2 1/2 to 3 hours).
5. Meanwhile, place remaining 1/2 cup sugar and 1/4 cup water in small saucepan over high heat. Bring to a boil, stirring constantly, then lower heat and simmer until sugar is fully dissolved. Remove from heat and cool completely.
6. Place half of strawberries in blender, add cooled syrup and puree until smooth. Chop remaining berries and stir into purée.
7. When cheesecake has cooled, remove from pan. Top with strawberry mixture before serving.

By the Numbers

93 Million

The number of cards sent for Father's Day each year

24

The consecutive hours of daylight at the Arctic Circle on the summer solstice (June 21)

3.4 Million

The number of high school seniors expected to graduate this year in the U.S.

21

The number of pounds of milk it takes to make 1 pound of cheese

Interactions U.S. Retail Division



{in good taste}

