

HAVAS Market BUILDING THE SOCIAL COMMERCE BRIDGE

The Path to
Personalization



Personalization in the Era of Hyperconnectivity

With over 5 billion of the world's population on some form of social media (statista), this communications channel has become integral for businesses to discover new audiences and speak to their existing consumers. Amidst this exponential growth, organizations are increasingly realizing the importance of a social first business strategy, and today more than half of marketers say that social media consistently informs their business strategies (Sprout Social).



Social media connects more people than ever before, and brands can be tempted to go as wide as possible to reach a maximal audience. However, while scale is important, conversion is ultimately fueled by reaching the correct audience and communicating with them in a personalized way.

At Havas Market, we like to think of social commerce as a 'bridge' that connects an engaged audience to the products or services that are most relevant to their unique interests. Through hyper-targeting and hyper-personalization, brands can ensure that they are building the bridge to the right audience and creating the most efficient path to purchase for these future consumers.

Building the Social Commerce Bridge Requires a Strong Foundation

A social commerce strategy will ultimately be judged by the conversion that it achieves. In other words, how can we shorten the bridge between interest in a product or service and an actual sale? Creating this perfect bridge requires a strong foundation of insights and knowledge to assess where your audience is active on social and how to create the most efficient path to purchase for this consumer base. We start with an insights framework that assesses both a brand's capabilities and category insights from the competitive landscape to create a data-driven strategy that defines the perfect social mix across the following criteria:



ELEMENTS OF THE PERFECT SOCIAL MIX



PLATFORM SELECTION

What mix of Instagram, Facebook, TikTok, X, and other platforms will reach a brand's targeted audience?



FORMATS

Do videos, carrousels, or stories best resonate with a brand's audience on social?



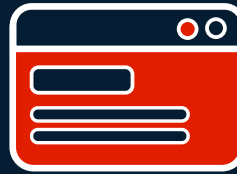
CONTENT

What messaging can most effectively highlight a product's unique selling points and resonates with their audience?



MEDIA BUDGET ALLOCATION

How can spending be maximized to achieve the most efficient and economic business impact?



LANDING PAGE OPTIMIZATION

How can a brand's owned website be enhanced to achieve maximal conversions from social?

Through this bespoke insights framework, we move from a 'spray and pray' approach to a hyper-targeted social strategy that is tailored to a brand's audience and can ultimately deliver the most efficient social commerce bridge.

From 'One-to-Many' to 'One-to-One': The Art of Hyper-Personalization

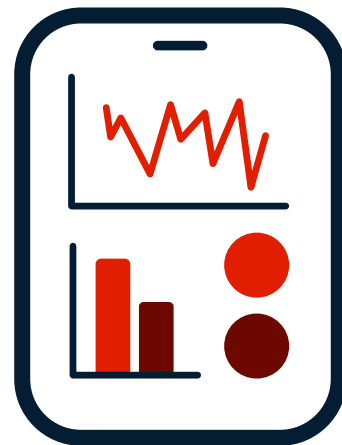


We have a saying at Havas Market: 'where there is an interest, there is a way.' The key to social commerce is approaching it through a content strategy rather than a traditional marketing one. Tactics should be engaging and hyper-personalized to speak directly to the individual consumers.

Instead of adopting a uniform message on social media, brands must move from this 'one-to-many' approach to a 'one-to-one' content plan that is tailored to individual consumer profiles. This hyper-personalization requires identifying a brand's sub audiences on social and tailoring content that will appeal to each of these groups

– identifying what messages will resonate most with consumers of different ages, regions, socioeconomic profiles, and more.

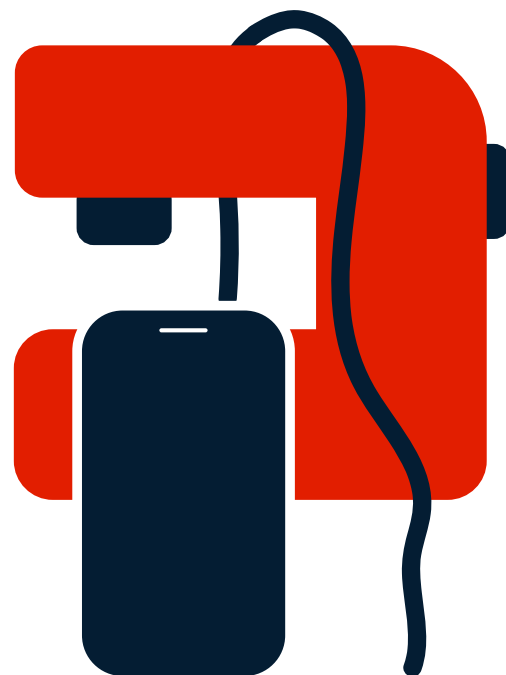
Furthermore, brands must leverage first party data from historical purchases to create content that speaks to a consumer throughout the entire customer relationship. For example, with data on when a customer’s baby is born, social content can be deployed that provides tips tailored to a stage of infant development relevant for that individual customer. Through this hyper-personalization, brands can create a content journey that adapts to their customer’s changing needs and wants, ultimately delivering the greatest lifetime value.



Havas Market: Your Social Commerce Tailor

Social commerce is more than just a media strategy. It requires in-depth knowledge of a brand and its products, as well as capabilities in data acquisition and content creation and deployment.

As an end-to-end e-commerce practice, Havas Market has the depth of skills and collaboration to accomplish what traditional media agencies and commerce specialists can't alone – defining the tailored strategy that can shorten the social commerce bridge and ultimately fuel conversion.



THANKS FOR READING!

To find out more about how Havas Market can create a personalized insights framework that is tailored to your brand's social needs, and deliver content that speaks to your customer bases across their lifetime value journey, contact: edouard.leo@havas.com.



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