

THE EVOLUTION

of

digital fashion marketing

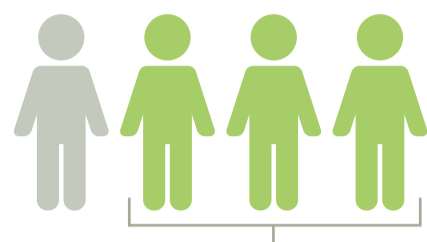


RetailWeek
CONNECT

All of the data used in this infographic was taken from bespoke consumer research conducted by Retail Week and Salesforce in September 2015

salesforce

STATE OF PLAY



NEARLY 3 IN 4 shoppers prefer using online media to **discover** new fashion **trends**

Who follows fashion brands on **social media** sites?



61% of **18 to 24** year olds

41% of **25 to 34** year olds



73% say they **ACTIVELY ENGAGE** with brands by **commenting** on posts, **liking** links and **posting** questions

Personalisation

EVERYWHERE



Bespoke services and **TAILORED DIGITAL CONTENT** are **important** for consumers today

Who signs up to receive **email newsletters** from fashion brands?



58% of **18 to 24** year olds

52% of **25 to 34** year olds

58%

of 18 to 24 year olds have **purchased clothing** based on seeing **peers** wearing an item on **social media**



LINKING

online and offline

OMNICHANNEL

is that one word that comes up time and time again in terms of ensuring the **personalisation** attempts that are out there actually **connect back** when the shopper is in the **offline** space too

THERE'S A FINE LINE BETWEEN PERSONALISATION AND BEING CREEPY



Caroline Homlish
digital brand strategist

For the time being, the majority of marketers say personalisation is really all about listening

Supercharged

EMPLOYEES



78%

of consumers will seek out a **sales adviser** if they require **more product information**



70%

of 18 to 24 year-olds want a more **creative service**

Lightning fast

INNOVATION

Retailers are taking note of **social commerce** as a revenue driver

Who shares images of themselves with friends before deciding to buy?



Half of 18 to 24 year olds



33% of 25 to 34 year olds

\$15bn

The predicted 2015 online retail revenue from **social referrals**

Who wants to shop straight from social media?



72% of 18 to 24 year olds and **49%** of 25 to 34 year olds

Partner

COMMENT

The pressure is on for retailers: today's UK shoppers, led by the hugely savvy influx of millennials, are ultra-connected, mega-mobile and extraordinarily well-informed.

Every shopper today, in every demographic, is effectively 'armed' with the power to alter brands' reputations with the swipe of a finger – and their expectations around service has skyrocketed. Each wants a fully-connected, personalised, seamless and enjoyable brand experience across every touchpoint.

But in an industry where social group and demographic trends play so strongly and individual preferences and personal styles drive buying decisions, retailers need to make sure they're using every opportunity to get inside their customers' heads.

To deliver that personal and contextual shopping experience, retailers need to focus not only on stock and merchandise, but instead on listening and learning from every customer interaction – regardless of the time and connection point the customer uses.

Andrew Lawson, SVP and UKI Managing Director, Salesforce

To download the *Retail Week Connect* and *Salesforce Connecting with today's fashion consumers* report, click here

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