

## The Societal Shopping Cart



All of us shop and have preferences to where we push our shopping carts, what brands are at the top of our shopping list and importantly tell our friends of the best deals we find. Just like for vacations, hotels, and restaurants, we are our own best *search engines*. Social media interaction has taken over as the *search engine* of society knowledge above Google.

Supermarkets are a prime example of where social media, *Facebook*, *Twitter*, *Instagram* and maybe *Snapchat* have the largest opportunity in being the center of influence of what goes into the shopping cart.

Shoppers are a captive audience once inside your marketplace. The Smartphone has so many internal gizmos which can be reached via Wi-Fi and Google Maps that it can make your head buzz. We can alleviate this bombardment of technology and simplify with an increase in the understanding with confidence.

The Smartphone is carried by a myriad of shoppers, young, millennials and senior alike whilst roaming the aisles of shopping opportunities. Brand information communication is likened to electronic invisible airwaves of potential. It is even sellable to *Brands* who are fighting for shelf space in your stores. It is all about being directed to the *'real estate'*!



We know we can influence the shopper with music, importantly the *'beat of the music'*, aromas in the seafood, vegetable and bakery sections and shelf placement of ticketing and video screens. Our involvement over the years has been in Europe and Australia has refined our solutions with our Smartphone social capabilities.

You need maximum flexibility and responsiveness in the way you create, deliver, monitor, and modify your social media marketing. Offering to achieve increased sales momentum and demanded increases. Research shows more than 70% of the buying decisions are made at the shelf-edge within the aisles. This is vastly augmented when via social media postings highlight connections to other media advertising, refreshing the shopper with a further social imprint as they enter the store or prior too.

Coupons are changing and electronic Smartphone capabilities are in the 'here and now'. In fact, the old 'radio ads of the 1930's, the 'Plain Paper Coupon' has seen a surge and proving success. It has even be used previously and successful by SeaWorld in Orlando as a discount. The tourist writes the words '10% Off Family Pricing' on a plain piece of paper presenting at the ticket kiosk. So successful it proved that the television media was working at an extremely profitable rate of return.



Social media is not going away and is the least expensive marketing tool available today. It is a two-way communication device that once you have been coached and mentored on, your regional and local stores can use directly and immediately with your loyal shoppers and importantly those on the social media search engine of connected friends and acquaintances.

**Let us introduce you to the Fingers & Thumbs of the Digital Dialogue.**

***It is productivity personified!***

**WE ARE IN THE NOW AND KEEP YOU;  
IN THE KNOW...**



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