



Social Commerce

Glen Ford, April 2015

Glen Ford

- *Formerly:* Director of Product, Pluck
- *Presently:* Sr. Product Manager, WP Engine

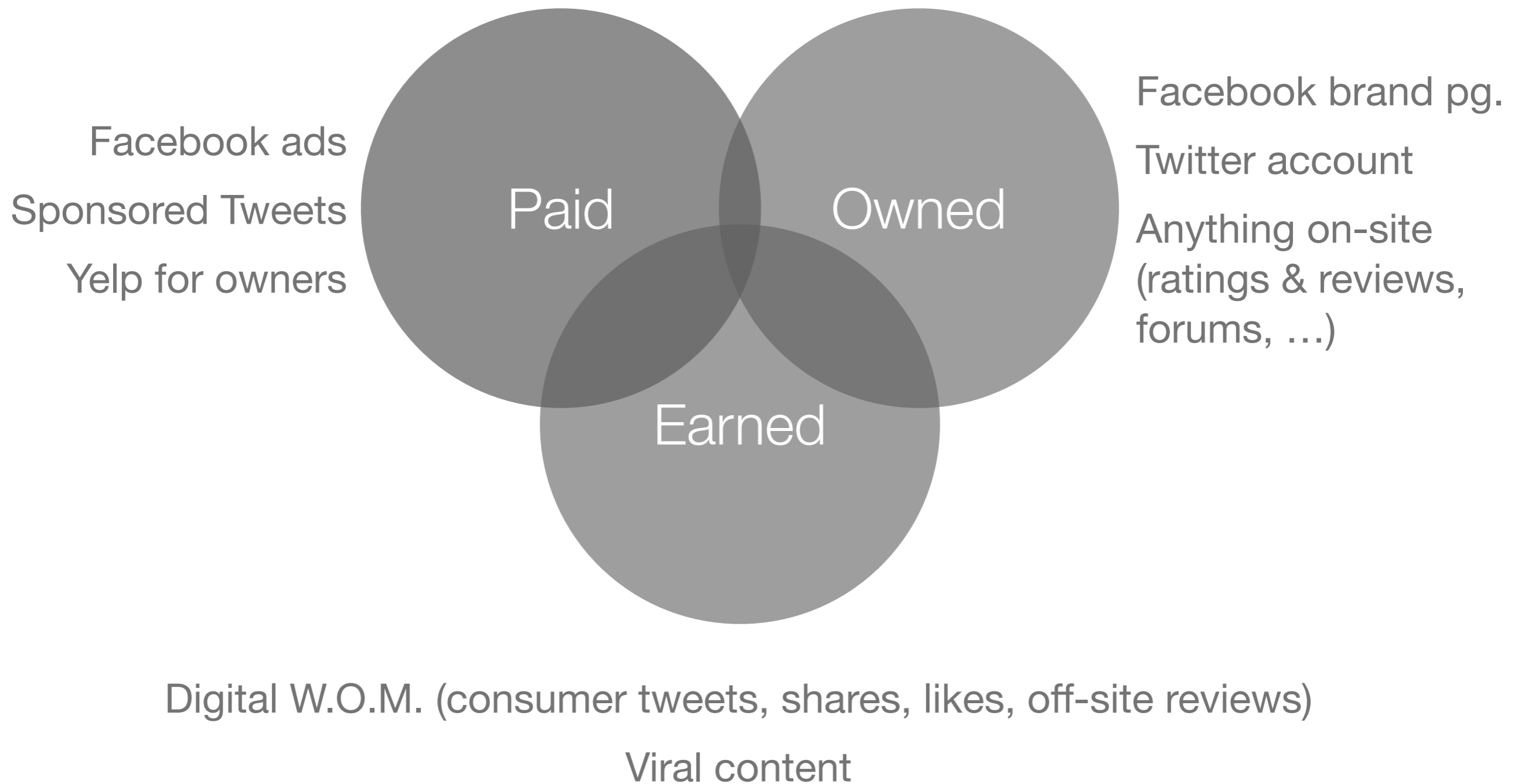
glen@austinproduct.pro

<http://austinproduct.pro>

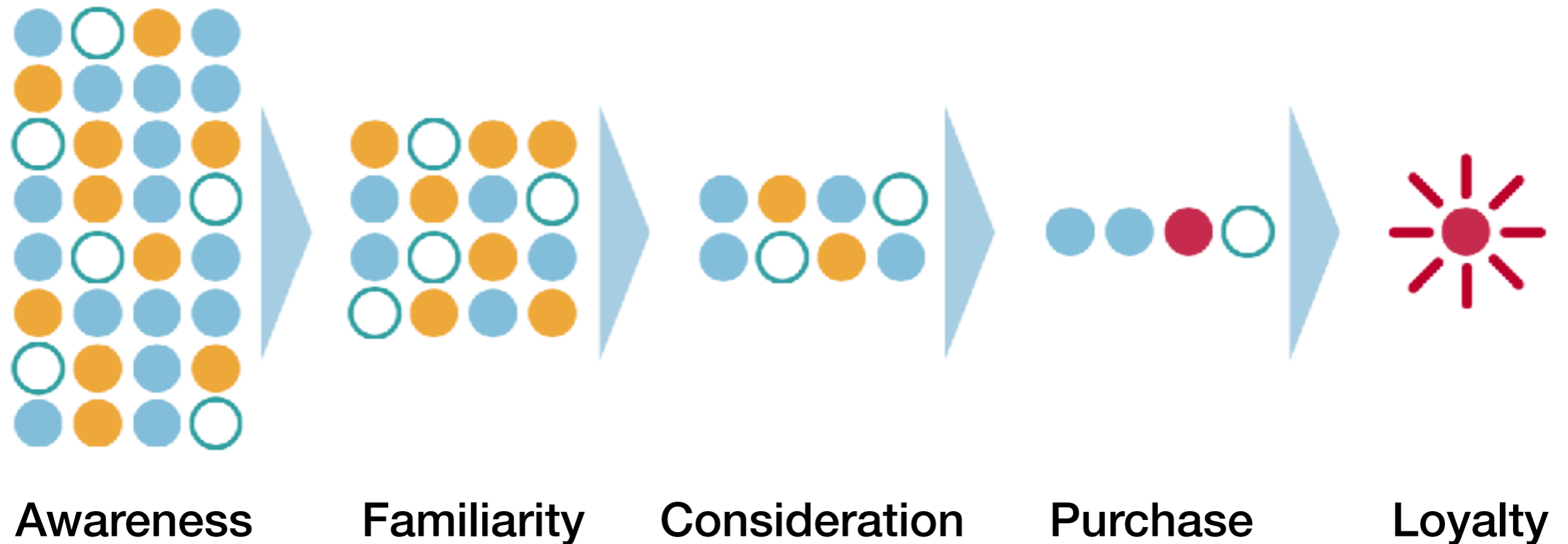
This is Pluck



Paid/Owned/Earned Social

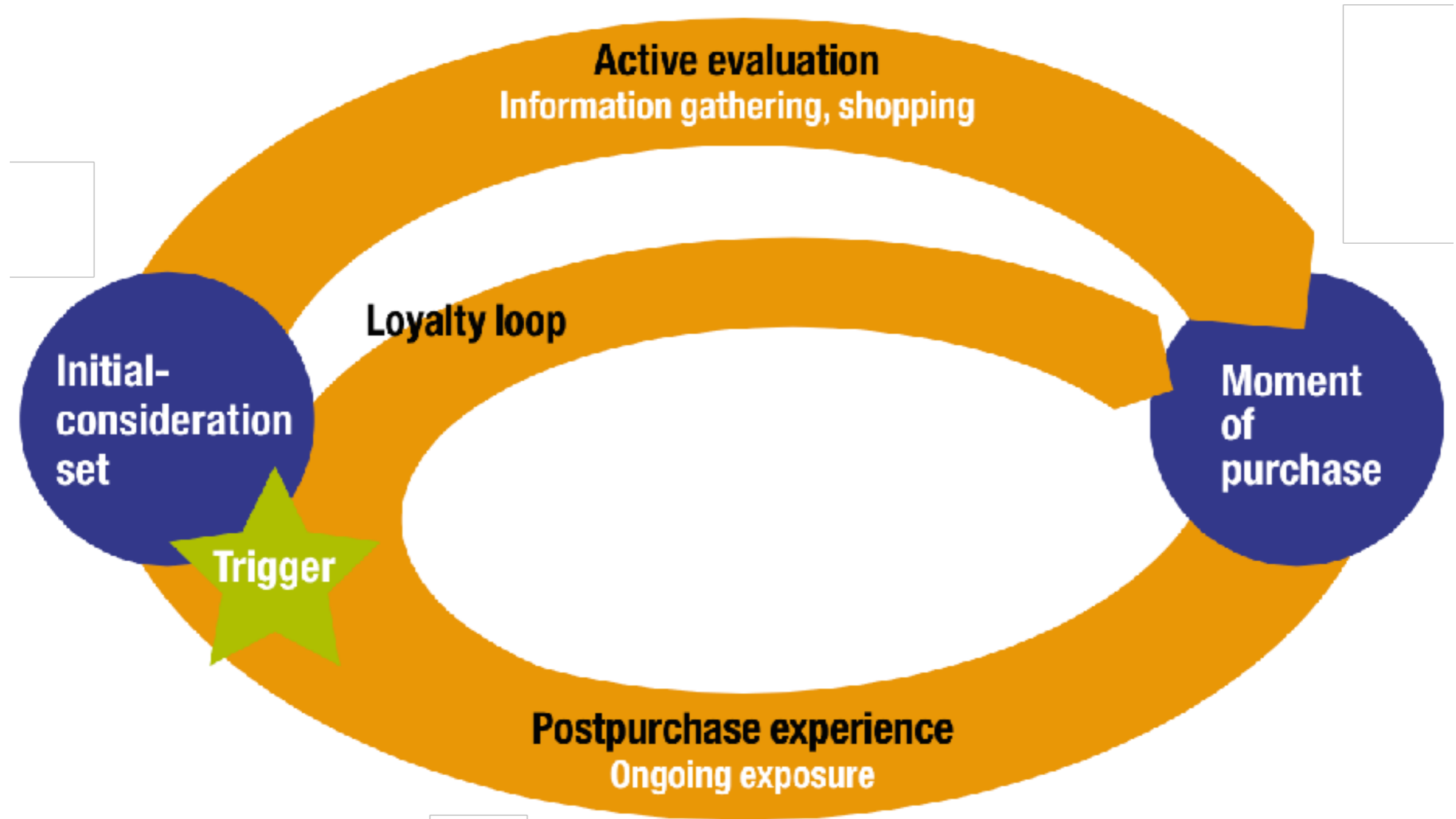


The traditional purchase funnel



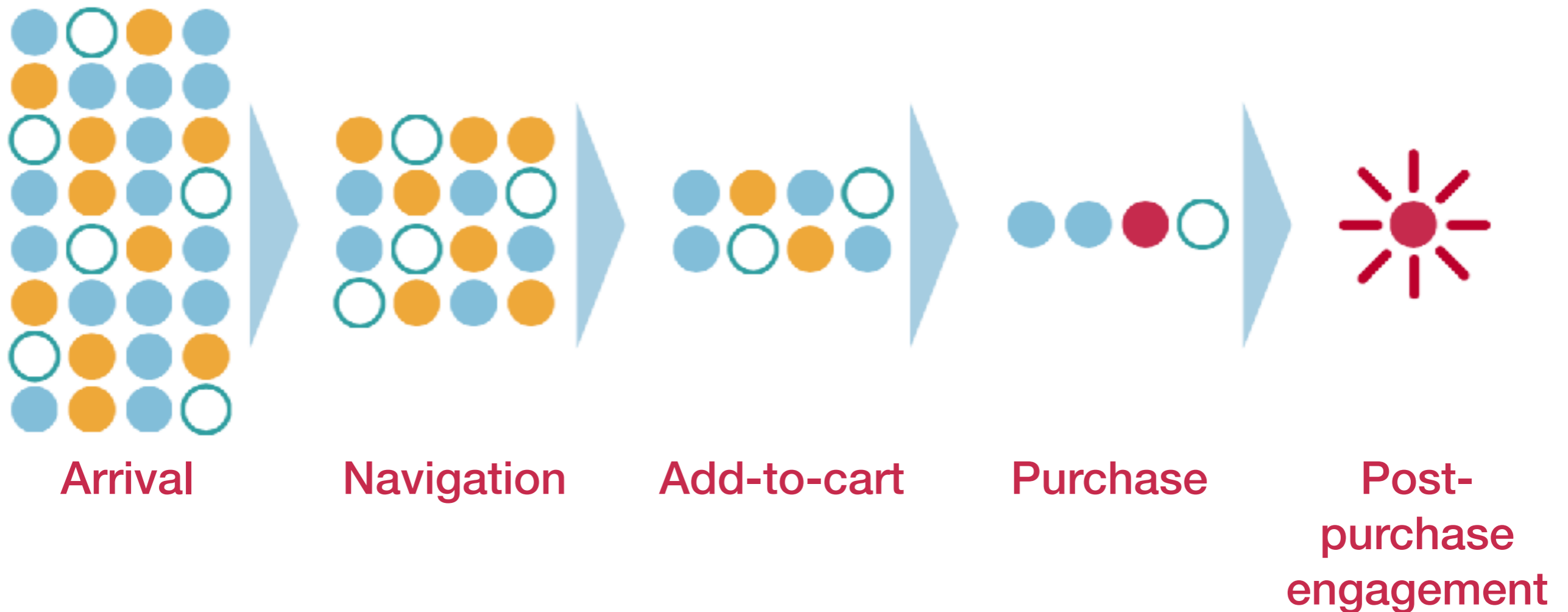
Source: http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey (2009)

McKinsey's Consumer Decision Journey



Source: http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey (2009)

Web UX design still benefits from funnelthink





“Social commerce success entails having the right consumer interaction for the current **mood, moment, and mode.**”

Mood	Moment	Mode	Interactions
Casual	Awareness <i>(Consideration)</i>		
Interested	Information gathering <i>(Consideration)</i>		
Focused	Shopping <i>(Active Evaluation)</i>		
Committed	<i>Deciding</i> <i>(Active Evaluation)</i>		
Pleased	Post-purchase		
Aggravated			

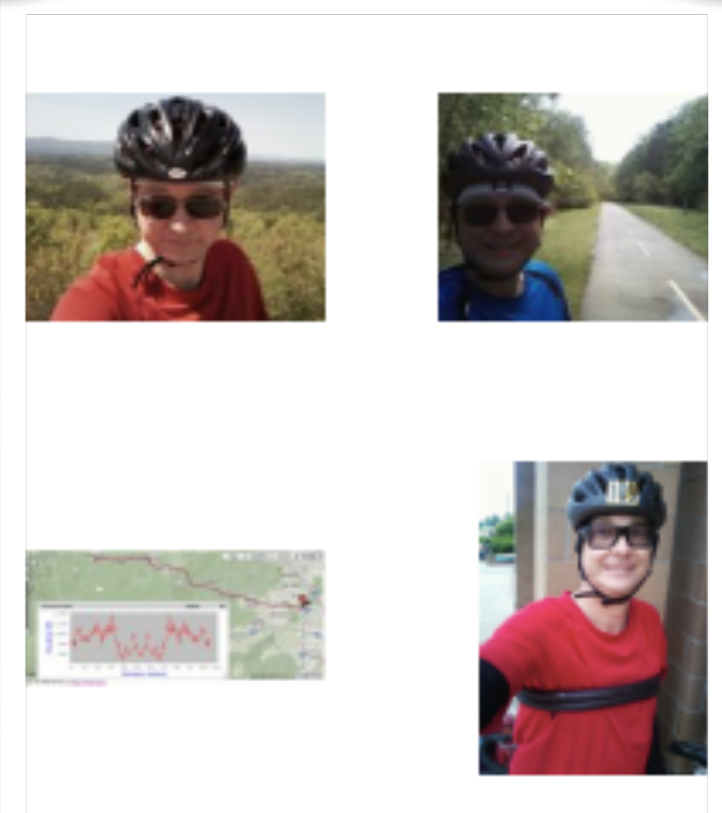
Not intended to be comprehensive: much could be added, and much overlaps.
Mode = omnichannel form factors, essentially.

Mood	Moment	Mode	Interactions
Casual	Awareness <i>(Consideration)</i>	<div> <div>Tablet</div> <div>Phone</div> <div>PC</div> </div>	
Interested	Information gathering <i>(Consideration)</i>	<div> <div>Tablet</div> <div></div> <div>PC</div> </div>	
Focused	Shopping <i>(Active Evaluation)</i>	<div> <div>Tablet</div> <div>Phone</div> <div>PC</div> </div>	
Committed	<i>Deciding</i> <i>(Active Evaluation)</i>	<div> <div></div> <div>Phone (in store)</div> <div>PC</div> </div>	
Pleased	Post-purchase	<div> <div>Tablet</div> <div>Phone</div> <div>PC</div> </div>	
Aggravated			

Not intended to be comprehensive: much could be added, and much overlaps.
Mode = omnichannel form factors, essentially.

Mood	Moment	Mode		Interactions
Casual	Awareness <i>(Consideration)</i>	Tablet	Phone PC	Blogs Collages Projects
Interested	Information gathering <i>(Consideration)</i>	Tablet	Phone PC	Forums Category Q&A
Focused	Shopping <i>(Active Evaluation)</i>	Tablet	Phone PC	Ratings & Reviews Product Q&A
Committed	<i>Deciding</i> <i>(Active Evaluation)</i>	Phone (in store)	PC	
Pleased	Post-purchase	Tablet	Phone PC	E-mail solicitations Collages etc. Social sharing
Aggravated				PPE Support forums

Not intended to be comprehensive: much could be added, and much overlaps.
Mode = omnichannel form factors, essentially.



Three more examples

Walgreens: forums

Walgreens



kimber2014

Posts: 15

Joined: 08-27-2014

Last Post: 10-15-2014



LOOKING FOR SUPPORT


Hi My name is Kimber. I have been on this site for almost 2 months now. I have joined a couple of groups but I am not getting the results I crave.

I have congested heart failure, asthma. severe edema and need to lose 200#. I'd like to see my daughter graduate, but that doesn't look likely at this point.

I am asking...almost begging for someone who can help me get to where I need to be. I need a walking buddy in the upper northwest corner of Ohio. I need someone that could help me with setting up meal plans I can financially stick to. Even someone just to respond to my questions/posts would be nice instead of feeling all alone on this journey.

I do NOT have the support I need at home so I am looking for it elsewhere. Is there anyone????????

Walgreens: members-only group




Cycling for Steps

[Overview](#) [Group Members](#) [Discussions](#) [Group Photos](#)

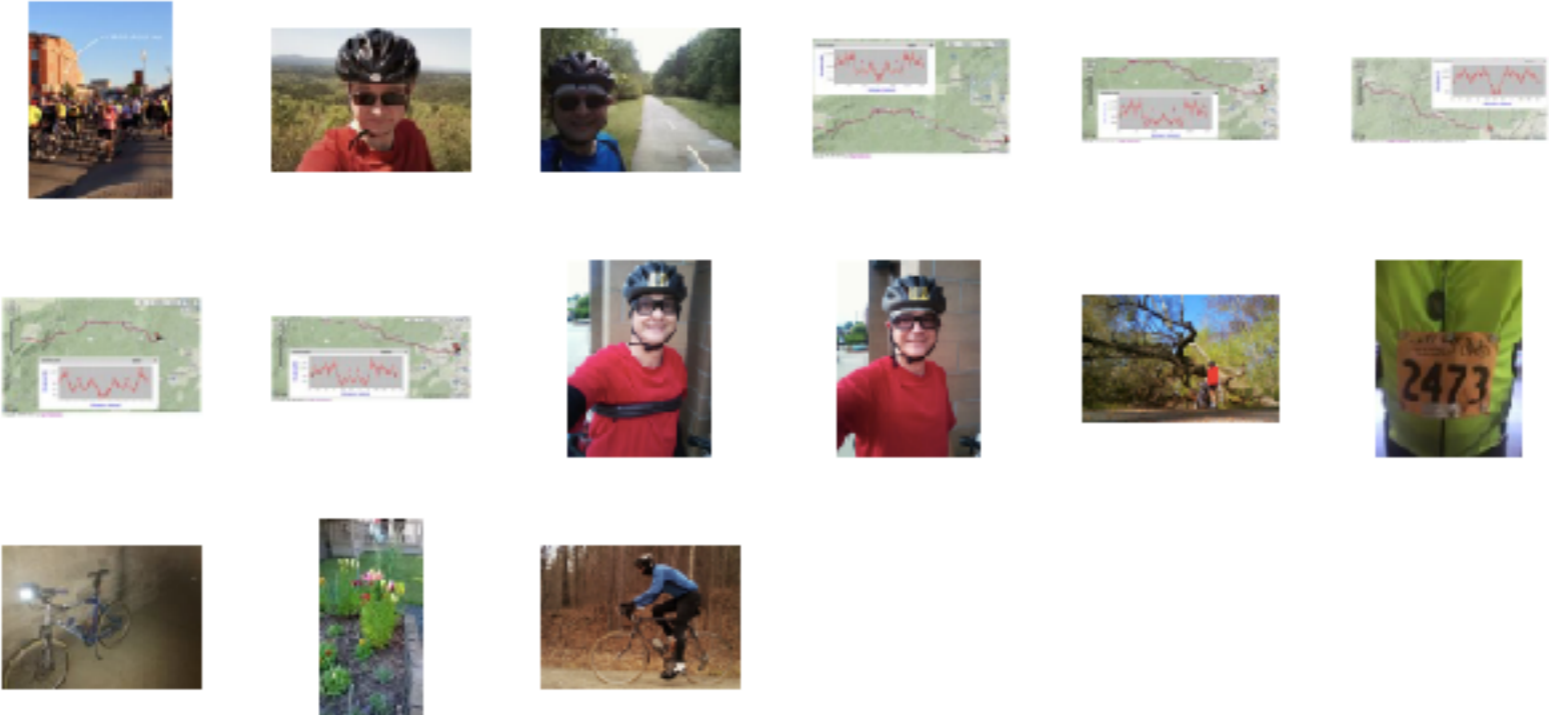
[See All Groups](#)

Cyclists of all kinds are welcome to join and post their rides on bicycles, tricycles, quadracycles, or unicycles. Indoors, outdoors, road or trail. Handcycles, diamond frames, penny-farthings and recumbents. Any bike, anywhere, any style—this is the place for your cycling "steps"!

Last Photo Uploaded on 12/31/2014, 2:39 PM

 [Add Photos](#)

Sort by:




A grid of 18 photos showing various cycling-related images: people riding bikes, close-ups of cyclists, maps of routes, and a person wearing a race bib with the number 2473.

Walgreens: members-only group

04-23-2015 5:15 AM

#55



eeeeeee
Posts: 942 Joined: 10-05-2012 Last Post: 04-23-2015
[Admin](#)

[Reply](#)

[Report Abuse](#)

Re: Rides in 2015

In Response to [Re: Rides in 2015](#):

“

My first charity ride is this Saturday and the weather looks to be cold and possibly rainy. I made the decision that I will ride my mtb in this [Tour de Exchange](#) 25 mile route. If the weather was dry i would use my new bike and it would be my longest ride with it.

”

Posted by bigcmtbrider


I the weather improves for you, bigcmtbrider. I'm signed up for the [Tour de Blue](#) on Saturday, just outside Birmingham, Alabama, and they're going to decide today whether to cancel it due to forecast severe thunderstorms. Since I already have a non-refundable motel room for Friday night, I'd be tempted to throw on my rain jacket (which I've had for a year, but never worn) and just go follow the pavement markings on my own.

Edited on 4/23/2015 by eeeeeee

[Edit](#) [Block](#) [Delete](#)

04-22-2015 10:50 PM

#54



bigcmtbrider
Posts: 130 Joined: 11-16-2012 Last Post: 04-22-2015











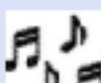









[Reply](#)

[Report Abuse](#)

Re: Rides in 2015


My first charity ride is this Saturday and the weather looks to be cold and possibly rainy. I made the decision that I will ride my mtb in this [Tour de Exchange](#) 25 mile route. If the weather was dry i would use my new bike and it would be my longest ride with it.

Walgreens: leaderboards

Users		Points
1.	 <u>domindoderesurreccion</u> 	2,736,130
2.	 <u>svalentino</u> 	1,200,240
3.	 <u>bluray25</u> 	809,970
4.	 <u>anita1</u> 	770,400
5.	 <u>loisfountain3142</u> 	539,210
6.	 <u>racer17</u> 	429,580
7.	 <u>penny322</u> 	402,060
8.	 <u>lingz2004</u> 	370,340
9.	 <u>mendayen</u> 	350,070
10.	 <u>spicy588</u> 	304,430


		Points
	<u>bluray25</u> 	550,166
	<u>domindoderesurreccion</u> 	414,831
	<u>svalentino</u> 	230,075
	<u>garrettcarmen081</u> 	166,462
	<u>ches2858</u> 	141,633
	<u>anita1</u> 	116,990
	<u>veronvel28</u> 	108,394
	<u>natosha120</u> 	89,552
9.	 <u>racer17</u> 	86,976
10.	 <u>SabrinaM6321</u> 	75,758

Autodesk: self-serve help



AUTODESK COMMUNITY

Find answers, share expertise, and connect with your peers.



Find Answers

Recently Solved

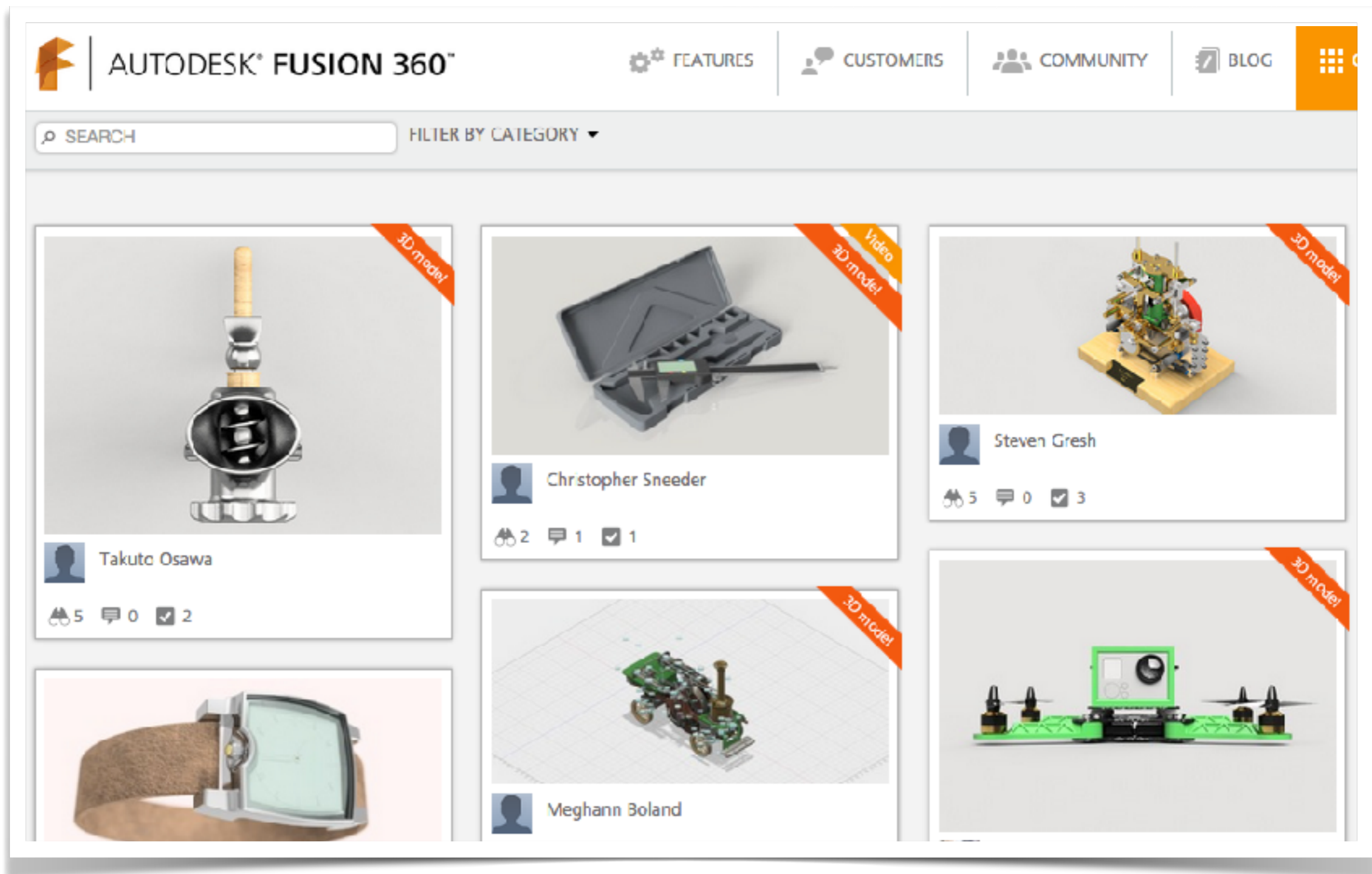
- ✓ [Offline help search replaces special characters with unicode in French](#)
Posted to: [Revit Architecture](#) on:04/20/2015 by: [lucdoucet_msdl](#)
- ✓ [Maya LT](#)
Posted to: [Maya LT General](#) on:04/23/2015 by: [HerbieMay1597](#)
- ✓ [Painting soft body weights in 2016](#)
Posted to: [Dynamics](#) on:04/22/2015 by: [ZachLyle90](#)

Give Solutions

Unanswered Posts

- 🗨 [AutoCAD 2016 - HIDE BUG](#)
Posted to: [AutoCAD 2013/2014/2015/2016](#)
[dennis](#)
- 🗨 [Transfer License Issue](#)
Posted to: [AutoCAD 2013/2014/2015/2016](#)
[ryansienna](#)
- 🗨 [Grid bubbles 1/4" and 1/16" scales](#)
Posted to: [Revit Architecture](#) on:04/24/2015

Autodesk: project mosaic



Autodesk: project detail

Clock Radio Household Products

UPLOADED 11 MAY 2014

✓ Like

Project assets



TANNER REID
BOSTON, MASSACHUSETTS

+ FOLLOW

VIEW PROFILE

STATISTICS

Views	583
Comments	10
Likes	12

PRODUCT

keyshot Fusion 360 Illustrator

TAGS

radio clock alarm clock alarm
injection mold

SHARE

Share 5 Tweet 1 Pin it



radio20140522123051.png



I've been looking for a good alarm clock recently, and have been really disappointed with what's out there - which motivated me to design an alternative!

Plus, I haven't done any injection-mold designs in a while, so that was super.

Updated May 22 with render from Fusion's EPIC new rendering environment - it's the second picture.

COMMENTS

Add comment



Luis Garcia

11 months ago

Not yet and thanks for the link I will post it there.




Phil Eichmiller

11 months ago

Luis - normally this would be posted in the forum under help and support.
Here: <http://forums.autodesk.com/t5/Help-and-Support/fbi-p/123>

Have you checked with your video card manufacturer for a driver update?

Nestlé Very Best Baking: forums




Search

[Recipes](#)[Community](#)[With the Kids](#)[Resources](#)[Coupons & Promotions](#)

[Forums](#)[Shared Stories](#)

Popular Discussions


SHOULD ANNN (GRANA) GO OR STAY	Posted in Ask Very Best Baking	5 hours ago
French Butter Bell (KEEPER)	Posted in The Water Cooler	4 hours ago
Bubbling cake?	Posted in What are you Baking?	5 hours ago
ARE YO R PETS A PART OF YOUR FAMILY OR MERELY POSESSIONS????????????????????	Posted in The Water Cooler	5 hours ago
Cost of gasoline??	Posted in The Water Cooler	5 hours ago
BROWNIE POINTS;GOING OR STAYING?	Posted in Ask Very Best Baking	6 hours ago



Forums

Chat with bakers just like you.

[Take me there](#)




Shared Stories

Bakers share their favorite memories.

[Take me there](#)

New Forums & Private Messaging



Chat more easily on the forums and one-on-one. [Get details](#)















Join For Free Become a Very Best Baker

VBB Members can:

- Share, rate & review recipes

Nestlé Very Best Baking: leaderboard

Well-adopted but contained the seeds of its own troubles

Users		Points
1.	 <u>Nancy G</u> 	953,995
2.	 <u>gale g</u> 	656,735
3.	 <u>Maryann O</u> 	598,495
4.	 <u>Maxine M</u> 	540,730
5.	 <u>Carol P</u> 	424,120
6.	 <u>Mary Ann S</u> 	405,685
7.	 <u>Verlee T</u> 	386,430

Nestlé Very Best Baking: still around

INGREDIENTS

1-PK MARBLE CAKE

MIX, PREPARE AS DIRECTED

2-LBS RICOTTA CHEESE

3/4 CUP SUGAR

1-TSP VANILLA

4-EGGS

INSTRUCTIONS

PREPARE CAKE MIX ACCORDING TO DIRECTIONS. MIX OTHER INGREDIENTS TOGETHER, AND POUR ON TOP OF BATTER. BAKE 350 FOR 1HR. TOPPING 1-SML PK OF CHOC OR VANILLA INST. PUDDING, 1-CUP MILK, 8-OZ WHIPPED TOPPING, MIX TOGETHER FROST COOLED CAKE. KEEP CAKE IN REFRIGERATOR, UNTIL READY TO SERVE. ENJOY

REVIEWS

WRITE A REVIEW

1-7 of 7 Reviews

Sort ▾



Community Classics · 9 years ago

ITALIAN LOVE CAKE

I made this a few days ago for a dinner party and everyone enjoyed it so much. I will certainly make this again and again.

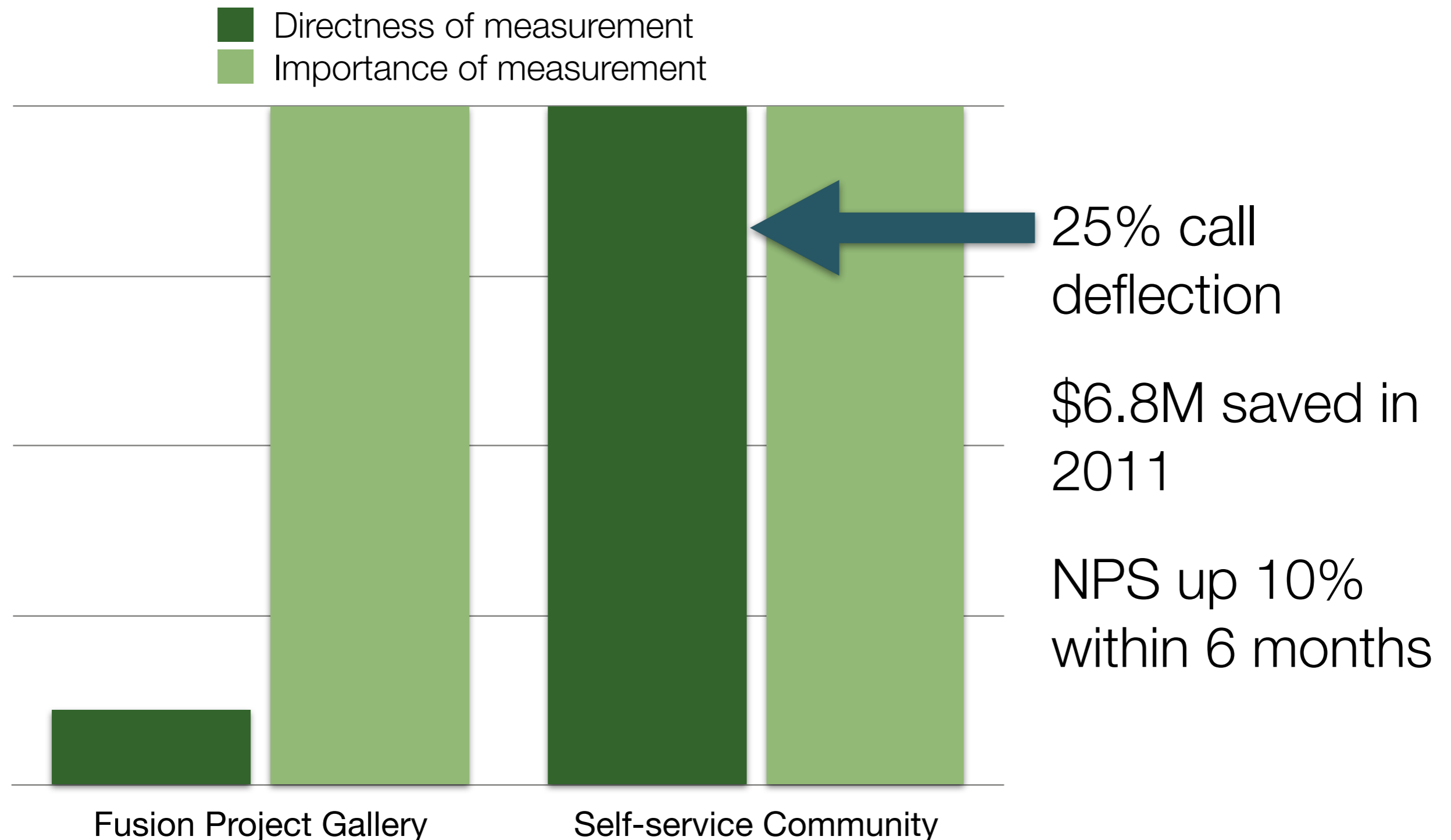
A photograph of a well-maintained garden. In the foreground, there's a large bed of white and pink daisies. To the right, a winding gravel path leads through manicured hedges. A tall, dark evergreen tree stands prominently on the right side. The background is filled with more greenery and trees. A semi-transparent white box with red text is overlaid in the center.

A digital community is a
garden.

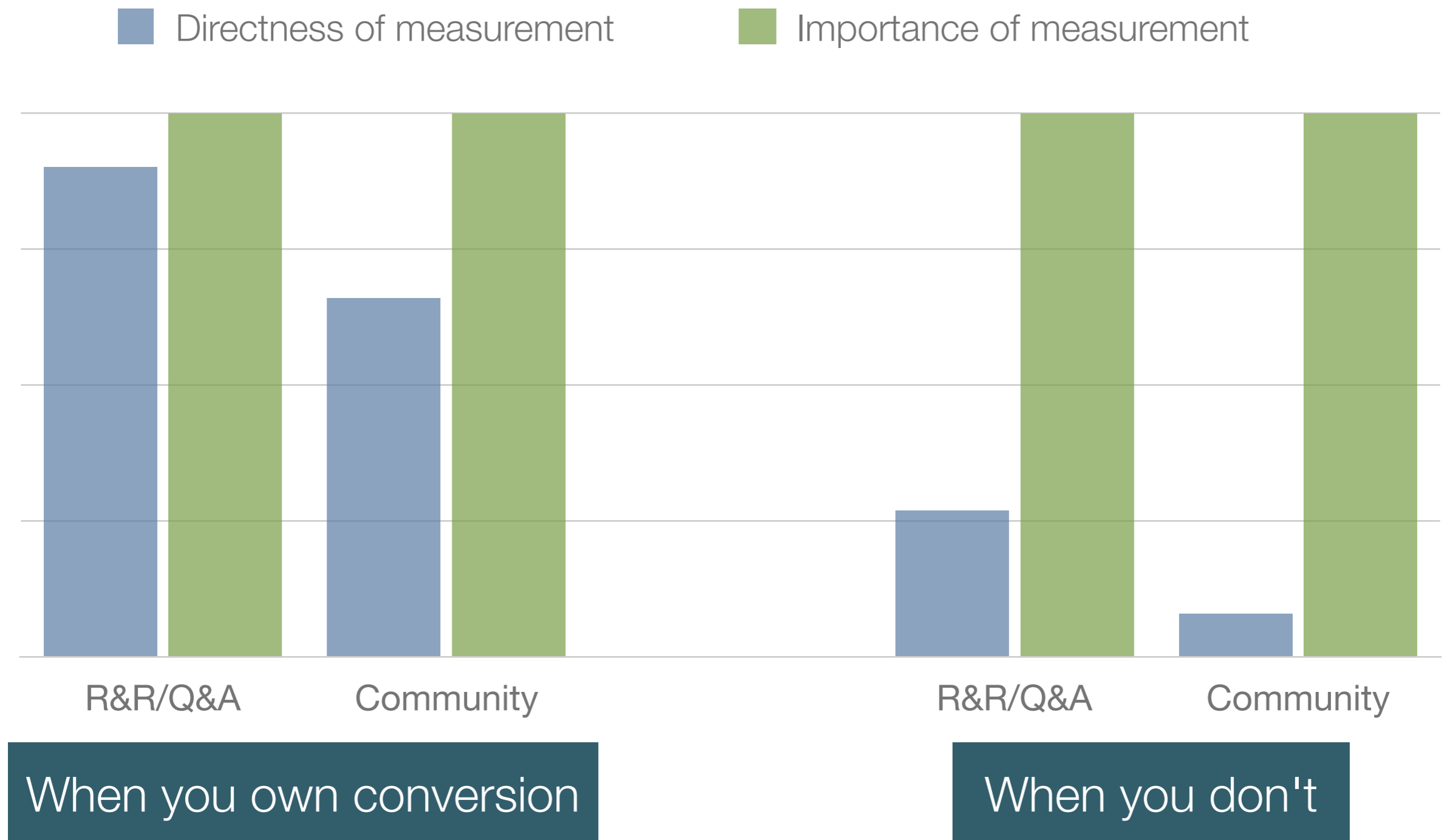


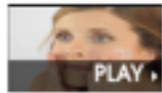
But, it doesn't *have* to be
evergreen.

Measuring ROI for Autodesk



Measuring ROI





philosophy
Purity Made Simple
ITEM 437304

\$24.00

QTY 1

ADD TO BASKET

ADD TO LOVES

FIND IN STORE

enter zip code

***** 8969 REVIEWS | 60K LOVES

3 oz 8 oz 16 oz 24 oz

DETAILS HOW TO USE INGREDIENTS ABOUT THE BRAND

SHIPPING & RETURNS

Suggested Usage:

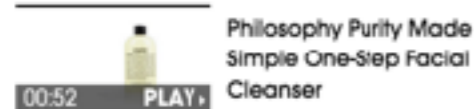
-At the end of each day or at the beginning of each morning, take a small amount with a little water and massage onto skin for 30 to 60 seconds.
-Rinse at a leisurely pace.

Precautions:

-For external use only.
-Use only as directed
-Discontinue use if irritation occurs.
-Avoid contact with eyes.
-Keep out of reach of children.

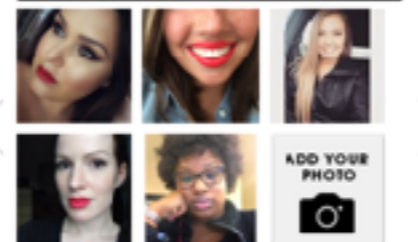
LEARN MORE ABOUT THIS PRODUCT

VIDEOS (1)



PHOTOS (27)

see this product on the Beauty Board



RATINGS & REVIEWS

SUMMARY:

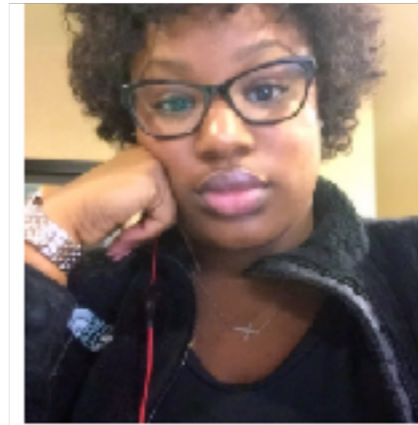
***** 8,970 REVIEWS 166 QUESTIONS & 1,016 ANSWERS

WRITE A REVIEW

ASK A QUESTION

RATINGS & REVIEWS

PRODUCT Q & A



RITE BEAUTY
Whipped Cherry
Lip Scrub
\$10.00



PHILOSOPHY
Purity Made
Simple
\$24.00



MAVE
Dash
\$24.00

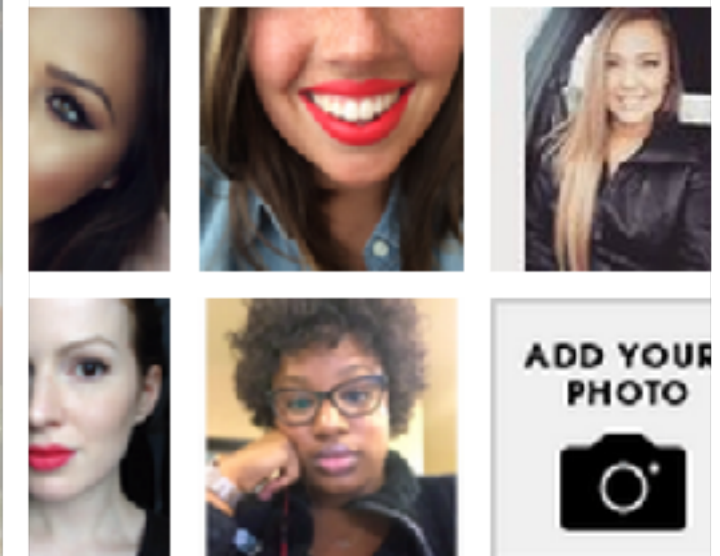


RELATED PHOTOS



PHOTOS (27)

is product on the Beauty Board



Sephora: anatomy of a great PDP (and more)

Sephora PDP

SEPHORA

[NAILS](#) [HAIR](#) [TOOLS & BRUSHES](#) [MEN](#) [GIFTS](#)


philosophy
Purity Made Simple
ITEM 407304

\$24.00

******* 8969 REVIEWS** | **❤️ 60K LOVES**








Sephora PDP

SUMMARY:
★★★★★ 8,970 REVIEWS  166 QUESTIONS & 1,015 ANSWERS

[WRITE A REVIEW](#) [ASK A QUESTION](#)

RATINGS & REVIEWS **PRODUCT Q & A**

AVERAGE RATING (8,970 REVIEWS)
★★★★★ 4.6 out of 5

5 stars		6,861
4 stars		1,249
3 stars		353
2 stars		249
1 star		253

FILTER REVIEWS FROM PEOPLE WITH **SKIN TYPE** ▼ **AGE** ▼

NARROW REVIEWS BY KEYWORDS

☐ Milky (5,598) ☐ Foamy (1,412) ☐ Gentle (579) ☐ Exfoliating (414) ☐ Creamy (217) ☐ Effective (136)

☐ Cleansing (105) ☐ Refreshing (99)

[see all](#)

Sort options ►

- Choose a sort order
- Newest
- Oldest
- ✓ Highest Rating
- Lowest Rating
- Most Helpful
- Expert Reviews
- Staff Reviews
- Top Contributors
- With Photos
- With Videos

Sephora PDP

Anonymous

BEAUTY INSIDER

RECEIVED FREE SAMPLE

location: Clearwater, FL

skin type: combination

age: 13-17

***** Best skin cleanser ever! - 04.20.15

QUICK TAKE: foamy

I always struggled with finding the perfect cleanser for my skin, but philosophy did the trick for me! In just a matter of 5 days my skin was completely clear and soft to the touch. I give this a complete 10 out of 10 rating, loved it!

Was this review helpful?

YES (0)

NO (0)

Sephora PDP

Reviewer Snapshot

dreamyone

reviews
4646

average rating
4.7

helpful votes
36,343

active since
12.17.09

last review
02.12.12

dreamyone

TOP CONTRIBUTOR
BEAUTY INSIDER


location: **EVERYTHING
IS BLOOMING IN THE
SOUTH**

skin type: normal

skin tone: light

age: 45-54

Sephora PDP

***** 8,970 REVIEWS 

166 QUESTIONS & 1,016 ANSWERS

RATINGS & REVIEWS

PRODUCT Q & A

▶ HOME

▶ BROWSE

▼ **SEARCH**

Search:

GO

Your search returned 1 result. | [Hide All](#)

Q Not Oil-free, but OK?

Is this cleanser ok for people who are usually advised to use oil-free or non comedogenic products?
Anonymous [Houston, TX]

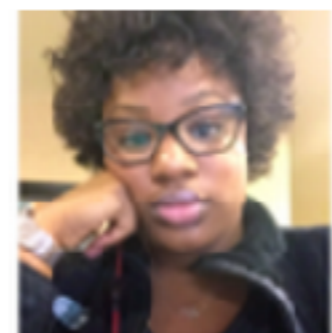
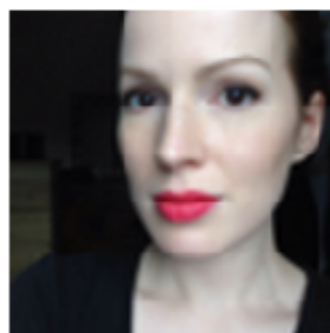
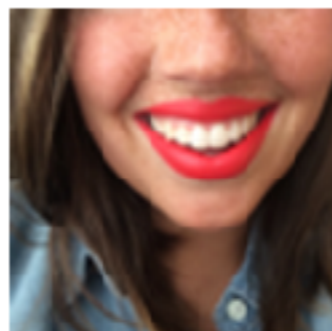
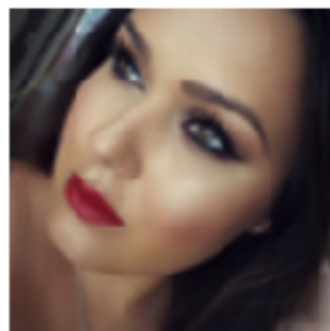
A I use it and have no issues or side effects. I am very oily and acne prone and it has helped.
quesoluvr [Bethlehem, PA]

TOP CONTRIBUTOR

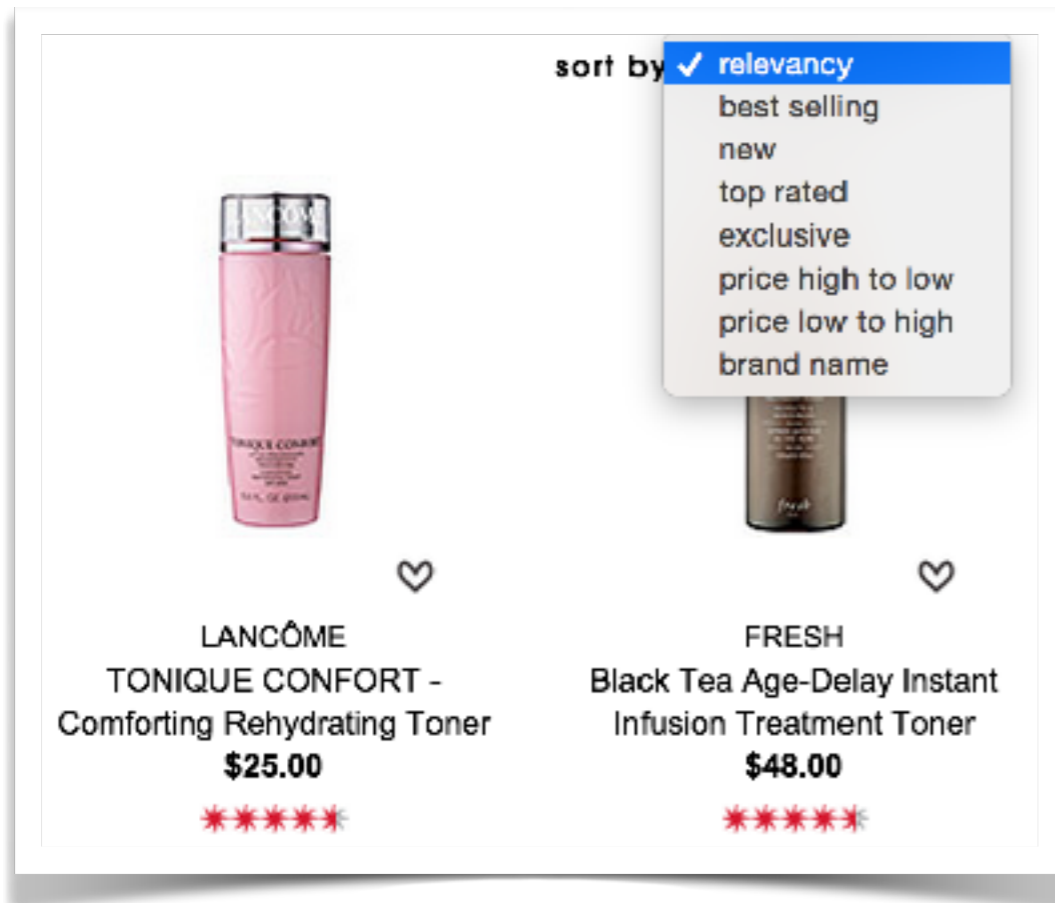
Sephora PDP

PHOTOS (27)

[see this product on the Beauty Board](#) ▶



Sephora decorated search results

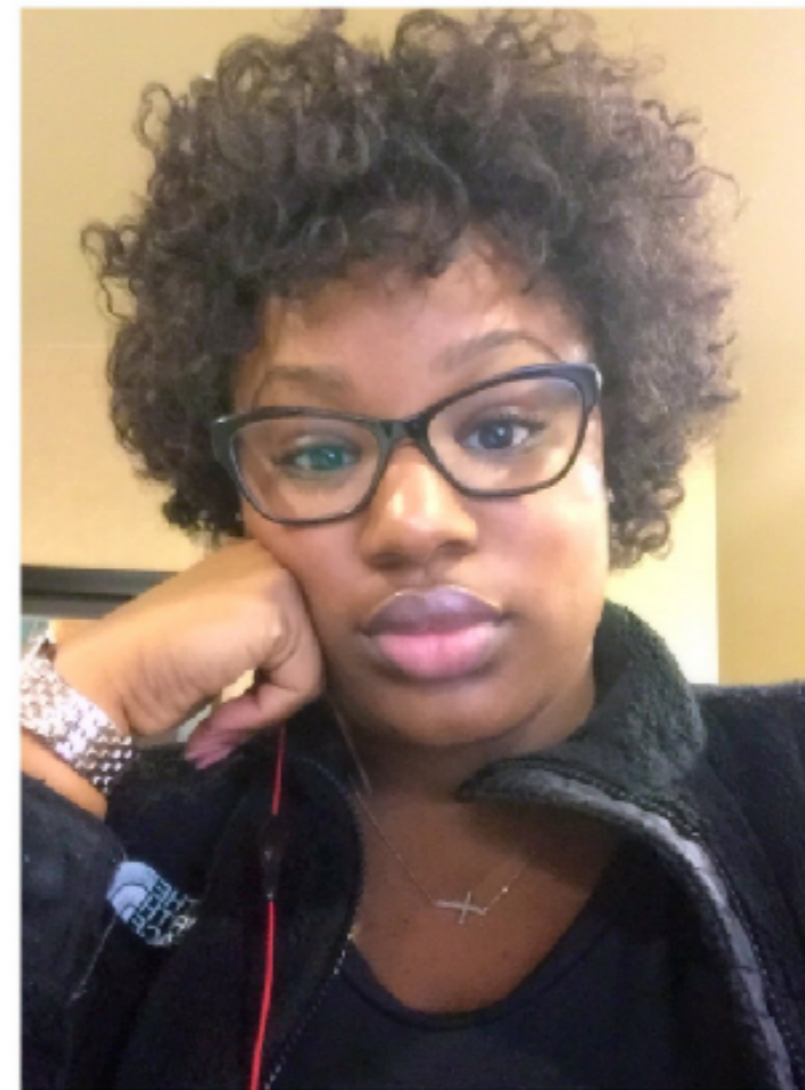


Moisture Surge Extended Thirst Relief - CLINIQUE | Sephora
www.sephora.com/moisture-surge-extended-thirst-relief-P209117 ▼ Sephora ▼
★★★★★ Rating: 4.5 - 1,837 reviews
CLINIQUE Moisture Surge Extended Thirst Relief This leaves my face so moisturized and I bought the 2.3 oz jar and I swear I'll have this for 2 years, just a tiny ...

Sephora Clinique Moisture Surge Face Spray : Questions ...
answers.sephora.com > ... > Skin Care Q & A > Moisturize Q & A ▼
★★★★★ Rating: 4.3 - 51 votes
Clinique Moisture Surge Face Spray. What it is: An oil-free face spray that rapidly replenishes skin's moisture level, restoring balance, softening, and soothing.

Sephora Collages

- Shoppable
- Shareable
- Allows commenting



AU NATURAL

Beart.



CATEGORIES

LIPS

HAIR STYLES

SKINCARE

**FLAG AS
INAPPROPRIATE**

COMMENTS (1)

ADD COMMENT

(140 characters left)

By clicking "POST", you agree to Sephora.com's community guidelines and Term of Use. Please make sure there's no inappropriate language, personal contact info, or non-Sephora.com URLs in your post.

POST

BEAUTYINSIDER

LeilaEast |
10 weeks ago



BITE BEAUTY
Whipped Cherry
Lip Scrub
\$18.00



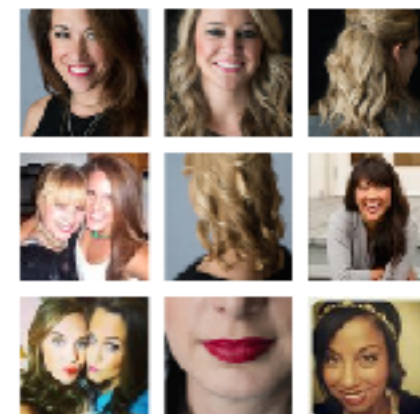
PHILOSOPHY
Purity made
Simple
\$24.00



NARS
Blush
\$30.00



RELATED PHOTOS



Sephora overall

MERITS

- Very clean
- Decorated search hits
- Social amplification
- Navigable aggregate block
- Rating histogram
- Product attribute filters
- Author affinity filters
- Helpfulness score & sorting
- Badging
- Promotional consideration labels
- Author profiles
- UGC photos
- Collages
- Flexible about anonymity

DEMERITS

- Badges aren't explained
- No most-helpful block
- No verified owner
- No review count on search hits
- No social sign-on
- No chosen answer
- Author profiles could be richer

Other PDP Concerns

- Volume
- Trust
- SEO
- Responding with empathy
- Analytics and actionability




Review Syndication (Target)

★★★★★ Steve · 19 days ago

70D is all that I had hoped for and more

I purchased the EOS 70D to keep up with the competition in the stock photo industry. There were specific features that I was interested in, including ruggedness, image quality, image size, zone focus, the new auto focus screen and the in camera chromatic aberration elimination feature. All the new features have performed splendidly, the camera is very fast and the image quality superb. I have not yet had an image rejected by and editor for any reason.






Canon originally posted on Canon

More R&R features (Best Buy)

highly impressive tv...

Customer Rating
★★★★★ 5.0

 Posted by: [mistermilton](#) on 04/19/2015


 **my  elite | MEMBER**


very beautiful once it was set up. the screen was very nice ,sharp and c
and impressive. this tv is loaded with nice software already installed. so
cannot go wrong with the television.

I would recommend this to a friend!



Profile trust features (Best Buy)

USER PROFILE




Krist
AVERAGE RATING:
 2.0

MY CONTRIBUTIONS
1 Review, 0 Review Comments, 0 Questions, and 0 Answers

MY HELPFULNESS VOTES
 3 Yes  1 No

ACTIVE SINCE:
04/14/2015

RECENT REVIEWS

[Samsung - 55" Class LED - 2160p - Smart TV - Black](#)
 2.0

The digital community toolbox

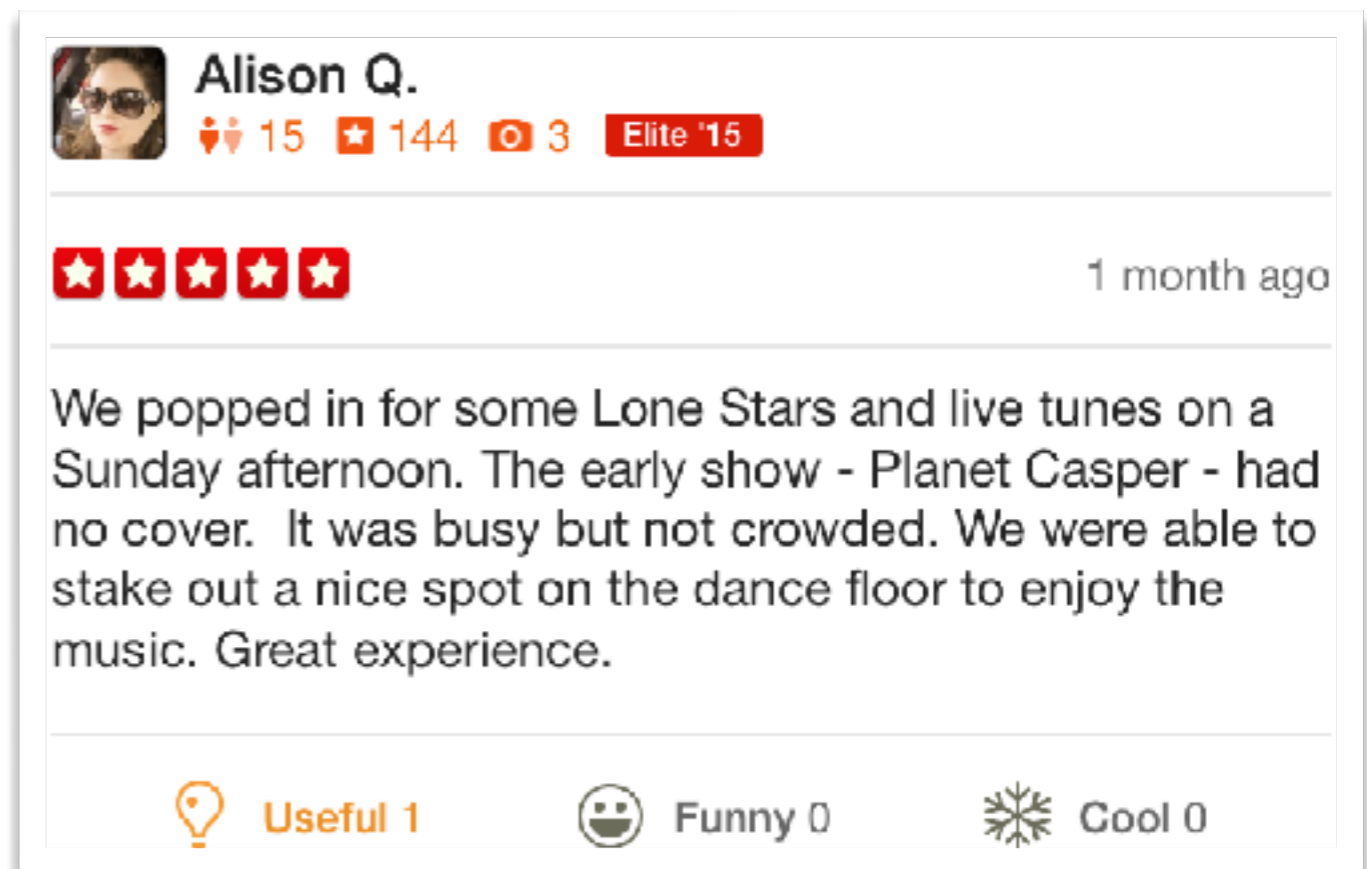
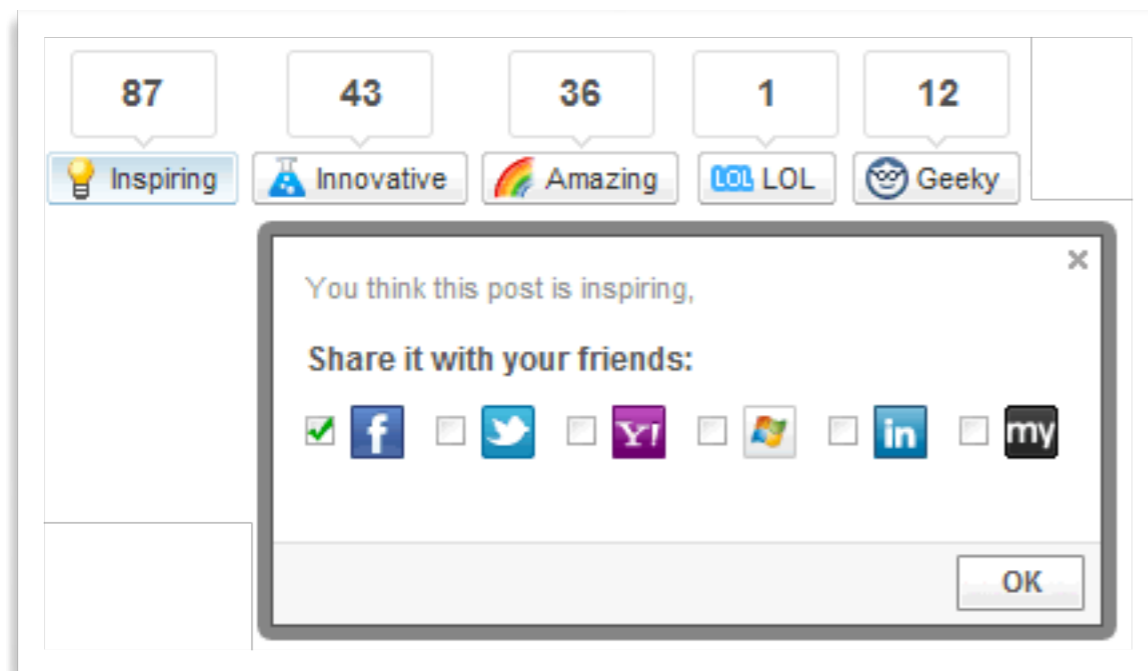
What we've not
covered thus far



Editorial content

- Builds brand awareness through blogs and more...
 - Infographics
 - “Exclusive” galleries & collages
 - White papers and other premiums
- Relevant social features:
 - Comments, Reactions
 - Social amplification
 - Social content's impact on SEO

Reactions



Projects/recipes

Step 1 - Cut cube pieces



Cut the cube pieces to width using a circular saw and edge guide or a table saw. The width equals the depth of the finished cube. Cut two of these pieces to length, equal to the outside dimensions of the cube; these are the side pieces. Cut two more pieces for the top and bottom 1/2" shorter than the outside cube dimensions.

Step 2 - Create rabbets (groove cuts) into the side pieces



Mill a 1/2 x 3/4" rabbet into both ends of the side pieces using a router with an edge guide or a router table. Make the cuts in several passes of increasing depth using a straight bit. You can save time by ganging the pieces together and routing each end with one setup.

97

Made it!

102

Plan to

28

Don't have the tools!

74

Too hard

16

Not my style

Customer Comments



Mike Williams

Gender: Male

Skill Level: Intermediate

City: Denver, CO

Favorite Material: Steel

Favorite Tool: Saw

Daughter's Room

I'd really like to do make these for my daughter's room. I don't have a router. Can I use my

Thank you!

Glen Ford

glen@austinproduct.pro

Photo credits (Creative Commons licenses):

- Commerce St. by flickr user jayRaz – <https://flic.kr/p/85CHiZ>
- Garden by Onasill ~ Bill Badzo – <https://flic.kr/p/povTgT>

Appendix

Social Channels

EXTERNAL

Facebook

Twitter

Pinterest

Instagram

YouTube

Polyvore

Quora

Spiceworks

& many more ...

OWNED

Forums

Reactions

Editorial content (blogs etc.)

Ratings & Reviews

Photo & video galleries

Social mosaics

Collages

UGC comments on other content

and, ancillary tools

The digital community toolbox


Covered earlier



Forums

- Category forums
("What kinds of cameras are there?")
- Category Q&A
("What should I be looking for in an SLR?")
- Lifestyle forums
("What GoPro should I buy so life can be more gnar, brah?")

9/4/2012, 8:28 PM




joette

Posts: 14 Joined: 18/3/2010 Last Post: 12/10/2013

Re: Very Shaded Garden Score: 0

Re the plum tree - remove the suckers as they will be growing from the rootstock and will take all the strength from your tree. The fruit they provide will probably be a wild plum, I would remove them as soon as possible (the bigger they get the harder it is to get rid of them)

10/4/2012, 8:48 PM



Moderator

Posts: 1077 Joined: 15/2/2010 Last Post: 1/3/2015

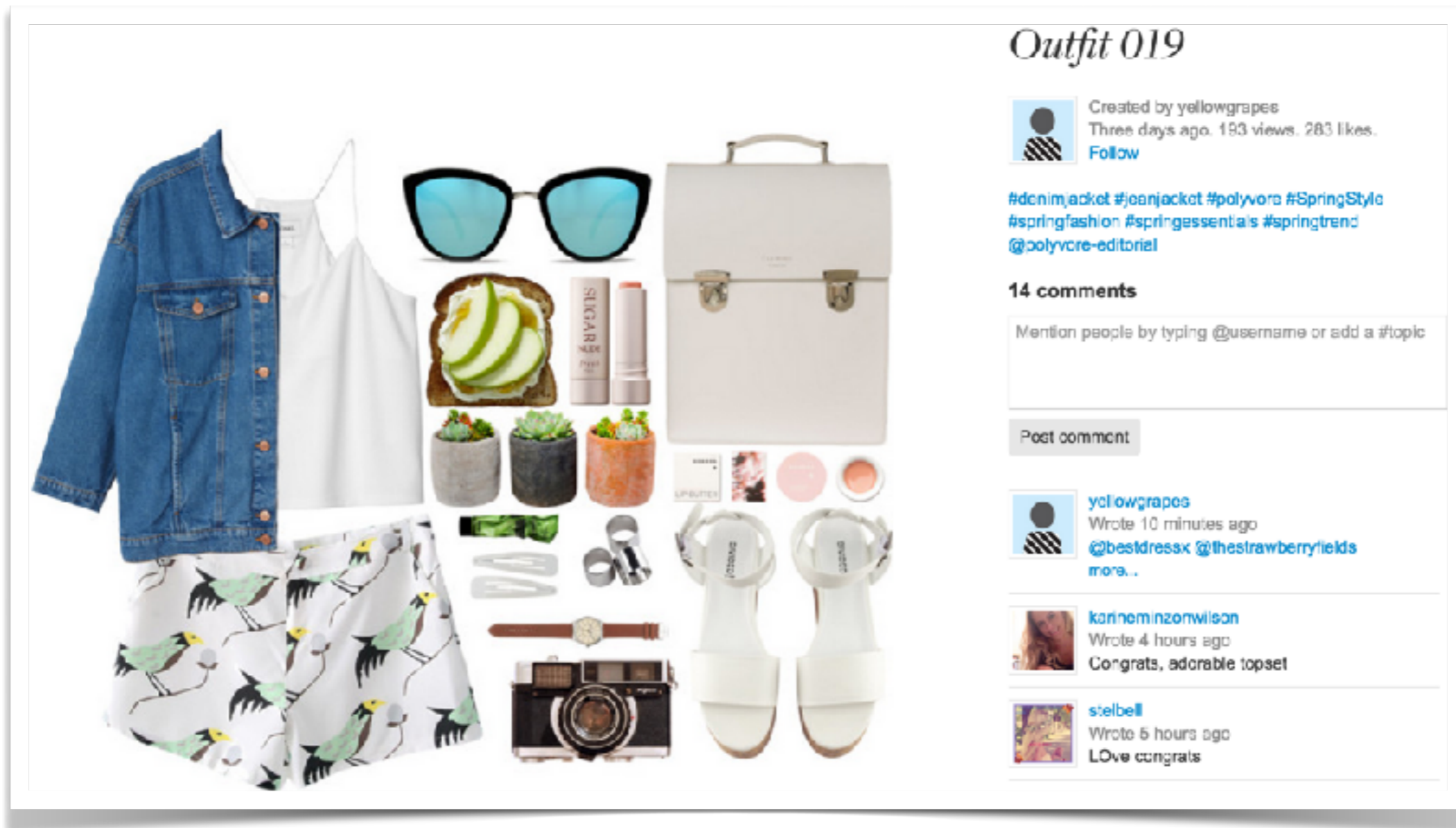
Re: Very Shaded Garden Score: 0

HI Paul - Glad to have you on the forum!

49

Collages

- Curated, shoppable, visual collections
- Combine several UGC types



Photo/Video Galleries

- Builds a destination around passion for a hobby, brand, or lifestyle
- Can build brand awareness
- Activates the excitement of key influencers
- Great for contests




Show It Off America Contest Entries!



Product Q&A


- Important as consumer narrows candidates down



What this refurbished at your store or by Nikon?

sabrina s on Sep 12, 2013

[Hide answers](#) · [Add Answer](#) · [Vote for the best answer](#) ▼




Best Answer: Refurbished by Nikon U.S.A.'s factory. I think Adorama buys refurbished in bulk directly from Nikon. I bought a refurb D7100 and have no complaints. It appears new.

[Reply](#) · [Report](#) · JOANNE W on Oct 3, 2013




6



This was refurbished by Nikon but when I received it already had 4000 shutter clicks.

[Reply](#) · [Report](#) · INGRAM D on Oct 3, 2013




1


Ratings and Reviews (R&Rs)

- The most important social element near the moment of purchase
- *Key vendors:* Bazaarvoice, Reevo, PowerReviews

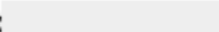
custy reviews
for the Adventure Technology
Exodus Fishstix Kayak Paddle


Average Custy Rating:  (based on 1 reviews)

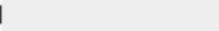
NARROW BY [Clear All Selections](#)

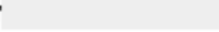
Custy Rating 

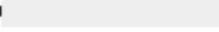
Click to filter by rating

Love It  0


Big Ups  1

Good  0


Fair  0

Crap  0

Sort by

Most Recent 

Viewing All



"Great paddle" 10/26/14
Used to be my main rig, just upgraded to a Werner carbon. This is now my main back up.
by [Chris](#) from *Depends on where I am at* Was this review helpful? [Yes](#) / [No](#)