



**5 ways to win like Amazon on social**

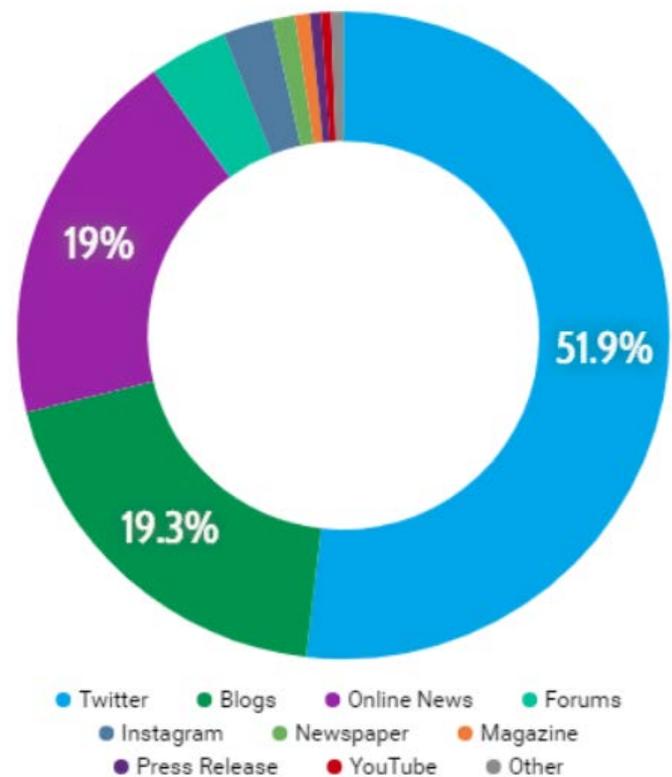
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## #1 Simplify your customer journey

When do people crave new products? When they see them in their everyday life, either through their peers or a window display. Rather than trusting the consumer to eventually end up on its platform, Amazon has found a way to hijack the consumer journey by giving them the shortest path to product purchase. Analyze your target audience and identify the channels where it spends the most time online - how can you make their customer journey simpler?

SHARE OF MEDIA TYPES

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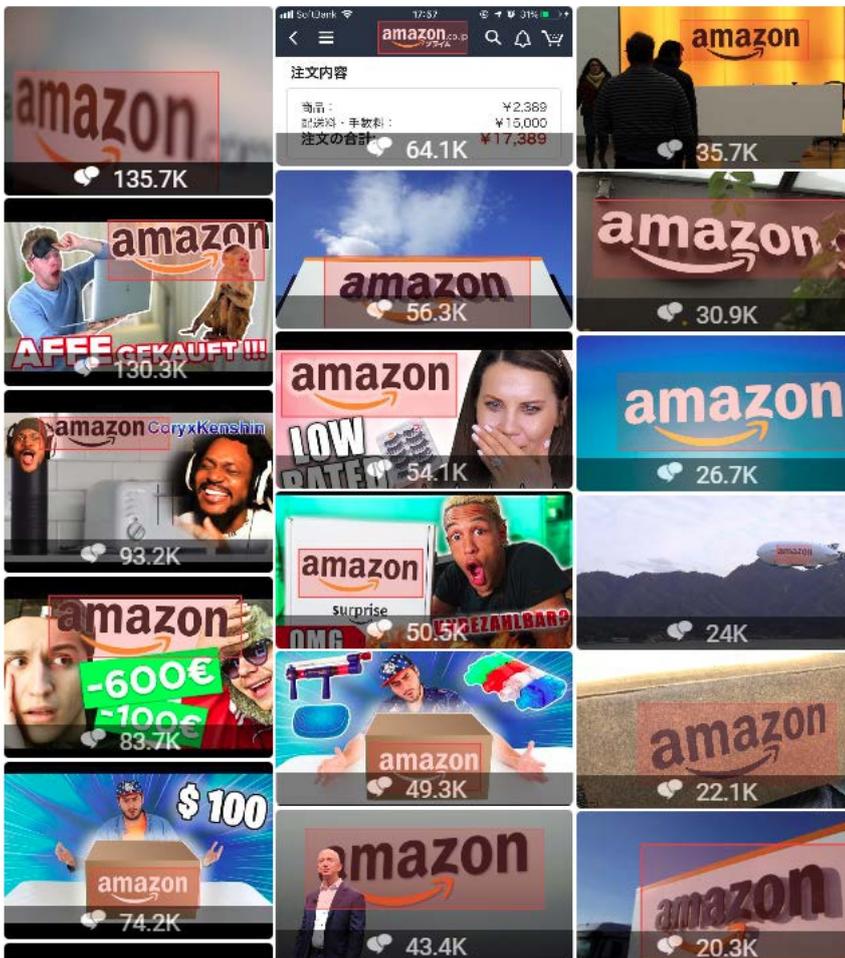
Thinking out  
of the box



**Talkwalker tip:** how do clients end up choosing your product? Start listening to the online chatter surrounding your products and those of your competitors, and identify the “**Zero Moment of Truth**” in your target audience’s customer journey where the excitement about the type of products or services you provide is at the highest and the consumer starts his or her online search.

This is actually why social listening and monitoring is so popular these days - brands are listening for these moments, ready to interact with the user. This is where you want to catch them - before they even have time to start their research.

## TOP RESULTS



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## #2 Think partnership, think community

What Amazon does best is focusing on the customer experience. In this case, they correctly identified that their core advantage is to provide all the products a person could want in one convenient place. Amazon Prime allows its members to take that experience one step further. Be like Hulu and Spotify: find new partners for your loyalty program and build your own tribe or community that will address different areas of the life of your consumers!

**Talkwalker tip:** analyze your user-generated content (both text and visual) to identify other brands that are often associated with your products or services. These are the partners you might want to team up with for a joint offer or co-marketing initiative.

Thinking out of the box



### #3 Take care of your digital window displays

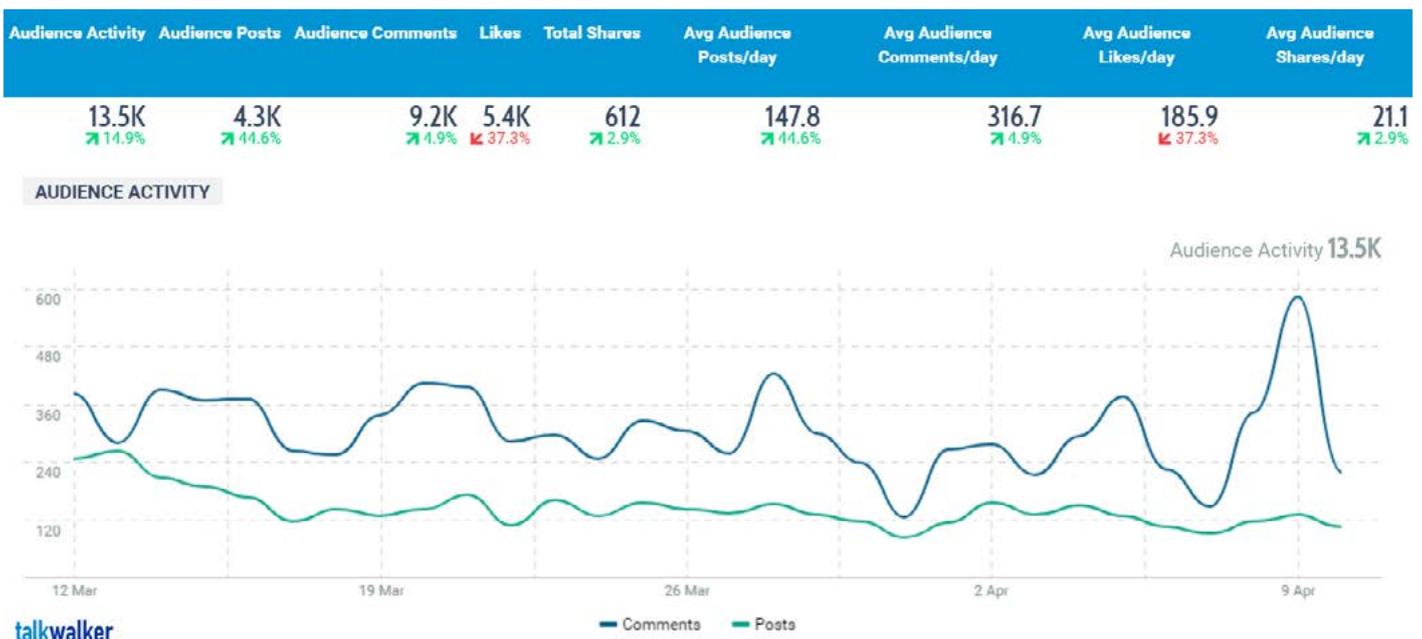
Your social media pages are the places where your consumers will interact most with your brand. They are a crucial touchpoint as this is one of the places where they'll be looking for information about your products, ask questions and engage with other customers. You'll also have the opportunity to inspire them to take the last step to product purchase.

Depending on the experience you provide to your visitors, they might share your publications with their community, decide to buy products on your website, or give positive feedback about their purchases. It is therefore important to closely monitor the performance of your social media channels, as well as those of your direct competitors to constantly optimize your strategy.

**Talkwalker tip:** Set up a monitoring system where you can easily compare the performance of your different channels, as well as those of your competitors. Rather than arduously putting together data from each social media platform at the end of each month, centralize your monitoring and generate weekly automated reports detailing for each page:

- Content performance (looking at engagement, segmented by content type)
- Channel growth
- Audience activity
- Etc.

Thinking out of the box



*Audience activity KPIs on Amazon's official Facebook page for the last 30 days (data collected using Talkwalker Analytics)*

## #4 Get real when it comes to reviews & influencer marketing

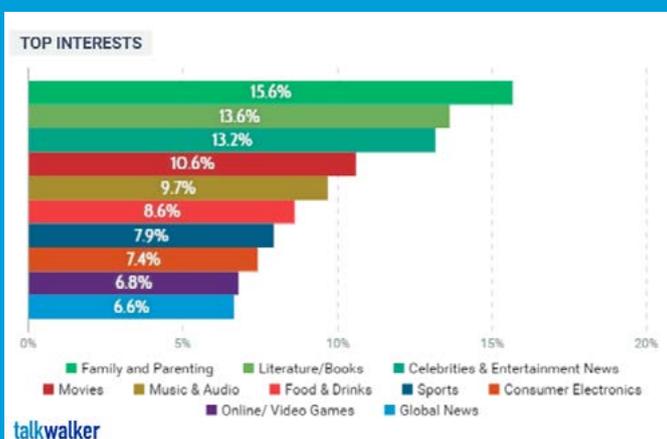
Amazon's review system can best be compared to the current [state of influencer marketing](#): both brands and platforms are currently fighting the rise of fake content, followers and engagement, and customers are left unsure as to who to trust.



**Talkwalker tip:** Look for authenticity, as well as for ways to create memorable and shareable interactions that will give an incentive to influencers of all sizes to share their experience with their social circles.

## #5 Personalize, personalize, personalize

Digital transformation is key to personalization at scale. Your audience does not want to be presented with irrelevant information, and AI-driven technologies make it easier than ever for businesses to provide customers with a uniquely personal journey.



**Talkwalker tip:** The different product marketing strategies you deploy will only work if they fit the person sitting in front of their screen. Segment your audience (region, languages, interests, age group, etc.) and customize your messages as much as you can on the basis of that information. Don't forget to use their name in your email if you have it!

