

LIVESTREAM SHOPPING BLUEPRINT

BACKGROUND

A reinvented, legacy brand launched in the early days of the global pandemic challenged the status quo for direct selling by establishing a principle of what worked in the past was not going to work for the modern market. The brand desired to create a new marketplace to benefit sellers and artisans by employing a new model where direct selling converged with the technological advantages of e-commerce and livestream shopping shows.

OBJECTIVE

To awaken the giant to embrace social selling habits, introduce technology as a competitive advantage, attract a new sales force and reshape the cadence of driving revenue during a calendar month.

EXECUTION

The company increased the product offering to customers while providing local artisans a marketplace to showcase goods to an established and engaged sales force. The integration of a centralized website that utilized the best in class e-commerce platform for an optimal experience, while linking digital attribution for the sales force to attract and convert new customers, was imperative. In addition, the linking of a livestream shopping platform, which was centralized and produced from the home office, created an evolution cadence of monthly, weekly and daily opportunities to engage with the brand.

Best practices from pioneering home shopping built an audience, and created limited time offers for customers to purchase. The livestream cadence benefited the sales force by creating a month-end close activity prior to the actual last day of the month. Less stress and more

qualified rank earners each month created a more predictable and reliable result to each month's revenue expectations.

RESULTS

The first show launched 9 months after the company had relaunched, and produced a 5x return to the technology investment and ad spend. Every subsequent month experienced an increase in RSVP attendees and positive ROI for each show. Average new purchasing customers on each show consistently tracked at 45%. After a year of monthly or bi-monthly shows depending on seasonal or new product opportunities, the company committed to a truncated daily livestream to strategically market products and even the opportunity to become part of the sales force.