

REACH THE SOCIAL SHOPPER

12 marketing techniques and ideas to help build long-term relationships

1. **Design for share-first discovery, not platform-first performance** - Build content and product pages that are easy to save, share, and send through group messages, DMs, and links, rather than optimizing solely for Instagram or TikTok algorithms.
2. **Lead with strong visual storytelling across all channels** - Prioritize well-styled imagery, clean product photography, and lifestyle context on social media, brand websites, email, and e-commerce pages to support quick scanning and visual validation.
3. **Use Instagram, TikTok, and Pinterest as discovery gateways, not endpoints** - Treat social platforms as entry points that lead shoppers to richer brand experiences rather than the only place discovery happens. Lead shoppers to new or enhanced website that provides resources, early access, and insider scoop, changing the way websites are utilized.
4. **Provide light context to support quick research** - Include short captions, highlights, and “why it matters” explanations so Social Shoppers can confidently share products without needing deep technical detail.
5. **Offer insider access and early visibility** - Create early access moments, preview drops, pre-order opportunities, or first looks that reward curiosity and make Social Shoppers feel included rather than targeted.
6. **Build private or semi-private access spaces** - Utilize newsletters, e-mails, group texts, private groups, or password-protected sections of your site to share trend insights, behind-the-scenes content, designer decisions, and upcoming launches.
7. **Influencer saturation strategy** - Balance established creators with emerging voices, separate influencers into niche markets, focus groups, and encourage influencers through challenges to ignite creativity.
8. **Make sharing effortless** - Provide clear links, clean URLs, easy “copy link” options, and content formatted for reposting, saving, or pinning so Social Shoppers can help others shop with minimal friction.
9. **Invite Social Shoppers into the creative process** - Request feedback on new colors, silhouettes, pairings, use cases, or concepts before launching collections to validate their ideas early and build buy-in.
10. **Highlight brand collaboration** - Show mix-and-match product pairings across brands, collections, or categories to reflect how Social Shoppers actually shop and assemble solutions in real life.
11. **Tell real brand stories, not generic talking points** - Share founder perspectives, design processes, decision making, sourcing details, factory tours, and brand history to build credibility and give Social Shoppers something meaningful to pass along.
12. **Reduce friction and remove barriers to exploration** - Avoid forcing sign-ups, logins, or paywalls for basic discovery. Access builds enthusiasm: friction kills momentum. Change the need for logging in to early access and enhanced benefits.