



# Social Selling Strategies For **Layover Boutique**

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Implementing social selling strategies

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Reaching an agreement and choosing a suitable plan



01

# Introduction

The Importance of  
Social Selling



# About Myself

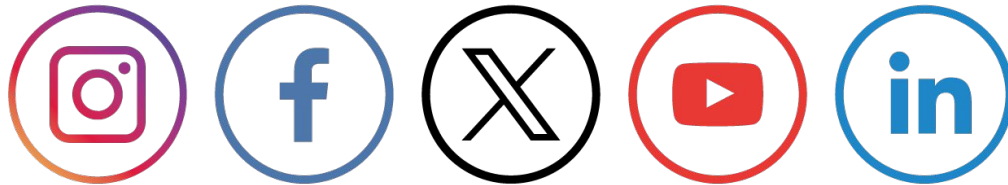
*Ian Leung, EssenceMediacom Account Executive*

- 12+ Years of Experience working with small business to expand their business through social selling
- 45M+ followers attained across all clients' social media platforms



# What is **Social Selling**?

- Using Social Media to connect with customers and build trust in target markets
- Done through platforms such as:
  - Instagram
  - Facebook
  - Youtube
- 56.8% of the world's population above age 13 is active on social media





02

# Current Issues and Objectives

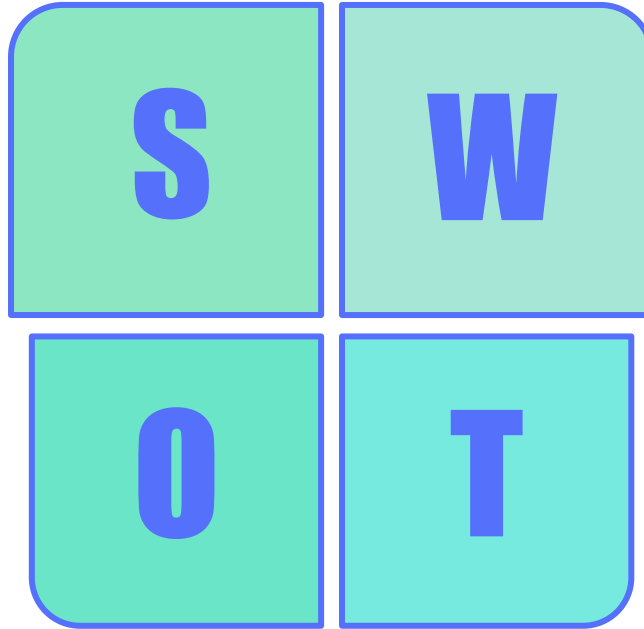
Analyzing and improving the  
current state of affairs



# SWOT Overview of Layover Boutique

## Strengths

- ❖ High Quality Clothing
- ❖ Affordable Pricing
- ❖ Good Location



## Weakness

- ❖ Limited Online Presence
- ❖ Lack of company website
- ❖ Small clientele

## Opportunities

- ❖ Leverage Social Selling
- ❖ Greatly increase profits in coming quarters

## Threats

- ❖ Competitors already using social selling

# Future Goals



## Enhance Outreach

Reach more of the target market of teenagers and young adults



## Flexibility Options

Offer increased flexibility and accessibility for all customers



## Grow Brand Reputation

Create a strong brand image and generate customer rapport



## Identify Best Products

Determine the best products for current and future customers





# 03

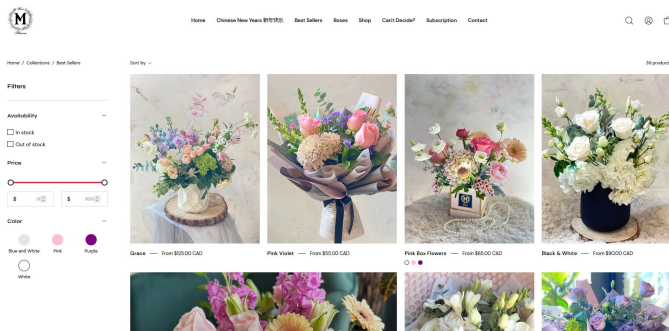
## Solutions

Integrating Social Selling  
Strategies into the  
company



# E-Commerce Website

- Display and sell products through the internet
- Key to unlocking the full potential of social selling
  - Convenient and easy way for customers to reach the Layover catalog from digital touch points
- Advanced analytics and customer data



# Content Marketing

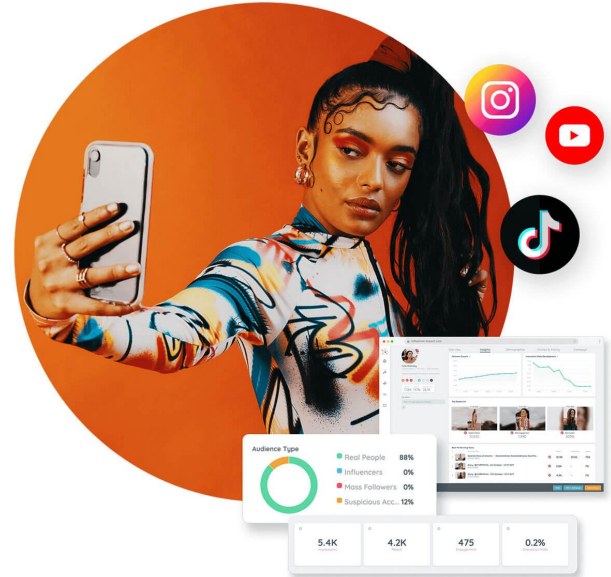
- Creation and distribution of relevant and useful content to customers
  - Commonly known as “ads”
- Proven to work
- 88% of people credit branded videos for convincing them to purchase a product or service



 **TikTok** Ads

# Influencer Marketing

- Collaborating with individuals with large online exposure
- Bring credibility and attention through trusted figures
- ★ Business earn an average of \$5.78 per dollar spent on influencer marketing



YESSTYLE<sup>®</sup>  
INFLUENCERS

# User Generated Content (UGC)

- Content generated by customers based around your boutique
- Authentic marketing that provide social proof of your company's value
  - People are 83% more likely to trust peers over the brand itself
- Fostered through marketing campaigns, incentives & more



#glossier  
775,442  
posts

Follow

Top posts



*#LayoverBoutique*



# 04 Conclusion & Closure

Finding a suitable plan

# Goals Achieved

	Enhance Outreach	Grow Brand Reputation	Flexibility Options	Identify Best Products
E-Commerce Website				
Content Marketing				
Influencer Marketing				
User Generated Content				

# Pricing Packages – Local Businesses

## Basic

**\$149.50**

Per Month

✓ E-Commerce Website

**3-5\*** Content Marketing Ads

**1\*** UGC Campaign

✓ Unlimited Support

## Premium

**\$399.99**

Per Month

✓ E-Commerce Website

**8-12** Content Marketing Ads

✓ Influencer Marketing

**2** UGC Campaigns

✓ Advanced Analytics

## Custom

**\$249.99+**

Per Month

✓ E-Commerce Website

? Content Marketing Ads

? Influencer Marketing

? UGC Campaigns

+ More

\*All numbers are per month



# Thank You For Your Time

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A copy of this presentation will be emailed to you in 1 - 3 business days.

Please feel free to reach out to me with any questions at:

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# Acknowledgements + Extras

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1. <https://sunsetplaza.com/what-are-boutiques-how-are-they-different-from-stores/>
2. <https://blog.hootsuite.com/what-is-social-selling/>
3. <https://www.shopify.com/ca/blog/social-selling>
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9. <https://mailchimp.com/marketing-glossary/content-marketing/>
10. <https://lundmarkadvertising.com/user-generated-content/>

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