

SOCIAL

SHOPPING

NOT SURE HOW TO GET MORE SALES?
SOCIAL SHOPPING IS THE NEW EVOLUTION IN
PEER TO PEER MARKETING.

APRIL 2017



YOURFIX.TV

Ready to make your BRAND
famous and get more

SALES?

Here's what you need to know.



MONIQUE BRADLEY

DO YOU FIND SALES A LITTLE AWKWARD? THAT'S WHERE I FEEL AT HOME! HI. I'M MONIQUE AND I'M A SOCIAL SHOPPING PRESENTER.

So you'd love more sales? Great! I'd love to help you make that happen!

Through my live streams and social posts, I've been able to expose brands and businesses to more people: in fact over 70,000,000 people in the last 2 years.

When it comes to getting more sales, here's what I've learned:

- You need to either be the brand most remembered and most familiar by literally being EVERYWHERE (familiarity is the key to trust and trusted brands get sales right?)
- Deliver a product or service that is similar to another popular item, but offer it at a discounted rate or special offer, promoting that offer everywhere
- Or be introduced and recommended to try a product from someone you trust - and that's pretty much what I do!

ABOVE

OBR Merino is a premium quality NZ merino company, producing these stunning paua shell button wraps

AS AN EXPERIENCED TV SHOPPING HOST, I LIKE TO TAKE THE 'ICK' OUT OF TV SHOPPING WITH A NEW WAY TO CONNECT PEOPLE WITH PRODUCT. I CALL IT 'SOCIAL SHOPPING'



SPECIAL OFFER

FROM YOUR FRIENDS AT
CAITHY ORGANICS

ORDER
ONLINE NOW

AND RECEIVE A 10%
+ FREE COURIER
+ FREE SAMPLE
BY USING THIS COUPON
CODE

APRIL

VALID TILL APRIL 30

Caithy
Beauty | Purity | Potency

WW

HOW DOES IT ALL HAPPEN?

YOURFIX.TV IS A PR AND BROADCAST COMPANY OWNED BY MYSELF AND MY PARTNER PETE WARD. WE UTILISE OUR COMBINED SKILLS VIA THAT COMPANY TO LIVE STREAM PRODUCT DEMONSTRATIONS TO PEOPLE AROUND THE WORLD. PEOPLE WHO COULD BE YOUR IDEAL CLIENT.

Here's an insight into my mindset: I don't have followers: I have friends. We're all connected around the world via social media channels and they love to hear what I'm up to and what I've done to make my own life better, which falls into the third point I've listed on the previous page.

We all respect the recommendation of a friend right? I see it happen all the time: I wear a piece of clothing and people want to know where I got it. That same experience may even happen to you!

So how do you translate that into more sales?

THAT'S WHERE YOU TALK TO ME.

My goal is to take TV shopping to a completely different level. No more 'here's a great deal for the viewers'. No more 'but wait there's more'. You're over that and so is your ideal client.

HERE'S WHERE THE MAGIC HAPPENS

if I love your product and know it can make life easier, happier, healthier, more organised or just generally more amazing, why wouldn't I share it with the world?

How do I know the message is getting through? Firstly, my 'friends' tell me. They comment, they engage and the best part, I get sales - and so do my clients.

SOCIAL SHOPPING

HOW TO MOVE FORWARD

LIKE ANY KIND OF ADVERTISING: THERE'S NO GUARANTEE IT'S GOING TO WORK FOR YOU. WHAT I CAN GUARANTEE IS YOUR BRAND WILL GET SOME FACETIME IN FRONT OF NEW EYES AND IF WE WORK TOGETHER TO GET THE PITCH RIGHT, DEFINE THE 'WHY' OF THE PRODUCT AND PROVIDE A GREAT OFFER, FINGERS CROSSED, THE MAGIC WILL HAPPEN.

Before we connect however I need you to answer the following questions:

- 1. Is your product demonstrable?** Remember, Live Streaming is a visual medium. Your product needs to be visually appealing. My job is to bring your story to life and show people why they need it!
- 2. Does your product give instant gratification?** Can we see results straight away? If not, what is going to be the reason why a client has to buy now? Limited stock? Limited stock at this price?
- 3. Does your product appeal to an impulse?** People already watch me to either learn something, be entertained or because they know they are going to buy. Regardless of why they are watching, you have to "create the need" for them to buy. A sense of urgency spurs a viewer's desire for your product right now.
- 4. Does your product solve a problem?** This question is pretty much a deal breaker. Highlighting the problem that you are solving means the sale does itself. My job as a presenter is just to remind people that this is their problem and I have the solution, which is what I do through my demonstrations.
- 5. Does your product create an emotional need?** Features tell, but benefits sell. Sure, people like to know the "facts" about your product but the all-important "benefits" brings in the orders. More recently I demonstrated a Matt Lip Paint that doesn't come off. It's even kiss proof. No lipstick bleed and a great colour range. It was so popular that I was basically sold 1 a minute and I've had orders from women on behalf of their friends who didn't even watch the stream! Product specs are great, but I need to know the WHY.
- 6. Is your product easy to use and understand?** This question speaks to the importance of developing your marketing message. Do you have one? Remember, it's all about time. People have a short attention span and pop in and out of streams at different times. Regardless of the time they watch, they need to know exactly what's going on to engage.
- 7. Does your product make life easier?** The Lip Paint was a great example. No more lipstick stains on clothes or cups. Put it on and it lasts for hours. An ideal offering has a proposition the viewer can imagine using to makes their lives easier. It's that simple.
- 8. Does your product appeal to the masses?** There's nothing wrong with a niche product, as long as you identify your niche accurately and are able to clearly communicate what your product will do, but Live Streams are global and my 'friends' come from varied walks of life. So how can you cater for them?
- 9. Be ready to discuss the financials.** Normally when I work with clients, I'm paid in the following ways:
 - A booking fee: this covers my appearance time and preparation, production and broadcast time and you then effectively own the content for use on your social sites, while still taking advantage of promotion on my sites to my audience. You can own this content into perpetuity. The benefit for you is that you get product demonstration videos produced at a great price and keep the full profit of every sale.
 - Drop Shipping: In this instance, I'm working as an additional retail arm for your business. Like any store, you would advise me of your wholesale costs and I would then create my own special offer with my own markup as I saw fit. I would take the order and payment and send orders through to you for dispatch to the client. You would then invoice me the required wholesale amount. We would agree on a certain time frame for this special offer. The benefit for you is your brand will be seen by more people, you'll receive new orders and you'll also gain new leads for your database with every sale.

If you're able to answer those points, you're ready to pitch. To start the journey, apply now by filling in the next 3 pages, signing, scanning and sending back to us.

Let's make social shopping work for you.

YOURFIX.TV Social Shopping Product Submission

PLEASE PRINT CLEARLY AND ENSURE YOU ANSWER ALL QUESTIONS.

Please attach a brand presentation with images of the products or brochure or a short video clip of the product being demonstrated.

Date: _____

Full Name: _____

Company Name: _____

Position: _____

Address: _____

Postcode: _____ Phone _____

Number _____

Email Address: _____

Are you a manufacturer, distributor or a brand? _____

Briefly describe the brand history – what is the story? _____

Do you have experience working with television shopping? _____

If yes – please specify? _____

Do you still use this channel? _____

Why do you want to work with us? _____

Tell us about your target customer? _____

Please indicate cost price and RRP? _____

What does the product do and how would you demonstrate? _____

What are the unique selling features? _____

Where do you currently sell your products? _____

Has your product/s won any awards? _____

Has the brand had a press coverage? _____

Do you have a social media following? _____

Channels: _____

Does the product have any claims and can these claims be substantiated with the relevant legal approvals or clinical trials? _____

Who are your major competitors in the industry? _____

Where is the product manufactured? _____

Do you have minimum order quantities by order/ colour/ size/ fabric etc. Please detail?

Are you wanting to focus on a particular geographic targeted audience? As an example, China, New Zealand, Australia, India etc _____

Do you have the capacity to scale for bulk production of your product for international audiences? _____

If you're successful in getting to the next stage, are you wanting to be on camera with the presenter? If so, you will be required to attend pre-broadcast training and rehearsal. There will be a minimal charge for this. Yes / No

If you're not successful in getting to the next stage would you like to work with one of our business development managers to look at how to grow your business, develop your pitch and take your product to market? Yes / No

I hereby conclude that all information submitted is correct.

Signed: _____

Date: _____

YourFixTV LTD ensures that all information submitted for consideration will be kept private and confidential and used purely for the purposes of pre-vetting potential social shopping promotion opportunities.

Once fully completed please scan and send your forms to: info@yourfix.tv or post them to:

2L/238 Karanghape Road, Auckland, 1010, New Zealand