

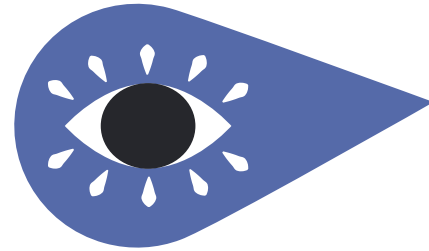


**full service
content
agency**





E-marketing trends



Structure & resources

SPECIALIZATIONS



digital



content



print



video



strategy



design



social media

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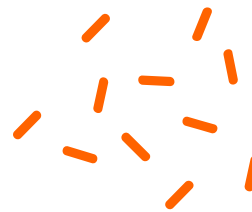


E-commerce is inextricably linked with online advertising.



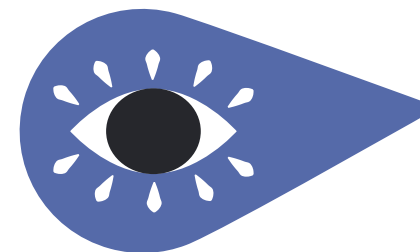
Blog content, opinion, influencers recommendations, UGC – all these have a huge impact on customers' purchasing decisions. What else is worth knowing to develop you e-commerce site?

What are the trends in this area?





MAIN TRENDS 2022/2023



**1. Livestream
commerce**

**2. Video
Marketing**

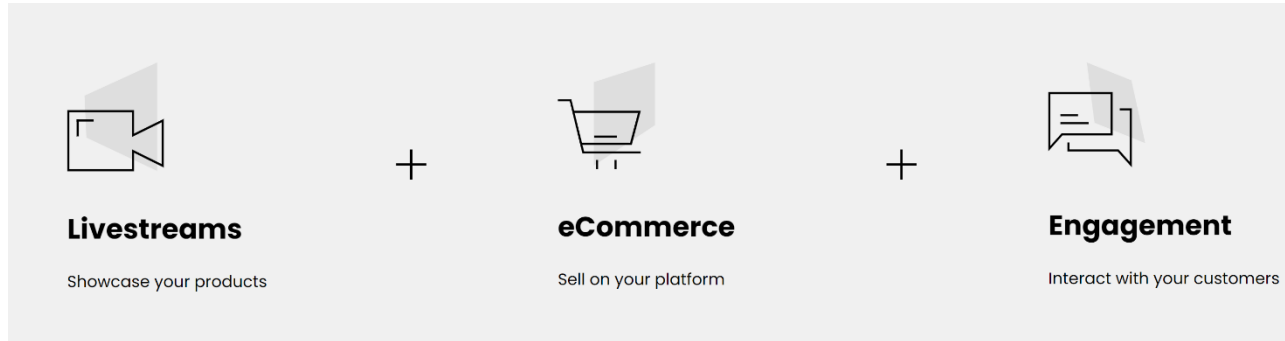
**3. Micro and
nano
influencers**





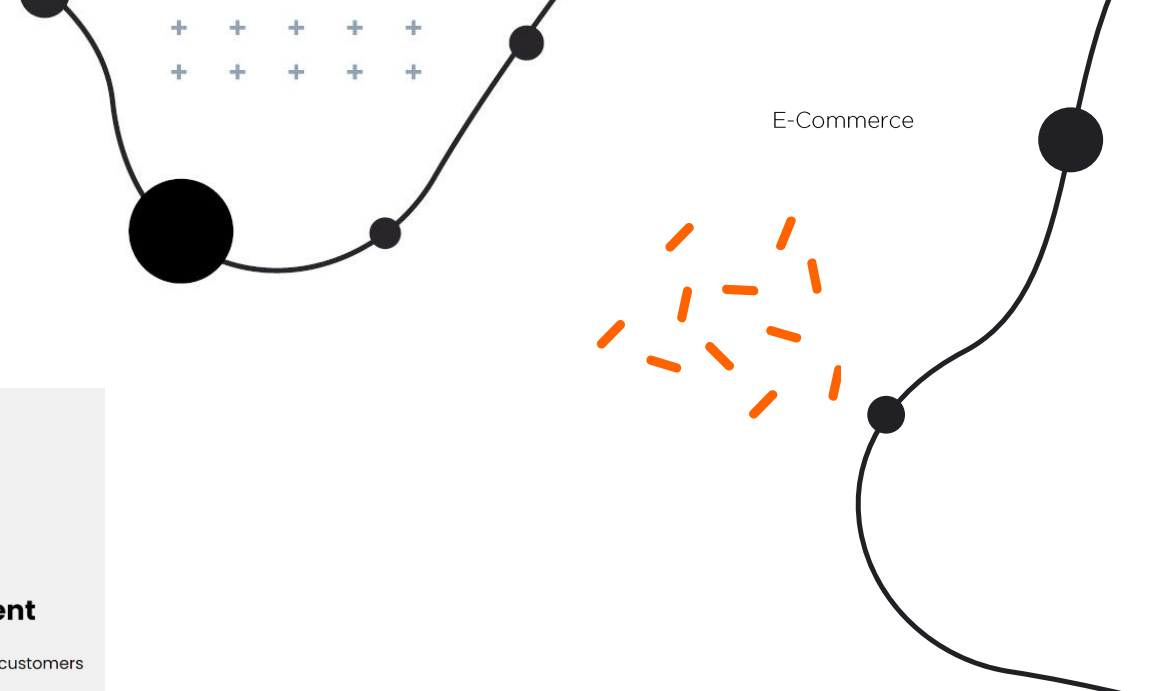
TREND 1

Livestream commerce



Enables sellers to showcase their products (**on their social media platforms**) or services online via live shoppable video events. Watching such events, customers can communicate with hosts in real time and easily make in-stream purchases.

- On Instagram, the Shop feature has enabled brands to put up the **Shop Now** button on live video content which cuts the chase for the customer.
- **TikTok is moving into e-commerce too.** (Partnership with e-commerce platform Shopify).

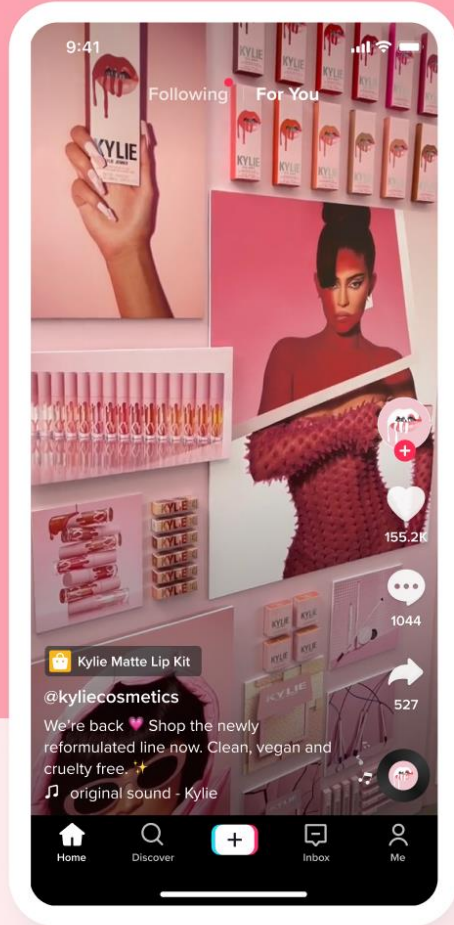
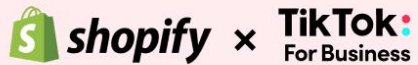




SKIVAK Group



Bring your
Shopify
store to
TikTok



Shopify merchants with a TikTok For Business account can easily add a new **“Shopping” tab to their TikTok profiles** and synchronize their product catalogs to create mini-storefronts on their profile.



E-Commerce



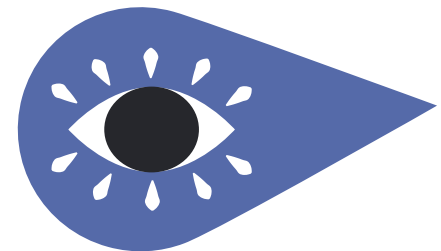
Does it really work?

It's official – live commerce is not only booming, it's expected to continue growing worldwide.

Analysts are suggesting that live commerce sales could account for **20% of all Ecommerce by 2026.**

At the same time, the Livestream Ecommerce market is expected to reach **\$35 billion by 2024.**

SOURCE: [Why is the UK and US so far behind China's live shopping trend? \(privatebankerinternational.com\)](https://www.privatebankerinternational.com)





Live commerce helps businesses in various industries improve sales results, reduce product returns, as well as engage and entertain customers along the way

Up to
30%
sales conversion rate

Up to
40%
less returns

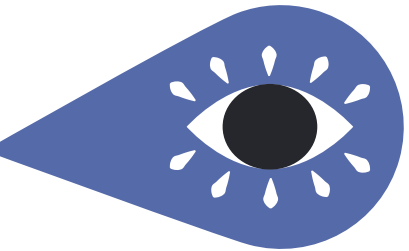
Up to
90%
users interact with the livestream

Up to
4x
products in the cart





The data presented by Statista show that:



40% of Polish Internet users had contact with Livestream Commerce

70% of Hungarian Internet users are interested in this type of shopping.

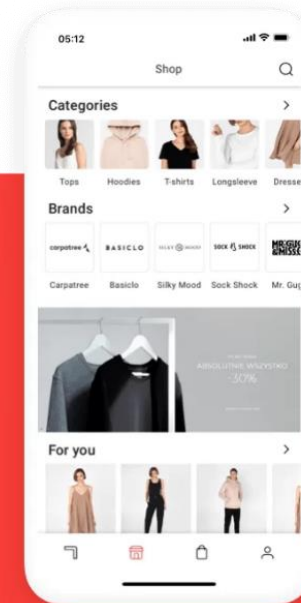
Livestream shopping is most popular in categories:

FASHION / HEALTH&BEAUTY / Home&Garden / SPORT / FMCG /Luxury goods



Livestream Commerce – summary

Livestream shopping allows you to create your own shopping channel, which is a hybrid of an e-commerce platform and a social network (**shoppertainment**). This is a place where companies can build trust, brand loyalty and customer loyalty. This gives you invaluable benefits in the long run.



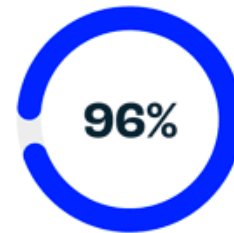
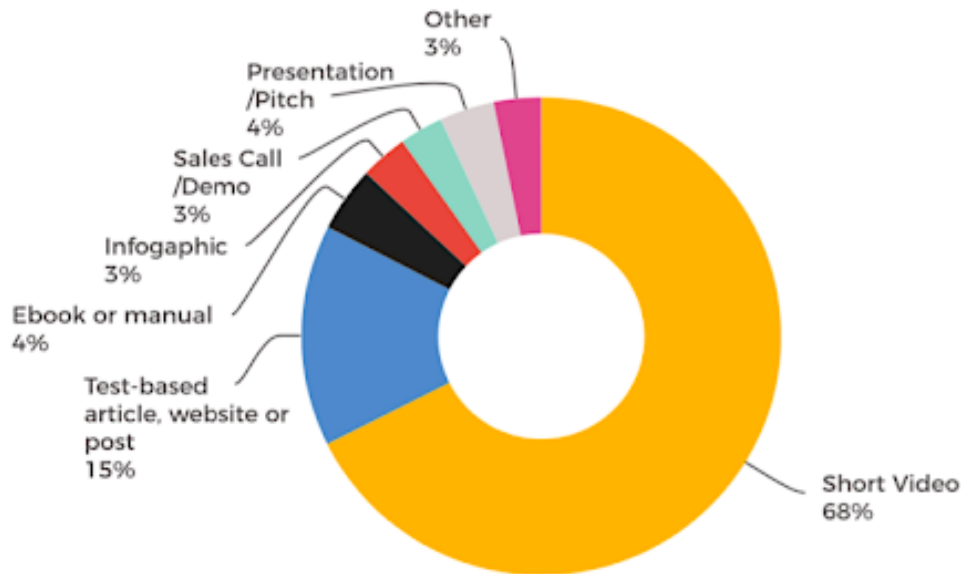


TREND 2

Video Marketing

Video Marketing will be also one of the top digital marketing trends in 2023 and is likely to be at the top for more years to come. (source: **Digital Trends Report**)

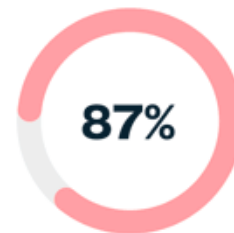
How do you MOST prefer to learn about a new product or service?



of people have watched an explainer video to learn more about a product



of businesses use video as a marketing tool



of marketers say video has increased traffic to their website



of video marketers say video has directly helped increase sales





TREND 3

POLAND:

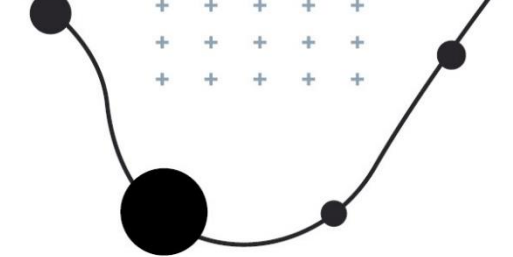
According to IAB Raport
([TV + WWW = Razem Lepiej](#))

90% of internet users in Poland watches video online while surfing the internet.

HUNGARY:

Hungarian Internet users are spending **49 minutes** every day watching videos on internet (social media, YouTube, Tutorials).

83% of HU internet users watches videos online.



HOW DOES IT WORK?

72% of businesses say videos have improved their conversion rate

83% of marketers say that video helps them with lead generation.

52% of consumers say that watching product videos makes them more confident in online purchase decisions

82% users of this type of commerce declare satisfaction with this form of purchase. Most of the respondents plan to make purchases during live commerce broadcasts in the future.

Video content is **50 times more likely** to drive users than plain text.

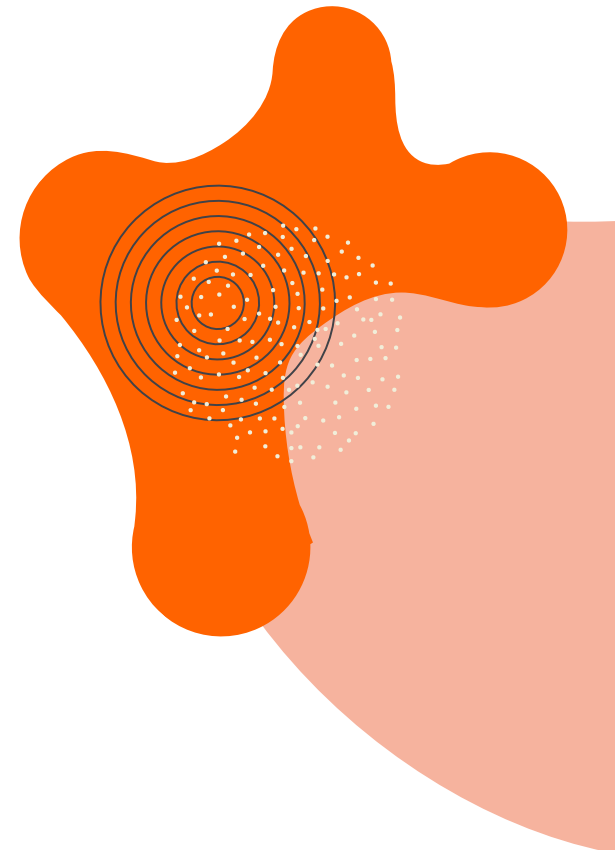


TREND 3

What kind of video types can we use to improve our sale?

- Livestreams on mobile
- Short-form videos in social media stories
- user-generated video content
- Educational Videos
- Video advertising
- Interactive AR content
- Shoppable Videos
- Virtual Events
- Product presentation on your webpage
- Explainer videos
- Unboxing

• [7 Innovative Video Marketing Trends for 2022 & Beyond | The Social... \(thesocialshepherd.com\)](#)

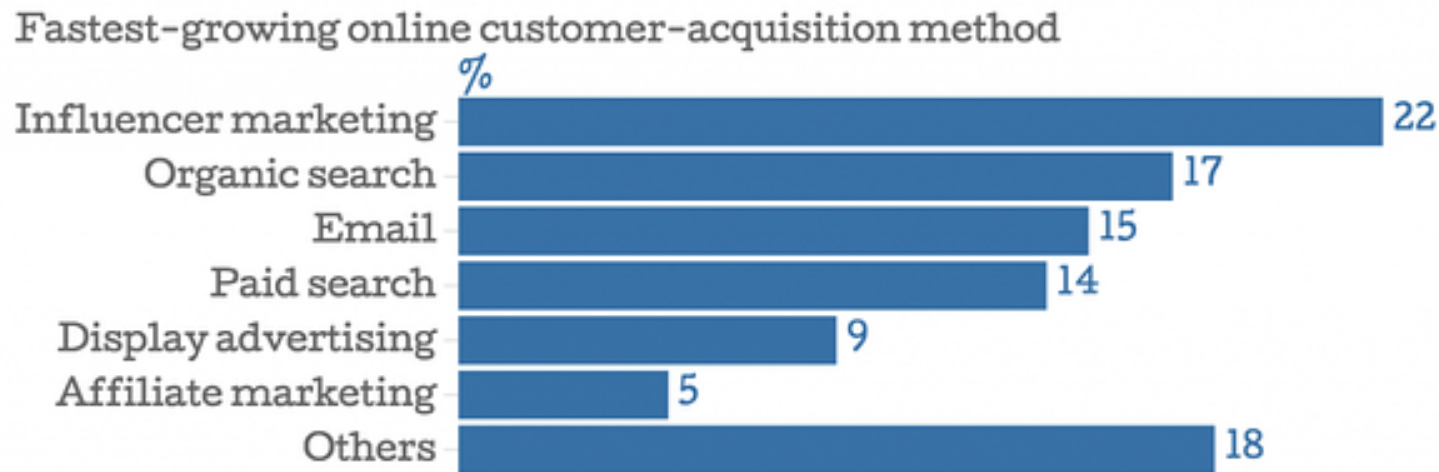


TREND 3

Influencer marketing / MICO&NANO INFLUENCER MKT



Influencer marketing is considered to be the fastest growing online customer acquisition channel, ahead of organic search and email marketing.



Data: Tomoson

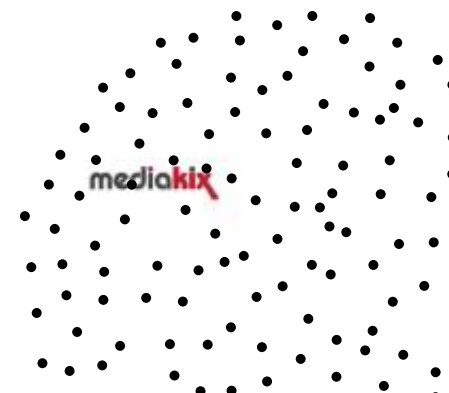
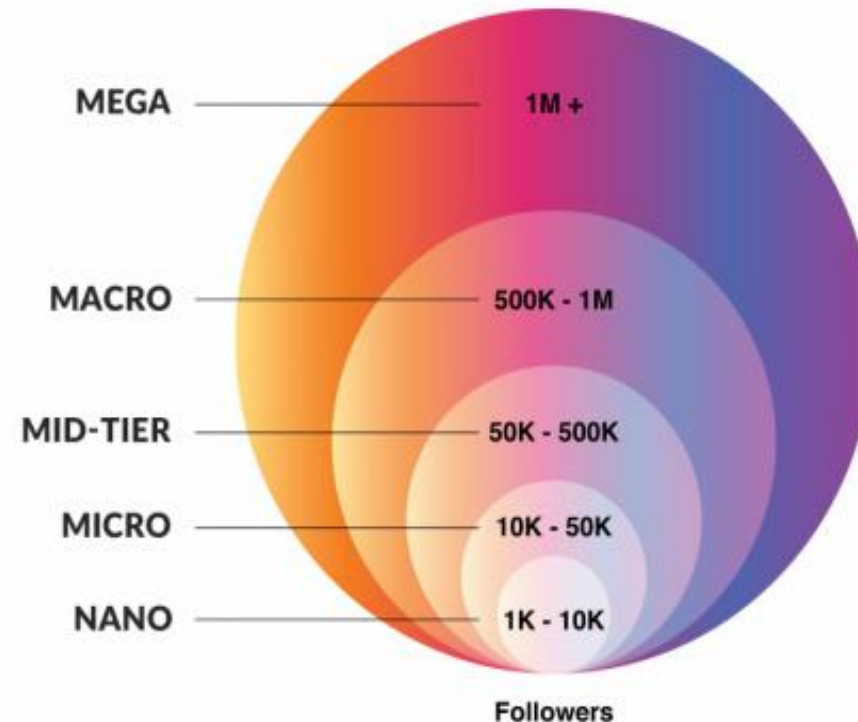
TREND 3

Micro and nano Influencers

A nano influencer is a person with a smaller number of followers that keeps the engagement rate high and manages to have a stronger connection with the audience.

Leitmotiv of next generation:
„Come as you are”.

Instagram Influencer Tiers



TREND 3

Micro and nano Influencers



Even though the number of followers is lower, there are a few advantages for working with a nano influencer:

- **They have a closer connection with the audience:** It is more simple to keep in touch with a smaller number of followers, and easier to have one-on-one communication. Nano influencers are more likely to answer to most of the comments and messages, which makes it easier for them to establish a good dialogue with the audience.
- **They have higher credibility** in a particular group, the perfect target for a product. Nano influencers are considered friends more than public people.
- **They have higher engagement** than other types of influencers.

To take the more authentic route, companies will now use micro-influencers as well as their employees for social proofing. They can be the best brand advocates and can influence people with their real stories and emotions.

[SOURCE: What Is a Nano-Influencer - BrandMentions Wiki](#)





5 Reasons to consider mico-influencers:

1. Budget optimization - They are **more cost-effective** than big-name influencers.
2. They deliver **higher engagement** and drive more conversions
3. They're more **credible and authentic**
4. Micro-influencers have smaller, **more targeted audiences.**
5. They have the potential to be a real **brand ambassador.**

Why?

Why Nano Influencers

● **Level of Trust**

Opinions evoke high degrees of credibility and confidence from friends & followers.

● **Brand Relevance**

Very high connection with a brand, product and brand-relevant topics.

● **Degree of Volume**

Exist in greater numbers than micro, mega-or macro-influencers and are able to generate content at scale.



● **Level of Loyalty**

Usually have the strongest relationship with a brand compared to micro, macro and mega influencers.

● **Range of Followers**

100 to 10000

● **Level of Influence**

Have a very strong influence over their small but tight-knit network of followers.

Why Micro Influencers

● **Level of Trust**

Opinions evoke a strong degree of credibility and confidence from friends & followers.

● **Brand Relevance**

Strong connection with a brand, product and brand-relevant topics.

● **Degree of Volume**

Exist in greater numbers than mega-or macro-influencers and able to generate tailored content.



● **Level of Loyalty**

Have strong existing brand relationships based on purchase history and positive brand affinity

● **Range of Followers**

* 1000 to 10,000

● **Level of Influence**

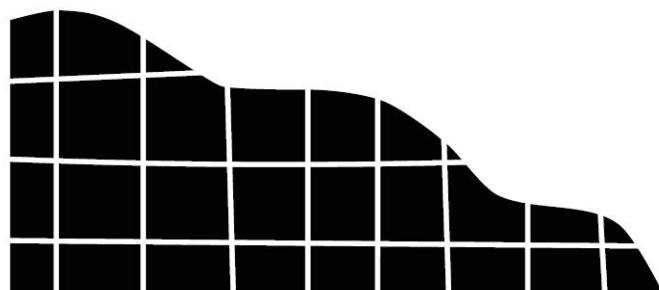
Have a very significant level of influence over their network that is larger than a nano but smaller than macro and mega influencers.



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