

The Future of Social Selling and Storytelling in Food

<https://marketpublishers.com/r/FBCF193241ACEN.html>

Date: August 2021

Pages: 34

Price: US\$ 1,325.00 (Single User License)

ID: FBCF193241ACEN

Abstracts

Social selling has become more popular and important during the Coronavirus (COVID-19) pandemic. Social commerce has advantages for both consumers and sellers by maximising the promotional effect. For successful social selling, attractive storytelling is essential. Healthy eating and sustainability could be key topics in the aftermath of COVID-19. In addition, gathering information through social media can help companies understand audiences better, which is a key part of marketing strategies.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report

Identify factors driving change now and in the future

Understand motivation

Forward-looking outlook

Briefings and presentation should provoke lively discussion at senior level

Take a step back from micro trends

Get up to date estimates and comment

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Introduction

The Ongoing Development of Social Selling

Successful Case Studies in Social Selling

LEARNING FROM SUCCESSFUL STORIES

THE IMPORTANCE OF STORYTELLING

I would like to order

Product name: The Future of Social Selling and Storytelling in Food

Product link: <https://marketpublishers.com/r/FBCF193241ACEN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FBCF193241ACEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970