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New Moosylvania Report Highlights Pros and Cons of Social Commerce/Deal-of-the-Day Websites for Marketers

August 25, 2010 8:30 AM EDT

ST. LOUIS--(BUSINESS WIRE)-- Moosylvania Marketing, the digital, branding, promotion and experiential agency, released "Social Commerce," a special report on the growing influence of limited-time, special-value offers. Delivered daily through social media communities like Groupon, these high-value consumer offers promote the sale of excess inventory. Coupled with recessionary trends, social commerce sites are changing the way retailers and service providers utilize marketing to drive traffic.

"Since Groupon began in Chicago a few years ago, hundreds of local imitators now have their own form of half price deals," said Norty Cohen, founder and CEO of Moosylvania.

"Social Commerce is tricky for marketers to determine its value," said Cohen. "While they may get significant traffic from the offers, it begs the questions, 'How loyal will that traffic be?' and 'What is a profitable balance between utilizing social commerce vs. conventional media?'"

"Consumer buying patterns have shifted toward greater use of social commerce which leaves retailers with only 20% to 25% on the dollar for goods and services. But, the fact that the Gap ran a national half-price deal with Groupon to drive back-to-school traffic just last week, shows that major brands will most likely be testing the waters."

Moosylvania's report provides a historical view of the trend, starting with Woot.com and leading up to the boom of daily deal sites. It's available for free at <http://www.moosylvania.com/Insights.aspx>.

Additionally, Moosylvania provides free access to Moose Tracker, a case-study engine that tracks social media and mobile case studies from around the world that are updated weekly. To access it, go to <http://tracker.moosylvania.com/>.

About Moosylvania

Moosylvania is "The Great State Of Design" where big ideas are born from insights and brought to life in Digital, Branding, Promotion and Experiential Marketing. Clients include Bacardi USA, Capital One, Dean Foods, Enterprise Rent-A-Car, General Cigar, Nestle-Purina and Solutia. For more information, visit www.moosylvania.com or contact Rodney Mason at 314-644-7987 or rodney@moosylvania.com. Follow Moosylvania on www.twitter.com/moosylvania.

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