



# SOCIAL SHELF

# SELL SMARTER!

**POWERED BY:  
AMERICAN TECHNOLOGY**

# **WE UNDERSTAND CONSUMERS...**

There are many reasons consumers won't ask for help and each can have a direct impact on sales.

**Don't want to appear uneducated or novice**

**Fear the wrong answer**

**Perceived as a bother**

**Lack of retailer staff to ask**



This marketing technology is ideal for educating consumers about small and mid-size brands while they are shopping in the aisles!



# ...THIS IS HOW SOCIAL SHELF CAN HELP

## SOCIAL SHELF

✓ **Allows** for a virtual salesperson in every aisle

✓ **Assists** in selling higher profit margin products

✓ **Supplies** meaningful information to consumers on demand

✓ **Creates** brand awareness and consumer loyalty

✓ **Provides** consumers product knowledge for better buying decisions

✓ **Eliminates** consumer hesitation and frustration

✓ **Assures** product information is always readily available

✓ **Offers** an enhanced shopping experience

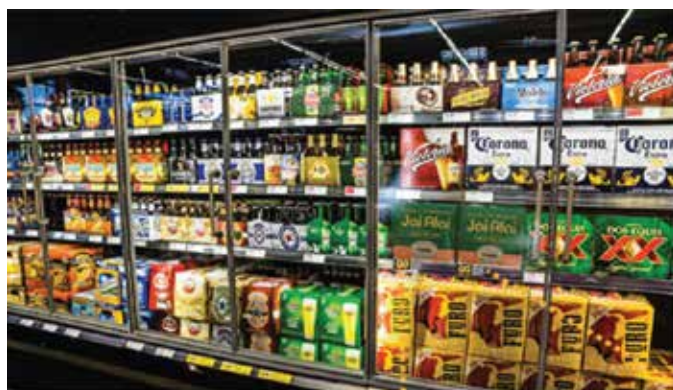


# SOCIAL SHELF FOR RETAIL USE

**SOCIAL SHELF TAGS IDENTIFY PARTICIPATING BRANDS IN YOUR STORE.**

Tag sizes start as small as 1" x 2" and are available as a standalone or a shelf tag extension.

Each tag includes the Social Shelf logo, brand name and product description along with a unique QR that instantly delivers a brands message to the consumer.



Recommend Social Shelf to specialty and smaller brands in your store. Our team will contact them to enroll in the service.

Approve the custom shelf tags & various POS and help to ensure that tags are properly placed on the store shelves.

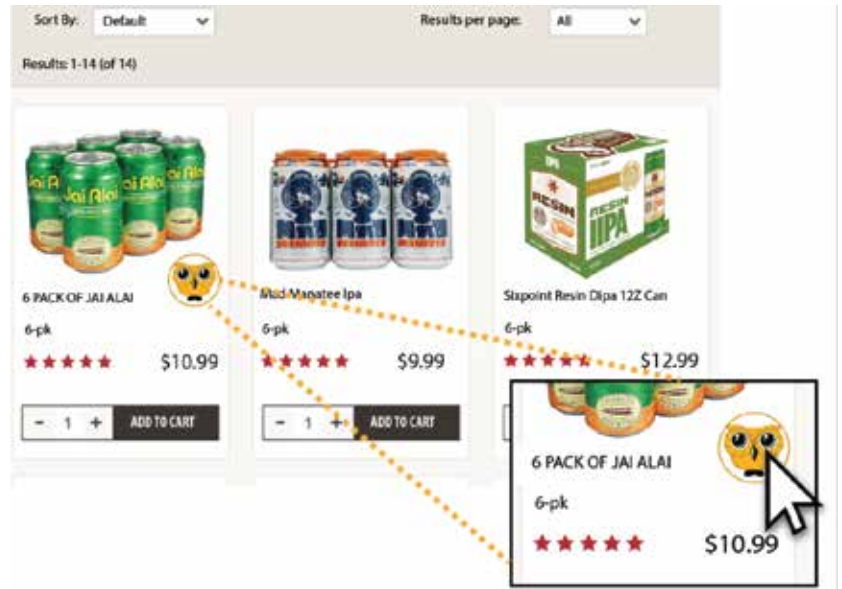
**IT'S THAT EASY!**

# SOCIAL SHELF FOR ECOMMERCE USE

**SOCIAL SHELF IS JUST AS EASY TO USE ONLINE.**

Consumers will have the same experience online as they do in-store.

This allows them to have additional product information with a click or a tap.



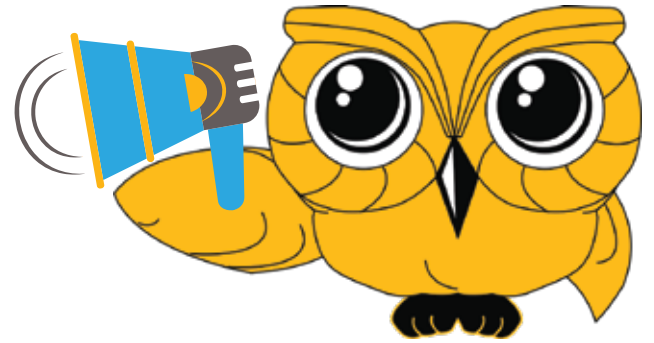
Social Shelf creates custom HTML code for each participating product on your website.

Our IT department works directly with your ecommerce team.

# SPREADING THE SOCIAL SHELF WORD

ADVERTISING TO DRIVE CONSUMERS TO YOUR STORES.

Our marketing team will spread the word about how to use Social Shelf and where to find it while highlighting the brands that are using it.



## GEO & BEHAVIORAL

- ✓ Digital banner ads
- ✓ OTT streaming Advertising
- ✓ Video ads
- ✓ Social Media ads
- ✓ Out of home placed by your stores
- ✓ CTV ads





# SIGN UP TO PARTICIPATE

**START USING SOCIAL SHELF IN YOUR STORE LOCATIONS.**



50% of shoppers remain uncommitted while shopping. Social Shelf empowers brands in your store by delivering content on demand to consumers while they are in your store making purchasing decisions.

There is no cost for retailer participation. Manufacturers pay for the products they want highlighted by Social Shelf.

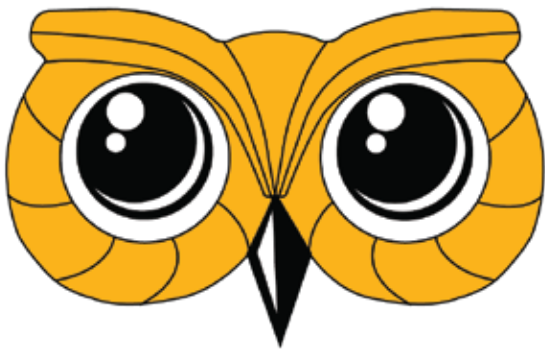


**Enroll and tell us the brands that you would like to see use Social Shelf. We'll target and share the advantages of using Social Shelf in your stores!**



**THANK YOU FOR CONSIDERING**

# **SOCIAL SHELF**



**SCAN QR TO GO TO SOCIALSHELF.NET**

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