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## Retailers using social media for holiday sales

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### **Retailers are increasingly using social media to market their products.**

An increasing number of retailers that use [parcel delivery](#) and [courier services](#) are turning to social media channels this holiday season.

Advertising budgets are shifting, a new survey from BDO USA has found, with 27 per cent of retailers saying they will spend most of their resources online, including on social networks.

This is a jump from 2009, when 18 per cent of retailers spent most of the advertising budgets on internet marketing.

Most of the emphasis is on Facebook, with 92 per cent of chief marketing officers focusing on the social network.

"Retailers are investing their holiday advertising and marketing dollars across a widening set of platforms as they emerge from the recession," said Steve Ferrara from BDO USA.

"The low-cost nature of social networking gives retailers more room to boost their broadcast media investment for the holiday season."

Mark Batchelor, managing director of Markman OTW, recently explained that there is a "sea-change" in marketing practice being driven by social media.

Posted by Tom Sands