

05<sup>th</sup> of September 2023, St. Gallen

# Research Workshop «Live-Streaming und Influencer Marketing in Social Commerce»»

**Requested Speakers:** Louisa Moura (Head of Affiliates, Influencers & Organic Social, Wayfair Europe), Christina Werzl (Int. Head of Content, Social Media & Brand Activation, Douglas), Lisa & Lena Mantler (Tiktok-Creator)  
**Academic Speakers:** Prof. Dr. Thomas Rudolph (University of St.Gallen)

Live streaming and influencer marketing are seen as the future of e-commerce. In China, live streaming was already introduced by Alibaba in 2016 and helped the e-commerce retailer to a strong increase in sales. Since Corona, live streaming has also been gaining momentum in Europe. For example, Douglas and Tchibo customers have been able to buy products directly via live streams on the Livebuy platform since October 2020. Some social media platforms, including Instagram and Snapchat, also offer live streaming functions, on which many influencers nurture their network.

The global market for influencer marketing is forecast to grow to US\$13.8 billion. In 2021, the market was \$9.7 billion and \$1.7 billion in 2016. 89% of marketers worldwide say influencer marketing is comparable or better than other branding channels, and 75% will allocate additional budget to influencer campaigns in the coming year.

However, live streaming and influencer marketing are novel to many retailers. To successfully implement these marketing tools, it is essential to know and understand the levers of the tools. In this workshop, we will answer the above-mentioned questions and deal with the following topics, among others:

- How can live streaming and influencer marketing be successfully integrated into the marketing mix?
- What are the advantages and disadvantages of live streaming and influencer marketing?
- What should live streaming and influencer marketing measures look like?

This workshop is designed for marketing managers, social media managers and e-commerce managers.

## Date

Tuesday, 05th of September 2023, 08:30 AM – 04:30 PM

## Language

This Research Workshop will be held in English.

## Venue

Weiterbildungszentrum Holzweid Universität St.Gallen, Holzstrasse 15b, 9010 St.Gallen, Switzerland, Phone: +41 71 224 20 12, email: [wbzhsg@unisg.ch](mailto:wbzhsg@unisg.ch), [www.wbz.unisg.ch](http://www.wbz.unisg.ch)

## Registration

Registration is now possible by email to [handelsmanagement@unisg.ch](mailto:handelsmanagement@unisg.ch).