



Enactus Canada

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What We'll Cover Today

- **Who am I?**
- **Social Media Evolution**
- **Canadian Tire's strategic approach**
- **Growing your Social Media community**
 - How to create a Social Media strategy
 - How does your Local strategy differ from your National strategy
- **Social Innovation**



Who am I?

BRANDY BARRIE

- Western University – Undergraduate in Political Science
- Marketing/PR intern – Film & TV
- Humber College – Post Graduate Degree in Marketing Management
- HarperCollins Canada – Marketing/PR Intern
- Harlequin Books – Marketing Specialist
- The Shopping Channel – Web Merchandiser
- Canadian Tire – Associate Digital Marketing Manager, Social Media Manager, Marketing Manager, Director of Social CoE



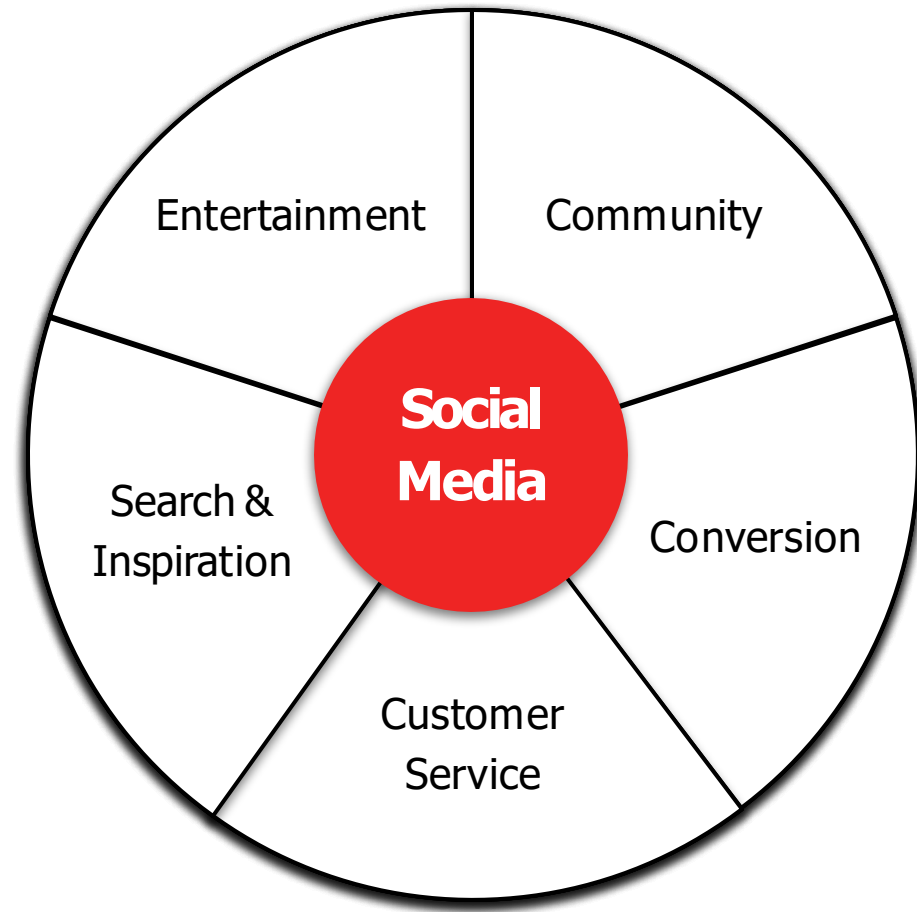
Social Media Evolution

The Social Landscape

What's happening?

Social is driving culture, connection, conversion, and influencing everyday life.

To be relevant in the lives of our customers, remain competitive and grow our customer base, Canadian Tire must continue to adapt our approach to Social Media.



The Evolution of Social



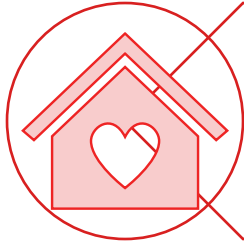
CONTENT EVOLUTION

SOCIAL TRENDS & POP CULTURE

DRIVING COMMERCE



Key pillars to our social strategy



Organic



Commerce

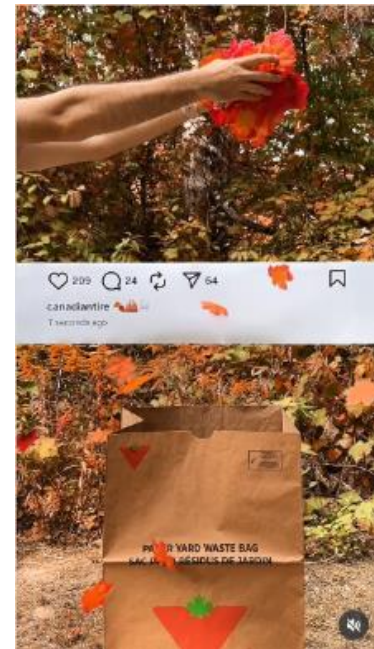
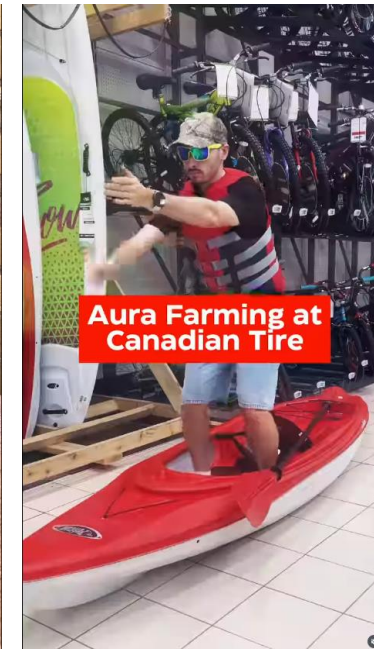
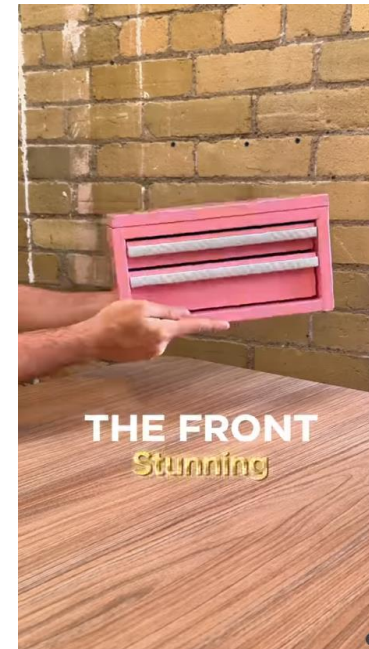
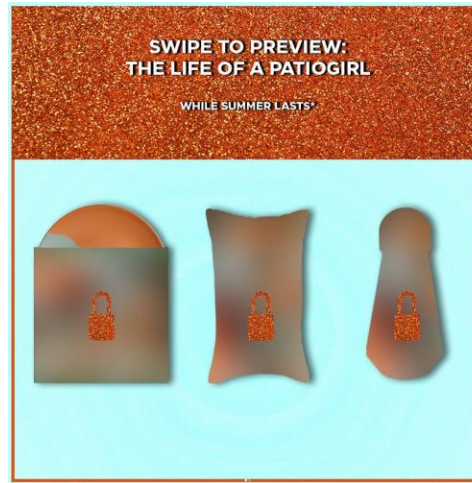


Local/Community



How to build an organic strategy

- Establish your purpose
- Define your target audience
- Create strategic content pillars
- Determine your content approach
- Determine your tone, priority channels and cadence of content
- Measure, measure, measure
- Follow trends, but don't be afraid to set them as well.
- Innovation is key to evolution



Pop Culture, Trends & Social Formats



The Summer I
Turned Pretty



Open Hands



Print as a Prop



Hold & Scroll



Social Commerce in Canada

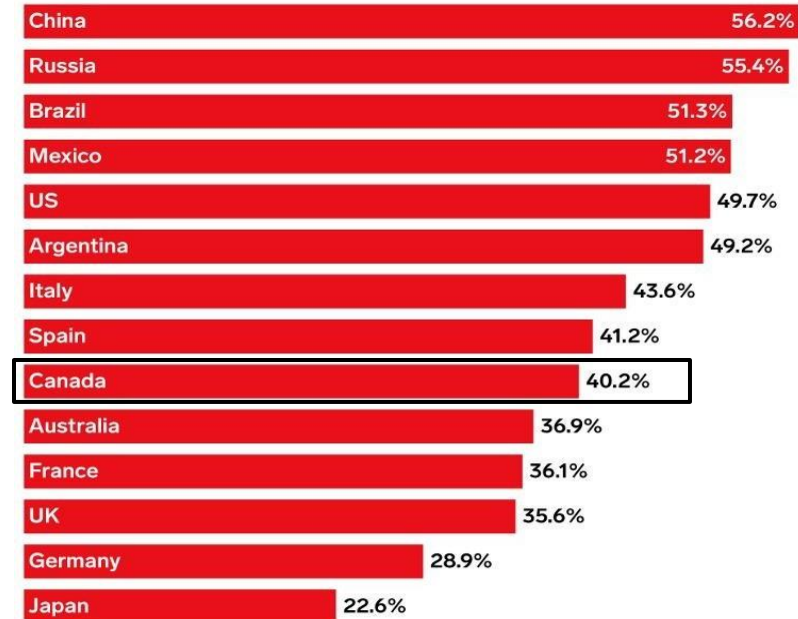
Social commerce is growing in Canada as Amazon, Meta, Google and Pinterest invest heavily in making purchasing more seamless from social content. The name of the game continues to be all about discovery and inspiration. Additionally, as younger, socially savvy generations gain more buying power, social commerce will only continue to grow.

That being said, Canada is still well behind China (the leader) and even the US. This is driven by a number of factors, including:

- Lack of certain platforms/technologies (e.g. Taobao Live)
- Lack of offering from platform leaders (e.g. TikTok Shops)
- Lack of consumer adoption (partly driven by the above)

Social Buyers Penetration Worldwide, 2024

% of digital buyers



Note: ages 14+; social network users who have made at least one purchase via any social channel (e.g., Facebook, Instagram, Pinterest, Line, WeChat, VK), including links and transactions on the platform itself, during the calendar year; includes desktop/laptop, mobile, and tablet purchases; excludes purchases made through messenger platforms such as Facebook Messenger and WhatsApp

Source: Insider Intelligence | eMarketer Forecast, Oct 2023

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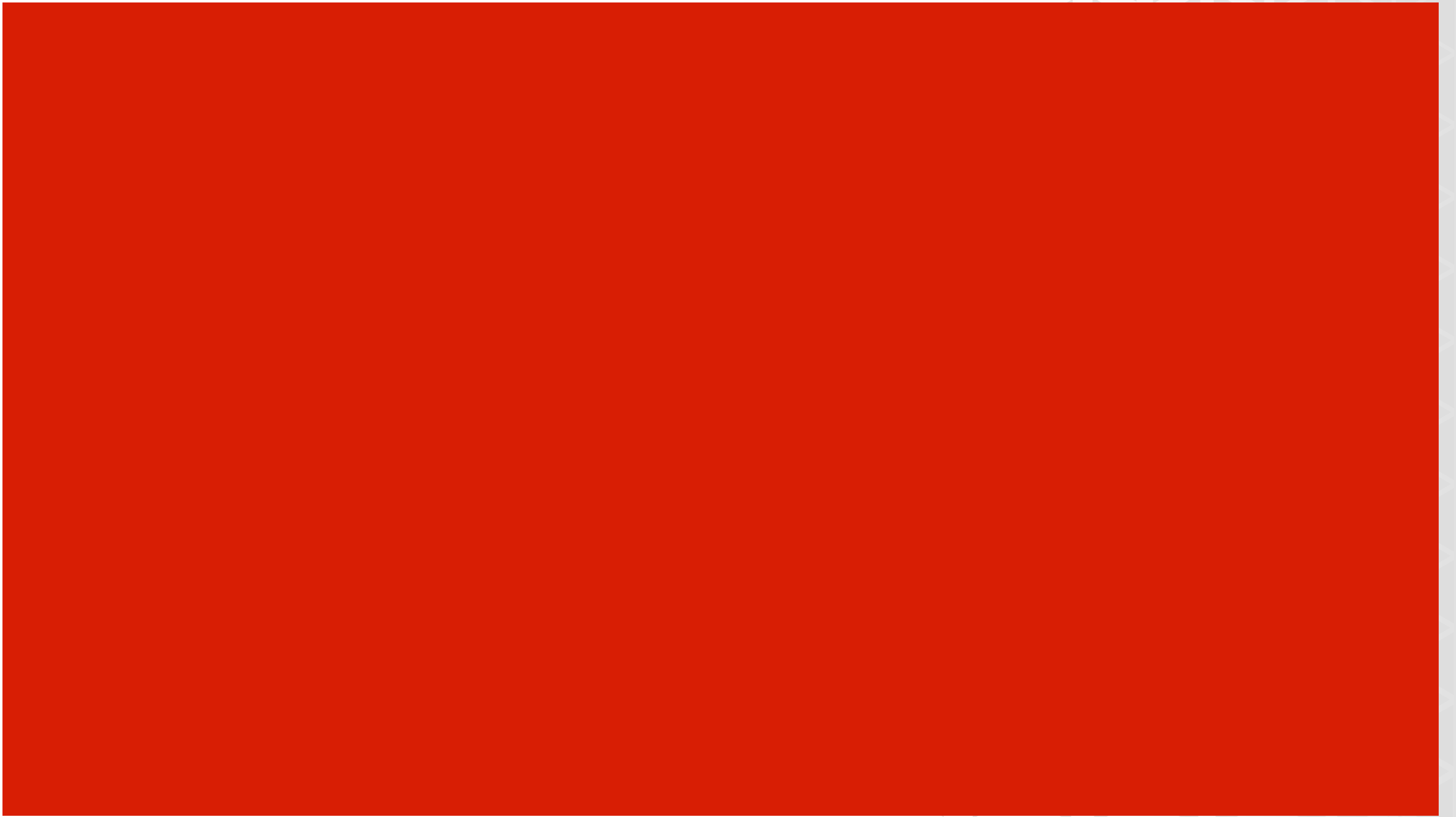
Insider Intelligence | eMarketer



Local social media

- Reinforcing support for “Life in Canada” on a local level
- Enabling 1 to 1 connections with customers, allowing the store to feel more personal
- Driving traffic to store
- Promoting local events
- Driving store priorities
- Promoting National Sales
- Customer Service





Social Innovation

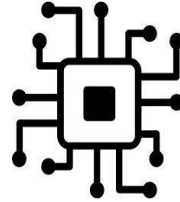


Harnessing Channels

What Evolve or begin using established digital channels in new/different ways

Opportunities

- Customer Experience across the journey
- Social Shops
- Live Commerce
- Direct Messaging/Broadcast Channels



Harnessing Technologies

What New and emerging technologies

Opportunities

- Brand Production Studio
- AR
- AI



Harnessing Creators

What Leveraging content creators & true influencers in new, non-traditional ways

Opportunities

- Store Fronts
- Long-term partnerships
- Affiliate marketing
- Content creation at scale



Long Term Influencer Partnerships:

What is it?

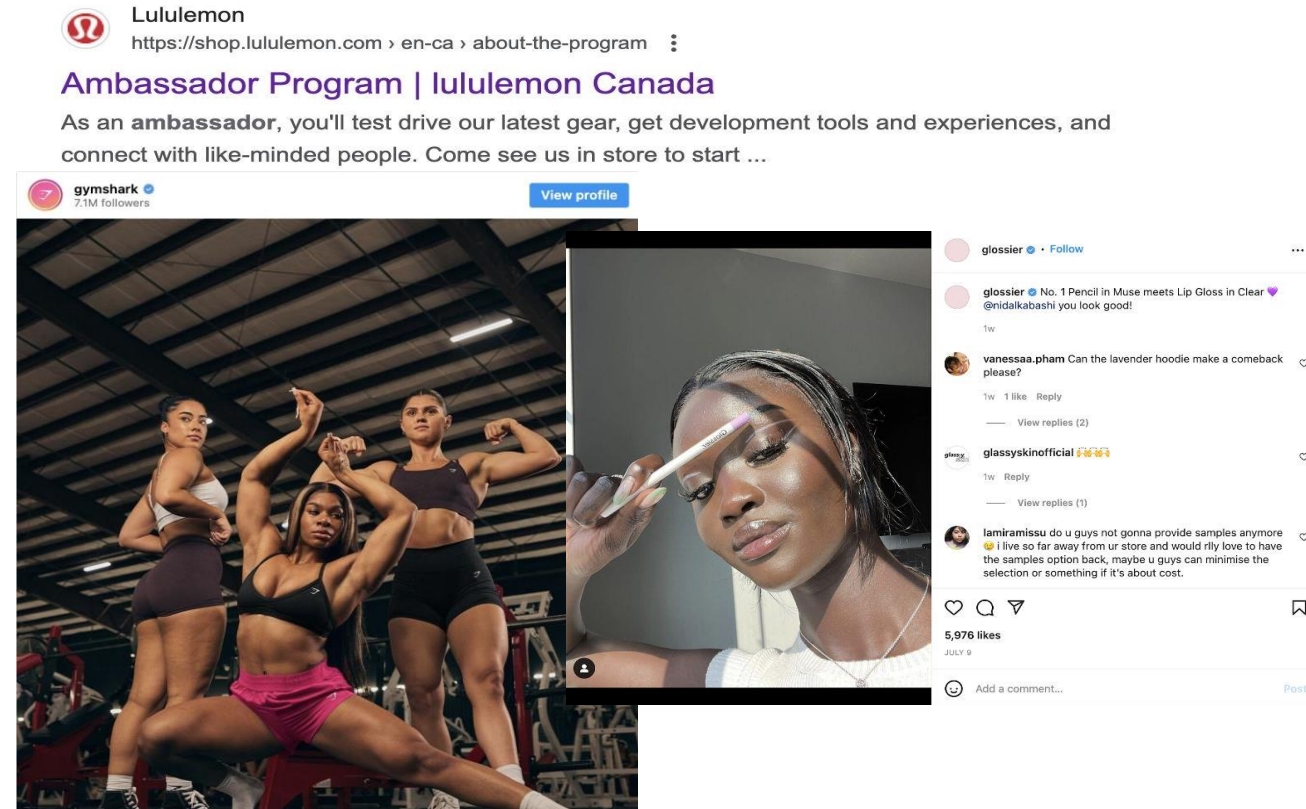
Rather than connect with influencers for one-off campaigns, brands have developed long-term partnerships with a range of different creators.

These long-term partnerships provide a constant stream of content, making the brand stronger and building better connections with the audience. Many programs limit creator numbers, adding exclusivity.

Why it works:

- 70% of creators say long-term campaigns are their preferred method of collaborating with brands¹
- 61% of consumers trust influencer recommendations compared to the 38% who trust branded social content¹
- Canada ranks 4th in social buyer penetration, with more than 11 million buyers in 2024².

¹ Digital Marketing Institute
² Emarketer; Canada Social Media Influencers



Social Shops:

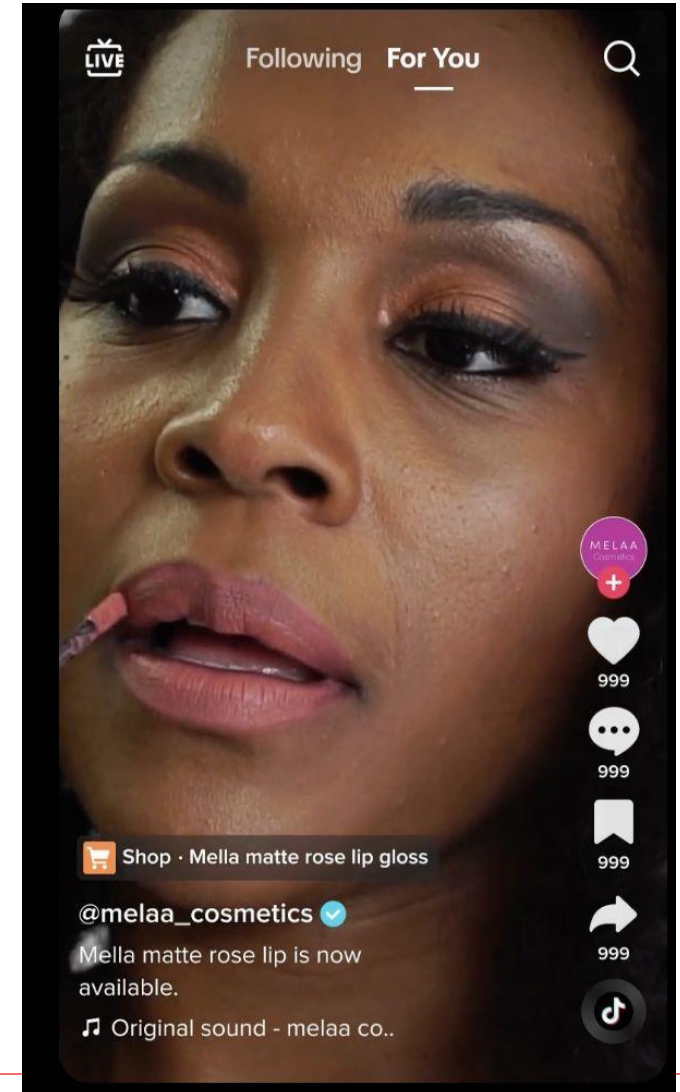
What is it?

Social shops allow you buy and sell products in a single click, right from social platforms. This allows consumers to accelerate through the purchase journey from awareness to conversion by eliminating the need to link to an external store. Brands can set-up stores within the social apps, curate collections, and make their posts shoppable directly through the platform.

- More than 100 million people in the US will use shoppable media by 2025, accounting for more than 45% of digital buyers¹.
- Social shops allow brands to monetize their organic platform strategy—over 64% of 25-34 year-olds learned about new products through a video or post that entered their feed organically.

Platforms currently offering integrated shopping (globally):

Facebook, Instagram, Pinterest, TikTok, Reddit, and Snapchat



¹E-Marketer Report, 2024



Social Shops:

TikTok

- TikTok Shop was launched in November 2022 and launched in the United States September 2023.
 - TikTok is one of the main catalysts for the rise of social commerce in North America
- TikTok Shop includes dedicated shop tab for searching products or browsing product categories, the ability for creators to tag products for purchase, an affiliate funnel for sellers and full funnel, in platform conversion.
- In the United States, over a third of Millennials (37%) have already purchased items on TikTok Shop, while 64% actively use TikTok¹.
- TikToks UGC and influencer collaborations, such as creator-tagged products and hashtag challenges transform social browsing into active shopping experiences, leading to increased conversion.



¹[FashionNetwork](#)



Social Shops:

Meta

Despite Meta removing its shop tab from Instagrams home feed in February 2023 and livestream shopping business on Instagram, Meta is expanding its shop ads which include in-app checkout and new tools like ratings and reviews and dynamic product pages¹.

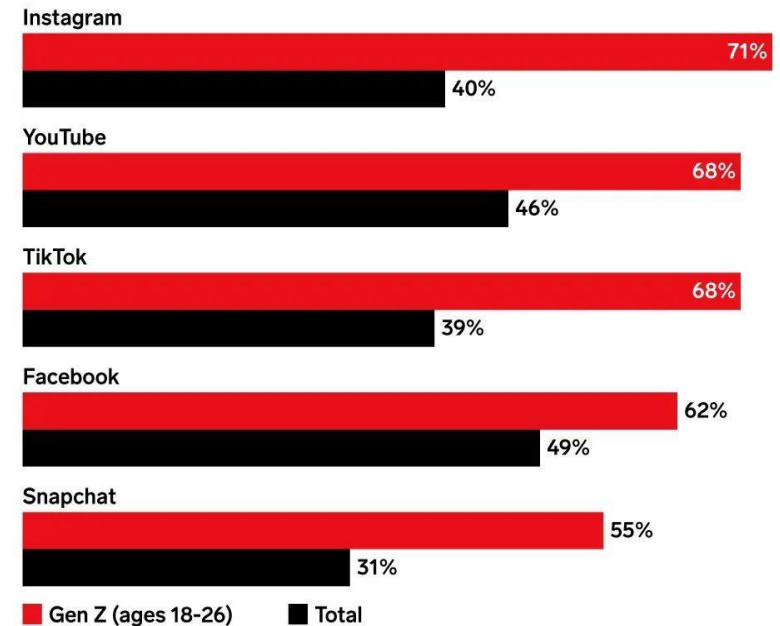
In the US in November 2023, Meta partnered with Amazon to allow its users to purchase Amazon products directly through Facebook and Instagram ads without leaving the platform.

- Users can choose the level of integration between their Meta and Amazon experiences by linking accounts.

Facebook commerce is expected to hit 64.6 million shoppers in 2024²

- Facebook has the highest number of social commerce buyers²
- Users ages 25-34 years represent Facebook's largest audience³

Social Networks Where US Adults Are Likely to Make Purchases Directly, Gen Z vs. Total, Q1 2023 % of respondents



Source: Jungle Scout, "Consumer Trends Report: Q1 2023," March 21, 2023

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eMarketer | InsiderIntelligence.com

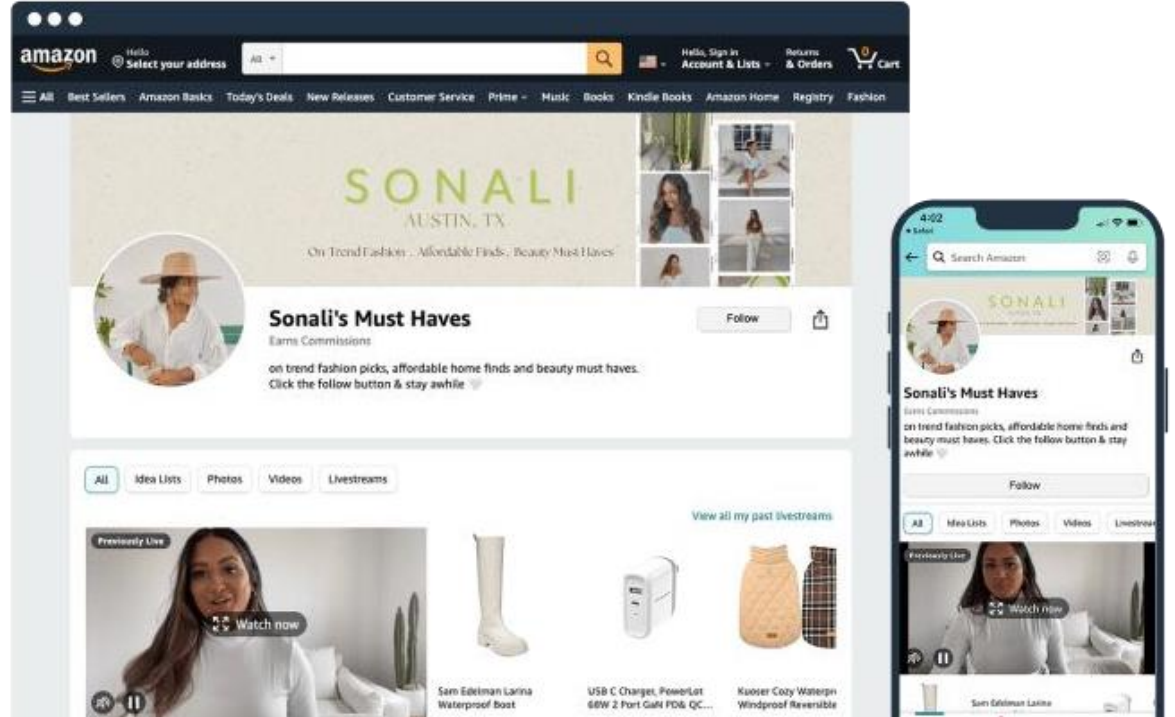
¹[EMarketer](#) ² [EMarketer](#)
³[SproutSocial](#)



Creator Storefronts:

What are they?

- Creator Storefronts are curated product libraries built by influencers or creators. Popularized by Amazon and Walmart, they allow creators to build their own “product picks”, sort them into lists, and earn affiliate revenue on every sale.
- While these storefronts aren’t available on every channel, tech platforms such as Like To Know It (LTK) allow creators to mimic a similar experience on any platform, in a channel agnostic way.



Live Commerce:

What is it?

- Live commerce combines live video streaming with e-commerce functionality, allowing viewers to watch product demonstrations and make purchases in real-time. It creates an interactive, engaging shopping experience that bridges the gap between online and in-store retail.
- Live commerce videos are normally hosted by entertaining, knowledgeable influencers with strong sales skills. These influencers normally receive a % of each sale.





Questions?





Thank You

