

# BUILDING AND ENGAGING COMMUNITIES IN A VIRTUAL WORLD

April 2021



## WALL OF ME



**GRUBHUB**



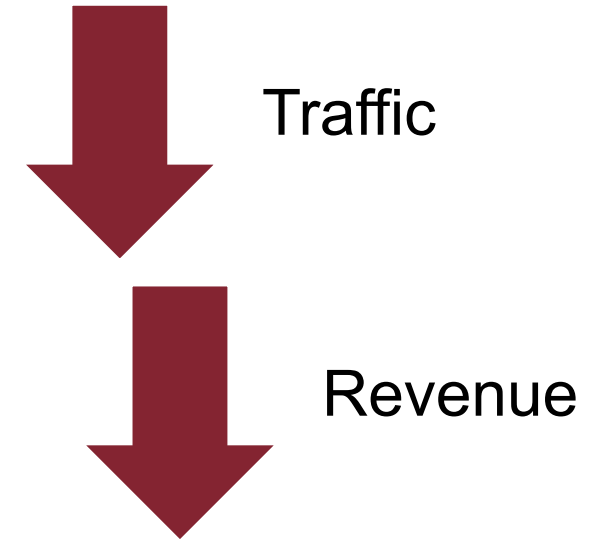
Steven Tristan Young 

- CMO at Poshmark (2.5 years)
- VP of Growth at Grubhub (7 years)
- American Express (6 years)
- DirecTV, Puma, Endurance Technology

# March 2020 Marketing Meltdown

## What was happening...

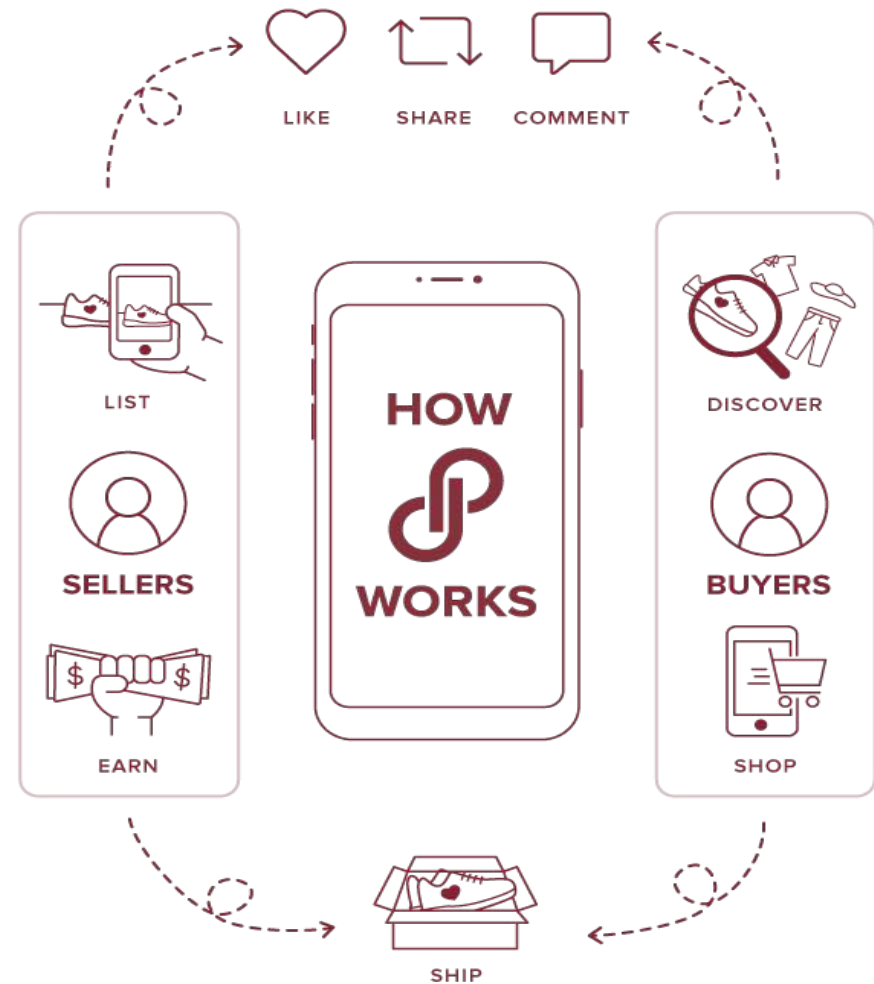
- Pre-emptively reduced our media spend in late Feb into March in expectation of Covid unknowns, reducing inbound traffic
- Quick shift to Shelter in Place left us unprepared as a team to handle the operational components of operating during a pandemic
- We had just finished piloting our new Posh N' Coffee experience with our community and getting ready to launch our Spring/Summer live event series.



**How did we handle this crazy new world?**



**Our mission is to put people at the heart of commerce, empowering everyone to thrive**



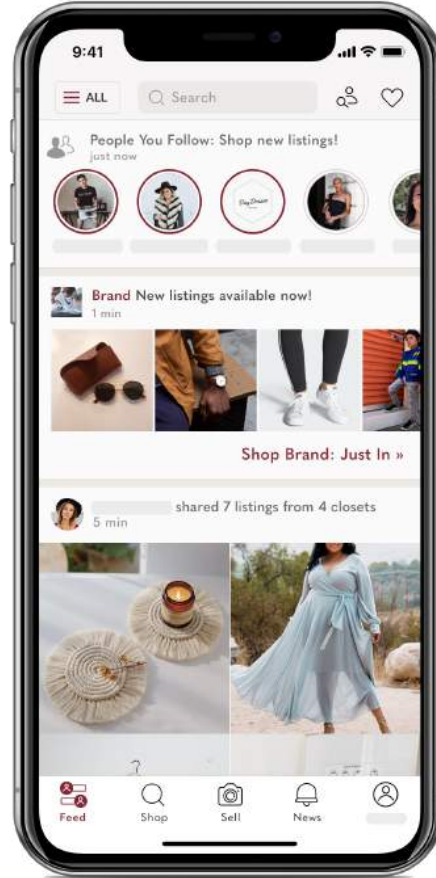
# Poshmark Is A Social Marketplace Powered By A Hyper-Engaged Community

## Large and Passionate Community

- 30M+ Active Users<sup>1</sup>
- ~21B Social Interactions<sup>2</sup>
- 27 Minutes Spent Daily<sup>3</sup>

## Simple, Social and Fun Shopping Experience

- 6.2M Active Buyers<sup>1</sup>
- 6.3 Orders per Active Buyer<sup>4</sup>
- \$33 AOV<sup>4</sup>



## Powerful, Scaled Financial Model

- \$1.3B GMV in LTM Q3 2020
- \$247M+ Revenue in LTM Q3 2020
- 22% Adj. EBITDA Margin in Q3 2020

## We Make Selling a Superpower

- 4.5M Active Sellers<sup>1</sup>
- Proprietary Technology
- Simple Fee Structure
  - 20% of final price of sales \$15 or over
  - \$2.95 for sales under \$15



Note: See appendix for definition of terms. All quarterly financial information is preliminary and subject to completion of management's review procedures. Adj. EBITDA Margin is a non-GAAP measure. See appendix for a reconciliation to the most comparable GAAP measure.

<sup>1</sup> As of September 30, 2020. <sup>2</sup> In 2019. <sup>3</sup> Average time average users spent on our marketplace each day in 2019. <sup>4</sup> On average in 2019.



# Combining The Social Experience Of Shopping With The Ease Of E-Commerce

In-Person Shopping



Discovery



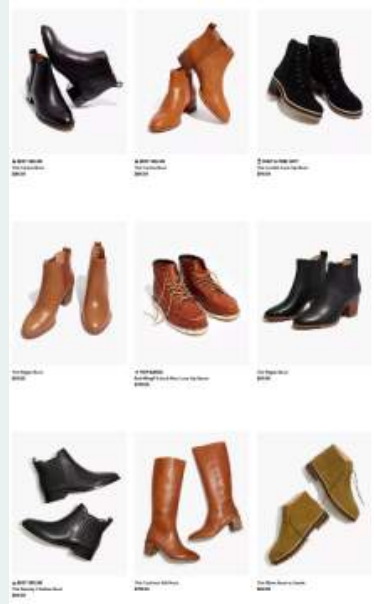
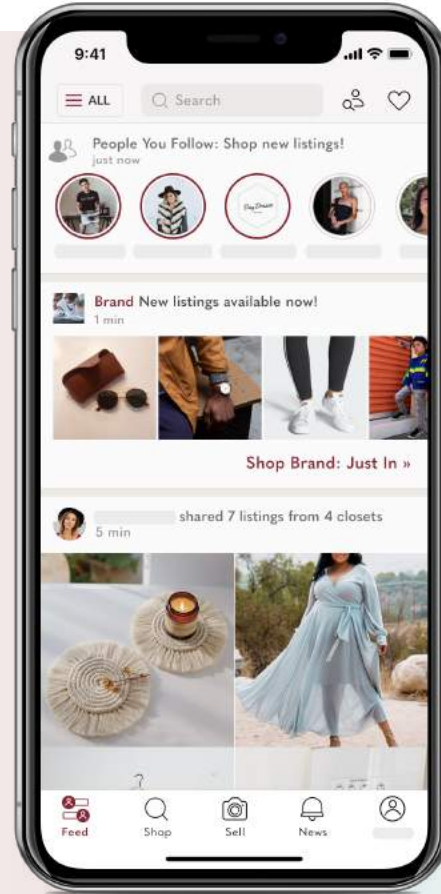
Personalized Recommendations



Browsing



Social



Diverse Selection



Convenience

E-Commerce

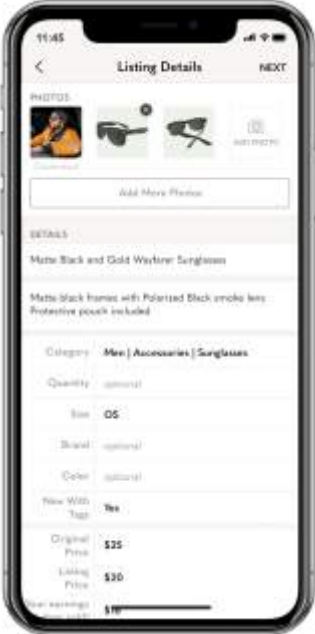


# Poshmark Makes Selling A Superpower

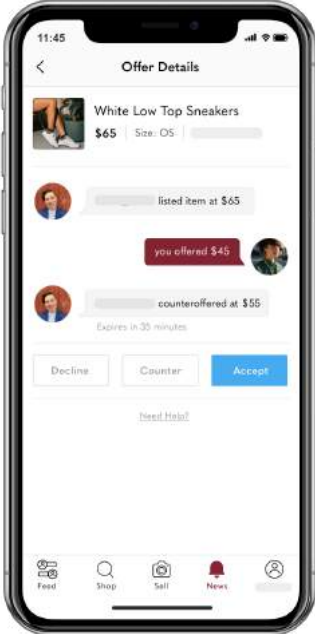
## Storefront Services

## Social Marketing Services

Listing



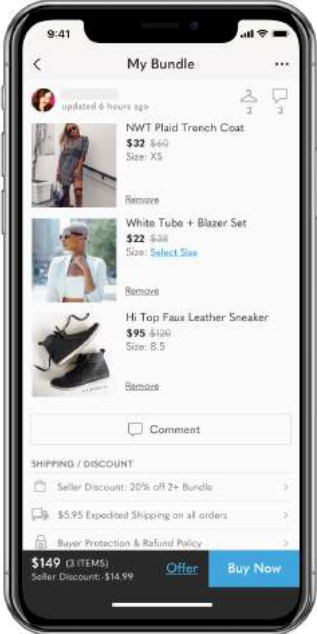
Pricing



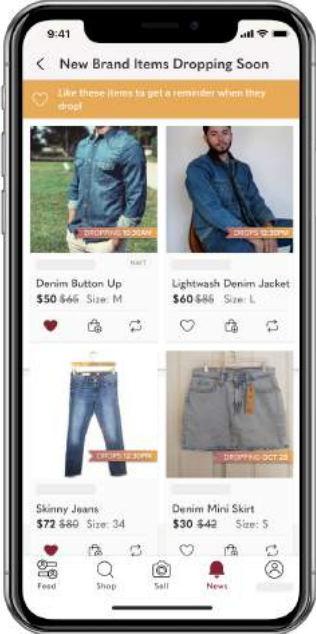
Posh Stories



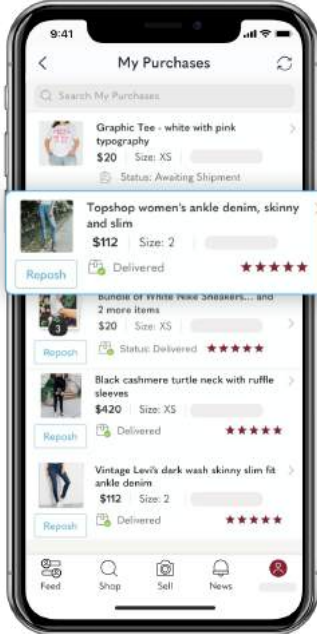
Bundles



Drops Soon



Reposh



## Logistics, Payment and Customer Support Services



Shipping



Payment



Authentication



Customer Service



# Enabling A Diverse Community Of Sellers



## The Revolving Closet

*Occasional seller as they rotate their closet*



## The Side Hustler

*Pursuing a passion with a digital side hustle*



## The Entrepreneur

*Starting and running a full-scale business*



## The Community Brand

*Individual creating brands on Poshmark*



## The Boutique

*Individual or brand selling new retail inventory*





# Meet Some Of Our Sellers



**Johnny**

@theadheadz

*Johnny runs a thriving side hustle outside of his finance job*

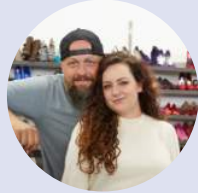
**113K+**

Followers

**75K+**

Shares

**Side Hustler**



**Kristen & Kevin**

@voyageisaverb

*Kristen and Kevin sell sustainable and affordable fashion together*

**209K+**

Followers

**16K+**

Shares

**Entrepreneurs**



**Sonali**

@ateliersona

*Sonali launched her brand on Poshmark, and sells through the wholesale market*

**202K+**

Followers

**417K+**

Shares

**Community Brand**



**Jennifer**

@bellanblue

*Jennifer is one of our top boutique sellers of new, retail inventory*

**699K+**

Followers

**5.2M+**

Shares

**Boutique Seller**

Note: Metrics as of August 2020 for Johnny, Sonali, Kristen & Kevin. Metrics as of October 2020 for Jennifer.

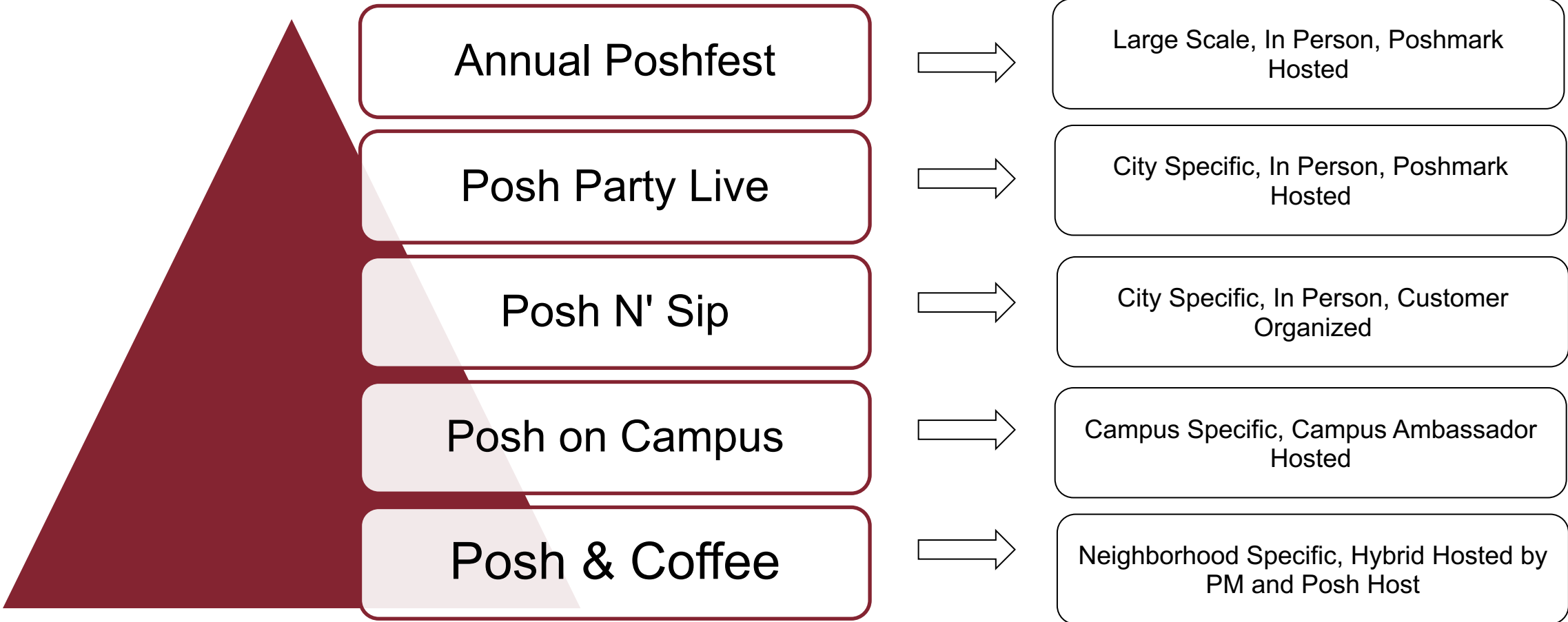


# Connecting our Community

PARTNERING  
WITH OUR  
COMMUNITY



# Our Event Strategy Hierarchy



# To Live or Not to Live

## What was happening...

- Portion of our customer engagement was centered on in person events: Posh Party Live
- We had also just launched the next iteration of our event strategy, Posh and Coffee
- Pandemic halted all of our events and left our events team demotivated and one of our engines for customer engagement stalled



**So how did we end up hosting our largest yearly Poshfest event for 2000+ ppl by October?**



# Why did it work?



- 1 MVPd Virtual Events: Reconcepted our normal events into a "Virtual Posh and Coffee" events in late Q2.
- 2 Think Big: The largest Poshfest attendee was at 1200 ppl in 2019. Approached Poshfest 2020 with a consumer mindset.
- 3 Provided Value: Though we charged for the event, there was value in the Swag boxes, the different content swim lanes and also the overall engagement of the event.



# PROGRAMMING HIGHLIGHTS

## NEW BREAKOUT TOPICS:

- Growth Hacking
- Sustainability
- TikTok
- Poshmark Canada
- Scaling & Business Planning

## EXTERNAL SPEAKERS:

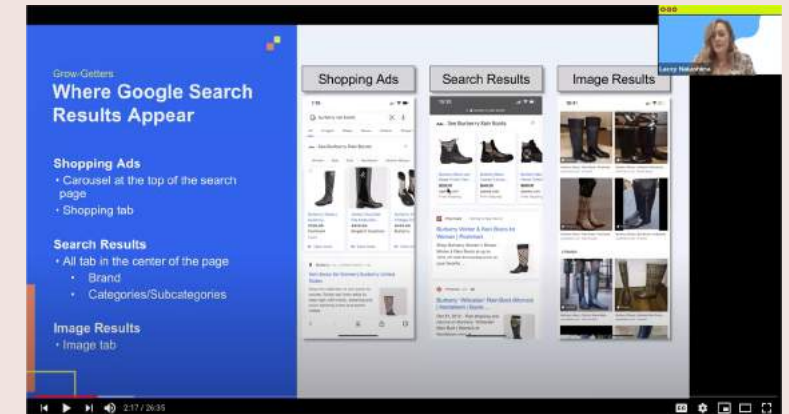
- Nat Kelley, actor & activist
- Dylan Junhke, Brand Rep Tik Tok
- Serena Williams
- Caitlin Roberts, KonMari Consultant

## MOST VIEWED BREAKOUT SESSIONS:

- Growth Hacking (1,000 attendees)
- Instagram (785 attendees)
- Inventory Tours (772 attendees)
- Covershots (766 attendees)
- Sourcing (766 attendees)

**35,270**

total views on  
all programming  
(Zoom & YouTube)



NEW TO 2020

# EXCLUSIVE FACEBOOK GROUP FOR ATTENDEES

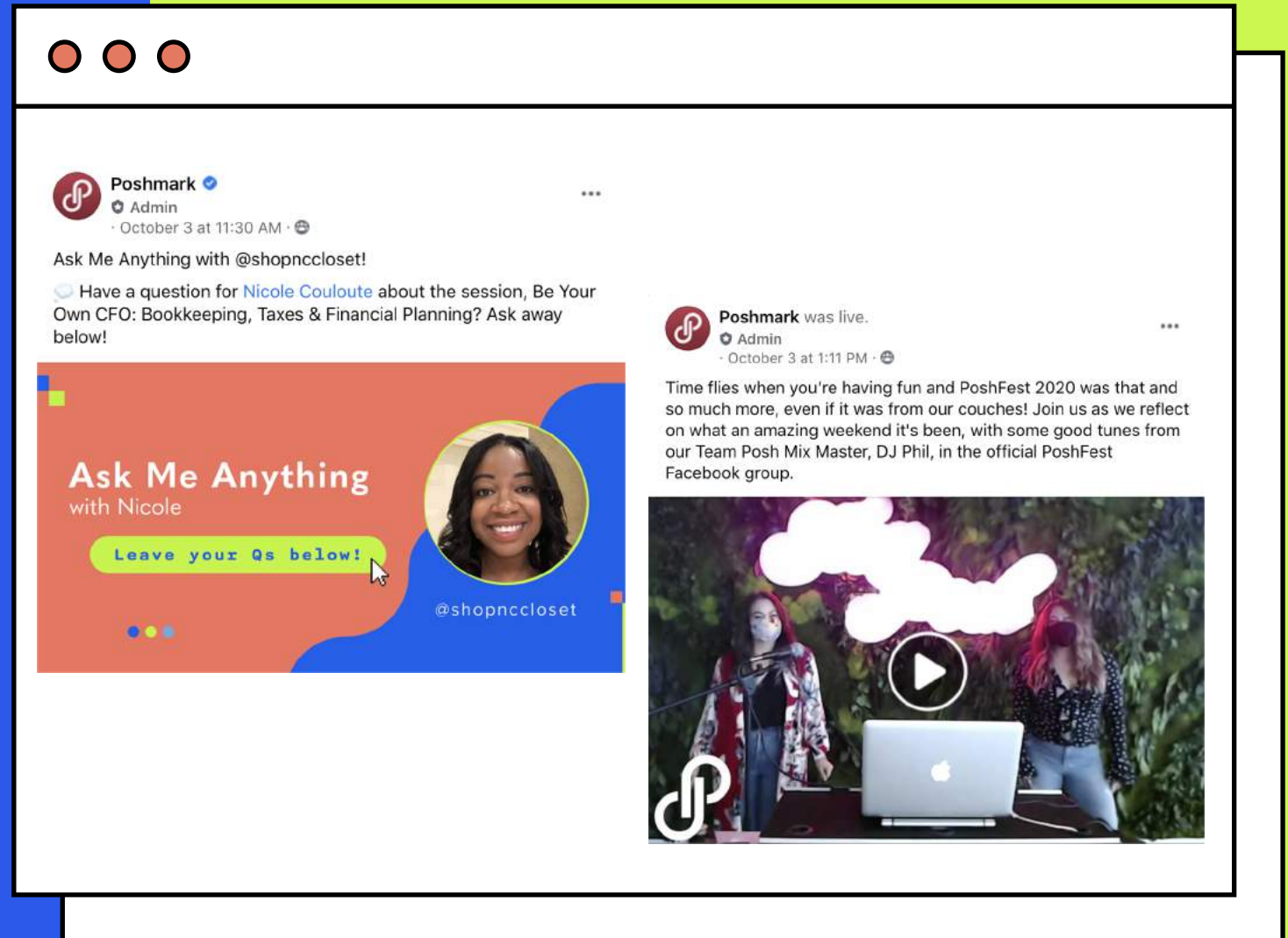
## Tactics

- Garner excitement amongst attendees leading up to PoshFest with a frequent post cadence
- Create conversation and foster connection within the group through prompts
- Inform attendees with real-time updates
- Serve as the hub for community conversation through PoshFest weekend
- Enable group members to use the group as a key resource
- Hosted exclusive content such as Ask Me Anything with breakout speakers and giveaways

## Metrics

1.4K+  
MEMBERS

18K+  
ENGAGEMENTS



# COMMUNITY HIGHLIGHTS

## FACEBOOK GROUP

 **Sandra Adda** is in **Delray Beach, Florida.**  
October 6 at 10:38 AM · 🌍

Hi! My first #PoshFest2020 & it was amazing!!! 🎉🎉🎉  
Loved all the breakout sessions and I'm going back to view all the other sessions today on YouTube, so much valuable information!!! 🙌🙌  
I tried to catch everyone's closet and IG names, but impossible, so.....please drop your name and closet names & introduce yourself & let's become PFF's & share the Posh love ❤️ together!!!! 🥰 My closet is @sandras\_styles and IG: addagirl29~Happy Poshing!!! Xoxo, Sandra ❤️


#poshfest2020 #poshmarkreseller #poshmarkcommunity #posh  
#poshmark #poshmarkcloset #poshboss  
#womenempoweringwomen #poshmarkambassador #poshlife  
#poshlove #poshfest2020 #serenawilliams #badasswomen  
#womanempowerment #womangoals❤️#resilient #reseller  
#resellercommunity #makenewfriends #lifeteachotherup  
#supportsmallbusinesses

 **Bonnie Smith**  
October 3 at 12:58 PM · 🌍

I have gotten so much from this. I love that this was online and I could be a part of it. Now I just want to connect with other people and someone that I can help me grow and them grow. Pushing either. If anyone wants too. I am looking to connect and grow!

👍❤️ 16

4 Comments

 **Tracy DeEscobar** shared her first post.  
👤 New Member  
October 2 at 5:53 PM · 🌍

I joined the instagram and growth panel and was very involved in the chats and engaging with a lot of poshers in the comments. Those who attended those two sessions will remember me in the comments and the tips I was firing out! I have gotten a lot of messages in the last two hours on those tips so I figured I can summarize everything I posted about in both panels here to help and inspire people to try new things and learn! I hope this helps (hopefully I remembered them all)

 **Jamie Dale**  
October 3 at 8:51 AM · 🌍

Anyone else DYING over the new features they just talked about ?!

I'm so excited, can't decide which one I am most excited for - maybe Automatically bundle likes or Sort by likes?!



 **Bathsheba Francis**  
👤 New Member  
October 2 at 7:55 AM · 🌍

Good Morning Poshers!! I'm super excited about PoshFest. Yesterday I wore my outfit thinking it was Poshfest day!!! Now I'm on the east coast shouting to the west Coast OPEN! OPEN! OPEN!!!!



 **Caymielyn Johnson**  
October 2 at 2:23 PM · 🌍

Today was so informative. My favorite Breakout session was Growth Hacks. I definitely learned how to Title and use well descriptions in my listing. What was your favorite session today?



# TOTAL IMPRESSIONS & ENGAGEMENT

ACROSS ALL CHANNELS



**1M+**

Total  
Impressions

-83% over PF 2019



**63K+**

Total  
Engagement

23% over PF 2019

# IMPRESSIONS & ENGAGEMENT

BY CHANNEL



**650K+**

Impressions

-83.96% over PF 2019

**19K+**

Engagements

-34.44% over PF 2019



**188K+**

Impressions

-88.86% over PF 2019

**20K+**

Engagements

1663.35% over PF 2019



**111K +**

Impressions

-8.4% over PF 2019

**1.1K+**

Engagements

-31.9% over PF 2019



**48K+**

Impressions

-71.7% over PF 2019

**23K+**

Engagements

14.6% over PF 2019

# GIVEAWAYS

## Swag Boxes

Gave away 8 PoshFest swag boxes on Instagram and drove our audience to enter by:

1. Subscribing to our YouTube channel
2. Watching a one of our last 10 videos and commenting with their biggest takeaway from the video (drives total watch time and engagement)

**+287 YOUTUBE  
SUBSCRIBERS**

**44K+  
IMPRESSIONS**

## Dymo

Partnered with PoshFest sponsor, Dymo, to give away 1 DYMO XL LabelWriter. We used this giveaway as a perk for PoshFest attendees and hosted it exclusively within the Facebook group.

**211  
ENTRIES**

**1K+  
IMPRESSIONS**

## Hulken Bag

Partnered with Posh Fest sponsor, Hulken Bag, to give away 15 larger Hulken bags. Through social, we drove our audience to enter by tagging a friend on an Instagram post.

**8K+  
ENTRIES**

**55K+  
IMPRESSIONS**



# PRE-EVENT CONTENT

Countdown to PoshFest 2020

- SUN** The official PoshFest 2020 playlist on Spotify
- MON** Swag Box giveaway
- TUE** PoshFest GIFs release
- WED** Wellness Wednesday with fitness instructor, Catherine Llevano @yaavano
- THUR** Throwback Thursday

**The Official PoshFest 2020 Playlist**

Get pumped for PoshFest weekend with the Official PoshFest 2020 Playlist!

Poshmark

50 likes • 7h 2m

Electricity (with Dua Lipa)  
Silk City, Dua Lipa, Diplo, Mark Ronson

successful

## One Week PoshFest Countdown

Ramp up excitement leading into PoshFest with a “spirit week” aka fun things for the community to expect every day on social media including an official Spotify playlist, live fitness class, and more!

## Metrics

**455K+**  
IMPRESSIONS

**10K+**  
ENGAGEMENTS

*PoshFest*  
**LIVE WORKOUT**  
WITH CATHERINE LLEVANO & TEAM POSH

# BRAND CHANNEL HIGHLIGHTS

## INSTAGRAM

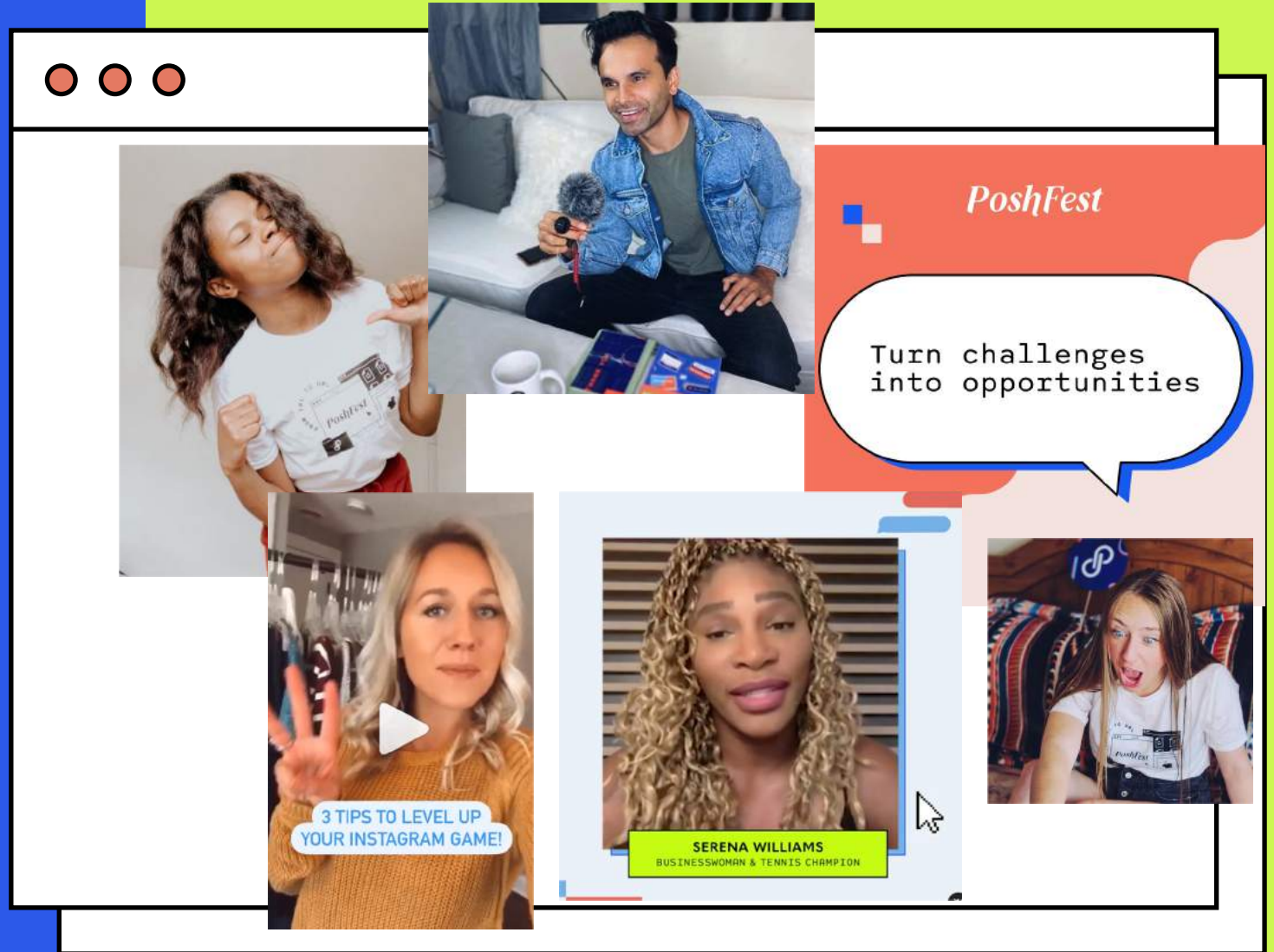
### Tactics

- Take soundbites and quotes from main panel sessions to humanize & inspire
- Use Reels to provide valuable tips from breakout sessions in a fun, digestible format
- Repost community UGC

### Metrics

**388K+**  
IMPRESSIONS

**14K+**  
ENGAGEMENTS

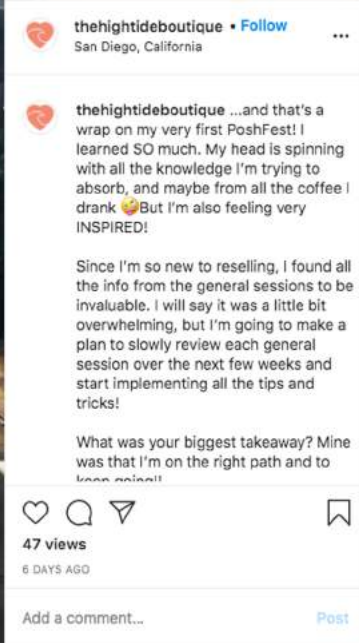
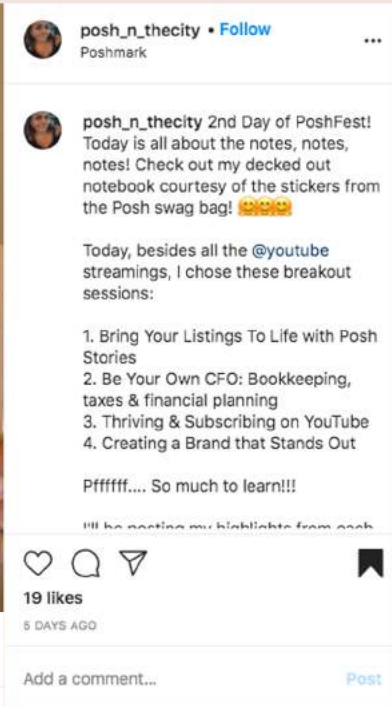
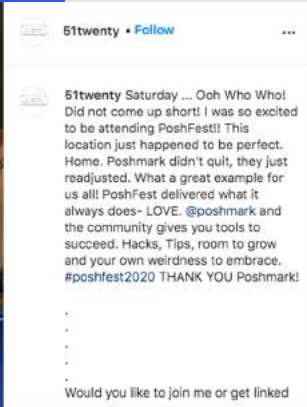


# COMMUNITY HIGHLIGHTS

## INSTAGRAM

Despite the virtual format of this year's conference, Poshers were actively posting on Instagram, sharing their outfits and behind-the-scenes.

**One major scene stealer this year?** Posing with the Poshmark coffee mug from the swag box.



**CLICK HERE TO CHECK OUT #POSHFEST2020 ON INSTAGRAM**

# BRAND CHANNEL HIGHLIGHTS INSTAGRAM

@poshmarkcanada

## Strategy

- Take a more paired down approach than the main Instagram strategy with focus on highlighting Canadian speakers and attendees and inspiration
- Drive viewers to the YouTube stream

## Metrics

Feed & Story metrics combined

17K+  
IMPRESSIONS

600+  
ENGAGEMENTS

**PoshFest**

Have a goal, try to meet it the best you can. But don't compare yourself to others.

**Lorel Grad**  
@yvzposhmama

**PoshFest**

FROM IRL  
URL

TIPS ON SHIPPING & PACKAGING IN CANADA.

"4 things to think about when packaging orders in Canada: cost-effective, safe arrival, on brand & eco-friendly."

**Ashley G**  
@ashleydtl

**TUNING IN FROM**

**PoshFest**

BREAKOUT SESSION:  
TURNING A NEW LEAF

# BRAND CHANNEL HIGHLIGHTS

## INSTAGRAM STORY

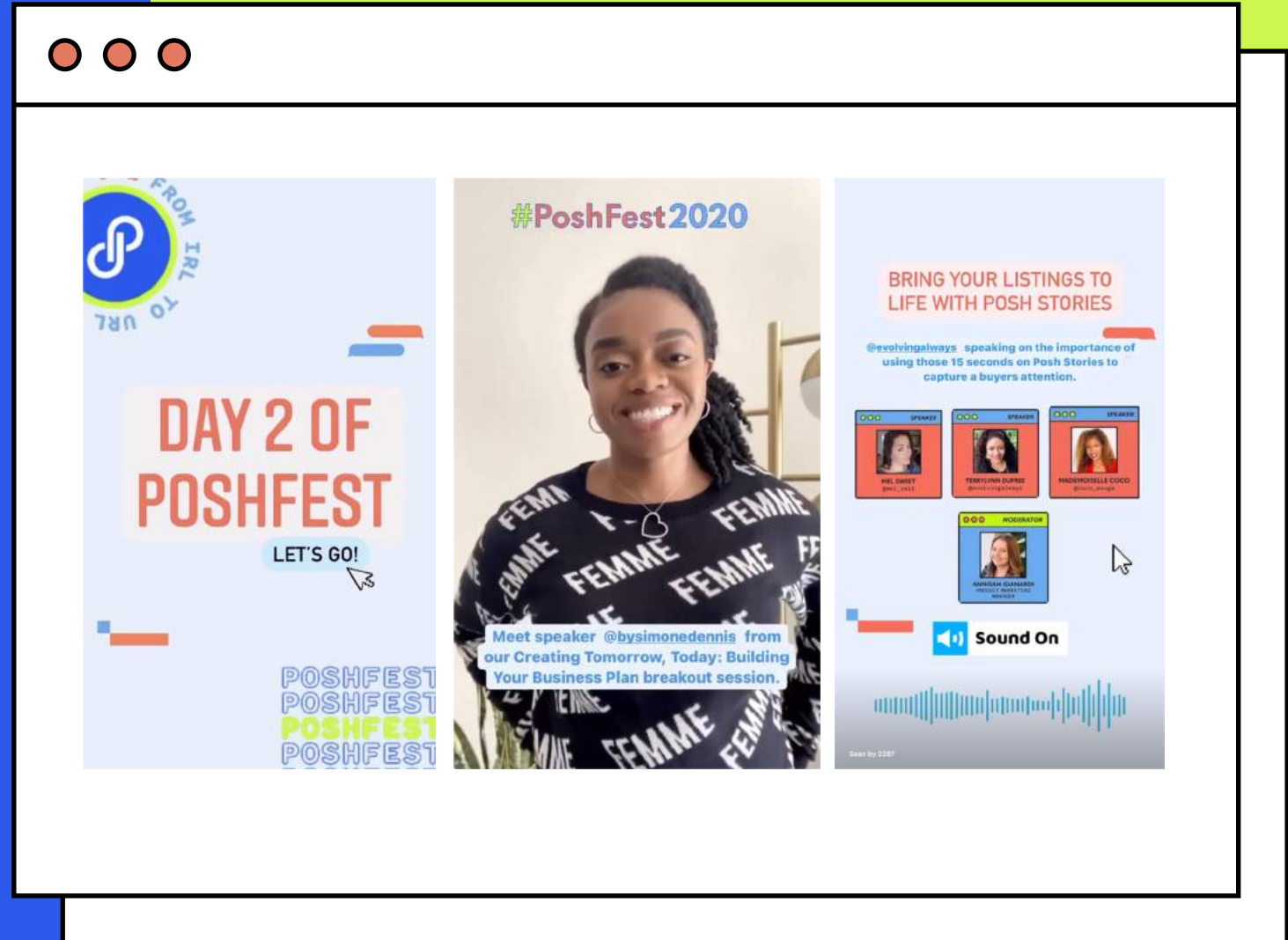
### Tactics

- Take video soundbites, pull quotes, or summarize key takeaways to give speakers extra shine and provide inspiration and education to non-ticketholders
- Reshare posts from PoshFest attendees to Stories
- Premarket main sessions to drive viewers to YouTube

### Metrics

**246K+**  
IMPRESSIONS

**4.2K+**  
ENGAGEMENTS

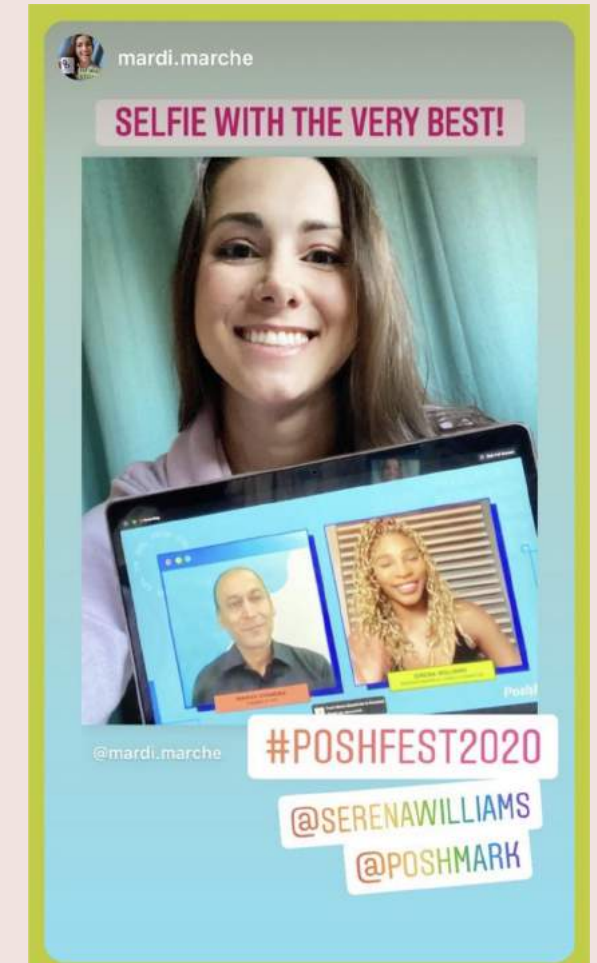


Click here to see event coverage: [Day 1](#) & [Day 2](#)



# COMMUNITY HIGHLIGHTS

## INSTAGRAM STORY



# BRAND CHANNEL HIGHLIGHTS

## YOUTUBE

### Tactics

- Drive our social media audiences to the main sessions streamed on YouTube
- Engage with live chat comments during the event

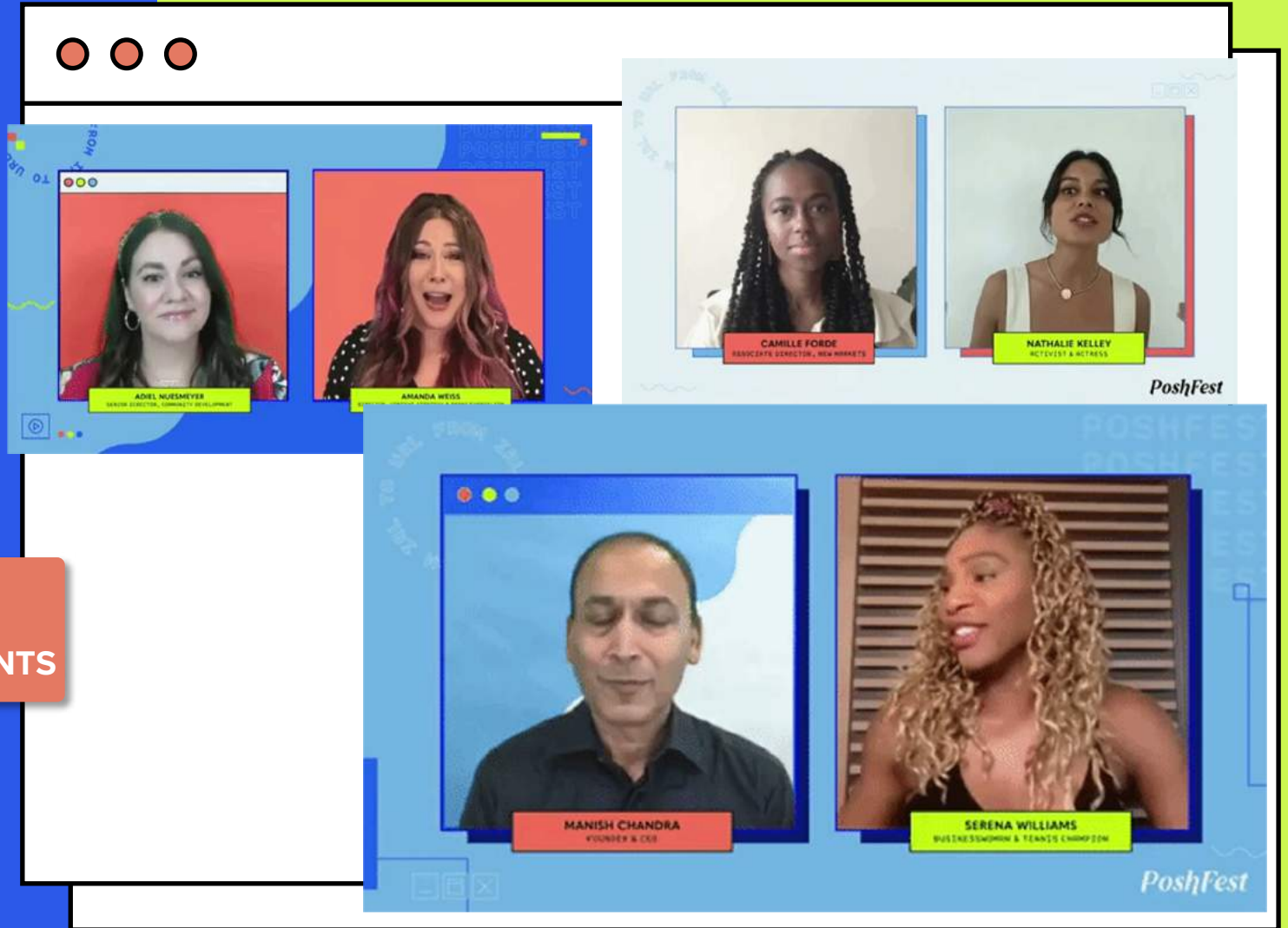
### Metrics

**20K+**  
VIEWS

**48K+**  
IMPRESSIONS

**23K+**  
ENGAGEMENTS

We hit an all-time livestream high of over  
**800 concurrent viewers**



# BRAND CHANNEL HIGHLIGHTS

## TWITTER

### Tactics

- Cross-promote PoshFest content on Twitter to keep this audience engaged.
- Promote main panel sessions and direct takeaways from panels.
- Retweet community UGC between breaks and at the end of each day.

### Metrics

111.2K+  
IMPRESSIONS

1.1K+  
ENGAGEMENTS

PoshFest 2020 Streaming Schedule	
Friday, October 2nd	
8:00-8:30am PT	State of the Posh Union With Founder & CEO, Manish Chandra
8:30-9:00am PT	Poshing in Unprecedented Times
9:10-9:25am PT	Creating Spaces that Spark Joy With Master KonMari Consultant, Caitlin Roberts

# COMMUNITY HIGHLIGHTS

## TWITTER



CLICK HERE TO CHECK OUT  
#POSHFEST2020  
ON TWITTER

## BRAND CHANNEL HIGHLIGHTS

# Facebook

### Tactics

- Cross-promote PoshFest content on Facebook to keep this audience engaged
- Drive viewers to main sessions on YouTube

### Metrics

**188K+**  
IMPRESSIONS

**1.8K+**  
ENGAGEMENTS

**Poshmark** ✓  
October 2 at 8:30 AM · 🌐

2020: the year of the PIVOT (Ross from Friends, anyone?). Four amazing Poshers: @poshbosblake, @niftythrifty00, @yvrposhmama, and @theredpianist took the virtual stage to share...

- 👉 How they're staying motivated.
- 👉 What self-care means to them.
- 👉 How they're embracing challenges as they adapt their businesses in a world of uncertainty.

👉 <https://youtu.be/Ecn3UONSv0k>

**Poshmark** ✓  
October 3 at 7:45 AM · 🌐

👉 **GIVEAWAY ALERT** 👉 It's the last day of PoshFest and we know you'll be selling up a storm after this weekend! We've partnered with our official #PoshFest2020 sponsor, Hulken Bag, to spread the love and give away 15 of their Posh Package-worthy bags. Enter now: <https://bit.ly/PoshInsta>

**PoshFest**

**GIVEAWAY ALERT**

**PoshFest**

Turn challenges into opportunities

POSHFEST GIFS



# Takeaways

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## Leadership Mindset

- ✓ Re-envision & Re-invent
- ✓ Dare to Disappoint
- ✓ Customer Centricity

