



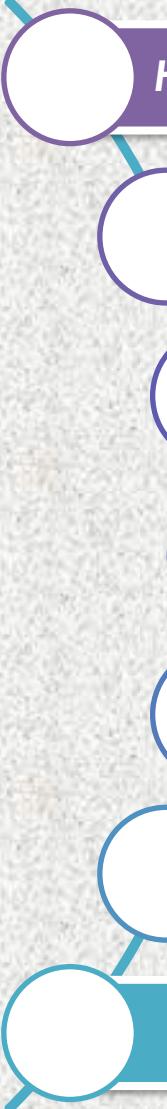
amazon

shopify

woo  
COMMERCE

ebay

fb

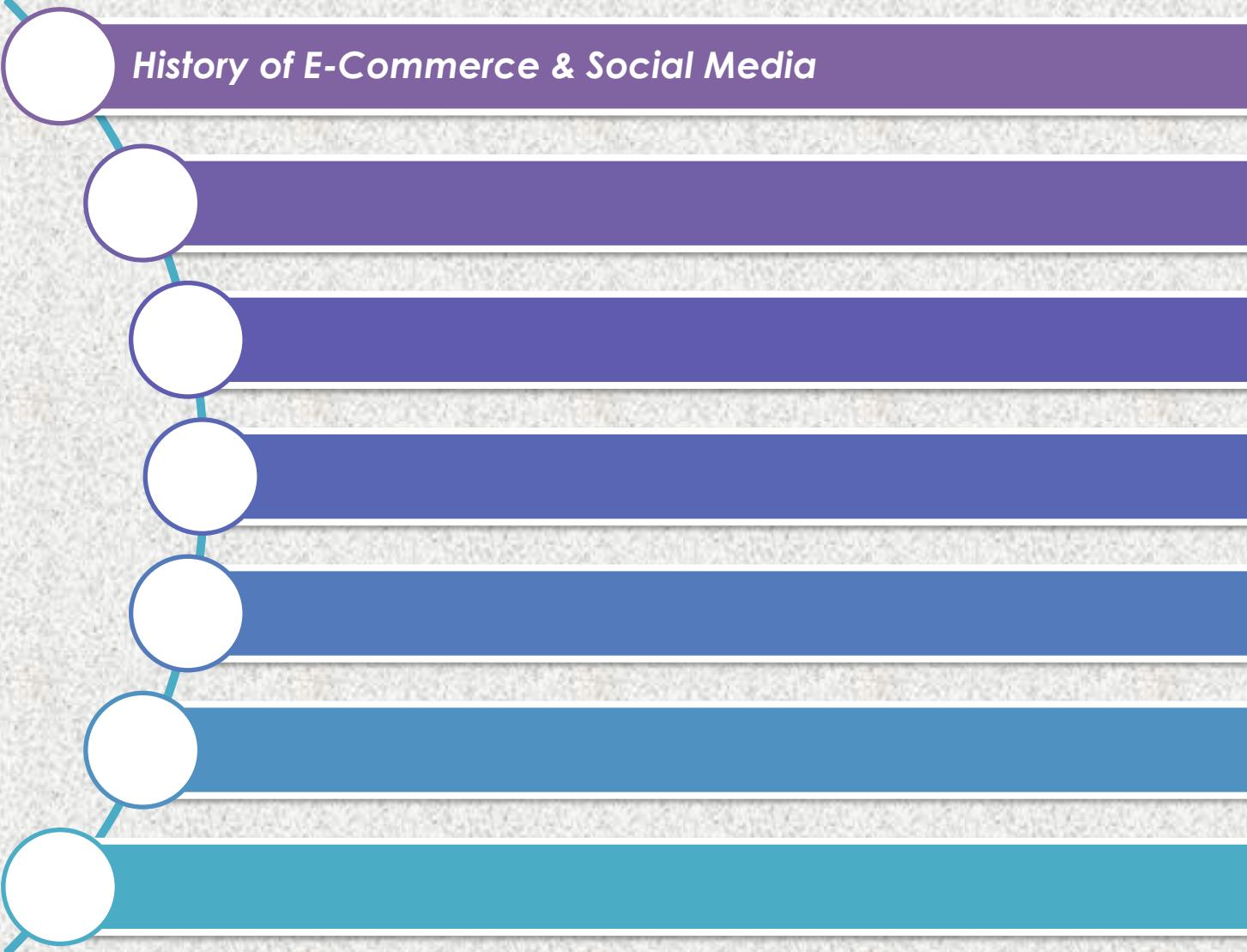


## *History of E-Commerce & Social Media*

*Top 10 Online Retailers*

*Top 10 E-Commerce Platforms*

*Social Media Platforms*



## *History of E-Commerce & Social Media*

# E-Commerce vs. Traditional Commerce



- ✓ E-commerce is a form of online shopping where users can buy goods & services.
- ✓ It is used to save time & money
- ✓ It is available round the clock
- ✓ Requires basic knowledge of computers.
  
- ✓ Inspecting a product before purchasing is not possible
- ✓ Easier to manage as warehouse is enough to run the business.



- ✓ Traditional-Retail store: buy goods and services in person: face to face.
- ✓ It is still widely in use.
- ✓ Anybody can operate it, irrespective of education or knowledge
- ✓ Only available during limited hours
- ✓ It is costly, requires inventory and attending to customers.

# & Now **Social Media-Commerce** is part of the Picture



Online business is the easiest to start.

No need to heavy start-up costs, flexible time, could be an eCommerce store or simply a social store, Facebook, for example.

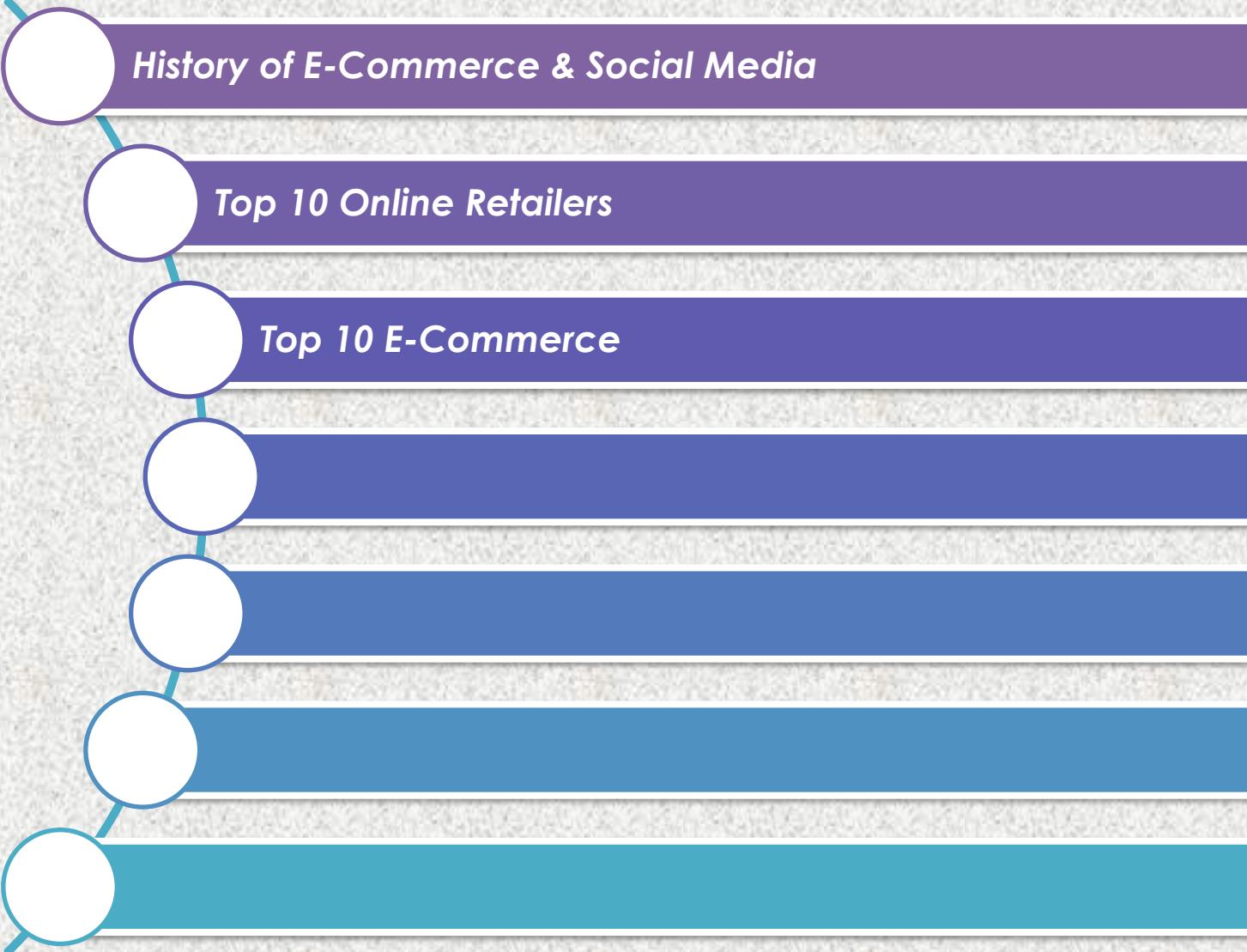
Compared to traditional stores, it is not true that online business is making a bigger profit unless you know how to use the right tools.

In general, each form of business will have its own benefits and drawbacks.

Next comes the comparison between: E-Com & Retail store with Pros & Cons of each!

# Comparison Table

eCommerce		Traditional Commerce		Social Commerce	
Pros	Cons	Pros	Cons	Pros	Cons
<ul style="list-style-type: none"> <li>The largest market</li> <li>Globally trading scope</li> <li>Fast response to consumer trends and market demand</li> <li>Ability to scale up quickly and vice versa</li> <li>More opportunities to make sales</li> <li>Customer insights through tracking and analytics</li> <li>Personalized messaging</li> <li>Lower cost</li> <li>Increased sales with instant gratification</li> <li>Unlimited “shelf space”</li> </ul>	<ul style="list-style-type: none"> <li>Lack of personal touch and tactile experience</li> <li>Credit card fraud</li> <li>Need for Internet access</li> <li>Downtime or technology hiccups</li> <li>IT security issues</li> <li>Complexity in taxation, regulations, and compliance</li> <li>Expensive marketing cost</li> </ul>	<ul style="list-style-type: none"> <li>More reliable</li> <li>Most consumers choose to buy in stores instead of buying online</li> <li>Consumers can see and check the products directly before buying them</li> <li>Fewer scams</li> <li>No hackers and scammers</li> <li>No need for the Internet</li> <li>No need for technology skills</li> <li>Face-to-face communicate with customers</li> </ul>	<ul style="list-style-type: none"> <li>Constructing and operating costs</li> <li>Working time is fixed, not flexible</li> <li>More hand-relating tasks to do at the store</li> <li>Business scaling is difficult and needs huge capital investment</li> <li>More complicated and risky to start</li> <li>Limited “shelf space”</li> <li>Confined distribution area</li> </ul>	<ul style="list-style-type: none"> <li>Decrease marketing costs</li> <li>Expandable sales nationwide</li> <li>Drive lead to your website (if any) and increase the growth of the audience</li> <li>More comprehensive customer engagement</li> <li>Opportunity for customer feedback</li> <li>Opportunity to do market research about your customers</li> <li>Two-way communication</li> <li>Customer loyalty and retention</li> </ul>	<ul style="list-style-type: none"> <li>Social media needs daily monitoring</li> <li>Need clear marketing or social media strategy</li> <li>Need to manage social media presence to see the real benefits</li> <li>Can encounter negative feedback, information leaks or hacking</li> <li>Lots of competitors</li> <li>Lack of trust</li> <li>Not scalable due to poor management method</li> </ul>



## *History of E-Commerce & Social Media*

*Top 10 Online Retailers*

*Top 10 E-Commerce*

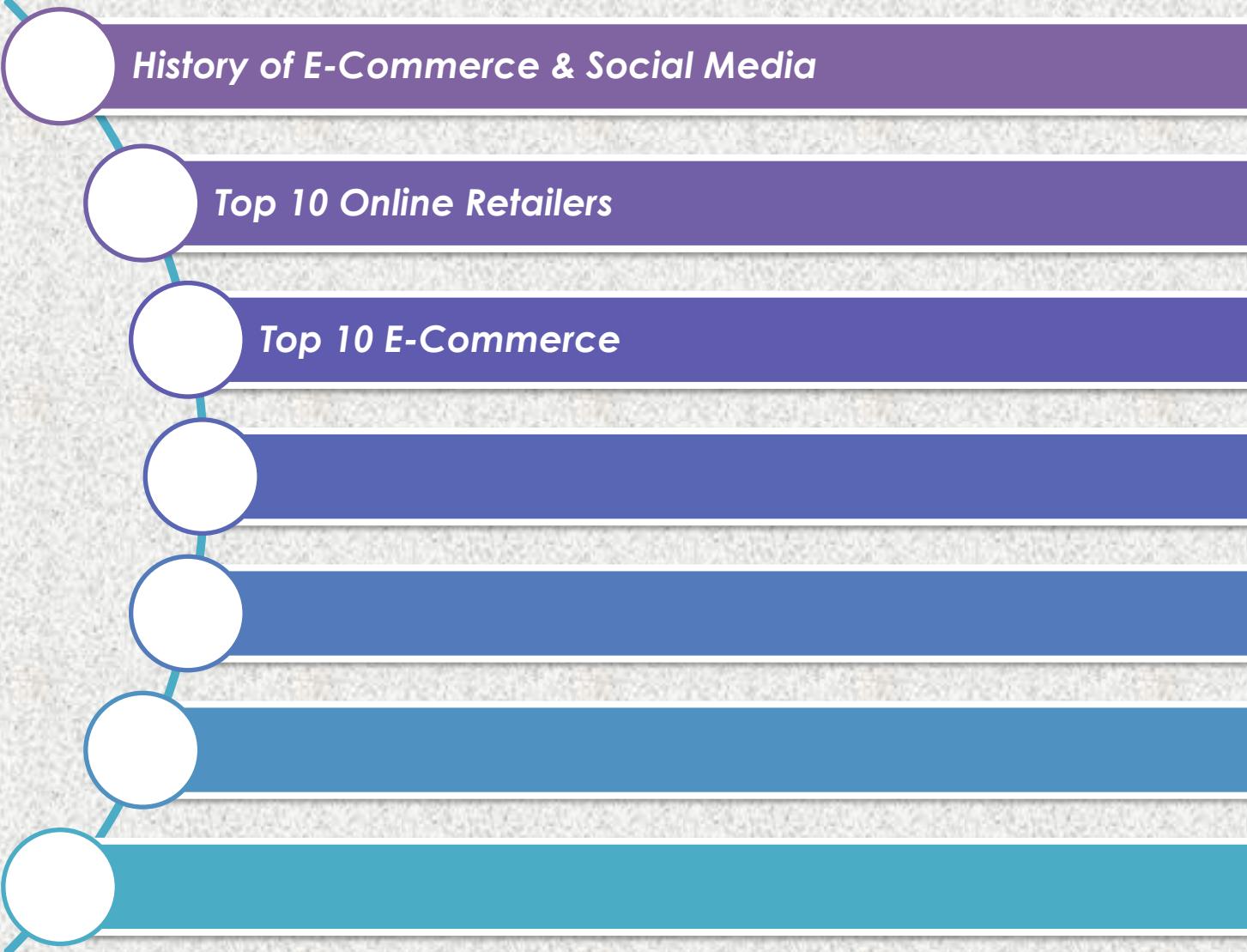
## Top 10 Online Retailers: 'Electronics And Media' Is The Star Of E-commerce Worldwide

The global e-retail is in constant growth since 2014. In **2017**, e-retail commerce sales worldwide amounted to **\$2.3 trillion** and e-retail revenues are projected to grow to **\$4.88 trillion** in **2021**. In 2018 e-commerce grew by 18% globally--consumers spent \$2.86 trillion in online sales.

**The top 10 online retailers accounted for 15.1% of all global e-commerce.**

The top 10 global e-commerce retailers are:





## *History of E-Commerce & Social Media*

*Top 10 Online Retailers*

*Top 10 E-Commerce*

# The Top 10 Ecommerce Platforms in 2020

An ecommerce platform is a website that allows businesses to launch, host, and manage an online store. While different ecommerce platforms offer different features, all of them give business owners a way to sell directly to customers.

## The Growth of Ecommerce Platforms

The facts show that if you own a business that sells products, there is enormous opportunity online. According to studies by Statista, **by 2021 there will be more than 2 billion people buying goods and services through e-commerce shops.**

For anybody interested in growing an online ecommerce business, this is a perfect time. Online attention is at an all-time high. People are familiar with the process of buying online, and **over 69% of consumers today have bought at least one item online.**

Online ecommerce platforms today offer easy setup and management, and some have an incredibly low cost. Rather than sell through an online marketplace like Amazon or eBay, many business owners are moving to build their own sites with ecommerce functionality.

## Top 10 Ecommerce Platforms in 2020

Different businesses have different needs depending on their business model, sales volume, and a variety of other factors.

Ecommerce giants like Amazon are swallowing up more than half of the market and thousands of more online stores gunning for their share. For this reason, we need to be able to compete by offering the best experience for our customers on their ecommerce needs.

It all starts with which ecommerce platform you choose for your stores.

The ecommerce space is always changing with new updates, prices, add-ons, etc. To help make it simpler, here is an up-to-date list of the Top ecommerce platforms to run a business in 2020.



Woocommerce powers over **28% of all online stores** and is the ecommerce platform for the SEO king, **WordPress**.

Popular among ecommerce web developers, Woocommerce offers users a single platform to run both their ecommerce and the affiliated site upon.

Using the power of WordPress, business owners can customize their ecommerce site with a variety of extensions, like **1-Click Selling** and **PayPal integration**.

The good news is that WooCommerce is **free** for those who **already have a WordPress site**. However keep in mind that hosting can cost a pretty penny and some extensions aren't free.

As a starting ecommerce platform, WooCommerce is perfect for those already familiar with WordPress.

- ❖ **Pros:** Highly Customizable, SEO Optimized, WordPress experts available, Free
- ❖ **Cons:** Pay for Hosting, Requires extensions, Scalability issues, Poor Support
- ❖ **Price:** Free with WordPress Account, additional fees for hosting and plugins.
- ❖ **Best for:** WordPress Sites, Small to medium size ecommerce



One of the most customizable ecommerce platforms, Magento offers a vast amount of extensions and third-party integrations to give the consumer unique shopping experiences.

Magento today attracts some of the largest names in ecommerce, like **Nike, HP Inc. and The North Face**.

The Open Source (free) version of Magento is free, yet requires a substantial amount of development to create a working site.

The paid version for larger ecommerce companies is Magento Commerce and/or Magento Cloud, which includes B2B features not available on Magento open-source.

**Magento Commerce Edition starts at \$24,000 a year** and up for companies doing large amounts of ecommerce transactions.

Magento also allows companies to pick their own hosting, so they can decide which server is the best for them.

Magento is known for having a large community of partners and developers that offer support.

- ❖ **Pros:** Highly Customizable, Strong SEO, Large Community of Support
- ❖ **Cons:** Costly with Commerce Edition, Requires Experienced Developers
- ❖ **Price:** Free, Magento Commerce/Cloud costs \$24,000 and up (annually).
- ❖ **Best for:** Enterprise-level Ecommerce, those with a developer resources



One of the biggest names in the game today, Shopify offers an easy-to-launch platform to create an ecommerce site.

Shopify offers pricing plans starting **from \$9 to \$299 per month** depending on your needs. With a **premium service called Shopify Plus**, aimed at high-volume brands and Fortune 500 companies. With easy simple features, Amazon integration, pricing plans and hosting included, Shopify is perfect for small businesses looking to enter the ecommerce industry.

- ❖ **Pros:** Easy/quick set-up, pricing plans, quick downloading speeds
- ❖ **Cons:** Weak SEO, transaction fees (using non-shopify payments), costly apps
- ❖ **Price:** \$9 to \$299 per month, Shopify Plus pricing varies
- ❖ **Best for:** Small to large level ecommerce



BigCommerce is a hosted SaaS ecommerce platform that allows business owners to set-up online stores using various customizable templates for easy set-up.

Similar to Shopify, BigCommerce offers pricing plans from about **\$29 to \$249 per month** depending on your needs and also restrict your sales volume on each plan.

***But unlike Shopify's \$29 plan, BigCommerce offers several additional features like professional reporting, built in ratings and reviews system and gift cards to name a few (But lacks the abandoned cart saver that Shopify includes).***

They also offer BigCommerce Enterprise edition for large ecommerce companies (over one million in sales), with prices varying for size of company.

Easy Set-up and various payment plans offering a variety of features depending on one's needs makes BigCommerce a good value for the money starting out.

- ❖ **Pros:** Strong SEO, Flexible, Scalable, Multi-Channel Selling
- ❖ **Cons:** Sales limits, No mobile app, Scalability, Prone to bugs
- ❖ **Price:** \$29 to \$249 per month, Enterprise pricing varies
- ❖ **Best for:** Beginner to advanced ecommerce

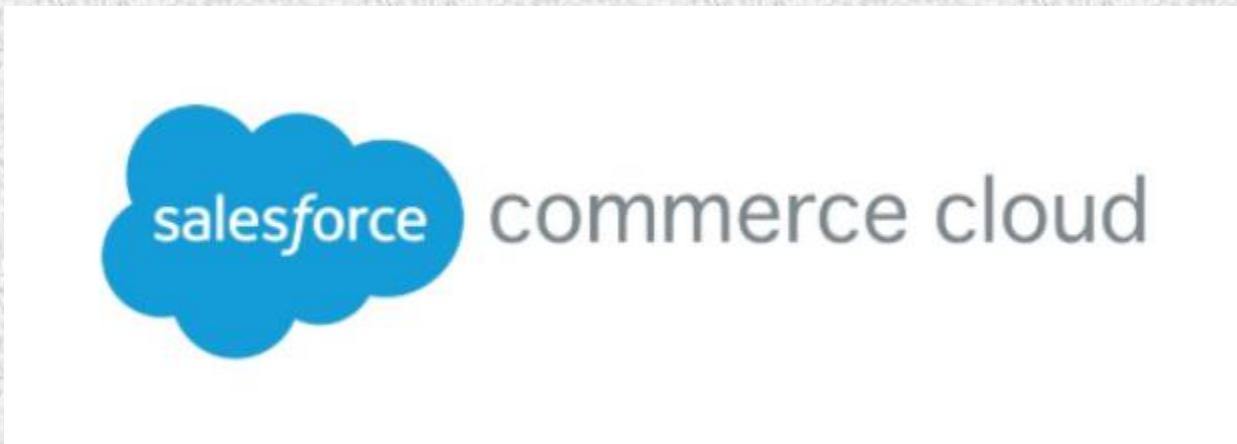


OpenCart is an open-source, downloadable platform with over 13,000 extensions and 36 payment methods to make your site as custom as you desire.

OpenCart is free to download, upgrade and use. However, you will need to secure and host the site yourself, as well as have a developer that's familiar with PHP to design the website.

They also offer a cloud-based version called OpenCart Cloud, integrated with PayPal, with prices varying.

- ❖ **Pros:** Free, Open-Source, Customizable, Ease of Use for Dev.
- ❖ **Cons:** Low Support, Requires Developer, Add-ons Required
- ❖ **Price:** Free, OpenCart Cloud pricing varies
- ❖ **Best for:** Small to Mid-size ecommerce with web experience.



Salesforce Commerce Cloud, previously known as Demandware, until being bought out by Salesforce, offers a cloud-based SaaS ecommerce solution.

A unique feature of Commerce Cloud is their AI system that can allow brands to deliver a unique shopping experience to consumers across every channel, by giving brands deep insights about the behavior of their customers.

Design and development does require knowledge coding knowledge, but Commerce Cloud offers an extensive list of features and makes it easy for scalability.

They offer two pricing editions, B2C or B2B Commerce and prices vary depending on add-ons and sales volume.

- ❖ **Pros:** Scalability, Customizable (to an extent), Cloud Services
- ❖ **Cons:** Requires Developer, costs increase with volume
- ❖ **Price:** Varies
- ❖ **Best for:** B2C Small to Large Ecommerce with little or no web experience



## oscommerce

OsCommerce, meaning open-source ecommerce, is a completely free, downloadable ecommerce software.

They make it easy and affordable to customize your website with almost 9,000 free add-ons, with more being uploaded every day by the large, dedicated community of developers around the world.

- ❖ **Pros:** Free, Customizable, ease of use (for developers), large supportive community
- ❖ **Cons:** Requires Developer, Hosting can be costly, not easily scalable, prone to bugs
- ❖ **Price:** Free
- ❖ **Best for:** Small to midsize ecommerce with web experience



Prestashop is an open-source, cloud-hosted ecommerce platform, giving users the best overall value.

You can either download it for free and customize it how you like or pay for PrestaShop Ready which is a hosted version, for only **about 25 euros a month**.

It's fairly easy to use for developers and can be highly customized, yet can be costly with add-ons.

- ❖ **Pros:** Option for either self-hosted or hosted, Customizable, Strong SEO, large community
- ❖ **Cons:** Costly Add-ons, Developer skills required, hosted version lacks features, must pay for support
- ❖ **Price:** Free, PrestaShop Ready for 25€ per month
- ❖ **Best for:** Small to medium size ecommerce with web experience



Squarespace is known for their wonderful design templates for website building and that also applies to ecommerce.

Perfect for beginners, Squarespace offers an all-in-one hosted platform, with drag-and-drop templates featuring some of the most creative, modern designs.

Pricing has two options for ecommerce, basic for \$26 per month (annually) or Advance for \$40 per month (annually) depending on your needs.

Squarespace makes it easy for anyone to quickly and easily create a beautiful ecommerce site starting from templates, to selling the first product.

- ❖ **Pros:** Easy set up, Creative template designs, SEO, Affordable
- ❖ **Cons:** Lack of features (no multi-channel selling, etc.), no phone support, lack of integrations (Limited PayPal, Amazon, etc.)
- ❖ **Price:** \$26 or \$40 per month (paid annually)
- ❖ **Best for:** Beginners, Small ecommerce



Volusion is a fully cloud-based ecommerce platform.

Offering an easy set up with 11 free templates to choose from and plenty more to buy.

Volusion even lets you switch templates at any time, transferring all content for you.

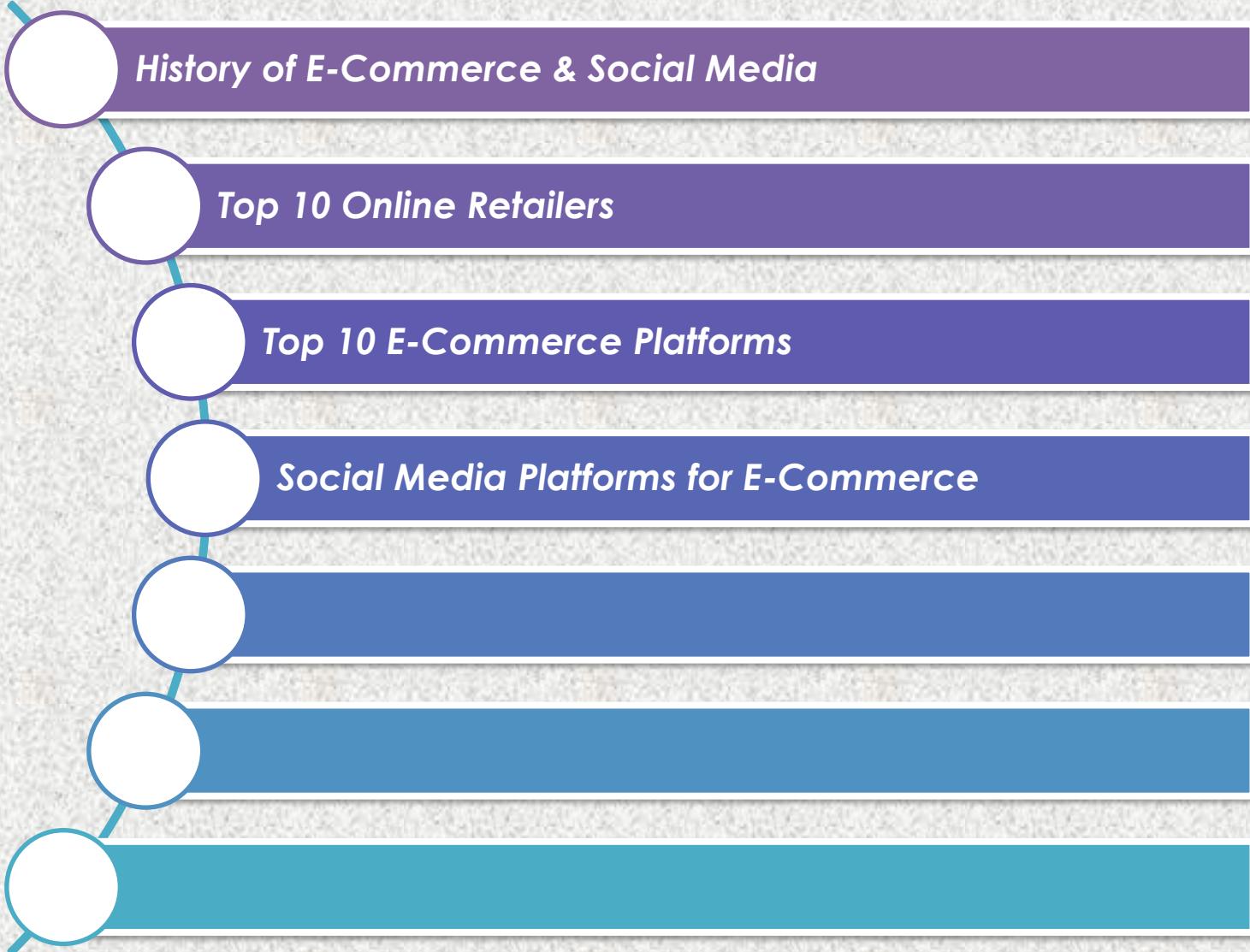
A unique feature that is popular about Volusion is the many features built right into the dashboard, reducing the need for costly add-ons (but there are still some needed, like Facebook Pixel tracking).

Volusion offers various pricing plans **from \$29 to \$299 per month**, all of them including unlimited products, storage and bandwidth, but only the top two plans include abandoned cart reports. They also have a Prime version with various pricing giving you 'VIP' support.

- ❖ **Pros:** Integrations (Instagram, Amazon, etc.), Included Features,
- ❖ **Cons:** Weak SEO, Costly Add-ons, Additional price for SSL Certificate
- ❖ **Price:** \$29 to \$299 per month, Prime pricing varies
- ❖ **Best for:** Ecommerce focused on the analytical side (rather than design)

	Pros	Cons	Price	Best For
 WORDPRESS	Highly Customizable, SEO Optimized, WordPress experts available, Free	Pay for Hosting, Requires extensions, Scalability issues, Poor Support	Free with WordPress Account, additional fees for hosting and plugins.	WordPress Sites, Small to medium size ecommerce
	Highly Customizable, Strong SEO, Large Community of Support	Costly with Commerce Edition, Requires experienced Developers	Free, Magento Commerce/Cloud costs \$24,000 and up (annually).	Enterprise-level Ecommerce, those with a developer resources
	Easy/quick set-up, pricing plans, quick downloading speeds	Weak SEO, transaction fees (using non-shopify payments), costly apps	\$9 to \$299 per month, Shopify Plus pricing varies	Small to large level ecommerce
	Strong SEO, Flexible, Scalable, Multi-Channel Selling	Sales limits, No mobile app, Scalability, Prone to bugs	\$29 to \$249 per month, Enterprise pricing varies	Beginner to advanced ecommerce
	Free, Open-Source, Customizable, Ease of Use for Dev.	Low Support, Requires Developer, Add-ons Required	Free, OpenCart Cloud pricing varies	Small to Mid-size ecommerce with web experience
	Scalability, Customizable (to an extent), Cloud Services	Requires Developer, costs increase with volume	Varies	B2C Small to Large Ecommerce with little or no web experience
	Free, Customizable, ease of use (for developers), large supportive community	Requires Developer, Hosting can be costly, not easily scalable, prone to bugs	Free	Small to midsize ecommerce with web experience
	Option for either self-hosted or hosted, Customizable, Strong SEO, large community	Costly Add-ons, Developer skills required, hosted version lacks features, must pay for support	Free, PrestaShop Ready for 25€ per month	Small to medium size ecommerce with web experience





# Top Social Media Platforms 2020

#1



Facebook is currently the **largest social media** site in the world.

With **2.6 billion monthly active users** as of 2020, it's safe to say that nearly every social media user is on Facebook. So it's an **excellent platform for brands to market their products** to a huge audience. Users can share text posts, links, images, and videos with their Facebook friends. They can follow famous people and pages and react to people's posts on the platform. Brands can also promote their products using paid ads on Facebook.



Today more than **1 in 3 people on Facebook in the US use Marketplace** each month to buy and sell things.

Here is what you can do in Marketplace:

- Connect products to people where they shop
- Inspire and engage shoppers through visual merchandising
- Seamlessly transact with consumers on mobile

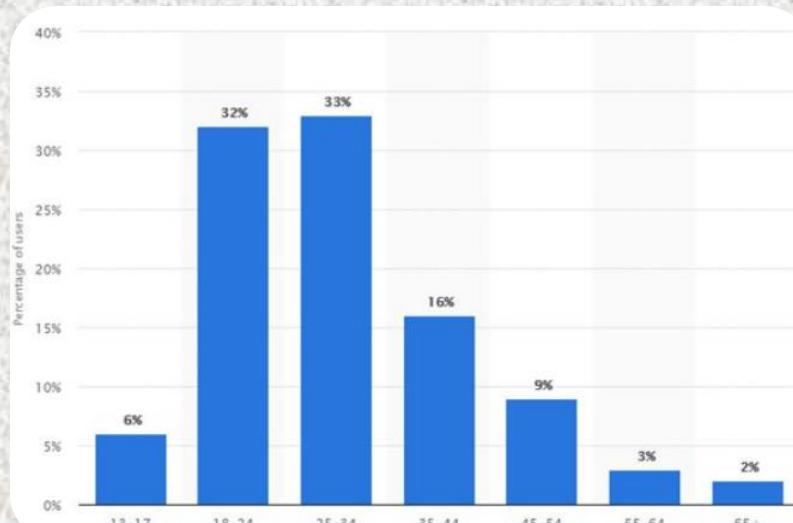
# Top Social Media Platforms 2020

#2



Instagram is one of the fastest-growing social networking platforms. While it is mostly app-based, users can also access their feed through the website version. In June 2018, it finally reached 1 billion monthly active users.

Instagram is a highly visual platform, where users share videos and images. You can also use Instagram Stories and Live features. It is very popular among the younger generations. According to Statista, 32% of users are aged between 18 and 24 and 33% are aged between 25 and 34.



# Top Social Media Platforms 2020

#3



Twitter is a platform that lets users stay on top of trending topics and engage in relevant conversations. In 2019, the platform had over **330 million monthly active users**. While it doesn't have as many users as other top social media sites, it does have a highly engaged user base. Twitter users send out at least **500 million tweets per day** on average

In fact, according to Twitter, its users are 2.7x more likely to purchase a product after seeing it on the platform. Partner with influencers and that purchase intent increases by 5.2x! Needless to say, Twitter can be a powerful marketing tool for any business.

- 1) Design an eye catching profile
- 2) Engage with your fanbase
- 3) Grow your following and make use of twitter adds

Away @away  
Thoughtful standards for modern travel #travelaway  
New York, NY awaytravel.com Joined September 2015  
430 Following 20.4K Followers  
Not followed by anyone you're following

Tweets Tweets & replies Media Likes

Pinned Tweet Away @away - May 31 #BlackLivesMatter

Old Spice @OldSpice  
Are you Ultra Smooth or After Hours  
#SmellLikeYourOwnManMan

Ultra Smooth 53.5%  
After Hours 46.5%

4.669 votes - Final results  
4:10 PM - Jan 23, 2020

196 49 people are Tweeting about this

Daily Harvest @DiyHarvest  
Skip the shopping, chopping, and prepping and stock your freezer with delicious, good-for-you food built on organic fruits and vegetables. Delivered & ready in minutes.  
\$25 OFF your first order  
Plant-based  
Dairy-free & gluten-free

Stock Your Freezer With Clean Food get.diy-harvest.com  
9:07 PM - May 5, 2020

92 16 people are Tweeting about this

## Best Social Media Platforms for E-commerce

As social media has become one of the quickest ways to connect with a large audience of potential customers, marketers and brands have followed.

In fact, studies have found that roughly **223 million people** use social media platforms in the **US alone**. (Looking to connect internationally? Currently, we're at about **3.2 billion social media users** worldwide).

Brands can use social media to meet a variety of goals, but with a whole host of platforms out there, which should e-commerce marketers seek to focus on?

Based on the below chart, you might think Facebook, Twitter, Instagram and YouTube are the places to be.

# Instagram

Instagram (also owned by Facebook) offers e-commerce marketers an attractive way of marketing products due to its highly visual nature. It also allows users to tag businesses in their own posts to help promote products they find relevant.

With around 104.7 million users, the Instagram audience is nothing to be sniffed at, and the site has some of the most advanced social commerce features among the leading social platforms. Two of the most important are **Instagram Shopping** and **Instagram Checkout**.

Instagram Shopping (or Shopping on Instagram as the platform calls it) give e-commerce brands the ability to 'create an immersive storefront' to help Instagram users explore products with a single tap. Brands can share products through their own posts and stories, creating a clickable tag that takes curious visitors to a product description page featuring further information. Take a look at the example below from M&S (one of the first UK brands to test Instagram Shopping) to get an idea of the customer journey from Instagram to the M&S e-commerce site:

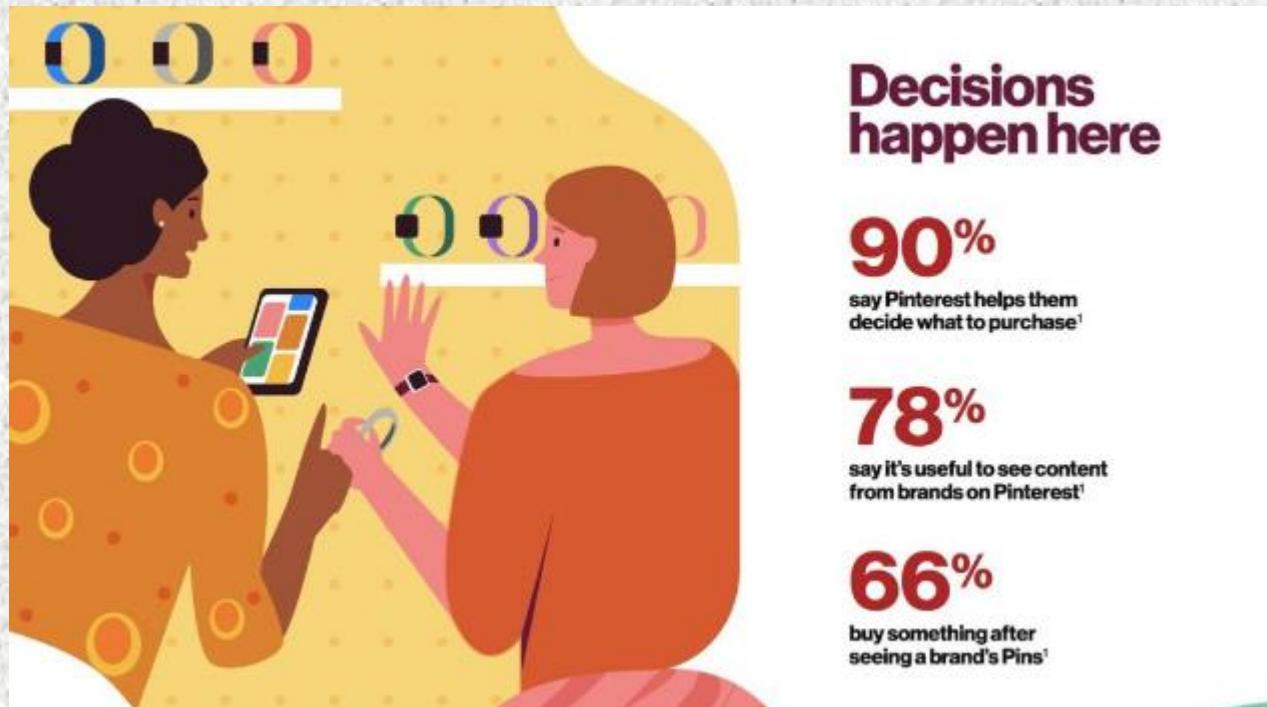


Instagram Shopping is now available across a wide range of markets globally and is a great way for retailers and travel brands to showcase their products to an engaged audience.

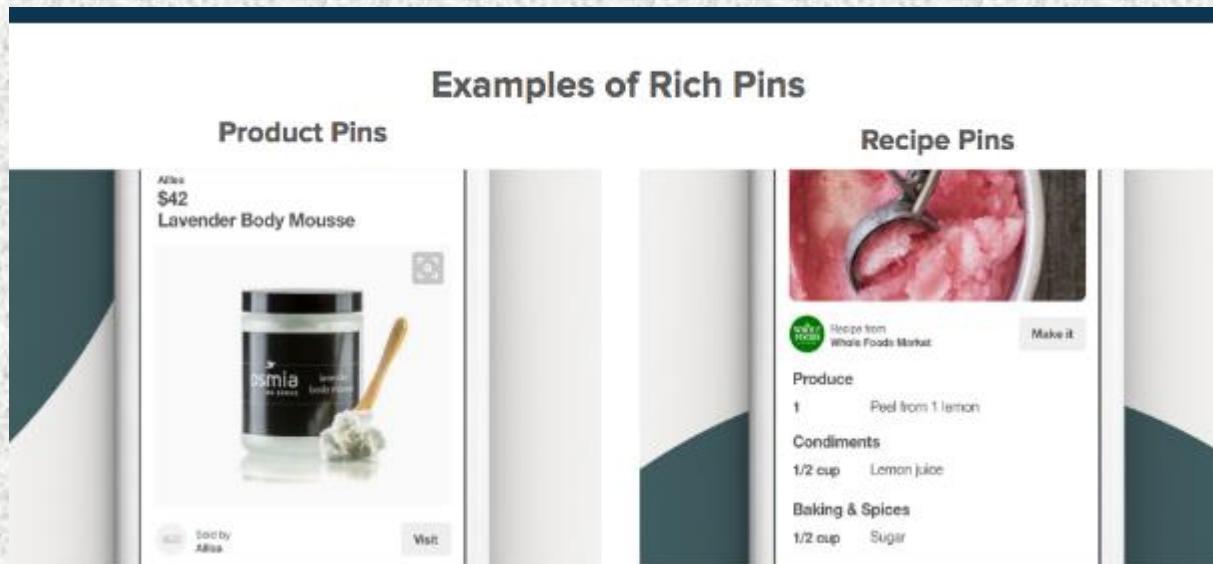
The other feature from Instagram worth mentioning is Instagram Checkout – launched in 2019 it's still in beta phase, but seeks to bring the shopping experience to the Instagram platform without the need for users to leave for another site.

# Pinterest for E-commerce

Pinterest may not be one of the top three social media platforms. However, it certainly ranks among the best platforms for those with an e-commerce agenda. Known for its wide range of creative, aspirational and product-based posts, Pinterest has aligned itself well with the customer journey. And although it has slightly fewer users than other platforms (around 250M monthly active users), it more than makes up for that with its ability to link social media and e-commerce, with 93% of this audience using the platform to plan their purchases.

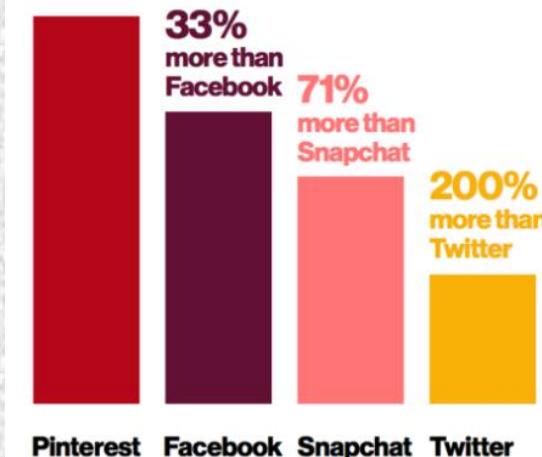


One feature that Pinterest offers that is particularly interesting for e-commerce brands is **Rich Pins**. Pinterest rich pins provide users with links, references, and product recommendations for achieving certain looks, décor objectives, recipes and project designs.



For those who are looking to target Pinterest audience, specifically **women aged 18 through 49**, Pinterest makes for an ideal social media platform. And when you look at the proportion of referrals that Pinterest drives compared to other platforms, Pinterest e-commerce doesn't yet get the credit it deserves for the influence it has over consumers.

**Proportionally Pinterest drives more referral traffic to Shopping Sites than other social media platforms**





Thank You!