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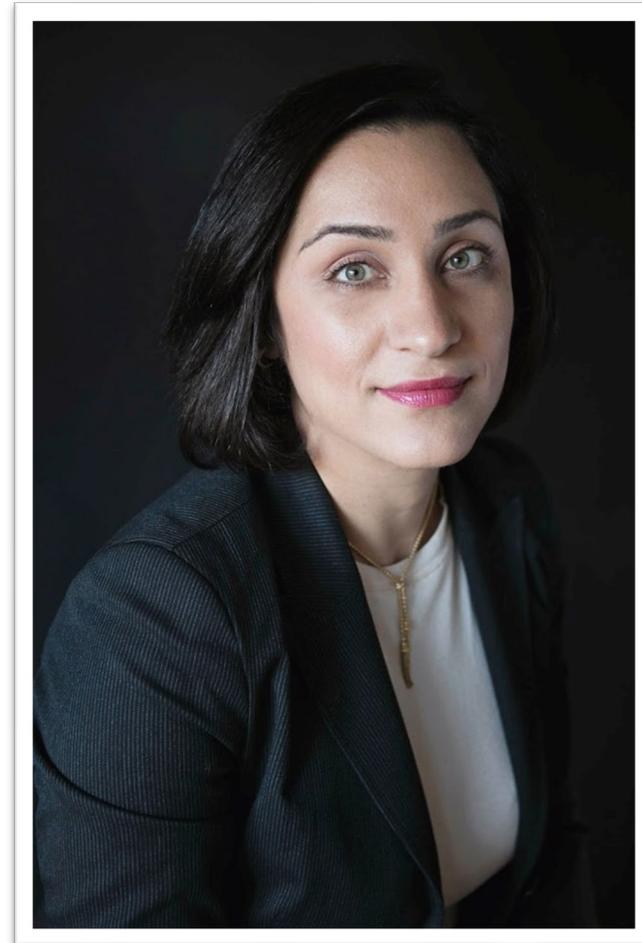
# Social Commerce webinar

# Maryam Golabgir

Maryam Golabgir is the Chief Amazement Officer of Digital Marketing Experts, a Newmarket-based digital marketing consulting firm. She is a digital marketing veteran with over 17 years of experience.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans.

Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.



# Message us anytime you want...

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You only need two things to create a successful online business.

- A product that genuinely helps people solve a problem.
- A streamlined purchase journey. One that makes it easy to buy and that begins where the customer is most active and engaged.

There are **1.47 billion** daily active users on Facebook alone.

**60% of Instagram users** say they find new products on Instagram (so it makes complete sense to also sell them on the platform).

**30% of online shoppers say** they would be likely to make a purchase from a social media network like **Facebook, Pinterest, Instagram,** Twitter or Snapchat.

**Social Media Messenger** sales are massively outperforming the current ROI champion of email.

# What Is Social Commerce?

Social commerce sells products *directly* through [social media networks](#).

It differs from social media marketing as you're not redirecting users to an online store, but offering them the ability to [checkout](#) directly within the network they're using at that moment.

It's far more streamlined and, thanks to [chatbot checkouts](#) and autofill for payment and delivery details, means purchases rarely take more than a handful of clicks.



It's this

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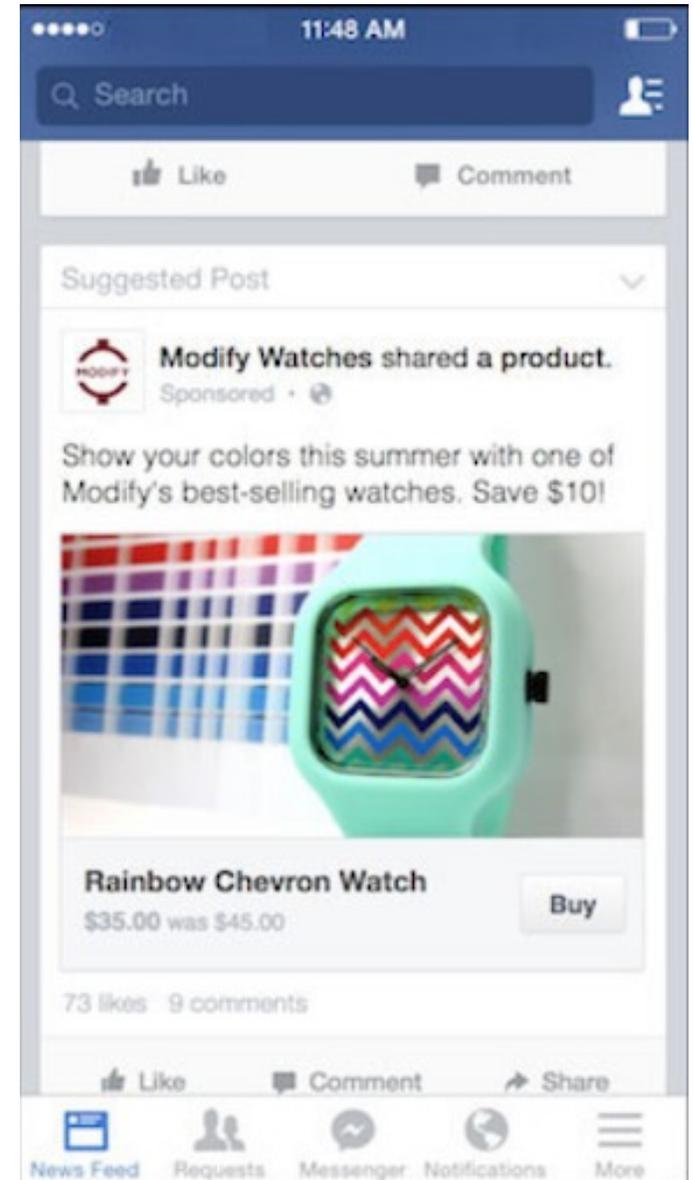
# Facebook Social Commerce:

With over [2.2 billion monthly active users](#) there's a huge potential audience to leverage.

And as the biggest player, you'd be right to think they've ventured into social selling multiple times.

[Facebook rolls out payments](#) through Messenger

Facebook launches [Facebook Marketplace](#), a competitor to Amazon, Etsy and Google Shopping.



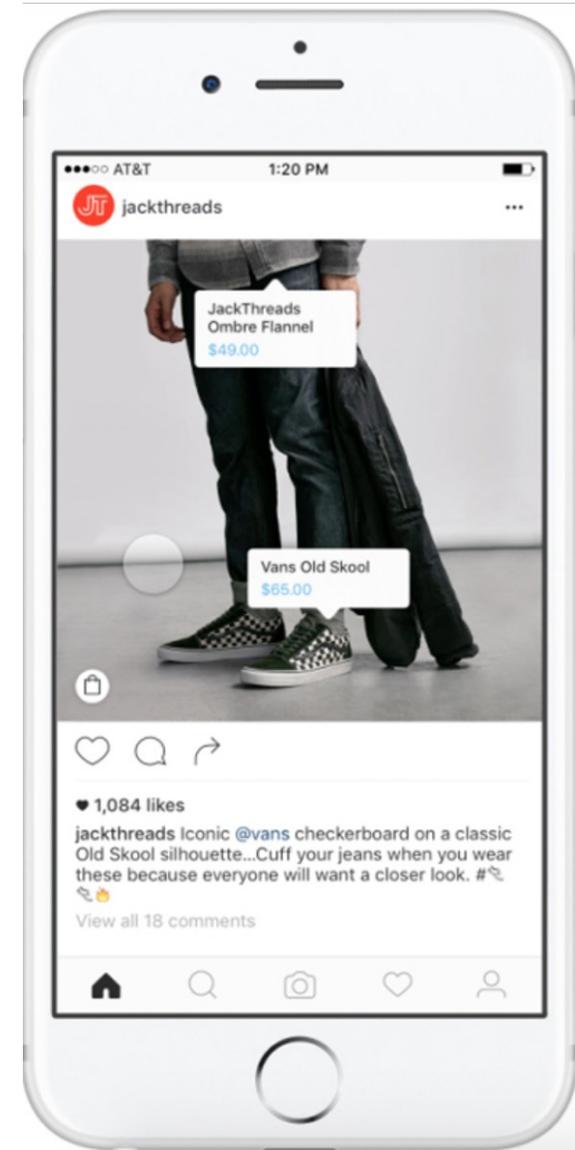
# Instagram Social Commerce:

Instagram is one of the most promising platforms when it comes to creating a social selling strategy.

People flock to the platform to look at beautiful images and videos.

Shopify open the possibility of selling through Instagram to thousands of other merchants [using Instagram Shopping](#).

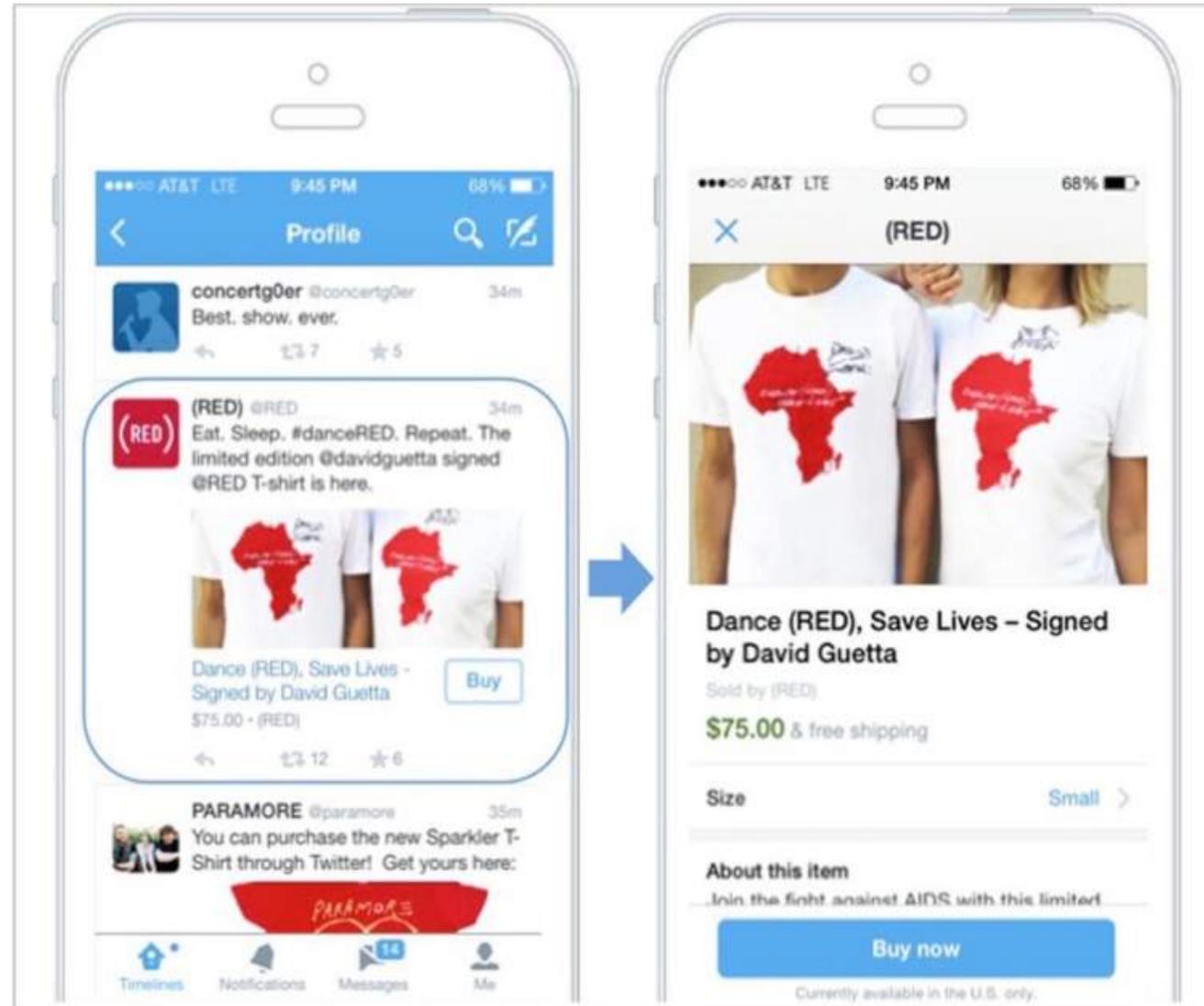
[Instagram's Shoppable Posts](#) go live giving brands the ability to tag items in organic posts which, when tapped, brings up a new page which leads to a checkout.



# Twitter Social Commerce:

Twitter introduces [the buy now button](#) allowing the sale of certain items directly from Tweets.

After expanding the buy now button partnerships, Twitter eventually decides it's a pointless endeavor and fades out the feature until it no longer exists.



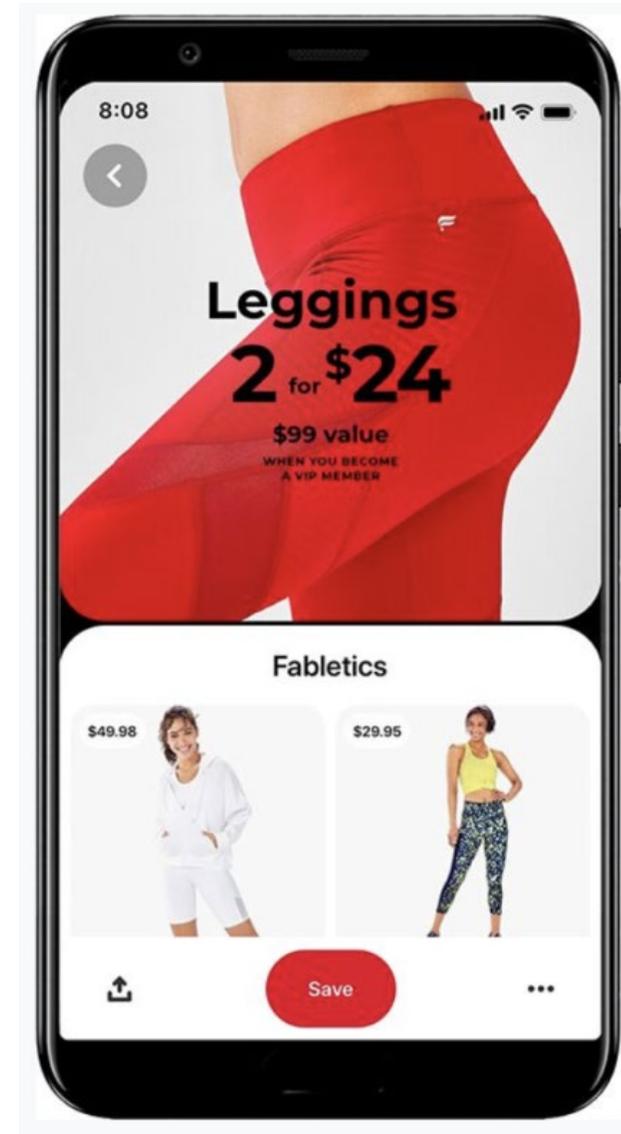
## Pinterest Social Commerce:

Pinterest is very much like Instagram in that it's filled with content that is, first and foremost, visually appealing. That means showcasing your products with awesome images should help you get some decent reach.

Pinterest offers their original version of buyable pins allowing a select few brands to add a buy button to their pins.

Pinterest increased [the partnerships](#) for buyable pins making it available to even more brands.

A shopping cart was added to make it easier for shoppers to buy multiple products from different suppliers in one go.



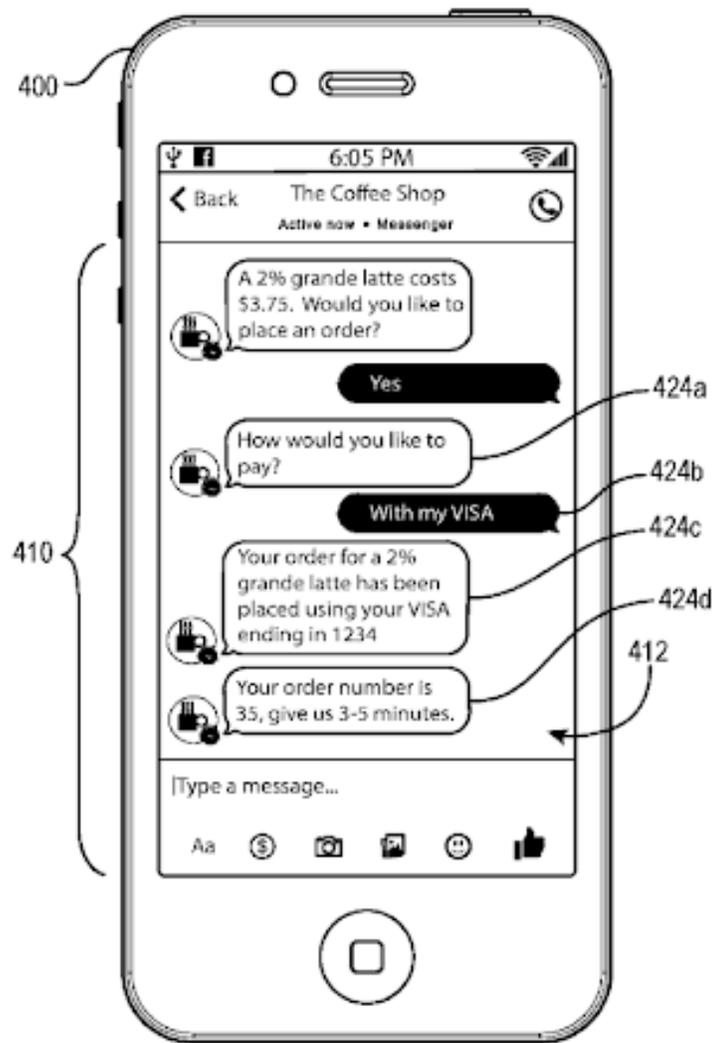


What does the Future Hold for Social Commerce?



Source: Comscore, Statista







# Social Commerce Tactics You Can Use Today

## 1. Improve Facebook Messenger engagement.

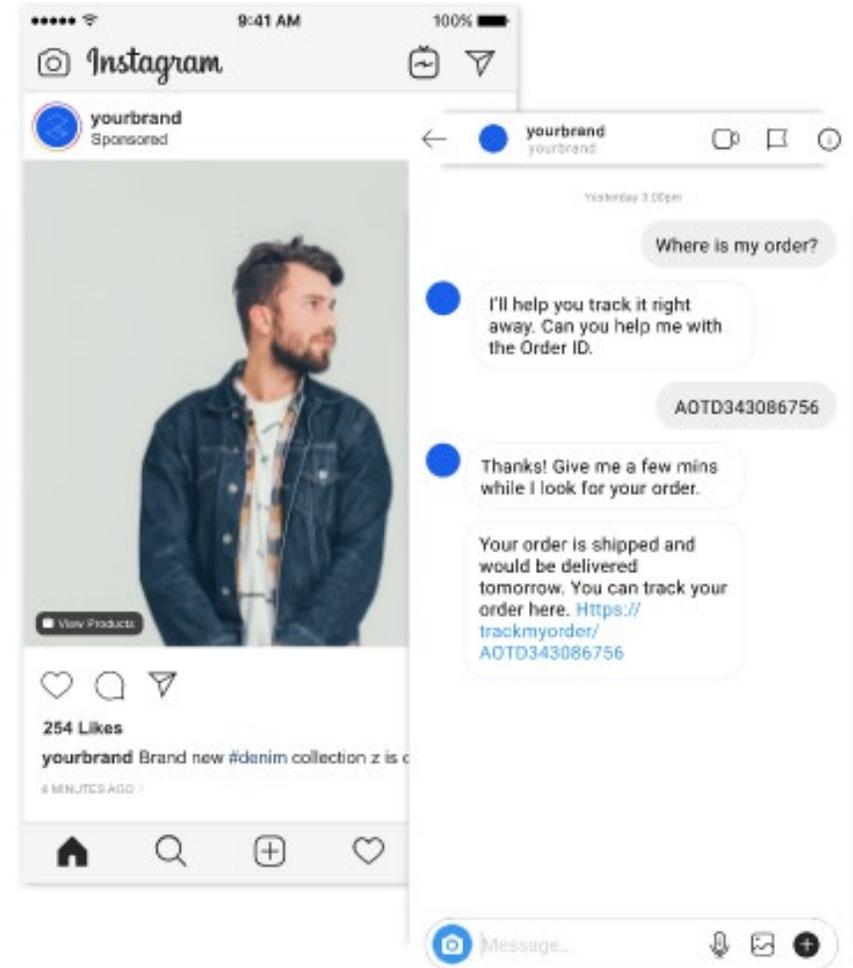
Tools like [ManyChat](#) can help you accomplish this by turn engagements on Facebook into automated chatbots through Messenger.

The screenshot displays the ManyChat interface for configuring a chatbot step. On the left, a chat bubble contains the text "Hey **First Name**! Select one of our amazing T-shirts." Below the text is a button labeled "Buy it for \$10" with a red outline. Underneath the button is a "+ Add Button" link. Below the chat bubble is a product card for a "Black T-shirt" with a ManyChat logo, described as "Black T-shirt with white ManyChat logo, 100% cotton, \$10." Below the product card is another "+ Add Button" link.

On the right, the configuration panel for the "Buy it for \$10" button is shown. The "Button Title" field is set to "Buy it for \$10". Under the "When This Button is Pressed" section, several actions are listed: "Send message", "Open website", "Buy Button" (highlighted with a red box and a tooltip that reads "To add Buy Button, select a proper element: Card, Gallery, List or Media Template."), and "Perform Actions". At the bottom of the configuration panel, there are "Delete" and "Done" buttons, with a red arrow pointing to the "Done" button.

## 2. Create automated bot checkouts.

[Jumper.ai](#) is a new tool which comes with a pre-built automated checkout chatbot.



### 3. Low-cost products sell better.

Why do people browse social media?

It's not often to find the product they're looking for, right?

They're there to look at some awesome, engaging content.

To check on their friends, favorite celebs, or simply look at visual representations of their favorite hobby.

They're there to waste time in an enjoyable way.

Which makes it difficult to sell high-ticket products that need to be considered.

You're more likely to make the sale if you focus on low-cost products and impulse buys as it's more in keeping with their state of mind.





Questions?

**We're happy to help!**