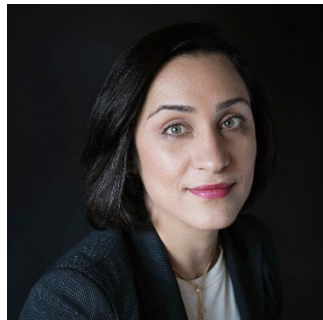


● Social commerce





by

MARYAM GOLABGIR

I have 18 years of digital marketing expertise in Telecommunication, E-Commerce, IPTV, A.I. Development, Broadband, renewable energy and Financial industries. After spending ten years leading marketing teams for various fortune 500 companies, I decided to start Digital Marketing Experts. This marketing agency caters to small to medium size businesses in the Greater Toronto area. As a female entrepreneur, I have gained a unique perspective on the lives of female business owners. I understand the struggle and have learned how to design, execute and measure marketing strategies and customized campaigns for each business.

I believe it is essential to create a sustainable digital marketing strategy which will require a sharp vision and many metrics to accompany digital plans. Our digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing. For more information about our business, you can visit www.digitalmarketingexperts.ca or my LinkedIn profile <https://www.linkedin.com/in/maryamgolabgir>



The most need-to-know trends for anyone looking to understand the consumer mindset in the year ahead

Social Commerce

Social commerce happens at the intersection of ecommerce and social media.

Why is Social Commerce Important?

Social commerce brings many benefits, including:

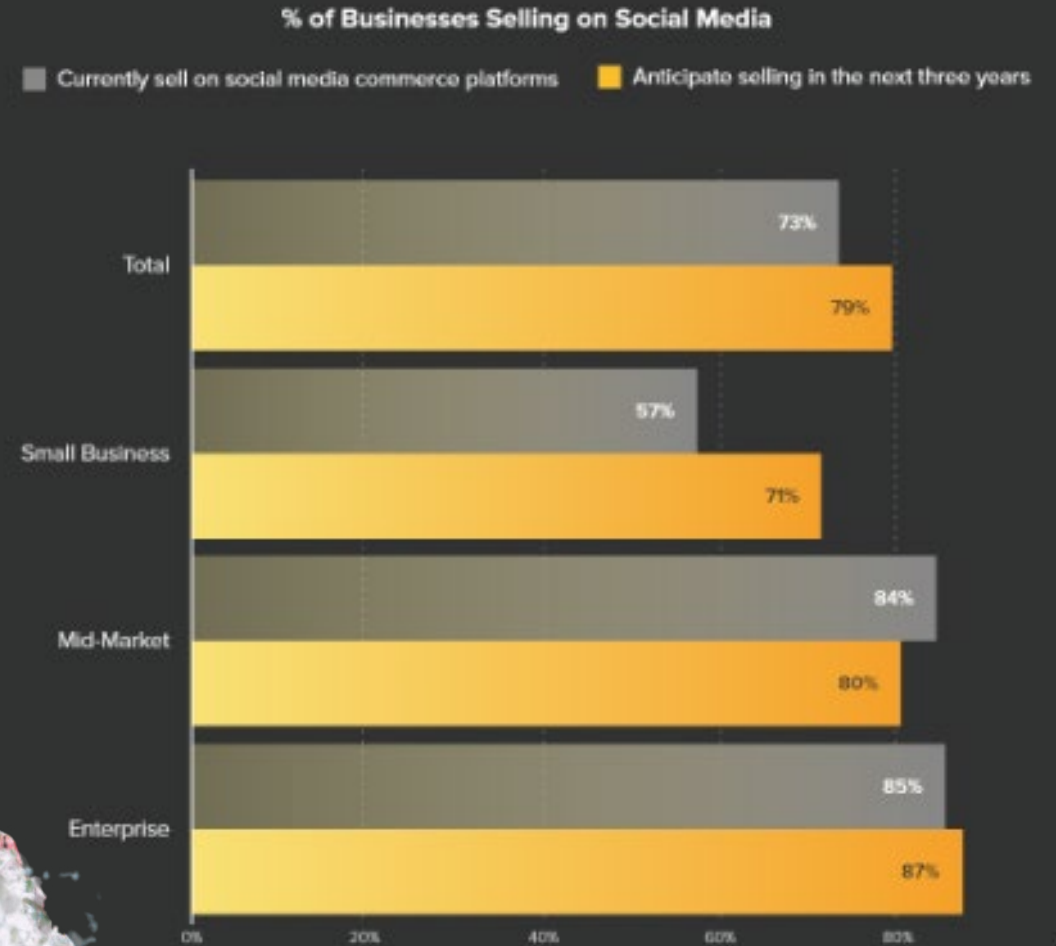
- Reduced friction in the buyer journey
- A chance for brands to engage with customers on social platforms
- An opportunity to harvest real-time data on consumer behaviour and turn it into actionable insights

The Social Media Ecosystem

Today, social media platforms already provide many customers with all the information they need to research, compare, and ultimately choose what brands to buy from.

For example, someone might spot an ad for a product on Facebook. Maybe they head to Instagram to check out the tagged photos of real-life people using the product. Finally, the person watches a YouTube video or two of in-depth reviews.

Today, as many as 74% of consumers rely on social networks to guide and inform their purchase decisions.



Source: Harris Poll/SproutSocial

Which Social Commerce Strategies Should Brands Consider?

Investing in social commerce requires a thoughtful and agile strategy with several components. Brands looking to get started with social commerce sales need to consider all of the following aspects:

- **Content/creative assets**
- **Media strategy**
- **Audience amplification**
- **Conversion**



Social Commerce Strategy Play Out in Real-Life

Imagine, for example, that the famous diaper brand Pampers decides to invest in social commerce.

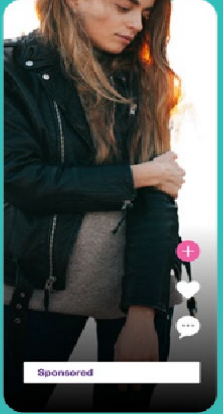
The company would also need to build a measurement strategy, allowing them to learn from their consumers as they go. Pampers might invest in a digital experience that spans social platforms and uses audience data to target a specific portion of their consumer base.

Perhaps, for example, they decide to begin with a campaign targeting new moms. They might invest in content that surfaces on Pinterest, targeting expecting mothers.

Here, Pampers could deliver value to these moms by offering discounts on a trial package of Pampers newborn diapers. An expectant mother is looking to save money, so she converts and purchases a box of diapers with the embedded discount code.

Pampers can then offer a sharing button to allow this mom to share the great deal she made with her friends. In a matter of seconds, the expectant mother shares the promotion with her friends.


This is just one example of how social commerce can leverage various tactics to reach an audience while creating an amplification effect through the social aspects of shopping.



1 They will first need to consider how content and creative assets will be created and where they will be published and promoted.

2 They must ensure a solid social media strategy, building across social platforms.

3 They will need to strategize around amplifying their message and ensuring it reaches their audience.



4 They must close the loop with a robust conversion strategy.

Social Commerce Tactics You Can Use Today

The competition for attention on social media is fierce, and as always, the key to getting ahead is getting started.

1

Optimize Your Content

Image-based content is the hard currency of social media, and investing in high-quality photo and video content is pivotal. Research shows that people will only remember 10% of the information three days after reading or hearing it, while as much as 65% of the information will be retained if paired with an image.

2

Engage Via Messenger

Engaging via direct messaging can be a great way of humanizing your brand and connecting with your customers.

3

Build a Tailored Social Shopping Experience

One great feature when using social media's commerce is that the the Shops features are customizable, meaning you can build a customized experience consistent with your brand.

4

Create a Visual Social Storefront with Instagram

According to Instagram's numbers, 60% of people discover new products and services on their platform. And many users say that if they're inspired by something they see on Instagram, they want to find and buy it immediately. Create a Facebook Shop and Instagram Shopping.

5

Collect and Leverage User-Generated Content

And if you receive a negative review or two, don't despair. Instead, consider it an opportunity to resolve the issue on-platform and display the resolution to potential customers. It also shows potential customers that:

- Your customer service is there to help
- You care about your reputation and customers
- You listen to your customers

6

Invest in Social Checkout

Social commerce combines the personalized and entertaining experience of social media browsing with transactional online shopping. It's a more immersive experience than buying something on a website, and when done right, it helps you build deeper customer relationships and create super smooth shopping experiences.

7

Use Intelligent Bot Checkouts

Bot checkouts can help close sales for you 24/7. With automated social shopping bots, you can recreate the personal service experience from the good old days when we actually spoke to a sales rep for each purchase. Adding a bot to your buyer's journey not only enhances the service level; it prevents distractions and reduces cart abandonment.

8

Integrate Your Social Commerce with Your Ecommerce Platform

Create cohesiveness by managing your social commerce within your ecommerce platform. Integrating these platforms ensures that inventory is always accurate and you are marketing the right products at the right time.

9

Promote Low-Cost Products First

Promote low-cost products first, as they tend to sell better via social channels. From here, you can build a data set on consumers, learning more as you go.

10

Leverage Shoppable Links, Tags, and Stickers

Instagram is a true forerunner in making social media content instantly shoppable. From their "Show Now" links to the shoppable tags, Instagram has long embraced social commerce. And now, they've also added Instagram Shops, allowing browsers to visit shops from a company's profile through their feed or Stories.

11

Team Up with Micro-Influencers

Influencers come with a built-in audience that already trusts their opinion, which gives influencer content a valuable head start. Teaming up with the relevant social accounts in your category will help you increase your reach, help build brand affinity, and allow you to piggyback on the credibility that the influencer has with their audience.

12

Choose an Integrated Platform

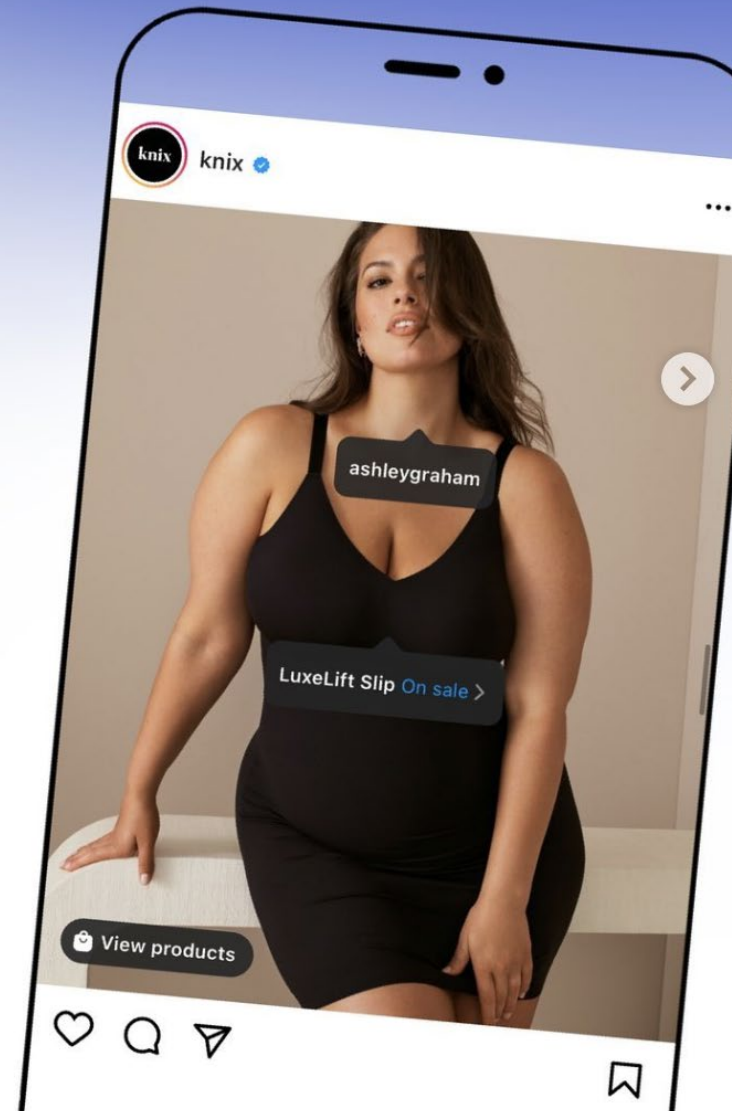
Finding ways to integrate social commerce with your existing ecommerce platform will set you up for long-term success. Integrating your different channels is also a matter of efficiency and will save time in the long run. If you're regularly making changes to your product catalog, ensure all updates are made across all platforms and that all of your outlets are synced.



Shop the 'gram

**See it,
click it,
buy it.**

Intimate apparel brand Knix takes customers directly to product pages **in one tap** on their Instagram posts.



Meet your customers where they are

To create a successful social commerce strategy, retailers must first recognize that it's not about them. It's about the customer.

First, identify where your target customers spend their time. Doing this research upfront will ensure that you are investing in the right social commerce platforms to connect with them.

Consult the demographic data for popular social commerce platforms to see how they align with your target customer.

Also, research top competitors to see what platforms they use and what their engagement is like to inform your own social commerce strategy.

Take [Knix](#), an intimate apparel brand. It's done the research to understand that this target customers look to [Instagram](#) for inspiration. So, it make it incredibly easy for customers to go from IG to product pages in one tap.



boxraw · Follow

boxraw · Creed x BOXRAW
3/3/23 #creed3
Edited · 5w

emilianofvargas · 6 likes
5w · 6 likes · Reply
— View replies (1)

ben.amanna · Told you we been working hard on these gloves 🥊
5w · 120 likes · Reply
— View replies (13)

thisisamandaw · 2 likes
5w · 2 likes · Reply
— View replies (1)

kinjames_v1 · Don't forget Canelo is in the cast
5w · 3 likes · Reply
— View replies (1)

22,829 likes
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Add a comment... Post

Make your content audience-focused

Whether it's a Facebook shop, Instagram shop, or Pinterest storefront, the number one key to selling on social media is publishing audience-focused content.

“Consumer brands should publish content that their audience enjoys. For instance, if you're a boxing equipment brand, publish content related to boxing: Muhammad Ali or Mike Tyson's boxing tips, motivational reels, quotes, and more. Gather the right tribe around your brand.”

For example, Shopify Plus customer Boxraw is using the poster of the upcoming film Creed III to get its audience pumped.



Show behind-the-scenes content



This is especially effective if you're a new business, launching a new product, or aiming to generate brand awareness. Offering a behind-the-scenes peek at your brand and how the proverbial sausage gets made can create a deeper connection with your audience, help tell your brand's story, and keep your followers coming back for more.

Use this opportunity to share what makes your company special or give shoppers unique insights they wouldn't usually see from a brand like yours.

Grace Eleyae, an ecommerce merchant offering a variety of satin products that help protect your hair, recently gave viewers an inside look at how to pronounce the company's name.




 **graceeleyae**  [Follow](#)
Original audio ...

 **graceeleyae**  Have you ever had your name butchered at school or work? 🙄 We feel you. We love hearing when people have seen a difference in their hair thanks to our products, even if they may not know how to say out name.


So we're here to offer a helping hand. 🤝 Grace Eleyae, (pronounced uh-lay-uh), is the name of your favorite satin-lined caps... Did you get it right?

7w


 **tredeeva** That's not how I was saying it 😂😂 ♡

7w 2 likes Reply


— View replies (1)




 **murr4280** Yeah it's annoying ♡

7w Reply

 **2wrightsnowrongs** I sure had it wrong! Lmao I pronounce it grace e-lay lol I didn't know the AE made an uh sound. ♡


7w Reply

 **beautyonadime.10** Thx! I will say it correctly now. ♡

   🔖

875 likes

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 Add a comment... Post

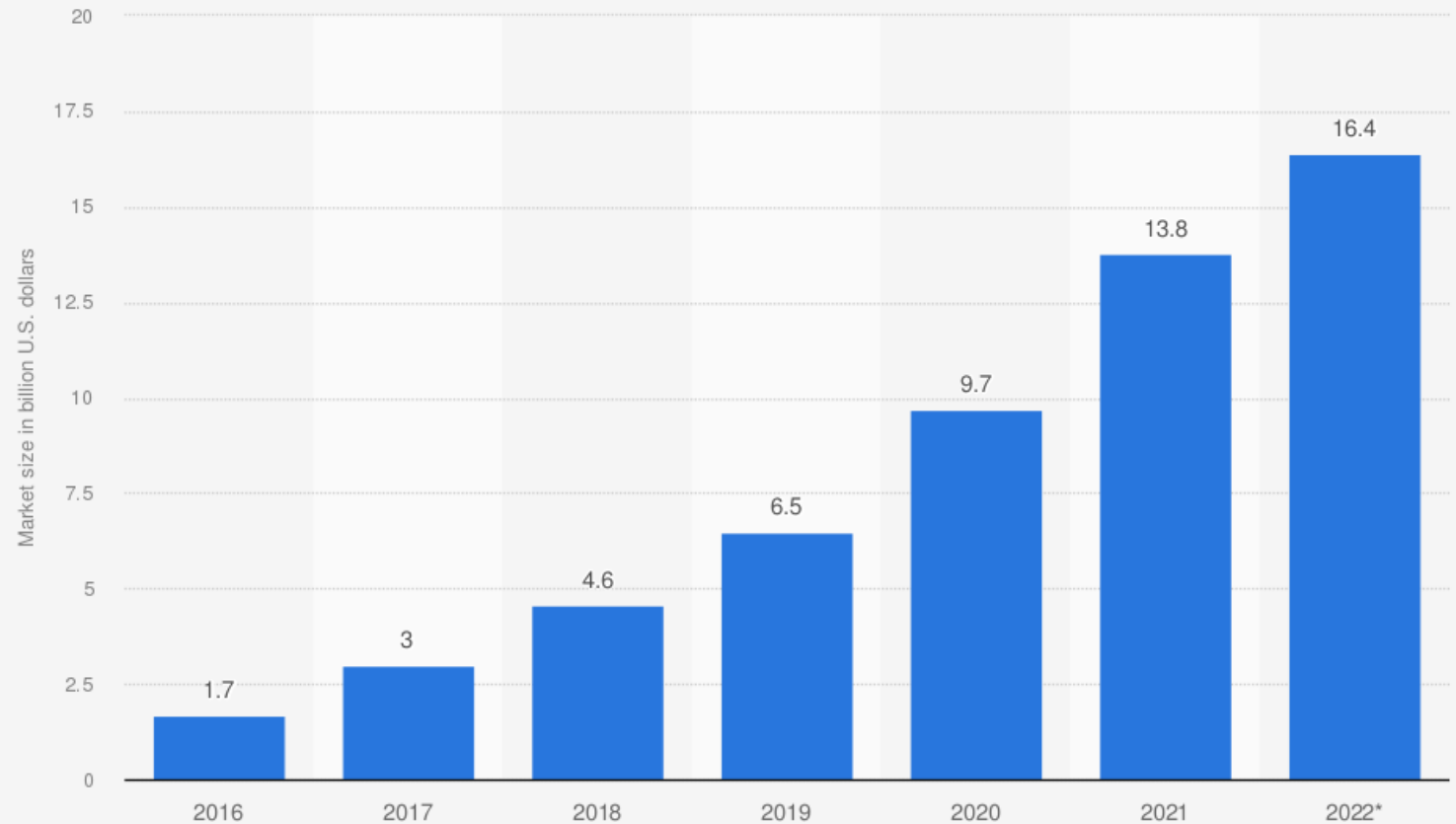
Co-create with micro-influencers

Develop partnerships with popular influencers in your category to broaden your reach, build brand affinity, and cultivate credibility with that influencer's audience.

But instead of looking for the personalities with the most followers, opt for the most relevant influencers with the most engaged followers—also known as micro-influencers.

These content creators have built a tight-knit community that trusts their recommendations. As a result, influencer marketing is set to be worth \$16.4 billion in 2022.

Influencer marketing market size worldwide from 2016 to 2022 (in billion U.S. dollars)



Sources
Influencer Marketing Hub; HypeAuditor
© Statista 2022

Additional Information:
Worldwide; HypeAuditor; 2016 to 2021

Encourage UGC (user-generated content)

This type of content can help build credibility for your brand. Your social commerce strategy will be more effective when you leverage social proof. This includes customer reviews and encouraging customers to post their own photos or videos of themselves unboxing or using your product and tagging your company.

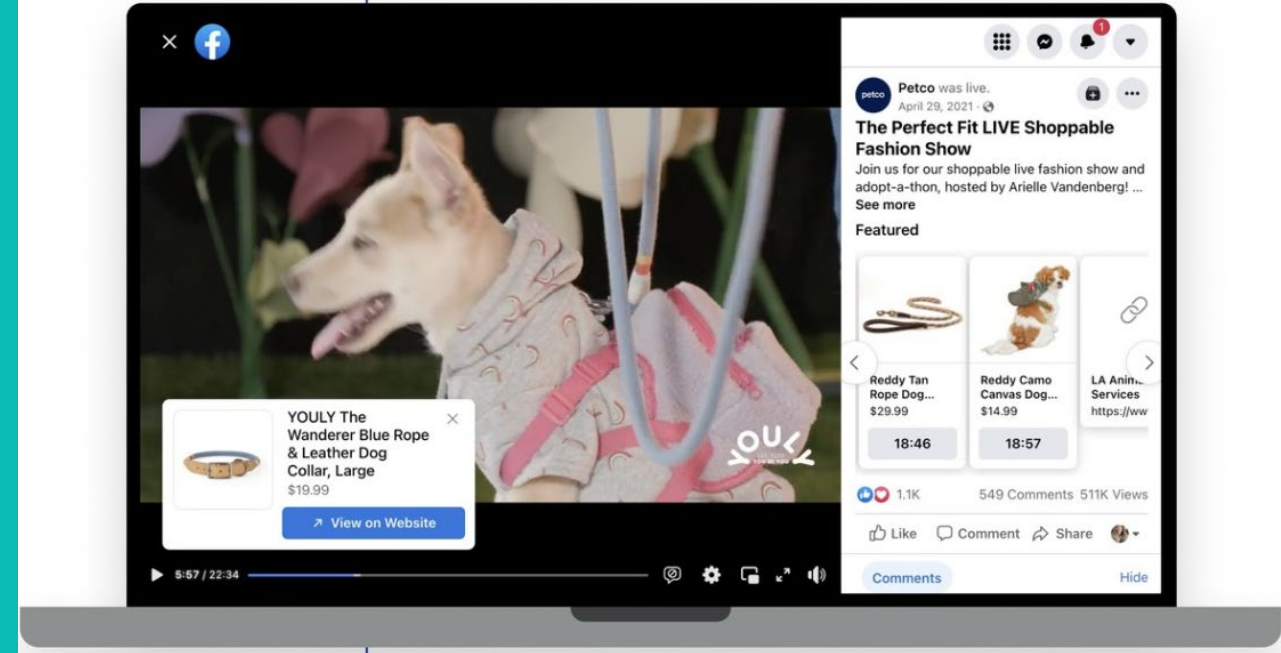
Allow the influencer to put their perspective on the campaign. But Hughes warns against treating influencer marketing like a paid media channel: “It’s no longer good enough just to have Kim Kardashian wear your shoes and tag them on social.”

To create more authentic experiences, brands must work hand-in-hand with influencers to co-create content that truly speaks to their unique audience’s interests. And the content must be insightful, educational, or entertaining, to guide an audience’s purchase decisions.



Test live shopping

Livestreams are a great way to combine the interactivity of in-person shopping with the convenience of ecommerce. Try hosting live Q&As, demos or tutorials, or product launches. And use the opportunity to answer customer questions in real-time, removing barriers to purchase and creating personalized connections. Be sure to utilize product hashtags directly in your live broadcasts, which allows your audience to purchase products on the spot.



Petco's livestream canine fashion show saw **1M viewers + 12%** online traffic lift.



Beard & Blade

@beardandblade · 4.8 263 reviews · Beauty, cosmetic & personal care

View shop

Home Shop Reviews Photos More

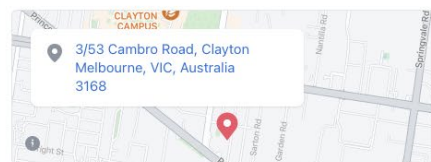
Like Message Search

Ask Beard & Blade

- "Can you recommend something for me?" Ask
 - "Can someone assist me?" Ask
 - "What's your best-selling product or service?" Ask
 - "What forms of payment do you accept?" Ask
- Type a question Ask

About

See all



Founded in 2007, Beard & Blade brings men's grooming products from around the world to modern gentlemen in Australia. You'll find leading brands like Uppercut Deluxe, Proraso, Taylor of Old Bond Street, Suavecito and many more! See less

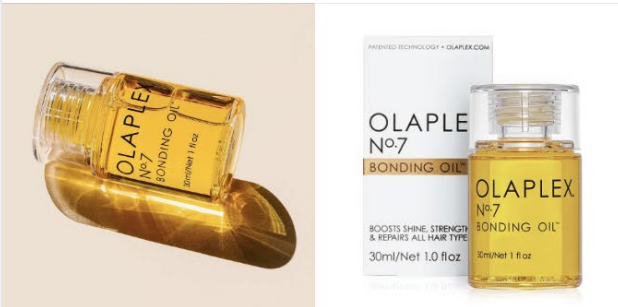
Beard & Blade is the leading online destination for men's grooming products in Australia and New Zealand. We stock products for hair and beard care, as well as a large range of traditional and contemporary shaving products.

At Beard & Blade, we are passionate about bringing together the best men's grooming products from around the world and making them available at affordable prices for

Create post

Photo/video Check in Tag people

Beard & Blade is in Australia Wide. 10h ·
new product alert. OLAPLEX NO.7 BONDING OIL
The Olaplex No.7 Bonding Oil 30ml is a highly-concentrated, weightless reparative styling oil. It dramatically increases shine, softness, and colour vibrancy while minimizing flyaways and frizz.
... See more



Like Comment Share

Beard & Blade is in Australia Wide. October 18 ·
Cute face CHUBBY waist.

Optimize for social search

According to an internal study by Google, 40% of 18- to 24-year-olds now use social media as their primary search engine.

Brands that want to win in the social commerce space in 2023 must master the basics of social search optimization.

It starts with your content strategy. Focus on creating relevant content that will resonate with your target audience. If the content is good, it's much more likely to perform well.

From there, take notes from Beard & Blade by nailing down your SEO fundamentals:

- Optimize your social media profiles
- Make it easy to navigate
- Write a clear and compelling bio
- Include an on-brand profile photo
- Geotag your posts
- Make sure your location is accessible for local search
- Use alt text on your creative assets



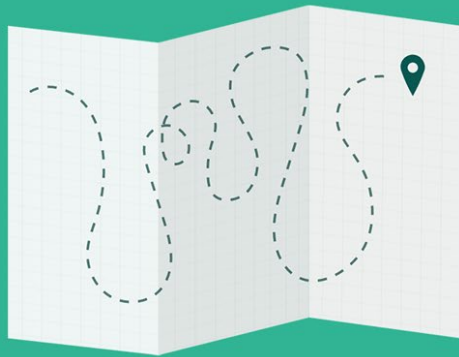
Cultivate trust.

An Accenture survey of 10,000 customers reveals that a lack of trust is a top concern for social commerce buyers. Shoppers are worried that their purchases won't be protected or refunded. They're also concerned about the quality and authenticity of products sold via social commerce channels and fear sharing their financial data with social networks.

“Customers have lots of choices. And trust is an important part of that choice,” explains Dutta Satadip, Chief Customer Officer at ActiveCampaign. “To get that trust, people are not only using the overall branding and what the influencers are saying, but they're going and looking at reviews, talking to other people, and then figuring out if it's the right choice for them.”

Brands looking to establish trust as a part of their social commerce strategy should focus on the following:

- **Reliable fulfilment**
- **Purchase protection**
- **Hassle-free refunds and return**



BUYER EXPERIENCE

Make purchasing easy

Social commerce makes it easy to move customers from product discovery to purchase without leaving the apps they know and love. The more convenient you make it, the less cart abandonment you'll experience.

Invest in social checkout

Today, many enterprise brands still look at their website as the place where commerce happens. But connecting with customers on social media and then trying to shuffle them over to your online store to complete a purchase creates friction that will lead to cart abandonment.

Leverage native checkout features that allow shoppers to buy from right inside the social media platform.



Create seamless, shorter paths to purchase

When it comes to ecommerce, convenience is king. So aim to craft an end-to-end purchase process across all key channels with as few steps as possible.

You'll need a seamless, omnichannel social commerce approach that integrates your online and in-store experiences to connect with and convert social media browsers into customers. And it must be informed by your customer data and insights.

Lean on bots to close more sales

Automated social shopping bots can add conversational prompts that help move your followers through the customer journey. They also allow you to close sales 24/7 while reducing cart abandonment.

“People don't come to social to read brochures. “Social media is about being social.” It's an excellent opportunity to create a dialogue between your brand and your consumers.

Put customers first

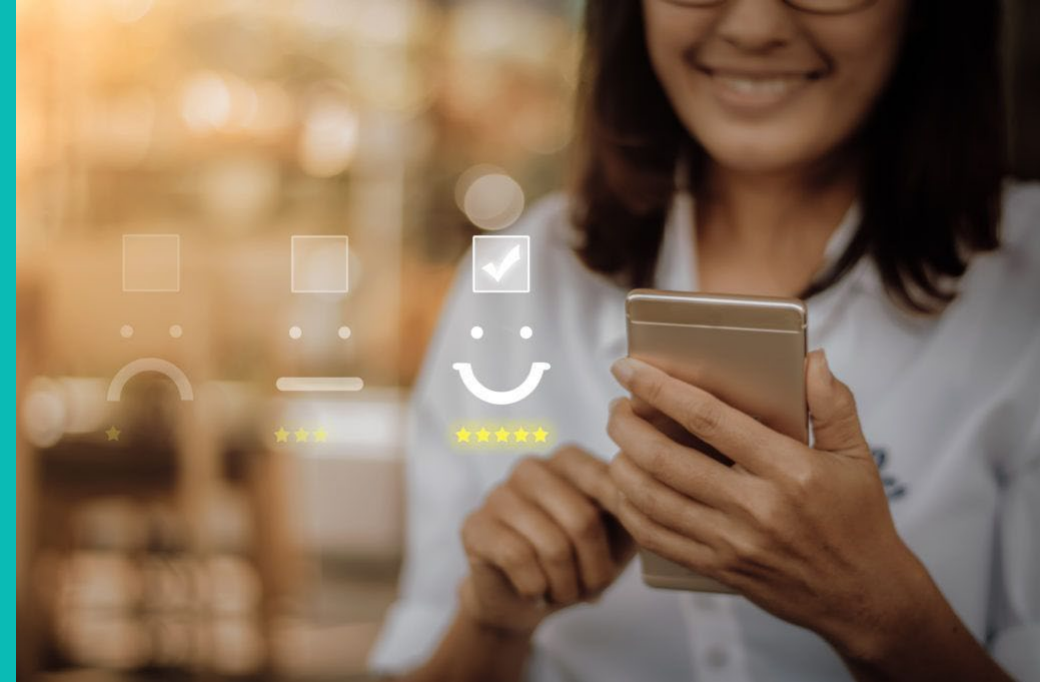
Social commerce is inherently tied to making shopping more convenient for new and existing customers. Focus less on the needs of your brand and more on the needs of the customer, and you'll go far.

Respond to support questions

A Sprout Social [survey](#) finds that brands' biggest mistake with social commerce is failing to respond to customer questions or comments.

“Unanswered questions, complaints, or praise in the comments or on your page are taken more personally than on platforms like Yelp or Google Reviews,” says Gates Little, President and CEO at [altLINE Sobanco](#).

“Social media implies closeness and access that is personal to the customer, and neglecting them has a strong impact.”



ANY QUESTIONS?