



THE RISE OF SOCIAL COMMERCE

And What It Means for Your Brand

Social commerce – or using social networking sites as a vehicle to sell your products and services – is booming. Here's how to master it to grow your business.

WHY SOCIAL COMMERCE MATTERS



Social referrals to retail ecommerce sites have grown **110% in two years**.



U.S. retailers adopting social commerce **nearly doubled** from 2017 to 2018.



58% of people say social media influences their purchasing decisions.

HOW TO LEVERAGE SOCIAL COMMERCE

Use Automated Chatbots



Provide audience-focused information
72% of people who have used chatbots find them to be helpful and informative.



Offer product recommendations
74% of shoppers are open to making a purchase through a chatbot.



Sell directly through the bot
Marvel uses an automated chatbot checkout to **sell tickets directly** from social media posts.

Focus on Mobile Users

Keep a strong social presence
45% of in-store consumers turn to mobile social platforms to influence their buying decisions.



Optimize for mobile devices
Abandonment rates are **3x higher on mobile devices**, likely due to lack of optimization.



Offer deals exclusive to a mobile platform
Jordans sold out in 23 minutes when Nike leveraged **Snapchat codes** at an NBA all-star afterparty.



Monitor Reviews and Offer Support



Build a collection of positive reviews
Customer reviews are trusted **12x more** than marketing descriptions.



Reach out to commenters
After seeing a brand response to a review, **71% of consumers change their perception** of the brand.



Create a support account
Nike created a separate **Twitter account** called @NikeSupport just for responding to customer issues.

Connect Directly with Customers

Keep up your response rate
90% of consumers expect an immediate response to customer service questions.



Leverage Facebook Messenger
Facebook Messenger is the most-downloaded app, yet **only 31% of businesses use it**.



Upsell with recommendations
LEGO replies to Facebook Messenger using their gift bot to **offer gift recommendations**.



Utilize Influencer Campaigns



Find the right influencers
23% of shoppers are influenced by recommendations they read on social media.



Hire micro-influencers
Influencers with **less than 35,000 followers** get the highest engagement rate at 5.3%.



Get philanthropic
Old Navy partnered with Alex Rodriguez on Twitter to **raise \$1 million** for the Boys & Girls Club of America.

wikibuy.

Full sources available at: wikibuy.com/blog/social-commerce-4b5f73849bbb