

FREE E-BOOK



JUPHY

Mastering Social Commerce

A Step-by-Step Guide with Examples





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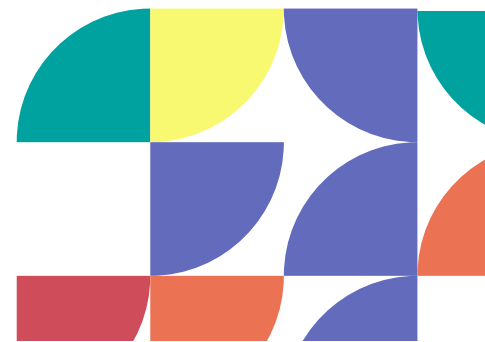
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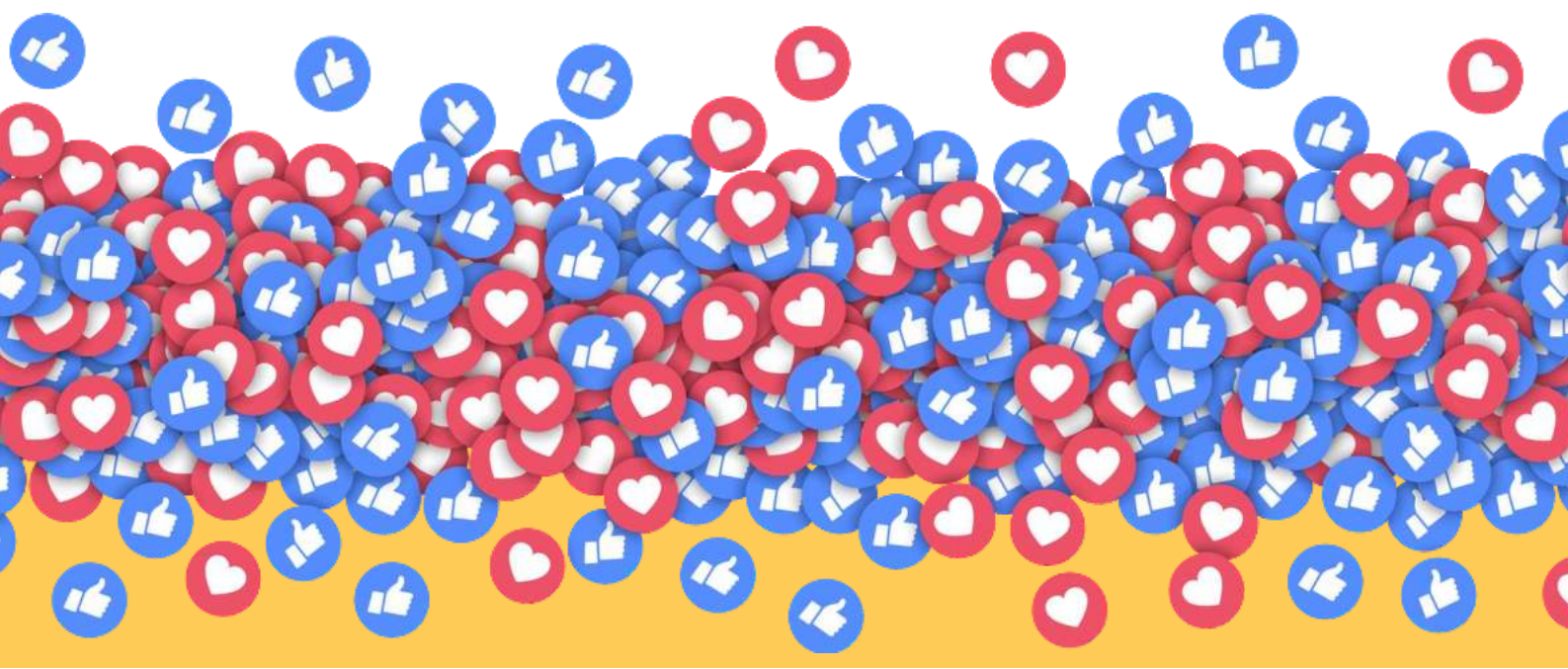
Welcome to Social Commerce



We're absolutely thrilled to have you here on this exciting journey into the world of social commerce. It's a fantastic time to explore and take advantage of the countless opportunities that this fast-growing landscape has to offer. In this e-book, we'll cover everything from understanding the basics of social commerce, engaging with your target audience on various platforms, and mastering the art of social selling to optimizing your strategy and leveraging cutting-edge tools like Juphy for success.

This comprehensive guide is filled with strategies, tips, and real-life examples to help you navigate and conquer the social commerce arena and boost your sales. So, grab a cup of your favorite beverage, sit back, and let's dive into this amazing journey together.

Cheers to your success in social commerce!

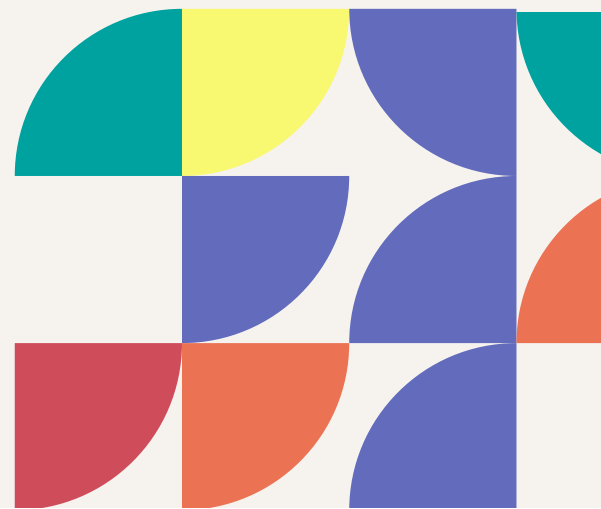




PART 1:

INTRODUCTION TO

SOCIAL COMMERCE



What Is Social Commerce?



Social Commerce is a shopping experience that is entirely led on social media. From the discovery of the product or service to the checkout, the whole process of selling and buying takes place on social media.

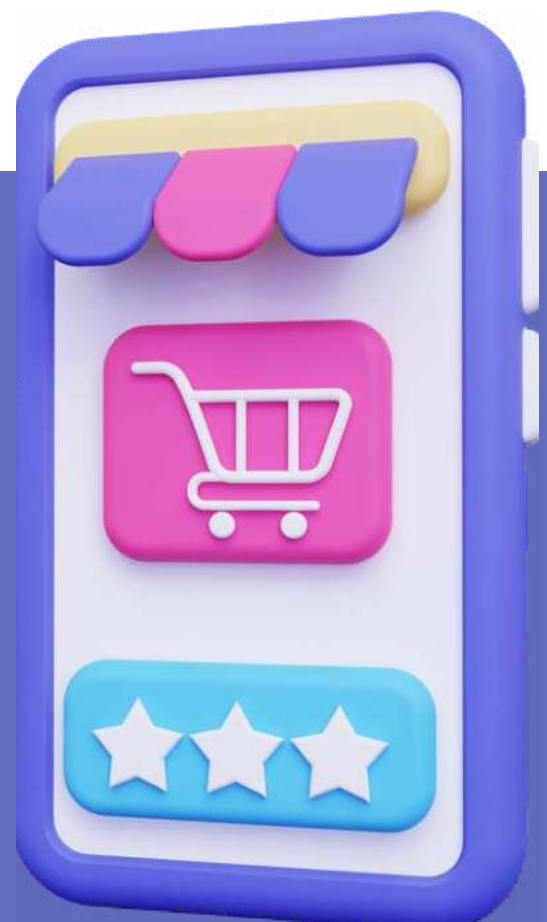
Let's start from the beginning. The Social Commerce concept was introduced by Yahoo in 2005 based on the idea of "getting recommendations from trusted people, finding goods and services, and then buying them.", which means increasing customer trust in the online shopping experience. And it is not that hard to see that the concept and its promise have been raised very correctly.

Since it entered our lives as an innovative category with the convergence of social media platforms with e-commerce channels, it has become the rising star of recent years. According to a research report, the global social commerce market was valued at USD 727.63 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 31.6% from 2023 to 2030 and reach **6.2 trillion dollars by 2030**.

Implementing social commerce is a shopping experience of selling products and services directly on social media. Instagram, Facebook, Whatsapp, Pinterest, and TikTok have become social media platforms with built-in social commerce tools. Twitter is also planning to join the club soon.

These platforms enable sellers to create shops and let the end user complete the purchase without leaving the platform or the seller's profile. In a bullet list, these social media platforms enable you to:

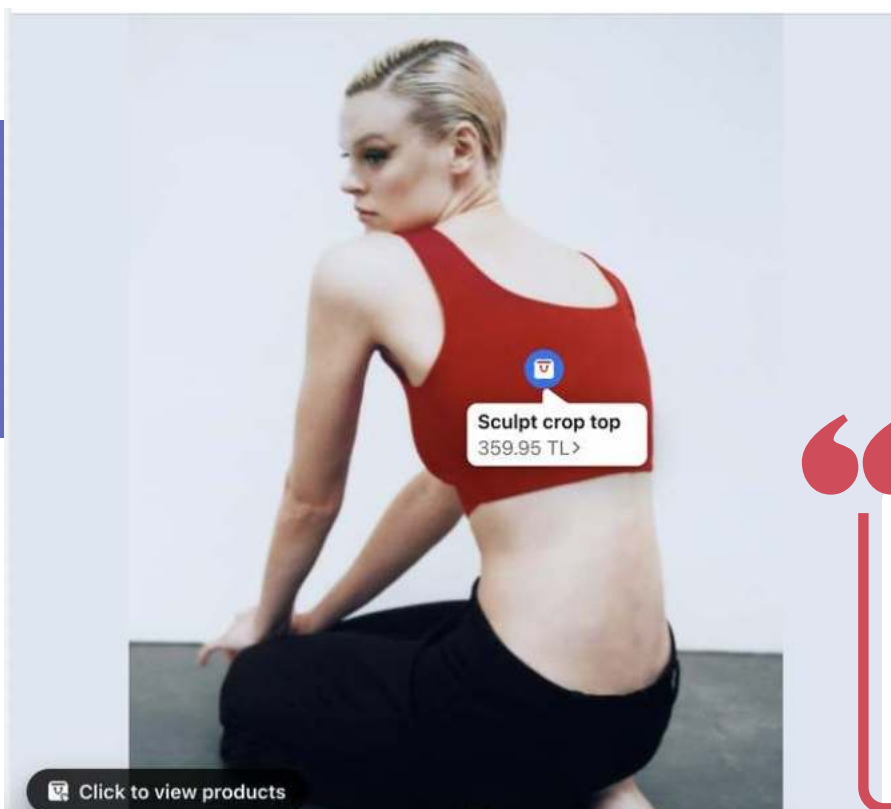
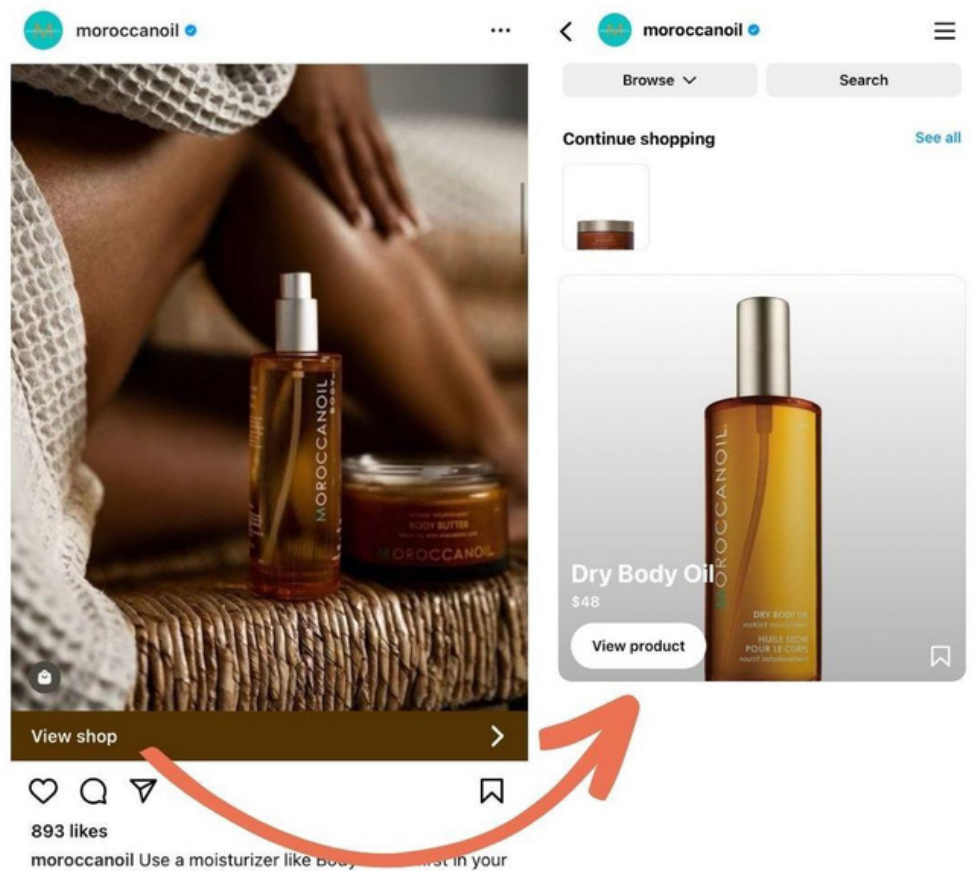
- Set up your online shop on your social media profiles
- Create posts with purchase buttons and view product switches
- Integrate your checkout process on social media





In a way, social commerce removes the trust barrier and helps sellers and buyers reach out to them in a trusted environment. Especially influencer marketing has made this available more than ever.

With social commerce, the end user can encounter the body moisturizer they have wanted for a long time in the post of the influencer they've been following, view the shop, and complete the purchase without leaving the app.



Or they might see a crop top at a good price while scrolling through Facebook, click to view the product, and move forward to the checkout.

These are all better shopping opportunities created on social media platforms with the powers of social commerce.

Social Commerce vs. E-commerce



E-commerce is a shopping experience of selling products or services online over the Internet. In e-commerce, all processes occur online, and buyers can choose their products as they wish in an online shop.

Social commerce is also part of e-commerce because it involves selling products online on social media. Still, differently, it allows customers to interact with, discover and buy products on social media without having to leave the platform. With a solid conversational marketing strategy, social commerce is changing how brands use social media and opening up new possibilities and opportunities.

SOCIAL COMMERCE

Two way relationship

Collaborative

Interaction occurs on social platforms

Community creation by content

VS



E-COMMERCE

One way relation

Unilateral

Interaction occurs only on website/online shop

Push information to relatively passive audience

So, there are some similarities between e-commerce and social commerce. Most basically, both types of commerce take place online. Since it is done online, both types may have options such as online payment or payment at the door options. There may be similarities in terms of the selling of the product.

However, social commerce and e-commerce differ in how they approach customer engagement, branding, competition tracking, advertising, lead generation, brand awareness, product traffic, and buying decisions.



Social commerce aims to increase customer engagement, humanize the brand, and empowers businesses to sell where customers already are. It uses social media platforms to generate leads, enhance brand awareness, and drive traffic to products. Social commerce also seeks to impact buying decisions by leveraging social proof and user-generated content.

The most apparent difference between social commerce and e-commerce is the way of the shopping experience. In e-commerce, the shopping experience is led by the online shop and the website, yet, social commerce provides the shopping experience within the social media platform, all the way from discovery to checkout.



For example, most of the best-known clothing brands have both online shopping websites and social shops and provide their customers with an option to shop without leaving the social media platform where they encountered the products. In traditional e-commerce, customers must leave the application to view their shop.

While social commerce creates a two-way relationship between the seller and buyer, e-commerce creates a one-way relationship with customers. So, while social commerce is collaborative, e-commerce is unilateral.

Finally, we can mention the distribution of content and the creation of communications. Social commerce enables a way to communicate content and helps companies to create a community on social media. Yet, in e-commerce, the information is sent from the seller and can only be received by the customer. So, e-commerce creates a more passive audience, while social commerce increases your active audience.



Especially for medium size businesses that are in the growth era, social commerce enables them to create a community under their product posts. People can express their thoughts as comments and affect others.

While on online shopping websites, there is no communication between the customers as in the buying process, and the information is only pushed to a passive audience.



BREDA × DALMATA TIME RING
Gold
\$150

SOLD OUT

[Notify me when this product is back in stock.](#)

4 interest-free payments of \$37.50 with **Klarna**.
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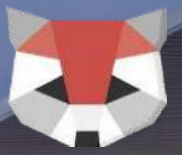
Gold

Free Poster with Purchase - by [Kaiman Kazazian](#).



☐ No Option

Benefits of Social Commerce



Social commerce enables businesses to harness the power of social media platforms for selling products and services, offering numerous advantages over traditional e-commerce approaches. These benefits include:

**GENERATE
LEADS**



**INCREASE
CUSTOMER
ENGAGEMENT**



**INCREASE
BRAND
AWARENESS**



**HUMANIZE
YOUR
BRAND**



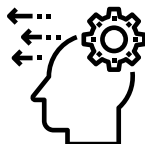
**ENHANCE
TRAFFIC TO
YOUR
PRODUCTS**



**TRACK
YOUR
COMPETITION**



**IMPACT
BUYING
DECISIONS**



**INCREASE
TARGETED
ADVERTISING**





Social commerce enables companies to use social media platforms and social environments to share their products or services and engage with customers on these posts. By doing so, businesses can increase customer engagement, humanize their brand, and decrease card abandonment rates by handling everything in a single app that consumers use the most, such as Instagram, Facebook, or Whatsapp.

For example, when your customers share your product on social media, their social networks discover you, and your product reaches an audience you might not otherwise reach. Potential customers highly depend on social proof and user-generated organic content, which can impact their buying decisions. Social commerce leverages these factors to increase sales in that sense.

This, combined with targeted advertising to generate demand, creates a powerful and affordable acquisition strategy. Social media platforms play a crucial role in moving your customers from the buying stage to the engagement stage. Social commerce strategies such as branded hashtags and user-generated content are excellent customer engagement-building tools that create excitement around your brand. Social commerce also allows businesses to target their advertising to specific audiences, generate leads, increase brand awareness, and enhance traffic.

Gone are the days of creating a "business account" on Facebook, Instagram, or Twitter and occasionally posting a product image that forms your social media strategy. You need to stay up-to-date on the latest social trends and strategies to keep up with your customer's changing social media behavior. So, social commerce is changing how e-commerce brands think about their social media strategy.



Setting S.M.A.R.T. Goals



SPECIFIC

Clearly define your social commerce objectives, such as increasing sales by 15% through shoppable posts or acquiring 1000 new followers within a month.



MEASURABLE

Establish quantifiable metrics, like conversion rates, engagement rates, or click-through rates, to track the progress of your social commerce goals.



ACHIEVABLE

Set realistic and attainable targets based on your resources, such as aiming to increase social media-generated revenue by a feasible percentage within your business capacity.



RELEVANT

Align your social commerce goals with your overall business objectives, ensuring they contribute to your brand's growth, customer acquisition, and long-term success.



TIME-BOUND

Assign deadlines for achieving your social commerce goals, such as reaching a specific number of user-generated content submissions or attaining a set engagement rate within a three-month timeframe.



Top Goals of Social Commerce



INCREASING BRAND AWARENESS

Raise your brand's visibility and recognition by creating engaging content, sharing product information, and launching targeted advertising campaigns on social media platforms.

GROWING BRAND'S AUDIENCE

Attract new followers and potential customers by sharing relevant content, utilizing hashtags, and engaging with users on social media channels to expand your brand's reach.



INCREASING COMMUNITY ENGAGEMENT

Foster meaningful connections and interactions with your audience through comments, likes, shares, and user-generated content, which helps build trust and strengthens relationships.

SALES/LEAD GENERATION

Drive sales and generate leads by showcasing products through shoppable posts, special offers, and social media advertising that encourages users to make purchases or sign up for more information.



INCREASING TRAFFIC

Boost visits to your website or e-commerce store by creating compelling social media content and campaigns that encourage users to click through for additional information or product exploration.

ENHANCING CUSTOMER SUPPORT AND EXPERIENCE

Provide exceptional customer service and seamless shopping experiences on social media platforms by using responsive messaging and personalized assistance to address inquiries and resolve issues.



IMPROVING CUSTOMER RETENTION AND LOYALTY

Build long-lasting relationships with customers by offering exclusive promotions, rewards, and personalized experiences, fostering brand loyalty and encouraging repeat purchases.

Social Commerce Landscape

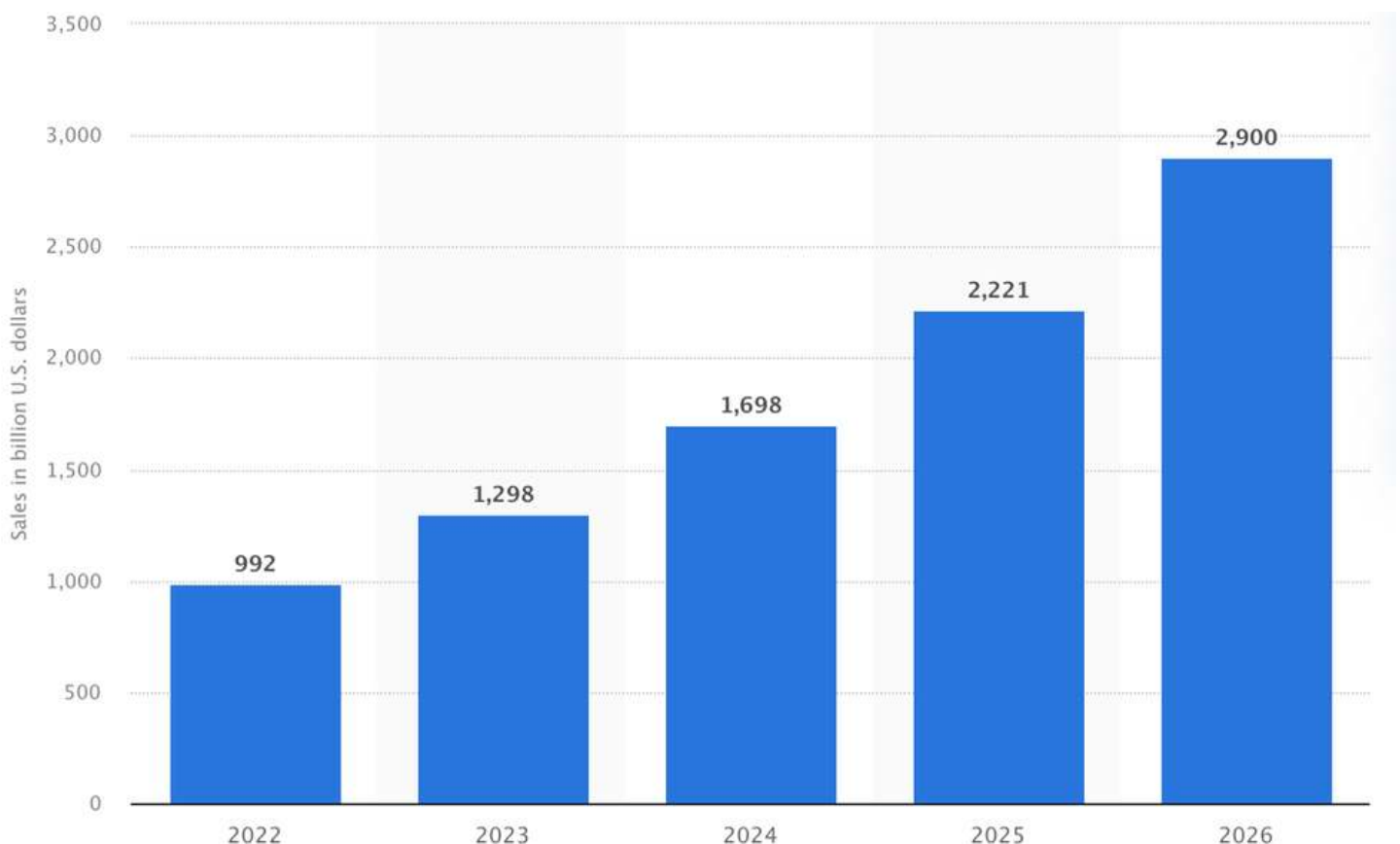


When this all started, social media was a place to share what you are doing, what you eat, where you go, places you see, and views you like. Now, it is a different world from which businesses can benefit. Social media platforms let businesses have another identity in the online world. Of course, each platform has its own role in the online commerce industry. Let's see some of the best platforms for social commerce.

Market Overview & Key Statistics

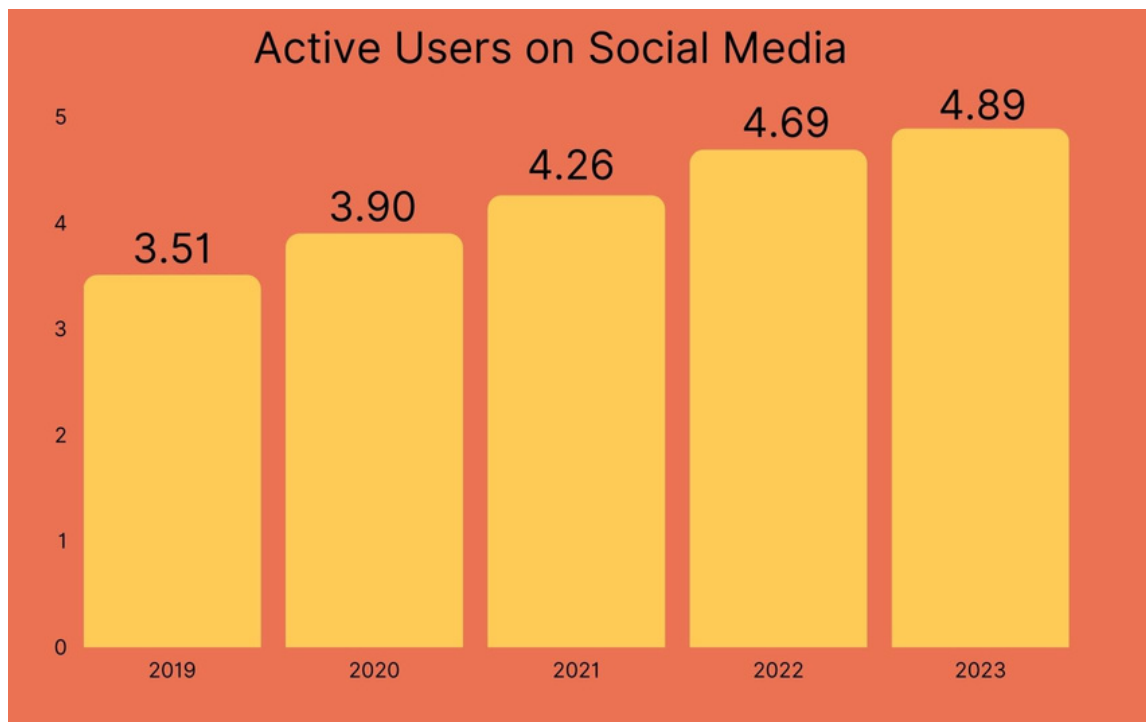
Social commerce has become one of the most popular ways of shopping since it allows shoppers to connect with shops or businesses without having to step outside and leave the comfort of their houses.

The value of social commerce worldwide is expected to rise to **2.9 billion\$** in 2026, according to another source.

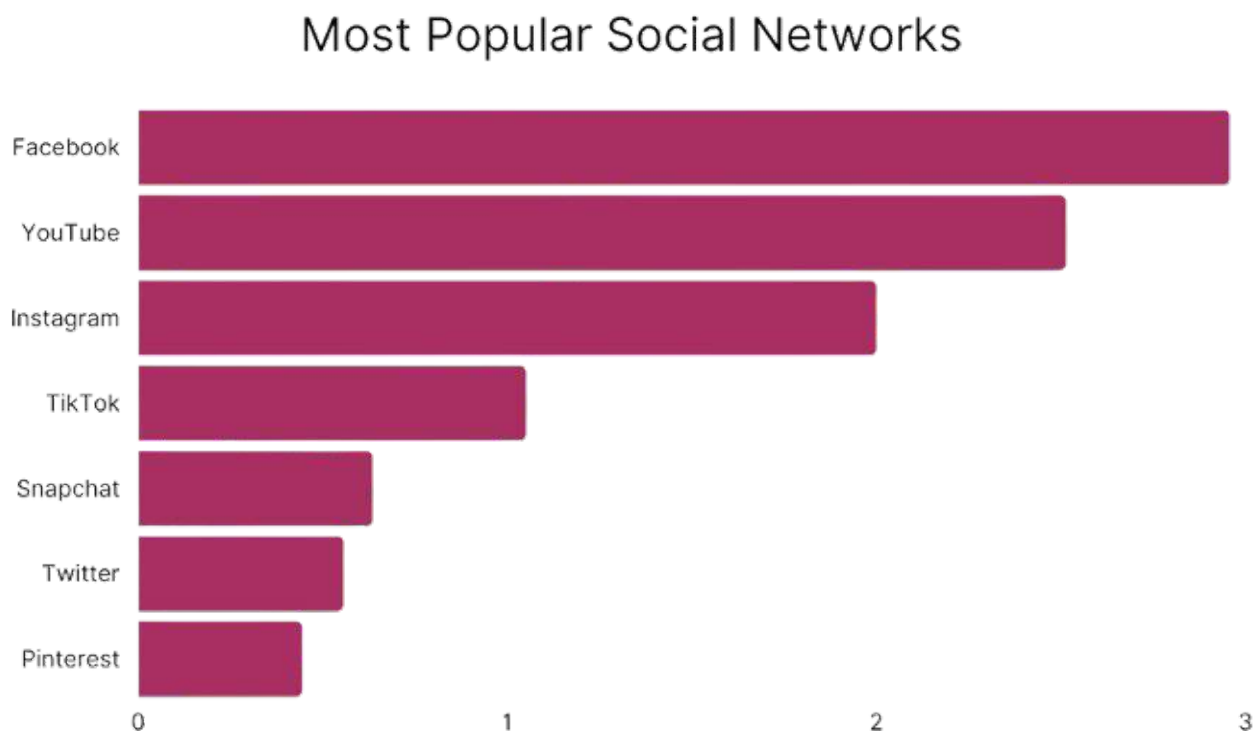




The increasing popularity of social media is directly proportional to the popularity of social commerce. **In 2019, over 3.51 billion people were using social media worldwide**, and this is projected to increase to almost five billion in 2023.



The users that are active on social media can be divided into different social networks. **Based on Statista's report on the most popular social networks**, market leader Facebook sits at the first seat with more than 2.9 billion monthly active users, while YouTube and Instagram are following Facebook with more than 2.0 billion active users. TikTok, Snapchat, Twitter, and Pinterest, on the other hand, follow YouTube and Instagram with around and less than 1.0 billion monthly active users.





The global social commerce market size was estimated at USD 727.63 billion in 2022 and is expected to reach USD 913.90 billion in 2023 (Source: Grand View Research)

4.59 billion people, or 57% of the global population, currently use social media. This figure is projected to reach 5.17 billion by 2024. There's more opportunity than ever before to reach a global audience through social media.

30% of internet users in the United States already make purchases directly within social platforms, but China is the clear global leader. - US market will grow

In the US, social commerce is predicted to be worth **\$79.64 billion** by 2025.


According to another **report performed in 2022**, each user spends more than two hours on social media.

Users Activity on Social Media



2+ Hours

Average Sales per Buyer on Social Media



\$500+

And finally, among all these user, activity, and market stats, **according to estimates performed by Statista in 2022**, the average social commerce sales per buyer in the United States has exceeded 500 U.S. dollars in 2022. Forecasts suggest an 80 percent increase in this figure by 2025, amounting to approximately 937 dollars.

These all show that there is a huge opportunity for both big and small businesses to expand their audience as well as reaching to new customers.

Breakdown of Top Social Commerce Platforms



Navigating the social commerce landscape can feel like a jungle, with numerous platforms competing for businesses to promote their products, boost brand recognition, and engage with customers. Each platform comes with its unique features, opportunities, and offers, making it essential for businesses to select the perfect platform(s) that resonate with their business type, style, and brand identity.

At its core, social commerce is about leveraging online platforms like social media, messaging apps, and blogs to drive sales. Jumping into these platforms brings a treasure trove of benefits, such as reaching new customers, sparking conversations with your community, simplifying product information distribution, and offering diverse purchasing channels.

To truly harness the power of your social commerce efforts, it's vital to properly integrate your social accounts, just as you would with traditional e-commerce websites. With that foundation in place, let's dive into an exploration of the top social commerce platforms and what they can bring to the table for your business.



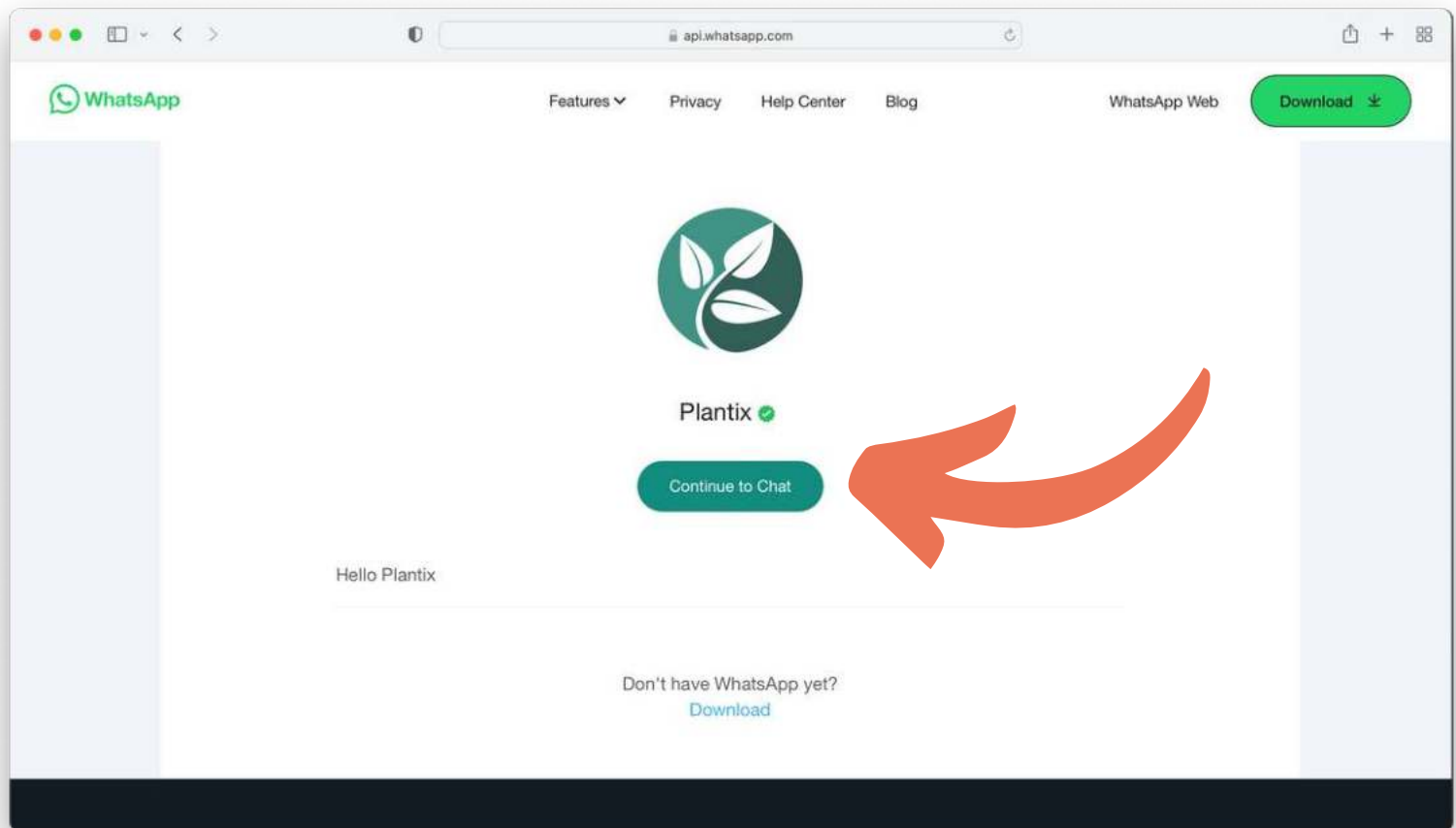


WhatsApp

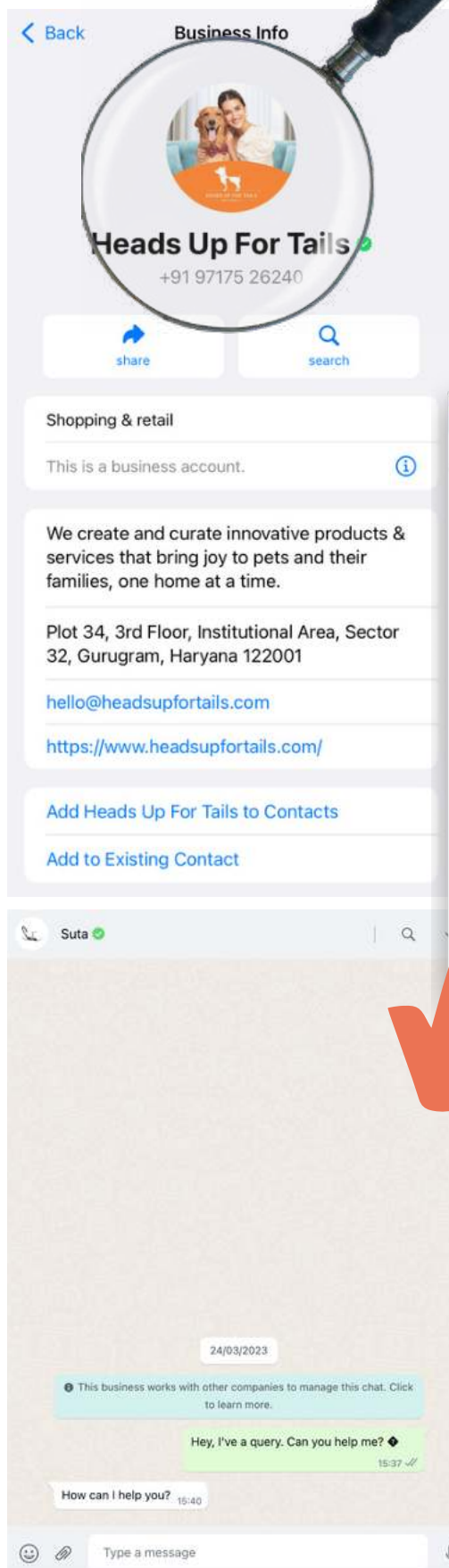


WhatsApp Business, rolled out in 2018, has become a game-changer for businesses looking to communicate with their customers and offer shopping experiences right within the app.

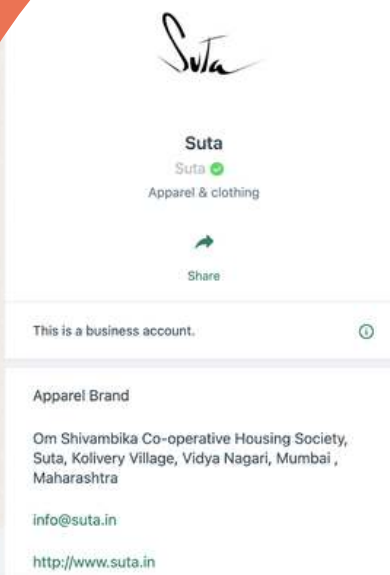
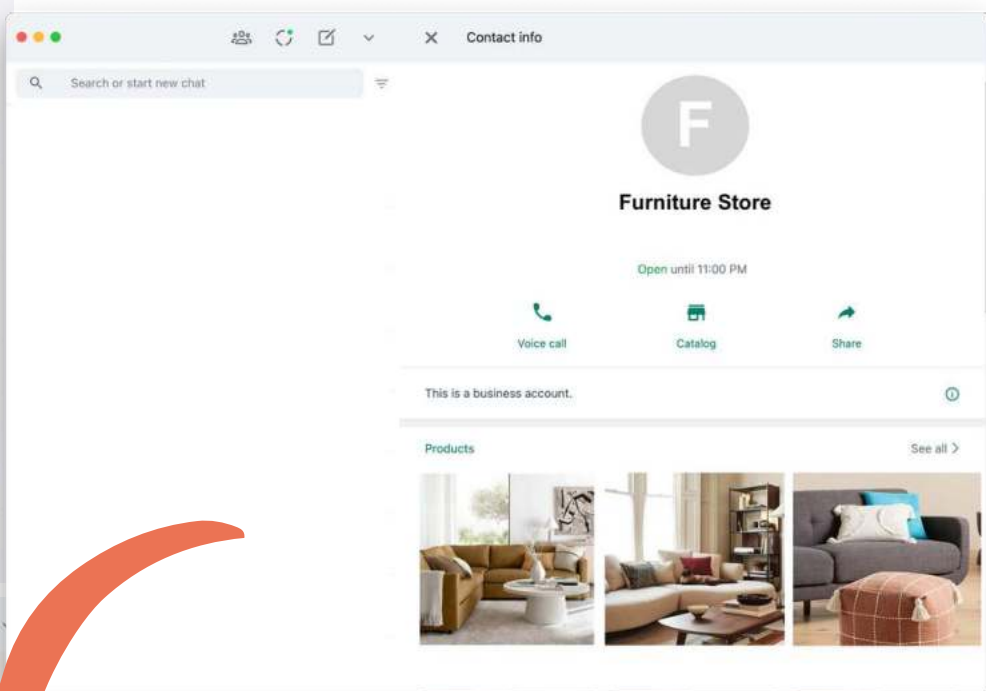
As a platform that millions of people already use daily for personal conversations, WhatsApp Business provides businesses with valuable marketing tools and a seamless way to engage with customers.



This savvy service allows businesses to establish a professional presence on WhatsApp, opening up opportunities for growth through effective customer communication. By capitalizing on a widely-used communication platform, businesses can offer customers an easy and familiar way to get in touch.



To make the most of WhatsApp for social commerce, businesses can create a WhatsApp Business account, add product catalogs to showcase their products/services, and use automated responses for customer chats.



WhatsApp's built-in messaging and calling features make it simple for businesses to communicate with customers, address questions, and process orders. Integrating payment options can further streamline transactions, creating a hassle-free shopping experience for customers.

Embracing WhatsApp Business for social commerce enables businesses to connect with a vast audience and deliver personalized, convenient shopping experiences. To truly unlock the platform's potential, stay in the loop with the latest features, trends, and best practices to boost customer engagement and drive sales.

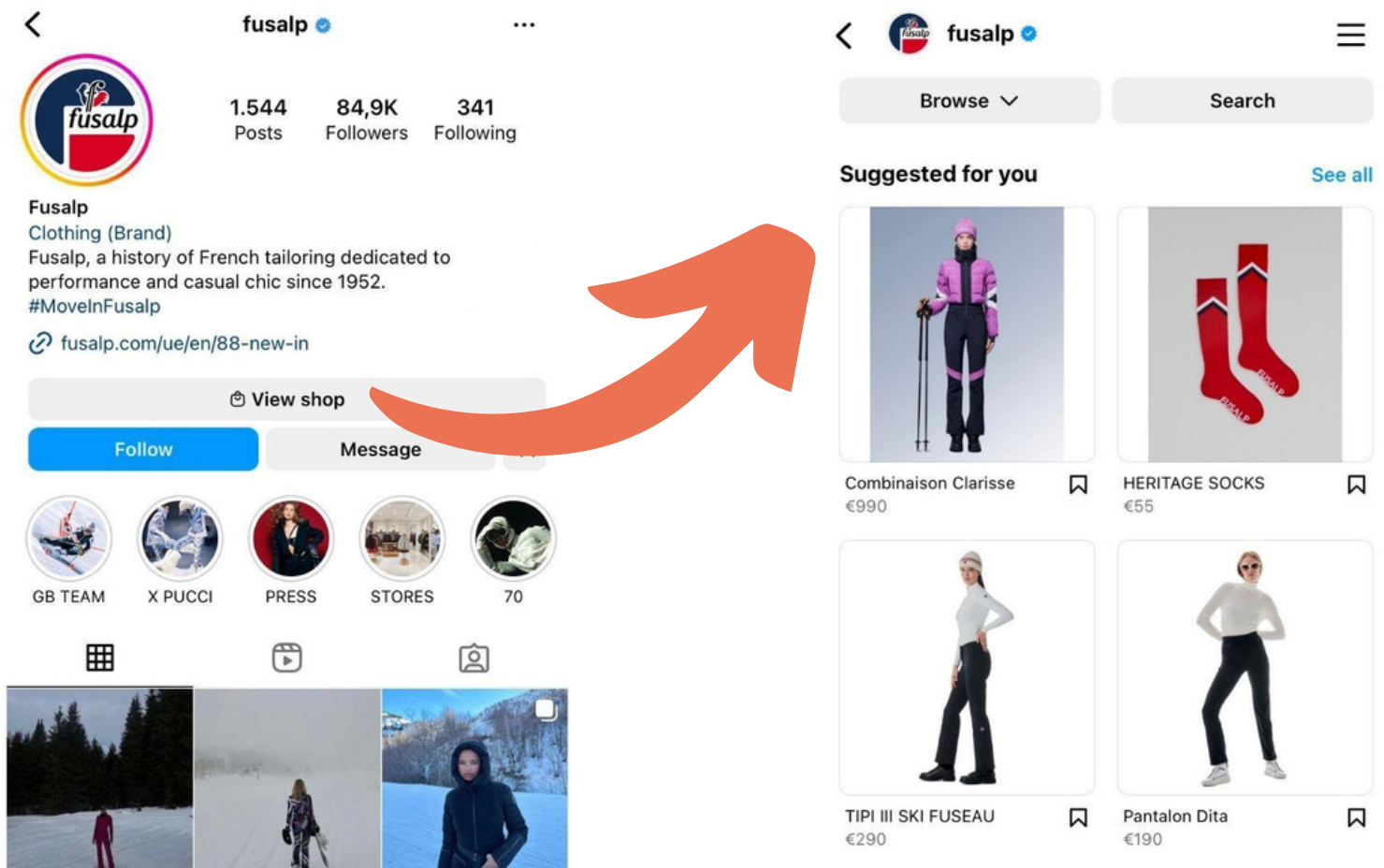


Instagram



As of 2023, Instagram has become an essential platform for businesses and sales, with a significant percentage of people worldwide using it regularly. We used to use Instagram for sharing memories, but today, it is one of the most used platforms for businesses and sales. With the addition of Shops, live streaming, and influencer collaboration features, **the platform is now used by the vast majority (92%)** of online merchants as part of their social commerce strategy, surpassing Facebook, Pinterest, and TikTok. Instagram says that **their survey** shows that %44 of people surveyed use Instagram to shop weekly.

When we look at the Instagram Stores feature, Instagram Checkout, launched globally in 2019, and the fact that the store tab will be available just below your hand (on the bottom right screen) in 2020, Instagram provides sufficient infrastructural facilities in this regard.



With this potential, businesses can benefit from Instagram with a successful management strategy.



Instagram presently has over 2.35 billion monthly active users, and it is expected to surpass 2.5 billion monthly active users by the end of 2023. In terms of monthly active users, this places Instagram as the fourth most popular social media platform globally.

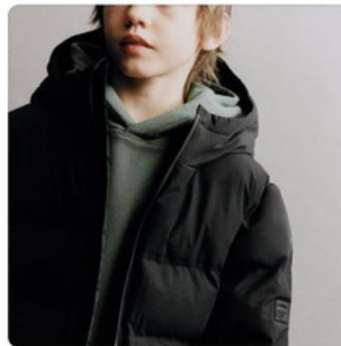


Botín tacón denim
1,099 TL

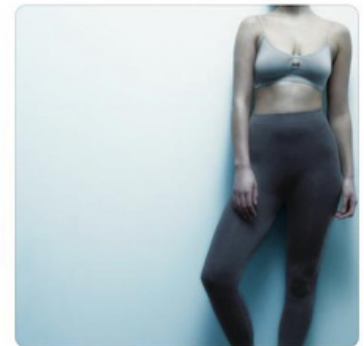


Trench denim z1975
\$79.95

More from this shop



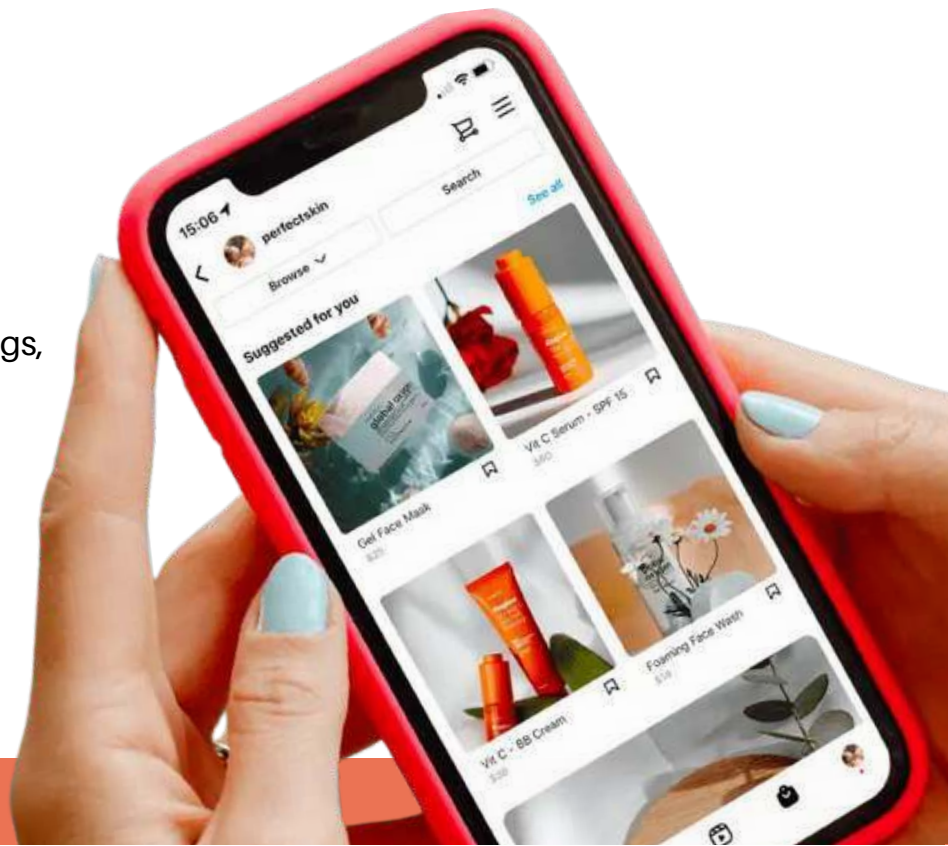
Cazadora acolchada lis...
599.95 TL



Seamless washed effec...
279.95 TL

As Instagram's popularity continues to soar, it's vital for businesses to keep their finger on the pulse of the latest features, trends, and best practices to optimize customer engagement and boost sales.

By capitalizing on the platform's distinctive social commerce offerings, businesses can connect with an extensive audience and deliver a customized, visually engaging shopping experience that keeps customers coming back for more.





Facebook



In January 2023, Facebook boasted 2.963 billion monthly active users, making it an ideal platform for e-commerce businesses to run paid advertising campaigns and reach a vast audience. With its enormous user base, Facebook is the go-to place for raising awareness about your e-commerce business.

The screenshot shows a Facebook Shop interface for a ZARA business page. At the top, a navigation bar lists various clothing categories: OUTERWEAR, NEW IN, BASICS, DRESSES, SHOES, ORIGINS, DENIM, SWIMWEAR, PARTY, SS23 STUDIO COLLECTION, and More. The main product featured is a 'SEAMLESS BODYSUIT WITH CUT-OUT DETAIL' priced at 399.95 TL, with a color of 251 and size options of M-L. Below the main product, there are sections for 'More from this shop' featuring a 'LONG SHIRT DRESS' (1,399.00 TL), a 'BELTED WIDE-LEG JUMPSUIT' (899.95 TL), and a 'CROPPED DENIM JACKET' (829.95 TL). At the bottom, another 'More from this shop' section displays 'RIPPED SKINNY JEANS' (899.95 TL), a 'CROCHET T-SHIRT' (229.95 TL), a 'PRINTED T-SHIRT AND BERMUDA SHORTS SET' (299.95 TL), and a 'LETTER PRINT SHIRT' (699.95 TL). The right sidebar includes a 'View on Website' button, a 'Save' button, and links to 'Details', 'Shipping & Returns', and 'Store Information'.

Facebook simplifies the purchasing process with features like Facebook Shops, Facebook Pay (Meta Pay), Dynamic Ads, Facebook Marketplace, and Custom Audiences. These tools allow seamless integration of products and services from the Trade Manager to the Business Manager, making it easier for customers to shop and pay within the platform.

To maximize the platform's potential, businesses can forge partnerships with communities related to their product category and collaborate with community leaders to create engaging content. Product reviews, live broadcasts, and interaction with relevant groups using a "Brand page" can further enhance brand visibility and customer engagement.



Tommy Hilfiger ✓

@tommyhilfiger · Clothing (brand)

View shop

Home **Shop** About Photos More ▾

Like

Message



Shop



City Cupsole Sneaker
\$119.00



Fleece Jacket
\$69.50



Space Jam: A New Legacy X Tommy
Jeans Track Jacket
\$74.50



Hilfiger Stripe Sneaker
\$75.00

In addition to paid advertising campaigns, it's crucial for e-commerce businesses to focus on organic content and audience engagement. Building a strong and loyal following can lead to increased sales and better customer relationships.

To effectively utilize Facebook's social commerce potential, it's essential for e-commerce businesses to stay current with the latest features, trends, and best practices for crafting successful ad campaigns, managing Facebook Shops, and nurturing strong relationships with their target audience. This includes learning how to use Dynamic Ads, effectively leveraging Facebook Marketplace, and creating Custom Audiences to reach the right customers.

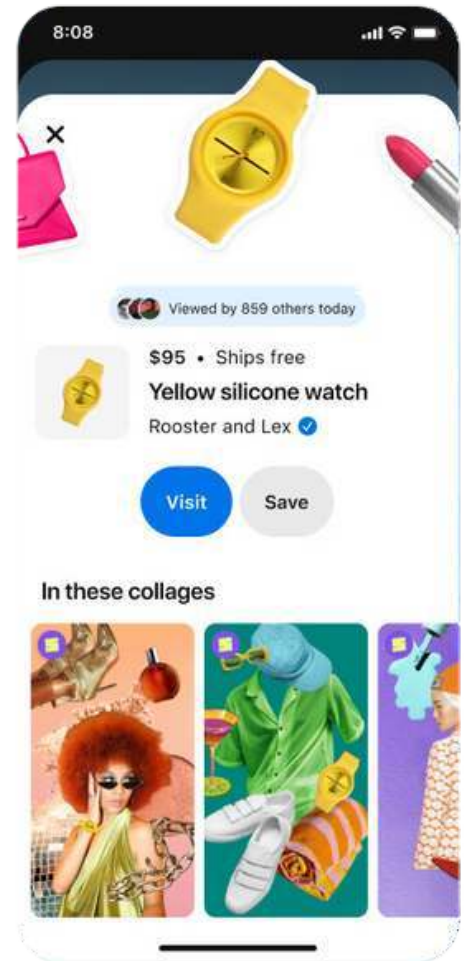
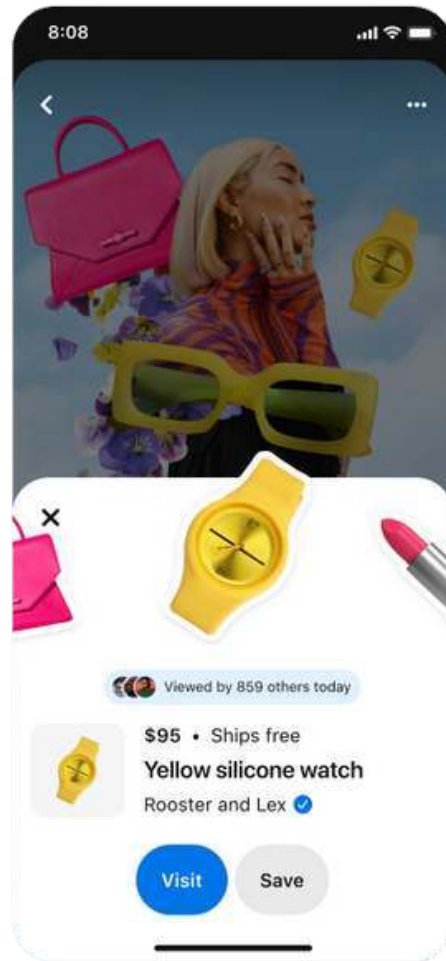




Pinterest



With its global popularity, Pinterest offers a unique platform for users to discover products and ideas, as well as learn how to use them. One of its most significant advantages is its ability to drive external traffic, making it an ideal platform for e-commerce site owners.



To make the most of Pinterest, businesses should understand its key benefits and features. As a highly effective full-funnel marketing channel, Pinterest excels in product discovery, allowing users to explore visually stunning images and ideas tailored to their interests. The platform's Rich Pins feature further enhances this experience by providing potential customers with direct links, references, and product recommendations.

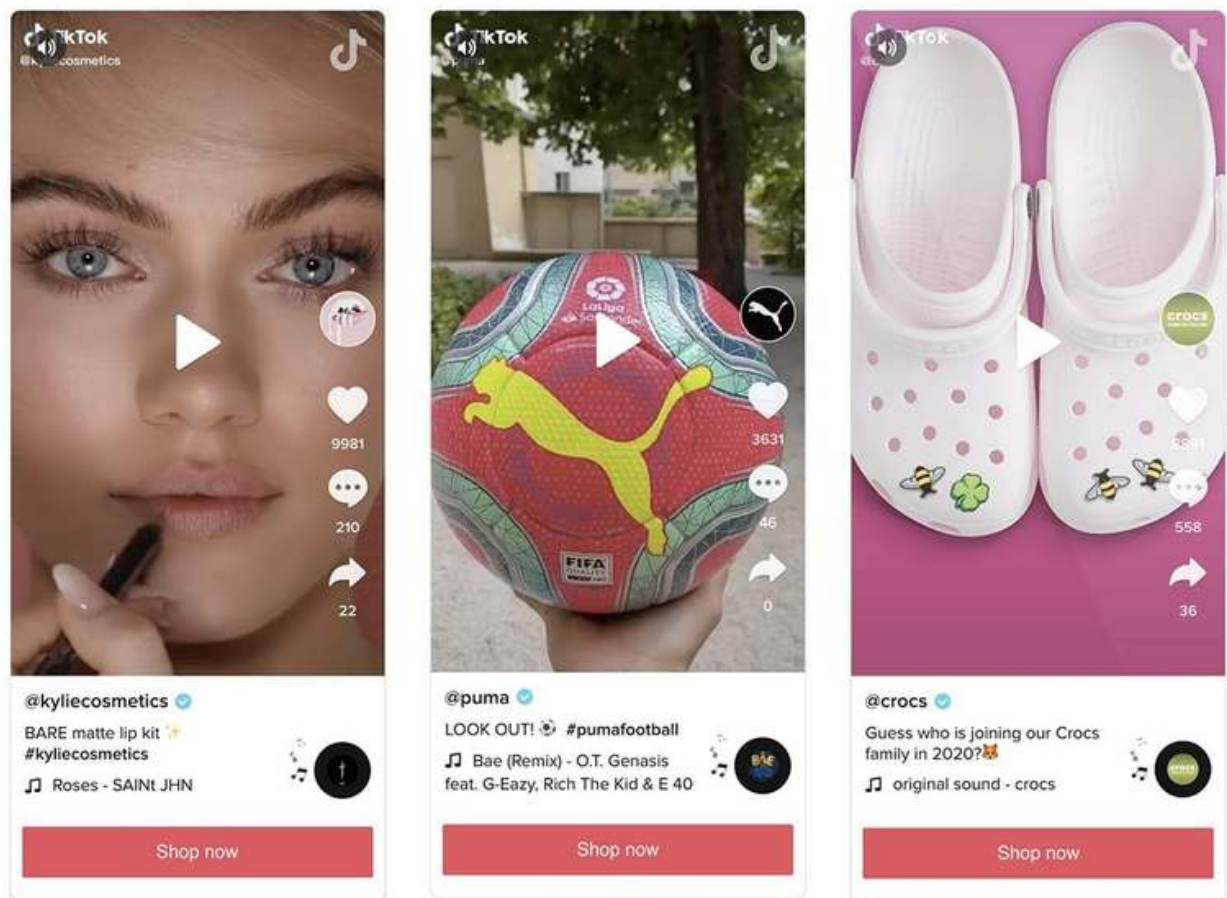
Pinterest also offers various advertising options to help businesses reach their target audience and drive sales. These include Promoted Pins, which are regular Pins that businesses pay to promote; Shopping Ads, which automatically turn a business's product catalog into visual, actionable ads; and Carousel Ads, which allow businesses to showcase multiple images and links within a single ad unit.



TikTok

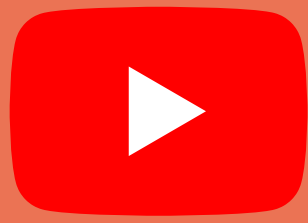


TikTok, a rapidly growing platform that appeals to younger audiences, especially Generation Z, has emerged as a promising channel for social commerce. With millions of users actively engaged in short-form video content, the platform offers a unique opportunity for businesses to collaborate with influencers and capitalize on trending challenges to reach a wide audience.



TikTok's advertising options, such as In-Feed Ads, Branded Hashtag Challenges, and Branded Effects, allow businesses to create immersive and interactive ad experiences that resonate with users. Moreover, the platform's recent introduction of TikTok Shopping features, including in-app product catalogs and live shopping events, paves the way for seamless shopping experiences within the app.

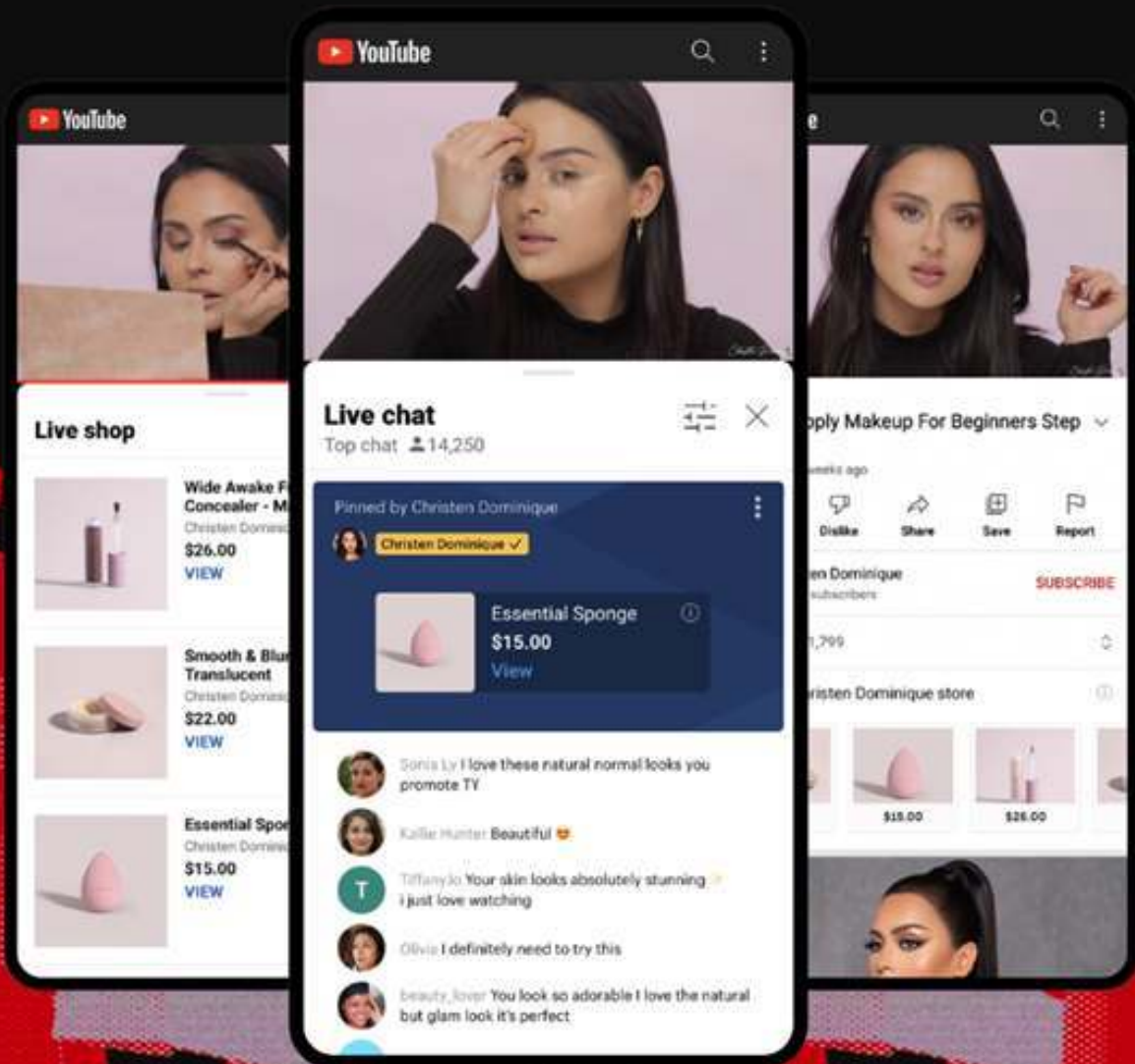
TikTok offers a distinctive environment for businesses seeking to capitalize on its energetic and creative community. To make the most of this platform for social commerce, it's essential to develop content that resonates with the unique preferences and interests of TikTok users. By embracing the platform's penchant for short, catchy videos and engaging with its fast-paced, trend-driven culture, businesses can forge genuine connections with their audience, boosting brand visibility and encouraging customer interaction that translates into sales.



YouTube



As the world's most popular video-sharing platform, YouTube boasts over 2.1 billion users, who collectively watch 694,000 hours of video every minute. While the platform has traditionally focused on affiliate marketing, where video creators promote products in their videos, YouTube has been expanding its social commerce offerings with new tools such as video series, live streams, and Shorts.



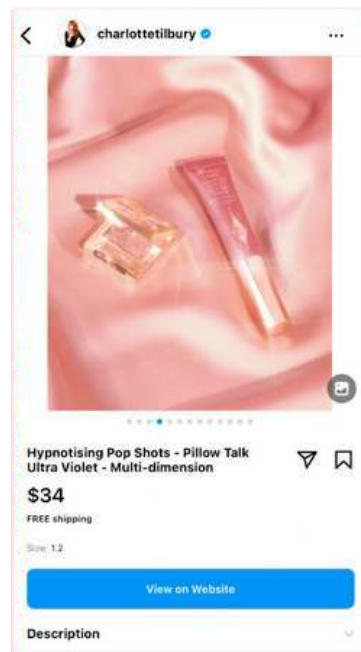
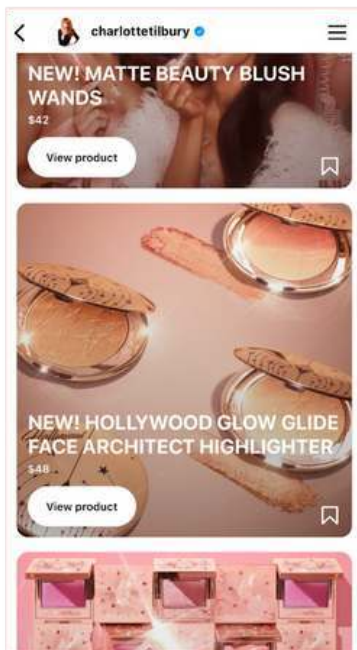
To take advantage of YouTube's social commerce potential, e-commerce businesses can create shoppable ads that allow users to purchase products directly from the video. Brands can also collaborate with influencers for sponsored content and product placements to increase brand visibility and drive sales. By developing engaging and informative video content, businesses can utilize YouTube as a powerful social commerce tool to reach a vast audience and boost their online presence.

Leading Companies in Social Commerce Industry

There are so many theories and advice about social commerce, but let's see some nice examples of companies that put these into practice.

Charlotte Tilbury

Charlotte Tilbury engages customers with personalized services on multiple platforms, utilizing LiveStream and Metaverse technologies. The cosmetics company pioneered digital storefront technology (VR), launching a 3D digital store in November 2020, where customers explore, shop, and receive personalized recommendations from virtual associates. Additionally, the digital store features live skincare and makeup tutorials.

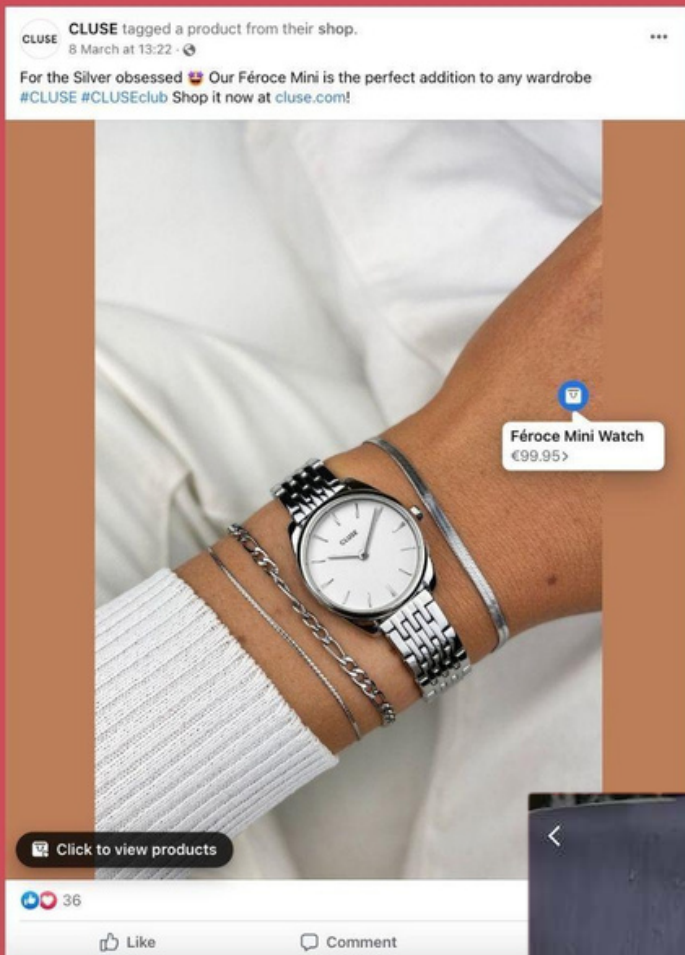


The company maintains a strong social media presence, particularly on Instagram, collaborating with influencers and showcasing products with eye-catching content. This approach has helped Charlotte Tilbury establish a loyal customer base and boost sales. To gauge social commerce success, Charlotte Tilbury monitors key performance indicators (KPIs) like engagement rates, conversion rates, and return on investment (ROI) for social media campaigns. This data-driven strategy allows the company to continually optimize its tactics in the competitive social commerce arena.



Cluse

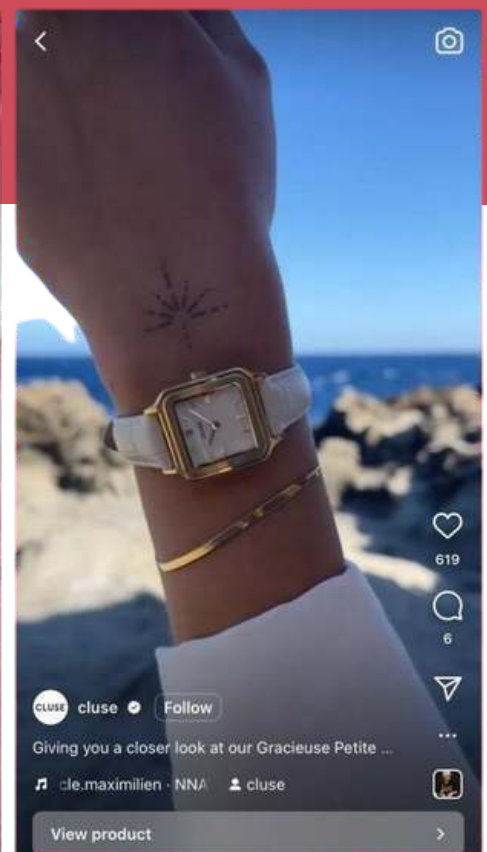
Cluse fully embraces social commerce by utilizing multiple social media platforms, including Instagram and Facebook, to showcase its stylish watches. Their shop profiles on these platforms allow followers to see the prices of watches in photos, and they create engaging content that resonates with their target audience.



Adopting current industry trends, Cluse uses Instagram Reels and posts to encourage people to leave comments or share their content with others. The company frequently informs followers about their products through Reels, and their visually appealing content effectively showcases their brand identity.

Cluse also leverages user-generated content and influencer partnerships to further amplify their social media presence and reach a wider audience.

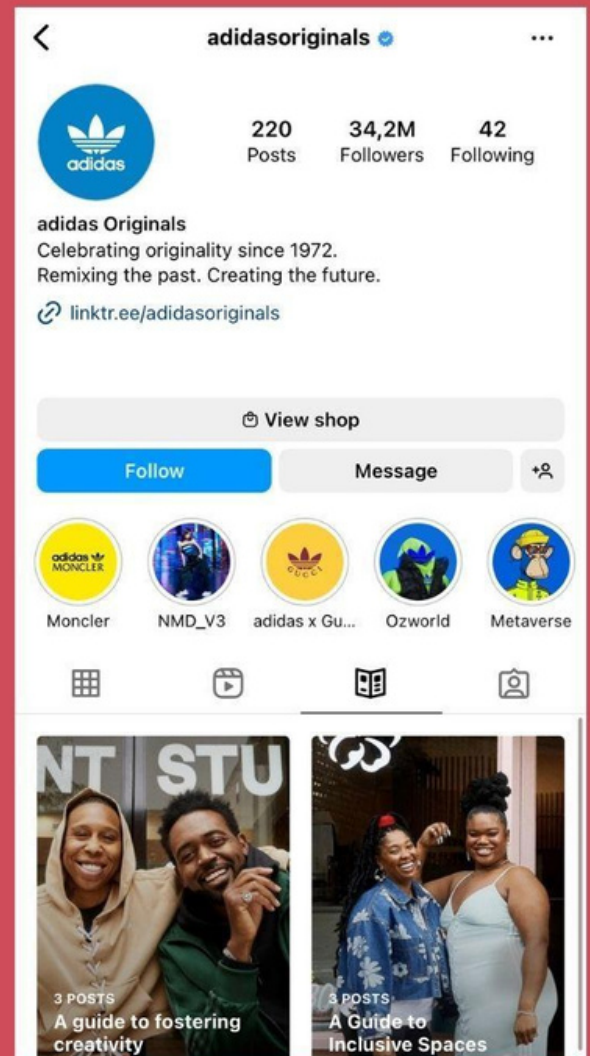
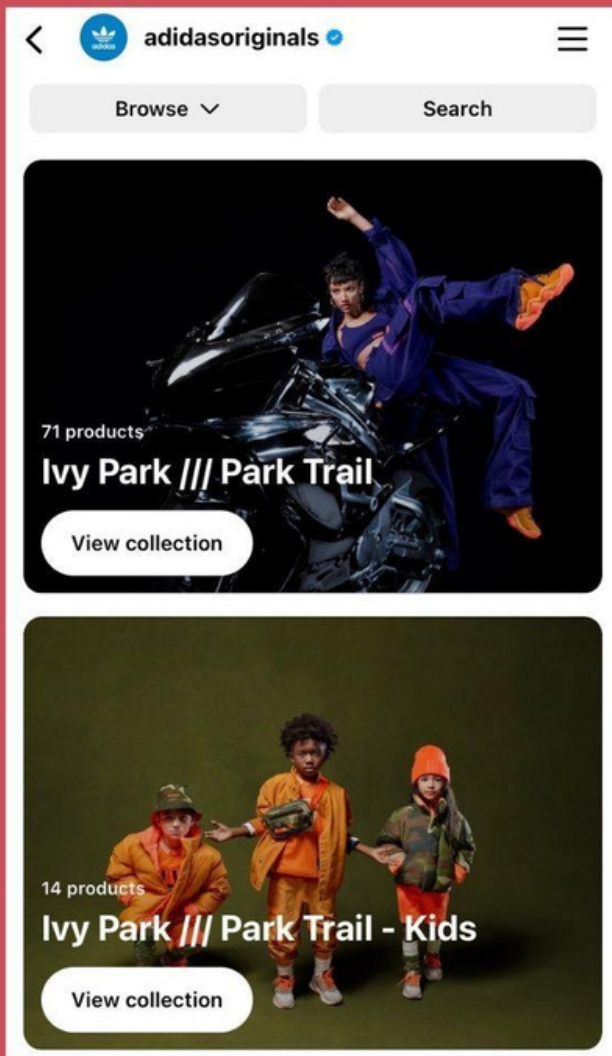
By incorporating a well-rounded social commerce strategy that spans multiple platforms and aligns with industry trends, Cluse has been successful in establishing a strong online presence and driving sales through social media channels.





Adidas

There is a reason why Adidas has a place that stays the same. They do not underestimate the power of social media and its opportunities. Adidas actively uses Facebook, Instagram, and Twitter to interact with customers. They use reels, guide sections, Instagram highlights, and Facebook features.



Adidas' social commerce strategy includes leveraging collaborations with well-known influencers and celebrities, as well as partnering with other brands to create unique product offerings. These collaborations help them expand their reach and engage with diverse audiences, contributing to their social commerce success.

This prioritization of digital interaction means that Adidas will focus more on social commerce. Adidas, which has recently come to the fore with its influencer marketing efforts, is expected to double its market share in the women's sports vertical thanks to its investments in this field.

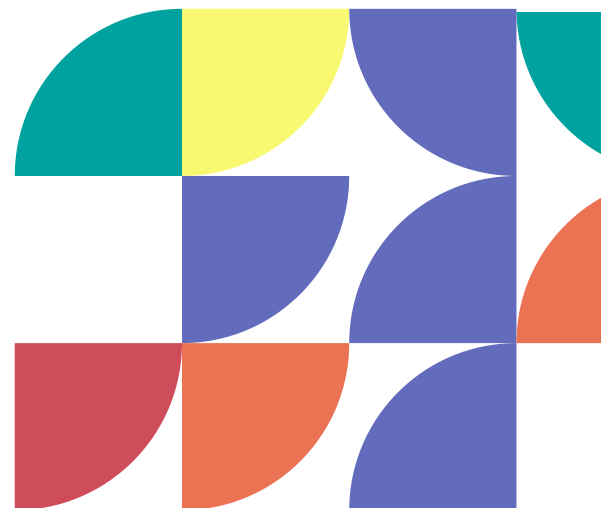


PART 2:

BUILDING, ENGAGING

& SELLING ON

SOCIAL MEDIA



Importance of Target Audience



As in every business, you need to know the market and the audience targeted by the brand you manage on social media. Knowing the target audience is one of the most important tasks of a social media expert because when you know your target audience, you can determine how to develop your product or service, which marketing channels to use, and create your marketing strategy.

One of the first things you'll want to do before you start selling products online is to understand your audience's buying habits. You can do this by performing market research, using suitable software, receiving feedback, and analyzing your customers' buying patterns.,

Website/app analytics play a crucial role in understanding your target audience. Tools like Google Analytics or social media analytics provided by platforms such as Instagram, Facebook, and Twitter can help you identify demographics, interests, and preferences of your audience. In addition, the statistics your social media accounts provide you with will give you valuable insights into the characteristics of your followers. Even if these people are not yet your customers, they have shown interest in you because they interact with your social media accounts. This information is invaluable for every business that wants to have a working and successful strategy.

To effectively understand and engage your target audience, focus on creating personalized content, tailoring your marketing messages, and segmenting your audience based on their preferences. By doing so, you'll be better equipped to meet their needs and ultimately drive sales in the social commerce landscape.



Social Media Behavior Analysis



Social media behavior analysis examines how your target audience interacts with content and other users on various social media platforms. It offers valuable insights into your target market's preferences, habits, and sentiment, enabling you to tailor your social commerce strategy effectively.

Understanding your audience's social media behavior is critical for several reasons:

Content Preferences: By analyzing the type of content that resonates with your audience, you can create more engaging posts that drive interactions, shares, and conversions. This includes identifying preferred formats (e.g., images, videos, or articles), topics, and posting times.

Platform-Specific Behaviors: Each social media platform has its unique features, user demographics, and content consumption patterns. Understanding these nuances allows you to adapt your strategy accordingly, ensuring you maximize the potential of each platform.

Influencer Identification: Social media behavior analysis helps you identify influential users within your niche who can amplify your message and drive traffic to your products or services. Collaborating with these influencers can boost your social commerce efforts and increase brand credibility.

Sentiment Analysis: Gauging the sentiment behind user interactions allows you to understand how your audience perceives your brand and products. Basically, the results of the sentiment analysis can guide your messaging, product development, and customer service efforts to align with your customers' needs and preferences.

Trending Topics: Need to stay ahead of the curve and capitalize on more opportunities? You just need to keep track of trending topics and conversations relevant to your industry to help you stay ahead of the curve and capitalize on increased engagement, traffic, and sales opportunities.

To conduct social media behavior analysis, consider using a combination of tools and techniques, such as social listening tools, native platform analytics, and manual observation. By leveraging these insights, you can fine-tune your social commerce strategy, create more engaging content, and develop stronger connections with your target audience.

Choosing the Right Social Media Platforms for Your Business



There are critical questions you should answer before deciding which social media platforms are the best for your business.

1. What is (your brand name here)? What products/services do you provide?

Your brand personality, products, services, and any other business-related detail are factors that should affect the decision of social media platforms. Facebook, Instagram, Pinterest, Amazon Live, TikTok, YouTube, and other platforms have different styles, offers and types of entertainment and you need to choose the most suitable one, which means, the one that has the same vibe with your company.

2. Who is my audience?

When it comes to social media platforms, the audience is unquestionably the most crucial consideration. If your audience isn't active on the channel, nothing else counts, not even size. Facebook, for example, has the most active users of any network, but if your target group is on Snapchat, that's where you should be.

However, the station selection is not black and white. Many big corporations, such as Apple, have visually stunning brand presences that perform well on Instagram. Similarly, creative operations are still businesses that can profit from the services provided by LinkedIn. Some channels, such as Instagram, have a wide appeal, whereas some are more niche. You simply need to consider what is best for your company and realize that what your company does affects your options.





3. What are my competitors doing?

If your competitors succeed on a particular social media platform, you might. Conversely, if your competitors neglect a particular app, you might profit from that untapped market. You should be able to gather information on where your competitors are concentrating their social media efforts since most companies include links to their social media profiles on their websites. In addition, it is a good idea to check their social media pages to see whether they have been updated; an inactive social media presence shouldn't be regarded as an active effort.

4. What are my social commerce goals?

Questions come with questions. Do we want to achieve company awareness? Are we interested in attracting people to our business website/profile? Are we focused on increasing sales? These and similar questions will help you decide the suitable platform for achieving your goals.

Social media strategy has become an essential part of the success that businesses wish to achieve. Investing in social media never lets you down in this era. Businesses know that marketing outreach and promotion are no longer the only things you can do via these social platforms. Social media has shown that businesses can benefit from it through techniques such as lead generation and social selling, in addition to providing valuable interaction points between businesses and consumers.

5. Which platform is for what?

You should explore the channels and learn how things work in each of them. If you plan to connect through visuals, Instagram would be a nice platform. If your content is mostly text-based, other platforms like Twitter would be better. You only need to learn how to use these social media channels with the perfect communication strategy. This will not only assist you in selecting the best platform(s) for your business, but it will also assist you in avoiding communication blunders. Decide on the message you want to send. Learn the channels. Use them wisely.

6. Are you able to manage this social media platform successfully?

Of course, efficiently managing social media is the key to keeping your success. Once you decide on everything and create your profiles on different platforms, you need to keep up with everything while creating beneficial content and getting the engagement you want or achieving your goals.



Different Social Commerce Strategies



Social commerce allows a full shopping experience to happen through a social media platform, but social commerce strategies come in a few different forms.

Shoppable posts: These types of posts make it possible for followers to explore and shop directly from your social content across various channels, such as Instagram Reels, Instagram Stories, TikTok videos, Pinterest pins, and Facebook images. By tagging one or more items in your photos or videos, you can showcase your products within social channels and provide users with a method to purchase them.

Shoppable ads: Shoppable ads share similarities with shoppable posts, but they're tailored to a specific audience and typically form part of a paid social campaign. Such ads can target potential customers or serve as reminders of products that a shopper viewed but did not buy.

Storefronts: Certain social apps enable businesses to establish a storefront or shop to improve shopping experiences on their social profiles. This shop acts as an e-commerce store within the social platform, displaying your products. Shops assist businesses in curating the shopping experience, driving product discovery, and allowing shoppers to explore products and complete purchases.

Influencer content: Collaborating with a social media influencer or micro-influencer can help promote your products, increase brand awareness, and direct users to your profile or store. Influencers tag your products in their content, and if a shopper expresses interest in the item, the tag will direct them to your product page on the respective social platform for purchasing.

Live shopping: Live shopping adds a more personalized element to a social commerce approach. Brands and businesses can utilize live stream video to engage with customers in real-time, showcase and discuss their products, and address customer inquiries. Shoppers can buy products from the live stream via shoppable posts or payment links.

In-app messaging: Engaging with customers on social media platforms through direct messages (DMs) offers an opportunity for customers to ask questions and receive product assistance. In-app messaging is also a valuable tool for helping customers discover products or providing payment links for swift checkouts.

Main Shopping Methods and Examples

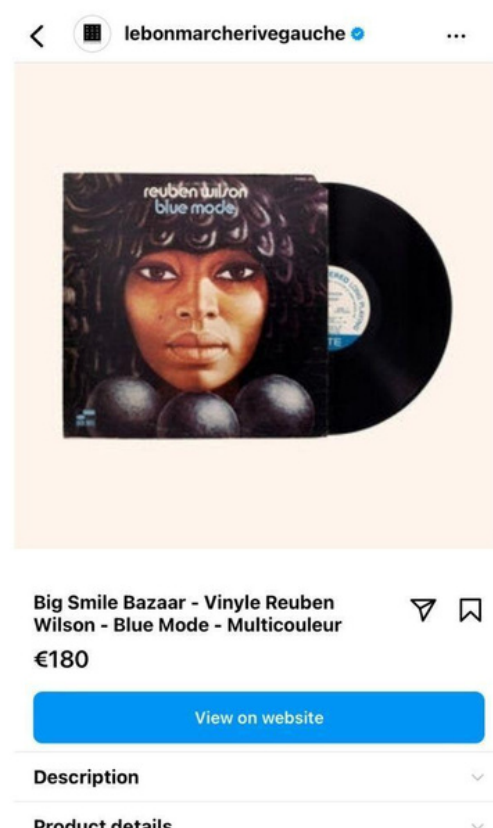
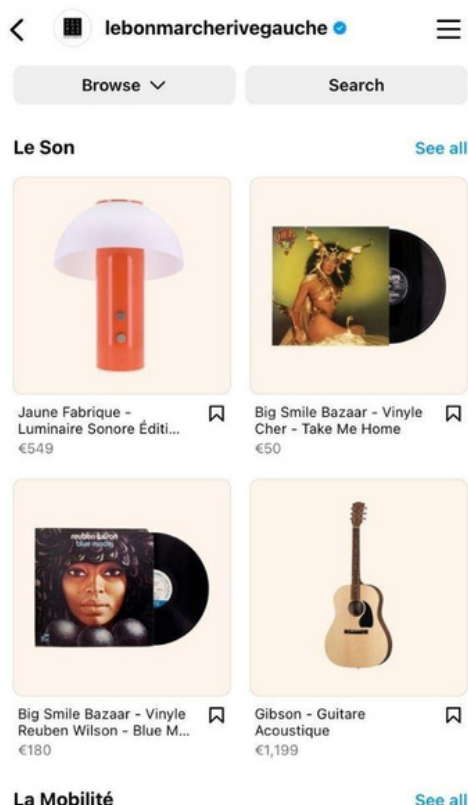


As you may expect, different social media platforms have different shopping methods, and each has its own advantages and disadvantages. The most common methods are through social media posts, blogs, and in-profile stores. We will focus on some main shopping methods and examples from the most used platforms.

It is clear that we no longer have the patience to lose time and make an effort to do it online. Whether in today's competitive market, any brand must have an understanding of the value of social media and the fragile patience of people.

However, Instagram (as well as Facebook) has taken social e-commerce one step further by making it possible to set up an Instagram digital store that stocks, advertises, and sells products all from the same location; the user's profile.

Since people have gotten used to doing things easily online, this is a critical detail of a business' social commerce process. Instagram seems to be well aware of this since their shopping methods serve this situation perfectly. Instagram shopping makes the shopping process easy, quick, and entertaining. With billions of users, Instagram has a world full of opportunities for businesses.





As soon as you enter a shop's profile, you can go directly to the shop, or you can scroll through their profile, and if you see something you like, you can see click on the price in the post and see the product's price. And.. wait for it... You can even turn on your notifications about a product to be informed about any updates like sales or more!



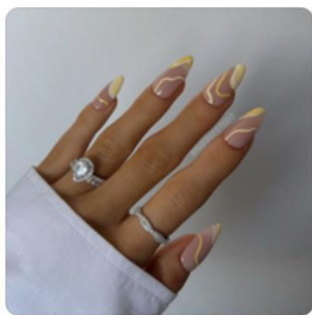
Gibson - Guitare Acous...
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€1,199



Big Smile Bazaar - Vin...
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Jaune Fabrique - Lumin...
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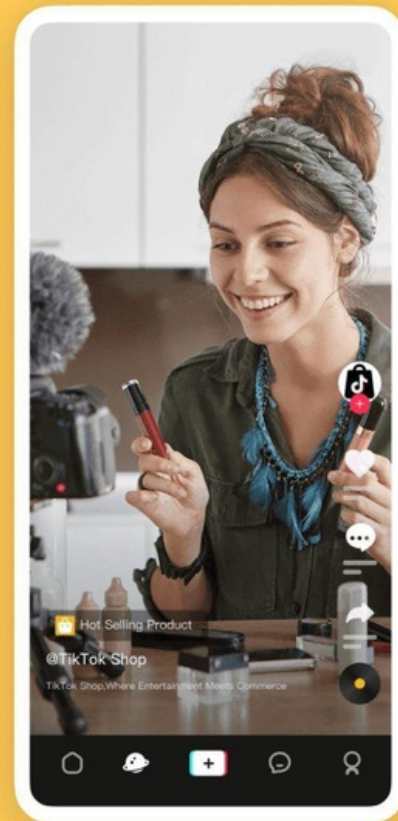


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Instagram has more to offer in terms of social commerce for both businesses and customers. Customers can also see their "wishlist" file in which they can find every product they saved. It becomes your personal virtual wishlist!

When shopping through social media, users can share pictures of what they're buying and receive recommendations from friends. This is a must for visual channels like Instagram, Pinterest, and many more. There are similar examples from different platforms like Snapchat, TikTok, etc.

Let's take TikTok as an example. People used to see TikTok as a different version of YouTube since it only consists of videos, but today TikTok has a great role in social commerce. With TikTok Business, businesses can enhance their brand recognition and sell products. It is known that the number of US TikTok buyers' number grew by 72.3% this year to 23.7 million, which made TikTok surpass Pinterest. With TikTok Business, more people can discover your brand, and merchants can understand the market and use TikTok in the most beneficial way for their sales.



How to Sell on Different Social Platforms

Each platform has its own value in terms of social commerce. Online shopping has become a part of most people's lives, and to stand out in this market depends highly on the strategies of businesses.

Pinterest: Launched in 2021, Pinterest's "Shopping List" feature automatically saves users' shoppable product pins (launched in 2019 and uploaded from verified retailers), shows product reviews, and notifies users when a pinned product has a price reduction.

Instagram Live Shopping: Launched in 2020, influencers can live stream on Instagram with the objective of introducing and selling products to fans in real-time. This builds on the ability of influencers to add shopping tags to their posts that consumers can use to purchase products. Brands can also create a digital, shareable catalog of their products on Instagram, with customers purchasing directly on the app or clicking through to finish the transaction on the brand's e-commerce site.





YouTube Shopping: In a deal between YouTube and Shopify, companies can sell on YouTube through live streaming, videos, or a storefront.
Twitter Shops. Shops allow companies to showcase up to 50 products on their Twitter profile, making the platform a place where people buy products rather than just talk about them.

Twitch: Brands can market on Twitch through traditional means (video and display ads) and through partnerships with creators and branded stations and events. Among Twitch's eight million active users, 84 percent believe showing support for creators is an important part of the Twitch experience, and three-quarters say they appreciate brands that help their favorite streamers achieve success.

Amazon Live: Launched in 2019, this live-streaming feature enables brands and creators to stream product demos and other innovative content. According to Amazon, tens of millions of customers viewed its Prime Day 2021 live streams.
Snapchat. Snapchat has introduced AR filters, or as called "catalog-powered shopping lenses," to make the purchasing process more experiential.

TikTok Shopping: Launched last year in partnership with Shopify, these videos and live streams allow Shopify merchants to sync their product catalogs to TikTok and create mini storefronts. A two-hour live shopping event on TikTok brings in more than a week's worth of sales at a flagship store. An interactive, shoppable Instagram live stream garners 40,000 comments. Augmented-reality (AR) lenses let Snapchat users "try on" makeup and send the images to friends.



Product Listings and Integration with E-commerce Stores

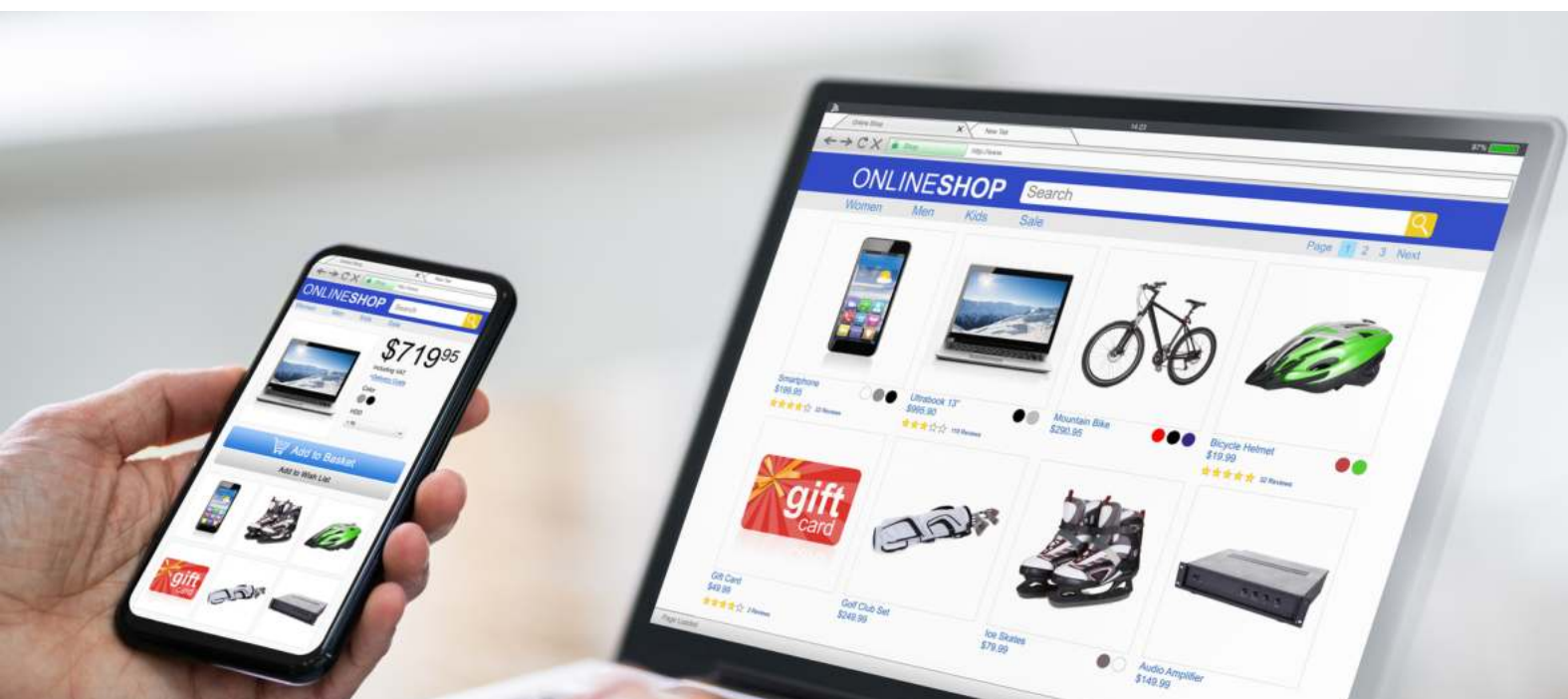


How you list your product is the first step of your online business. A product's current price, availability, other product recommendations, and comments are crucial in making a stranger customer and keeping existing customers.

Navigating should be simple and organized so your customers won't get bored or confused. Plus, easily accessible links to product descriptions is the bonus cream of your latte!

Integrating your e-commerce shop is crucial for social commerce since, these times, everything is so simple, and people don't have the patience they had before. Customers should be able to buy a product from a social media profile or an e-commerce shop without having to do many things and with ease. The e-commerce shop should never forget to immediately update the product listing on the retailer's website. This kind of successful integration might minimize customer friction and enhance the customer experience.

In short, if you plan to have a successful e-commerce or social commerce strategy, product listings and integration with e-commerce stores such as Shopify or WooCommerce are critical since these enable customers to discover and purchase goods easily. Retailers can improve the customer experience by including current prices, availability, and product suggestions from customers who have already purchased the product, as well as making the listing simple to browse. These are essential for not having customer friction and boosting overall sales.



Branding and Creating Engaging Content



Branding

One of the pre-marketing strategies that will set you apart from your rivals in the social commerce space is branding. You must first build a following before you can consider selling products online.

As the saying goes, people buy from those they know, like, and trust. Remember, people are more likely to buy from a brand they trust and recognize, just like they would pay more for coffee at Starbucks rather than a no-name café. That's why it's crucial to establish brand recognition and foster a loyal following.

To lay a solid foundation for your brand and connect with your audience, take the following steps:

- Develop a visually appealing, user-friendly website
- Maintain a consistent and active presence on social media platforms
- Create content that resonates with your target audience and elicits engagement
- Participate in relevant online communities and conversations

Additionally, think about reaching out to consumers via email, direct mail, or even face-to-face marketing to boost brand awareness.



For example, Nike has built a successful brand by prioritizing performance and innovation, starting with the invention of the waffle shoe and expanding into a diverse range of athletic products. By targeting professional athletes and focusing on empowerment, Nike's messaging resonates with consumers. The iconic tagline "Just Do It" and association with the Greek Goddess of Victory further strengthen their brand image, showcasing determination and triumph in the world of athletics. This strategic branding approach has made Nike a global leader in sportswear and athletic performance.



Creating Engaging Content

Walmart has excelled at creating engaging content by embracing social commerce and leveraging innovative strategies, such as launching shoppable livestream events across multiple platforms and participating in Twitter's first live shopping event. By prioritizing customer experience, Walmart effectively combines shopping and entertainment, making it easier for customers to access incredible deals and find inspiration through dynamic, interactive experiences. Their willingness to experiment with new platforms, like Twitter Shops, further illustrates Walmart's commitment to staying ahead in the world of social commerce. This omnichannel innovation has positioned Walmart as a retail leader in creating captivating content and engaging customers.

Gaining a deep understanding of your audience's buying habits and preferences allows you to make strategic decisions. Identifying your customers' likes and dislikes enables you to customize your product offerings and create content that appeals to their unique interests and values.

When crafting engaging content, keep these tactics in mind:

- Incorporate eye-catching images, graphics, and videos
- Showcase user-generated content, customer testimonials, and success stories
- Present content in diverse formats, such as articles, infographics, and quizzes
- Leverage popular hashtags and join viral challenges or trends
- Partner with influencers or industry experts to reach a wider audience

Embrace popular content formats like Instagram Reels, which populate users' newsfeeds and the "explore" section, offering businesses increased exposure. Concentrate on learning how to develop engaging content that captures your audience's attention and encourages them to keep coming back for more.

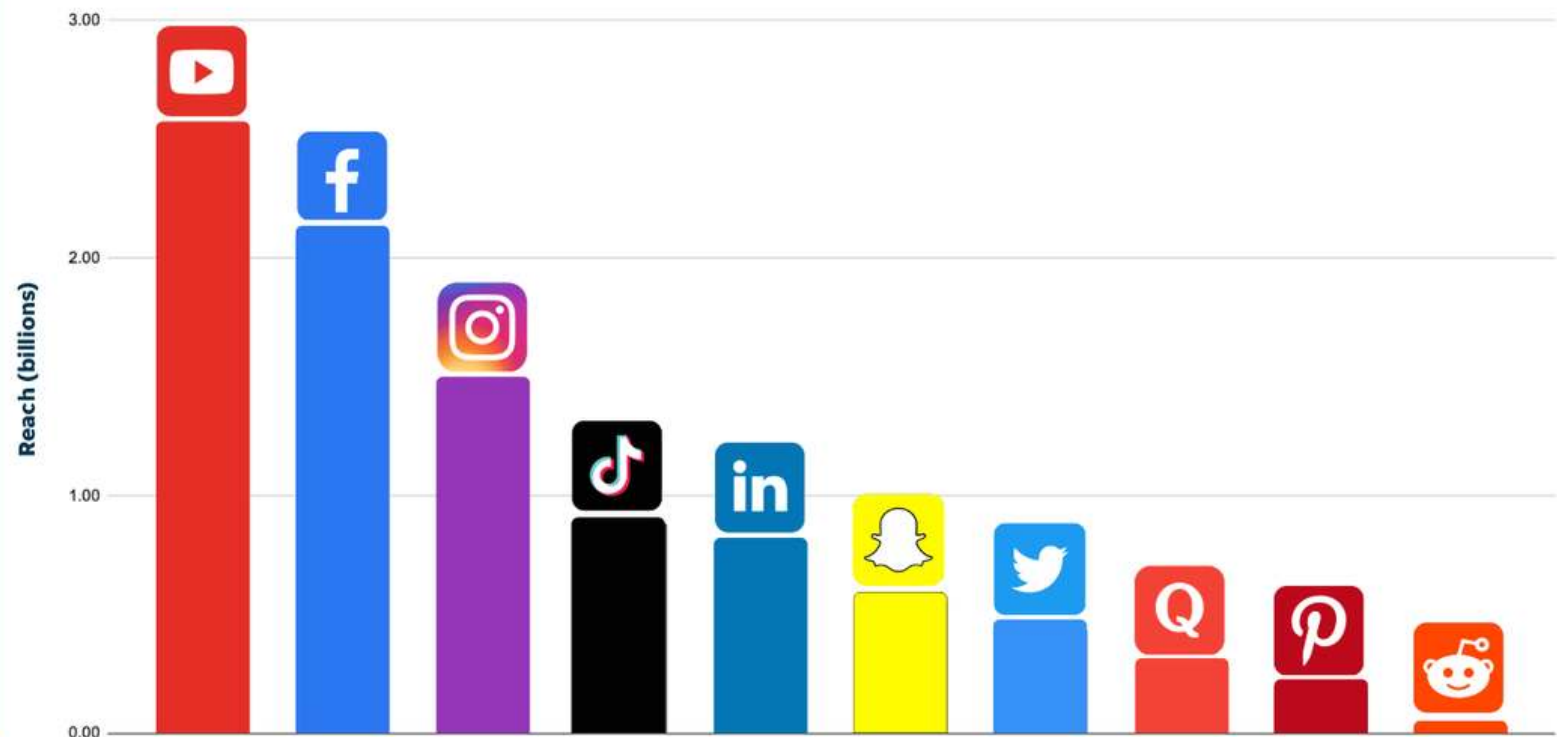
In conclusion, building a strong brand and generating captivating content are essential for a thriving social commerce strategy. Cultivate a recognizable brand identity, understand your target audience's preferences, and tailor content to their interests. By doing so, you'll establish a lasting impact in the social commerce space.

Social Media Advertising



Social media advertising has become the key to reaching target audiences, with millions of people using various platforms daily. In this section, we'll explore the leading social media advertising platforms, their unique features, and provide examples of successful ad campaigns.

Top social media advertising platforms by audience reach



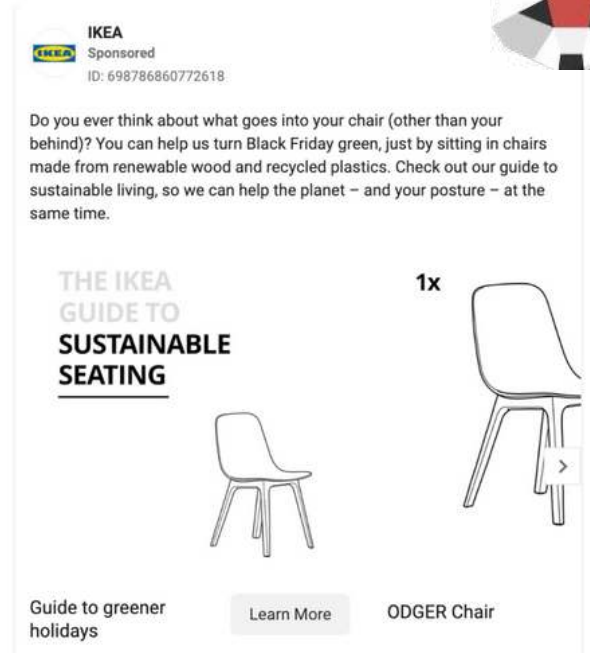
YouTube Advertising

YouTube advertising is a vital component of social media marketing, allowing businesses to engage with their target audience on the world's largest video-sharing platform. Offering a range of ad formats, including skippable and non-skippable video ads, bumper ads, display ads, overlay ads, and sponsored cards, YouTube provides advertisers with multiple avenues for showcasing their products or services through various content types. By taking advantage of YouTube's extensive reach, advanced targeting capabilities, and diverse ad formats, businesses can develop comprehensive advertising campaigns that drive brand awareness, generate leads, boost sales, and create a lasting impact on their audience.



Facebook Advertising

Creating ads on Facebook involves setting up a Facebook Business Page, ad account, and payment method. Companies can target users based on demographics, location, interests, and other information. Facebook offers ad formats like images, videos, messages, carousels, instant experiences, collections, slideshows, stories, Dynamic Ads, and retargeting ads. For example, Ikea created the ad on the right, a Facebook carousel ad, showcasing its sustainable products.



Instagram Advertising

Instagram offers a variety of advertising options to reach target audiences effectively. Businesses can create ads directly on Instagram, Facebook or using the Ads Manager. Ad formats available on Instagram include images, videos, carousels, instant experiences, collections, slideshow, stories, IGTV ads, and Reels ads.

Instagram shows ads based on user activities, interactions, interests, information, and activities in third-party apps. For example, if a user has consumed content from fast food brands or related content, Instagram is more likely to show fast food ads to the user.

Twitter Advertising

Twitter advertising offers businesses the opportunity to engage with their target audience on a platform known for its real-time updates and conversations. With various ad formats, such as promoted tweets, promoted accounts, and promoted trends, Twitter allows brands to increase their visibility and reach a wider audience. In 2021, Samsung utilized Twitter advertising to promote its Galaxy S21 smartphone. They created a series of tweets featuring the phone's advanced features, using eye-catching visuals and the hashtag #SamsungUnpacked. This campaign effectively increased engagement and raised awareness about the new product. By leveraging Twitter's unique features and ad options, businesses can create tailored advertising campaigns that resonate with their audience and drive results.

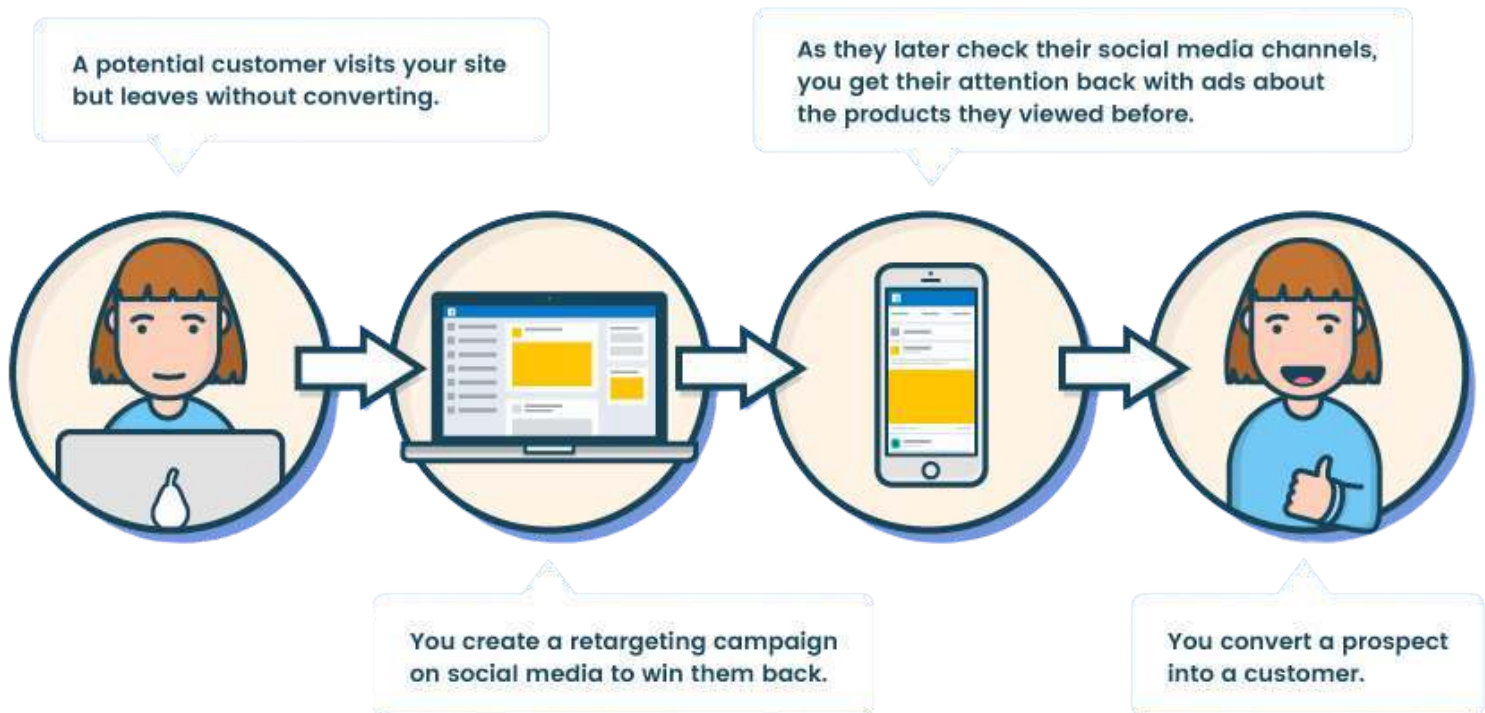


A/B Testing

A/B testing, also known as split testing, is an essential technique for optimizing your social commerce campaigns. By treating your social media presence as a testing ground, you can experiment with different variables to uncover the optimal formula for success. This iterative process allows you to make data-driven decisions and fine-tune your social commerce strategy, transforming it from a shot in the dark to a well-oiled machine.

In the context of social media advertising, A/B testing involves comparing two or more variations of an ad element, such as the headline, image, or call-to-action, to determine which version performs better. By running these tests, you can identify the most effective combination of elements that drive engagement, conversions, and, ultimately, revenue.

Retargeting



As the old adage goes, "The fortune is in the follow-up," and retargeting plays a vital role in bolstering the effectiveness of social media advertising campaigns. By staying up-to-date with evolving trends and leveraging retargeting across platforms like Facebook, Instagram, and Twitter, companies can re-engage users who have previously shown interest in their products or services. A prime example of retargeting success is when Amazon utilized this strategy to remind customers of items left in their shopping carts, leading to increased conversions and a higher return on investment.

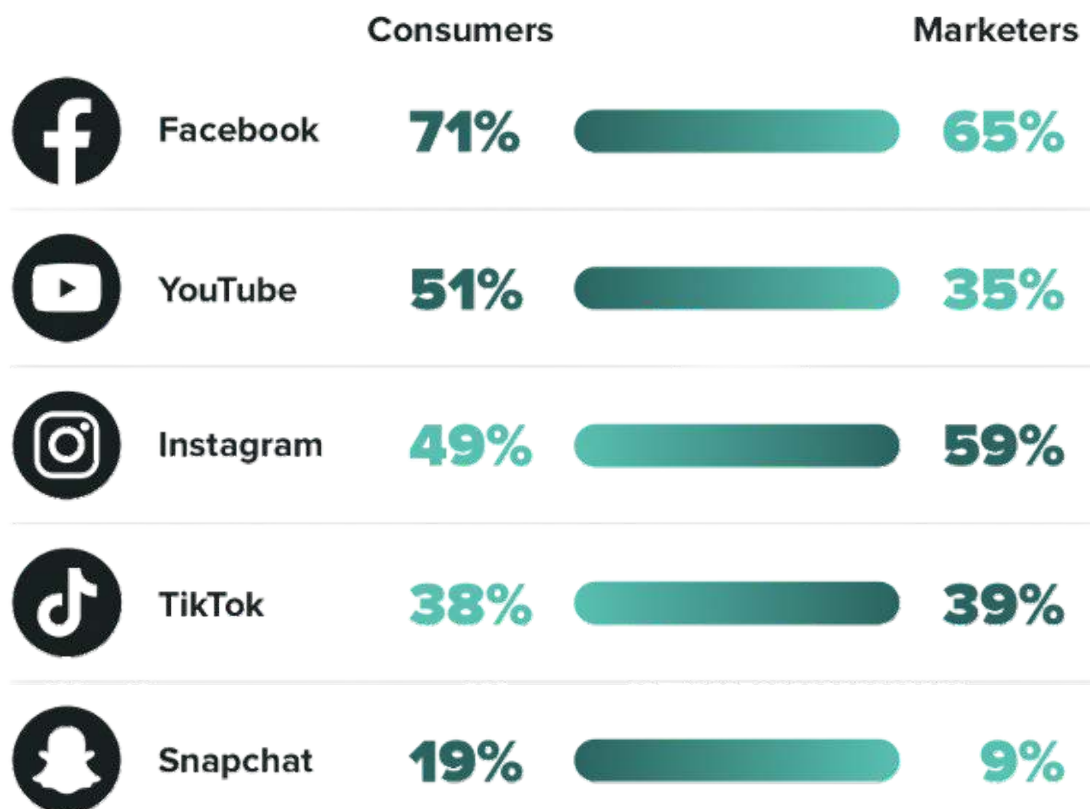
Retargeting not only focuses marketing efforts on individuals more likely to make a purchase but also complements other emerging trends such as video ads, influencer marketing, and chatbots. Staying informed on these trends empowers brands to fine-tune their campaigns, effectively reaching their target audience and achieving better results.

Video Marketing

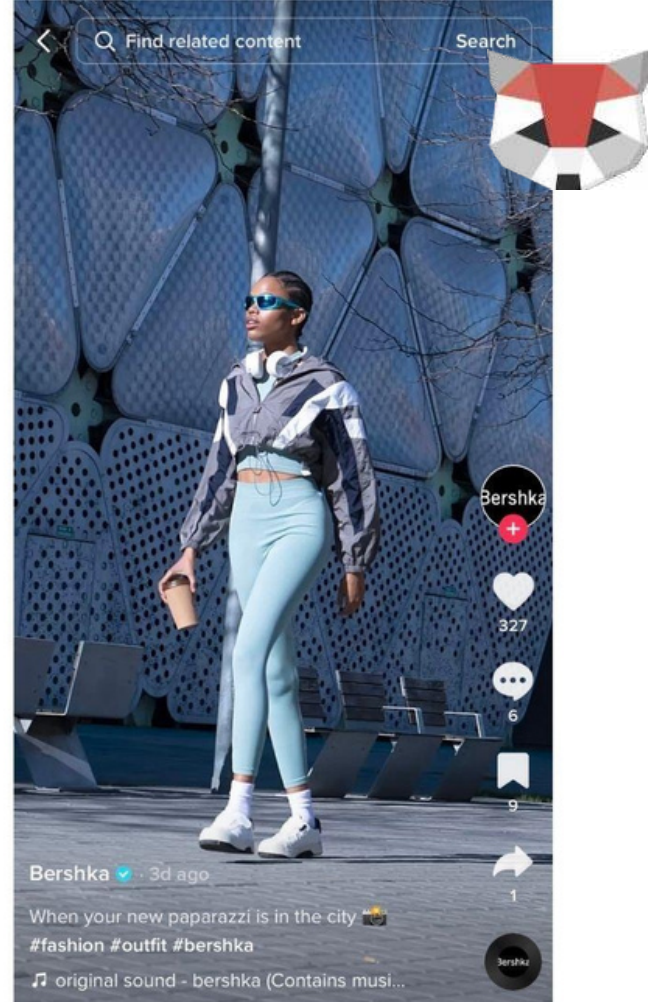
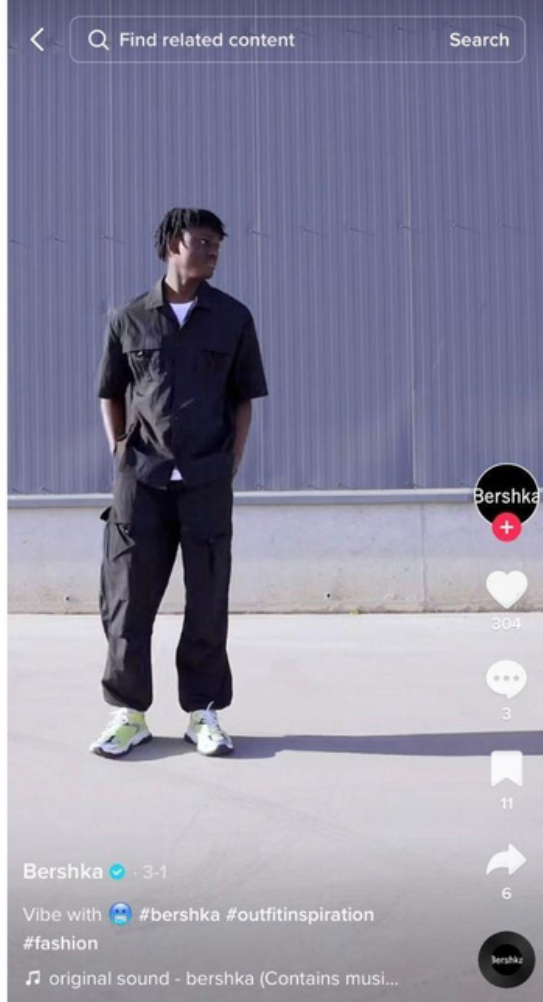


Video content has been proving its importance for some years now. If a business wants to stay afloat in the competitive market, it should always be aware of the latest trends, such as creating short video content.

According to **Sprout Social**, Facebook, Youtube, Instagram, Snapchat and TikTok are the top platforms consumers and brands anticipate to use the most in 2023. Opting for any of these five platforms to kick off your video marketing strategy is a wise move; however, it's worth emphasizing the importance of prioritizing TikTok and YouTube for your initial video marketing efforts.



Videos, reels, TikToks, and similar video content are raising the interaction and engagement rates of the profiles, whether it's the profile of an influencer or a business. Video marketing is a great way to catch customers' attention and can also be used to promote new products, services, news, and offers. You can also inform your customers about something related to your business or something that will help you in your sales.



If we were to summarize the important factors of video content, we would mention these four reasons;

Video content supports engagement. People tend to watch and share these videos via DM or their stories. If your business creates a video with a challenge, people might find it interesting and send it to each other, raising the engagement rate while making your brand more popular. There are so many videos of small businesses that somehow make it to the “explore” section of our profiles. When the video catches your attention, you become a possible customer. People tend to watch videos and share them more than any other form of content since videos are easy to follow and offer short entertainment.

Making video content is not complex. You can make reels, TikToks, Youtube Shorts, and similar video content wherever you go. You don’t need an office or any scenery; you can use it anywhere you like. Spending money or time is not necessary to make video content.

Video content is not costly. You can create entertaining and eye-catching videos with everything; it only depends on your creativity. Some businesses even make their video content without hiring a professional videographer. Most of the time, having someone capable of editing or understanding the logic of reels, etc., can be enough for your business to create engaging, interesting content.

Video content is relatable. When you see a video that says “Me when I ...” and when you can relate, don’t you share it with your friends without thinking? Most of us do! When people can relate to videos, they are likely to share and make people engage with your content.

When you keep these in mind, it’s inevitable not to make any reels, TikToks, or shorts for your business. By creating video content, businesses can expand their potential customer number and make their name known; it is also essential for businesses since they can attract and retain customers.

Influencer Marketing and Referral Programs

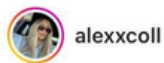


Influencer marketing and referral programs have been gaining more importance in social commerce. Social proof lies at the heart of social commerce, and influencer marketing is the best way to create real connections.

People follow influencers; they find something they relate to their lives in an influencer and start to create a bond –like their lifestyle, interests, and hobbies. These all lead to more traffic, high engagement, and attention to their content.

Influencers can really help promote a product or a business. There are many clothing, accessories, tech, food, and nutrition brands, with many more sectors that we cannot fit here, collaborating with influencers to make their product stand out.

Therefore, companies should take advantage of the rising popularity of influencers and referral programs in different sectors through different social media channels.



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For example, most clothing brands, such as Gymshark collaborates with influencers on Instagram because Instagram has become a main channel for influencers targeting the clothing sector.



Krupa Patel

Follow

Boston Clogs



Read it

Save



Spartan Shop
12k followers

Follow



Visit

Save



Pinterest Influencers also target clothing, accessory, bag, and also home brands, as the channel itself targets lifestyle inspirations more than others.



On the other hand, YouTube has become a main channel for influencers targeting the tech industry. Due to the nature of YouTube, it is more effective to promote technological products and for viewers to consume them.

Since influencers gain their followers' trust over time in different channels, companies should evaluate whom and where to spend time and budget to create environments to reach out to more customers and create real engagements.

Moreover, referral programs serve as a powerful complement to influencer marketing, significantly bolstering brand awareness and customer acquisition. By incentivizing existing customers to refer new clients, businesses harness the persuasive influence of word-of-mouth marketing while fostering brand loyalty. It's crucial for companies to craft a well-structured referral program, tailor-made for their target audience and in harmony with their overarching marketing strategy.

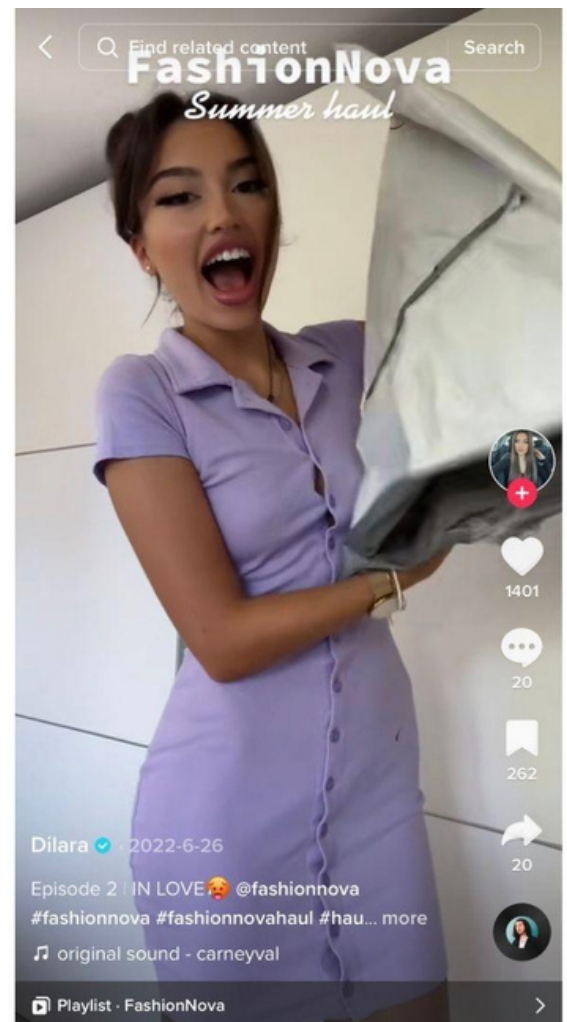
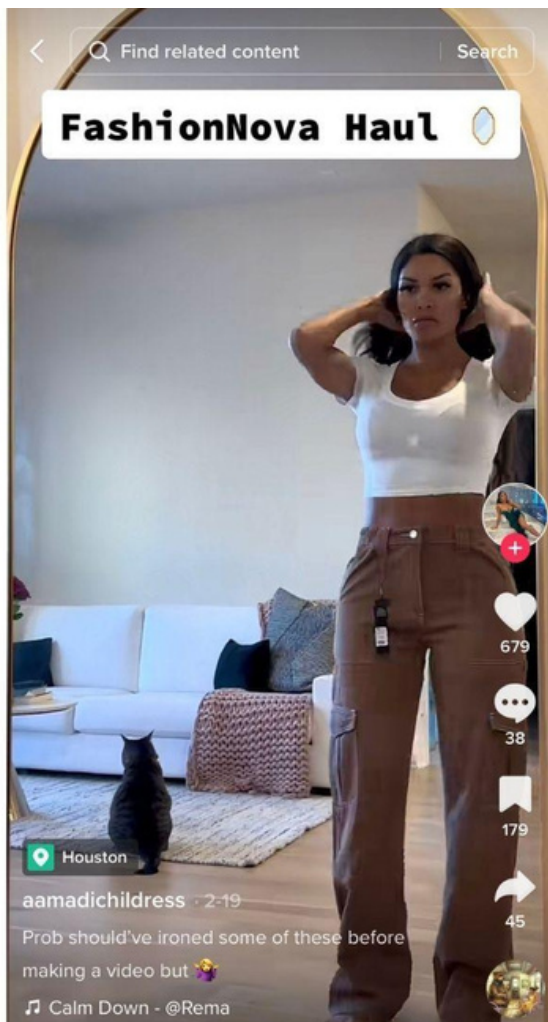
In summary, unlocking the full potential of both influencer marketing and referral programs is vital for businesses striving to thrive in social commerce. By meticulously selecting the ideal influencers and channels, coupled with the implementation of robust referral programs, companies can amplify their reach, engagement, and sales, propelling them ahead in today's fiercely competitive market.



User-Generated Content (UGC)



If you want to drive traffic and engagement to your social commerce shop, maybe the most important factor is user-generated content. This means creating updated content, connecting with the latest trends, and being able to create engagement. Posts that include contests, offers, challenges, and more enable customers to share them, comment on them, get information and create an engagement.



According to [Stackla](#), 79% of people say UGC highly impacts their purchasing decisions. When brands make UGC, this helps connect with customers and build trust. When customers see UGC, the brand becomes more relatable. When we say UGC, don't limit your thoughts to review videos or testimonials. Unboxing videos, try-on reels, outfit checks, "your 3rd @ should buy you this" posts, "if your boyfriend knows you, he knows which one you'll choose" videos and much more engaging content are also UGC. The more it gets personal, the more it becomes relatable! That's the keyword!



All these encourage customers to interact, engage and communicate with the business and make it more relatable. There are many benefits of UGC but one of the most important is that it makes relatable content for customers and potential customers. Imagine that you are not sure about whether you should buy a necklace or not and you see someone that has the same taste and style with you use that necklace with her outfit and it looks very well. This would definitely encourage some people to buy and use the product according to their taste.



Let's look at another example here in which a video creator on YouTube is unboxing a diecast model car and how many views the video has got. This is a good example of how user-generated content can get much attention and increase curiosity.

In short, businesses should never ignore the importance of the social media world and social commerce opportunities. Social commerce is a great way to reach and interact with current & new customers and followers. There are so many people in the online world, and businesses have the chance to interact with them and attract their attention. Having countless posts does not raise your engagement. However, having meaningful and engaging content does!

Conversational Commerce



Talking has always been a part of commerce and an important part of it. In the old days, a merchant would try to have a private dialog with an important customer or try to engage a new customer in conversation, and now you can see the same thing in stores, boutiques, and markets. Talking is the nature of commerce. But the concept of Conversational Commerce, coined by Uber executive Chris Messina, points to the intersection of messaging apps and commerce.

"Conversational Commerce is about offering convenience, personalization, and decision support to people on the go, even with partial attention."

Chris Messina

Conversational commerce is exploring shopping on messaging apps and purely conversational shopping. This method allows brands to interact with their customers through messaging apps such as WhatsApp and Facebook Messenger or voice-based devices such as Amazon Echo and Google Home.

For a clear understanding, we can give a statistic. While the opening rate of e-mails sent for e-mail marketing purposes is 1%, the opening rate of conversational messages is 92%.

Research shows that 70% of internet millennials (1981- 1996) are happy interacting with chatbots. In this case, it would not be wrong to say that Generation Z adopts chatbots at higher rates. Chatbots are great when used to automate standard tasks and provide faster solutions to customers. To further improve this experience, brands develop experiences far beyond standard chatbot development.



According to Forbes, Conversational commerce is not a new trend but a combination of multiple trends. The rise of mobile payment systems, the increase in the use of artificial intelligence in web technologies, the development of prediction systems, and many other emerging trends.

Conversational commerce is disrupting the "one size fits all" mentality that is becoming more widely adopted with the rise of chatbots. It enables customers to have more intimate and result-oriented two-way communication with the brand. In other words, we can say that it is more of an approach to strike a balance between automation and real conversation.

Benefits of Conversational Commerce for Social Commerce



Creating a conversation can hardly become a bad practice for your brand. With conversational commerce, you can create two-way communication –It doesn't just let you tell them something; it also lets you learn from them, hear their questions and complaints, and build a relationship with them.

Personalized assistance

Perhaps the biggest customer benefit of Conversational Commerce is its emphasis on personalized service. When customers are researching product information, chatbots can assist with tasks such as searching catalogs for preferred products and recommendations. If a customer asks a question, chatbots and human agents can work together to provide comprehensive assistance.

Helps build customer loyalty

You only get one chance to make a good first impression. Lending a helping hand to a customer entering your store for the first time allows you to capitalize on this opportunity. Unmatched customer assistance and support can create incredible, long-lasting customer relationships.



The Top Reasons for Checkout Abandonment



Source: Sleeknote

Reduce shopping cart abandonment

Unfortunately, up to 70% of product baskets are abandoned. It is one of the biggest challenges companies face. Customers often use shopping carts as a wish list. They add a lot of products but don't return to the website to buy them.

Conversational Commerce is one of the most effective solutions to reduce the number of shopping cart abandonments: Send proactive reminders via live chat to customers who have collected items in their cart but have not yet purchased. Offer your support to help the customer complete their order.

Give product advice

Consumers often ask for recommendations, which is evident from a study that found that 91% of consumers are more likely to buy from brands that offer product recommendations. As a chatbot efficiently processes customer requirements, it provides them with personalized recommendations, which helps consumers move forward in their buying journey.

Give your customers a good experience

Consumers are both happier and more comfortable (pre- and post-purchase) when they can get quick support or solve problems on their own. Customer satisfaction with chatbots is consistently high. Research shows that 81% of customers who get help from a chatbot continue to use its guidance. Conversational AI is used more and more by consumers every day, especially because it is the best way to "do" conversational commerce. The feedback consumers provide for these experiences shows why they are so effective at selling to and delighting customers. Consumers find conversational AI for commerce to be fast, easy, fun, friendly, and informative, even though they spend more time with a chatbot compared to a website and receive less information overall.

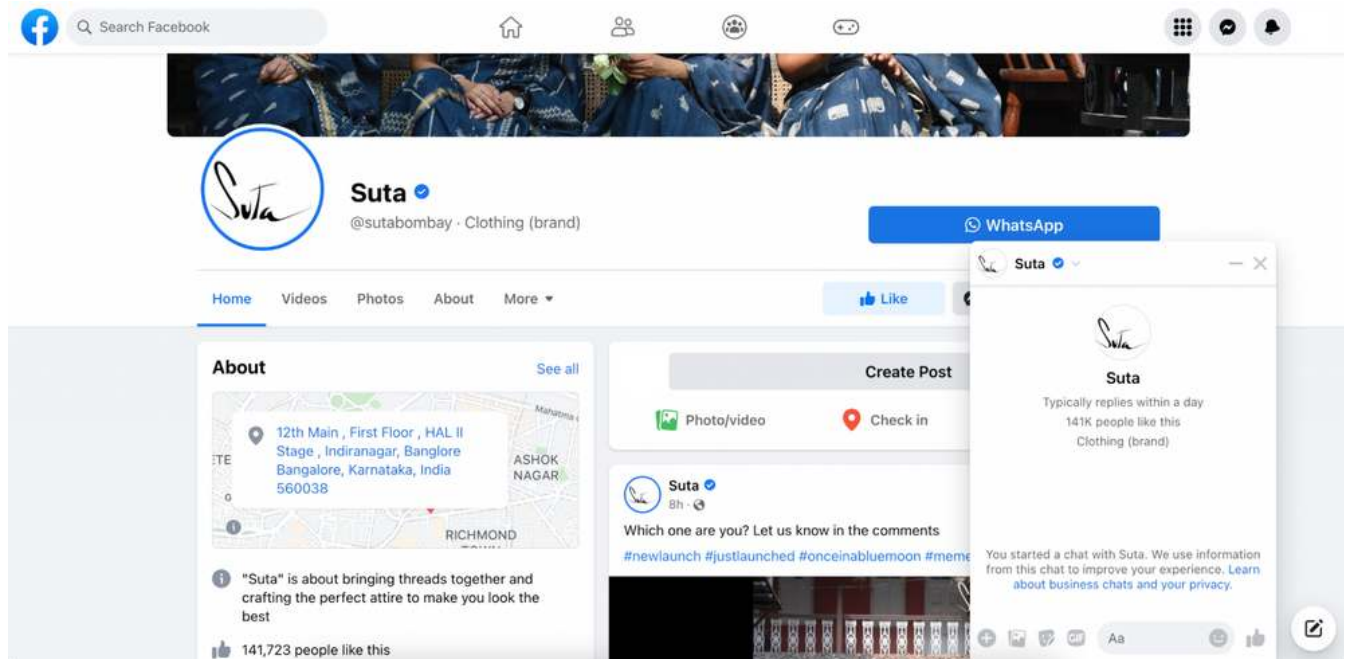
Collect feedback

Collecting feedback from your customers through natural conversations is much more effective than using typical web forms. Use a live chat post-chat survey. It allows you to collect customer feedback after you finish talking to a chat agent. By asking customers for their opinions beforehand, you can double your chances of getting feedback and learning more about your customer's needs.

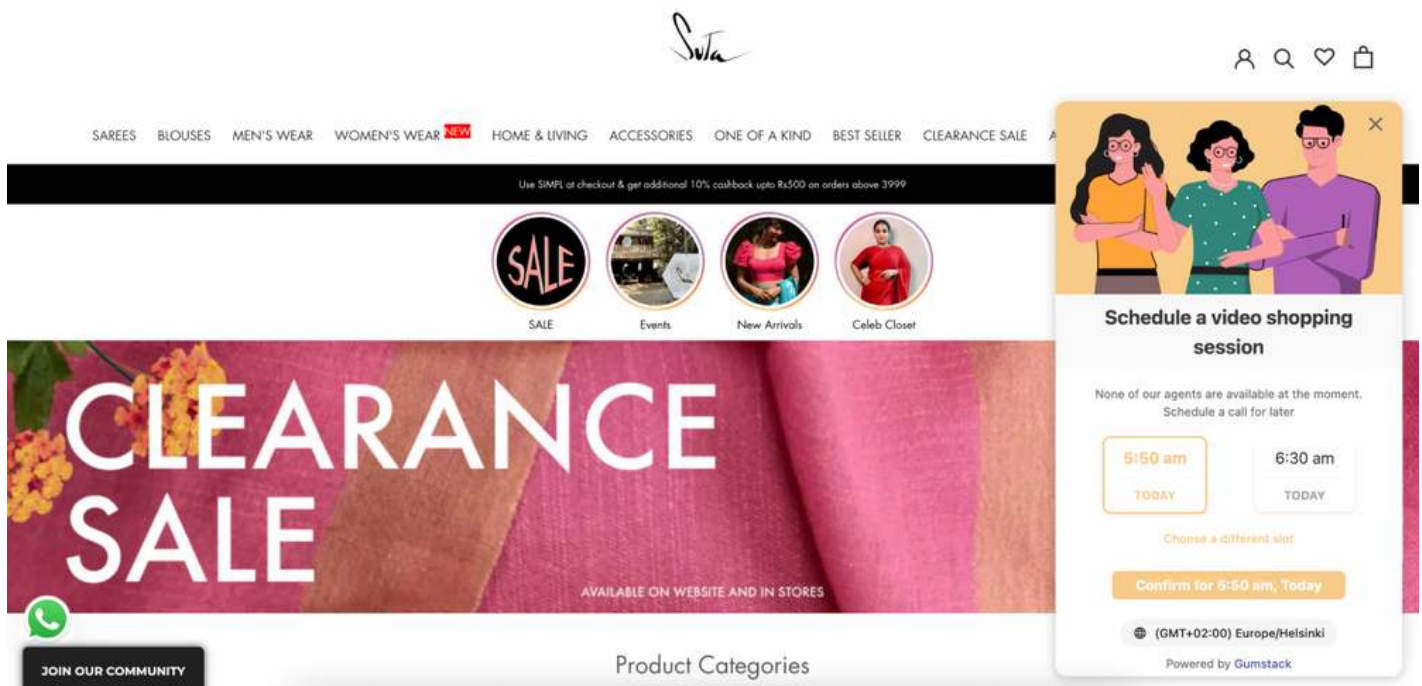


Successful Conversational Commerce Examples

Suta



Suta performs good conversational commerce within its social commerce strategies. They nicely communicate about their products in stock, offer an option to communicate with their chatbot on Facebook to ask any question about their brand or products, and make their customers feel free to reach out to them in case of any problem occurs with the product they purchased.



What is even greater about Suta's conversational commerce strategy is Video Shopping sessions. They have a widget on their website where users can schedule a session for video shopping, which is pretty futuristic! (You should have also seen they have the option to contact them on WhatsApp, which is one of the best examples of Conversational Commerce.)



Clarks Shoes

Instagram

Search

Log In

Sign Up



clarksshoes • Follow

ledo.merna How can I get it
2d Reply

Hide replies

clarksshoes @ledo.merna
Take a look in our bio for more info via linktree
1d Reply

walkincomfortshoes These are rad!
3d Reply

grateroljuan63 Buenos días como hago para adquirir unos Clark?
3d Reply

Hide replies

3,672 likes
4 DAYS AGO

Log in to like or comment.

Conversational commerce includes any kind of communication, therefore, we can give Clarks Shoes as an example here to show how brands can create communication with their customers not only in DMs or chatbots but also in comments.

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SHIP TO: TURKEY LANGUAGE: EN

Clarks



Women Men Kids New In Originals Sustainability OUTLET

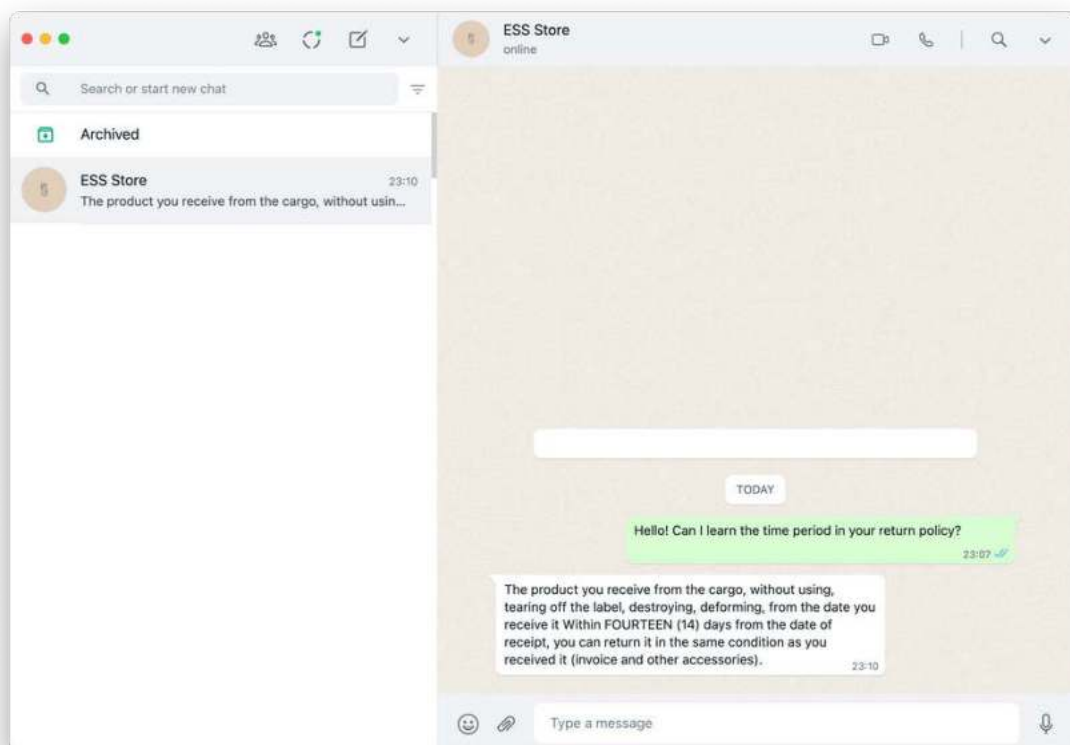
Welcome back.
Start again with the products you viewed last

Teala Loafer

Conversational commerce is also about knowing your customer and their interests. Clarks track user activities to offer them personalized advice, which is a good way of creating a good user experience.

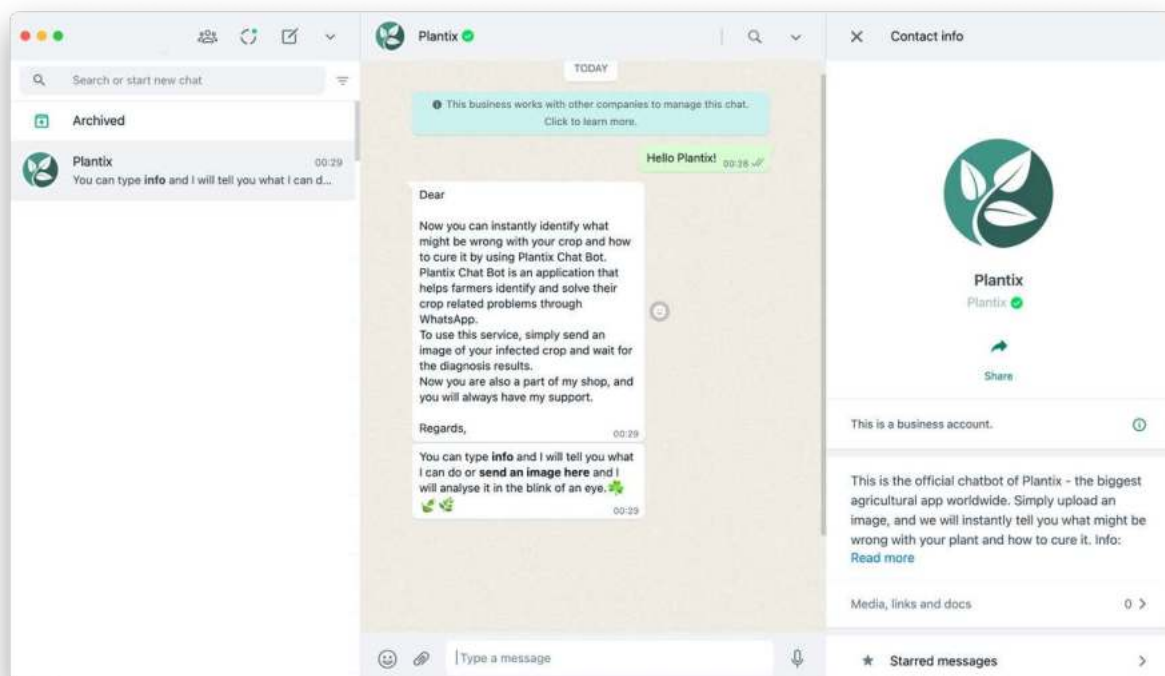


ESS Store



Ess Store is a great example of a small business that uses WhatsApp Business to provide service to their customers. This is a great example of having fast and easy communication between a business and a customer via WhatsApp. Customers can get informed quickly and move on with choosing between the clothes!

Plantix



Plantix also uses WhatsApp for communication between farmers and experts, allowing farmers to send photos of affected crops and receive advice on how to treat them. The app's integration with WhatsApp enables farmers to easily access expert advice, even in remote areas with limited internet connectivity.

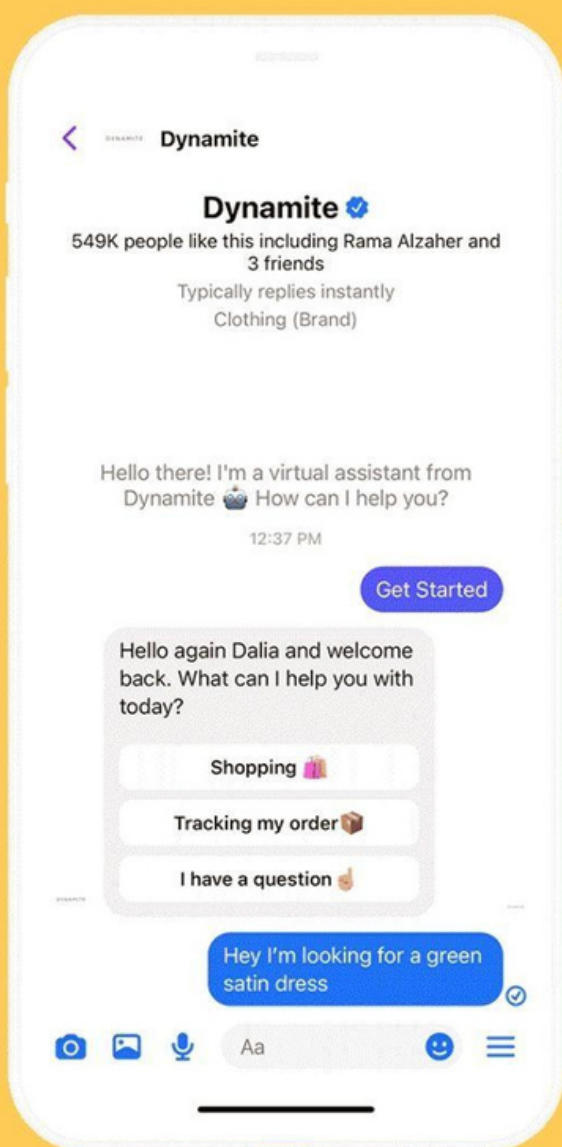
Chatbots



Available 24 hours a day, 365 days a year, Chatbots are vital for two main areas in the customer experience: sales and customer service.

Starting with sales, chatbots start working from the first interaction, collecting data and building a profile in the background while automatically qualifying your new lead. Based on keywords through conversation, they can decide if the lead is ready to contact your sales team directly. Of course, this is great for focusing your sales reps where they can be most effective, but it's also great for the customer experience.

In customer service, chatbots can resolve questions in a matter of seconds. As more and more people switch from phones to instant messaging, AI in customer experience cuts the call queue and provides human-like answers with little fuss. If instant messaging is too complex to explain a concept, chatbots can also direct users to blog posts or video explainers to get the message across.



To optimize conversational commerce for business growth, the process starts with setting up chatbots or AI-powered customer service tools. Why?

Chatbots are the future of conversational commerce. The fact that every transaction is done even faster in the digital world has played a big role in making chatbot types so famous.

Chatbots are computer programs that use for various purposes, such as obtaining information on a subject, making transactions, automating customer service, automating order processing, and even automating sales processes.

Using a chatbot, ordering a pizza, buying movie tickets, checking in for a flight, or finding out your account balance is possible. For example, a user can give instructions to the bot, and the chatbot can perform a certain action or give a response. So chatbots give programmed answers to some questions. For example, the customer asks chatbot questions like "Do you have an X t-shirt in blue?". The chatbot responds according to stock availability.

From this point of view, the chatbot not only helps with the product but also guides users about the shipping process, helps them with the refund, and gives the contact information of brands.

Types of Chatbot Software

Many different technologies are used in the design of chatbots so that chatbots can be set up in various ways. The key to success with chatbots is to design them properly. For example, some brands can integrate the chatbot system into their websites using Facebook Messenger, Kik, or WhatsApp. Some use chatbot software like Salesforce, Intercom, HubSpot, or Crisp. These technologies contribute to increasing service diversity and user experience. The working mechanism of each technology is different, so robots help users in different ways. What are some most common working mechanisms of chatbot technologies?

Conversation-based chatbots: This software is an example of an artificial intelligence chatbot. They are programmed with machine learning and natural language processing technologies. With these chatbots, users can have long conversations and follow this dialog closely. Conversational chatbots are one of the most realistic chatbots. These chatbots understand the underlying topic of the conversation. Thanks to these features, the chatbot can give faster and clearer answers.

Word-based chatbots: Word and menu-based chatbots are less advanced than other chatbots. These chatbots are not programmed with artificial intelligence, so their number of actions is limited. Users try to access the required information using the menu and search buttons. Conversely, the chatbot sorts the results in front of it according to the word typed by the user.

Let's imagine this chatbot is used on a cargo site: When the user types "cargo," the chatbot brings up a menu of cargo transactions in front of the user. If it uses a sentence instead of a word, when the user types the phrase "I want to send cargo," the software again detects the programmed word. For this reason, the answer it will give or the menu it will open does not change. The software should also define misspellings for these chatbots to be used more effectively. Also, a different tool, such as a WhatsApp chatbot, may be required.

Phrase-based chatbots: Phrase-based chatbots are somewhere between word-based and dialog-based software. These chatbots can recognize the entire question asked and the entire sentence written and help users. But if the dialog takes a long time, it cannot remember previous questions. For example, if the user asks, "Do you have X brand biscuits in chocolate?" the robot will answer. But it may not understand the next question, "What about fruit?". Since it is phrase-based, it cannot match questions with each other.

Deep-learning chatbots: Today's most advanced chatbot software is deep-learning chatbot software. Chatbots programmed with this software has many functions other than question and answer. Deep-learning chatbots can analyze users' data and behavior in detail. These constantly evolving robots can make user-specific predictions and offer new suggestions in line with the information they collect. Amazon Alexa, Apple Siri, and Google Assistant are examples of this category.





Benefits of Chatbots

Among all different technologies, all chatbot mechanisms are created for one single objective—making customer service and support better.

24/7 customer support: Due to increased competition and rapid changes in consumer demands, keeping existing customers in the market has become more difficult than winning new ones. Therefore, providing pre and post-sales support to consumers is very important at this point. The chatbot, which does the job of a customer representative, does not work with any overtime; it helps customers 24/7.

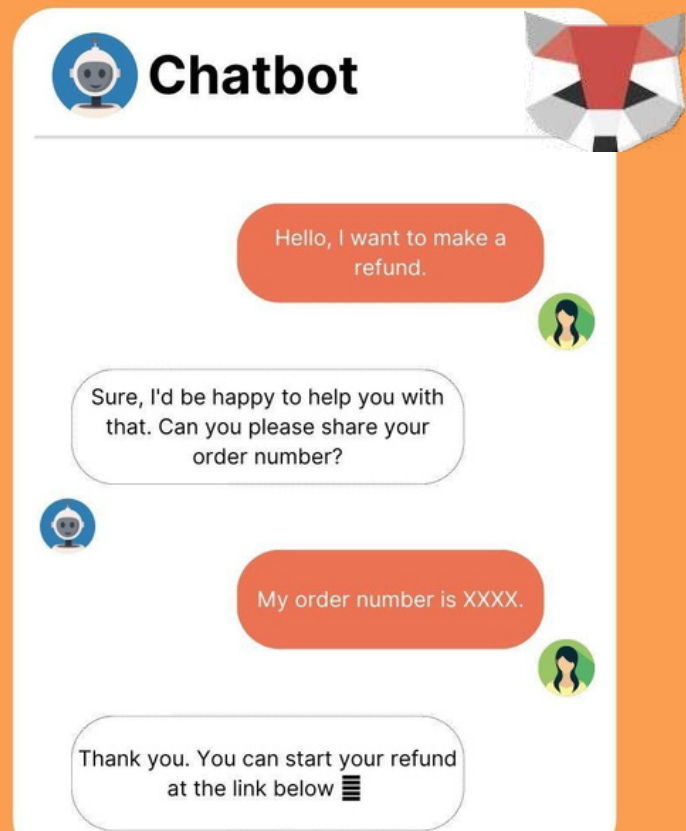
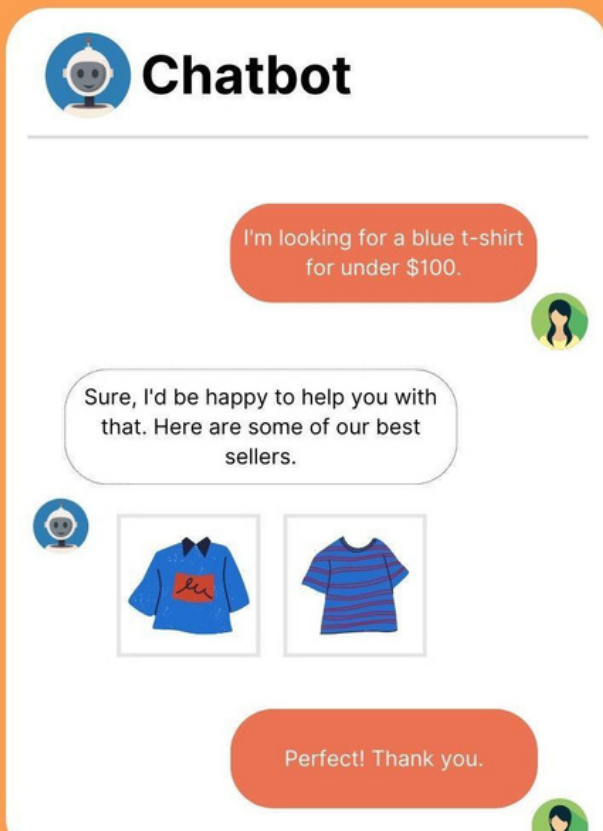
Increased sales: In the digital environment, everything develops quickly and instantly. Therefore, the faster the shopping process on the e-commerce site, the more likely it is to win new customers. By putting a Facebook chatbot on platforms that customers can access, for example, they can directly access the product they want. Chatbots that provide detailed information to users on this scale will greatly increase sales.

Cost savings: Chatbots are a good choice for managing operations related to the shopping process. Chatbots fulfill customer requests such as order and shipment tracking, returns, and exchanges. Also, it does not require any staff for this. Therefore, it also saves costs at this point. In addition, these plugins have very low error rates as long as their coding is done correctly.

Improved customer engagement: Chatbots enable brands to provide a personalized and interactive experience to users, which can lead to higher customer engagement. By addressing customer queries and providing relevant suggestions, chatbots can foster a more positive user experience, encouraging customers to stay connected with the brand and explore more products or services.

Data collection and analysis: Chatbots can collect valuable data on customer preferences, behaviors, and pain points during their interactions. This data can be analyzed to gain insights into customer needs, helping businesses tailor their marketing strategies, product offerings, and customer support services to better serve their target audience.

Ensuring the protection of this data is crucial to maintain customer trust and comply with data protection regulations. Businesses need to implement robust security measures, such as encryption and secure data storage, to safeguard user information. Additionally, transparency about data collection practices and obtaining user consent are essential in addressing privacy concerns and fostering trust between customers and businesses.



Creating a Successful Conversational Flow

The most important detail between a chatbot and a customer is undoubtedly conversational flow. So how is conversational flow established? Of course, the answer is very simple, by making the chatbot talk to the customer :) So how can we attract customers to your target with the contact you will establish? Let's take a look at them one by one.

Make your chatbot make a perfect introduction: One of the things that impresses a customer the most has always been a nice welcome, a warm hello. Make the first text your customer will see warm and reliable.

Make your chatbot understand the customer's needs: The best way to do this is to ask your customer questions. Asking questions means a quick solution to the problems of the other party and the elements that they see missing in you.

After understanding the need, make your chatbot address that needs: We made a good introduction, we asked our questions, we understood the problems, and now the most important point is to meet this need. In short, create a solution.

Make your chatbot eliminate indecision: A customer who wants to buy your product may find your product expensive, calculate your cost in advance and see how much discount you can make. Even a small discount or gift will make this indecision process disappear quickly.

Make your chatbot remember important days; stay tuned: Being remembered and reminded are situations that honor people. Letting your customer know that you care and remember him/her will ensure the continuity of the flow of conversation, or a customer who has forgotten your product will remember you. Or do not neglect a customer who has bought your product, ask about their satisfaction with the product at intervals.

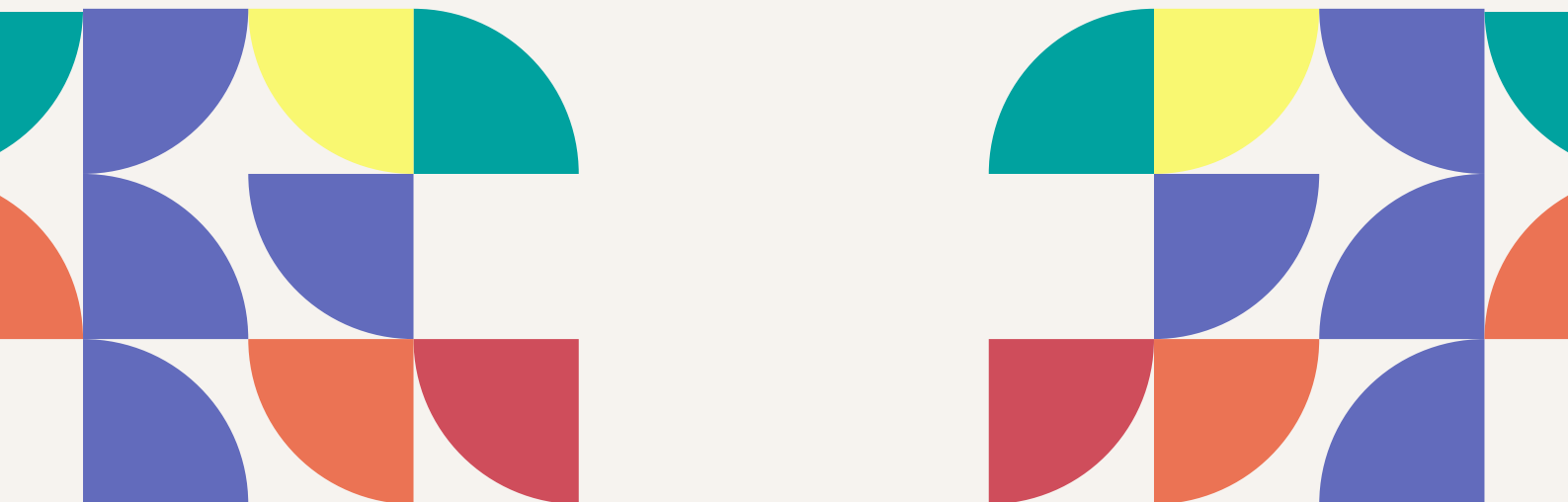


PART 3:

MEASURING, OPTIMIZING

& SUPPORTING

SOCIAL COMMERCE



Analyzing and Improving Your Social Commerce Strategy



Analyzing your strategy is the main part of your work so that you can see your current position and develop it. Many social media professionals analyze social commerce strategies from many angles and work to ensure that businesses are successful and profitable in this area. From many perspectives, we can see the importance of analyzing social commerce strategies.

- It helps businesses to understand whether social media efforts are paying off.
- It helps to understand the reaction your brand is getting on social media.
- It gives clues as to whether your social media marketing strategies are effective and to what level the desired results are achieved or why they fail.
- It helps to determine in which areas your social media practices are successful and in which areas they are unsuccessful.
- It enables budget planning for social media and channelizing the budget to the right areas.

Measuring the Success of Social Commerce Campaigns

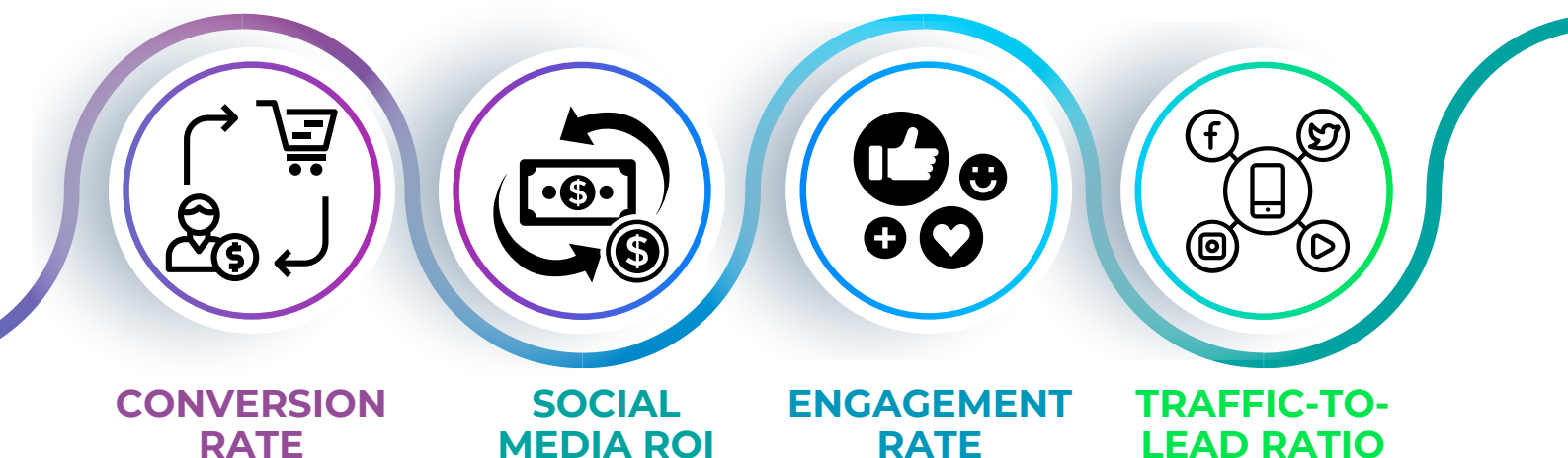
Measure every activity as long as possible. If we need to explain how to start measuring our social commerce campaigns from the most general point of view, first things first;

- **The purpose of the campaign:** Did the campaign carried out by your company achieve its goal? What was the purpose of the campaign? The most important element when the company is running a campaign is the purpose of the campaign; you need to know what you are doing your campaign for to measure success.
- **Interaction with the customer:** Did your campaign reach the desired interaction rate? Which platforms did you run your campaign, and which customer base did you address? Did the interaction with the customer continue? You can measure your campaign success rate with data collected from data such as this.
- **Sales and demand:** If your campaign is based on selling your product, how much success have you achieved in this regard? If your sales performance is not at the level you want at the end of the campaign, you need to reorganize the platform you are running the campaign on and your campaign content.
- **Analytical data:** Web analytics can be used to measure the success of campaigns. Information such as the number of visitors to your website during the campaign, how long they stayed on the campaign page, and which products they purchased from the campaign page can be used to measure the campaign's success.



Key Metrics and KPIs

There are some data and metrics that you should definitely use when measuring the success of a social commerce campaign. Did you reach your desired audience during the campaign process? How positive was your campaign process regarding price performance? To measure data such as these, do not neglect to measure the data you collect throughout your campaign with continuous auxiliary algorithms.



Conversion rate: Conversion rate is a critical metric in social commerce as it measures the effectiveness of marketing campaigns in converting potential customers into actual buyers. In the context of social commerce, conversion rate refers to the percentage of users who take a desired action after engaging with your content or ads on social media platforms. The desired action could be making a purchase, signing up for a newsletter, or downloading a resource. To optimize conversion rates in social commerce, it's essential to understand the customer journey and create targeted, engaging content that resonates with your audience. This can include crafting compelling product descriptions, utilizing high-quality visuals, and leveraging user-generated content to build trust and credibility.

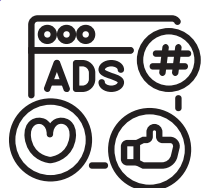
Social media ROI: This is a measurement that shows the value created by your investments in social media. ROI, also known as return on investment, is measured in monetary value. However, in cases where the direct impact on revenue is difficult to attribute, ROI can first be measured by non-monetary metrics. For example, if a paid campaign on social media aims to increase brand awareness and influence, ROI can be measured by followers or post-impression growth. So the metrics used to measure social media ROI depend on businesses' goals.

The social media ROI formula is calculated as **Profit / Investment x 100 = social media ROI** percentage. Profit here is the money earned from social media marketing efforts. Investment is the total cost of social media marketing efforts. Here, it is not only material evidence, but sometimes it is also possible to make general information and measurement about the work done.

Engagement rate: Engagement rate measures the level of interaction between your brand and your audience on social media platforms. This metric, which includes likes, comments, shares, and clicks, is vital for understanding how well your content resonates with your target audience and whether it encourages them to engage with your brand.



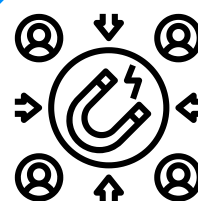
Traffic-to-lead ratio: This metric measures the effectiveness of your social media efforts in converting website visitors into leads. It helps you understand the quality of your social media audience and the ability of your content to drive user interest and engagement. To calculate the traffic-to-lead ratio, divide the number of leads generated from social media traffic by the total number of visitors from social media platforms. The resulting percentage indicates how successful your social commerce strategy is in turning visitors into potential customers.



**RETURN ON
AD SPEND
(ROAS)**



**SOCIAL MEDIA
FOLLOWER
GROWTH**



**CUSTOMER
ACQUISITION
COST (CAC)**

Return on ad spend (ROAS): ROAS is the ratio of revenue generated from social media advertising campaigns to the amount spent on those campaigns. This performance indicator helps you measure the efficiency of your ad spend, enabling you to compare the effectiveness of different campaigns and make data-driven decisions on allocating your advertising budget. A higher ROAS signifies more effective campaigns, while a lower ROAS may indicate the need for optimization or a shift in strategy.

Social media follower growth: This metric represents the increase in the number of followers on your social media accounts over a specific period. Tracking follower growth helps you gauge the effectiveness of your content strategy and engagement efforts. A growing audience can lead to greater brand exposure, increased traffic, and a larger pool of potential customers, ultimately contributing to the success of your social commerce initiatives.

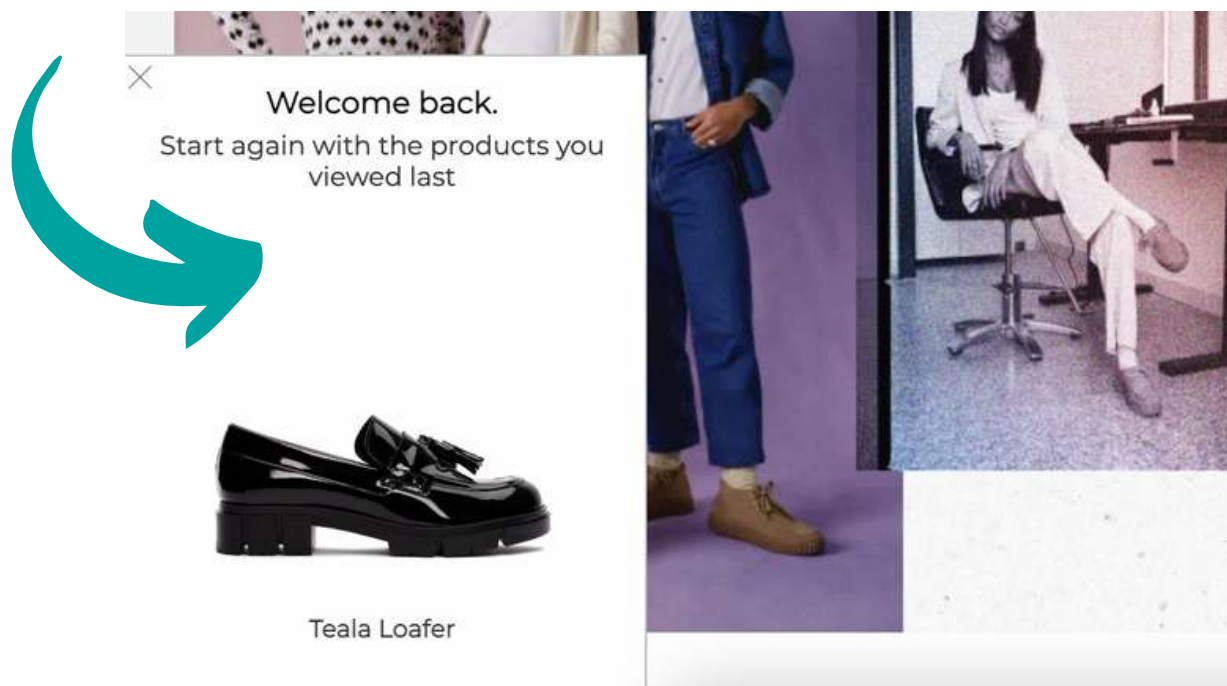
Customer acquisition cost (CAC): CAC is the average cost of acquiring a new customer through social commerce activities, including advertising, content creation, and promotional efforts. This metric is vital for understanding the profitability and sustainability of your social commerce strategy. By monitoring CAC, you can identify areas where marketing efficiency can be improved, balance your marketing budget, and ultimately increase the return on investment (ROI) of your social commerce initiatives.

Customer Service and Support on Social Media



In the realm of social commerce, exceptional customer service and support are indispensable for a brand's success, especially as an increasing number of consumers rely on social media platforms for shopping. To meet this growing demand, businesses need to prioritize providing efficient, personalized, and timely support to their customers through various social channels. In this section of the Social Commerce E-book, we will delve into the importance of customer service and support on social media, highlighting best practices and strategies that can help you elevate your brand's online presence and foster lasting relationships with your customers.

Building Customer Loyalty through Personalized Experiences



The first and most important element to creating an exceptional customer experience lies in creating loyalty. Creating strong bonds between businesses and customers is the greatest treasure of today's business world. Studies show that high personalization is an inevitable way to create a long-lasting bond between the brand and the target audience.

People will turn to you for answers to all their questions about your business. For example, how will they buy your products, or will there be any service interruptions? You need to provide them with a personalized experience in these cases.

When customers know that you understand them and take care of their priorities, you have successfully created a synergy on which customer loyalty can be built.



A smile, a handshake, or a joke... These are the small, personal interactions and reassurances we give each other every day. On social media, these interactions only change the form, but the feeling of it remains still.

- Communicating openly and candidly is the foundation of creating a reliable and excellent user experience. No matter the situation, you need to be open and candid with your customers.
- Providing excellent customer service by using data that adds value to the customer. Improve your data by identifying opportunities to engage with your customers. Analyze the data. Know what your customer like and what they are interested in.
- Create engaging social media campaigns. For example, you can schedule Ask Me Anything (AMA) hours where customers can ask questions and get real-time answers.
- Offering coupons and discounts. Overturn the era of using traditional and invisible banners with tailor-made ads to provide personalized experiences for your customers. Master the personalized customer experience offline too. Run more campaigns to learn more about your customers' needs and become a data collector.

TOP STRATEGIES OF SOCIAL MEDIA CUSTOMER SERVICE

The Complete Guide for Your Business, by Juphy



**DOWNLOAD E-BOOK
FOR FREE**





Managing Returns, Refunds, and Customer Inquiries

Free Delivery*, Returns, and Exchanges*

Track Order Store Locator Log in

Clarks

Womens

Mens

Kids

Babies

School

Originals

Bags & Accessories

Sustainability



CLARKS SHOES



During the buying process, every step is important for the buyer, from the first interaction to the last one. You might make people happy with the buying process, but you need to continue making them happy – even with the return and refund processes.

- You need to clarify your return policy. As long as you clarify your procedures, your customer will be able to know how to act with their return or refund requests. Otherwise, people would not be very happy with a company whose return procedures are unclear.
- You need to have a smooth return/refund process. When a customer wants to make a refund, they need a clear process to follow and a return policy that is openly created. For example, you can provide a return form and make it easy for customers to fill it out.
- As much as it is smooth, your return process should also be quick. It is a plus for your brand. This way, you can minimize the time customers will wait and start having bad feelings about your brand.
- If you proactively track your customers, you can be up-to-date about their activities. When you know how many times you have experienced such refund cases with a customer, you can take your step accordingly the next time.
- Monitor customer satisfaction ratings periodically to gauge the effectiveness of your return policy and processing procedures. If you see that your ratings are trending down, make changes to your return policy or processing procedures to improve customer satisfaction.



Improving Social Commerce Strategy with Customer Feedback

Creating a loyal user experience from the very beginning to the end of the customer journey is essential for a successful social commerce strategy. But how can you achieve this? Social media is inherently built on interactions and communication. By nurturing loyal customers, you can tap into an invaluable source of feedback to refine your products and services on social media platforms.



Encourage customer reviews: Actively encourage your customers to leave reviews on your social media platforms and website. Positive reviews not only boost your brand's credibility but also provide valuable insights into what aspects of your products or services are resonating with your audience.

Use social listening tools: Implement social listening tools to monitor and track online conversations about your brand. These tools can help you identify customer pain points, preferences, and sentiment, allowing you to address concerns and make informed decisions about your social commerce strategy.

Respond to feedback promptly: Make sure to respond to customer feedback, both positive and negative, in a timely manner. This demonstrates that you value their opinions and are committed to addressing their concerns. Additionally, it helps build trust and foster brand loyalty.

Implement feedback loops: Establish a system to collect, analyze, and act on customer feedback consistently. This may include regular surveys, feedback forms, or direct messaging on social media. Make sure to share key insights with relevant departments to drive improvements in products, services, and overall customer experience.

Managing Risks and Protecting Customer Data



Customer data is a crucial asset for businesses engaging in social commerce. This data includes personal information like name, address, email, purchase history, and more. As social commerce continues to grow, it is essential for businesses to prioritize the security and protection of customer data while complying with legal regulations.

Managing Risks Associated with Social Commerce

To safeguard customer data and manage risks in social commerce, businesses should focus on the following aspects:

Secure customer data storage: Implement robust security measures to protect customer data from unauthorized access, leaks, and breaches. Ensure compliance with legal regulations and industry standards for data storage and privacy.

Trustworthy payment systems: Offer secure payment options such as 3D Secure, PayPal, and other widely accepted payment methods to protect customers' card information and transaction details.

Open and responsive communication channels: Provide 24/7 customer support through social media platforms, live chat, and email to address customer concerns, build trust, and maintain high levels of satisfaction.

Positive brand reputation on social media: Build a strong reputation through excellent customer service, transparent communication, and quality products or services. Engaging with customers on social media platforms and promptly addressing their concerns will contribute to a positive brand image.

Customer satisfaction and feedback: Prioritize customer satisfaction by implementing a robust return and warranty policy. Encourage feedback and reviews on social media platforms to gain valuable insights, identify areas for improvement, and showcase your commitment to customer satisfaction.

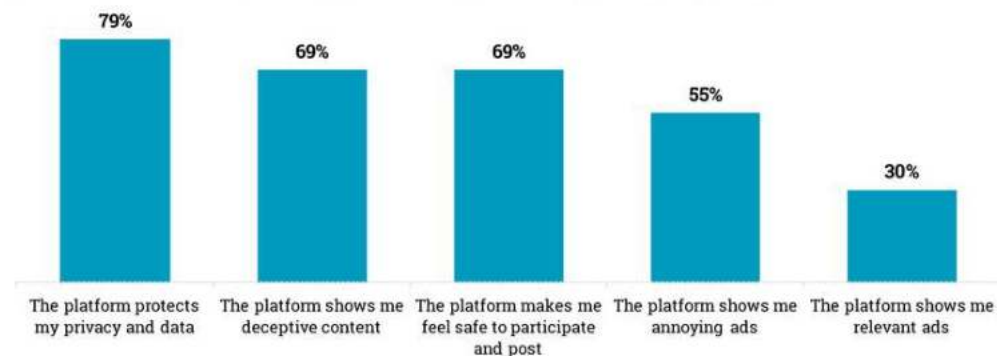
Clear and transparent content: Share accurate and easy-to-understand information about your products, services, and policies on social media platforms. Transparency in communication, especially regarding warranty or return policies, will positively impact customer satisfaction and trust. In summary, be clear, precise, and honest with your customers.



Best Practices for Customer Data Privacy and Security in Social Commerce

Social Media Ad Engagement Factors

"What most impacts US social media users' decision to engage* with ads or sponsored content on social media platforms?" (% extremely or very impactful)



Published on MarketingCharts.com in October 2020 | Data Source: Insider Intelligence

*Engaging is defined as watching, clicking, sharing, or commenting on it | Based on a survey of 1,865 consumers ages 18-74

This visual highlights the factors that impact US social media users' decisions to engage with ads or sponsored content. The data shows that 79% of users prioritize platforms that protect their privacy and data, while 69% are influenced by whether the platform displays deceptive content. The graphic emphasizes the importance of ensuring privacy and data protection and maintaining transparency in social commerce.

To build trust and long-term relationships in social commerce, it's crucial to protect customer data privacy and security.

Create a transparent privacy policy: Develop a straightforward, easily accessible privacy policy that explains how you collect, use, and safeguard customer data. Display this policy prominently on your social media platforms and website, and keep it updated to adhere to the latest regulations.

Employ secure data storage solutions: Invest in dependable data storage systems that use encryption technologies to protect customer information. Continuously update and maintain these systems to counter emerging cyber threats.

Restrict access to sensitive information: Implement role-based access control to limit access to customer data, allowing only authorized employees to handle sensitive information. Regularly review and modify access privileges as required.

Schedule security audits: Conduct routine security assessments to identify potential vulnerabilities and risks within your social commerce infrastructure. Promptly address any identified risks to maintain a secure environment.

Educate your team on data privacy: Offer ongoing training programs for your employees to ensure they comprehend the significance of data privacy and security in social commerce and their roles in safeguarding customer information.

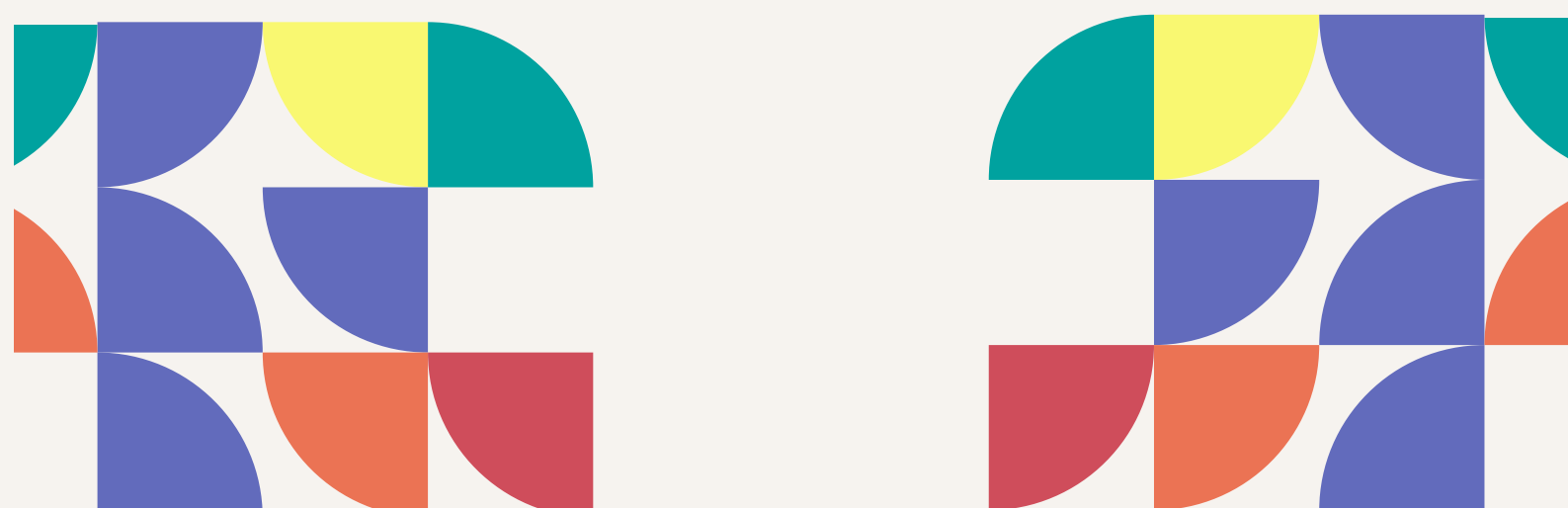
Develop a data breach response strategy: Formulate a well-structured response plan for data breaches, outlining the necessary steps to minimize the impact, inform affected customers, and report the incident to relevant authorities.



PART 4:

JUPHY

**THE LEADING
SOCIAL SELLING
PLATFORM**





JUPHY

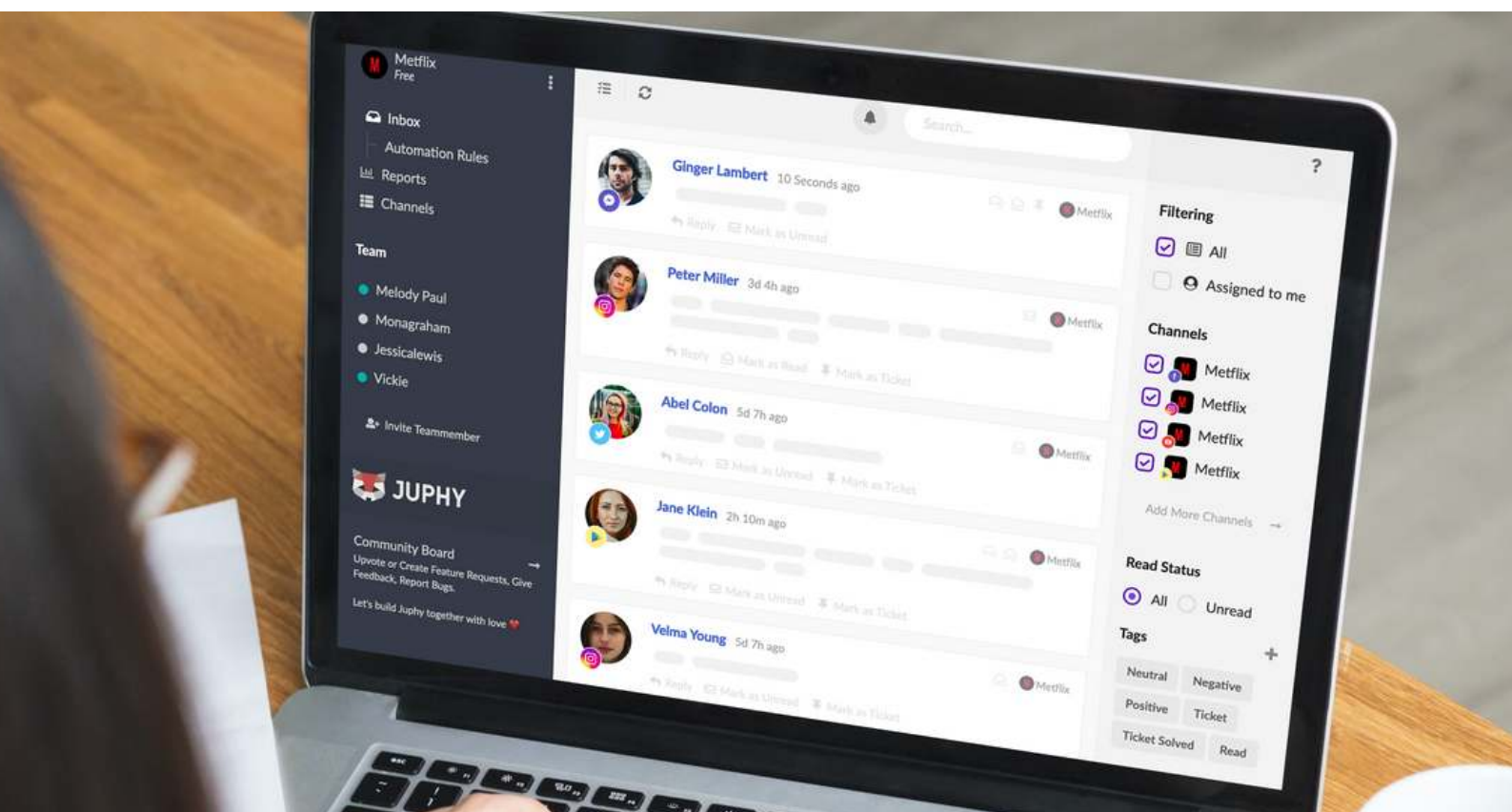
Unlock social conversations sales potential with Juphy

Juphy is the ultimate social commerce tool that helps businesses thrive in social sales by offering an all-in-one platform to manage customer interactions, boost sales, and enhance customer support on all social platforms.

Benefits of Using Juphy for Social Commerce

Unified Inbox: Juphy's smart inbox consolidates all your social media conversations, direct messages, comments, and support requests in one place, making it easier for your team to manage and respond to customer inquiries across various platforms such as WhatsApp, Facebook, Instagram, Twitter, LinkedIn, YouTube, Google My Business, App Store, Google Play Store, and Trustpilot.

AI-Powered Potential Buyer Detection: Juphy's generative AI makes text based analysis of social media conversations and identifies users with a high purchase intent. In addition, it takes into consideration your social media audiences purchase behavior and interests, and flags potential buyers within all social conversations.





Conversion Tracking

Juphy's web tracking code and live chat widget is a powerful tool to monitor and analyze the behavior of your social audience when they visit your website. By activating this feature, businesses can gain valuable insights into their customers purchase history and browsing behavior.



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\$2,479

PURCHASED

Page Domain: <https://rideabike.com/>

Purchased Product: </products/bike-model-s>

3 June 2023 12:30 PM

Browsing History:

</collections/all-bikes>

</pages/faqs>

Social CRM

Juphy's Social CRM allows businesses to create a database of social media contacts:

- Segment social audience based on purchase history and interests
- Create contact lists
- Send targeted bulk messages to increase sales opportunities

Broadcasting Campaigns

Businesses can also create broadcasting campaigns on Whatsapp, to target and re-engage with potential buyers; and update them about new products, promotions and deals. (Facebook & Instagram Channels broadcasting are coming soon)

Segment	Schedule
All Contacts	Now

Template / Message

Celebrate love with our exquisite jewelry collection this Valentine's Day! From stunning diamond rings to elegant necklaces, we have the perfect piece to make your loved one feel special. Shop now and give the gift of timeless beauty. 💎💍 #ValentinesDay #JewelryLove

Platform	Campaign Name
WhatsApp	A Special Day Campaign.

[➡ Create Campaign](#)



Enhanced Customer Support: Juphy's team collaboration features enable your team members to work together on customer support requests, assign conversations, and add internal notes to discuss customer queries behind the scenes. This helps improve response times and ensures a seamless customer experience.

Time-saving Automation: Juphy's automation rules enable businesses to classify and tag incoming messages based on content, urgency, and tone, making it easier to manage and prioritize customer interactions. Additionally, canned responses save time by providing pre-written answers to frequently asked questions.

AI-Powered Assistance: Juphy's OpenAI integration provides reply suggestions for customer interactions, helping your support team respond to inquiries more efficiently and accurately. This AI-powered assistance ensures that your customers receive relevant and timely information, improving their overall experience.

Improved Engagement: By managing and responding to all social media comments and DMs in one place, Juphy helps businesses practice social listening and engage with their audience more effectively. This can lead to increased brand awareness, customer loyalty, and sales.

SUPPORTED PLATFORMS



Facebook

Direct Messages
Comments
Ad Comments
Mentions & Tags



Instagram

Direct Messages
Comments
Ad Comments
Mentions & Tags



Twitter

Direct Messages
Tweets
Keyword Monitoring
Mentions & Tags



WhatsApp

Messages
Broadcasting



YouTube

Comments



LinkedIn

Comments



Google Business

Manage Reviews



Google Play

Manage Reviews



App Store

View Reviews



Trustpilot

Manage Reviews

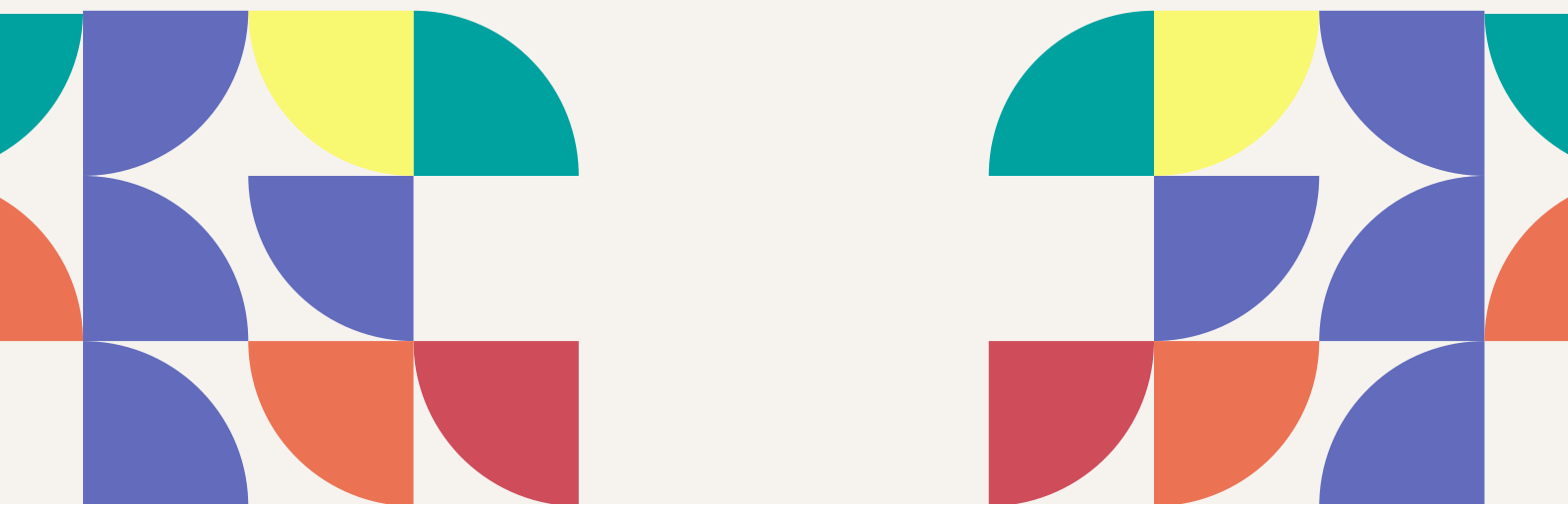


PART 5:

KEY TRENDS &

THE FUTURE OF

SOCIAL COMMERCE



Latest Trends and Innovations



In the ever-evolving e-commerce landscape, businesses need to stay informed about the latest trends and innovations in social commerce to stand out. As the industry advances, new technologies and strategies emerge, enabling companies to connect with customers and expand their online presence.

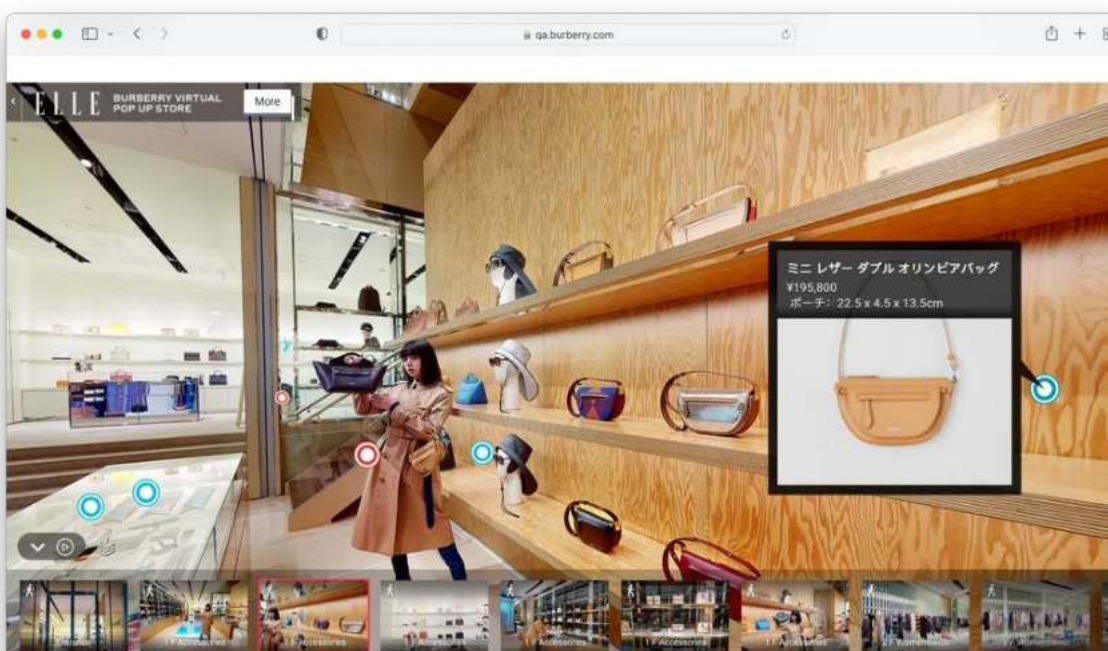
Some of the most impactful trends in social commerce include:

Blockchain and Cryptocurrencies: Blockchain technology and cryptocurrencies have the potential to revolutionize the social commerce landscape. Imagine a world where transactions are as transparent as glass, and customers can shop using digital currencies like Bitcoin or Ethereum. This brave new world of social commerce could redefine trust, security, and ease of use, propelling businesses into uncharted territories of growth and success.

Augmented Reality (AR) Shopping Experiences: AR technology allows customers to visualize products in real-life settings, transforming online shopping experiences. This immersive approach enables more informed purchasing decisions and reduces return rates for businesses.

Live Shopping Events: These events are gaining traction as they engage customers in real-time, showcase products, and create a sense of urgency around limited-time offers. The high interactivity allows customers to ask questions and receive instant feedback from hosts.

Personalized Product Recommendations: By leveraging artificial intelligence (AI) and customer data, businesses can offer tailored product recommendations based on individual preferences and shopping habits, enhancing the overall experience and increasing the likelihood of purchases.



For example, Burberry has a virtual shop where customers can explore 3D and view the products displayed in their physical shop.

Predictions for Social Commerce



What will these strategies mean for sellers? Where will brands invest in their e-commerce businesses? How will their investment return to them? These are all questions that people in the market ask... We also have some predictions for the future of social and conversational commerce...

As the market gets bigger, your investment gets higher. However, social and conversational commerce strategies promise more than you invest when we look at the numbers.

To get their pieces from the pie, businesses will invest in several points of these trends.

Chatbots will become companies' best friends in customer conversations with Conversational Commerce

Looking at the effectiveness when compared to the time, money, and effort invested in them, chatbots are fulfilling an important part of an e-commerce business at a low cost. They are more effective in handling bigger volumes of customer conversations; hence, in the future, they will boost companies' sales and growth more than ever.

Social media platforms will get more powerful for Social Commerce

It is proved that social environments are not just for personal usage but for inspiration, communication, and generating income. Realizing the huge potential in these environments, more and more social media platforms will adopt their system in Social Commerce, and the current ones will develop their capabilities.

Social Commerce will become the most prominent strategy for the overall e-commerce

People are now getting more used to shopping in their safe zones. They want to consume every content in their social environments and live their shopping experiences, too. This has led social platforms to become more prominent in selling experiences. With the development of these platforms in terms of commerce, the entire e-commerce market can evolve to flow into social channels.

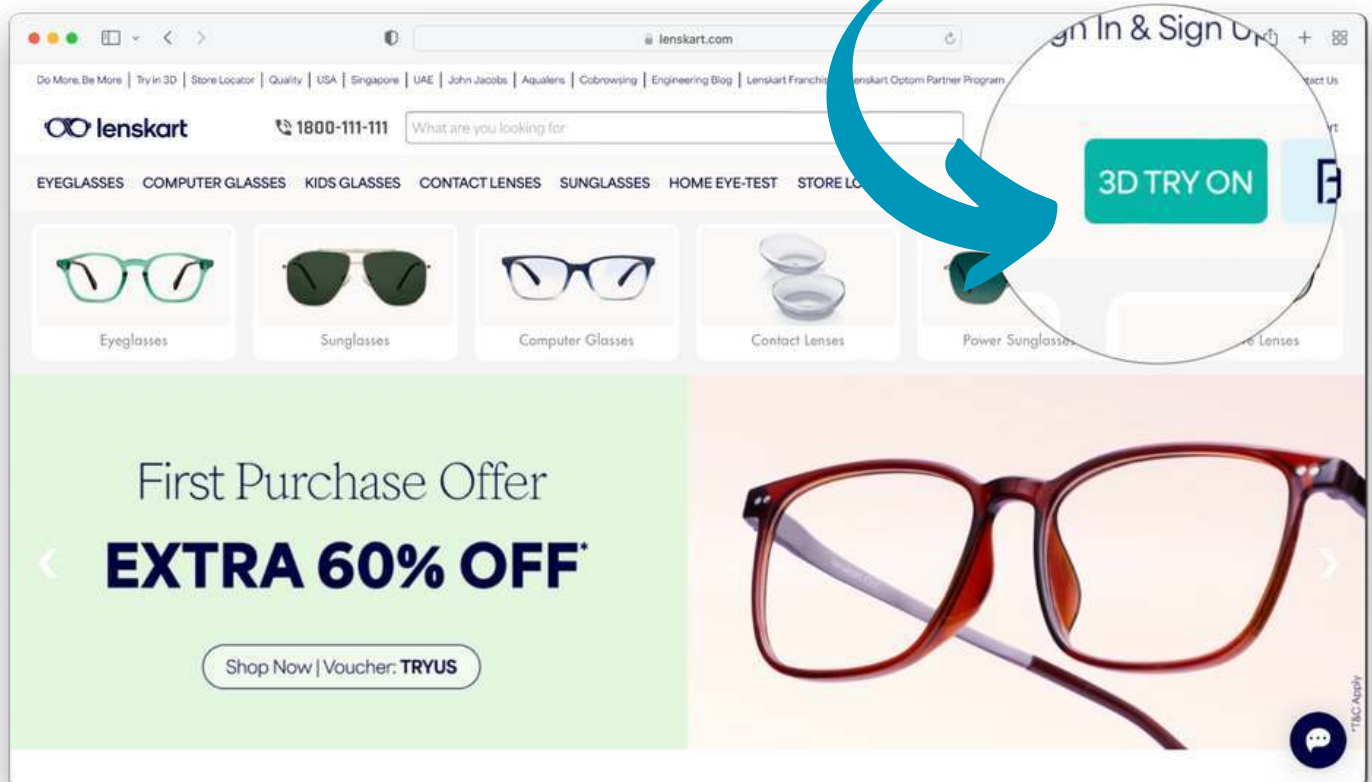


VR-AR/Virtual Shopping Experience



As the e-commerce landscape evolves, the line between physical and digital shopping experiences continues to blur. Social commerce, which combines social media and e-commerce, is gaining momentum, and the integration of virtual shopping experiences is further enhancing the customer journey.

The AR market is growing rapidly, and the retail sector is no exception. Many successful companies are investing in creating virtual shops, enabling customers to enjoy a more immersive and interactive shopping experience from the comfort of their homes. By incorporating AR technology into social commerce platforms, businesses can provide users with a seamless, personalized shopping experience that encourages engagement and conversions.



Lenskart is an excellent example of a company that has already implemented a virtual shopping experience in its online shop. By allowing customers to upload a photo of themselves, they can virtually try on different glasses and find the perfect fit. By integrating this feature with their social media channels, Lenskart is able to foster a stronger connection between customers and their brand.

As social commerce continues to grow, embracing advancements like virtual shopping experiences can help businesses stay ahead of the curve and provide customers with an engaging, interactive, and convenient shopping experience.

Final Thoughts and Recommendations



As we reach the conclusion of this Social Commerce E-book, we hope you have gained valuable insights, strategies, and tools to enhance your brand's social commerce efforts. By keeping the following recommendations in mind, you can set the foundation for success in this ever-evolving digital landscape.

Champion the customer: Make the customer your guiding star, and create a seamless, delightful shopping experience by delivering personalized, engaging content. Build lasting relationships with your customers through top-notch customer service and support on social media platforms.

Harness social media's potential: Dive into the vibrant world of social media to captivate your audience, showcase your products, and forge a compelling online presence. Experiment with various content styles and advertising techniques to find the perfect recipe for your brand's success.

Welcome chatbots and conversational commerce: Tap into the magic of chatbots and conversational commerce to streamline customer support, curate tailored recommendations, and create unforgettable shopping experiences on social media platforms.

Embrace data-driven decisions: Uncover hidden gems in customer data and metrics to refine your social commerce strategy. Continuously track your progress and fine-tune your tactics based on the invaluable insights you uncover.

Cultivate a growth mindset: With social commerce and conversational commerce still blossoming, it's essential to stay ahead of the curve by immersing yourself in the latest trends, technologies, and best practices. Be bold and open to new ideas that can propel your brand into the future.

In a nutshell, by putting customers at the heart of your strategy, capitalizing on social media's potential, adopting innovative technologies like chatbots and augmented reality, and fostering a growth mindset, you can unlock the true power of social commerce and accelerate your business's growth. Remember, success in social commerce demands passion, creativity, and an unwavering commitment to evolve alongside the dynamic digital world. So, buckle up and get ready to embark on an exciting journey to social commerce success!





Key Takeaways

Companies can boost sales by implementing Social Commerce in their online shopping strategies.

In E-commerce, the shopping experience is led by the online shop and the website, yet, Social Commerce provides the shopping experience within the social media platform.

Social commerce is a great way to showcase your products and services in social environments where potential customers are already hanging around.

In order to be successful with Social Commerce, you must first prepare by learning about your target audience and their purchasing habits.

How you list your product is the first step of your online business. A product's current price, current availability, other product recommendations, and comments are crucial.

Videos, reels, TikToks, and similar video content are raising the interaction and engagement rates of the profiles, whether it's the profile of an influencer or a business.

To implement a social commerce strategy for your business, you must also embrace conversational commerce.

With conversational commerce, you can create two-way communication with your customers - It doesn't just let you tell them something; it also lets you learn from them, hear their questions and complaints, and build a relationship with them.

Real conversations bring real revenue; therefore, by optimizing your conversational commerce strategies for growth, you can achieve several objectives, including increased revenue, customer satisfaction, and market share.

Chatbots are integral to conversational commerce, so you need to set up a good chatbot service and conversational flow that can be optimized.

Remember, customer data is protected by very strong legal regulations, and protecting this sensitive information is one of the most important duties of a company.

Analyze your work and measure the success of your campaign no matter what.

Keep up with the latest trends and start ahead of the competition. Maybe your company will become the first Virtual Shopping Experience in your market



JUPHY

#1 Social Commerce Tool

- ✓ Manage all social conversations in a unified inbox to improve your businesses sales and support performance on all social channels.
- ✓ Identify potential buyers on social conversations, share direct product links, and boost sales opportunities.
- ✓ Track conversions of your social audience once they visit your website. Segment and re-target users based on buying behavior and interests.
- ✓ Work on your inbox collaboratively as a team to provide faster responses and measure your businesses performance with actionable reports.



<https://juphy.com/social-selling-platform>