



# THE RISE OF SOCIAL COMMERCE

## And What It Means for Your Brand

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

### WHY SOCIAL COMMERCE MATTERS



Social referrals to retail e-commerce sites have grown **110% in two years**.



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



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

### HOW TO LEVERAGE SOCIAL COMMERCE

#### Use Automated Chatbots



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



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



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

#### Focus on Mobile Users

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



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



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



#### Monitor Reviews and Offer Support



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



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



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

#### Connect Directly with Customers

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



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



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



#### Utilize Influencer Campaigns



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



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



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

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