



The Complete Guide to Social Commerce




 weendydao

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Welcome to the *Complete Guide to Social Commerce*—a handbook for digital marketers looking to create or expand their social commerce programs. We've compiled some industry best practices to help you successfully build and manage the social commerce process.

Just as ecommerce is becoming more social — social is becoming more sales centric. Although you may already be aware of why your brand needs a social commerce program, you may be asking yourself: "Where do I start?" This manual will help you to make the case for social commerce within your company and give you a step-by-step guide to implementing an effective program.

Keep reading to learn more; we'll walk you through start-to-finish no matter how much knowledge you have on the topic.

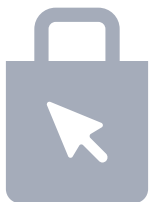
STEP

1

MAKE THE CASE FOR SOCIAL COMMERCE

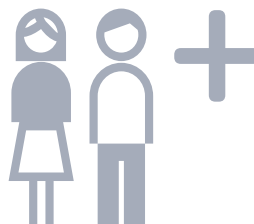
SOCIAL COMMERCE \ˈsō-shəl ˈkă-(,)mərs\ *noun* An online marketing model that brings ecommerce functionality directly into established social networks to drive sales

While many marketers would like to implement a successful social commerce program, there are some common obstacles that many companies face. There is often a lack of awareness of what social commerce is and confusion around how it works. To help you advocate for a social commerce solution at your company, here are a few statistics and talking points from industry experts to help you make your case.



74%

of consumers rely on
social media to guide
their purchases



60%

of SMBs say
they've gained new
customers through
their social media
efforts

5%

of online retail
revenue is
forecasted to
come from social
commerce sales
in 2015



43%

of consumers are more
likely to buy a new
product when learning
about it on social media

\$327
billion

will be spent online by
U.S. consumers in 2016



Big Picture: Social Commerce allows brands to drive a hard, measurable return on investment from social media engagement

Why does my company need a social commerce program?



Prospective customers are on social media

As of 2014, 74% of online adults use social networking sites. This is a massive pool of prospective customers that your brand could be directly targeting and engaging with through social media platforms



Social media is the next generation of word-of-mouth

Facilitate social listening and conversation. Track your brand message and discover influencers who are already advocating for your products. Through social listening, you can research your market and initiate conversations leading to a sale



Social commerce shortens the path to purchase

Instead of trying to get consumers to leave their social media habitat to go to your ecommerce site-- bring your site to them. Functional storefronts inside social networks make it easy to convert browsers into buyers



Social Commerce gives your brand online agility

Implementing social commerce onto your social media platforms requires little developer time and can easily be tailored to shopping trends and seasons

Achieving a successful social commerce program will have its trials and tribulations. However, we will discuss ways to minimize and overcome these obstacles in the following chapters.

STEP

2

IDENTIFY THE GOALS OF YOUR SOCIAL COMMERCE STRATEGY

Once your brand has decided to implement social commerce, the first step is to outline what you want the program to accomplish. In other words—How will your social commerce program help you meet your business goals?

CUSTOMER LIFECYCLE

Create interest and awareness with target audience

Be present when your potential customers search for your products

Drive engagement

Deliver a strong call-to-action

Retain customers

Leverage for referrals

AWARENESS

CONSIDERATION

PREFERENCES

PURCHASE

LOYALTY

ADVOCACY



STEP

3

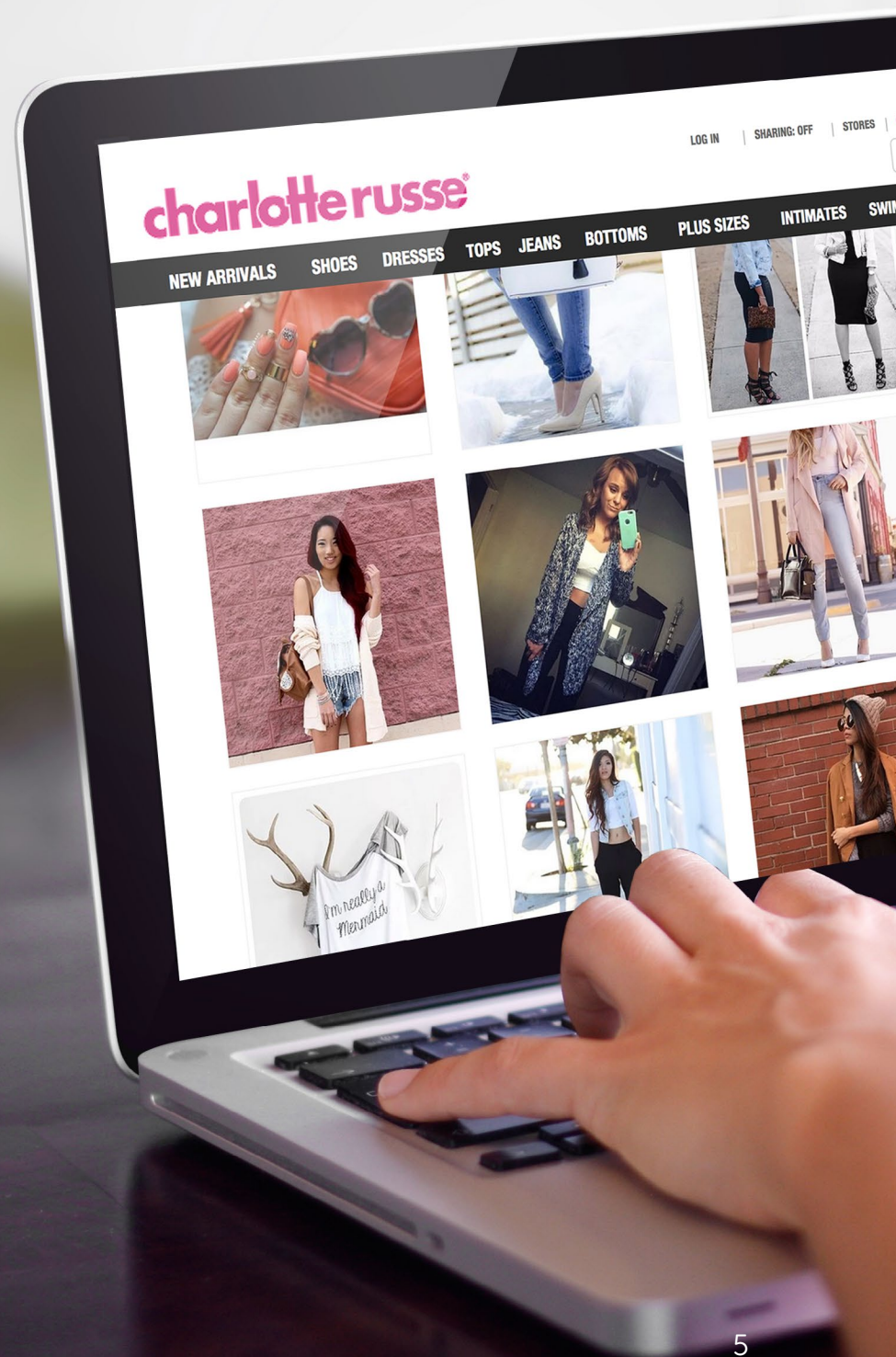
DECIDE WHO WILL MANAGE YOUR SOCIAL COMMERCE PLATFORM

Once you've solidified the goals of your social commerce program, you will need to get a sense for your in-house capabilities to see if you have the resources to run a robust social commerce program.

Things to consider:

- 1 What is your brand's capacity for implementing and managing a social commerce program?
- 2 What tools are your brand currently using and what tools do you need to invest in to set up social storefronts across your platforms?
- 3 Who will create or curate visual content of your products for your social storefronts?

After you've gained a deeper understanding of your internal capabilities, you'll be able to decide what size program you can put into place and what additional resources you will need to ensure that your program meets its goals.



IDENTIFY THE PLATFORMS YOU WANT TO SELL ON

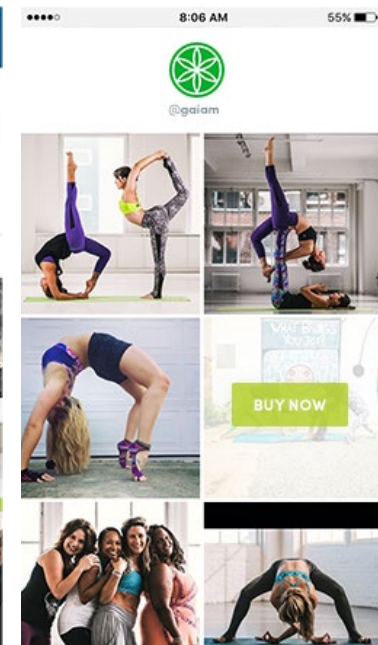
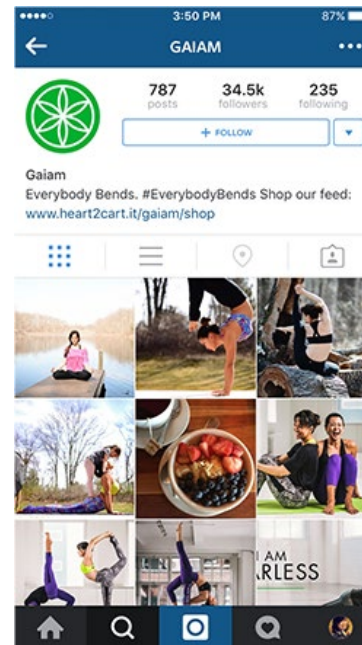
There are many social media channels that you can activate your social commerce program on. If you have the resources, you can deploy social commerce across all social media channels. However, if you want to start on a smaller scale and/or want to focus on just one channel, some platforms offer more value than others. When selecting a platform(s), it's important to consider your target demographics and how your customers are already engaging on social.

Here are three social channels we recommend that you consider for your social commerce program:

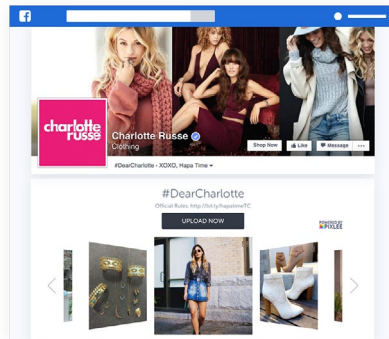
1. Instagram

- Instagram has 300 million monthly users
- 17% of US adult population
- 57% of users access the site on a daily basis

Your brand can drop in a URL in your brand's Instagram bio that will allow users to access a shoppable gallery of your brand's Instagram pictures



2. Facebook

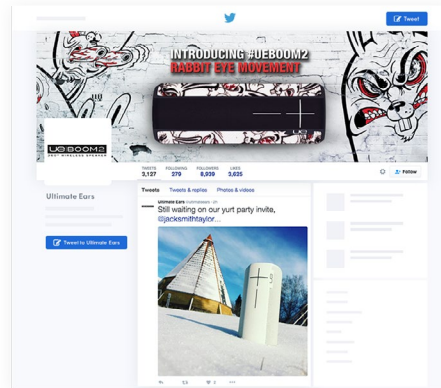


- Facebook is by far the most popular social media platform
- It has 1.35 billion monthly users
- 73% of the US adult population
- The most evenly-distributed demographics of any platform

Your brand can create a social storefront on Facebook by creating a page tab that allows users to access a shoppable gallery of your photos.

Your brand can also drop in a URL into your brand's Facebook status updates that will allow users to access a shoppable gallery of your brand's photos

3. Twitter



- Twitter has 270 million monthly users
- 18% of the US adult population
- Those who do use Twitter use it more frequently than other platforms — 46% log in on a daily basis

Your brand can drop in a URL that leads users to your product pages and/or your brand website

4. Pinterest



- Pinterest has 53 million monthly users
- 22% of US population
- 84% of Pinterest users are female
- Each pin drives, on average, two website visits and six page-views

Your brand can drop in a URL in your brand's Pinterest photo caption that will allow users to access your brand's product pages

STEP

5

IDENTIFY YOUR SOCIAL COMMERCE CONTENT

Once you've determined which social channel(s) is the best fit for your brand, you'll need to create content to showcase in your social storefront. If your brand uses stock or custom photography, you'll want to upload these photos onto your social media storefront or curate them into a shoppable gallery directly through your brand's profile.

However, content variety is key. In addition to those branded photos, you can collect and leverage the content that your consumers are already posting about your brand across social media. In fact, even if you are using a professional photographer, it is worth it to incorporate user-generated content (UGC) into your social storefront. This is high-performing content for driving sales and increasing online conversion.

1 Shoppers that interact with a UGC photo to are 2x more likely to purchase

2 UGC photos create a two-way dialogue and amplify the brand message organically

3 UGC photos raise onsite conversion by 12%

Once you've collected your customers' visual content you can upload these photos onto your social media storefront or curate them into a shoppable gallery and place the link on your social channel(s).



STEP

6

MEASURE SUCCESS

Now that your social commerce program is up and running, the final step in the process is to measure and assess the program's progress. This is when you will want to look back on the goals you set in section 2 and determine the impact your program has made so far.

You will want to start out by showcasing the small wins. These might include highlighting positive quotes and popular photos from your community/influencers, social storefront page visits, conversion rate, etc. These quick wins will help give credibility to your program internally and will help you assess if the program is on track to attaining your larger business objectives.

Here are some suggestions on key performance indicators that you can report out on depending on the goals you established for your program:

- **Social Awareness:** Number of followers, profile views, photo/video views, etc.
- **Social Preference:** Social Consideration/Preference: Page views, click through rates, comments & replies, etc.
- **Purchase:** Number of social storefront sales, total social storefront revenue, traffic from social to webpage, conversion rates, etc.
- **Social Loyalty:** Repeat purchases, upsell/cross-sell, etc.
- **Social Advocacy:** Retweets, mentions, likes, brand mentions, etc.

Like rolling out any other new program, you're going to want to continuously reassess what's working and what's not. Implementing a truly successful social commerce program is going to require significant effort. But the benefits for your bottom line are significant. By incorporating social commerce into the mix, your brand will be able to drive sales through social and place a concrete ROI on your social investments.



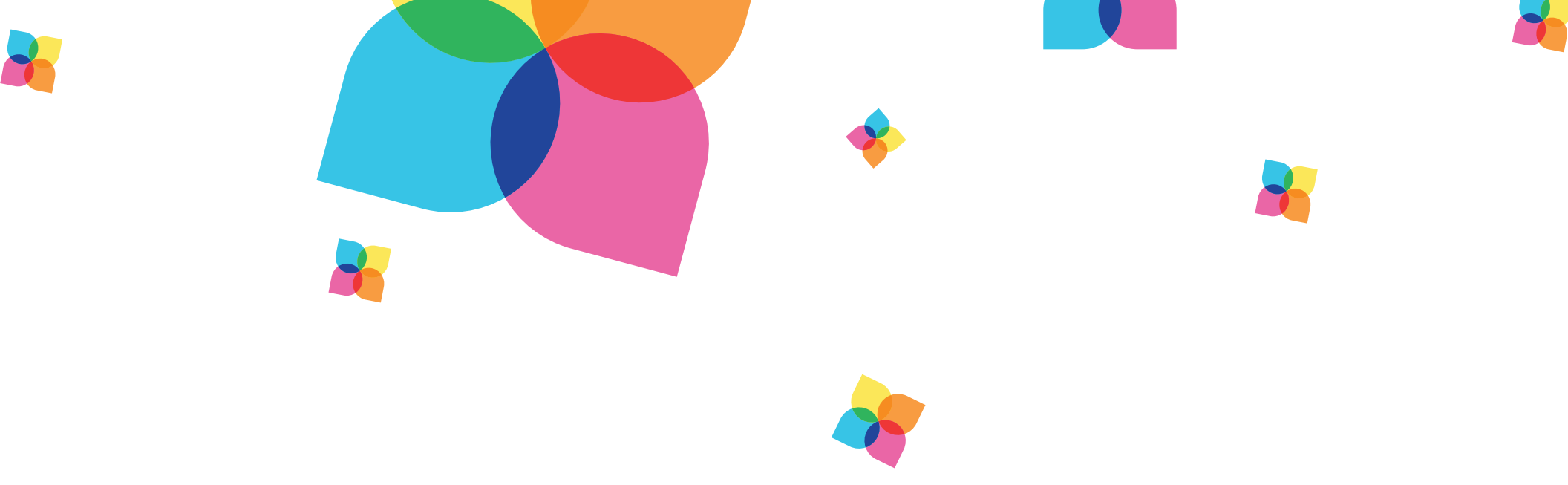
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Pixlee is a content marketing platform that helps brands leverage the content generated by their customers to drive sales.

We work with over 100 customers, including top brands such as Kenneth Cole, Converse, UGG Australia, Mattel, Charlotte Russe, Marriott Hotels, and AMC Theatres, to drive higher online conversion, increase performance of owned media, and create a more authentic brand experience.

A graduate of the Stanford StartX accelerator, Pixlee is an Andreessen Horowitz and XSeed Capital portfolio company. As a rapidly growing startup, we are constantly looking for talented people to join the Pixlee team and help us revolutionize the relationship between people and brands.

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ENDNOTES

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