

# **Facebook Connect Plugin: A Benefit for both eCommerce and Customers**

As technology is getting advanced, the way people make money from selling products or services is also changing. Now, with the help of the Internet, your services or products will not only reach those in your local area but can also reach anyone in the whole world. But, this also means the competition is getting higher. Since everyone can reach anyone anywhere, people also compete with more people who sell similar products or services all over the world.

In the world of eCommerce, people started to ask questions about anything they can do to make their eCommerce stand in the spotlight, or at least reach more potential customers in the best way possible. One of the ways is probably through the Facebook Connect plugin. Keep reading to find more information about the Facebook Connect plugin.

## **Facebook Connect for eCommerce**

Facebook is probably the biggest social media platform, with 2,27 billion active users from all around the world. With that amazing number of users, many eCommerce is interested in attracting its potential customers using Facebook Connect login. It means that eCommerce allows customers to create an account with their Facebook accounts. One of the companies that can help with a Facebook Connect plugin is JS-Kit. They create a comprehensive widget that is easily used to reach more potential customers.

## **Benefit for eCommerce**

Obviously, eCommerce takes benefits from the billion active users of Facebook. This way, they reach more potential customers and they probably increase their sales after using Facebook Connect. Moreover, they will also have users' information gathered not only from Facebook but also from other eCommerce the users might use. The information probably includes gender, age, location, race, and more.

Those kinds of information can be used to target the market correctly and reduce the cost of advertising because the information helps the marketing team to work effectively. For example, if a user's Facebook account is a female, eCommerce would likely put an advertisement on fashion, makeup, cooking tools, or any other women-related things on her Facebook page while she

browse.

## **Benefit for Customers**

Customers can also take benefit from the Facebook Connect plugin. First, they don't have to create new accounts to log in to their favorite eCommerce. As there are so many social platforms that require an account to log in, this helps them make a simpler life.

Imagine if you are a 'wise' shopaholic who always compares the price from one eCommerce to another. If each eCommerce requires making an account, it would be hard to remember each username and password for each eCommerce. Not that eCommerce has a Facebook Connect plugin, you can easily register your Facebook and don't have to worry about creating an account.

Second, since your Facebook is linked to the eCommerce you use, you will automatically gather more info about discounts, promotions, and your favorite products. This will make your life easier and you can have more time to do other activities.

## **Conclusion**

Technology has been helping people in so many aspects. One aspect that is affected the most is probably the business sector. The Internet also helps in creating an easy life for its users, and thanks to that people now can shop easily without having to go out anymore. With the Facebook Connect plugin, both eCommerce and its customers can have several benefits from this feature.