

Boost Sales & Engagement with Social Commerce

Key Trends & Tips to Maximize your Impact

SOCIAL COMMERCE IS HERE TO STAY

Almost **140 million new users** have flocked to social media platforms in the past year alone, spending an average of 2.5 hours per day browsing through content. Within five years, **US social commerce sales** will grow by more than 135%.

What can you do to increase your share of that growth?

- Align platform and content format with campaign objectives
- Optimize based on learnings, matching campaigns with the right creators
- To expand receptivity and capture attention everywhere, extend the influence of creators beyond social and into receptive environments like digital media, DOOH, and CTV



TAKE YOUR SOCIAL STRATEGY FURTHER IN 2023



INVEST IN CREATOR MARKETING

90% of marketers say the ROI from creator marketing is equal to or better than other channels.

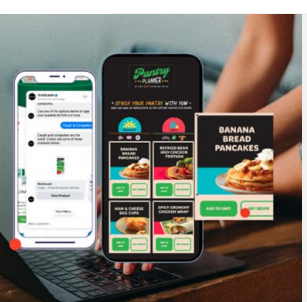
AKI TIP: Ensure creators are not only a brand fit, but that their followers are optimal for your target audience through Aki Audience Insights that analyze over 70,000 audience attributes on demographics, interests, brand affinities and more.



LEVERAGE THE MOST POPULAR CONTENT

62% of social media-inspired purchase decisions are made based on short-form video content.

AKI TIP: Collaborate with creators to humanize your brand in an authentic, relatable way. Pair short-form content with paid promotion to support product discovery, entertainment, education and trial with audiences who are most likely to engage.



MAKE SHOPPING SEAMLESS

56%+ of shoppers prefer consistent, convenient, and informative multi-channel experiences.

AKI TIP: Create a Brandsite, a single branded destination accessible from all digital channels, where shoppers can engage with creator content, discover products, clip coupons, & cart — all in one place.