

Where We'll be Clicking to Buy: Social Commerce in 2023

Social media has exploded as a way for people to connect, get inspiration, and even shop. And brands have taken notice. Selling products through social platforms, known as social commerce, is growing like crazy.

By 2023, sales from social shopping are expected to more than double to over \$56 billion! That's a lot of leggings being bought on Instagram.

So why are people suddenly buying stuff through their feeds? Well, we're all glued to our phones these days. Social media is prime entertainment. And when you see something you like, it's only natural to want to buy with a quick click or tap.

Platforms like Instagram and Pinterest have made it super easy to tag products and add shoppable links. And who doesn't love the convenience of buying something without toggling between apps?

Now, what does this mean for businesses trying to connect with customers? How can brands stand out and drive sales through social media in the coming years?

Here are some predictions:

More Authenticity

With so much content competing for our attention, brands need to get personal to grab us. Show the real people behind the business. Let your brand's personality shine. Be transparent about values and practices. Authenticity builds trust.

Make Content Entertaining

We're not on social media to be bombarded with sales pitches. We want to be informed and entertained! Brands need to tell stories through video and work with influencers to create sponsored posts that engage us. Valuable, fun content keeps us hooked.

User-Generated Content

People trust recommendations from other real humans over branded ads. Smart brands will highlight user reviews, photos, and videos of their products. Influencer collaborations also lend credibility.

Shoppable Video

Short entertaining videos that seamlessly link to purchase pages will take off. Platforms like Instagram and Snapchat make it easy to add "swipe up to shop" or "tap to buy" without leaving the app. Dangerously convenient!

Major Players Evolving

Giants like Instagram, Facebook, Pinterest, and TikTok will continue to add features that simplify social commerce. Twitter's working on a shopping tab. Facebook Shop removes the need for a separate website. Social selling will only get smoother.

Sustainable Commerce

Eco-conscious consumers want to use their dollars to support responsible brands. Companies will promote sustainability initiatives on social media as they work to reduce environmental impacts.

In closing, social commerce is exploding with more and more brands joining to connect with customers. As social platforms continue improving their shoppable features, businesses have an opportunity to get creative and build communities through valuable content and online experiences. The future of social shopping is now. What do you think? Let me know in the comments!