
SOCIAL COMMERCE

Bridging the Gap to Connect with
Contemporary Consumers

A whitepaper by



CONTENT

Introduction:

Leveraging Likes into Loyalty _____ 03

Isolation Today for a More Social Tomorrow:

A Summary of Social Commerce at Present _____ 04

Centralised Centennials:

The Latest Generation of Social Consumer _____ 07

Leading Social Platforms and Their Advantages: _____ 10

Proven Strategies for Maximising Social Commerce: _____ 22

Channel Influencer Marketing into Ecommerce Transactions _____ 23

Shoppers Trust User-Generated Content More than they Trust You _____ 26

Integrating Social Networks with your Webstore _____ 28

Conversational Commerce and Enhanced Support _____ 30

Conclusion:

A Social Society for the Future of Ecommerce _____ 31



LEVERAGING LIKES INTO LOYALTY

Now, more than ever before, is the time for ecommerce merchants to acknowledge a growing need to diversify sales channels – with social media at the forefront.

The expectation for convenience and engagement is on the rise, and a fluid understanding of where and how to captivate a young and demanding audience is the only way to capitalise on the tremendous purchasing power of the centennial generation and beyond.

It's the time for creating conversations amongst your audience, reinforcing relationships with customers, and leveraging likes into loyalty. This is the use of social networks as channels to promote and sell products and services online – it's time for social commerce.

ISOLATION TODAY FOR A MORE SOCIAL TOMORROW: A SUMMARY OF SOCIAL COMMERCE AT PRESENT

Early this year, something began that would change the consumption and use of social media forever. Without stating the obvious, being confined to one's home has a tendency to force humans to crave social connection. And where would they find it without visiting that long-forgotten place known as "outside"? Well, social media, of course.

Pre-pandemic, almost [4 billion internet users spent time on social media](#)¹. Since then, Statista estimates that [around 45% are now using social media and messaging applications significantly more](#)². That's almost half of the planet's already 4-billion-strong netizens now more laser-focussed on their computers and mobile devices than ever before.

In fact, research shows adoption is still growing rapidly. [Worldwide user numbers have surged by more than 10 percent over the past 12 months](#)³, with an average of more than 1 million people starting to use social media for the first time every single day since this time last year.

So what does this mean to the ecommerce community? It means an unprecedented audience to which we can market our products or services via social platforms. **It also means a shift in the entire landscape of buyer behaviour due to the necessity of buying online.**

1 <https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>

2 <https://www.statista.com/statistics/1106498/home-media-consumption-coronavirus-worldwide-by-country/>

3 <https://datareportal.com/reports/more-than-half-the-world-now-uses-social-media>

45% people are now using social media more than pre-pandemic period.

As of June 2020, data submitted by SEMrush and compiled by Statista estimates [traffic to online retail sites to have increased by almost 6 billion⁴](#), with average visitors surpassing even last year's peak holiday periods.

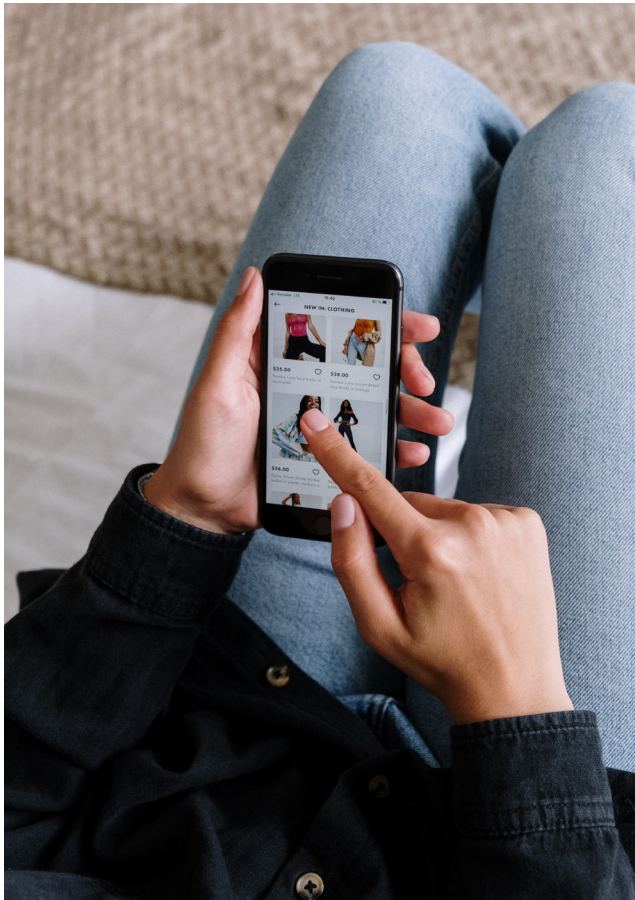
More traffic means more sales, from basic necessities to more luxurious “retail therapy” purchases.

The fact that purchasing behaviour is shifting online is evident in the news, in the closing retail spaces, in the ‘new normal’ – and in the hearts and minds of consumers. And amidst all the senseless debates, celebrity worship, and fake news inherent on social media is one thing: ecommerce opportunity.

Social media platforms can be as divisive and polarising as the dominant demographics using each of them. Understanding these distinctions is the key to harnessing the selling power of each, and capitalising on the youngest generation of buyers’ – millennials – excessive use of social media.



⁴ <https://www.statista.com/statistics/1112595/covid-19-impact-retail-e-commerce-site-traffic-global/>



There are many aspects to social commerce – from hashtagging to livestreaming – that are less explored than more conventional ecommerce methodologies. **We'll go into some of the core and emerging social commerce practises in this paper, including:**

- Capture your target audience's attention and boost sales through influencer marketing
- Earn trust and increase reputation by encouraging and highlighting user generated content
- Create a seamless journey by integrating social networks with your branded webstore
- Get creative with chat channels for enhanced support and conversational commerce

Figuring out which best suit your business and executing a coordinated strategy will deliver the results you need. Let's take a closer look.

CENTRALISED CENTENNIALS: THE LATEST GENERATION OF SOCIAL CONSUMER

Did we all suddenly get old?

Nope. The fact is that the younger generations have always been quicker to adopt new trends and habits. Add to this a global pandemic, ubiquitous internet penetration, and disposable income and the centennial generation is poised to become a force of nature within social commerce. These centennials (i.e. Gen Z) – people under 25 years of age – currently [represent more than 50% of the world's population⁵](#). They also

have increasingly prominent purchasing power and lead in time spent online.

Succeeding the millennial generation in the late '90s, centennials are the first generation to be considered true digital natives, with technology and social networking pervading nearly every aspect of their lives. Their willingness and ability to embrace new trends and innovations makes them ideal subjects for creative social marketing techniques and ecommerce developments.

The fact is, we've created a “need this now” culture and centennials are embracing it with open arms.

50% of the world's population is under 25 years of age.



To centennials, “technology is not a consumer item but a tool that facilitates access to communication, exchange, education and entertainment⁶”. **The beauty of social commerce is that it merges these activities seamlessly into the buyer journey.**

The main goal for any social commerce practitioner should be to generate sales through increased brand awareness. What better way to achieve that recognition than to meet the next generation of consumers precisely where and how they spend most of their time?

⁶ <https://www.glocalthinking.com/en/millennials-vs-centennials>

Some key advantages as they relate to social commerce and centennial internet habits are:

- Intimate relationship building through brand social presence
- Regular social engagement means authentic and public user generated content – think reviews, photos, comments, etc.
- Massive global reach, especially when leveraging all major social platforms simultaneously
- Accessible and easy-to-digest content in shorter formats

Knowing how to engage with this younger audience, and understanding what drives them to purchasing decisions is a key in future-proofing your ecommerce business. As the world becomes more scary and confusing, maintaining growth for your webstore doesn't need to be. **The first step is to start familiarizing yourself with the largest social platforms so you can decide which are worth the most marketing effort for your brand specifically.**





LEADING SOCIAL PLATFORMS AND THEIR ADVANTAGES

We've established that the majority of internet users also regularly use social media. We've also identified that the latest generation of consumers uses it as an extension of their everyday life. The opportunity for ecommerce here can't be ignored, so being familiar with each major platform will make you more confident in how to best strategize for social commerce growth.

Each social platform appeals to unique audiences that require a nuanced approach to optimisation for ecommerce, along with tools and features that are better suited to some more than others. There are also platforms that are more prevalent in APAC that should be a focus for e-tailers within the region.

Understanding your audience and how to adapt your marketing efforts to the user bases on each platform is the elixir for successful social commerce.

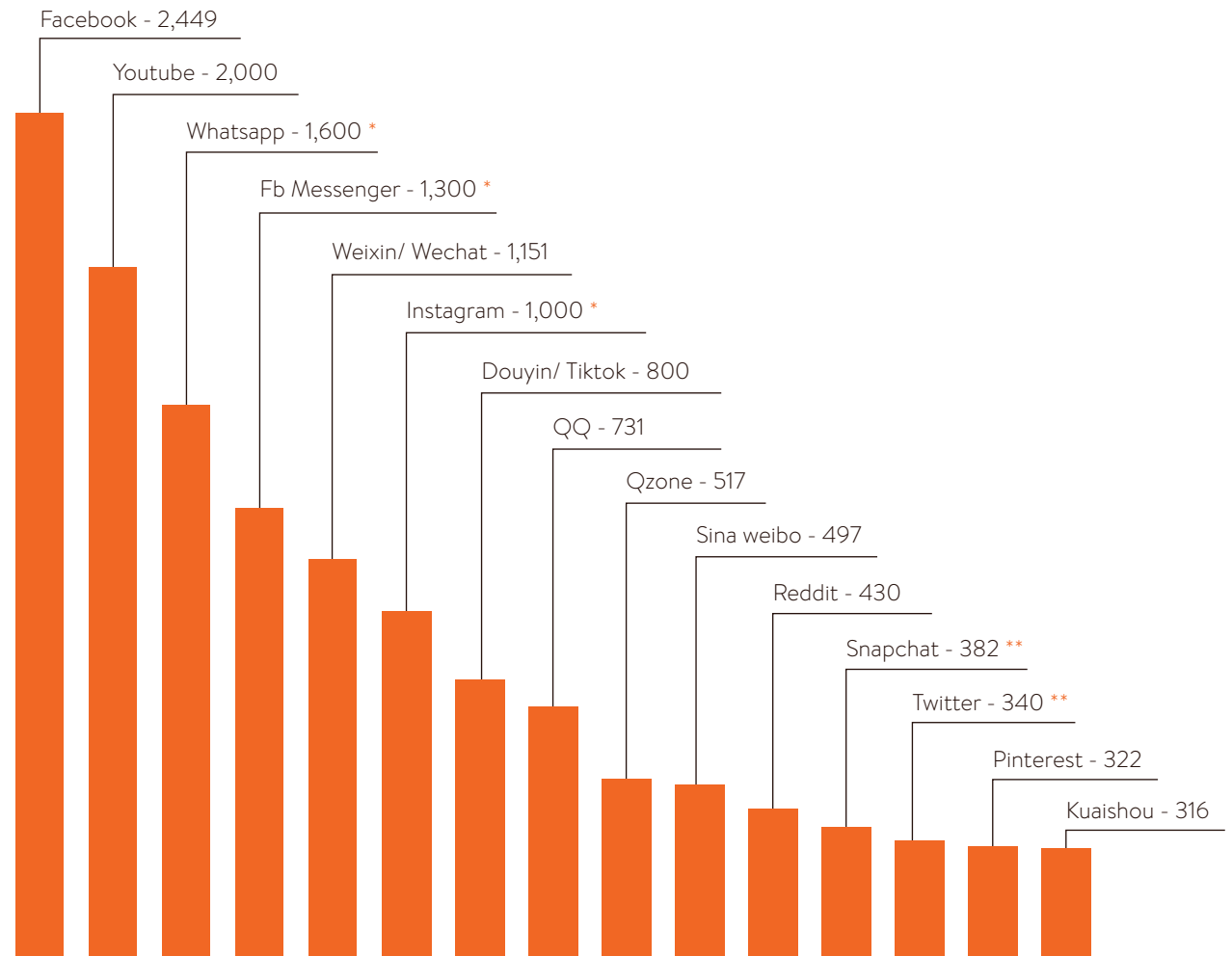
Let's now examine the most popular social commerce channels, and the tools and advantages they offer to online merchants. [\(Next page\)](#) For more than a decade, Facebook has been leading the social media crusade.

JAN 2020

The world's most-used social platforms

Based on monthly active users, active user accounts, advertising audiences or unique monthly visitors (in millions)

Note: Monthly Active Users (MAU) are estimates.



Data Updated To:
25 January 2020

SOURCES: Kepios analysis; company statements and earnings announcements; platforms' self-service advertising tools (all latest available data). **NOTES** platforms identified by (*) have not published updated user numbers in the past 12 months. platforms identified by (**) do not publish MAU data. figures for twitter and snapchat use each platform's latest advertising audience reach, as reported in each platform's self-service advertising tools (january 2020).

FACEBOOK



Social Commerce Advantages

- **Facebook shops**
- **Excellent branding through business pages**
- **Massive audience and reach**

Dominant Markets

Global

Because of its popularity and resulting resources, the platform is typically an innovator and first-adopter of internet trends – including ecommerce.

This all-encompassing social juggernaut has a place for any and all industries and businesses.

Monthly Active Users

2.5 Billion

To better equip ecommerce brands in the face of COVID, they've expedited the launch of their [Facebook Shops²](#) feature. While Merchants have long been able to integrate their webstores with Facebook, this is the next step in a self-contained, feature-rich storefront directly on the platform itself.

⁷ <https://www.facebook.com/business/shops>

INSTAGRAM



Social Commerce Advantages

- **Native Instagram Store**
- **Haven for influencer marketing**
- **Highly engaging ads**

Dominant Markets

Global

There was a time when Instagram was considered ancillary to the mighty Facebook as far as social platforms went. Nowadays, many prefer it as it allows them to follow their favourite users and communities through easily-consumable photo and video content, while still closely integrating with FB.

Monthly Active Users

1 Billion

Influencers of all niches have found a natural home on Insta because of the ability to easily advocate for products through photo and short video. This presents a valuable opportunity for ecommerce marketers as well, but more on that later.

TIKTOK (DOUYIN)



Tik Tok

Social Commerce Advantages

- **Predominantly young (centennial) audience**
- **Top-tier targeting and flexible advertising**
- **Influencer and content marketing**

Dominant Markets

China, Global

TikTok became available worldwide in 2018 after merging with Musical.ly. The concept is that users create short looping lip-sync, dance, comedy and talent videos of up to one minute in length. The explosion in popularity stems from the built-in editing tools that give these short videos an exciting and highly engaging appeal.

Monthly Active Users

800 Million

TikTok brings massive content and influencer marketing potential to ecommerce. Through [branded hashtag challenges](#)⁸, refined biddable targeted advertising, full-screen advertisements and more, ecommerce marketers can gain exposure to a huge audience largely composed of younger buyers.

⁸ <https://www.tiktok.com/business/en/inspiration>

WECHAT



Social Commerce Advantages

- **Mini-programs allow users to shop without leaving the app**
- **Enormous reach throughout China and APAC**
- **Built-in payment services**

Dominant Markets

China

WeChat boasts a wide range of functions from messaging, social media and digital payments. This app is omnipresent in China and extremely popular throughout Southeast Asia.

WeChat uses “[mini-programs⁹](#)” to offer users the ability to book events, order food delivery, purchase products, and pay all without leaving the application

Monthly Active Users

1,2 Billion

itself. The benefit is the accessibility and social sharing aspects of these mini-programs, but only few top retailers have utilised these opportunities so far.

For digital retailers with wide customer bases in APAC, it’s worth learning everything they can about how mini-programs can extend their influence and drive sales.

⁹ <https://wechatwiki.com/wechat-resources/wechat-mini-program-epic-tutorial-guide/>

WHATSAPP



Social Commerce Advantages

- **Intimate connection with customers**
- **Smart ads redirect to WhatsApp**
- **Easily keep your customers in the loop**

Dominant Markets

Global

There are only 25 countries on the planet where WhatsApp is not the top messaging application¹⁰. That's a tantalizing chance for online retailers to engage with one of the largest audiences on the globe on a regular basis.

WhatsApp, another Facebook subsidiary, allows users to send text and voice messages, make voice and video calls, and share images, documents, locations, and other media.

Monthly Active Users

2 Billion

For ecommerce, the WhatsApp business API¹¹ is designed to engage with users seamlessly. WhatsApp is used as a powerful support tool, to trigger outbound messaging like order and payment confirmations, and can be configured so customers that click on ads on other social platforms will be redirected to WhatsApp.

¹⁰ <https://www.messengerpeople.com/global-messenger-usage-statistics/>

¹¹ <https://www.whatsapp.com/business/api/?lang=en>

LINE



Social Commerce Advantages

- **Most popular in Japan and Thailand**
- **LINE Pay and LINE Shopping integration**
- **Ideal for marketplace sellers**

Dominant Markets

**Japan,
Southeast Asia**

LINE is a free messaging application with some similarities to the aforementioned WeChat and WhatsApp platforms, but this doesn't mean ecommerce merchants should discount its importance. LINE dominates the Japanese, Thai, Taiwanese and Indonesian markets as the go-to social messaging platform. At its foundation, it is a service through which users can share instant messages, documents, photos and other media.

Monthly Active Users

220 Million

The LINE Shopping feature acts as an intermediary where users can purchase a wide assortment of items from major ecommerce marketplaces without having to leave the app. LINE Pay makes it easy to follow through with these purchases securely and efficiently as well.

SNAPCHAT



Social Commerce Advantages

- **Dynamic, attention-grabbing ads**
- **Primarily younger demographic**
- **Flexibility in how to display content**

Dominant Markets

**North America,
APAC**

Snapchat introduced a new perspective to multimedia messaging by introducing filters and lenses to temporarily-available photo and video content. It's arguably most responsible for the massive shift to mobile-first social media use, and encourages users to interact with virtual stickers and augmented reality objects – leading to significant popularity among younger users.

Monthly Active Users

360 Million

The largest opportunity for ecommerce brands is through Snapchat's 'dynamic ads'. These include Story Ads accessed through the 'Discover' feed. These appear as sponsored posts that take advantage of Snapchat's visual-centric nature. The remaining two are Snap Ads, which are full-screen and allow users to swipe up to visit your branded website, and Collections, which are the most product-friendly of the three because they allow you to display several products with additional real estate for related products.

KAKAO



Social Commerce Advantages

- **Completely dominant in the Korean market**
- **Direct connections with customers**
- **Native payment and store features**

Dominant Markets

South Korea

In South Korea, there's no question as to which social messaging platform is on top. Like WeChat in China and LINE in Thailand, Kakao has managed to integrate itself into Korean's lives in ways far beyond instant messaging.

Gaming, payments, and of course shopping are all focusses for the Korean social networking giant. The ecommerce entity, aptly named Kako Commerce, has created a unique ecommerce ecosystem stemming directly from the messenger app. Users can purchase gifts through the marketplace Talk Gift, which boasts

Monthly Active Users

50 Million

an ever-increasing catalog of products, and discover coupons and discounts for group purchasing through Talk Deals. All purchases can be made in-app using Kakao Pay.

Aside from impressive advertising potential, KakaoTalk Store allows merchants to run a fully functional store from within the messaging app, with a heavy emphasis on directly connecting customer and seller. This engagement is encouraged through the use of conversation through instant messaging.

PINTEREST



Social Commerce Advantages

- **Personalised recommendations based on users specific interests**
- **Highly visual and shareable product pins**
- **Purchasing directly though the Pinterest website**

Dominant Markets

North America

Pinterest should be a first consideration for visually-driven brands that have invested in product photography and presentation. Using 'pinboards', images are displayed as collections of themed images.

As the website gained inevitable attention from online retailers, features have been added to enhance selling potential and user experience. "Rich Pins" display

Monthly Active Users

320 Million

product details and information, "Product Pins" allow users to purchase products directly through the Pinterest site, and most recently product catalogs and personalised shopping recommendations have been added. The "Verified Merchant Program" also seeks to provide more peace of mind when shopping or selling on the platform.

LINKEDIN



Social Commerce Advantages

- **Professional branding**
- **High credibility when compared to other platforms**
- **Designed to help businesses and professionals**

Dominant Markets

**North America,
Europe, APAC**

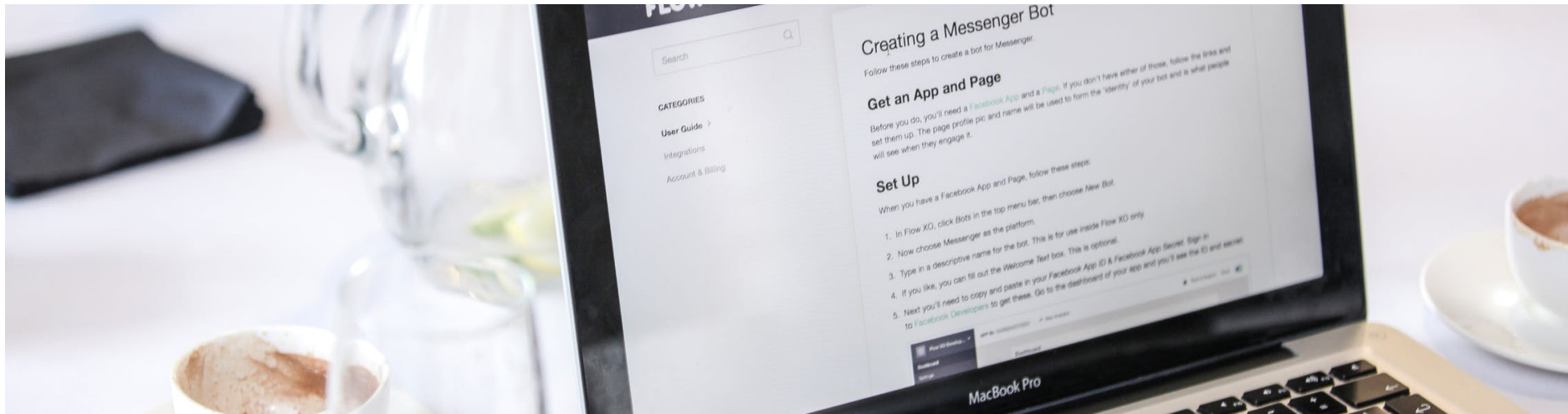
LinkedIn prides itself on appealing to a more professional user base, and brands itself as so. Profiles are far more geared towards displaying one's professional achievements, and LinkedIn functions as an online job board where employers can post vacancies and job seekers can respond accordingly. LinkedIn can also be a powerful branding tool for businesses, and can contribute to a more refined presence among more discerning audiences.

Monthly Active Users

310 Million

What this platform lacks in fundamental ecommerce features, it makes up for in how your brand will be perceived to potential customers, partners and competitors beyond the centennial demographic. LinkedIn is also optimised to match businesses with individuals that have interest within their niche or scope of business.

Successful marketers know how to creatively utilise every channel to drive awareness.



PROVEN STRATEGIES FOR MAXIMISING SOCIAL COMMERCE

The booming social media landscape presents incredible potential, but understanding how to best apply it in an ecommerce business sense is what leads to the best results.

As mentioned before, a nuanced approach is required. The correct strategies are highly subjective to the industry and audience whose attention and imagination you wish to capture.

The trick is, ultimately, to apply the right strategy at scale. For example – and bear in mind this is only one strategy among many – a brand new ecommerce site would have a difficult time acquiring endorsements from celebrity or mega influencers, but would most likely find success in enlisting the advocacy of a greater number of micro or nano social influencers.

With that in mind, let's discuss some of the popular and emerging ways to take advantage of social media and how they'll drive growth for your ecommerce brand.

CHANNEL INFLUENCER MARKETING INTO ECOMMERCE TRANSACTIONS

Let's start by explaining influencer marketing. This is a quintessential social commerce strategy:

- [49% of consumers¹²](#) depend on influencer recommendations
- Influencer marketing campaigns earn [an average of \\$6.50 for every dollar spent¹³](#)

Firstly, an influencer is a trusted social presence with a loyal (and substantial) following. Maybe they create engaging content that appeals to niche markets, maybe they're an amateur fashion model – but actually it's difficult to summarize because influencers come in all shapes and sizes.

“[Influencer marketing involves a brand collaborating¹⁴](#) with an online influencer to market one of its products or services. Some influencer marketing collaborations are less tangible than that – brands simply work with influencers to improve brand recognition.”

Basically a brand pays someone with an exceptional reputation in a certain industry – or an army of loyal followers – to advertise their product or service to their audience. **The added credibility or “clout” of influencers vouching for a brand has a tremendous psychological effect on their viewers/followers to then make a purchase from that brand.**

49% of consumers depend on influencer recommendations.

¹² <https://digitalmarketinginstitute.com/blog/20-influencer-marketing-statistics-that-will-surprise-you>

¹³ <https://digitalmarketinginstitute.com/blog/20-influencer-marketing-statistics-that-will-surprise-you>

¹⁴ <https://influencermarketinghub.com/what-is-influencer-marketing/>

The Emergence of Livestream Selling

In the same vein but not quite traditional influencer marketing, livestreamers with immense viewership are a growing force in the social commerce game.

Case in point:

Huang Wei, a 34-year-old Chinese streamer, presents an almost-nightly livestream to tens of millions of viewers. What does she sell? Just about anything – [and her audience spends millions of dollars per show.](#)¹⁵

Selling via livestream is growing in popularity around the world, too. Streaming has grown way, way beyond the niche it once was, and [can you guess the primary demographic? Centennials](#)¹⁶.

Add this into the mix when you're figuring out your influencer marketing strategy and you'll likely find opportunities that might have previously been ignored. Livestreaming has grown far too much to be overlooked, even if it's not yet center-stage in social commerce.

This is one of the most effective ways to appeal to impressionable centennials that devote themselves to their favourite online personalities. In fact, [70% of teens trust influencers more than regular celebrities](#)¹⁷. When this type of audience sees their idols directly advocating for a product or service, or possibly more subtly having said product appear in their content, the impact is huge.

Influencer marketing isn't only restricted to the younger demographic, however. For more discerning audiences, an influencer with a lot of authority in a certain niche will have the same effect.

70% of teens trust influencers more than regular celebrities.

¹⁵ <https://www.bloomberg.com/features/2020-viya-china-livestream-shopping/>

¹⁶ <https://restream.io/blog/live-streaming-statistics/>

¹⁷ <https://digitalmarketinginstitute.com/blog/20-influencer-marketing-statistics-that-will-surprise-you>

So what should you consider when introducing influencer marketing to your social commerce strategy?

Budget: This goes without saying. Make sure you diversify and test results before blowing your whole ad budget on influencers.

Tier of Influencer: We touched on this above, but the gist is that you don't want to spend an extravagant amount of your budget on one massive influencer when the potential of attracting the segmented audiences of multiple smaller influencers will likely be a better use of resources.

Brand Alignment: It goes a long way to ensure the influencer you pick is aligned to the values and purpose of your brand. This means when they share your offer, it's more genuine and authentic.

Audience: Choose influencers with the right audiences that align with your brand. If the product doesn't appeal to the people that are exposed to it, any advocacy from the influencer will ultimately fall on deaf ears. Be smart and research influencers before deciding which to approach with a marketing proposal.

Authenticity: Today's young customers have a very clear idea of what they believe as authentic and good. A social conscience of both brand and influencer is expected by most Centennials. Influencers have to represent the brand they are selling credibly, which also means that there must be an agreement over which other products, services and beliefs an influencer is promoting.

Discounting: Brands will often offer a unique discount through the use of a code or limited offer to the audiences of influencers advertising their products. Here's a chance to get creative and make a fantastic first impression, which will be far more likely to foster loyalty among those customers.

SHOPPERS TRUST USER-GENERATED CONTENT (UGC) MORE THAN THEY TRUST YOU

Consumers trust no one more than their peers. In fact, [85% of users find visual user generated content¹⁸](#) (UGC) more persuasive than brand photos or videos.

What's the first thing you usually do when considering buying something online? Sure, you might familiarise yourself with its features and pricing and ponder how it might benefit your life, but I guarantee you'll also be looking at what other people that have bought the item have to say.

Reviews are a mighty trust trigger and add huge credibility to your brand and product. These are just one example of how user generated content encourages purchasing. Discerning audiences nowadays are unwilling to simply "take your word for it" – they want confirmation from people just like them that this product is a safe bet, and that customers are proud of their purchase.

85% users find visual UGC more persuasive than brand photos or videos.

BRANDS ARE WISE TO GET CREATIVE WITH:

Subtly highlighting UGC where it matters most. Think homepages to product pages to social media galore. Best to avoid being ostentatious, though – display it where it will have impact and doesn't force it down the viewers throats.

How they incentivise customers to create UGC. Nobody is going to waste their time contributing when they don't feel like they're getting something out of it. Make them feel like they're getting involved and enjoying themselves.

The second one is massive. You'll need to give your audience a reason to take time out of their day to engage with comments, photos, videos, etc. How can you do this? There are a ton of fun ways that are proven to work:

Host contests on your social pages. Everyone loves a good contest. Think of something fun and relevant to your brand/product and watch the audience go wild.

Use hashtags. Hashtags are great for making a campaign recognisable, especially when combined with visual aspects like taking a photo with the product.

Reward and engage with your audience. This doesn't always need to be discounts or monetary rewards. People love to be heard, and simply highlighting the top responses in social posts or responding to comments is a great way to do this.

Ask engaging questions. This works great on social. Just ask a question that gets them excited and watch the comments flood in.

INTEGRATING SOCIAL NETWORKS WITH YOUR WEBSTORE

There are many ways to establish a seamless connection between your main site and your social channels. These go a long way in encouraging customers to engage with your brand and add a trust factor to the overall experience.

There are two key elements to all social commerce integrations that retailers should keep in mind:

Customer-centricity

Social commerce is incredibly powerful, and as such it has to be seen in the context of an overall integrated omnichannel experience. A retailer can only hope to be truly customer-centric if a customer feels that all contact points and data center around her or him. Making sure that social commerce channels are integrated to the same systems that drive the webstore and other experiences is key to this. You will not want your social commerce channels to display different products, prices or multimedia assets than your webstore or other channels.

Process-centricity:

The flipside to a customer-centric organization is the ability to manage multiple channels including social commerce and the webstore through a unified backend commerce system. Otherwise, duplicated processes and responsibilities across multiple channels lead inevitably to a diverging channel strategy, which then leads to inaccuracies across channels and worst, internal competition rather than collaboration.

The two most prominent ways to integrate a webstore with social media channels is through social share/like buttons and Single Sign-On (SSO). These are, however, only the most basic integrations and social networks such as Wechat, LINE, Facebook and others provide much more extensive integration opportunities including mini-apps, payment, promotions and recommendations, and centralized data management.

Adding Social Buttons to your Ecommerce Site

If a visitor comes across one of your amazing product pages and it makes such an impact that they wish to show it off to their own network, make it easy for them! There's almost zero chance they would go out of their way to copy the URL and share it the old-fashioned way, so embedding social sharing buttons directly on the page allows them to quickly broadcast that product to their social media community.

This works great for not only product pages, but blogs, images, reviews, and more. A customer that is willing to share your content and product of their own free will is an invaluable asset to your brand that needs to be nurtured.

Remember: every like and share is compelling social proof that your products are worth people's attention.

Implementing Single Sign-On (SSO)

So your customers found a product they want to rave about to their friends and followers, but when they try to share it, they're faced with an excruciating log-in process. Uh oh.

SSO is a user authentication method¹⁹ that lets visitors utilise sharing features with a single set of sign-in credentials – often with just one click. They share, identify themselves, and voila.

Offering personalised experiences to your customer is the key to gaining loyalty as well. Letting them sign-in to your webstore is a tremendous way of enhancing this experience.

CONVERSATIONAL COMMERCE AND ENHANCED SUPPORT

Online customers – especially millennials – have been conditioned to not want to wait long for assistance. Social channels deliver the optimal way to interact with them rapidly, conversationally, and effectively.

Take email as a comparison. Though this is an excellent avenue for keeping customers informed, if they happen to reach out and it takes ages to receive a response, guess what? They're most probably going to abandon their purchase altogether – and they won't forget that negative experience.

Remember the “need this now” culture mentioned earlier? This plays precisely into it.

So consider email as more of a one-directional marketing effort, rather than a plausible customer service/support

channel. The key here is interaction and making the customer aware that you're there to hear them out and assist them directly. Make sure they feel special, supported, and secure. This is the way to nurture loyalty on a consistent basis.

This concept has come to be known as “conversational commerce” within the ecommerce community, meaning that using instant social messaging for customer service, support, and even as a marketing channel is becoming more valid with changing times.

So the next challenge is how to make sure your customers can reach you at any given time. This can get messy because ecommerce is global. We're not just talking single timezones any more, and many ecommerce businesses simply can't afford to sustain a global remote support team.

Have no fear. Chatbots are an emerging trend for the three purposes stated above: customer service, support, and marketing.

These AI-driven programs are becoming ever more sophisticated. So much so that it can be difficult to distinguish between a bot and a real person. The best part is they're available at all times and will respond to customer queries instantly and are designed to interpret requests, find efficient solutions and even promote (cross-sell, upsell, etc) additional purchase options in a tactful way.

To summarise: stop relying fully on traditional support channels. Encourage your customers to connect with you on social media and implement the best solution to ensure you're able to assist them as quickly as possible. Support them conversationally.

A SOCIAL SOCIETY FOR THE FUTURE OF ECOMMERCE

The COVID pandemic has manifested a more radical influence on purchasing behaviour than ever before. It's self-evident that the internet is and will continue to be the impetus for permanence during these times of industry and societal change.

Social networking will endure. Ecommerce will endure.

Online retailers need to go beyond marketing conventions and push real connections with their audiences. These memorable interactions build interest, brand advocacy builds a community, and that following will consistently encourage new adopters and loyal buyers alike.

Remember, the key advantages of social commerce are:

- Intimate relationship building through brand social presence
- Hyper-specific insight into preferences and personalisation
- Rapid, easy purchasing from different platforms
- Authentic and public user generated content
- Accessible and easy-to-digest content
- Massive, diversified global reach

Social commerce is a multi-faceted approach, and requires a thoughtful and steadfast commitment. The risk of alienating an audience is very real, but if sellers stay the course – remaining consistent and creative – they will have no problems capitalising on the ever-closer connection between social networking and online shopping; the blend of human social psychology and buying behaviour.



Magento Commerce

Magento Commerce, part of Adobe Experience Cloud, is the leading commerce solution for merchants and brands across B2C and B2B industries and was recently named a leader in the 2019 Gartner Magic Quadrant for Digital Commerce.

Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences.

Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America.

Magento is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace.

More information can be found at www.magento.com.



isobar commerce

With a market presence of more than 10 years, Isobar Commerce specializes in consulting, designing and implementing e-commerce platforms and solutions of omnichannel online stores for medium to large, international, B2B and B2C companies across Asia Pacific, with offices and teams in Hong Kong, Singapore, China, Taiwan, Japan, Korea, Thailand, Australia and New Zealand.

Isobar Commerce is a globally leading solution partner with all major e-commerce platforms and ecosystem – including Adobe Commerce & Magento, Salesforce B2C and B2B Commerce Cloud and SAP Commerce, as well as the complete Salesforce and Adobe suite of products including Adobe Experience Platform, Experience Manager, Campaign and Target, and Salesforce's Customer 360 Program including Marketing Cloud, Service Cloud, Sales Cloud and Mulesoft.

Isobar Commerce is a Global Platinum Cloud Alliance Partner of Salesforce, a Global Strategic Partner of Adobe and a Global Elite Solution Partner of Magento with a team of more than 250 certified e-commerce and omnichannel experts and consultants in Asia Pacific, collaborating closely with Isobars 1,500+ people in our Commerce practice globally.



A whitepaper by



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Based on the results from: Headless Commerce, Differentiating Your Approach To Experience Commerce Strategy, a white paper by Isobar