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The Buzzword is the Social Commerce



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What consumes your mind, controls your life! The phrase goes well when we talk about social media and its heavy usage in the present time. Till a few years back, when one heard of social media all they could think of was Facebook, a platform where anyone and everyone could connect with their family & peers irrespective of what part of the world they were in. With due course of time, Instagram, Twitter, Pinterest and other such social media platforms became an integral part of lives other than Facebook. But the most important aspect of our life which has been influenced the most by social media is our shopping habits and similar interests. Yes, we are talking about the trend of Social Commerce which has picked up the momentum in 2018! Social Commerce, as the term suggests is a form of online marketing that uses ecommerce functionality directly into social media platforms to drive sales.

Shopping has its own challenges for the buyer. People, in general want to know the peer reviews before they buy the stuff they are interested in. Doing so at shopping malls feels like a hefty task. And such customer behavior analysis has given birth to Social Commerce. The biggest and the most appreciated example is that of Buying and Selling at Facebook. On Facebook, the sellers can create a “Shop Now” option on the products that they are advertising. Recently, UberEats not only introduced their own ice-cream called Anti-Ageing Ice Cream via Facebook Ad but also added a link to pre-order it. This not only saves the time of the buyer to visit the website but also prompts them to make a purchase while not even intending to scroll Facebook newsfeed for it. A clever sale technique, indeed! The cherry on the cake is the introduction AI powered Facebook messenger chats where the user would need to type in their requirement and it would show the recommendations quickly. The perfect example of AI powered Facebook messenger shopping is that of Domino’s. All you would need to type in is “pizza”.

Apart from Facebook, Instagram, Twitter and Pinterest have also established themselves as a great example of Social Commerce. Talk about of Instagram and it is entirely based on Visual Content. Lately, apart from the pictures of friends and family, we have started encountering business pages where they prompt for “Install Now”, “Sign Up”, “Shop Now” and “Learn More” tabs attached to the posts. In fact, Instagram is considered a best platform to build a brand amongst the potential customers. A look at Sabysachi’s Instagram Account is a perfect example to understand how he has used Instagram to showcase his latest designs to the public. Similarly, Vajor an apparel and clothing brand has started selling their products via Instagram by simple adding a tab of “Buy Now” to their posts. Twitter is also not far behind in the race. It has teamed up with a good number of e-commerce websites who sells their products via a tweet.

However, Social Commerce comes with its own challenges. A report by Marketing Week 2017 tells us that 56% of the surveyed are following brands on social media to see products. While 35% of them are doing so to decide when they are going for shopping next and 41% says that they are there to see the product launches or the discounts being offered. There is also no doubt in the fact that Facebook is ruling the digital advertising industry, but the sellers are should be concerned about the purpose that these social media platforms are designed to serve. The purpose refers to connecting people with their peers and not the shopping websites. This induces a greater risk for all the online sellers where the competition is bottle-neck and there seems no sigh of relief. Watch out on how you are going to utilize the social media for your business.