



**The creative
performance
agency.**

A man wearing a dark cap and glasses is giving a thumbs-up gesture. He is positioned in front of a building facade with a grid-like pattern of windows or panels. The image has a dark, purple-to-blue color overlay.

Social Commerce

Leveraging the power of Social Media to grow online.

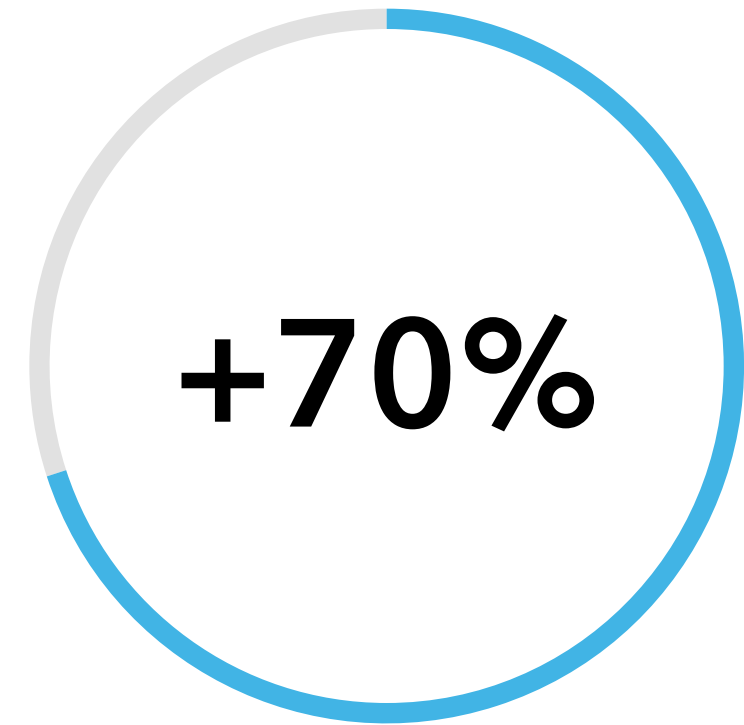


Context.

- ▶ Social distancing and enforced confinement are making connectivity even more important.
- ▶ People are spending more time than ever in front of their screen, turning to social platforms to stay connected with friends and family.

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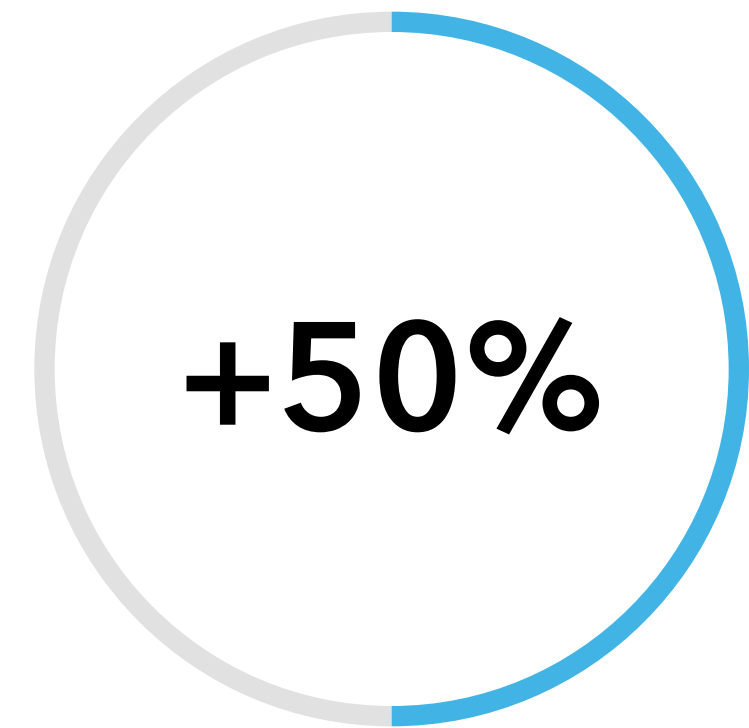


In Italy, time spent on Facebook has soared **70%**.

**Facebook
usage.**

Source : [Facebook, Marketwatch](#)

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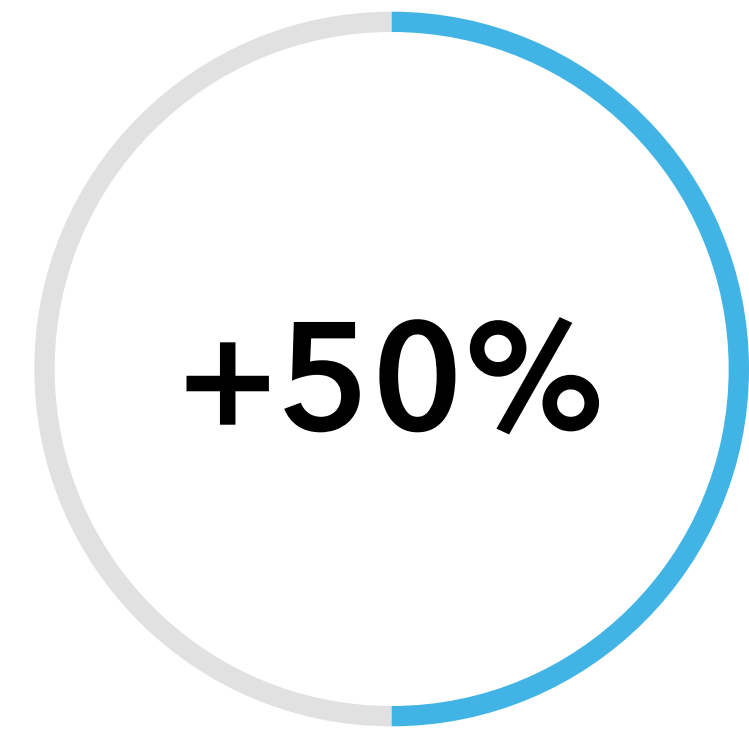


**Total messaging across
Messenger and WhatsApp
has increased 50%.**

Messaging.

Source : [Facebook](#), [Marketwatch](#)

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Number of users watching live video on Facebook has increased **50%**.

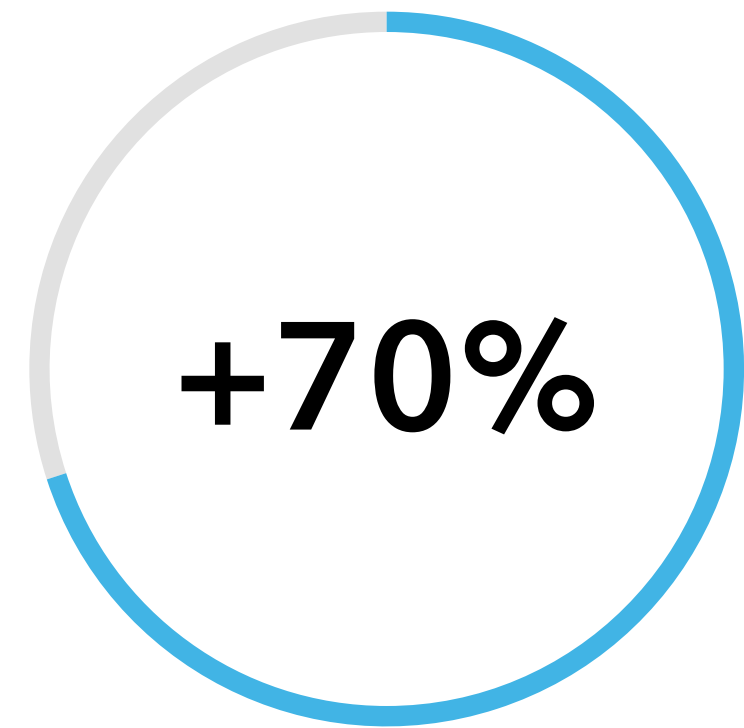
Source : [Bloomberg](#), [SEOjournal](#)

Live video.

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Live on Instagram.



surge in people using
Instagram Live compared
to February.

Source : *The Wrap*

This crisis is an opportunity for
Online Shopping



Boost in online shopping

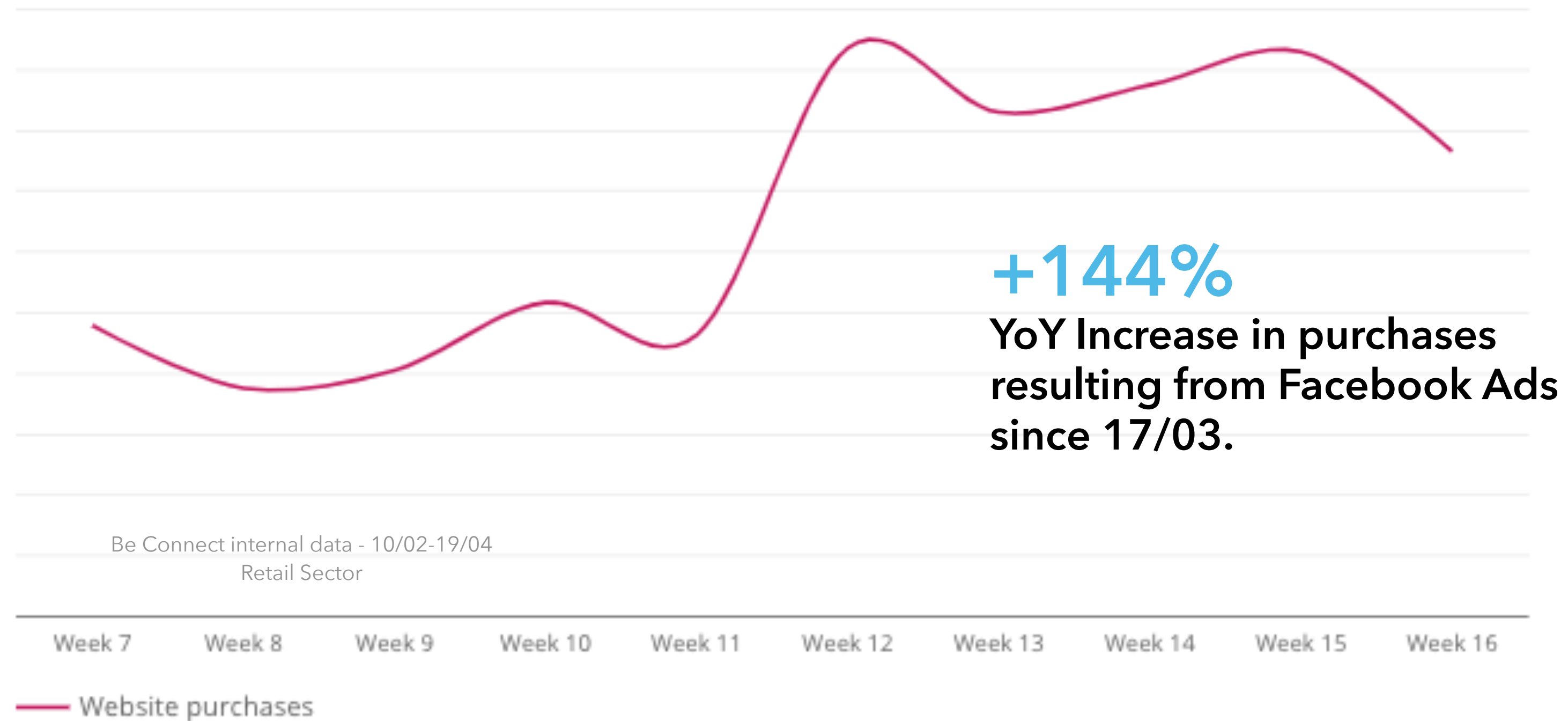
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In the EU-27 retail sales via mail order houses or the Internet in April 2020 **increased by 30%** compared to April 2019, while total retail sales diminished by 17.9%

Source : OECD

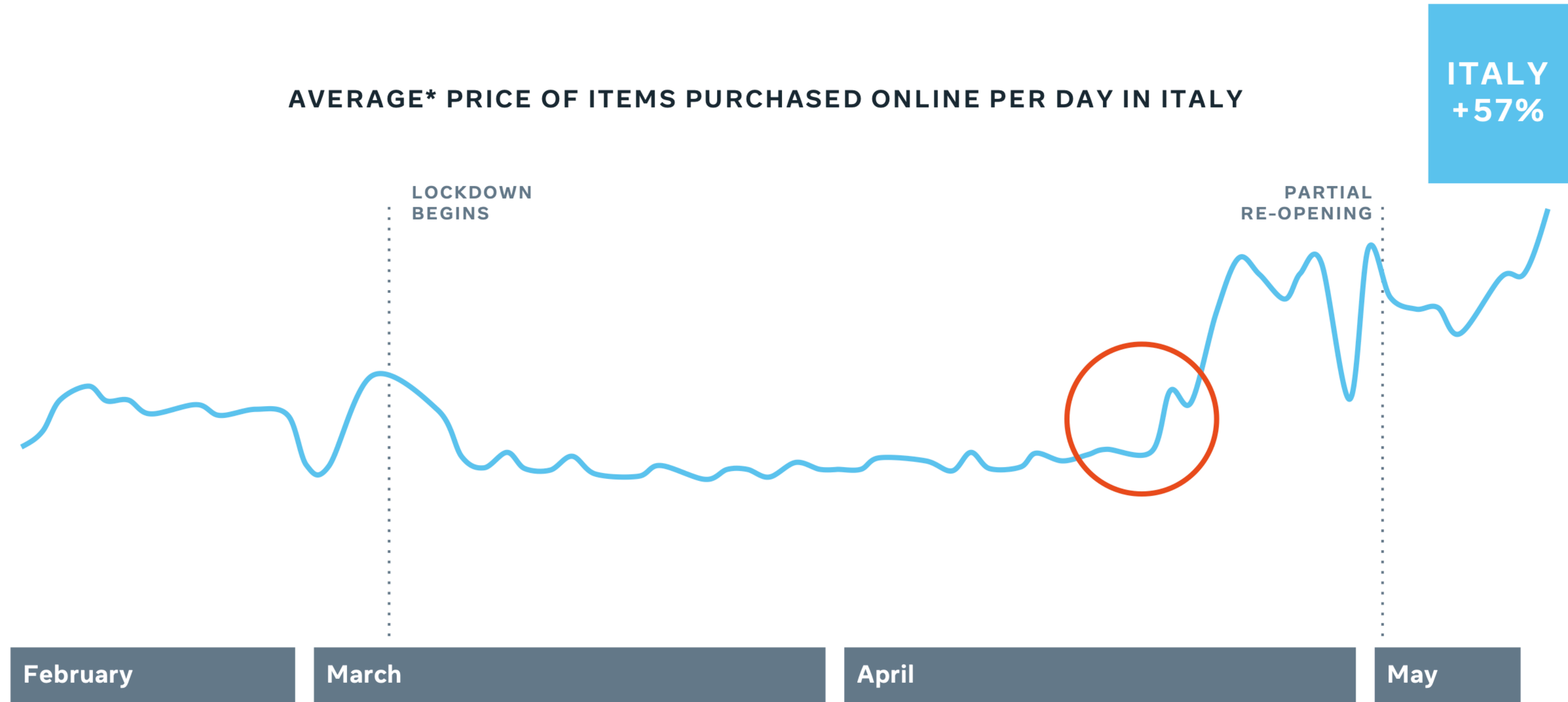
Impact on conversions in Belgium 🇧🇪.



INCREASED IN TRACKED PURCHASES

- ▶ Following the announcement of the containment measures, we saw a sharp increase in the number of conversions resulting from Facebook Advertising.
- ▶ Leading to a +144% YoY increase in purchases resulting from Facebook Ads.

The value has also been boosted.



Facebook IQ source: Facebook data, Feb 22-May 1, 2020. Analysis of Facebook pixel and app events data for ads shown to people ages 18+ on Facebook. *Average refers to median.

Coronavirus Impact: Expected Post-Outbreak Shopping Behaviors Among Internet Users in France, Germany and Italy, April 2020

% of respondents

	France	Germany	Italy
Digitally buy more for home delivery	17%	26%	32%
Digitally buy more for in-store collection	15%	9%	14%
Spend more time digitally browsing/researching before visiting stores	14%	18%	22%
Visit stores less frequently	23%	34%	29%
Spend less time inside stores	27%	35%	33%
Make more use of self-service checkouts	10%	14%	11%
None	41%	31%	30%

Note: ages 16-64

Source: GlobalWebIndex, "Coronavirus Research: Multi-Market Research Wave 3," April 29, 2020

255134

www.eMarketer.com

Source : eMarketeer

The pandemic has boosted ecommerce for good.

People say they will buy online more and visit stores less frequently.

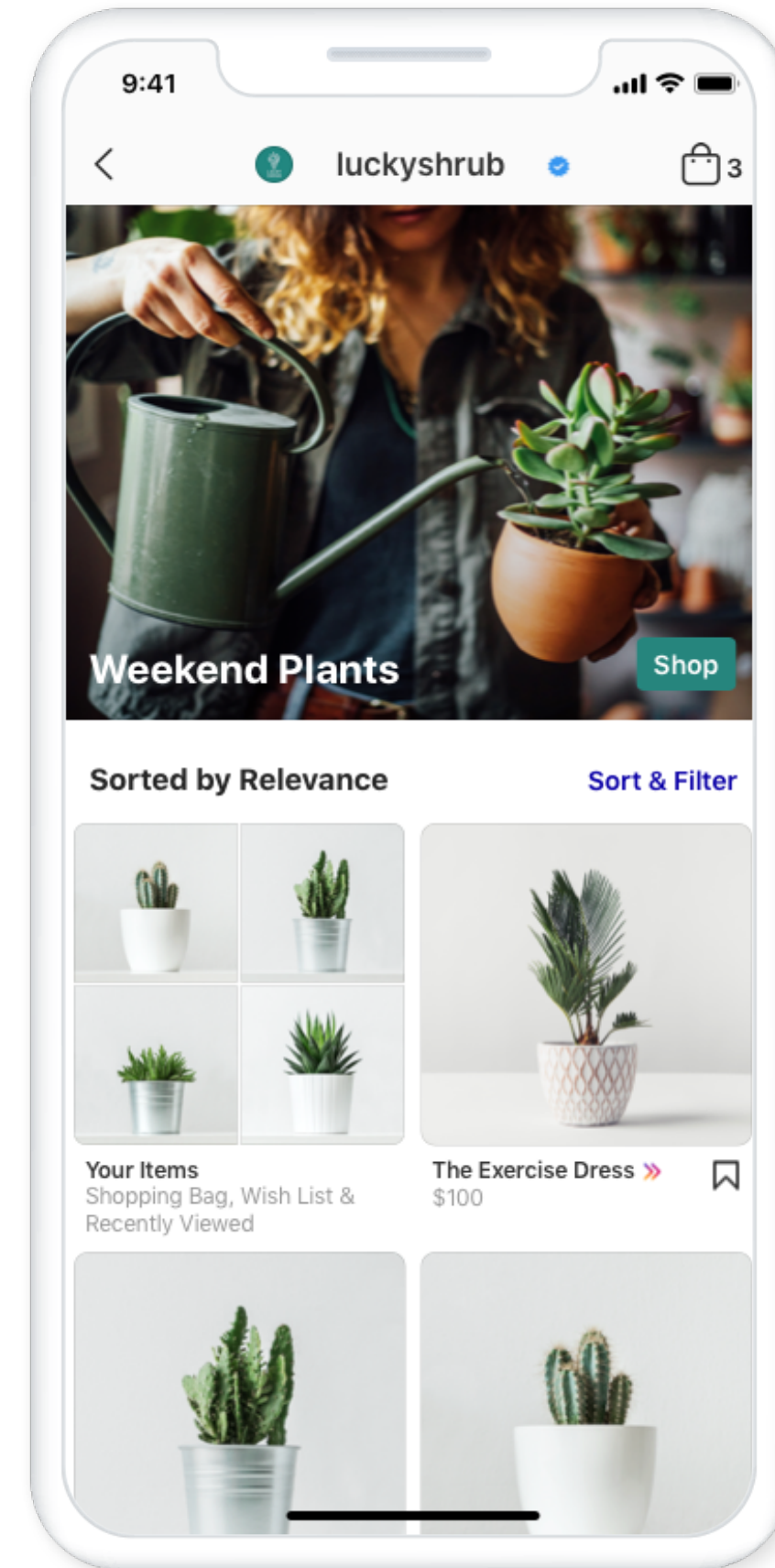


Social Commerce to grow online



What is Social Commerce?

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By definition, social commerce is a subset of e-commerce that involves social experience in shopping on the internet.

But lately, social networks such as Facebook, Instagram, and more have changed the definition by **bringing shopping experiences right where the audience socializes.**

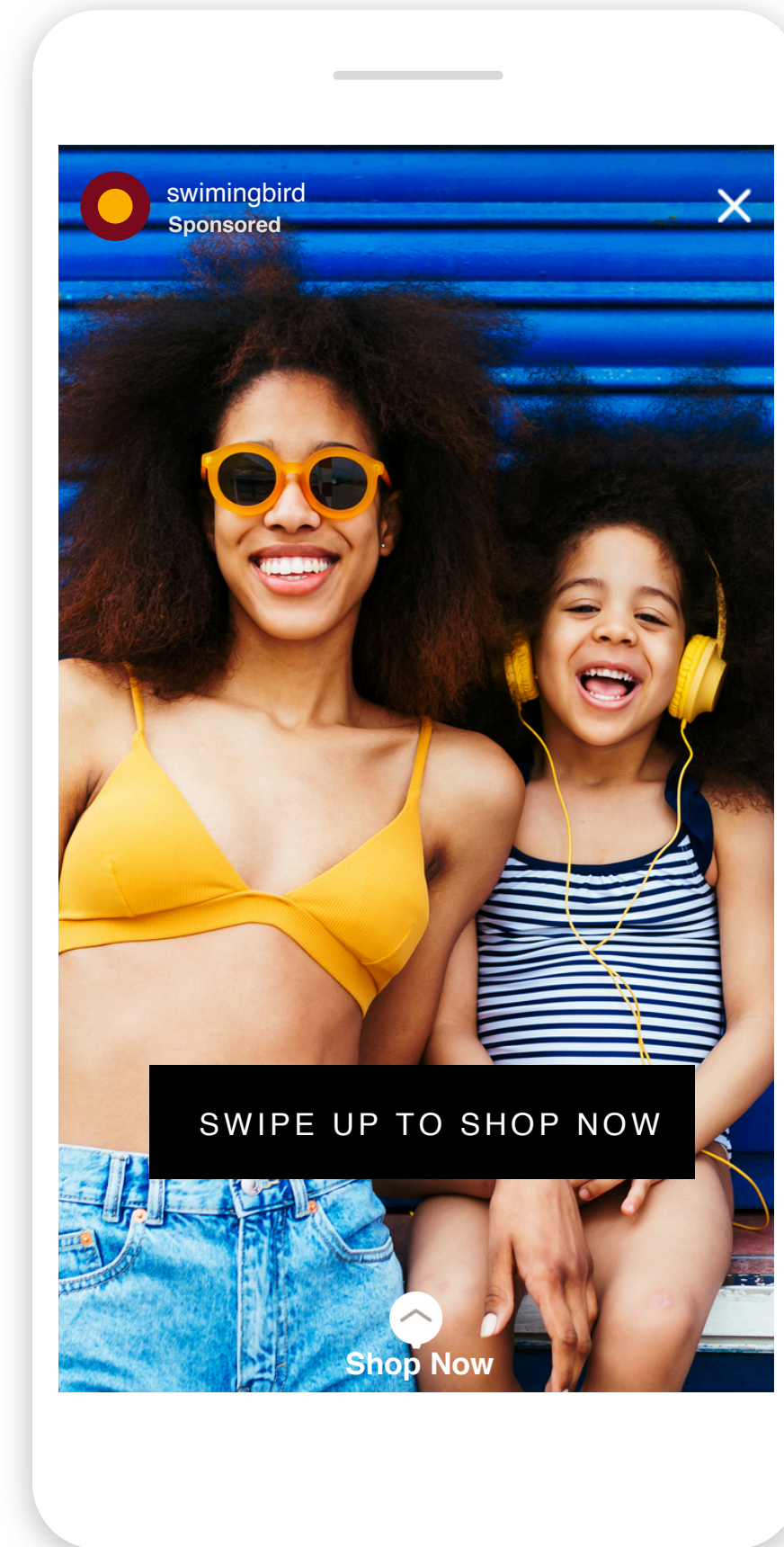
Essentially **allowing a transactional relationship** to take place between customers and sellers, enabled by social media.

Source : [Statusbrew](#), [Ogilvy](#)



Embracing a new reality

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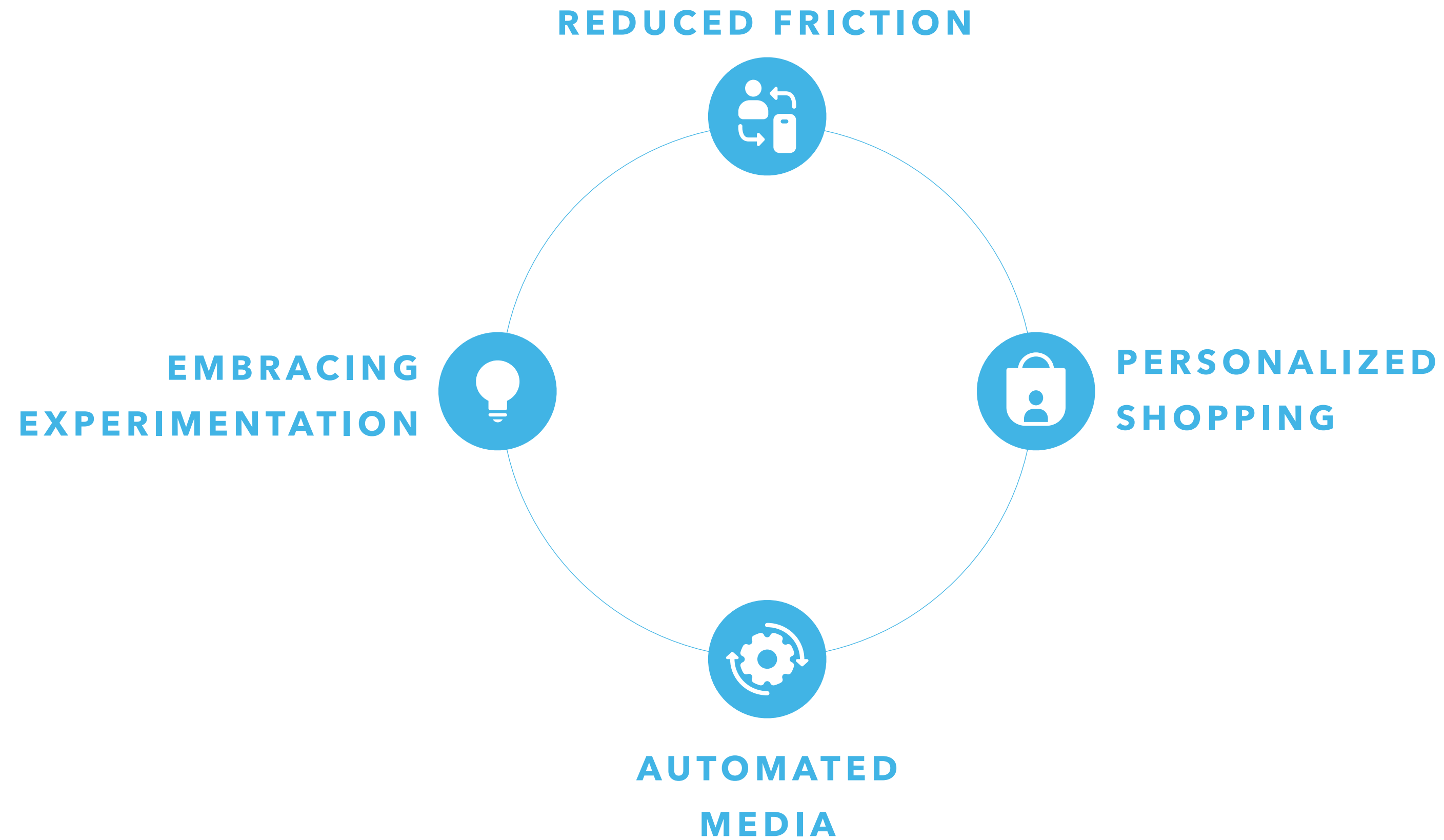


This boost of online presence unlocks the potential of Social Commerce faster than initially thought.

Social networks are **accelerating their R&D**.

All businesses need to rethink their strategies in order to fit into this post-pandemic retail landscape.

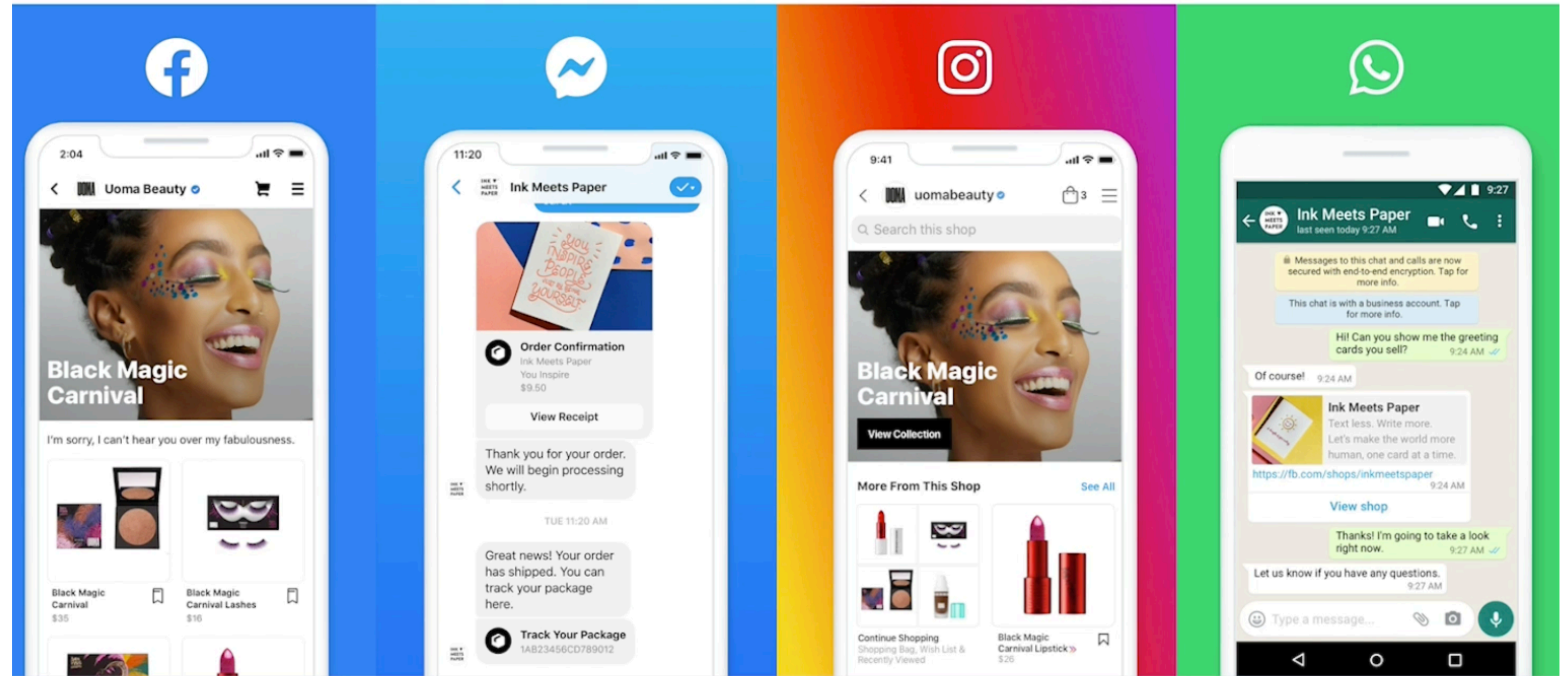
The fundamentals of Social Commerce





A unified shopping experience on Facebook

Reducing Friction



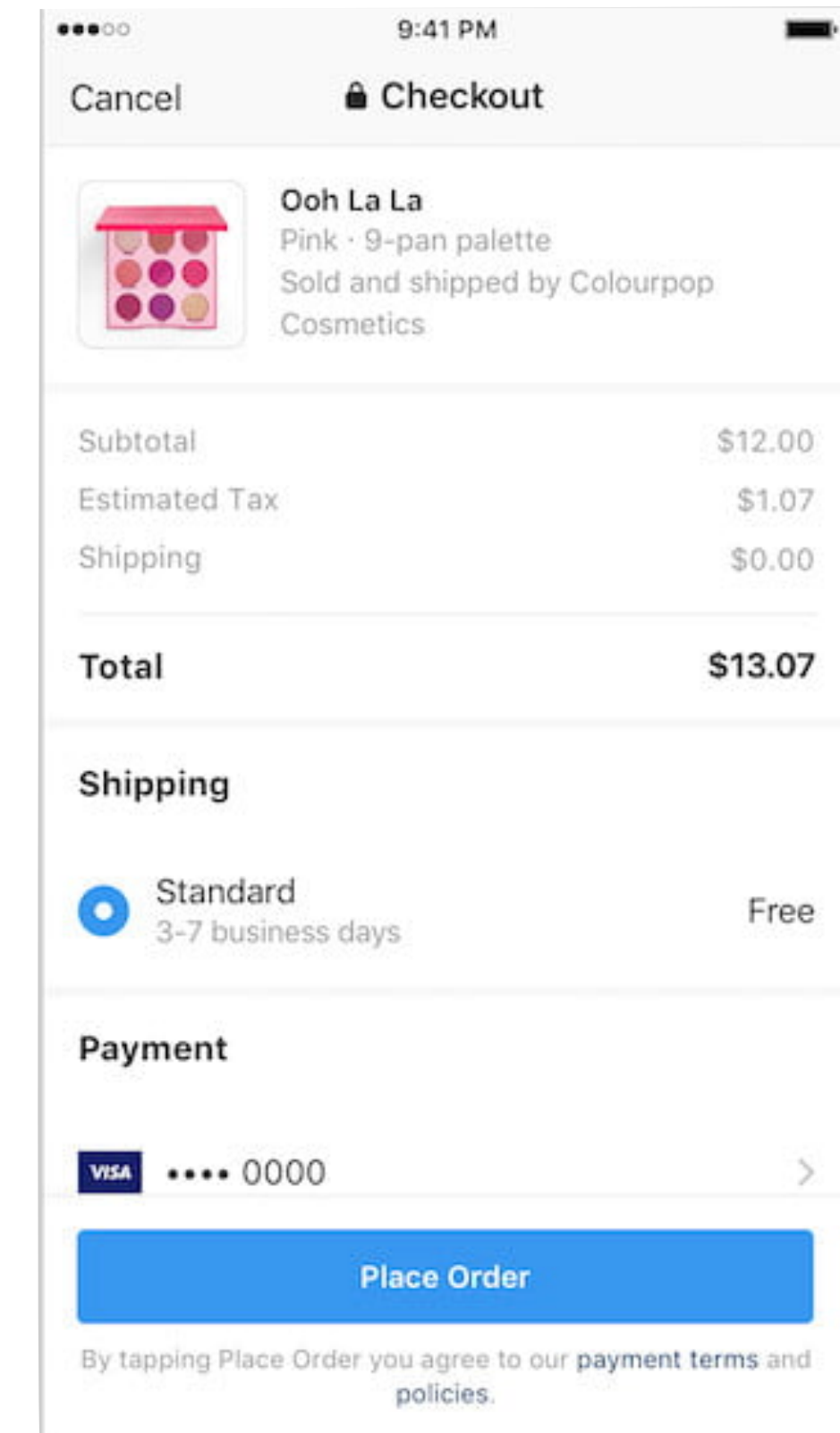
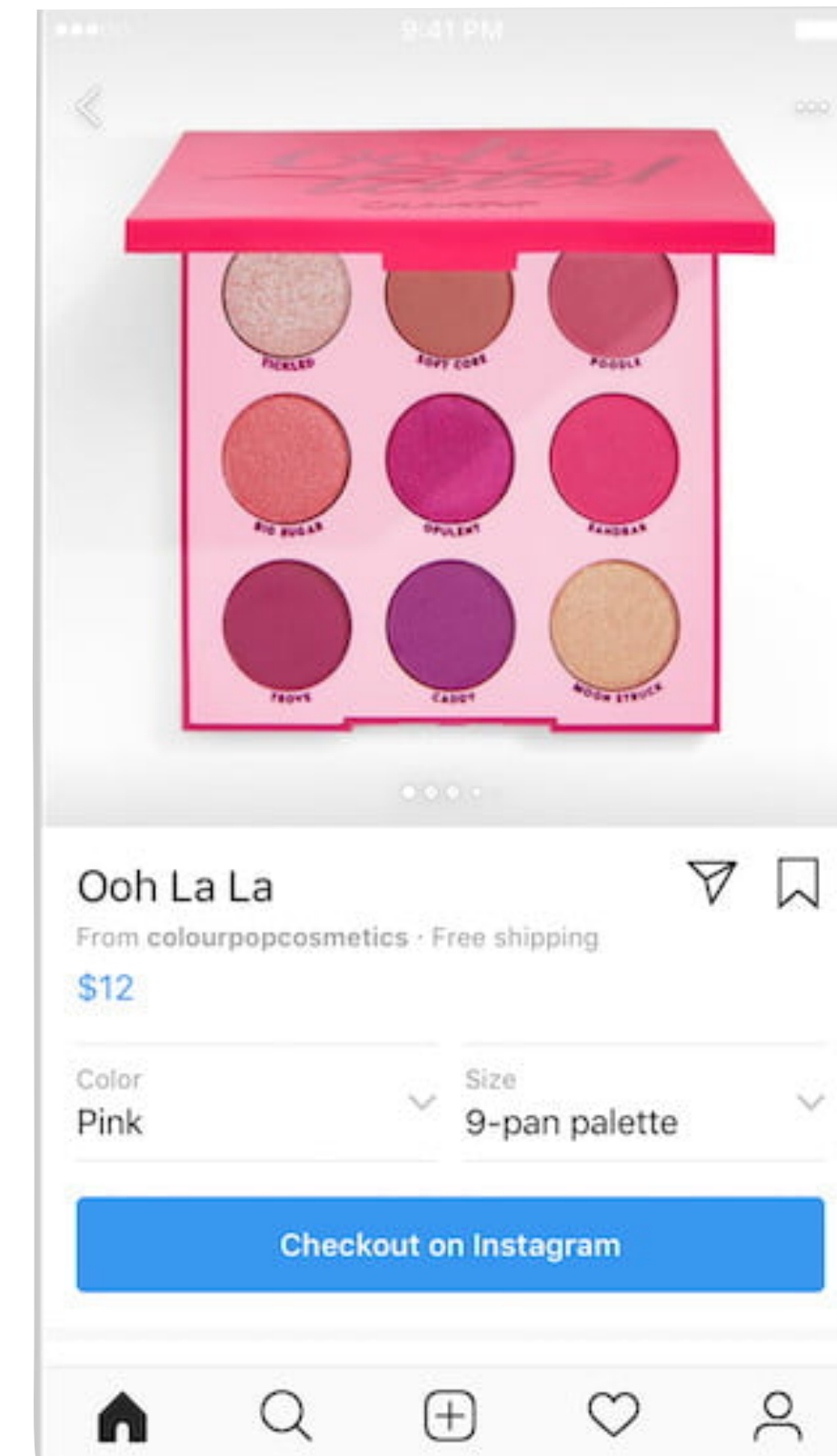
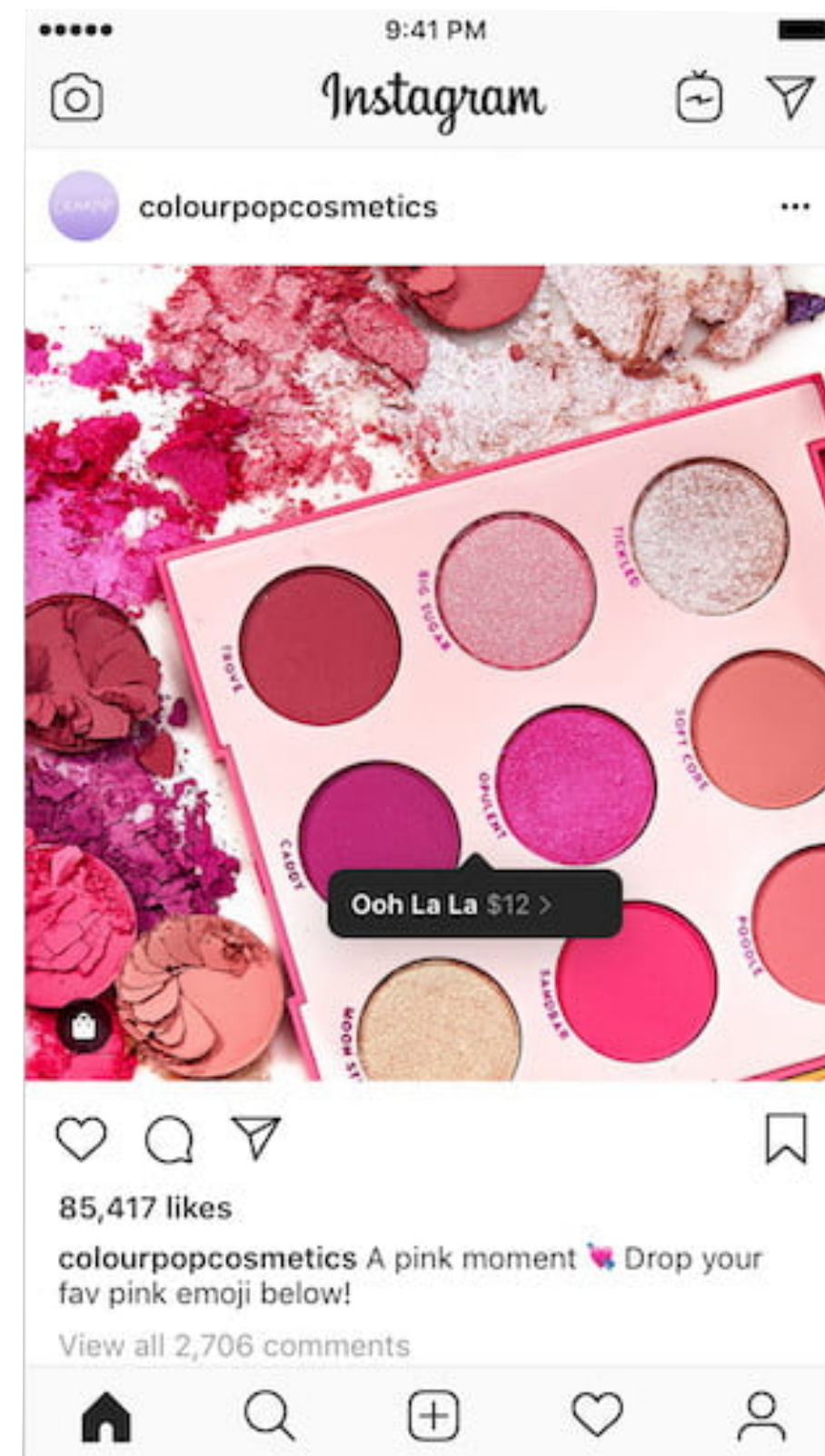
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Instant checkout on Instagram

Reducing Friction

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Visual product search on Snapchat

Reducing Friction

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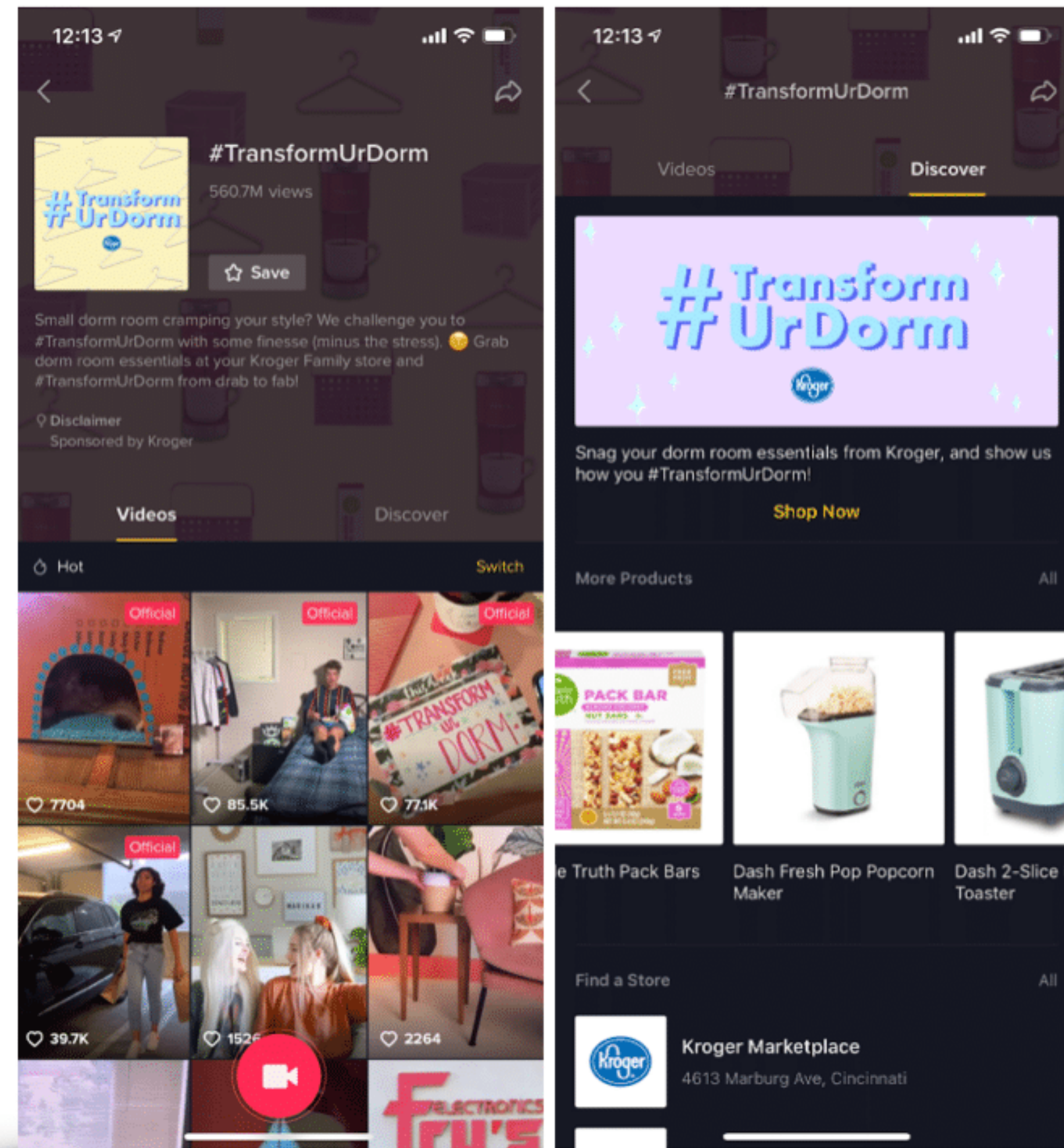




Buying products from a hashtag on TikTok

Reducing Friction

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Algorithms are acting as personalised product discovery machines.

Feroldi's
Sponsored · 🌐

Get FREE SHIPPING on our best selling oxfords, The Suede Derby. These versatile lace-up shoes can be paired with casual or dressier work attire.

FEROLDIS.COM
\$10 OFF YOUR FIRST ORDER [Shop Now](#)

108 21 Comments 14 Shares

Like Comment Share

Mode masculine
Loisirs
Cycliste
Ville
Bureau en banlieue

feroldis
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Deep in thought about your next pair of shoes?

TAKE OUR **#SHOEQUIZ**
SWIPE UP FOR MORE DETAILS

Artistique
Blogs
Quizz en ligne
Fashionista
Affinité avec la marque

[Learn More](#)

feroldis
Sponsored

NEW! **Comfort+ COLLECTION**

12-HOUR ALL DAY SUPPORT

[Shop Now](#)

345 likes

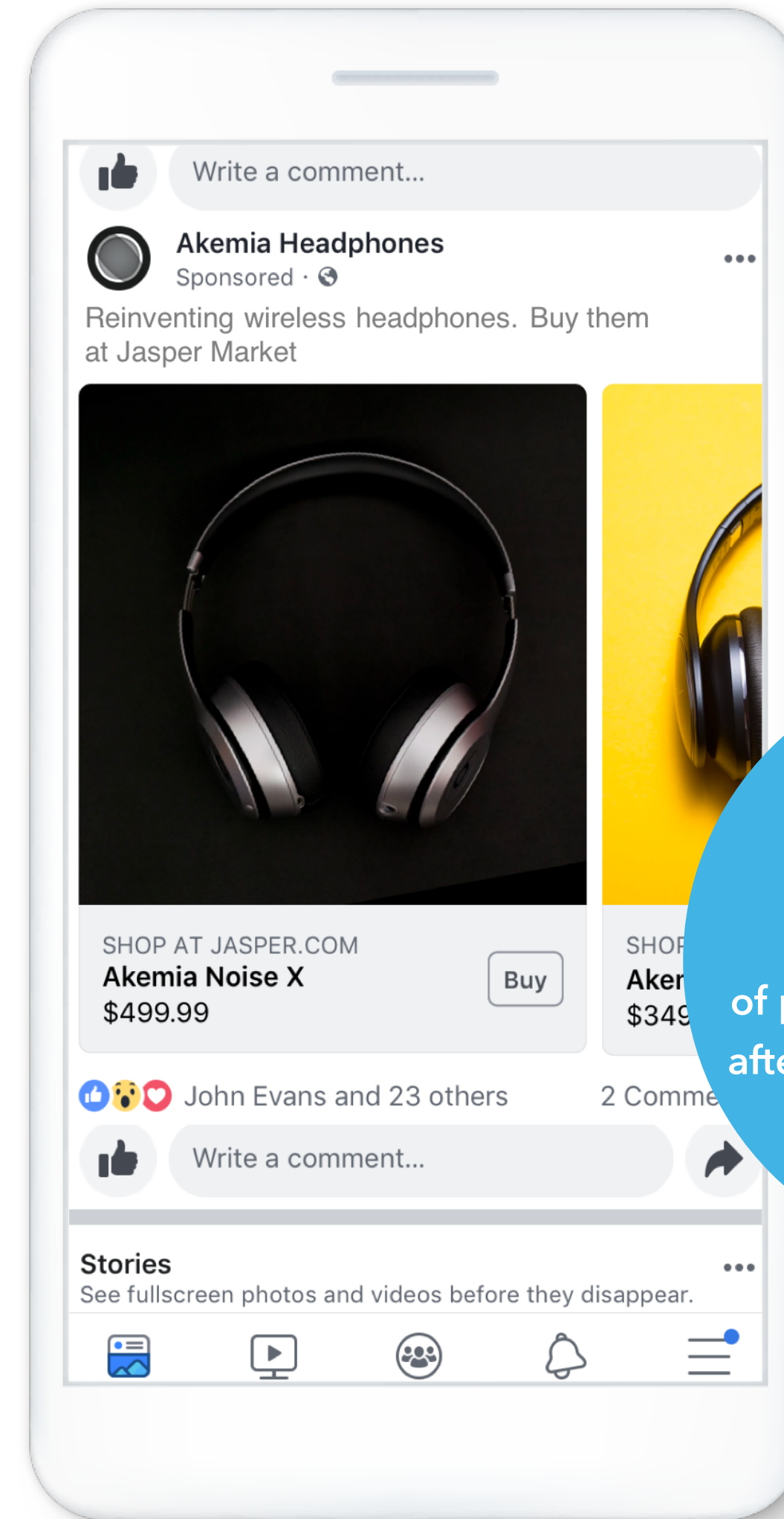
feroldis You're not dreaming—Our Comfort+ series are heels that you can comfortably up to 12 hours a day (not that we want you to).
[View all 8 comments](#)

Voyage
Soins de la peau
Marche rapide
Yoga
Organisation d'événements



Social Media is a place of discovery

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55%

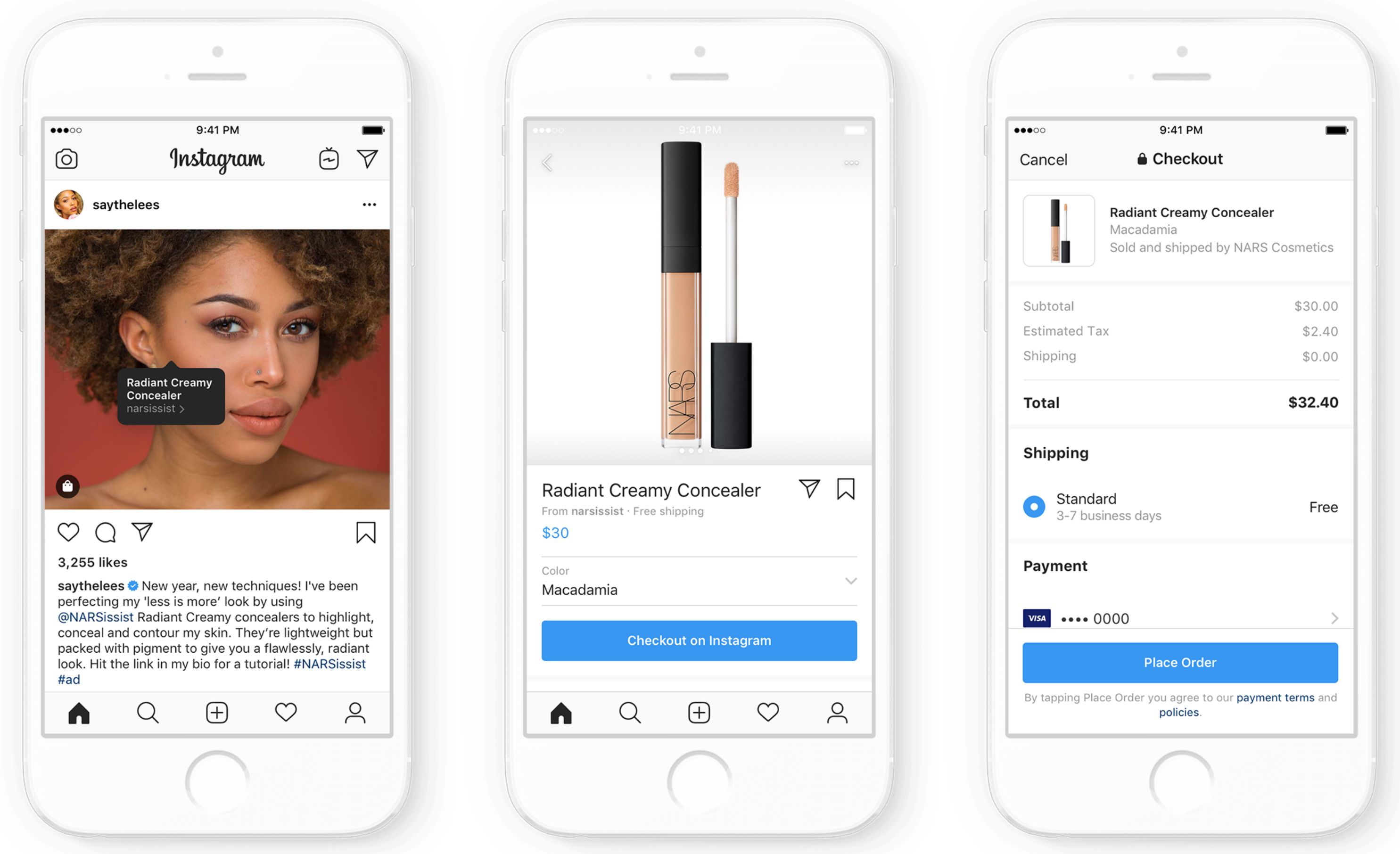
of people bought a product
after discovering it on social
media.



Social Media is a place of discovery

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Influential people contribute to the decision process, this is why social platforms are increasingly integrating influencer shopping features.





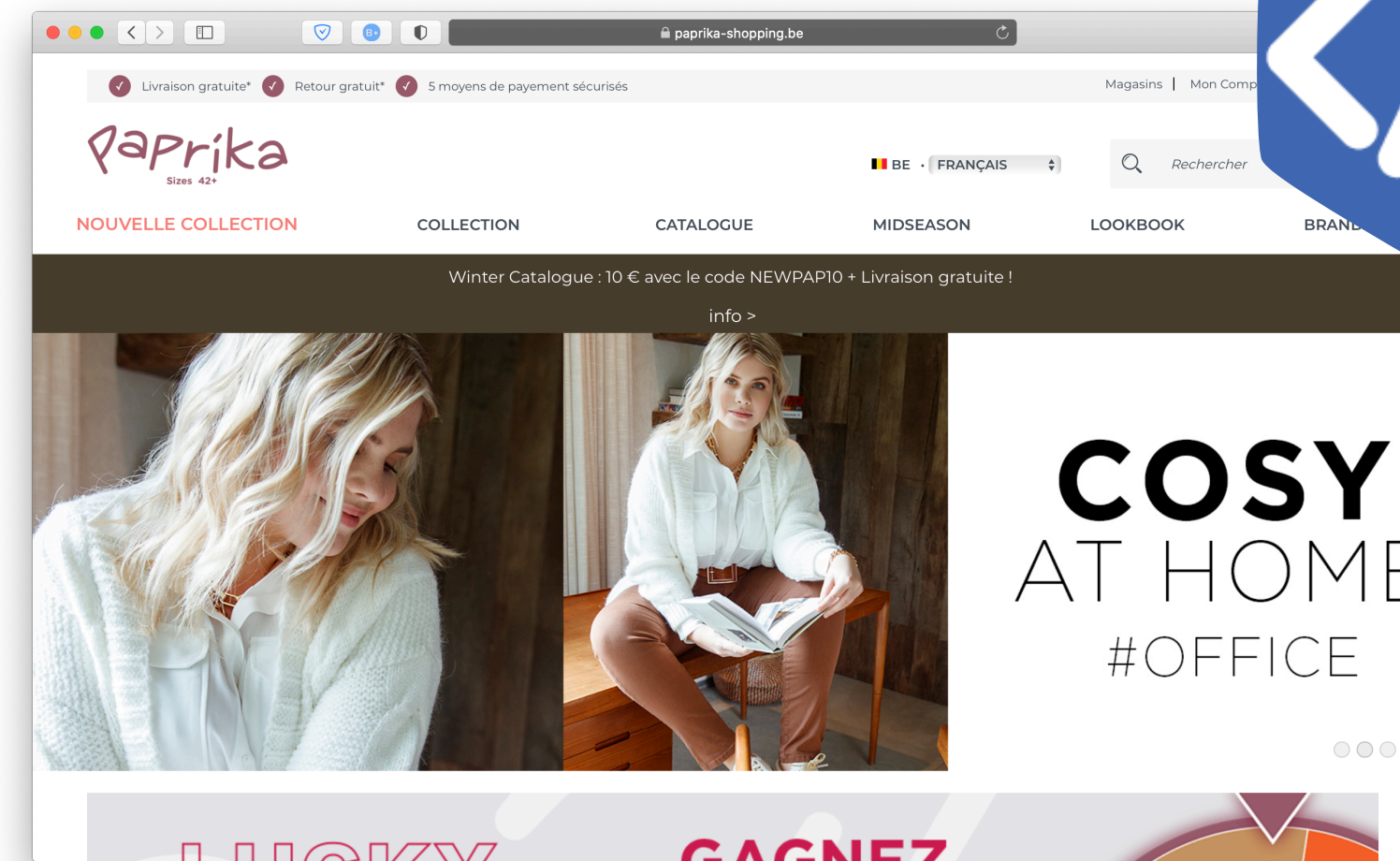
Social Media is a place of discovery

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Live shopping features are also being developed on Instagram.





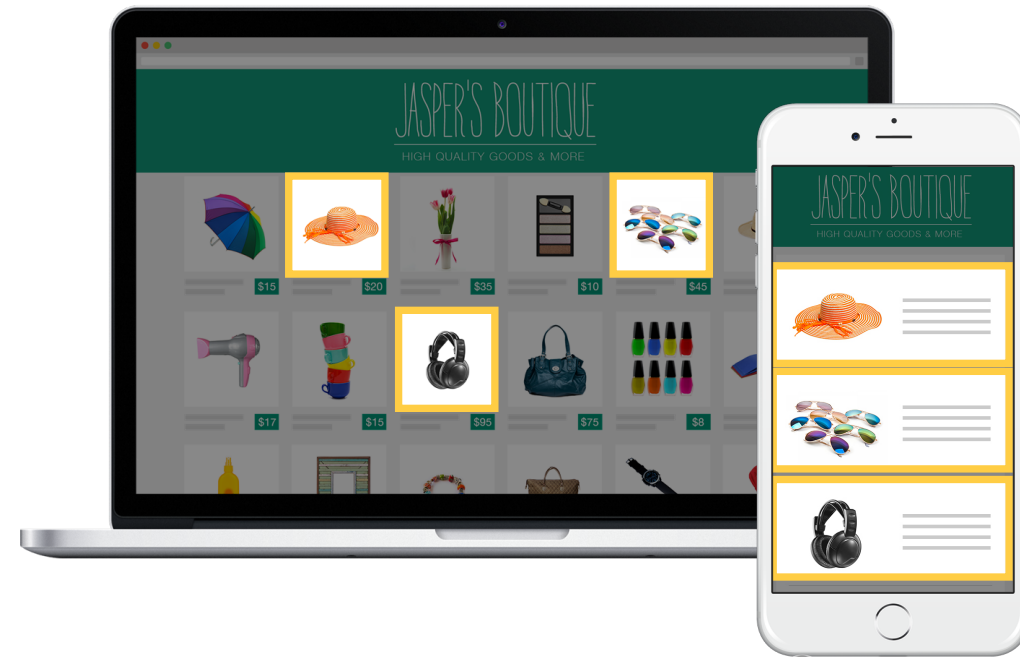
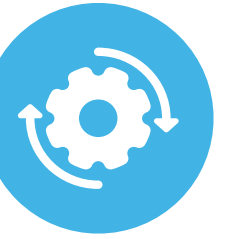
Personalise your approach.

Leverage your **data & analytics** and the power of targeting on social media to personalise your approach without being too intrusive.

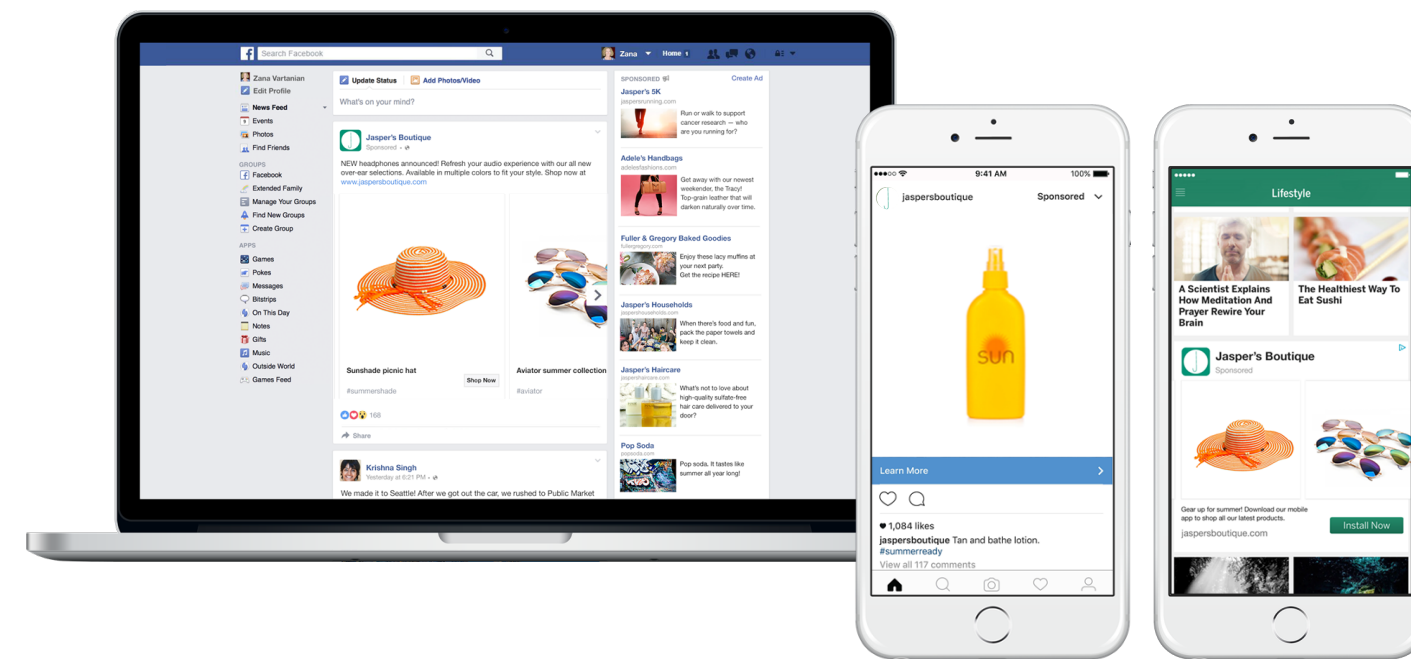
Track the behaviour of people **on your website** using Facebook's pixel.

Convert offline clients to online using custom audiences.

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Reach people with products they have already shown interest in



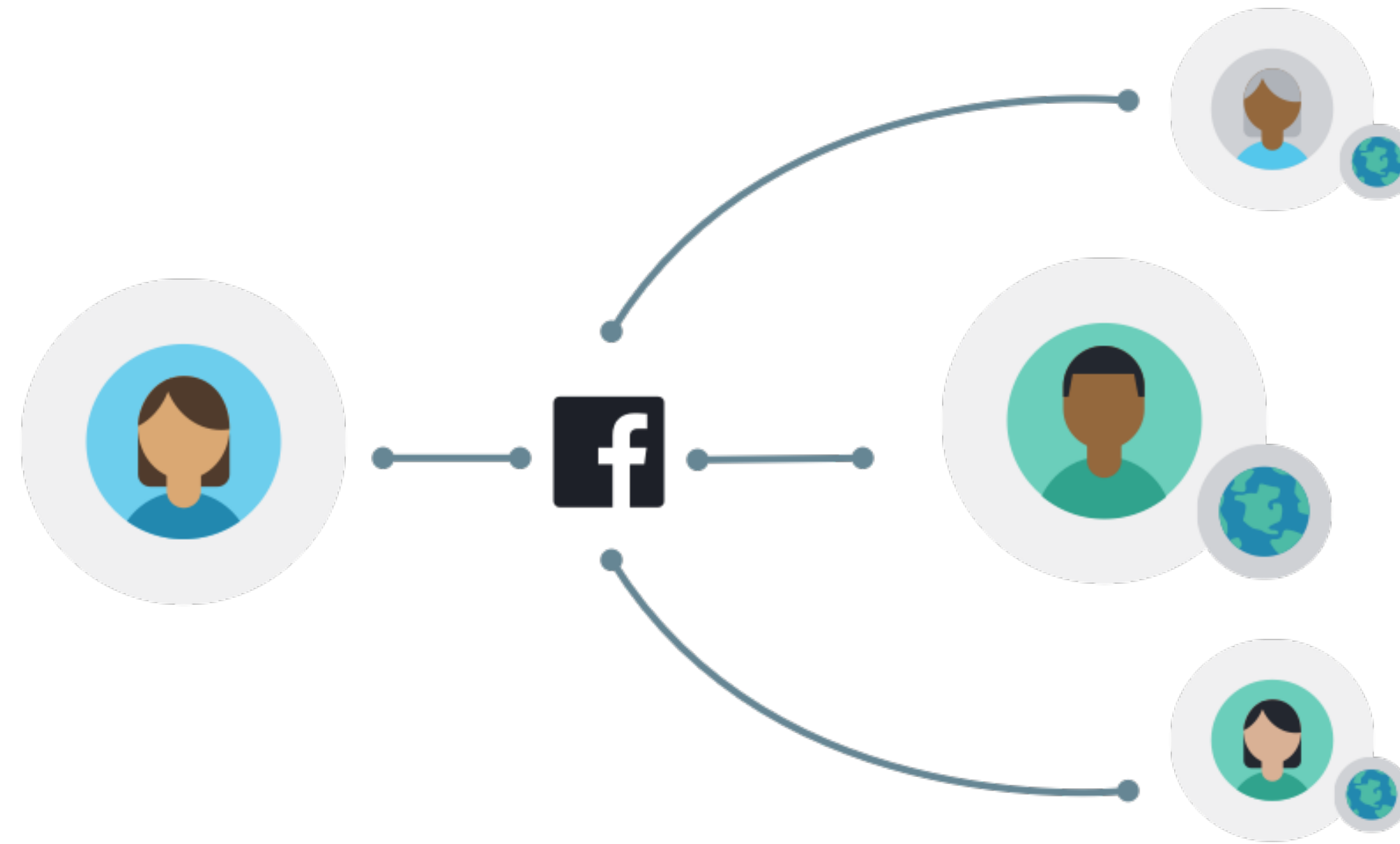
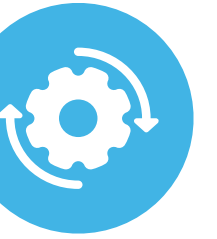
Promote these products across Facebook's platforms

Let the machine work for you.

Using automated campaigns tools helps the performance of ads by putting your product in front of a person who will be most receptive to it.

**Automate
media**

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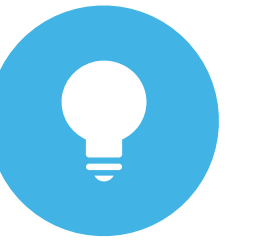


Automate media

Automatically target your best consumers in other countries with multi-country lookalikes.

Lookalike Audiences help your ads reach people who are similar to (or "look like") audiences that are already interested in your business.

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Embracing experimentation

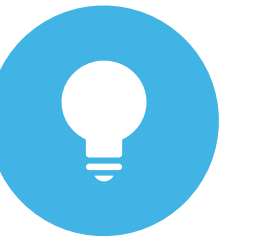
START SMALL


TEST & LEARN

SCALE UP

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Start small: local approach



 **Nanobrasserie de l'Ermitage** April 13 at 11:54 AM · 🌐 ⋮

Bonjour à tous,
La sortie de confinement n'étant pas prévue pour tout de suite, nous vous proposons désormais un service de livraison à domicile par nos soins, en toute sécurité.
Les livraisons sont possibles dans toute la région bruxelloise. ...
[See More](#)



 **Brasserie Surréaliste** 1 hr · 🌐 ⋮

Livraison gratuite 🚚 partout à Bruxelles et BW! 🇧🇪
La Surréaliste c'est une Pale Ale full houblonnée. Une légère amertume, des notes de fruits de la passion et d'agrumes 🍷🍷🍷
shop.brasseriesurrealiste.com



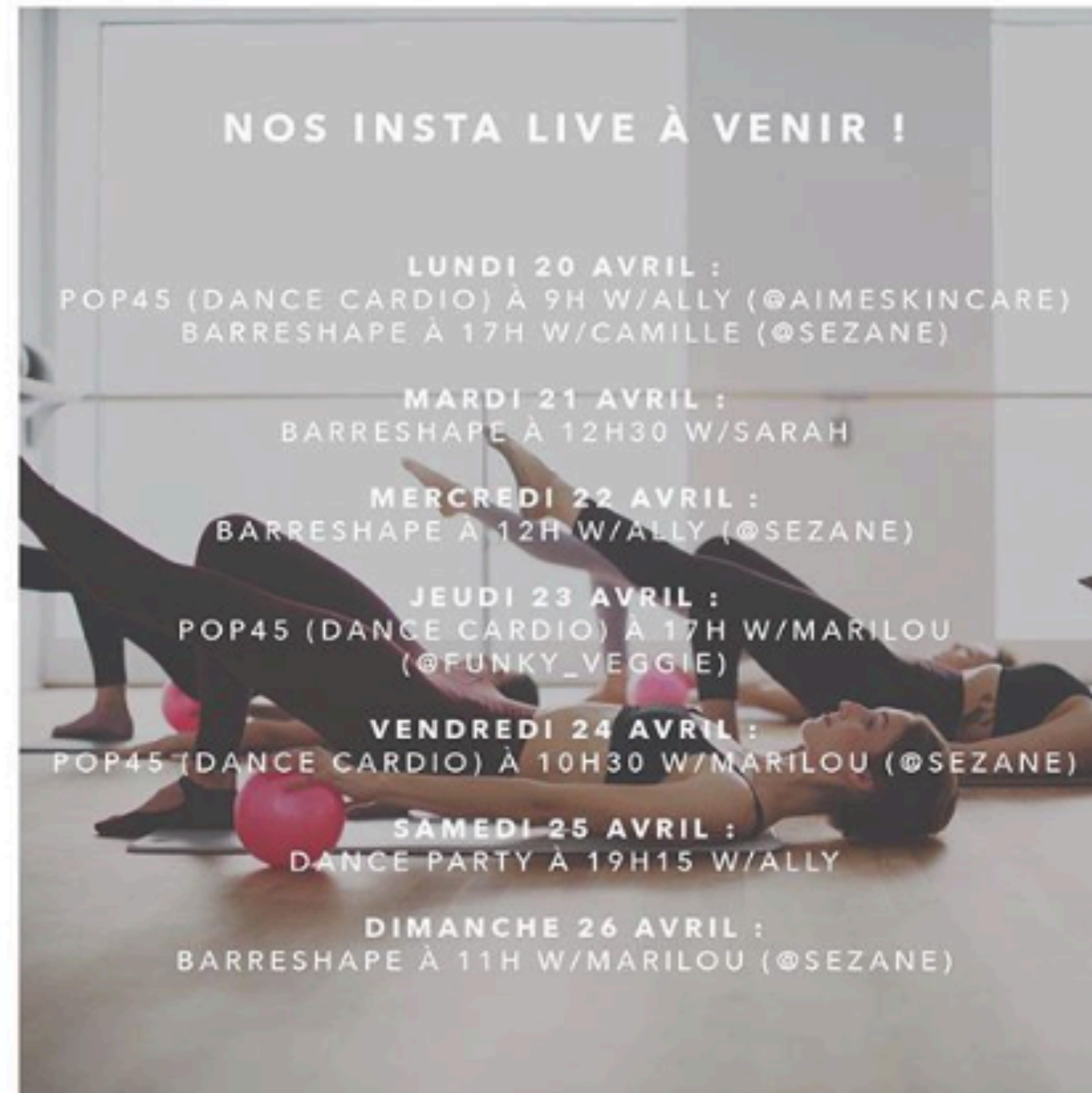
👍❤️ 5



Test & learn

- ▶ Businesses are leveraging Instagram Live and Facebook to live to continue their activity.

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Test & learn

- ▶ Businesses are leveraging Instagram Live and Facebook to live to continue their activity.

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elodielovetralala • S'abonner
Sint Gillis

jeanneandmoon1 Coucou, j'ai une amie qui fête ses 45 Ans samedi. J'adorerais lui faire une belle surprise avec un de tes jolis bouquets. Crois tu que c'est possible? Sinon connais tu un autre plan ? Elle habite kraainem 🤔. Mercci!!!! 🥰
1 sem Répondre

a_ddrl Merci pour cette initiative. Ma maman fête son anniversaire jeudi prochain (23 avril) mais elle réside à Namur. Est ce une option si nous payons la livraison ?
4 j Répondre

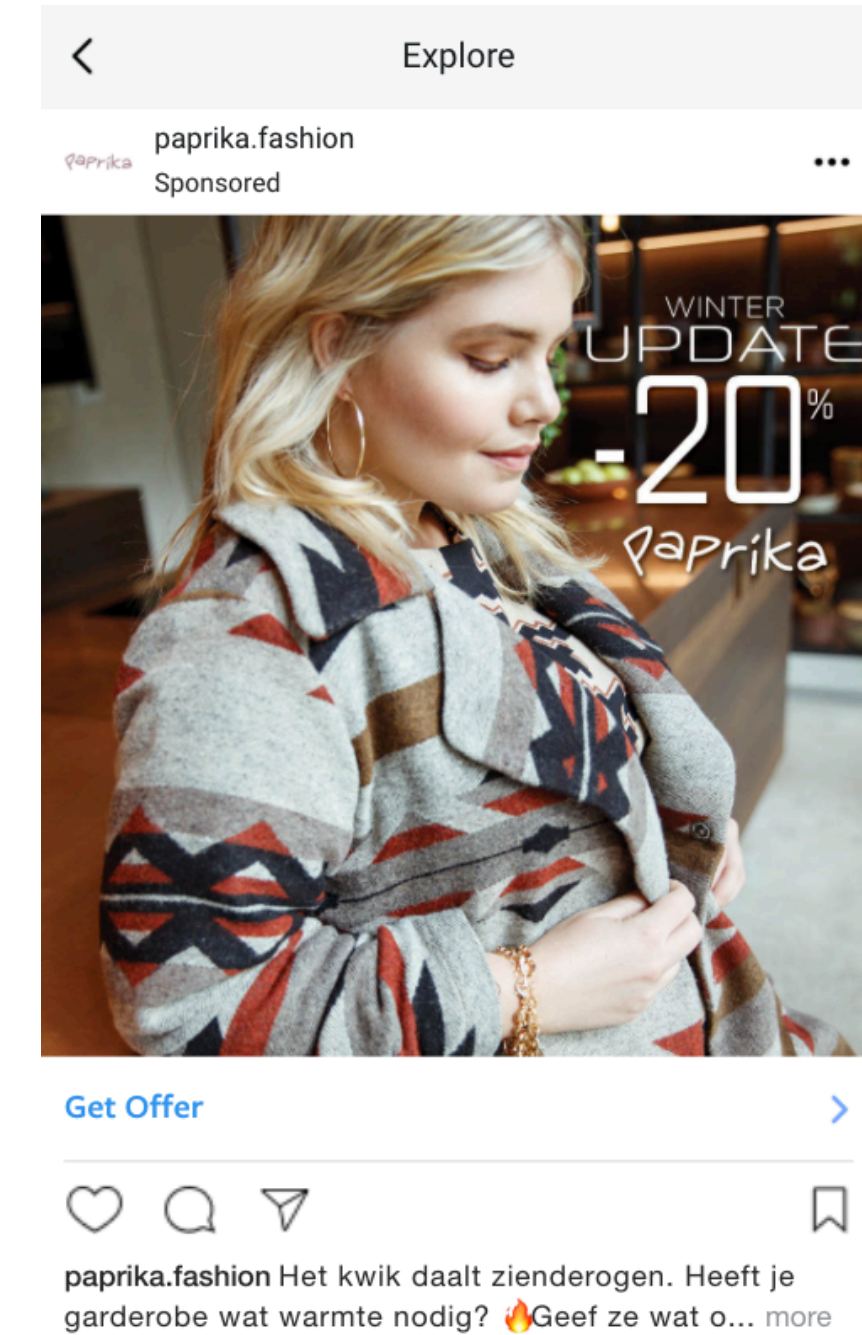
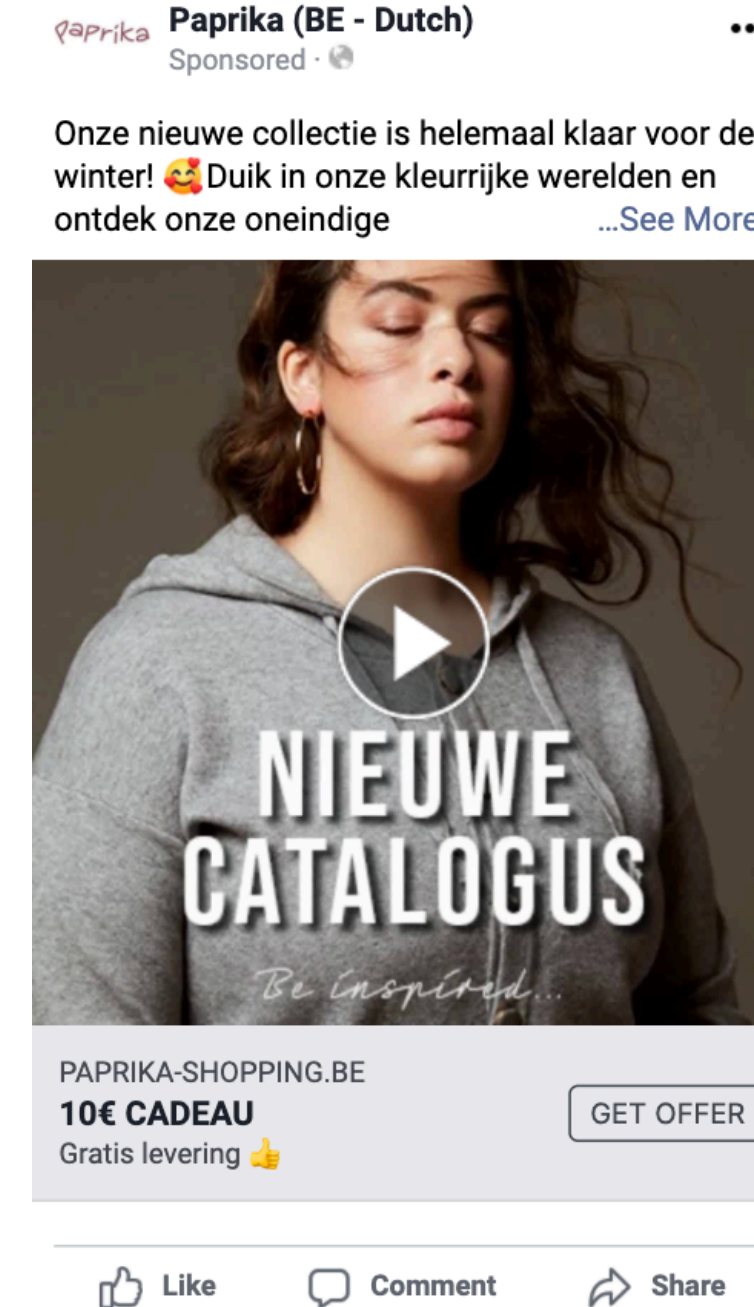
Aimé par caro_hussin et 390 autres personnes
14 MARS

Ajouter un commentaire... **Publier**



Testing & scaling up

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A **good media strategy** is key to drive success on Social Media.

Sticking to one strategy is not the way to go. **Testing** is essential tactic to find the best audiences, placements, formats etc.

We are constantly running multiple tests for our client to find the best outcomes.

To conclude





To conclude

Businesses big a small have a lot of **challenges** to overcome to shift their strategies online.

Social Commerce can help them **connect with their audience** online by driving **product discovery** and **sales**.

The Social Media platforms are updating their products to offer a **seamless experience**, making purchase possible without many detours.
The friction for businesses is also being reduced thanks to more and more **automated tools**.



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