

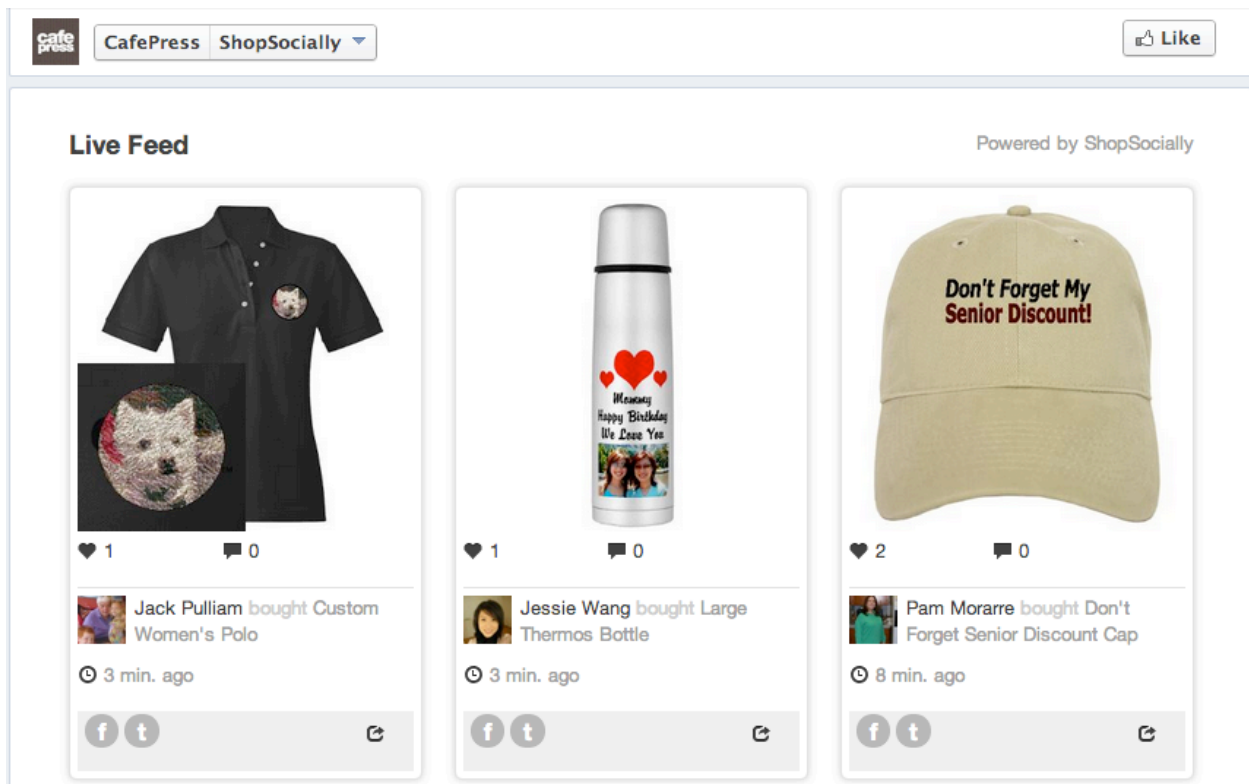
## 4 eCommerce Strategies for Competing in the Social Mediasphere

According to a projection from Forrester Research, [eCommerce spending](#) in the United States will reach approximately \$262 billion this year, a 13.4% increase from 2012. This compelling number means that the eCommerce marketplace is becoming more competitive and that companies need to make sure they are actively putting their product in every space available. Social media is a powerful outlet for any brand to get their message out to potential customers. For eCommerce brands specifically, social media should be a key component of a company's sales strategy. Social media makes products easily accessible and shareable across the web and encourages shoppers to buy.

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## eCommerce Strategy 1: CafePress and ShopSocially

[ShopSocially](#) is a company that provides a suite of social apps that you can embed on your website or integrate into social media. CafePress uses the [Shopping Community app](#) on their Facebook page to provide a live feed of what shoppers purchase on their site. This powerful tool allows CafePress to increase visitor engagement on Facebook, enables social discovery of their products, and increases trust by displaying shopper testimonials. Check out this interesting [case study](#) about how CafePress used a variety of ShopSocially's apps to get qualified Facebook fans, increase conversion rates, and achieve a significant ROI.



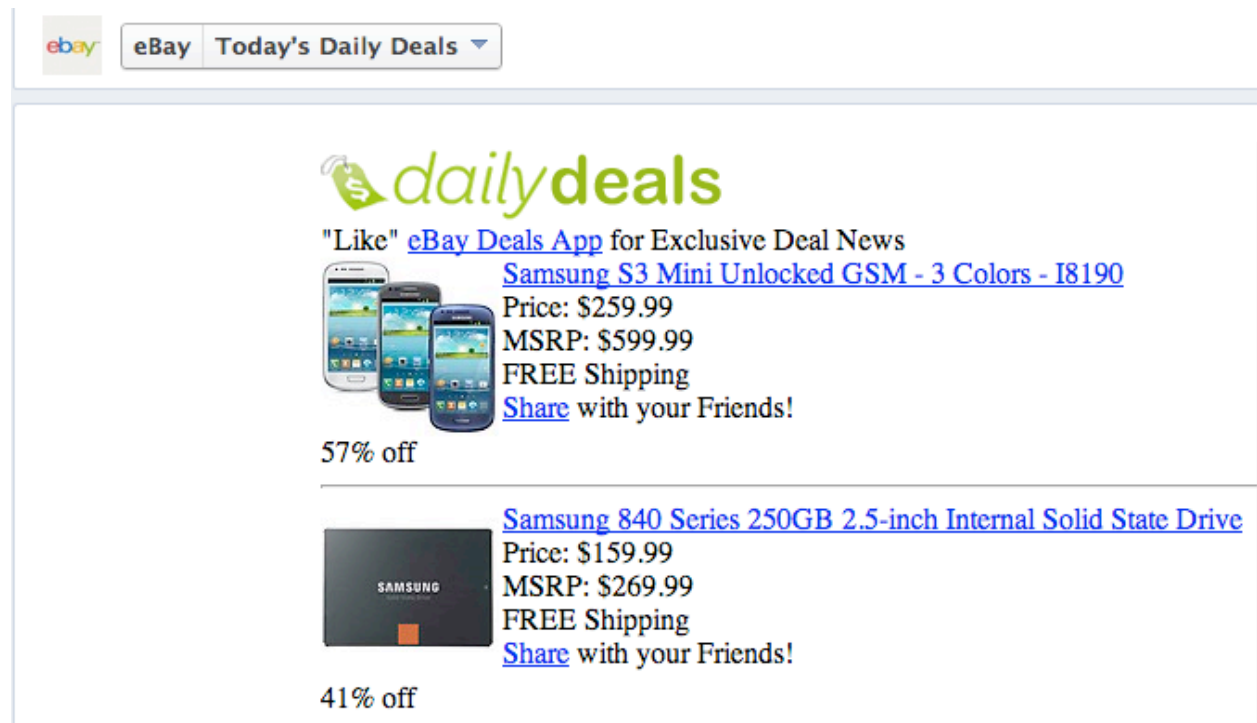
The screenshot shows a Facebook page for CafePress with a ShopSocially app embedded. The app displays a "Live Feed" of recent purchases. The feed is titled "Live Feed" and "Powered by ShopSocially". It shows three items:

- Item 1:** A black polo shirt with a circular image of a dog's face. The caption reads: "Jack Pulliam bought Custom Women's Polo" and "3 min. ago". It has 1 like and 0 comments.
- Item 2:** A silver thermos bottle with a red heart graphic and the text "Memory Happy Birthdays We Love You" and a photo of two women. The caption reads: "Jessie Wang bought Large Thermos Bottle" and "3 min. ago". It has 1 like and 0 comments.
- Item 3:** A tan baseball cap with the text "Don't Forget My Senior Discount!". The caption reads: "Pam Morarre bought Don't Forget Senior Discount Cap" and "8 min. ago". It has 2 likes and 0 comments.

Each item card includes a heart icon for likes, a speech bubble icon for comments, a user profile picture, the product name, the buyer's name, the purchase time, and social sharing icons for Facebook and Twitter.


## eCommerce Strategy 2: eBay and Daily Deals

Promoting deals through your social media network can be an effective way to encourage sales. eBay, one of the top eCommerce retailers in the world, has a tab on their Facebook page called [Daily Deals](#) that allows fans not only to explore deals but to also share them with their friends. In addition to exploring and sharing, [The Shared Deal app from ShopTab](#) also allows fans to start the buying process straight from Facebook.




The screenshot shows the eBay 'Daily Deals' section. At the top, there is an 'eBay Today's Daily Deals' navigation bar. Below it, the 'dailydeals' logo is displayed. The first deal is for the Samsung S3 Mini Unlocked GSM, with a price of \$259.99 (MSRP \$599.99) and free shipping. The second deal is for the Samsung 840 Series 250GB 2.5-inch Internal Solid State Drive, with a price of \$159.99 (MSRP \$269.99) and free shipping. Both deals include a 'Share with your Friends!' link and a discount percentage (57% off for the phone, 41% off for the SSD).

ebay eBay Today's Daily Deals ▾


 **dailydeals**

"Like" [eBay Deals App](#) for Exclusive Deal News

 [Samsung S3 Mini Unlocked GSM - 3 Colors - I8190](#)  
Price: \$259.99  
MSRP: \$599.99  
FREE Shipping  
[Share](#) with your Friends!

57% off

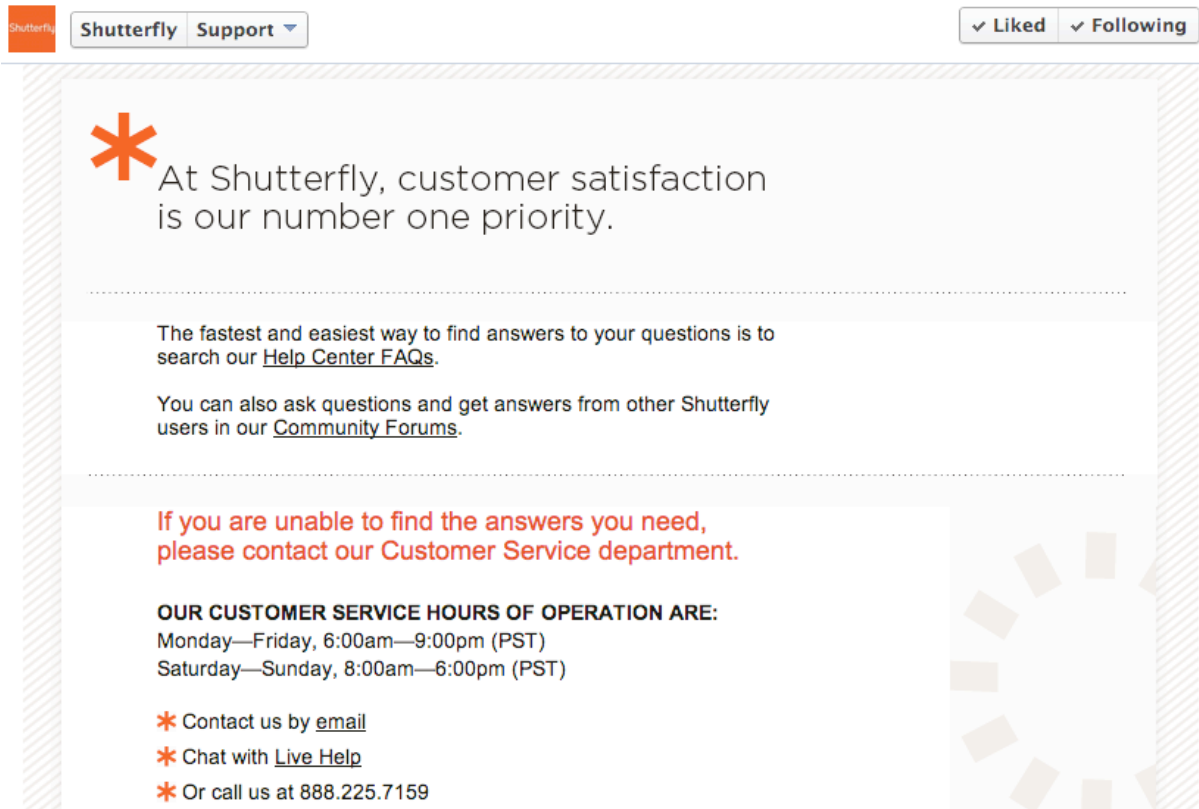
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 [Samsung 840 Series 250GB 2.5-inch Internal Solid State Drive](#)  
Price: \$159.99  
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FREE Shipping  
[Share](#) with your Friends!

41% off

### eCommerce Strategy 3: Shutterfly and Support

A common use of social media includes responding to customer feedback and support issues. For eCommerce companies, this is crucial. A member of your support team should monitor social media networks throughout the day to ensure any questions or comments are responded to. Shutterfly does a great job at providing support for their customers by including a [Support tab](#) on their Facebook with a link to FAQ's, live help, and community forums, as well as customer service contact information. Another idea could be to create a Twitter account specifically dedicated to Customer Service, such as [Microsoft](#) or [Verizon](#) have done.



The screenshot shows the Facebook interface for the 'Shutterfly Support' page. At the top, there is a navigation bar with the Shutterfly logo, the text 'Shutterfly Support', and buttons for 'Liked' and 'Following'. The main content area features a large orange asterisk icon followed by the text: 'At Shutterfly, customer satisfaction is our number one priority.' Below this, there are two paragraphs of text: 'The fastest and easiest way to find answers to your questions is to search our [Help Center FAQs](#).' and 'You can also ask questions and get answers from other Shutterfly users in our [Community Forums](#).' A red text block states: 'If you are unable to find the answers you need, please contact our Customer Service department.' This is followed by a section titled 'OUR CUSTOMER SERVICE HOURS OF OPERATION ARE:' with the following details: 'Monday—Friday, 6:00am—9:00pm (PST)' and 'Saturday—Sunday, 8:00am—6:00pm (PST)'. At the bottom, there are three bullet points: '\* Contact us by [email](#)', '\* Chat with [Live Help](#)', and '\* Or call us at 888.225.7159'. A faint gear icon is visible in the bottom right corner of the content area.

Shutterfly Support

✓ Liked ✓ Following

\* At Shutterfly, customer satisfaction is our number one priority.

The fastest and easiest way to find answers to your questions is to search our [Help Center FAQs](#).

You can also ask questions and get answers from other Shutterfly users in our [Community Forums](#).

If you are unable to find the answers you need, please contact our Customer Service department.

**OUR CUSTOMER SERVICE HOURS OF OPERATION ARE:**  
Monday—Friday, 6:00am—9:00pm (PST)  
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- \* Contact us by [email](#)
- \* Chat with [Live Help](#)
- \* Or call us at 888.225.7159

## eCommerce Strategy 4: Macy's Blog

If you are an eCommerce website and you have a blog, you should be taking advantage of the real estate surrounding the text in your blog posts by including more than just the typical blog categories and blog roll. Add compelling call-to-actions (CTA) and other useful information such as writer bios. One way that the [Macy's blog](#) utilizes this space is by having a CTA to browse a digital version of their catalog. They also have a section where they introduce their bloggers. For eCommerce, this is a great idea because it helps to humanize your brand. Another idea is to have a CTA with a link to a Featured Product or Brand.

### Shop the Catalog

Click below to browse page by page!



CTA to shop the catalog

### Meet our mBloggers!

#### Beauty

Tonya Mann

#### Fashionista

Hayley Phelan, Fawnia Soo Hoo, Tyler McCall

#### Food Republic

Richard Martin, Laura Neilson, Jared Levan

#### Style Plus

Aimee Cheshire

#### The Style Hound

Lance Boyd

#### mBLOG Staff

Alyvia Mann, Taylor Howard, Kimberly LaSpada, Uyen Nguyen, Samantha Carrera

Writer bios help humanize their brand



## **Takeaway**

An eCommerce brand cannot succeed at social media by just being there. Think of your fans and followers as social consumers and give them a platform to socially engage throughout the entire purchase process, turning them from strangers or visitors into delighted customers and brand ambassadors.

## **Need Help Making Your eCommerce Site Compete in the Social Mediasphere?**

*Contact SyncShow Interactive*

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