



# SOCIAL COMMERCE FROM COMMERCTOOLS

## Turn Followers into Buyers in About Three Weeks

Hundreds of millions of users are on social media everyday. It's social platforms - particularly Facebook - where people follow brands; not on websites. Social media is the new shopping mall. Is your current commerce platform up to the task?

## SELLING YOUR PRODUCTS IN THE SOCIAL MEDIA SHOPPING MALL

Unfortunately for large retail brands that are using older generation commerce platforms, adding social commerce functionality is too slow and too resource-intensive. Adding a link to a standard web store is one way brands have compensated; however this takes users out of the social experience where they can like, comment, share and influence others, creating a snowball effect of sales for your products.

The Social Media Commerce Connector from commercetools can add purchasing capability to your social channels in about three weeks.

Facebook influenced 52% of online and offline purchases in 2015 which was up from 36% in 2014 - The Drum™

95% of 18-34 yr old users follow brands on social media - Marketing Sherpa

48% of social media users say they follow a brand because they are interested in buying their product - Marketing Sherpa

