

5 REASONS TO TRY

SOCIAL COMMERCE.

1. EXPAND YOUR ONLINE REACH

The biggest social media platforms have millions of active users. With social media usage at an all-time high, now's the time to build a social brand awareness strategy to reach a large, online audience!

2. DRIVE PRODUCT AWARENESS

Use social commerce features such as product catalogs, Instagram stickers, or Pinterest product pins to showcase products & share information.

3. LEVERAGE TESTIMONIALS & INFLUENCERS

Repost customers' photos and testimonials as user-generated content. Partner with influencers to review and promote your products.

4. CREATE A POSITIVE CUSTOMER EXPERIENCE

Use social commerce features to provide a frictionless end-to-end social purchase journey for your customers.

5. LAUNCH A NEW REVENUE CHANNEL

In-app checkout on social media platforms helps brands to drive more online sales directly through social media.



RECOMMENDED READING

[Social Commerce: Which platform is best for your business?](#)

[How social commerce will change the way we shop forever!](#)

WANT TO SPEAK TO AN EXPERT?

Book a call with our team to discuss how Upfluence for eCommerce can help you reach your sales goals.

[Book a call](#)