

Seamless Shopping: The Future of Social Commerce.

upfluence



shopify





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TODAY'S DISCUSSION

Why social media is the turning point for eCommerce and selling online.

- Definitions
- Social Pathways
- Shopify + Social
- Growth Drivers + Upfluence
- The Future

Q&A



SIMPLICITY

Social commerce places the entire customer journey under one roof !

SIMPLICITY

What does this mean for the Customer.



- Find products they like,
- Look at reviews/comments,
- Directly speak with the brand,
- And purchase, without leaving the platform!





SIMPLICITY

What does this mean for the Brand.



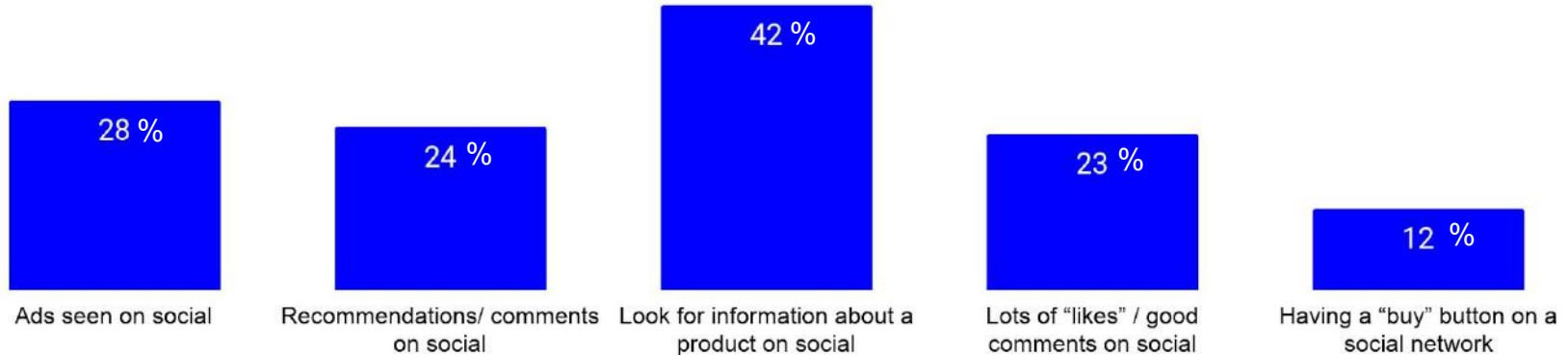
- Fewer steps to purchase,
- Increased conversion rates,
- Removes friction (customer experience, cart abandonment, and bounce rates)
- Incredible customer insight and analytics.

The role of social media in the path to purchase.



THE SOCIAL PATH TO PURCHASE

Customer behaviour throughout the buying journey.



Brand Discovery

Finding
product Info

Motivation to purchase

How Shopify is fueling commerce on major social platforms



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USER ANALYSIS

A year of change.



NEW MERCHANTS

49%

Increase in Shopify store sign-ups since March 2020.

CONSUMER PREFERENCE

443%

Increase in online orders with in-store pick-up since March 2020.

CONSUMER BEHAVIOUR

97%

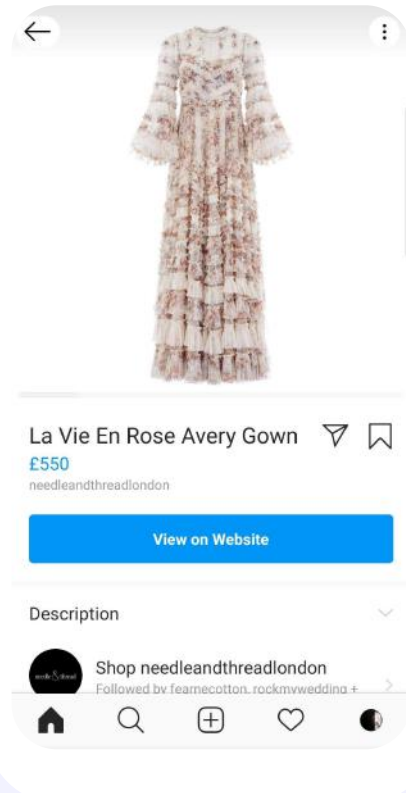
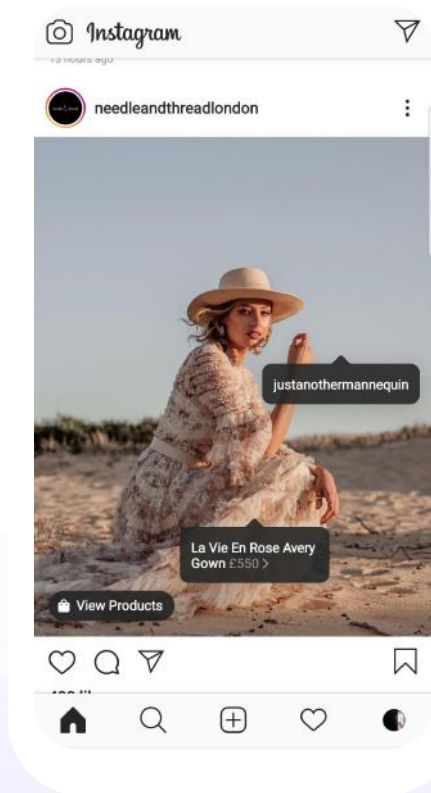
Increase in customers buying from a Shopify store for the very first time, since April 2020.



Instagram
Checkouts

Shoppable
Story Stickers

Instagram Reels



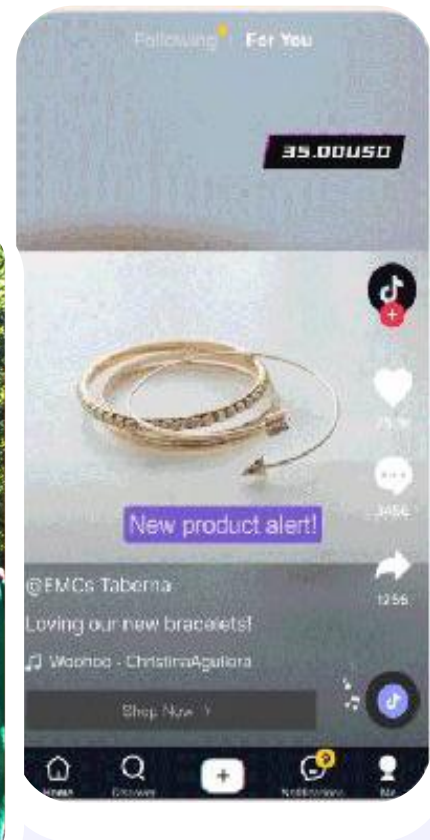
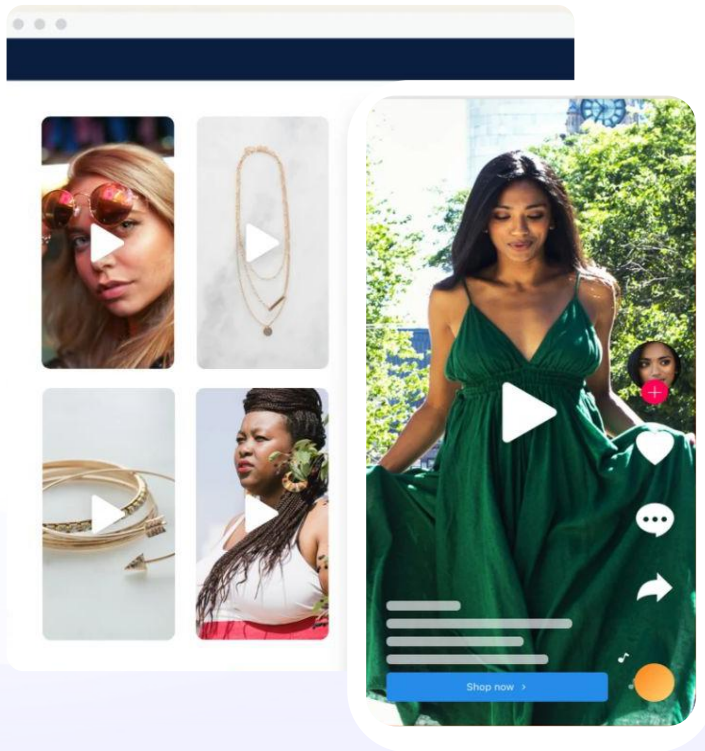


Ad Management

1-click pixel

Shop Now Button

eCommerce bio
links

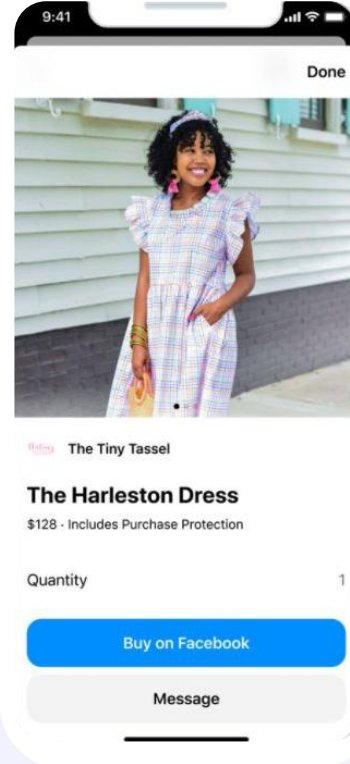
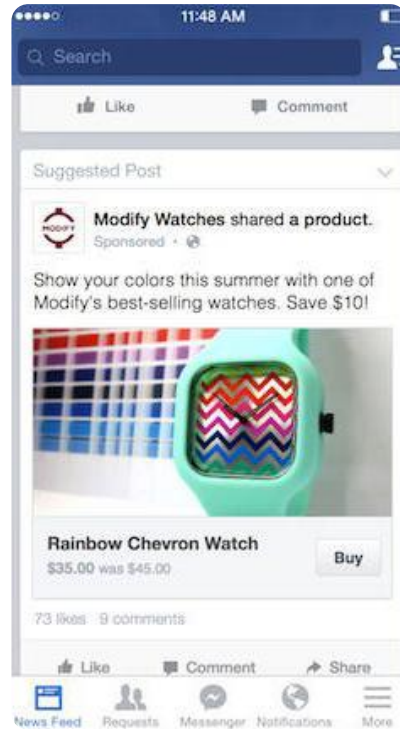




Facebook
Shops

Messenger

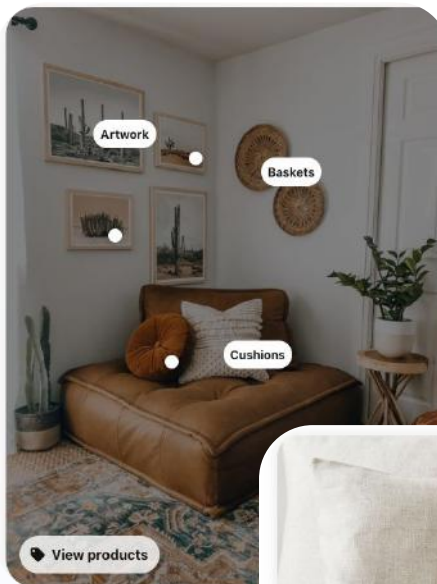
Facebook Buy
Button





Verified
Merchant

Product Feed



Shop for Cushions



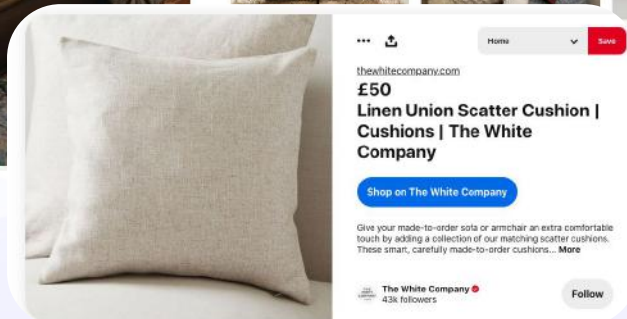
£55
Woven Stripe Cushion - Pom
Pom Detail
Natural Bed Company



£39
Soft Corded Cushion Cover
West Elm UK - SCA



£47.99
Marlow Home Co. Aldreda
Cushion Cover
Wayfair.co.uk

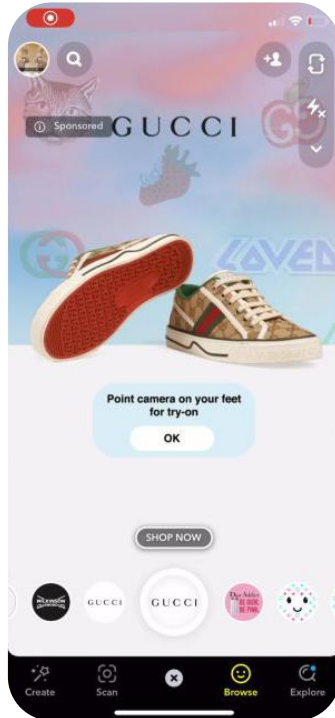




Snap Pixel

Sync Product Catalogues

Shoppable Product Ads



Social commerce growth drivers for your brand.



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KEY CONSIDERATIONS

5 Success Strategies.



Know and grow with your audience

- Invest in the Right Channels and objectives
- Always Optimize

Create seamless, shorter paths to purchase

- Leverage social checkout features & integrations
- Show on-site social proof & shoppable content

Leverage authentic content and organic influencers

- Create authentic experiences & trust in a way that only real ambassadors can
- Find your advocates

Embrace chatbots

- On-site, mobile app & messenger chatbots are core engagement, informative and promoting channels.

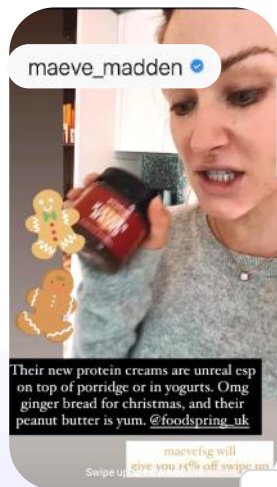
Get personal

- Personalized recommendations based on browsing and purchasing behavior

GROWTH DRIVERS

Influencer marketing.

amoretti



Reviews

Guest Posting

Takeovers

Unboxing

Events

Giveaways

Partnerships



MAXIMIZE SUCCESS

Identifying revenue
generating ambassadors
from your own network.



Shopify

| Influencer | Link | Share Customer | Share |
|------------|----------|----------------|-------|
| John Doe | John Doe | 100% | 100% |
| John Doe | John Doe | 100% | 100% |
| John Doe | John Doe | 100% | 100% |
| John Doe | John Doe | 100% | 100% |
| John Doe | John Doe | 100% | 100% |
| John Doe | John Doe | 100% | 100% |
| John Doe | John Doe | 100% | 100% |
| John Doe | John Doe | 100% | 100% |
| John Doe | John Doe | 100% | 100% |
| John Doe | John Doe | 100% | 100% |

Klaviyo

INFORMATION

Custom Properties

- upt_instagram_engagement_rate 1
- upt_instagram_followers 3324
- upt_instagram_handle joyfuljoyous1
- upt_link <https://software.upfluence.co/influencers/2868723>

Profile Created July 22, 2020 at 6:03 a.m.
Profile Updated July 23, 2020 at 4:32 a.m.

Your networks



GROWTH DRIVERS

Leverage your network.



01

Your customers

Those who placed an order (In your CMS/CRM). You know which products they bought, the number of orders, etc.

02

Your subscribers

Your newsletter subscribers, the cart drop offs, those who participated in a competition or sweepstake, etc.

03

Your social followers

All those who follow your brand/company on social media.

REVENUE GENERATING AMBASSADORS

A creator who already loves your brand is **7x more likely to accept a free collab**, and **52% cheaper for #ads**.



The New Normal. What can we anticipate?





Q&A

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Book a complimentary consultation with an Upfluence expert!

Book Your Call



SENIOR VP OF SALES

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