

Importance of social media in e-commerce

Social media has played a pivotal role in the digital marketing landscape. It has allowed businesses to scale their efforts in acquiring, retaining, and ultimately upselling customers. Social media has helped businesses in improving their presence on the internet, generating leads, and increasing the online traffic to their website. Owing to its commercial success, many e-commerce businesses have included social media in their marketing plans. A well planned and executed social media campaign can help e-commerce business achieve their desired business goals.



Social media has removed the limits to how we shop. Now have to browse through entire isles of retail stores to find what we want, we don't even have to browse through thousands of options on e-commerce websites to choose what we want. Now we can just buy things from Facebook and Instagram without even having to leave the application. The integration of social media

and e-commerce platforms has made this happen.

Active users on social media

The first thing that any business looks at is the sheer size of the market. All the social media platforms combined boast a userbase of almost 3 billion people. This alone is probably the biggest factor that can influence e-commerce businesses to jump on the social media bandwagons.



It is very crucial to understand the volume of people that actively engage with the platform as this relates closely to the business goals. The higher the engagement amongst the users, the higher will be the chances that they indulge themselves in the online shopping experience that an e-commerce platform wants to provide them with.

How does social media influence e-commerce?



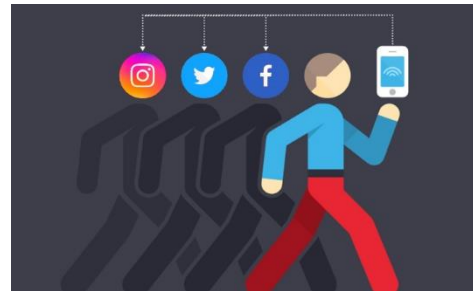
Social media has had influence almost everywhere. Because of this, it is important to realize the importance of social media in a business and understand its impact. The e-commerce industry has actually been revolutionized by social media.

On social media, people like to share about their lives and this presents a huge opportunity for e-commerce businesses. People share product reviews, their shopping experience, and they

even look for what to buy on social media. Using all of this information, they can create a positive word of mouth about their brand which will help them drive their sales.

Trends in Social media

Over the Years, social media has brought about considerable changes in the way how e-commerce has approached selling. This has brought about patterns that can be observed in the buying behaviour and can be capitalized on by the e-commerce businesses. These patterns or trends like which social platforms consumers prefer for buying, what kind of content do they like to interact with or how much business does social media actually generate can help e-commerce generate the right kind of insights and make proper business decisions.



Stronger Brand Perception



An active social media presence enhances how people view a brand. Posting positive customer reviews, feedback, and testimonials can boost e-commerce conversion. It can be made part of the strategy to include product reviews and user-generated content. This gold-mine tactic is one that customers highly appreciate, because they recognize themselves in the content. Social networks act as a gateway to online

shopping, accentuating the best and brightest of a brand. When audience sees a supportive response, they're encouraged to find out more about the brand. Customers value credibility and this builds healthy relationships.

More than selling

If the sole purpose of a seller in social presence is to sell, the followers and customers will see through this quickly. Social media is more than a portal to e-commerce. They have to engage with customers on another level, one that isn't just about buying.



People use Instagram, Pinterest, and other platforms for curiosity and a social touch. Seller should share their brand, its interest, and relatable content that's in tune with your customers. Consider social media beyond its selling potential, it is an additional way to engage with audience and a tool to play up the best material that shows off one's brand. To build a healthy relationship with the customers the sellers should build a connection with them that should not be active only when they try to sell something.

Platform Purchasing Techniques



Using a variety of networks is important because each one is created with different end goals. E-commerce seller should maximize outreach potential and get the most out of each platform. Not only can it ease the sales process and allow more effective interaction with customers, using each platform allows seller to tweak his strategies and complete sales in multiple ways.

Seller should take advantage of the features within each social network, such as hashtags, live video, sign-up buttons, and contests. A big part of social media involves following trends, and these details help increase his business visibility.

Promotions and Discounts



Social media is a key platform for posting discounts and new content, and both tactics are big benefits for e-commerce users. Sellers may create a strategy that addresses the purpose of their promotion and their end goals.

Growing sales, clearing old inventory, and rewarding customers with incentives are just a few considerations, and the followers will be looking to the social media accounts for these. Social media provides new means of exclusivity.

Conclusion

In conclusion, social media plays a huge role in the e-commerce business. Whether it is integrating with the e-commerce platforms or promoting the word of mouth, social media has proved to be quite an essential part of the e-commerce business and will continue to do the upcoming future.

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