



The Social Commerce Opportunity

How brands can take advantage of the next evolution in commerce

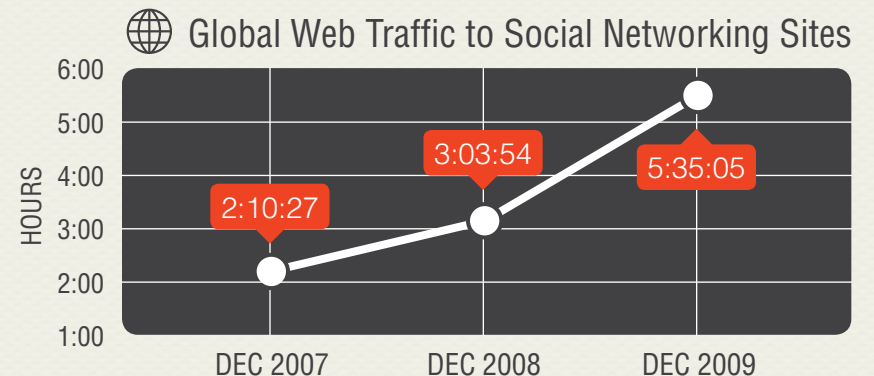


People are spending more time on social networks than ever before

According to *Nielsen*, Social Networks and Blog sites rule Americans' Internet time, accounting for 23 percent of time spent online.

Social media has grown rapidly – today nearly 4 in 5 active Internet users visit social networks and blogs.

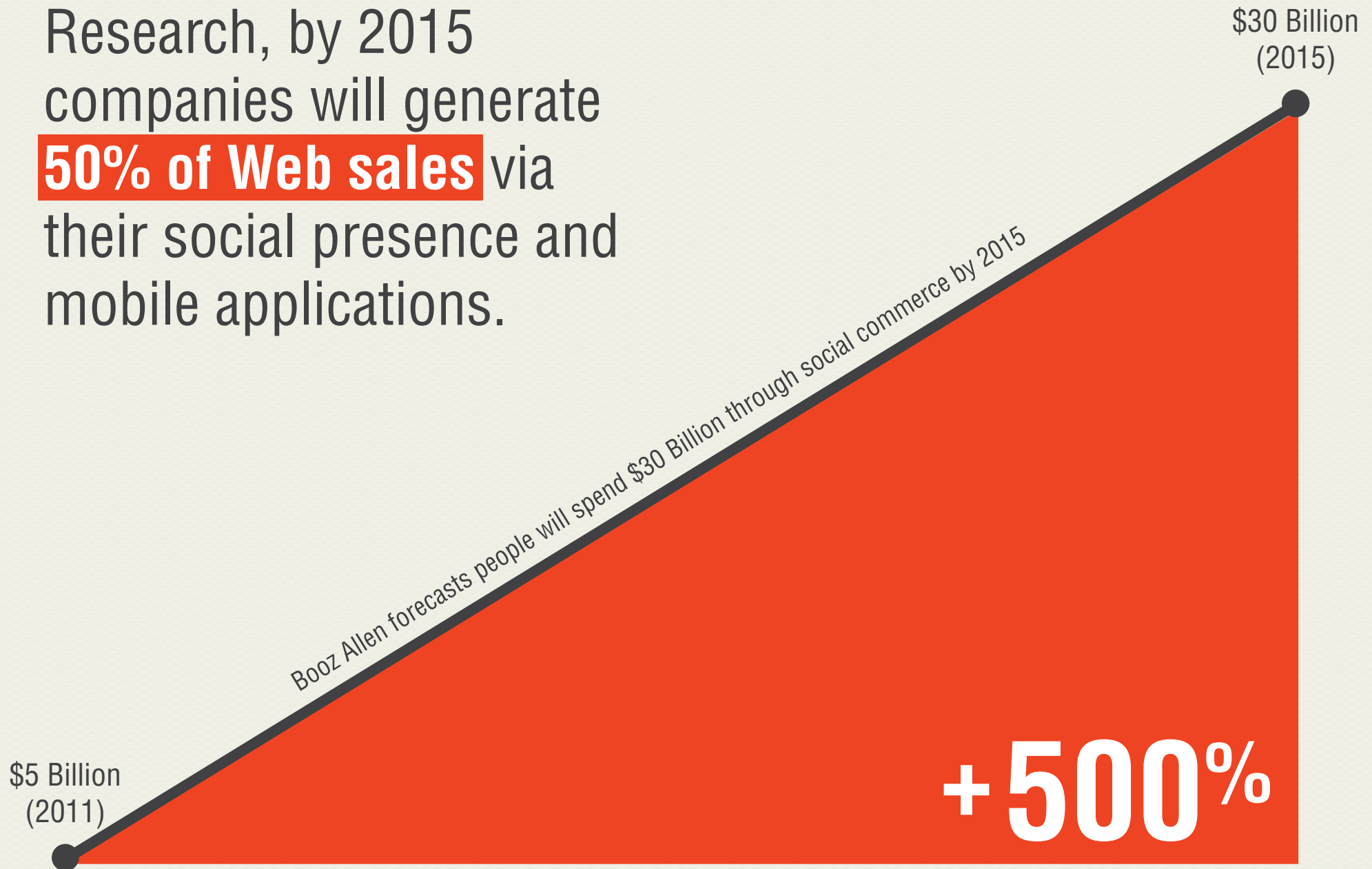
Across a snapshot of 10 major global markets, social networks and blogs reach over three-quarters of active Internet users. In the U.S., social networks and blogs reach nearly 80 percent of active U.S. Internet users and represent the majority of Americans' time online.





This shift in online behavior means brands should meet consumers where they spend most of their time online.

According to Gartner Research, by 2015 companies will generate **50% of Web sales** via their social presence and mobile applications.



Brands who add social commerce to their social media strategy not only increase revenue, but also increase community growth.



[MOONTOAST *factoid*]

68%
average lift

in community growth as commerce is introduced.



77%

of the online adult population has adopted social platforms



42%

of consumers have followed a retailer proactively

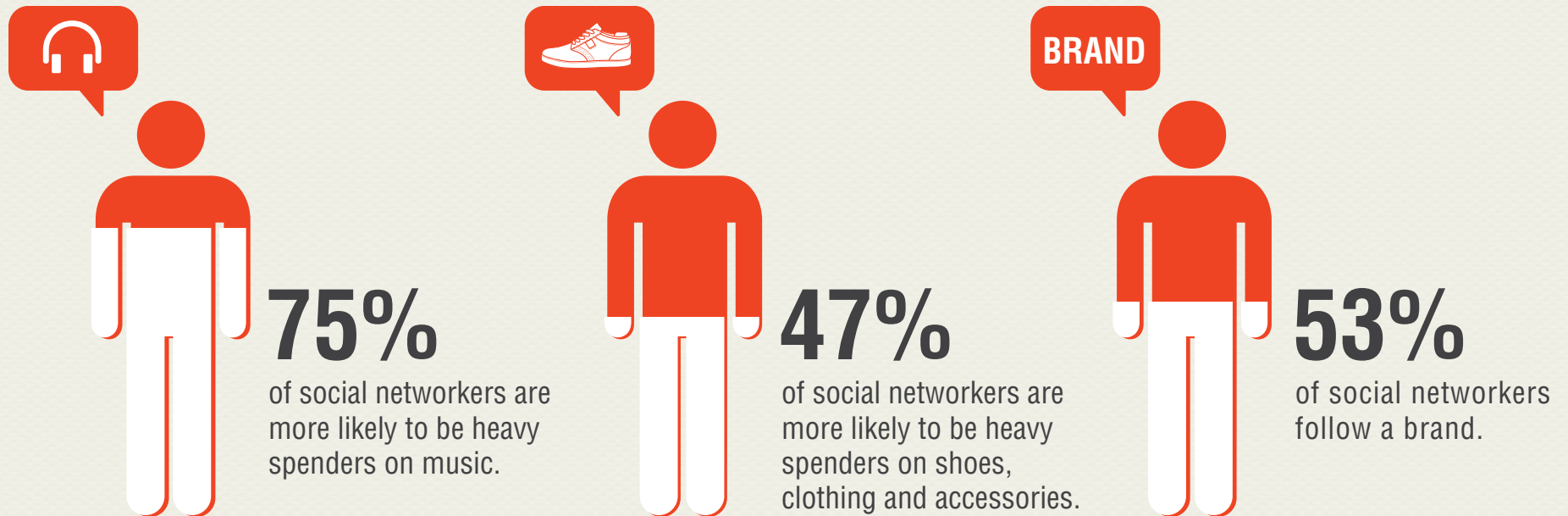


The average consumer who followed a retailer, follows **6.3** retailers.



Key strategies & opportunities unique to social

Brands can reach engaged audiences better than ever before.



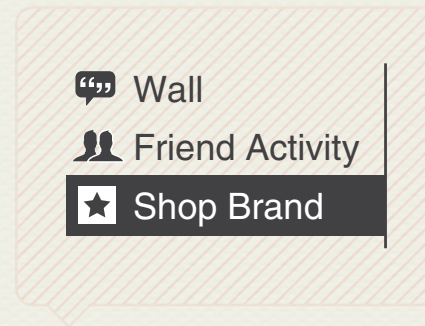
Brands can present offers better than ever before.



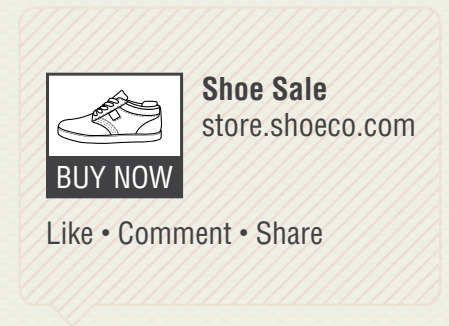
1 Right Offer to Right Person



2 Commerce As Reward



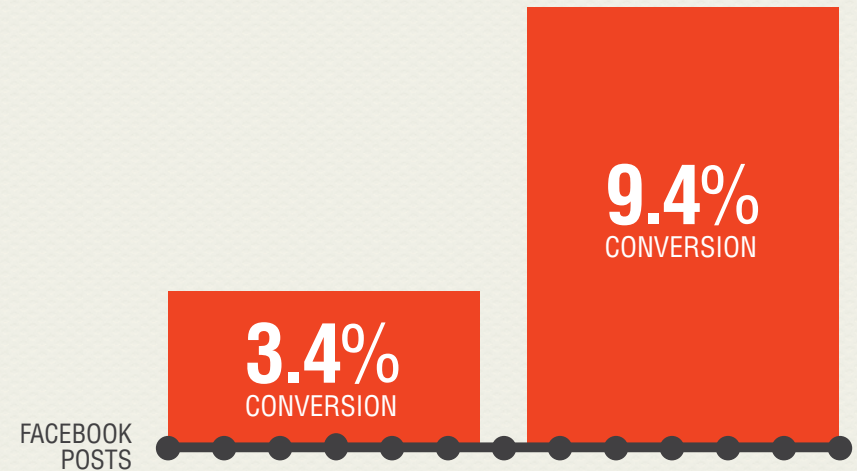
3 Facebook Tab Stores



4 News Feed Stores

Adoption through confidence. Tips to build trust in a new environment.

[MOONTOAST *factoid*]



A Moontoast client saw an increase in impression to order conversion from 3.4% in one campaign to 9.4% in the next as their community began to expect great offers on their Facebook page.



REPETITION

The more a fan sees a post for an offer (from a brand), the more they trust the offer.



USER EXPERIENCE



Allow user to stay on the site they are browsing.



Create impulse purchase opportunities.






TRUSTED PAYMENT METHODS

Consumers trust known payment methods and security standards.



The social commerce opportunity starts today.

-  People are spending more time on social.
-  Soon they will spend more money on social.
-  Brands have a better opportunity to curate offers on social.

IS YOUR COMMERCE ON SOCIAL?

CONTRIBUTORS

Tim Putnam

Vice President of Client Services at Moontoast

twitter: [@thetcp](#)

Marcus Whitney

CTO and Co-Founder of Moontoast

twitter: [@marcuswhitney](#)

Matt Sullivan

Client Services Manager at Moontoast

twitter: [@matt_sullivan](#)

Brad Posey

User Interface Designer at Moontoast

twitter: [@bradposey](#)

Geoff Smith

VP & GM of Business Development

twitter: [@geoffwsmith](#)

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