

SETH ANANDRAM JAIPURIA COLLEGE (DAY),B.COM,SEMESTER-II

SUBJECT - E-COMMERCE & BUSINESS COMMUNICATION

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TEACHER'S NAME - POOJA DUTTA(P.D.)

Module – I

E-COMMERCE

UNIT – 5 : New Trends in E-Commerce (Marks Allotted – 6)

Social Commerce

Concept

Social commerce is the use of networking websites such as Facebook, Instagram, and Twitter as vehicles to promote and sell products and services. The success of a social commerce campaign is measured by the degree to which consumers interact with the company's marketing through retweets, likes, and shares. It is a subset of electronic commerce that involves social media, online media that supports social interaction, and user contributions to assist online buying and selling of products and services.

Examples of social commerce:

- Chat boxes to inquire about products and services
- Groups and forums for buying and selling items
- Electronic payments via social networks
- Facebook Marketplace to list and purchase products in local areas
- Product Pins with prices displayed on Pinterest
- Buyable Pins to buy products directly from Pinterest
- Google Shopping ads under YouTube videos
- Coupon codes and links to products on Instagram

Definition

According to Ms. Cohen: “Social commerce is the act of consumers with similar interests, passions and needs collectively engaging in conversations related to products and services that satisfy those interests, passions and needs.”

Features

- **Content** – The material you have on your site needs to be of value. There are so many sites and pages on the web that you need to make yours of more value to the people so that they choose you over others.
- **Community** – By building relationships with the people is important. Social networks have made it easier to do this through Facebook pages with likes and comments. Through this, customers can engage with your brand by giving feedback so you know what you need to change and what you can continue doing.
- **Commerce** – You need to have a transactional web presence to fulfill your customer's needs such as an online retailer or banking service for B2C services. For B2B transactions, online storage, hosting to product sourcing and fulfillment services are used.
- **Context** – The online world is able to track real-life events through things like online bill payments and check-ins at a physical location on social media networks. This allows brands to provide the right resources to specific customers based on location and interest.

- **Connection** – Professional, social and casual relationships through networks including Twitter, LinkedIn and Facebook are basis of this.
- **Conversation** – All markets are conversations and the challenge is for suppliers to tap into those conversations on the web. Marketeers must seek the people who desire their products. Using social media features like a “Things I Want” board on Pinterest or the “liking” of a specific item on Facebook are key for this.

Features of Social Commerce

- Content
- Community
- Commerce
- Context
- Connection
- Conversation



Digital marketing

Definition

Digital marketing is a broad term that includes all marketing channels and methods you can use to promote products or services on the Internet but also on electronic devices such as TVs, mobile phones and electronic billboards.

Objectives

- To create Brand Awareness
- To generate potential leads through advertising
- To increase engagement amongst the audience related to your domain or business.
- Reducing bounce rate on your website.
- Market segmentations on basis of your product.
- Increasing customer satisfaction and brand loyalty.

- Understanding your consumers needs and connecting with them directly.
- Promote your new services or product launches.
- Surveys your audience to validate your product and its application in long run.

Methods

- **Content Marketing**-It is a type of digital marketing that focuses on creating and distributing content for a target audience. The content aims at being valuable, relevant, and (ideally) consistent. Its ultimate goal is to drive a profitable customer action. Some examples of content marketing include: blog posts, videos, podcasts, infographics, white papers, case studies, ebooks.
- **Search Engine Optimization (SEO)**-SEO, or Search Engine Optimization, is the process of getting quality traffic from free, or organic, search results on the search engines (like Google and Bing). Some optimization techniques include: researching relevant keywords and including them into your website copy, optimizing your website titles, description and loading speed, building relevant backlinks.
- **Search Engine Marketing (SEM)**-Search engine marketing refers to a form of digital marketing that aims at increasing the visibility of a website in search engines by using paid methods. In other words, it's the ads you put out there on Google AdWords and Bing Ads.
- **Social Media Marketing (SMM)**- It refers to the process of using social media platforms to attract traffic and attention. By using social media, you can increase exposure and build meaningful relationships with your customers.
- **Pay-Per-Click Advertising (PPC)**-Pay-per-click is a model of advertising where marketers pay a fee every time people click on their ad. Basically, it's the process of buying visits to your site, as opposed to getting them organically via SEO or other types of digital marketing.
- **6. Affiliate Marketing**-Affiliate marketing is a type of digital marketing where a person partners up with other businesses in order to receive a commission for the traffic s/he generates for this business. Example of affiliate link placement from a blogger Donna Moritz of Socially Sorted.
- **Email Marketing**-Email marketing is one of the most popular types of digital marketing. To put it shortly, it's the use of email for promoting one's products or services.
- **Instant Messaging Marketing**-Instant messengers are the latest communication trend. There are 1.5 billion people globally using WhatsApp on a monthly basis, followed by Facebook Messenger and WeChat.

Limitations

- Worldwide competition through globalization
- Limitation of internet access
- Risk of hacking strategies
- Advertisement for limited products
- Limited consumer link and conversation
- Dependability on technology

Social Media Advertising or Advertisement in Social Media

Social media advertising is a term used to describe online advertising (paid efforts) that focus on social networking sites. One of the major benefits of advertising on a social networking site (e.g. Facebook, Twitter) is that advertisers can take advantage of the users demographic information and target their ads appropriately. Social media advertising combines current targeting options (like geotargeting, behavioral targeting, socio-psychographic targeting, etc.), to make detailed target group identification possible. With social media advertising, advertisements are distributed to users based on information gathered from target group profiles.

Objectives

- Improved Brand loyalty
- Enhances Public relations
- Increases sales
- Improved brand recognition
- Expand potential customer base quickly
- Improved conversion rates

Advantages

- Large audiences
- Direct connection with your audience
- Increases brand loyalty
- Entirely free to start as there is no signup fees
- Uncovers valuable insights

Disadvantages

- Negative feedback
- Potential for embarrassment
- Spend a lot of time on your campaigns

Process

Step 1:

Define your Social Identity: Who Are You?

Step 2:

Define Your Community: Who are you talking to?

Step 3:

Content Strategy: What are you saying?

Step 4:

Social Campaigns: What are you selling?

Step 5:

Social Intelligence: How are you interacting with the social web?