



DIGITAL BYTE #2

SUCCESSFULLY BUILD A SOCIAL COMMERCE BUSINESS

IAE



THE 3 STEPS

01

**BRAND
AWARENESS**

02

**PLATFORM
FOCUS**

03

ENGAGEMENT



01

BRAND AWARENESS

Use storytelling to build awareness about your brand.

Use a variety of different content to build relationships with the consumer.

Focusing on building relationships rather than sales will increase customer loyalty- thus making followers more likely to buy multiple items.

KEY TIPS:

- Understand what excites your customer

PLATFORM FOCUS



Understand which platform is most suited to both your brand objectives and your audience.

It is essential that you focus on building your online store to optimize the platform's key functions.

Keep your finger on the pulse with any updates to your prioritized platform.



02



ENGAGEMENT

Building a following is the easiest part of the process.

Converting that following into paying customers requires patience and experimentation.

Try different methods of communication to engage with your audience on a frequent basis.

For instance, if Facebook is your preferred platform- use Facebook Messenger to deliver daily insights around your product.

Starbucks is the leader in this phase by frequently posting and sharing consumer-generated images of coffee consumption moments.



03