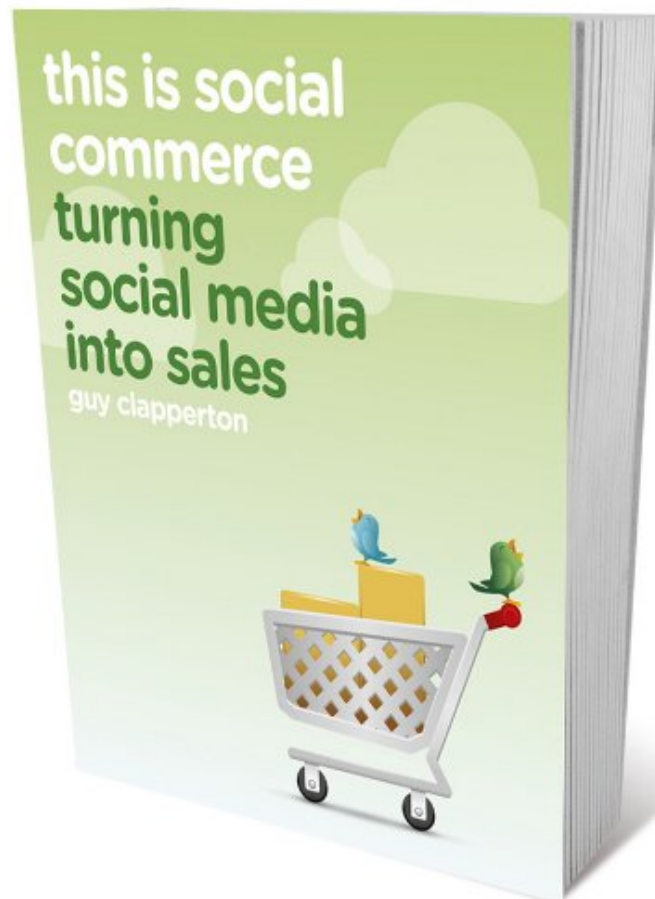


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This is Social Commerce: Turning Social Media into Sales

Guy Clapperton

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Guy Clapperton : This is Social Commerce: Turning Social Media into Sales before purchasing it in order to gage whether or not it would be worth my time, and all praised This is Social Commerce: Turning Social Media into Sales:

0 of 0 people found the following review helpful. Very informative.By SavannahI got this book as part of my college education and I found it very useful. I likes it so much that I decided to keep it and to not sell it back on .

The first book to market on the hottest topic on the web Social commerce is the new buzz word and this book will be the first to cut through the hype and tell you exactly what it all means... and how to do it. Social media has moved on, it's not enough to just be engaging your customers in fun chit-chat, now you can sell to them directly through their favourite social media platform. ASOS, the fashion website, have just set up a commerce site on Facebook and people are scrambling to follow in their footsteps. No longer do you have the nightmare of dragging people from their social networking site to your homepage ndash; you can get them buying right where they are! In this follow up to This Is Social Media Guy Clapperton uses the same easy-to-follow visuals and instructions to break the process down and show you exactly how to set up your own social commerce operation and how to make it a success. Includes: Step-by-

step guide to setting up your own commerce site within social media platforms such as Facebook Building a loyal community who will keep coming back and buying from you How to offer superb customer service to your social media consumers Developing new product especially for this new environment Measuring your ROI

'With real-life examples from businesses like Dell and Autoglass, Clapperton shows how you can grab the attention of a digitally fixated generation. (The CA, March 2012) 'Clapperton has created a very user-friendly guide to getting the most out of your social media activity, with easy step-by-step visuals and instructions on what you should be doing' (Growthbusiness.co.uk, 3rd May 2012) From the Back Cover Everyone in business is switched on the using social media, but how can you turn this into sales? This is Social Commerce shows you how. Social commerce is all about enabling sales transactions through social media. That might take the form of a commerce page on Facebook where people can buy your product without leaving the comfort of their favourite social network, or tapping into collective buying power through Groupon. The social commerce possibilities are endless. But it's not just about selling, you need to engage your customers too. It's only when you add value to customers' shopping experience and develop your brand and products from their feedback, that you'll start to shift the needle on your bottom line. Make sure you're selling where the social media generation want to buy. Exploring and trying out all the social commerce options can be expensive and exhausting, but it doesn't have to be. There are many cost effective ways to dive in and get it off the ground quickly. This is Social Commerce shows you exactly what you need to be doing and where. With simple, practical steps and real life stories from businesses of all sizes, you'll soon be up to speed on the possibilities of social commerce and have access to a range of tactics that will help you transform your social media activity into sales. About the Author Guy Clapperton is a journalist, broadcaster and speaker on business issues and all things digital in the press. He has spoken on social media all over the world since the release of his last book, This is Social Media.