

6 Steps to Winning with Social Commerce



Social commerce is revolutionizing the online shopping experience. While brands have been promoting products and services on social media for more than a decade, social commerce centralizes the entire shopping experience, from discovery and research all the way to purchase and support, within the social media experience – instead of sending customers to e-commerce-driven websites.

So what can brands do to quickly achieve the full potential of social commerce?

In partnership with Jay Baer, Founder of Convince & Convert, this Guide dives into 6 steps that every brand must take to prepare their organization, setting their social commerce efforts up for success from the start