

# RISE OF SOCIAL MEDIA IN E-COMMERCE



95% of online adults, aged 18-34, are most likely to follow a brand via social networking.



26% of Facebook users like using Facebook to browse for new items to buy.

75% of customers say they use social media as part of the buying process.

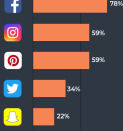


In 2017, online retail sales were up **12.1 percent**, on average year on year, and amounted to approximately **149 billion pounds**.



55% of people make a purchase after social media discovery.

Social Media driving product discovery...



55%

## Tips to get started



- Build brand awareness
- Reply to customers queries



- Create short, quirky videos
- Give a face to your brand



- Provide exclusive merchandise
- Organize previews



- Drive fan engagement
- Create sharable hashtags

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### Sources

[www.dreamgrow.com](http://www.dreamgrow.com)  
[www.marketingweek.com](http://www.marketingweek.com)  
[www.vividfish.co.uk](http://www.vividfish.co.uk)  
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