



# **The Top 3 Mistakes Brands Make With Social Commerce**

And How To Fix Them



# Introduction

About eight in 10 businesses anticipate selling products or services via social media commerce platforms in the next three years. Social commerce is an opportunity to rethink how you connect with your audience—and how brands generate revenue.

In this new world of shopping, it's easy to make mistakes that dissuade consumers from buying. With a few tweaks, companies can transform their social commerce experience from lackluster to seamless.

We asked 1,000 U.S. consumers a simple question:

## What do brands get wrong when it comes to social commerce?

This data report covers the top **three** cited social commerce issues and how to avoid them using a tool like Sprout.

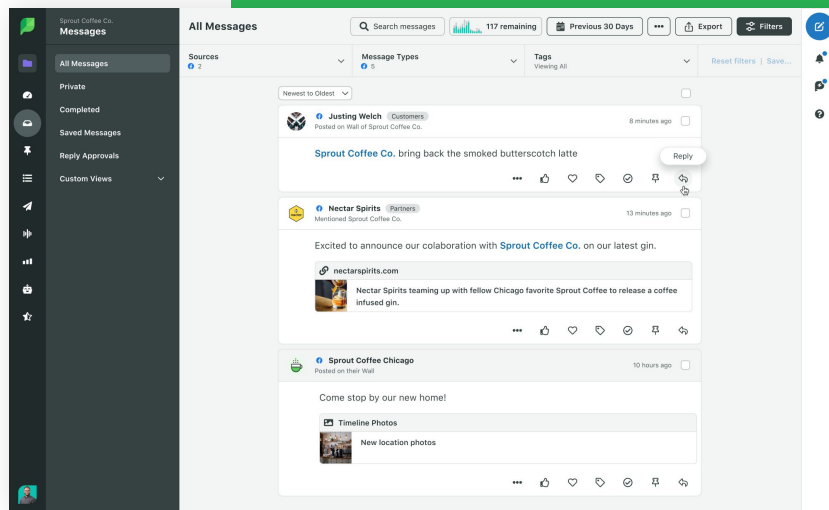


# #1. Not responding to consumer questions or comments

More than email or a company's website, social is the [preferred channel](#) for customer service issues or questions.

# 44%

of consumers say brands' biggest commerce mistake is not responding to support questions and posts on social.



**Sprout's Smart Inbox** unifies your social channels into a single stream to monitor incoming messages, foster conversations and respond to your audience quickly. This approach allows you to effectively prioritize messages with a purposeful team workflow.

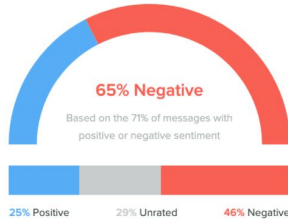
## #2. Promoting irrelevant products or services to their audience

### Nearly Half

of consumers (44%) say they've come across an ad for irrelevant products or services. Paid ads gone wrong waste money and your audience's time. Audience research is a critical first step in deciding what to list and promote.

#### Sentiment Summary

Understand how users feel about this Topic.



#### Sentiment Trends



People are talking about your Topic 22% less **positively** compared to the previous period.



Your Topic is being talked about 62% more **negatively** this period.

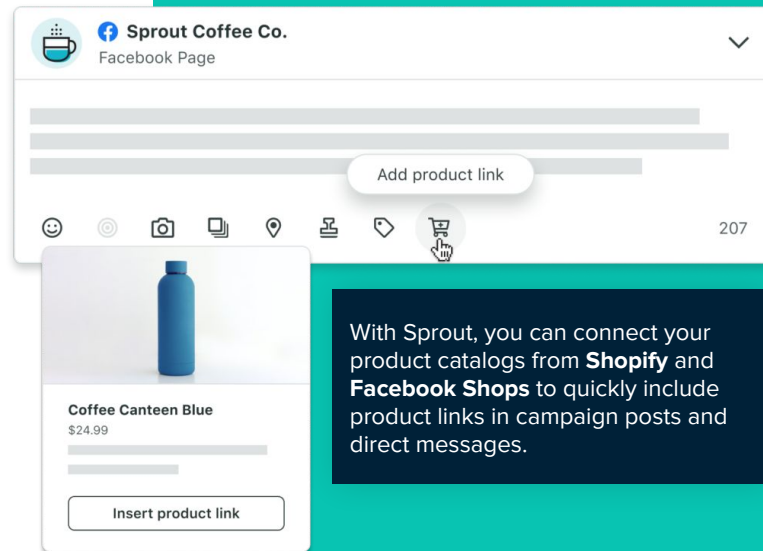
Understanding how your audience feels about your services is critical when deciding what to promote. With Listening in Sprout, you can create a **Brand Health Topic** to track, analyze and act on what consumers are saying about your brand. These insights provide a clear view into your consumers' needs and preferences, helping you refine your commerce strategy.



### #3. Not providing a convenient checkout experience

# 38%

of consumers say it is important to have **fewer steps in their social commerce checkout process**. Even if consumers have to leave a social network to complete a purchase, immediately direct them to the right product page so the path to purchase is clear and effortless.



With Sprout, you can connect your product catalogs from **Shopify** and **Facebook Shops** to quickly include product links in campaign posts and direct messages.

**Meet your  
customers where  
they are — not the  
other way around.**

Investing in the right  
**all-in-one** tool makes  
sure your social  
commerce  
experience doesn't  
leave money on the  
table.



# Build a better customer experience with Sprout

Our powerful, all-in-one social media management platform unlocks the full potential of social to transform not just your marketing strategy—but every area of your organization.

[Start Your Free Trial](#)

