eggsist
DIGITAL CONSULTING IN CHINA

What does *Social Commerce* mean?

MARCH, 2020

Traditional e-commerce		Social commerce
Active browsing	**Interest to purchase**	Follow trends
Product comparison	**Browse product**	Fear of Missing out
Follow the discount	**Make a purchase**	Buy Now Think Later
Share or not to share?	**Experiment & comment**	User generated group

The booming mobile generations and the penetration of social media are fuelling the growth of social commerce. Therefore, social commerce has to adapt to the re-shaping consumer behaviour and creates platforms which could integrate not only e-commerce features but also social ones. The content is always the king, but the starting point of the sales funnel has to engage the consumer with a vertical communication made by the usage of gamification and KOL marketing.

Social Commerce
Platforms' features

6 *Social Commerce* approaches:

How to engage consumers through the main
Chinese social commerce platoforms

E-COMMERCE PLAFTORMS WITH SOCIAL FUNCTIONS:

天猫 Tmall

Tmall reached over CNY 2.121 billions of gross merchandise value (GMV) in 2018, occupying the largest pie in China's e-commerce platforms, with a GMV per active user/year of CNY 5,682.

微淘 Weitao

Weitao is Taobao and Tmall's built-in social media platform. Through its social commerce functions it let KOLs and brands post product-related content, build an audience, and engage with platform users.

Weitao differs from Little Red Book because it drives users to buy items either on Taobao or Tmall while Little Red Book links to its own e-commerce ecosystem.

MOBILE WALLET AND SOCIAL COMMERCE ALL IN ONE APP

支付宝 Alipay

Alipay, the super Lifestyle App of Alibaba group is more than a digital wallet, it is a social commerce all in app! Through the platform retailers and brands can promote their products and design DTS campaigns to drive consumers directly to their wallet.

It's a drive to wallet platform always positioned at the end of the user e-commerce journey but also at the starting point of the purchase journey!
With its integrated function called Pintuan 拼团 - meaning group-buy - users can enter from the main page of the App to the Alibaba

affiliated e-commerce platform, Taobao, and buy items at a discounted price, if one or more users purchase the item together.

支付宝 ALIPAY

To sum up, Alipay despite being a digital wallet, is among the family of Chinese social-commerce because has among its social features not only the group-buy but also the possibility to share moments, send items and gifts to friends or even send credits by the so called digital honbao 红包.

To know more about the world of Alipay click here > http://bit.ly/EGGsistTravel

UGC (USER-GENERATED-CONTENT) DRIVEN SOCIAL COMMERCE PLATFORM

小红书 Little RedBook

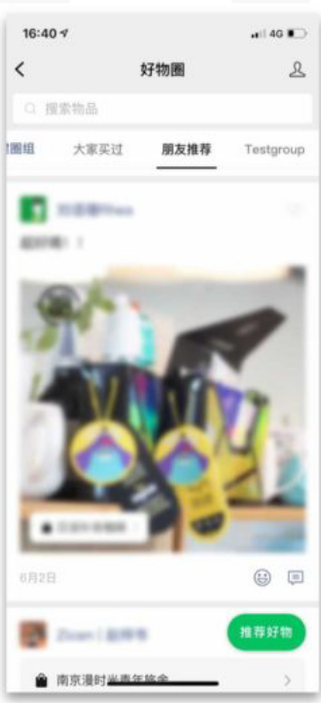
Founded in 2013, **Xiaohongshu**, or better known as Little Redbook is an experience-sharing/ recommendation platform for overseas purchases. it is dedicated for overseas luxury goods, primarily for fashion and beauty products and among its social commerce' features, it is an highly-engaged community of savvy users who research and review their products extensively on the app

GROUP BUY SOCIAL COMMERCE PLATFORM

拼多多 Pinduoduo

Founded in 2015, the Chinese e-commerce platform Pinduoduo offers a wide range of products from daily groceries to home appliances. Up to today it counts more than 536.3 million active buyers and it has sold almost 7 billion products in the first half of 2019.

CREATOR OF SOCIAL BUZZ AN INTEREST & SALES STIMULATOR



Click on the "推荐好物" button

1

Select a picture

2

Match the picture with a product

3

Publish on your timeline

4

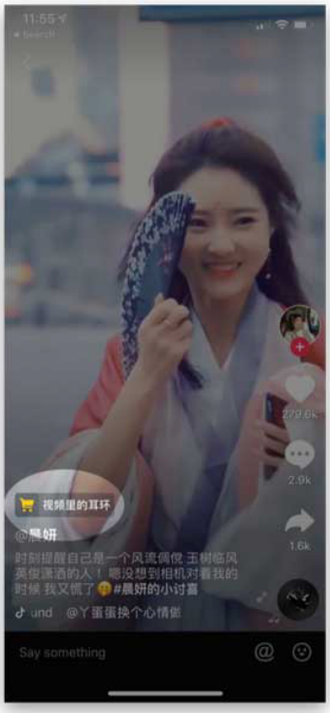
微信 WeChat

WeChat, born as a social media platform in China, is now also a social commerce platform, counting more and 1 billions active users.

The feature which transformers the social media in social commerce is called “Good Product Circle” (好物圈), which is an extension of WeChat’s “Shopping List” feature.

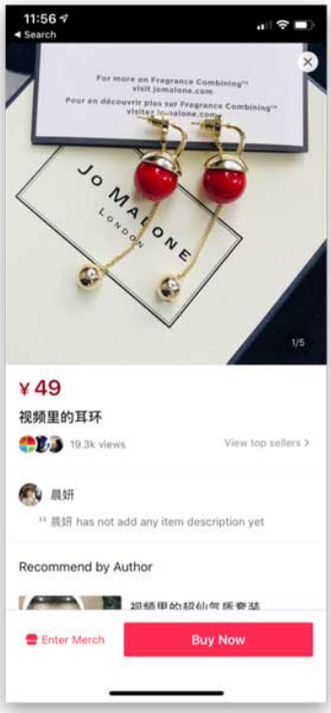
While the “Shopping List” feature was originally created to allow users to manage orders and shopping carts that they have previously done on different WeChat Mini Program stores; “Good Product Circle” introduced a new interactive module that allows users to recommend products, access friends’ recommendation lists, and socialize on the interface.

KOL DRIVEN SOCIAL COMMERCE PLATFORM



An e-commerce link can be included in Douyin videos

After the first video loop, a bigger product banner appears



The link takes users to a product introduction within Douyin

Clicking ”Buy now” redirects users to the Taobao product

抖音 Duoyin

Douyin, founded in September 2016 by Beijing Bytedance Technology, is currently available in over 150 countries and regions and it counts more than 300 million monthly active users in China.

A fast-emerging short video social network for users that can post and share self-created short videos or integrate external online shopping links from Alibaba's e-commerce platforms into its platform. It also supports watching live streaming and shopping online at the same time.

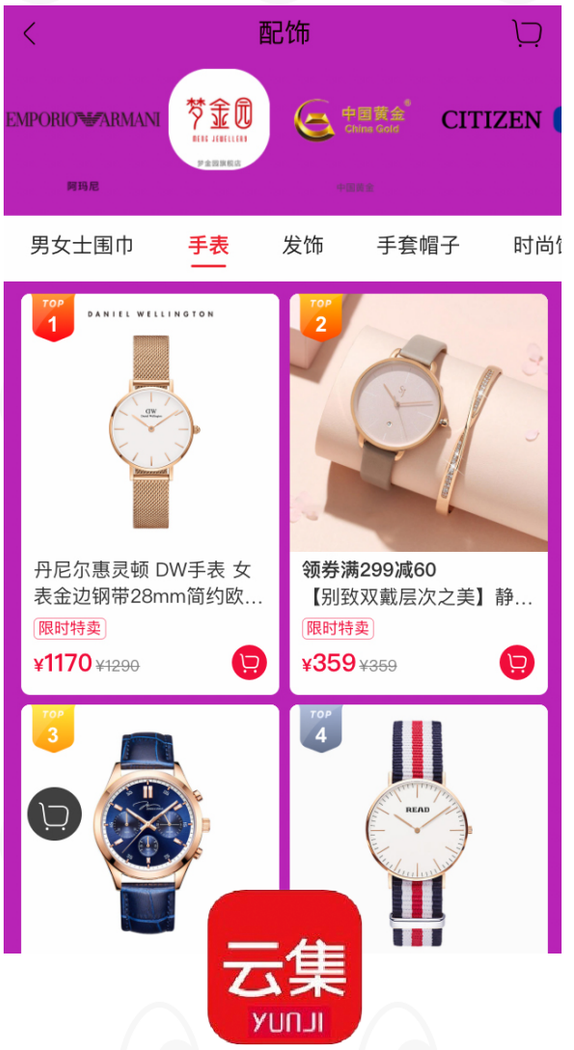
GIFTING APPROACH

云集 Yunji

Founded in 2015, Yunji has applied in its platform a membership-based model jointly with the power of social interaction.

Its "innovative" membership-based model relies on the fact that users are asking to pay the platform entrance fee, only once they have gained access to a variety of benefits and discounts; moreover it lets people open their own micro-stores and take benefits.

Members then get compensated for successfully selling to others and recruiting new members.



About us

EGGsist, China digital consulting firm, advises Western companies who want to approach digitalization in China and those who want to target the Chinese audience overseas.

As Alipay Marketing Partner, EGGsist designs O2O (online2online) activities for retailers in fashion, luxury and travel industries interested in driving Chinese users from online directly to their point of sales.

For more information discover the EGGsist Alipay packages and 3 RATs China digital

> http://bit.ly/EGGsist3packpackages.

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