

# ARE YOU READY FOR SOCIAL COMMERCE?

Introducing Social Commerce @ Wunderman Thompson – a brand new offering, supporting clients with their end-to-end Social Commerce experience, covering strategy and engagement, content, product and data, technology and paid media.



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## WHAT IS SOCIAL COMMERCE?

We all know the power of social media as a space where people connect, share and seek inspiration. Social Commerce extends this to create social spaces where people can also buy.

The idea of using social platforms to sell is nothing new. But crucially, Social Commerce empowers consumers to buy on platform. No more clicking through to an external shopping cart – just a seamless, swift end-to-end shopping experience on the social app of their choice.

## WHY DO I NEED SOCIAL COMMERCE?

The beauty of Social Commerce is that it's discovery-driven and contains the entire path to purchase within one platform. What's also clear is that consumers are already embracing social as channel of choice across all four stages of the shopping journey:



## SO HOW DO I GET ON BOARD WITH SOCIAL COMMERCE?

Social Commerce @ Wunderman Thompson offers an array of services to help optimise social presence, create connected experiences across selling channels, and drive brands into becoming leaders within the social commerce space.

These services are designed to form a cohesive journey towards achieving a best-in-class Social Commerce offer, and follow our Think-Build-Run philosophy. Our brand new capability covers everything a brand needs to do to nail their social presence, focusing on 5 key pillars – strategy & engagement, content, product & data, technology, and media.

Instagram, Facebook and TikTok all now support on-platform purchasing with native checkout features on their platform. But how do you connect your existing commerce platform to this kind of third-party checkout?

We have created “**The Connector**” – a **platform-agnostic integrator** that connects a brand's commerce stack with social native checkout, bridging the gap between order generation from the social platform and order fulfilment from a brand's commerce engine.

Sky's the limit, and the race to become a social commerce leader is on. Our advice? Don't just watch this space – get involved!

For more detail on the Social Commerce @ Wunderman Thompson service, read our [guide](#).

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