

WACVB Techsummit 2011

Sparkloft Media Presentations

April 2011

From Conversation to Conversion

- E-Commerce:
1. Mobile commerce
 2. Private sales
 3. Group buying
 4. Social commerce

Social commerce:

- Link to store on social media (e.g. Dell)
- Embed store in social stream (e.g. Home depot)
- Make purchasing decision social (e.g. fashion sites)
- Leverage reviews
- Sell through Facebook – e.g. give Starbucks giftcard
- Amazon: get recommendations for presents for Facebook friends
- Leverage the social graph and social information (e.g. user interests)

How can you make money with social?

- Monetize your audience (e.g. deals tab – pay to play)
- Make your product social (e.g. shared itineraries)
- Curate product (get experts to share their product ideas)