

Social commerce industry

# CHALLENGES & SOLUTIONS



# STATISTICS

Understanding the industry trends

# RECENT TRENDS

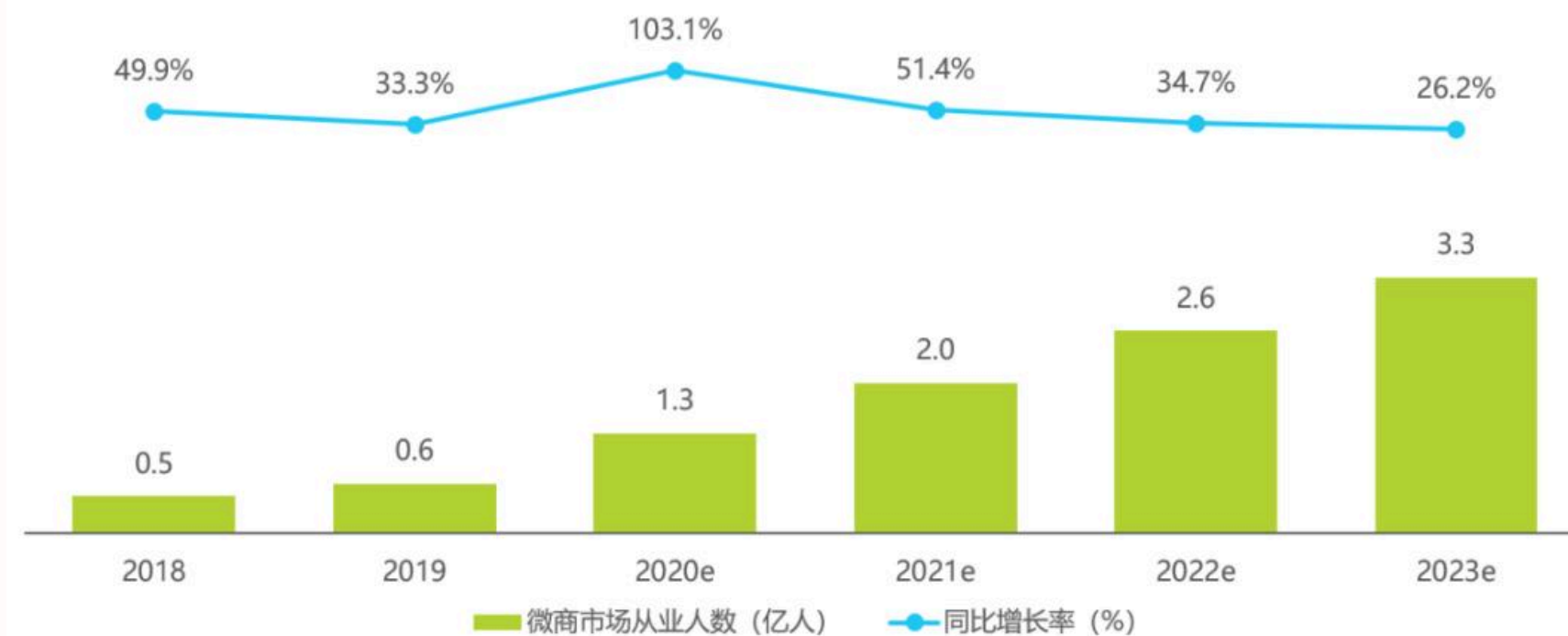
## 01 Change in the number of practitioners

In 2020, due to the impact of the epidemic, the demand for online sales surged, and the number of social commerce practitioners increased significantly. This trend shows that the social commerce industry has attracted more and more individuals and companies to enter and become an economic force that cannot be ignored.

## 02 Growth in the size of market transactions

Despite the decline in the annual growth rate, the transaction size continues to expand, indicating that the economic influence of the social commerce market is increasing. The significant growth in 2020 was again linked to the explosion of online consumption during the pandemic.

### 2018-2023年中国微商市场从业者数量

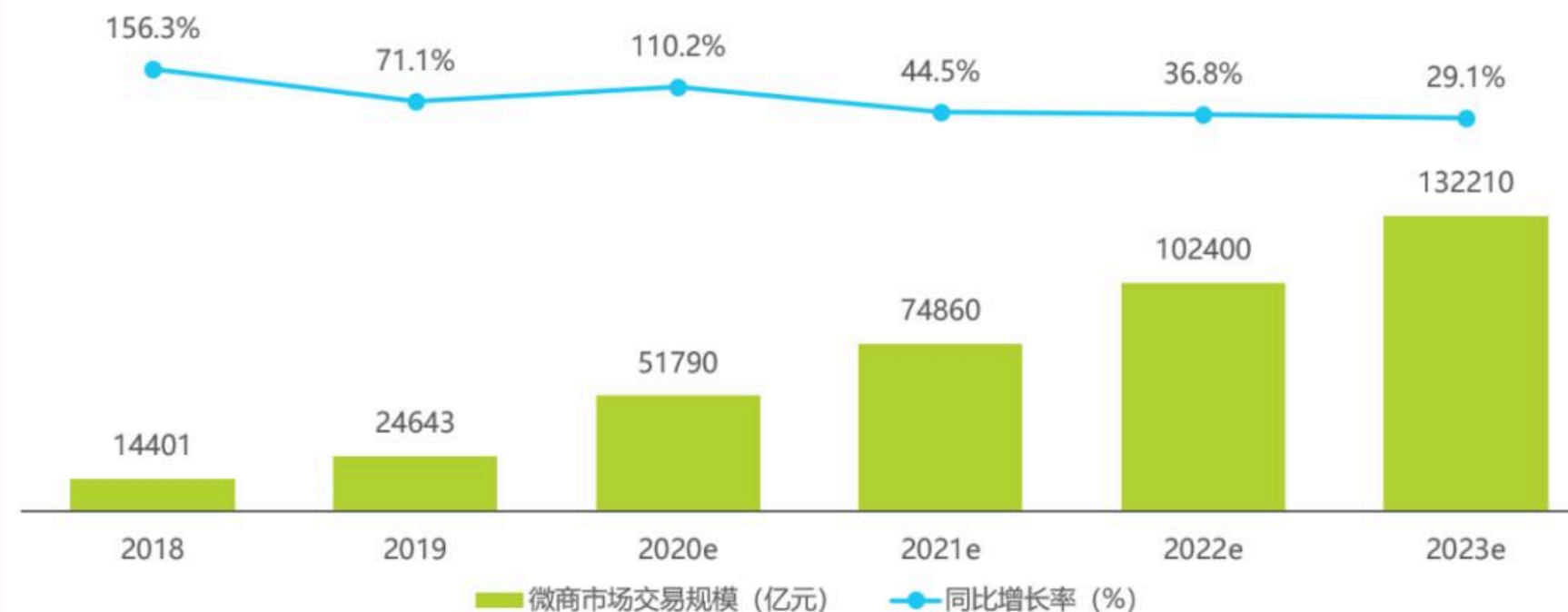


注释：包括个人、小微企业以及大型品牌方相关营销团队等参与社交生态下的微商销售模式的人员。  
来源：结合行业访谈及艾瑞统计预测模型估算。

©2021.4 iResearch Inc.

www.iresearch.com.cn

### 2018-2023年中国微商市场交易规模



注释：所有基于社交生态的微商销售模式带来的交易总额，包括个人、小微企业以及大型品牌方通过微商销售模式进行的交易行为。  
来源：结合企业公开财报、行业访谈及艾瑞统计预测模型估算。

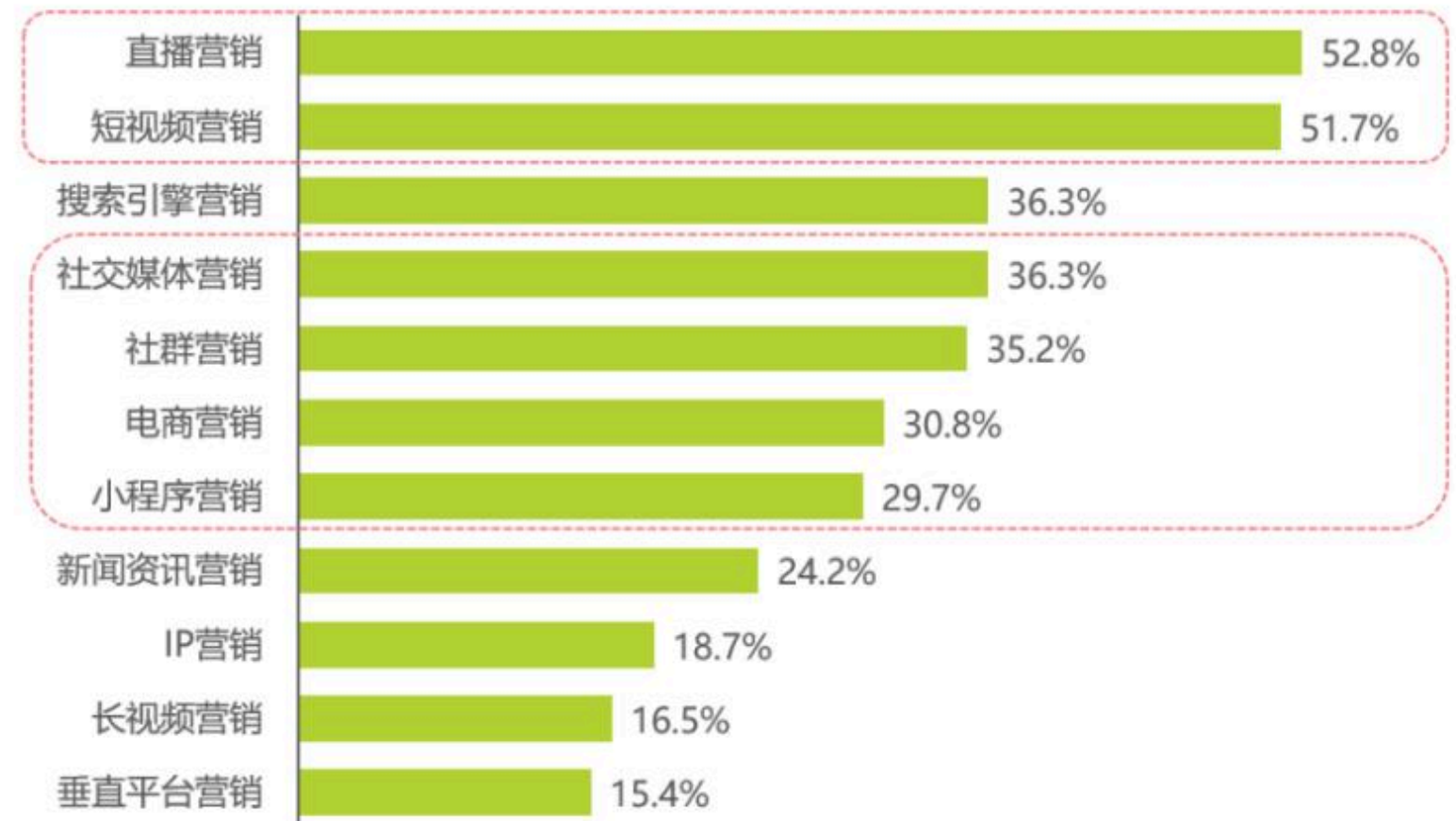
©2021.4 iResearch Inc.

www.iresearch.com.cn

# CLIENT PREFERENCE

The allocation of marketing budget of social commerce will pay more attention to the use of new media such as live broadcast and short video, while maintaining investment in traditional online marketing channels such as search engines and social media. Community and e-commerce marketing will also be important growth points, and the wide application of Mini Programs will further enhance the flexibility and user experience of social commerce.

## 2020年中国品牌方未来一年增加预算的线上媒体营销类别



注释: 90个品牌方参与调研获得。  
样本: N=90; 于2020年5月通过CMO训练营平台调研获得。

# CHALLENGES

Obstacles to increase the revenue

# CHALLENGES

## Increase the revenue

### Limited channels

Expanding sales channels is crucial for businesses aiming to attract more customers, enhance their experience, and ultimately increase revenue. Relying on a single channel limits sales growth and customer reach, underscoring the need for diversification to achieve these goals effectively.

### Retaining customers

Retaining customers is essential for stable revenue, cost efficiency, and positive word-of-mouth marketing. It boosts customer lifetime value, provides feedback for improvement, and strengthens brand reputation, supporting sustainable growth.

## Save the cost

### Operational efficiency

Achieving operational efficiency is a critical challenge for businesses, involving cost reduction, resource optimization, and maintaining customer satisfaction amidst market changes.

### Lacking e-commerce platform

Social commerce relies heavily on social media platforms, and their limited customization options can hinder businesses from attracting more potential customers. By creating your own e-commerce website, you can differentiate yourself from competitors and significantly enhance the customer experience.



# OUR SOLUTION

What we can provide to help

# SOLUTION

01

E-commerce website

02

CRM system

03

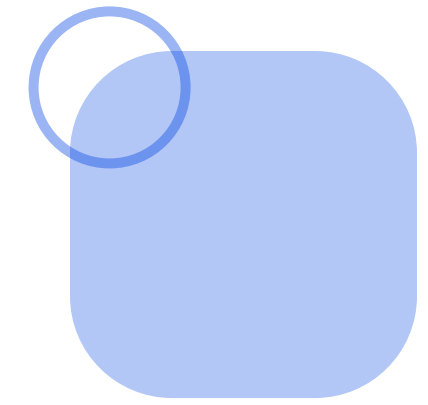
Email marketing

04

HR system

05

Collaboration platform





# BEFORE CONTINUING...



Using ecommerce website can increase **30%** of the total sales.



**Over 91%** of businesses with more than 10 people using CRM system.



**87%** of the salesperson choose email marketing.

Email marketing is the **2nd biggest** content publishing method



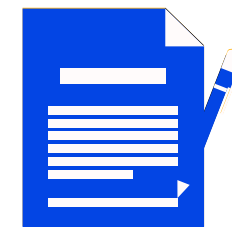
HR systems decide **25%** of your ability to deliver satisfactory results.



From 2019-2021, there's a **44% rise** of worker's use of collaboration platform.

# E-commerce website

An e-commerce website enables businesses to sell products and services online, featuring product listings, shopping carts, secure payments, and order tracking, providing a convenient, 24/7 shopping experience.



## Personalization

E-commerce websites can offer personalized recommendations based on browsing and purchasing history, enhancing customer satisfaction and loyalty.



## Social media integration:

Combining social media elements, such as reviews, ratings, and sharing options, helps building trust and engaging customers directly through social proof.



## Data Insights:

E-commerce platforms provide valuable analytics on customer behavior, preferences, and sales trends, enabling businesses to make informed decisions and tailor their marketing strategies.



## Streamlined Operations:

These platforms automate various business processes, such as inventory management, order processing, and customer support, improving overall efficiency.

# If without e-commerce platform?

1

## **BRAND CREDIBILITY:**

Just relying on the social media makes the business less professional, while customers will always prefer a more professional brand.

2

## **POOR USER EXPERIENCE**

Customers expect a seamless shopping experience, including easy navigation, secure payments, and order tracking, which can be challenging to provide solely through social media.

3

## **OPERATIONAL INEFFICIENCY:**

Manual processes for order management, inventory tracking, and customer service can lead to errors, delays, and increased workload.



# CRM system

A CRM system centralizes client management by consolidating all client interactions, data, and communication into a single platform.

01

## **Streamline the sales process**

CRM systems automate tasks and reminders, liberating your team from manual operations and minimizing human error. This enhances efficiency and accuracy, enabling the team to concentrate on more impactful tasks.

02

## **Improve performance management**

CRM systems assist you in tracking and analyzing your efforts, identifying the most effective channels and strategies, optimizing budgets and resources, and enhancing ROI. Ultimately, they contribute to building stronger customer connections.

03

## **Better customer segmentation**

CRM systems empower you to gain deeper insights into your customers by segmenting them based on unique characteristics and behaviors. This capability allows you to offer more personalized products and services tailored to meet the individual needs of your customers.

04

## **Enhanced data protection**

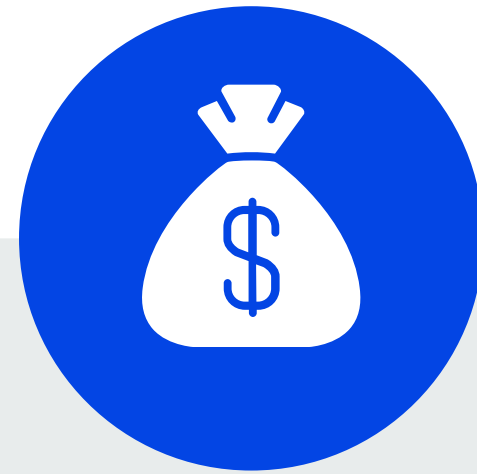
CRM systems incorporate advanced security measures such as encryption, access controls, and audit logs to protect sensitive CRM data from breaches and unauthorized access.

# IF NOT USING CRM...



## **Messy customer data**

Without a CRM, your customer database resembles a cluttered attic. Spreadsheets make it hard to track who entered what data, leading to duplicate records and lost leads.



## **Inconsistent sales process**

Imagine each salesperson playing their own game. Chaos, right? A CRM brings consistency by providing a standardized customer card and streamlining the sales process.



## **Lack of data control**

Spreadsheets don't protect your data like a CRM does. Plus, finding crucial information feels like searching for a needle in a haystack.

# EMAIL MARKETING

Email marketing is an efficient, flexible and cost-effective marketing tool that helps businesses stay in touch with customers, increase customer engagement and improve marketing results.



## High conversion rate

Precise audience targeting and personalized content in email marketing can greatly boost conversion rates by guiding customers to specific actions like purchases or sign-ups.



## Highly measurable

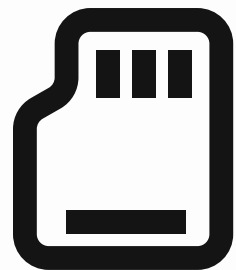
Email marketing provides you analytics tools for tracking open rates, click-through rates, and conversions, helping businesses assess campaign effectiveness and refine future strategies.



## Precise target audience

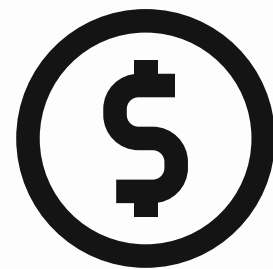
Email marketing allows you to target audiences based on behavior, interests, and past purchases, enhancing message relevance and boosting customer engagement and conversions.

# If don't use email marketing?



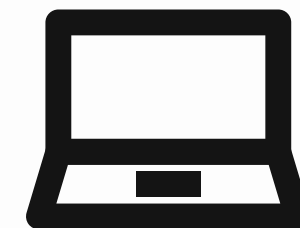
## Resource intensive

Without automation, you might require additional staff to manage email marketing tasks, leading to higher operational costs and decreased overall efficiency in your marketing endeavors.



## Increased risks

Manual processes raise the likelihood of errors, such as sending emails to incorrect segments or failing to update subscriber lists accurately.



## Ongoing list management

Managing your email list requires effort. It involves regularly cleaning inactive subscribers and updating contact details. An efficient email marketing system helps automate list management and allows you to plan your content in advance.



# HR SYSTEM

An HR system, or HRMS, automates and centralizes HR tasks like recruitment, payroll, and performance evaluation, enhancing efficiency and data security while improving employee experience.



01

## **Efficiency**

HR systems support better utilization of resources by optimizing staffing levels and skill matching for specific projects or tasks. Ensuring the right people with the right skills are assigned to the right job, maximizing efficiency and minimizing unnecessary costs.

02

## **Recruitment process**

HR system enables you to identify, assess, and hire the right candidates faster and more effectively. This not only improves time-to-hire metrics but also enhances the overall quality of new hires, contributing the success and growth. of your business.

03

## **Performance management**

HR system facilitates timely and constructive feedback loops between managers and teams. This continuous feedback mechanism promotes employee development and engagement, as well as allows for prompt course corrections and improvements.



# IF WITHOUT HR SYSTEM....

## Difficulty in Scaling

As the organization grows, managing HR functions manually becomes increasingly complex and unsustainable, hampering the ability to scale operations effectively.

## Inefficient Recruitment

The recruitment process can become disorganized and slow without an HR system, making it challenging to track applicants, schedule interviews, and manage communications with candidates effectively.

## Limited Analytics and Reporting

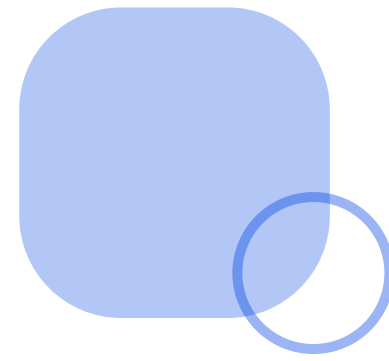
An efficient HR system provides valuable insights through analytics and reporting. Without it, making data-driven decisions about workforce management and planning becomes challenging.

## Reduced Productivity

Inefficient HR processes can slow down operations, reducing overall productivity as HR staff spend more time on administrative tasks rather than strategic initiatives.

# COLLABORATION PLATFORM

Collaboration platforms provide your team with the advantages of efficient collaboration, real-time communication, centralised management and innovation promotion in many ways, significantly improving team productivity and competitiveness



01

## **Centralised information management**

The collaboration platform keeps all the team's documents, data, and communication records in one place. This makes it easy for everyone to find and access the information they need, preventing information silos and reducing duplicate work.

02

## **Project management**

Collaboration platforms often come with project management tools that help teams track progress, assign tasks, and set deadlines. This ensures projects are completed on time and enhances overall management.

03

## **Transparency and visibility**

The collaboration platform transparently displays task progress, project status, and work results. This keeps team members and management informed, enabling timely adjustments and optimization.



# Without a reliable collaboration platform?

01.

## **Communication Breakdowns:**

Critical information regarding market trends, customer preferences, or regulatory changes may not reach the relevant individuals promptly, potentially resulting in missed opportunities or compliance issues.

02.

## **Remote work struggle:**

The rise of remote work necessitates robust collaboration tools. Imagine an insurance company where claims adjusters work remotely. Without a platform, they face challenges coordinating with underwriters, agents, and legal teams. Delays in claims processing can adversely affect customer satisfaction and operational efficiency.

03.

## **Inefficient client onboarding:**

Without a centralized platform, advisors and compliance officers exchange paperwork via email or physical copies. This lack of real-time updates and automated workflows delays the onboarding process, impacting client satisfaction and revenue generation.



# THANK YOU

FOR YOUR ATTENTION



Kaida Lin



<https://raznameh.org/>



[kaida.lin@raznameh.org](mailto:kaida.lin@raznameh.org)

