

10 Tips to Boost Revenue with Social Support Commerce

If you've only thought of social media as a marketing platform, think again. Take a look at these strategies for using social support commerce to boost your revenue.

01

Reimagine what customer support could be.

Don't limit yourself to handling problems and complaints. Customer support can include anything that makes your customers feel more connected to your brand.

02

Help your customers right where they are in the channel they love.

Instead of pushing customers into another channel they may not want to use, offer help where they already are.

03

Equip your support team with the latest promotions.

Make sure your support heroes can see posted promotions in a customer's profile, so they can reference them in conversations.

04

Answer product questions.

When you post promotions, have someone keep track of comments under them.

If a customer asks: "Does this come in blue?" be sure to answer.

05

Empower your support team with shopping histories.

Build a log of conversations and comments so your heroes can recommend favorite items on sale or set up custom orders.

06

Leverage your fan base.

Choose a unique hashtag. Encourage your customers to tag you in a picture when they unbox their product and then reply in an engaging way.

07

Publicly thank your customers.

A simple "Thanks!" in response to a comment or purchase can go a long way to turning customers into ambassadors.

08

Leverage DMs.

More people open and respond to their direct messages than to their email.

09

Respond to customer complaints.

If a customer comments that a package is "taking forever" be sure to reply with understanding and engage them directly to build loyalty.

10

Develop a radically personal support system.

Integrate your customer history so you can see their past orders and conversations across all channels, all in one view.

Brands who engage with customers on social media increase revenue by 20-40%. Use these tips to create more meaningful connections with customers and grow your revenue!