

How LIVE is supercharging the growth of social commerce



Live commerce is a feature we're now seeing brands and social platforms utilize on a more regular basis, with purchases via this medium rising by 76% globally last year.

This trend is hardly a surprise, as this style of content is now met with overwhelmingly positive sentiment among consumers.



4 out of 5 people say they are likely to buy on social media if they have watched a LIVE or participated in conversational commerce (an evolution in ecommerce where messaging apps and shopping intersect). 60% of shoppers who tried live stream shopping said **it improved their overall shopping experience.**



Live shopping already plays a massive role in China's shopping culture, with 45% of online shoppers expected to make a purchase via live stream in 2023, pushing **the country's live shopping industry towards a valuation of \$400bn.**



While no geographical location can yet compete with China on this front due to the region's early adoption of the technology, live shopping is clearly on the rise in **the US, too, and is predicted to reach \$35bn by 2024.**

In fact, app users are more receptive to commercial content generally, with TikTok users 50% more interested in branded Live content than non-TikTok users, and 1 in 3 TikTok LIVE users naming TikTok as their go-to platform to connect with brands. According to an Ipsos study commissioned by TikTok, the most engaged LIVE content categories are How-to tutorials, Product releases and In-depth product reviews.

This exciting form of shoppertainment opens up a route for brands to reach entirely new audiences who aren't just hyper-engaged, but are also willing and ready to purchase products — cementing its place as an intrinsic part of the global shopping journey going forward.

The most engaged LIVE content categories



A step-by-step to going LIVE on TikTok



Going LIVE, 1000 Strong

Reach a minimum of 1000 followers to activate the LIVE feature. Note- this number may differ by country.



Be tactical with timing

You need to have a clear understanding of your audience's prime viewing time, and schedule your LIVES around this.



Stay active

Posting a video prior to your LIVE can be effective in driving extra traffic. If a viewer sees this video posted during your LIVE, a special icon appears allowing them to enter your LIVE via the 'For You' feed.



Light, sound and angles

Naturally, a high-quality stream will usually perform better. Take the time to ensure your lighting and camera angles make it easy for viewers to see what's going on, and that audio is clear and not distracted by background noise.



Check your connection

Unsurprisingly, a good internet connection is imperative: you don't want to risk your LIVE freezing or cutting out mid-way through.



Preparation is key

Much of your best LIVE content will come in the moment, but having an outline with key discussion points will help you avoid awkward silences.



Engage with your audience

Throughout your LIVE be sure to engage with your viewers: whether you're responding to comments or answering questions, make your audience feel part of the experience.

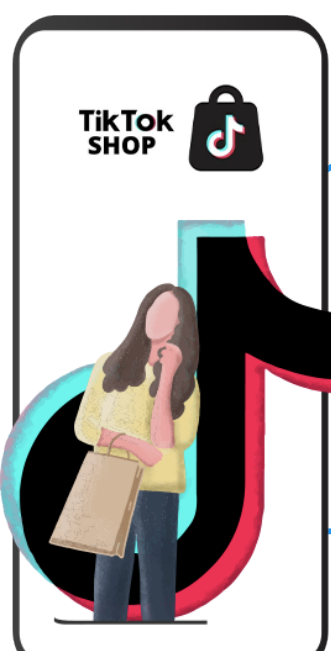


Optimal length

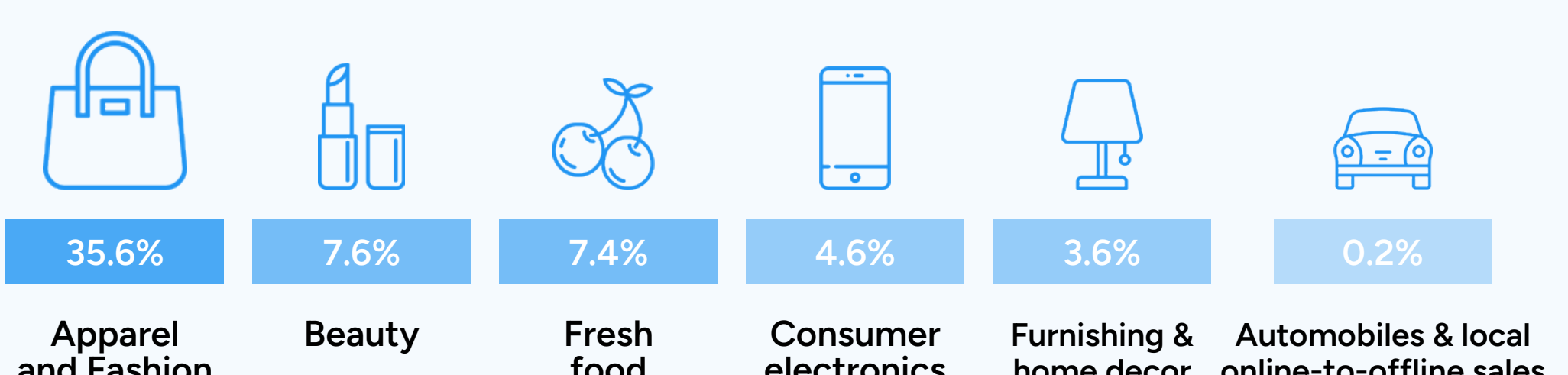
The duration of your LIVE is entirely up to you, though TikTok suggests 30 minutes is a good best practice to consider.

The TikTok Creator Portal is a hugely valuable resource filled with in-depth advice on how to succeed on TikTok LIVE. By applying this advice to your TikTok LIVE strategy, and combining it with ChannelEngine's streamlined integration and management software, you can help your brand quickly and seamlessly begin selling via this immersive, highly-effective channel.

From Swipe to Sale: TikTok Shop by the Numbers



- 50%** of TikTok users have bought something after watching a TikTok Live.
- 49%** of TikTok users say the platform helped them make purchasing decisions.
- 20%** of people in the U.S. participated in a livestream shopping event in 2022.



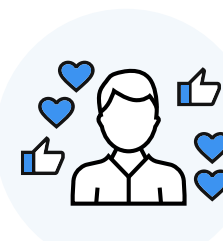
And apparel and fashion were the most popular products in live commerce followed by beauty and food products, per McKinsey Digital research.

Live Commerce tips



Establish a Distinct Brand Format:

- Choose a consistent theme or niche for your live streams.
- Opt for formats like product tutorials, live interviews, or behind-the-scenes videos.



Collaborate with Influencers and Celebrities:

- Leverage influencers within your brand's niche for broader reach.
- Create engaging content by integrating influencers into your established formats.



Make Live Streams Personal:

- Treat each viewer as an individual for a more intimate connection.
- Share personal stories about your brand, product, or journey.
- 100% Pure's success lies in emotional connections through store associates' personal experiences.
- Consider TikTok for ultra-personalized live streaming, evident in the viral #TikTokMadeMeBuyIt trend with 6.1 billion views.

Share of people who participated in or heard of a live streaming shopping event in selected countries worldwide in 2022

