

SOCIAL COMPUTING

What is Web?



Worldwide Web

- The world wide web is larger collection of interconnected Documents or Content
- Facilitates communication between peopleand also computers



Internet

The Internet is the collection of interconnected computer Networks.



Web 1.0

Web 1.0 is an old internet that only allows people to read from the internet.



Web1.0 is a one-way platform

Web 1.0

- First stage of the World Wide linking web pages and hyperlink
- Most read-only Web. It focused on companies home pages
- Dividing the world wide web into usable directories
- It means Web is use as "Information Portal".
- Everyone has their personal own little corner in the cyberspace
- It started with the simple idea "Put content together"
- Media companies put content in the web and pushes it to user.
using web 1.0 Companies Like BBC, CNN able to get online.

Web 2.0



□ Web 2.0 [Share]

Web2.0 is a two-way
Platform

A term used to describe a new generation of Web services and applications with an increasing emphasis on human collaboration.

Web 2.0(Read-Write interactive web)

- It is a platform that gives users the possibility (liberty) to control their data.
- This is about user-generated content and the read-write web.
- People are consuming as well as contributing information through blogs or sites like Flickr, YouTube, Digg, etc.



Web 1.0 & 2.0

- **Web 1.0: First Generation of the Web**

Focuses on the creation and commercialization of the Web.

- **Web 2.0:**

- A loose (wide) collection of information technologies, applications, and the websites that use them.

- Represents a new digital ecosystem that promotes creativity, connectivity, collaboration, convergence, and community.

Web 2.0 Applications

- **AJAX (Asynchronous JavaScript and XML):**

- A web development technique that enables portions of web pages to reload with fresh data without requiring the entire web page to reload.

- **Tagging:**

- Involves using a tag (a keyword) to describe a piece of information in multiple, overlapping associations rather than in rigid categories.

- **Geo-tagging:** Tagging information on maps.

- **Really Simple Syndication (RSS):**

- Allows subscribers to receive customized information when they want it, without needing to browse through numerous websites.

- Subscribers receive notifications of changes and new content updates.

Web 2.0 Applications

- Blogs (or weblogs)
 - Personal Web sites, open to the public
 - The site creator (blogger) expresses his/her feelings or opinions via a series of chronological entries
 - Blogosphere: Millions of blogs on the Web
 - Service providers: www.blogger.com, www.xanga.com
- Microblogging
 - A form of blogging using short messages, image, or video
 - Example: www.twitter.com
- Wiki
 - A Web site made up entirely of content posted by users
 - Promotes collaboration
 - Example: www.wikipedia.org



Web 2.0 Applications

- **Social Networking Websites:**

- Websites that support activities for maintaining social networks.
- Allow users to create a profile page, post blogs, and share links and media.

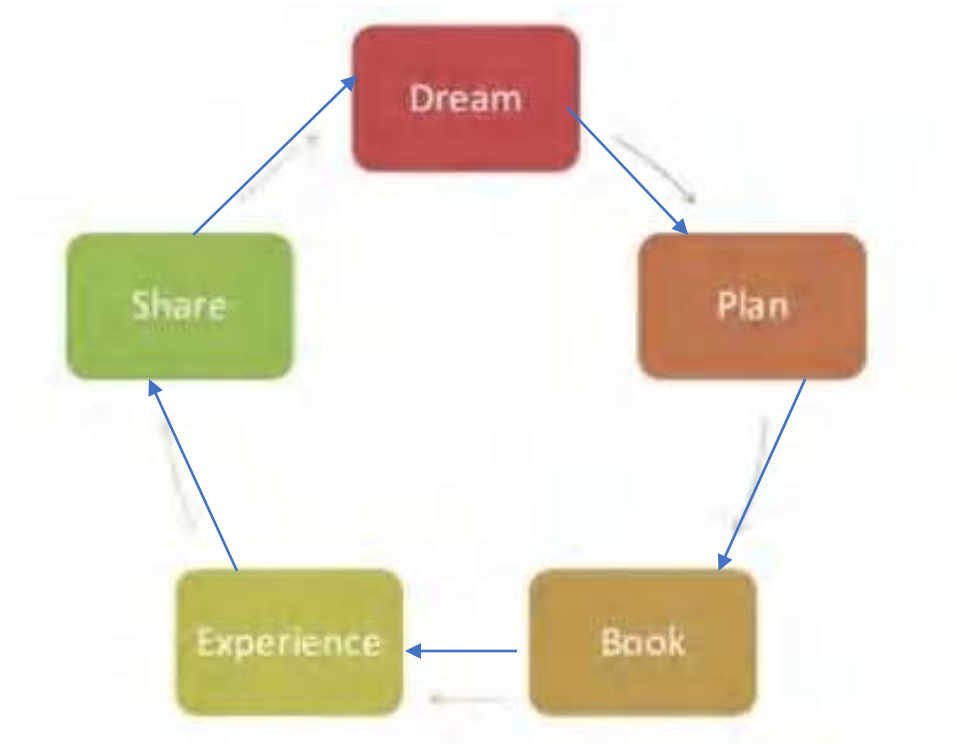
- **Enterprise Social Networks:**

- Business-oriented social networks, such as [LinkedIn](#).
- Corporate social networks designed for professional or enterprise use.

- **Mashup:**

- A website that takes different content from other websites and mixes them together to create a new kind of content.
- Example: [HousingMaps.com](#).

Web 3.0



Web 3.0

1) Semantic Web

- The next evolution of the Web involves the Semantic Web. The semantic web improves web technologies in order to generate, share and connect content through search and analysis based on the ability to understand the meaning of words, rather than on keywords or numbers.

2) Artificial Intelligence

- Combining this capability with natural language processing, in Web 3.0, computers can understand information like humans in order to provide faster and more relevant results. They become more intelligent to satisfy the needs of users.

3) 3D Graphics

- The three dimensional design is being used extensively in websites and services in Web 3.0. Museum guides, computer games, ecommerce, geospatial contexts, etc. are all examples that use 3D graphics.

Web 3.0

4) Connectivity

With Web 3.0, information is more connected thanks to semantic metadata. As a result, the user experience evolves to another level of connectivity that leverages all the available information.

5) Ubiquity

Content is accessible by multiple applications, every device is connected to the web, the services can be used everywhere.

Comparison of Web 1.0,2.0 and 3.0

Web 1.0	Web 2.0	Web 3.0
The Web	The Social Web	The Semantic Web
Read-only Web	Read and Write Web	Read, Write and Execute Web
Information sharing	Interaction	Immersion
Connect Information	Connect People	Connect context, people and knowledge
All about static content (one-way interaction)	Two-way communication through social networking, blogging etc.	Visualization
Owning content	Sharing content	Consolidating content
Web Forms	Web Applications	Smart Applications
HTML Portals	XML/RSS	RDF/RDFS/OWL
Banner Advertising	Interactive advertising	Behavioral Advertising
Britannica Online	Wikipedia	Semantic Web

Terminology

- **RDF (Resource Description Framework):**
 - It is a data modeling language where web information is stored and represented in RDF
- **SPARQL (SPARQL Protocol and RDF Query Language):**
 - It is the query language which is specifically designed to query data across various systems.
- **OWL (Web Ontology Language):**
 - This is the schema language or Knowledge Representation (KR) language which enables you to define concepts so that they can be re-used as much and as often as possible.

Fundamentals of Social Computing in Business

Social commerce

- The delivery of electronic commerce activities and transactions through social computing.
- Supports social interactions and user contributions.

Fundamentals of Social Computing in Business

- Social Commerce
 - Benefits to customers
 - Benefits to businesses

Social Commerce: Benefits to customers

- Better faster responses to complaints
- Customers can assist other customers
- Customers' expectations met more fully and quickly
- Customers can easily search, link, chat, and buy while staying on a social network's page

Social Commerce: Benefits to Businesses

- Quickly test new products and ideas
- Learn more about their customers
- Identify problems quickly
- Rapid customer feedback
- Increased sales from customer discussions on social networking site

Social Commerce: Benefits to Businesses

- More effective marketing campaigns
- Use content in marketing campaigns
- Obtain free advertising through viral marketing

Marketing Campaign

- Marketing campaigns promote products through different types of media, such as television, radio, print, and online platforms.
- Campaigns are not solely reliant on advertising and can include demonstrations, video conferencing, and other interactive techniques.
- Businesses operating in highly competitive markets and franchisees may initiate frequent marketing campaigns and devote significant resources to generating brand awareness and sales.
- Marketing campaigns promote products through different types of media, such as television, radio, print, and online platforms.
- Defining a campaign's goal usually dictates how much marketing is needed and what media are most effective for reaching a specific segment of consumers.
- Companies that lose sales due to major negative press often use marketing campaigns to rehabilitate their image.

Benefits of Social Commerce

Benefits to Customers:

- Better and faster vendor responses to complaints, as customers can express their complaints publicly (on platforms like Twitter, Facebook, and YouTube) and due to crowdsourcing of complaints.
- Customers can assist other customers (e.g., in online forums).
- Customers' expectations can be met more fully and quickly.
- Customers can easily search, link, chat, and buy while staying on a social network's page.

Benefits to Businesses:

- Can test new products and ideas quickly and inexpensively.
- Learn a lot about their customers.
- Identify problems quickly and alleviate customer dissatisfaction.
- Gain insights into customers' experiences through rapid feedback.
- Increase sales when customers discuss products positively on social networks.
- Create better marketing campaigns and build brand awareness.
- Use low-cost user-generated content, for example, in marketing campaigns.
- Obtain free advertising through viral marketing.
- Identify influential brand advocates and reward them.

Social Computing in Business: Shopping

- Social shopping
 - A type of e-commerce using social networking tools to enhance the shopping experience
- Ratings, reviews, and recommendations
 - Guide consumers in purchase decisions
 - Examples: www.epinions.com, www.shopsocially.com
- Group shopping
 - Major discounts offered for a short time
 - Examples: www.groupon.com, www.livingsocial.com

Social Computing in Business: Shopping

Shopping Communities and Clubs:

- Host sales for their members that last just a few days and usually feature luxury brands and heavily discounted prices.
- These clubs are often exclusive and help sell luxury items without compromising the brands' images.

Social Marketplaces and Direct Sales:

- Act as online intermediaries that leverage social networks for introducing, buying, and selling products and services.
- A social marketplace helps members market their own creations.

Peer-to-Peer Shopping Models:

- Are the high-tech version of old-fashioned bazaars or bartering systems.
- Individuals use these models to sell, buy, rent, or barter online with other individuals.

Social Shopping

- **Shopping communities and clubs**
 - Offer discounts for members for limited time without diminishing a brand's image
 - Examples: www.rueiaia.com, www.kaboodle.com
- **Social marketplaces and direct sales**
 - Social marketplaces: Online intermediaries using social networks for buying and selling products and services
 - Examples: www.craigslist.com, www.flipsy.com
- **Peer-to-peer shopping models**
 - Support bazaar-style and bartering systems
 - Encourage collaborative consumption: Peer-to-peer sharing or renting www.relayrides.com

Social Computing in Business:Marketing

- **Marketing**
 - **A process of building profitable customer relationships by creating value for customers and capturing value in return**
- **Two main processes:**
 - 1.**Advertising**
 - 2.**Market research**

Social Computing in Business:Marketing

- Today members of social media voluntarily provide demographics that help identify and target potential customers. Due to the open nature of social networking, merchants can easily find customers, see what they do online, and learn who their friends are

Social Computing in Business:Marketing

- Feedback from customers provided to companies through social computing tools (e.g., blogs, wikis, online forums, and social networking sites).

Social Computing in Business:Marketing

Conducting Market Research Using Social Networking

- Customer sentiment expressed on Facebook, Twitter, LinkedIn and similar sites represent an incredibly valuable source of information for companies allowing them to analyze the data, conduct better advertising campaigns, improve their product design and their service offerings.

Social Advertising

- Social advertising
 - Leverages user dynamics to influence consumers
 - Peer pressure, friend recommendations, likes, etc.
- Social apps
 - Branded online applications that support social interactions and user contributions
 - Nike+ app
- Viral marketing (word of mouth)

Online Advertising

- **Advertising** is an attempt to disseminate information in order to influence a buyer-seller transaction.
- **Advertising Methods:**
 - **Banners** are simply electronic billboards.
 - **Pop-up ad** appears in front of the current browser window.
 - **Pop-under ad** appears underneath the active window.
 - **Permission marketing** asks consumers to give their permission to voluntarily accept online advertising and e-mail.
 - **Viral marketing** refers to online “word-of-mouth” marketing. The strategy is to have people forward

Benefits of Advertising on Social Networks

- Control is in your hands with self-service ads
- Target your audience
- Viral marketing
- Set a budget that works for you

Market Research

- **Market research**
 - **The open nature of social networking allows merchants to understand, identify, and target potential customers at zero or low cost**
- **Conversational marketing**
 - **Using blogs, wikis, online forums, and social networking sites to collect feedback from customers**
- **Social intelligence**
 - **A process of monitoring, collecting, and analyzing socially generated data to support strategic decisions**
- **How do companies use social media tools such as Facebook and Twitter for market research?**

Social Computing in Business: Customer Relationship Management

- Social computing helps improves customer service
- Companies are aware of the effects of negative comments posted by social network members
- Opportunity to involve customers proactively () to reduce problems through improved customer service

Social Computing in Business: Human Resource Management

- Recruiting
 - Recruiters scan online social networks, blogs, etc. to find information about potential employees
 - Job seekers are more visible to recruiters if they are online and active
- Training
 - Several companies use virtual worlds for training purposes
 - www.secondlife.com
 - Cisco uses its virtual campus in Second Life for product training and executive briefings
 - IBM runs management and customer interaction training sessions in Second Life

Freelancing

- Freelance:
 - Working **for different companies** at **different times** rather than being permanently employed by one company.
- Freelancer:
 - A person who sells works or services to employers without a long-term commitment to any of them.

Customer Relationship Management

- ✓ Customer relationship management (CRM) is a strategy for managing a company's interactions with its customers and sales prospects.
- ✓ Often CRM is equated with automating business processes related to sales, marketing and customer service – CRM is not just about technology
- ✓ It involves strategy and redesign of business processes with the overall goal to find, attract, and win new customers, retaining those customers and finally getting feedback from them to better design company's product and customer facing processes.
- ✓ CRM can also reduce the costs of marketing, sales and customer service,

Customer Relationship Management

- ✓ CRM uses **people, processes, and technology** to gain insight into the behavior of customers
- ✓ CRM can bring together information from all data sources within an organization (and from outside the organization if needed) to give **one holistic view of customer in real time**.
- ✓ CRM allows customer facing employees from sales, customer support, and marketing to **make informed decisions** on everything from cross selling and upselling opportunities to target marketing strategies to competitive positioning tactics.

Customer Relationship Management



CRM Application Areas



Sales Force Management

SFA applications help sales force in their daily jobs and aimed at increasing their productivity.

With these applications sales force need not remember or store contact information of thousands of company's existing customers and new prospects.

SFA applications help them to manage new leads and sales opportunities.

These applications helps sales force in managing sales in their territory and tracking sales performance, based on which they are provided incentive / compensation.

Sales Force Management

Typical areas of sales force automation applications are:

- ✓ Contact management
- ✓ Lead management / Opportunity management
- ✓ Sales forecasting and pipeline
- ✓ Sales performance management
- ✓ Territory management
- ✓ Quote generation

Field Service Application

As companies need to manage a large number of mobile technicians distributed across different customer sites, Mobile solutions are increasingly becoming an important component of field service applications.

Typical capabilities of field service applications are:

- ✓ Field service management (Utility services like Power distribution , civic amenities)
- ✓ Scheduling workforce - Finding the right person for the job.
- ✓ Managing spares / service parts

E commerce Application

Typical capabilities of E Commerce applications are:

- ✓ eMarketing
- ✓ Campaigns
- ✓ Personalization
- ✓ Online ordering
- ✓ Online product configuration
- ✓ Online auctions
- ✓ Online exchange and return
- ✓ Online Billing and Payment

E commerce Application

These applications help companies to buy, sell, and do other transactions over the Web.

Companies use these applications for variety of purpose like product search / browse, buying through shopping cart, product promotion, personalization, cross-sell and up-sell, product configurations, registries, multichannel ordering, customer self service etc.

Today e-commerce is becoming even more powerful with Web 2.0. It has even spread to small towns and rural areas.

Easy availability of Smart phones and Data services have played a great role in spreading the popularity of e-commerce

Call Centre/Contact Centre Application

These solutions provide customer support by answering different types of customer queries / calls and routing the calls to the most competent person who can handle it.

Call centre uses a variety of technologies like: local area networks (LAN), automatic call distributors (ACD), computer technology integration (CTI), Web integration, interactive voice response, voice logging and messaging, IVR/speech portals etc. Call centers today are capable of supporting complex customer interactions, such as scheduling service requests, providing technical support, and handling financial transactions.

Call Centre/Contact Centre Application

Typical capabilities of call centre applications are:

- ✓ Predefined escalation route
- ✓ Previous records of the caller
- ✓ Support in different time zones in different languages
- ✓ Managing call assignments
- ✓ Knowledge Base
- ✓ Self service capabilities
- ✓ Workflow

PRM(Partner relationship Management) Application

Typical capabilities of Partner Relationship Management applications are:

- Partner addition
- Distributing leads
- Partner profiling
- Managing different partner programs
- Partner opportunity tracking
- Special partner discounts and approvals
- Partner service
- Managing channel inventory / partner pipeline:

Market Mgmt. Application

Typical capabilities of Marketing Management applications are:

- Campaign management
- Customer interaction management
- Marketing planning
- Marketing resource and asset management
- Opportunity / Lead management
- Loyalty marketing

Market Mgmt. Application

These applications are used by companies to manage their end-to-end process from gathering and analyzing customer data across Web sites and other channels, to planning, budgeting, to executing customer communications and measuring results / effectiveness.

It helps the enterprise identify and target its best customers and generate qualified leads for the sales team.

Marketing automation also encompasses capabilities for managing customer loyalty, lists, collateral, and internal marketing resources.

These tools support an integrated approach to marketing strategy, development, delivery, and measurement across the marketing mix.

Revenue and Pricing Mgmt. Application

Typical capabilities of Revenue and Pricing Management applications are:

- Trade promotion management
- Promotions
- Pricing and promotion optimization

These applications help companies to optimize and manage prices throughout the product life cycle, including: initial pricing, promotional, and markdown or clearance pricing.

Product ConfigurationApplication

These tools are popular for complex products and services.

These applications help customers to configure a product as per their desired specification on the web (e.g Dell Desktops)

Based on this configuration, company's sales staff can quote and generate a price proposal quickly.

These applications can automate sales and product configuration, proposal configuration, cost estimation and pricing and can compress the entire lead-to-order process.

CRM Analytics

There can be different types of CRM analytics like:

- ✓ **Sales analytics:** This allow companies monitor and understand customer actions and preferences, through dashboards that graphically display KPIs.
- ✓ **Marketing analytics** Marketing applications generally come with predictive analytics to improve customer segmentation and targeting, and tools to measure the effectiveness (ROI) of a marketing / sales promotion campaign.
- ✓ **Customer service analytics** are increasing in popularity as companies demand greater visibility into the performance of call centers and other support channels, in order to correct problems before they affect customer satisfaction levels.

Leading CRM Products

- ✓ SAP CRM
- ✓ Oracle Siebel
- ✓ Salesforce.com
- ✓ Microsoft
- ✓ Amdocs

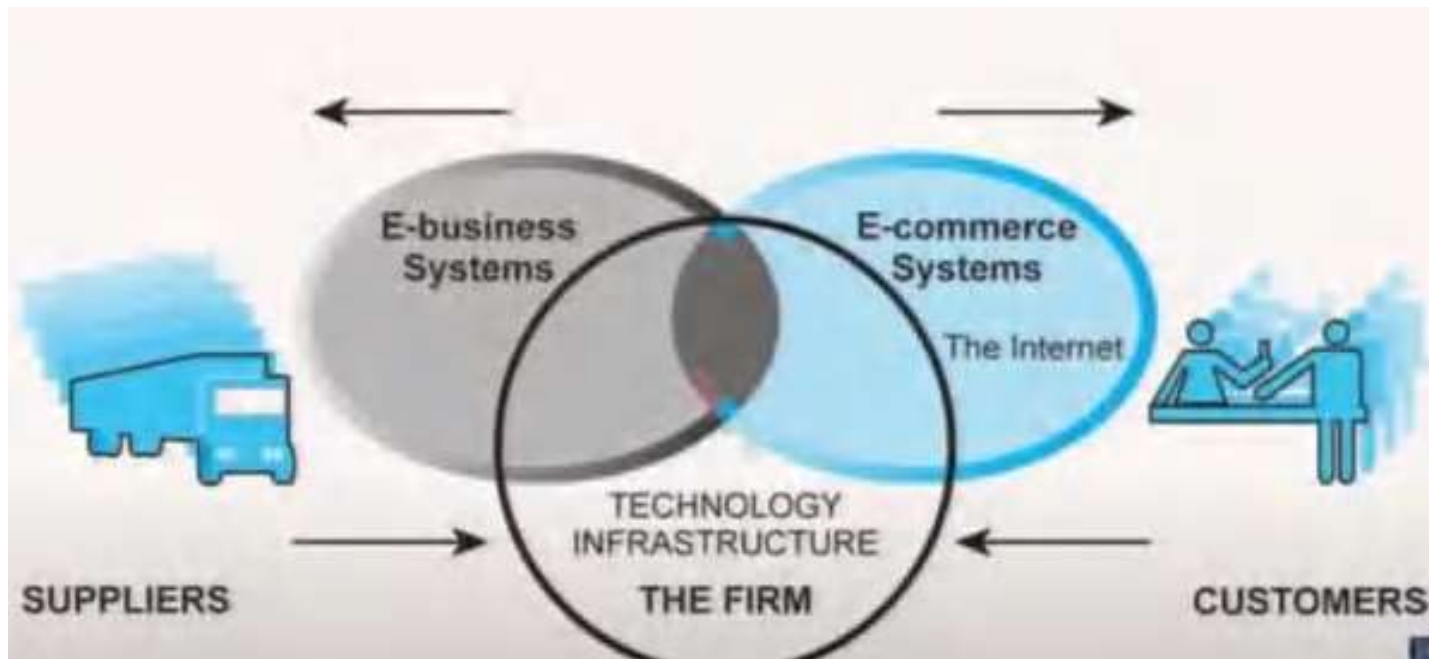
Types of E-commerce

- Business-to-Consumer (B2C)
- Business-to-Business (B2B)
- Consumer-to-Consumer (C2C)
- Business-to-Employee (B2E)
- E-government
- Government-to-Citizen (G2C)
- Government-to-Business (G2B)

E-commerce

Digitally enabled commercial transactions (involving exchange of value) between and among organizations and individuals.

E-commerce vs E-business



Unique Features of E-commerce

- **Ubiquity**
- **Global reach**
- **Richness**
- **Interactivity**
- **Information density (plentiful, cheap and accurate)**
- **Personalization/customization**
- **Network effect**
- **Hit and run pricing**

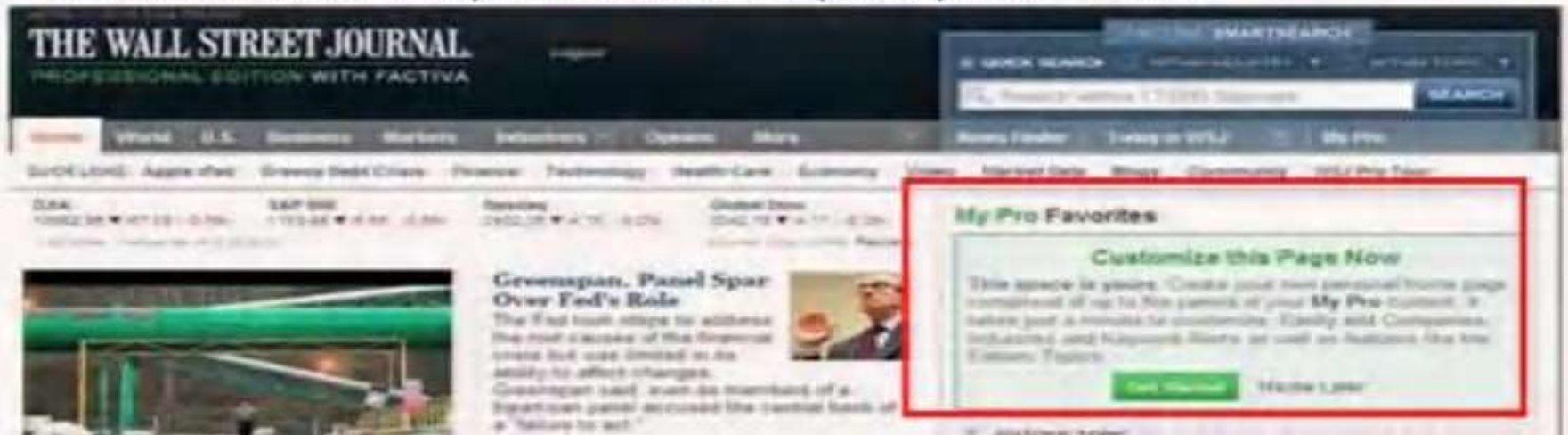
Personalisation

- Merchants can target their marketing message to specific individuals by adjusting it to a persons' clickstream behavior, names, interests and past purchases.

Customization

Customization

- Customization refers to changing the delivered product or service based on a user's preference or past purchases.



Types of E commerce

- **Business-to-consumer (B2C)**
 - Amazon.com
- **Business-to-Business (B2B)**
 - Indiamart.com
- **Consumer-to-consumer (C2C)**
 - e-Bay, Etsy
- **Mobile e-commerce**

Challenges of E-commerce

- Trust Issues
- Language and Cultural issues
- Security Issues
- Legal and Ethical Issues

Business Model

- Business model ascertains the **value proposition** of your business and how your **business makes money (revenue model)**.

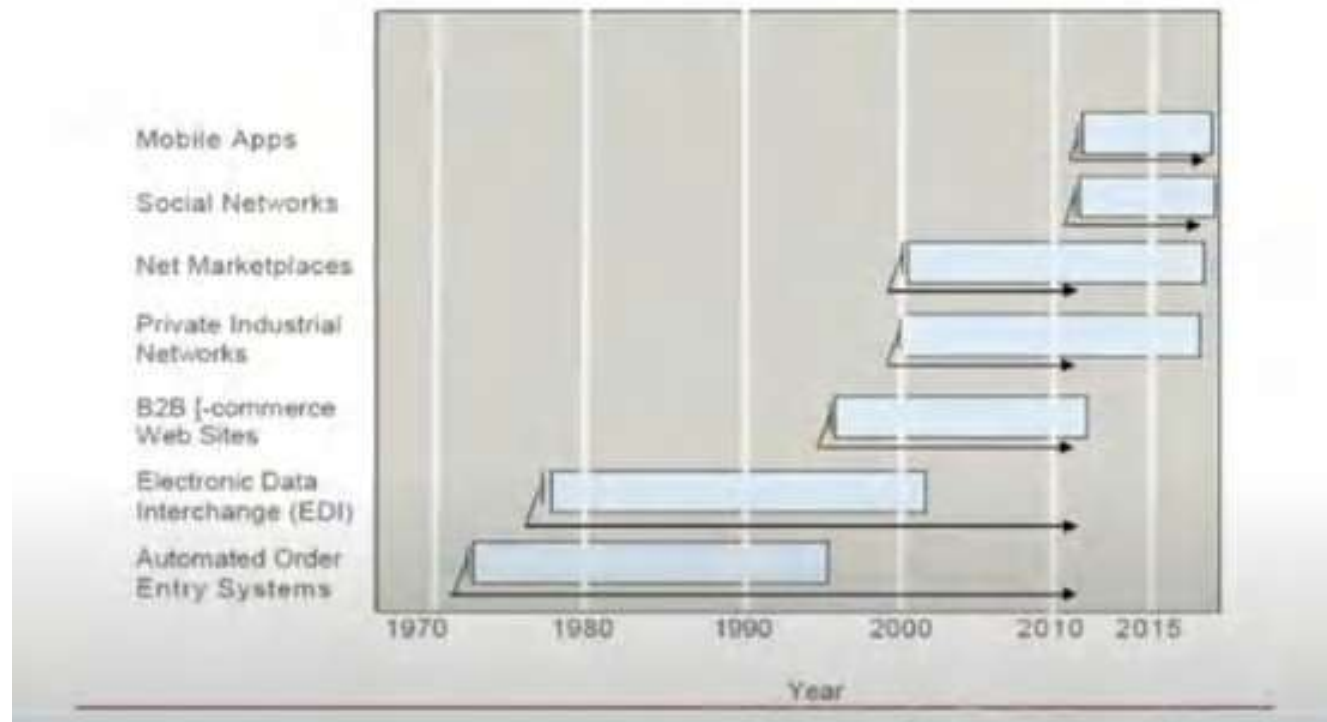
Key Elements of Business Model

- **Value Proposition:** How a company's product or services fulfills customer needs?
- **Revenue Model:** How to earn money? (Sales/Advertising/Transaction fee)
- **Market Opportunity:** What marketplace you intend to serve and target audience?
- **Competitive Environment:** Who else occupies your intended marketplace?
- **Competitive Advantage:** What special advantages does your firm bring to the market?
- **Market Strategy:** How to promote products and attract target audience?
- **Organizational Development:** How the company needs to organize?
- **Management Team:** What experiences and backgrounds are important for company leaders?

B2B E commerce

- Inter-firm trade to exchange value across organizational boundaries enabled by the Internet and mobile apps.
- Business Processes involved:
 - Demand Management
 - Order fulfilment
 - + Manufacturing management
 - Procurement
 - Product development
 - + Returns
 - Logistics/transportation
 - Inventory management
 - + CRM
- + The global B2B e-Commerce market value of US\$12.2 trillion in 2019 is over **6 times** that of the B2C market.

Evolution of Industry Platform in B2B e-commerce



Automated Order System

- **Telephone modems used to send digital orders**
- **Some companies automated reordering by placing the modems in their procurement offices.**
- **They are seller-side solutions as they showed goods only from a single seller.**

Electronics data interchange

- One of the earliest uses of IT for SCM.
- Involves the electronic exchange of business transaction (E documents between supply chain trading partners
- BT documents are converted to standardized EDI formats as specified by industry and international protocols.
- Owned by buyers, hence they are buyer-side solutions.
- Important industrial network technology to support communication among a small set of strategic partners.
- Not suitable for net marketplaces

Types of Netplaces

Business Model	Examples	Description	Revenue Model
E-Distributor (Indirect input; Spot purchasing)	Grainger.com; Amazon Business	Independently owned B2B equivalent of a B2C reseller; Horizontal platform; public Market; seller-biased.	Sales of goods
E-procurement (Indirect input; long-term sourcing)	SAP-Ariba; IBM Emptoris Sourcing;	Independently owned digital marketplace where sellers and buyers transact for products and services; Horizontal platform; Neutral; public market.	Transaction fees; listing fees
Exchange (Direct input; Spot purchasing)	MolBase IronPlanet PowerSource Online	Independently owned vertical digital marketplace for many suppliers and small number of large commercial buyers; public market; buyer-biased.	Transaction fees
Industry Consortium (Direct input; long-term sourcing)	E2Open	Industry-owned vertical digital market open to select suppliers for optimizing the industry supply-chain; buyer-biased; Private market.	Transaction fees; Payment from industry members

Private Industrial Network(owned by single firms)

Business Model	Examples	Description	Revenue Model
Single Firm	Walmart Procter & Gamble	Company-owned network to coordinate trans-organizational business processes/collaborative commerce with a limited set of partners; private market	Cost absorbed by network owner and recovered through production and distribution efficiencies

Examples of B2B

EXCHANGE	FOCUS
PowerSource	Computer parts exchange, new and used computer equipment
Online Converge	Electronic components
IronPlanet	Used heavy equipment
EquipNet	Used industrial equipment and online auctions

INDUSTRY	NAME OF INDUSTRY CONSORTIA
Agribusiness	The Seam
Automotive	SupplyOn
Chemical	Elemica
Food	Dairy.com
Hospitality	Avendra

Examples of Industry Consortia

Examples of B2C Business Model

Business Model	Variations	Examples	Description	Revenue Model
Portal	Horizontal/General	Yahoo AOL MSN	Offers an integrated package of content and services. Seeks to be a user's home base	Advertising
	Vertical/Specialized (Vortal)	Sailnet	Offers services and products to specialized domains	Effective for advertisers
	Search	Google	Search Services	Advertising
Virtual Merchant	E-tailers/ Pureplay/ Resellers	Flipkart(pre-2013) Netmeds Amazon	Online version of retail store	Sales of goods
	Brick and click	Walmart.com Shoppers Stop	Online distribution channel for a company that already has physical stores	-do-
	Click and brick	Lenskart.com Bluestone.com Pepperfry.com	Physical stores for an existing online company	-do-
	Manufacturer direct	Dell.com Sams.com	Manufacturer uses online channel to sell directly to customer	-do-

Examples of B2C Business Model

Business Model	Examples	Description	Revenue Model
Content Provider	HBR WSJ.com CNN.com	Information and entertainment providers such as newspapers, sports and special interest guidance	Advertising, Subscription fees (Freemium), Affiliate Referral fees
Transaction Broker	Makemytrip Hotels.com RedBus Yatra.com	Processors of online sales transactions such as stockbrokers and travel agents (OTAs).	Transaction fees
Market Creator/ Marketplace	Flipkart (post 2013) Housing.com	Web-based businesses that use Internet technology to create markets where buyers and sellers meet, search for products and complete transactions,	Transaction fees Listing fees
Service provider	VisaNow.com BharatMatrimony.com MOOCs RocketLawyer	Online Service sellers	Sales of services, Commission fees, Listing Fees
Community provider	Facebook Linkedin WebMD The Motley Fool	Social networking for people with common interests, hobbies.	Advertising, Subscription fees, Referral fees

Difference between B2B and B2C

- B2C transactions are ad-hoc in nature, with one seller, selling to customers in a single transaction; B2B involves many buyers and sellers who establish long-term purchasing contracts.
- B2C transactions are of low value vis-à-vis B2B transactions.
- The delivery schedule and timing of goods are critical and require high degree of commitment in B2B, since they tie into organisational supply-chains.
- B2B do not have fixed prices and may involve auctions.

Auction

- Websites (usually C2C) that allow sellers and buyers to meet over the Internet.
- Pricing is generally through bidding, where the highest bidder wins.
- Usually C2C companies engage in auctions, example: eBay.
- After the auction buyers and sellers rate each other.
- Auction sites are subject to strong network effects.



Online Shopping Mall/Store Builder

- Offers the products of all registered sellers in one place
- Web store builder allows sellers to have their own custom online store
- All listings are "fixed price" and buyers can add products from several sellers into their shopping cart and buy them in one single order
- Logistics and distribution provided by the mall provider
- Example: eCrater, Shopgo, ezstore, Shopify, Rakuten

The Coupon Business

Deal-of-the-day website that features discounted gift certificates at local or national companies

- If a certain number of people sign up for the offer, the becomes available to all
- Helps merchants build a loyal customer base
- Focuses on group unity
- Larger the minimum threshold, larger the discount

Revenue Model:

Portion of the amount paid by the customer

Example: Groupon; Nearbuy

Social Commerce

- Social Commerce is based on the idea of digital **social graphs**.
- Digital social graph is a mapping of all significant online social relationships.
- In an inter-connected social network, the products and services you buy will influence the decisions of your friends, and their decisions will in turn influence you.
- Marketers should take advantage of the fact that people are enmeshed in social networks, share interests and values and communicate and influence one another.

Social Commerce

- Online communities are also ideal venues to employ viral marketing techniques.
- Viral marketing in an online community spreads at the speed of light and goes much faster geographically than a small network of friends.
- “The wisdom of the crowd” is often used by companies to source advice, funds, ideas from users on social media. Examples: Kickstarter, Milaap, etc.

Features Social Commerce

- **Newsfeed:** A stream of notifications from friends and advertisers that social users find on their home pages.
- **Timelines:** A stream of photos and events in the past that create a personal history for users, one that can be shared with friends.
- **Social sign-on:** Web sites allow users to sign into their sites through their social network pages on Facebook or another social site. This allows Web sites to receive valuable social profile information from Facebook and use it in their own marketing efforts.

Features Social Commerce

- **Collaborative shopping:** Creating an environment where consumers can share their shopping experiences with one another by viewing products, chatting, or texting. Friends can chat online about brands, products, and services.
- **Network notification:** Creating an environment where consumers can share their approval (or disapproval) of products, services, or content, or share their geo-location, perhaps a restaurant or club, with friends.



5 comments

Mobile Commerce

- Mobile commerce is the fastest growing form of e-commerce. *
- Mobile commerce applications have taken off for services that are time-critical, that appeal to people on the move, or that accomplish a task more efficiently than other methods.
- The main areas of growth in m-commerce are retail sales and sales of digital content such as, music, TV shows and movies.

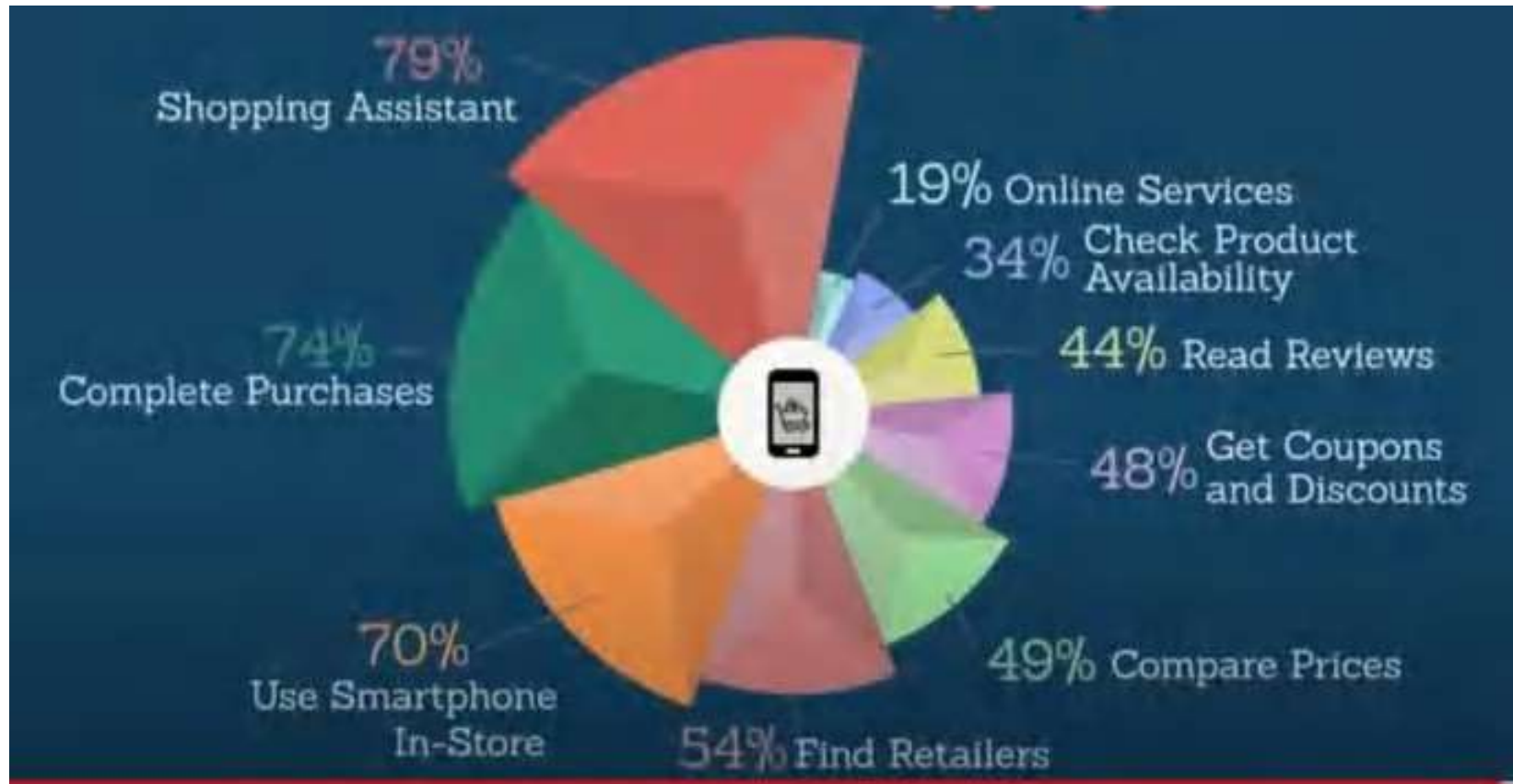
Mobile Commerce

- Mobile commerce leverages security and ease of payments on the pervasive mobiles, supporting innovative payment solutions through mobiles.
- Benefits include the ability to make payments without the use of a computer or access to Internet and without a credit card.
- Mobile payment services are similar to credit card transactions, in that the merchant must have an account with the service.

Location Based Services and Applications

- A **geosocial service** can tell you where your friends are meeting. Example: Foursquare <https://www.youtube.com/watch?v=rq62BOcQde8>
- A **geoadvertising service** is the practice of delivering ads based on geographic location of the targeted population. <https://www.youtube.com/watch?v=98K-G8zdbVk>
- A **geoinformation service** can tell you the price of a house you are looking for or about special exhibits at a museum you are passing by. Example: Wikitude.me
- The foundation for mobile commerce is the **Global Positioning System (GPS)** enabled map services available on smartphones.

Consumer Mobile Shopping Habbits



Increased use of Mobile for Retail

