To succeed in social commerce in 2025, SMBs must stay ahead of emerging trends and adapt to the evolving digital landscape. Here are 10 essential strategies for success:

1. Leverage Multiple Social Platforms

SMBs should not limit their social commerce efforts to just one platform. Platforms like Instagram, TikTok, Facebook, and YouTube each offer unique tools and audience segments. SMBs that expand across multiple platforms increase their visibility and reach, enhancing the chances of customer discovery【9†source】【10†source】.

2. Focus on Customer Trust and Transparency

Building trust is critical to converting social media users into buyers. Concerns over sellers' authenticity and poor return policies remain barriers to social commerce. SMBs should focus on transparent policies, secure payment options, and visible customer reviews to instill confidence【9†source】【10†source】.

3. Utilize Social Commerce Features

Embrace features like Instagram Shopping, TikTok's in-app purchases, and Facebook Shops. These integrations enable a seamless shopping experience directly on the platform, from product discovery to checkout, increasing the likelihood of impulse purchases【10†source】.

4. Integrate Influencer Marketing

Influencers play a crucial role in social commerce, especially for SMBs. Partnering with micro-influencers with a strong rapport with their audience can drive brand visibility and sales【9†source】.

5. Invest in Live Shopping Events

Livestream shopping is gaining traction, offering real-time interaction with consumers. SMBs can host product demonstrations, answer questions, and offer limited-time deals during these events to engage their audience and drive immediate sales【10†source】.

6. Optimize Content for Engagement

Content that resonates with users is vital for social commerce success. Videos, user-generated content, and interactive posts can increase engagement, attract potential

buyers, and drive conversions【10†source】.

7. Adopt Social Listening Tools

Monitoring what people say about your brand and industry can provide valuable insights. Social listening tools help SMBs identify trends, gather feedback, and adjust their strategies based on customer preferences【9†source】.

8. Prioritize Mobile Optimization

With most social commerce purchases happening on mobile devices, ensuring a smooth mobile shopping experience is essential. SMBs should optimize their content, storefronts, and checkouts for mobile users【9†source】【10†source】.

9. Leverage Data for Personalization

Personalized shopping experiences are crucial to standing out in a crowded market. SMBs should use data analytics to tailor product recommendations and content to individual customer preferences【9†source】.

10. Create a Unified Brand Experience

Consistency across social platforms and eCommerce sites is vital. SMBs must ensure their branding, messaging, and customer service are aligned to create a seamless experience from social media to the final purchase【10†source】.

Sources:

Accenture. (2024). “Shopping on social media platforms expected to reach $1.2 trillion globally by 2025:. https://newsroom.accenture.com

Accenture. (2024). “Empowering SMBs with social commerce”. https://www.accenture.com