

SOCIAL COMMERCE

CAMARA DE COMERCIO DE PR

03/01/2012

Por: Carlos J. García

New Business Development & Corporate Strategy

Dejando una marca en tu mundo **digital.**

GTA
INTERNET
MARKETING

SOCIAL COMMERCE

- Five consumer trends will dominate enterprise decisions this decade
- 1. Mobile
- 2. Social
- 3. Cloud
- 4. Analytics and Game Theory
- 5. Video and Unified Comms

*Ray Wang - Driving eCommerce Growth (Smarter Commerce Global Summit 2011)

SOCIAL COMMERCE

KEY FINDINGS

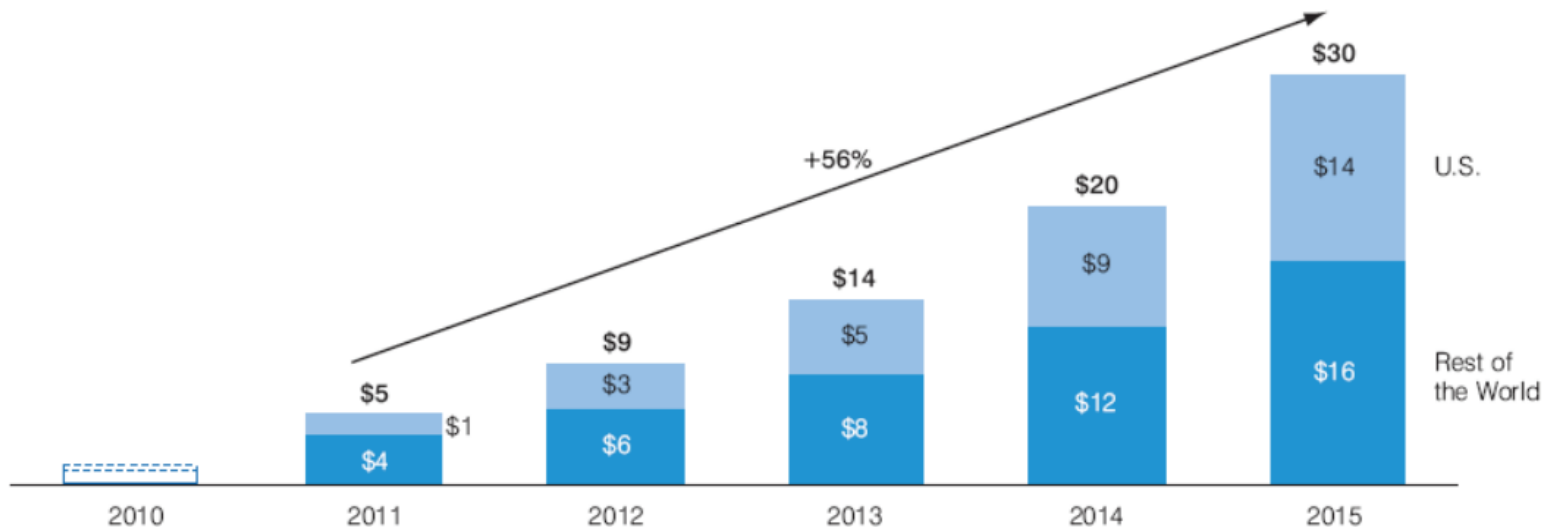
- Websites that do not engage in e-commerce are losing traffic to their Facebook pages at a startling rate
- Facebook stores are very efficient at traffic acquisition, acquiring visitors at no cost through wall posts and establishing a store monthly user base up to 10% of the retailer's fan base
- Facebook commerce conversion rates are on par with Commerce websites

*Webtrends Inc. & Adgregate Markets, Inc.

The Effect of Social Networks and the Mobile Web on Website Traffic and the Inevitable Rise of Facebook Commerce Whitepaper

SOCIAL COMMERCE MARKET SIZE

Booz & Company Estimate of Social Commerce Market Size (2010-2015; in US\$ Billions)



SOCIAL COMMERCE APPS

Adgregate
markets

PRODUCTS

SHOWCASE

CASE STUDIES

PARTNERS

ABOUT

CONTACT

THE ONLY **SECURE** SOCIAL COMMERCE

IN FACEBOOK, ONLINE ADS & MOBILE ADS



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The Only Secure Social Commerce. In face book, Online
Ads & Mobile Ads

THE MOST SECURE ADVERTISING AND SOCIAL COMMERCE SOLUTIONS

FAQs

ADS THAT *REALLY* SELL

ShopAds™ are ads that
really sell. ShopAds



SECURE SOCIAL SHOPPING IN FACEBOOK

ShopFans™ enable

SECURE YOUR BRAND

SecureAds™ are
the world's most



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TabJuice is 100% Free!

- NO FEES NO COMMISSIONS
- CUSTOM BRANDING FEATURES
- BUSINESS & SOCIAL ANALYTICS
- UNLIMITED PRODUCTS

OPEN A STOREFRONT ▶

TabJuice is a complete social commerce solution for Facebook.



The Ultimate Social Commerce & Marketing Tool

Complete E-Commerce solution for Facebook.

Engage your fan base, promote your products and services and start monetizing your social media efforts. And the best part? It's FREE!

SOCIAL COMMERCE APPS



“MOONTOAST'S
SOCIAL COMMERCE
PLATFORM



SOCIAL COMMERCE APPS

SOCIALIGRATION™

products our team vision press blog contacts

Social Commerce

Socialigration's products include the most advanced social shopping tools available to effectively position your company in the center of all discussions.

Diagram illustrating the Social Commerce process flow:

- Social Deal
- Synchronous Fulfillment
- Social CRM
- Social Media Communications
- Social Commerce: Viral Sales and Brand Promotion

2011's
Most Advanced
SOCIAL
COMMERCE
SUITE

▶ Find Out Why.

**CART
SHAPE™**

Put Your Entire Store on
Facebook in 6 Minutes!

▶ 14 Day Free Trial



Daily Deals
That Won't Put
Businesses in **THE RED**

▶ Run a Deal Now.

ABOUT US

GTA Internet Marketing is an innovative firm with 14 years experience in the Puerto Rico market. Our staff is specialized in marketing, programming, art and technology to provide On-line high quality consulting services in:

- Corporate Internet Interactions
- E-Commerce Solutions
- Interactive Data Analytics

Our services are designed according to the characteristics and requirements of our individual Clients.

GTA Internet Marketing owns an established and accessible office with the technological infrastructure required to give excellent service to our Clients (such as Kia Motors, Serrallés, El Meson, Manatí Medical Center, among many others).

ABOUT US

GTA is a member of several prestigious organizations such as the Internet Advertisement Bureau- IAB, Internet Society- Puerto Rico, SME- Sales and Marketing Executives Association, and La Cámara de Comercio de Puerto Rico.

We will be more than happy to assist you to accomplish your business goals. For more information, please visit us at www.gta.ma

QUESTIONS?



THANKS

For more information, please visit us @
www.gta.ma

