

Sharing Is Caring. If you enjoy this article, help us share with others.



Livestream commerce, called Flash Sales, has been the buzzword in online shopping for the past two years. As this new shopping format continues to take over traditional e-commerce models and grows in popularity each year, it's important to understand what it entails and why this model will be here to stay.

PS: Are you a Nigerian resident abroad and you need to send money to your loved ones back home ? The stress is over now! Send money to Nigeria using the MonieWorld app. It's fast, easy and has great rates! MonieWorld is powered by Moniepoint. Sign up with my link <https://spoo.me/iy8taz>

This article covers 8 exciting facts about Livestream commerce you probably didn't know.

#1: The future of online shopping is Livestreams

Did you know that the future of online shopping is Livestreams? That's right – thanks to platforms like Amazon Live and Facebook Live, shoppers can now watch their favourite brands and influencers in real-time as they browse and purchase products.

#2: How live video affects conversions

It's no secret that video is one of the most powerful tools in a marketer's toolkit. But did you know that live video can have a significant impact on conversions? In fact, according to a recent study by Livestream, live video can increase conversion rates by as much as 80%.



#3: How you can use it to increase sales

If you're looking for a way to increase sales and connect with your customers on a more personal level, Livestream commerce could be the answer. It can also be used to create transparency and let consumers know where their products are coming from.

PEOPLE ALSO READ: [How to Make Money On Social Media:A Practical Guide](#)

Powered by [Inline Related Posts](#)

It's an interesting idea that has been gaining popularity in recent years, so it's worth considering if you want to grow your business!

#4: More than just brand awareness

When it comes to Livestream commerce, a lot of businesses focus on using it as a way to increase brand awareness and get their name out there. And while that is one of the benefits of Livestream commerce, it's not the only one. More companies are also using it for advertising purposes.

If you want your company's product or service in front of more eyes, live video

marketing is a great way to do so without spending all your money on expensive ads.

#5. It builds relationships with followers

Livestream commerce is a great way to build relationships with your followers. It allows you to connect with them in a more personal way and get to know them on a deeper level. Additionally, it provides an opportunity for you to answer any questions they may have about your products or services.

Livestreaming can also be used as a tool to help promote live events such as demonstrations or presentations.

#6. It's accessible from anywhere in the world

Livestream commerce is a great way to reach out to potential customers from all over the globe. All you need is an internet connection and you're good to go!

No matter where you are in the world, you can connect with your target audience and make a sale. If you want to grow your business, Livestreaming might be for you.

PEOPLE ALSO READ: [MT Digital Marketing: Unlocking Online Success](#)

Powered by [Inline Related Posts](#)

#7. It improves customer service

Livestream commerce provides an opportunity for customers to get their questions answered in real time by a company representative. This can help reduce customer service wait times and improve customer satisfaction.

Additionally, [customers can see products](#) being used in real time, which can help build trust and confidence in a company's products.

Not only does Livestream commerce improve customer service, but it can also help your company build its brand. Customers who witness products being used in real-time may feel like they know more about a product, which can lead to them choosing your company over competitors.

#8. And it results in real, lasting business

Unlike other [digital marketing trends](#) that come and go, Livestream commerce is here to stay. It's an interactive way to engage potential customers that results in real business.

A study by Shopify found that 85% of the stores using their platform have seen a rise in sales since using it. So, if you want to grow a business that would last, consider Livestream Commerce.

Conclusion

In conclusion, Livestream commerce is a growing industry with a lot of potentials.

If you're thinking about starting a business in this space, there are a few things you should keep in mind.

- First, don't rely on social media platforms to get your products out to the masses. Instead, focus on partnering with people who already have large followings or audiences that align well with your target demographic.
- Also, before deciding on an idea for your product line and even before developing it, think about how scalable it will be and how much time you can commit to making it successful.

PEOPLE ALSO READ: [The 7 Inbound Marketing Strategies You Need to Know](#)

Powered by [Inline Related Posts](#)

Do you enjoy this article, add [Our Posts to your Reading List](#).

Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

WhatsApp: @[CRMNuggets Community](#)

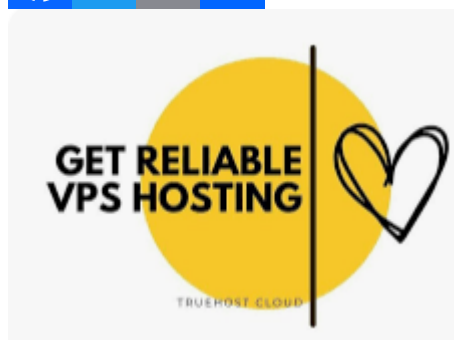
Follow Us on Facebook: [CRMNuggets](#)

Follow on [X Platform](#)

Follow on TikTok @[crm-nuggets](#)

Telegram: [Join Here](#)

Sharing Is Caring. If you enjoy this article, help us share with others.



Related posts:

1. [9 Types Of E-Business Model For Businesses: \(+Examples\)](#)
2. [The Basic Importance Of Email Marketing](#)
3. [How To Reduce Cart Abandonment On Your Shopify Store](#)
4. [Stages Of Evolution Of E-Commerce: Understanding The Stages](#)