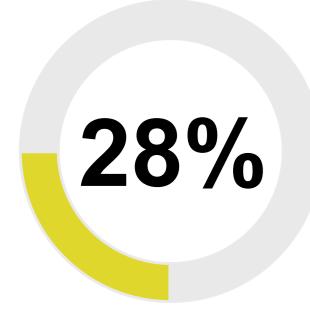
SOCIAL SHOPPING & INSTANT PURCHASES

57% of consumers are more likely to buy from a brand they follow

Instagram released instant purchases in 2016



OF CONSUMERS SAID **A BRAND'S SOCIAL PRESENCE** WAS THE **BIGGEST REASON** TO TRY NEW PRODUCTS OR SERVICES

SOURCES

impactbnd.com/blog/social-media-trends simplify360.com/social-media-analytics-necessity-or-luxury/ contentmarketinginstitute.com/wp-content/uploads/2015/10/2016_B2C_Reserch_Final.pdf

