

**Twenty-one year old Angie** Fudo has been selling fashion accessories and designer jewelry for the past two years at a small booth in the bustling tourist district of Kuala Lumpur.

Recognized for her unique designs but disappointed at the growth of her business she felt the need to capitalize on social media to expand her market reach.

Filtering through eCommerce and e-Mobile options in the market Angie eventually settled on eSimon, a social commerce application in which she could create a store in an online marketplace.

But eSimon was not just another eCommerce hosting service; the seamless combination of eCommerce and social engagement in eSimon enabled her to do more than just sell. It enabled her to engage with her following in immersive dialogue leaving commerce as the subtle goal and eventual outcome of social influence. This indirect selling method provided a much more receptive audience and grew her business as she added value to “fans” before converting them to customers.

From earlier experiences, her main concerns were expansion of her prospect and customer base. She had made the crucial mistake of building a customer base consisting mostly of friends and family. That mistake left her practically talking to herself, and eventually blacklisted as her “sales efforts” saturated her limited target audience. With eSimon, as users have to sign-in they are essentially creating a measurable online marketplace. As more accounts are added it develops a rich pool of online prospects.

### The system

An eSimon *Hub* allowed her to chat, post photos, text, videos and even polls to capture feedback and engage her customer’s interests, providing the perfect multi-media platform from which to share diverse

content and hunt customers.

Registering for a *Hub* was as simple as signing-up online, and gave her access to exclusive APIs for trusted payment, ad placement, business analytics, performance measurements of both the social engagement and eCommerce *Shoppe* in the marketplace, and more.

Her *Hub* also allowed her to group her customers by unique needs and services. In separating her customers by interest she provide them specifically with the products, service and options they preferred. The use of dialog *Streams* further allowed her to engage her customers other interests by sharing information on topics they indicated in their profiles; travel, cars, home decorating, which she could source easily from other eSimon *Hubs* – in a sense creating pull-marketing with readily available content.

The feature in eSimon of dividing a conversation and merchandize listings into *Cards* allowed her, customers and any visitor, to easily share information amongst other eSimon users, or to other popular social networks. This comprehensive sharing capability drastically increased the viral effect of her customer engagement and marketing efforts as, through the social sharing practices of today’s social media users, one campaign could extend her reach exponentially.

She quickly caught onto the value of “awarding” customers based on their loyalty; how often they visited her site, promoted products to other parties, boosted her profile, etc. and not just how often they purchased from her. The *Points* gained by customers encouraged them to participate in

eSimon and became a game for many as Angie created “participation levels” with escalating rewards.

She considered upgrading her business to a *sponsored Community*; the layer above a *Hub* that gave clients quick access to her branded space, and also administrated and managed multiple *Hubs* with business and eCommerce tools. She chose not to as a *Community* was suited for B2B and she was predominantly still B2C. She did, however, make a note that it was a smooth escalation of her growth.

### Business potential

For Angie, the structure of *Communities*, *Hubs* and *Streams* was unique in curating content, managing her eCommerce *Shoppe* and gave her extensive control over her business performance. She appreciated the spontaneous and interactive benefits of social communications in facilitating eCommerce. The infectious dialogue between herself, her customers and vendors, made it easy for her to influence buying decisions, manage business operations and co-ordinate vendors for an efficient supply chain.

This seamless integration of social engagement and eCommerce in the same application successfully allows diverse parties ranging from artists, celebrities, banks, publishing firms, car manufacturers, governments and local community services to effectively enter the digital economy.

How an Entrepreneur builds a successful B2C business on eSimon

