CONCEPT

Social Commerce and Live Shopping: Shoppable Content, Creator Selling and Chat Checkout

23 – 27 August 2027
London - Central London four-star



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Introduction:

Social commerce now lets shoppers discover, question and buy a product without leaving a social feed, a live stream or a chat thread, yet many brands treat social networks only as a traffic source for their website. Catalogues go out of sync, live streams run without a script, creator commissions leak through untracked links and orders taken in chat stall at payment or delivery. This Core Concept course gives brand teams a practitioner method to sell inside social and messaging apps. Participants produce a Social Commerce Launch Plan with a Live-Shopping Run Sheet for a case brand.

Course Objectives:

- Select the right mix of in-app shops, shoppable posts, live-stream selling, creator affiliate selling and messaging-app commerce for a brand's range, margin and audience
- Set up a social shop with a synced product feed, shop sections, collections and product tags that stay accurate across networks
- Brief and produce shoppable short video, user-generated content and product-tagged posts that move viewers from scroll to cart
- Plan, script, host and moderate live shopping streams with offer mechanics, stock holds and a minute-by-minute run sheet
- Run creator affiliate schemes and chat-based order handling with clear commission rules, payment links, delivery options and returns steps
- Measure social order performance with attribution rules and a KPI dashboard and control fraud, fake reviews and consumer protection risks

Target Audience:

- Managers responsible for direct-to-consumer brand revenue who are opening sales channels inside social networks and messaging apps
- Social media managers accountable for turning community reach and content engagement into tracked orders
- E-commerce managers who own product feeds, checkout flows and order operations that must extend to social storefronts
- Content and creator relations managers who commission shoppable video, user-generated content and affiliate creators
- Customer care managers who supervise sales and service conversations handled in chat and direct messages
- Brand and category managers planning product drops, launches and seasonal campaigns on social channels

Course Outline:

Day 1: Social Commerce Models and the Social Selling Baseline

- Onsite Versus Offsite Social Commerce: Embedded Shopping Features Compared with In-App Storefronts
- Social Commerce Model Map: In-App Shops, Shoppable Posts, Live-Stream Selling, Creator Affiliate Selling and Messaging-App Commerce
- Social Shopper Journey from Feed Discovery to In-App Checkout and Repeat Purchase
- Social Proof, Scarcity, Authority and Reciprocity Principles in Social Buying Decisions
- Social Selling Readiness Scorecard Covering Range, Content, Service and Fulfilment Capacity

Day 2: Social Shop Architecture, Product Catalogues and Conversational Commerce Design

- Social Shop Set-Up: Business Account Verification, Shop Sections, Collections and Commerce Policies
- Product Catalogue Feed Management: Required Attributes, Variant Grouping, Stock Sync and Feed Error Diagnostics
- Product Tagging Rules for Posts, Short Video, Stories and Creator Content
- Conversational Commerce Flow Design: Chatbot Menus, Product Cards, Quick Replies and Human Agent Handover
- Checkout Route Decision Matrix: In-App Checkout, Chat Payment Link or Redirect to the Brand Store

Day 3: Shoppable Content, Live Shopping Production and Creator Affiliate Selling

- Shoppable Short Video Brief: First-Second Product Reveal, Demonstration Beats and Tagged Call to Buy
- User-Generated Content Programme: Rights Requests, Review Prompts, Unboxing Seeding and Content Library
- Live Shopping Show Format Planning: Host Roles, Product Order, Flash Offers and Audience Questions
- Live Stream Technical Kit: Camera, Lighting, Audio, Stream Software and Backup Connection Checklist
- Creator Affiliate Programme Design: Commission Tiers, Revenue Share Versus Pay per Sale, Tracked Links and Discount Codes

Day 4: Chat Orders, Payments, Delivery, Attribution and Social Commerce Risk

- Order Capture in Chat: Address Confirmation, Payment Links, Cash on Delivery Checks and Order Status Messages
- Social Order Fulfilment: Delivery Promise, Packaging for Unboxing and Returns and Refund Steps for In-App Orders
- Social Commerce Attribution: Tracked Links, Promo Codes, Post-View Windows and Affiliate Last-Click Rules
- Social Commerce KPI Dashboard: Tag Click Rate, Live Viewer-to-Buyer Rate, Chat Conversion and Average Order Value
- Trust and Fraud Controls: Counterfeit Listings, Fake Reviews, Affiliate Cookie Stuffing, Chat Payment Scams and Consumer Protection Disclosures

Day 5: Case Study: Social Commerce Launch Plan and Live-Shopping Run Sheet

- Case Brand Brief: Beauty, Home and Snack Brands Moving Sales into Social Feeds and Chat
- Case Model and Channel Selection with Catalogue Readiness Review
- Live-Shopping Run Sheet Build: Minute-by-Minute Segments, Offer Triggers, Moderator Cues and Stock Holds
- Case Creator Affiliate and Chat Service Plan with Commission Budget and Response Standards
- Social Commerce Launch Plan Presentation and Peer Challenge on KPIs and Risk Controls

Skills You Will Gain:

- Social Commerce Model Selection
- Product Feed Troubleshooting
- Shoppable Video Briefing
- Live Stream Hosting and Moderation
- Affiliate Commission Structuring
- Chat Sales Flow Design
- Social Order Attribution
- Social Commerce Fraud Screening

Why Attend This Course:

- Leave with a Social Commerce Launch Plan and Live-Shopping Run Sheet for a case brand that can be adapted to your own range
- Stop losing orders between a tagged post, a chat question and a payment link by designing one connected buying route
- Know which creator, stream or chat thread produced each sale so commission and content spend follow real orders
- Compare social selling practice with peers from beauty, fashion, food, electronics and home goods brands

Conclusion:

Selling inside social networks and messaging apps works when catalogue, content, live streams, creators and chat service are run as one buying route rather than as separate experiments. The week moves from social commerce models and shopper journeys, through social shop set-up, product feeds and conversational flow design, to shoppable video, user-generated content, live shopping production and creator affiliate schemes, then to chat orders, payments, delivery, attribution and fraud controls. The final day produces a Social Commerce Launch Plan with a Live-Shopping Run Sheet for a case brand.