

1HR Social

Why Social Media Is Essential for Ecommerce **in 2026**

A live webinar for ecommerce sellers and business owners

www.skool.com/1hrsocal

The Scale of Online Commerce

You are not just competing locally – you are competing globally



Amazon

600M+

Global product listings



eBay

2.5B

Live listings worldwide



Etsy

~200M

Items for sale



Standalone Sites

26.5M–30.7M

Ecommerce websites worldwide



Social Media Has Fundamentally Changed

It is no longer just a marketing channel

Then:

~~Marketing Channel~~

Now:

The Entire Customer Journey



Discovery



Trust



Consideration



Community



Remarketing



Customer Service



Checkout



5.66B

Social media users globally
As of October 2025



82%

Use social media for product discovery



6.8

Social platforms used per month
Average user



30%+

U.S. internet users made a social purchase
in 2025



\$100B+

U.S. social commerce sales in 2026



\$1T+

Global social commerce by 2028

Platform Insights

YouTube & Facebook

▶ YouTube

👤 **84%** of U.S. adults use YouTube

🔍 **70% / 63%** Gen Z / Millennials for discovery

🕒 **1h 24m** Average daily time spent

Best for:

Search-driven discovery

Tutorials & reviews

Long-form trust building

👤 Facebook

👤 **71%** of U.S. adults use Facebook

🔍 **45%** Use it for product research

🕒 **67 min** Average daily time spent

Best for:

Broad-reach awareness

Retargeting

Community building

Marketplace

Platform Insights

Instagram & TikTok

Instagram

- 👤 **50%** of U.S. adults use Instagram
- 🔍 **62.3%** Research brands and products
- ↗️ **60% / 53%** Gen Z / Millennials discover products
- 🕒 **1h 13m** Average daily time spent

Best for:

Visual brand building

Reels & Stories

Creator collaborations

TikTok

- 👤 **37%** of U.S. adults (63% ages 18-29)
- 🛒 **40%** Gen Z bought from TikTok Shop
- 💰 **\$23.41B** Projected U.S. sales in 2026
- 🕒 **1h 37m** Highest daily time of all platforms

Best for:

Product discovery

Creator commerce

Impulse purchases

Platform Insights

Pinterest & LinkedIn

Pinterest

 **619M** Monthly active users

 **96%** Of top searches are unbranded

 **2x** More likely to be purchased if saved

Best for:

Discovery before brand awareness

Planning purchases

Top-of-funnel reach

LinkedIn

 **1.2B** Members worldwide

 **2/3** Of B2B buyers are under 45

 **7 in 10** B2B buyers complete digital-only journey

Best for:

B2B brand authority

Founder-led content

Lead generation

6 Things Your Business Needs in 2026

Build to be discovered, trusted, and bought from on social

01 

Platform Mix

Choose platforms based on your buyer's actual behavior

02 

Native Content

Produce vertical video built for each platform's native format

03 

Proof Assets

Testimonials, demos, before/after, UGC, and creator clips

04 

Commerce Infrastructure

Product tags, shops, catalogs, landing pages, and pixels

05 

Retargeting

Re-engage visitors who saw but didn't buy – yet

06 

Community Response

Systems to respond, engage, and build trust at scale

The Future Is Social

"Social media is not where people just waste time anymore. It is where they discover products, research brands, watch proof, compare options, ask their friends, follow creators, and increasingly buy in the same session."

– The 2026 Reality



Easiest to Discover



Easiest to Trust



Easiest to Buy From

1HR Social

Thank You

for joining today's webinar

Start building your social media presence today.

join the movement

 **www.skool.com/1hrsocal**