

Social Commerce: Shopping Carts Extend Reach Into Facebook, Other Social Sites

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Editor's Note: This is part two of "Social Commerce Spotlight," our series on the mix of ecommerce and social media. Part one, ["Payment, a Facebook Storefront Provider,"](#) we published previously.

3DCart

Introducing 3DCart 3.2
A wall of bright new features

Go Ahead. Take a Sneak Peek!
If you were to put the amount of new features packed in 3DCart 3.2 together, it might as well be a wall. And if you were to judge how clever they are, you would say they're as bright as the sun. Well, maybe not that much. But they are certainly going to brighten up your selling experience. Go ahead, take a peek.

50+ Over 50 new features that will rock your online business. Go social with powerful integration with Twitter, Facebook and YouTube. Update your cart or fulfill orders from anywhere with our iPhone App - mCommerce. Plus dozens of new templates, improvements and time saving features.

3DCart mCommerce - Our iPhone/Mobile WebApp
Give your customers a complete mobile commerce experience when shopping your site on their iPhone, or favorite smartphone, and update and manage your shopping cart while on yours. Anywhere!

Your Social "Click".    
One click when uploading your new product and you will share it with all

We keep you posted!
See the latest 3DCart 3.2 developments in our blog.

3.2 is coming in
JUNE

Productivity Enhancements
You'll find dozens of improvements such as our Drag n' Drop Edit Bar or our redesigned admin panel that will save you time and improve your productivity.

Screenshot of 3DCart SocialCommerce announcement.

[3DCart's](#) soon-to-be released version 3.2 will include SocialCommerce, which will offer both social commerce features and mobile ones, too.

Similar to customers of BigCommerce and Volusion, 3DCart users can integrate their online stores within tabs on their Facebook fan pages. SocialCommerce will automatically match the look and feel of customers' ecommerce sites and allow for additional customization, as well.

3DCart merchants can automatically feed products into SocialCommerce by selecting:

- All products within a specified category.
- Individually chosen products to be shown.
- All products currently being displayed on the home page.
- All products on sale.

SocialCommerce separates itself from SocialShop (BigCommerce) and Social Store Builder (Volusion) in three respects. First, it facilitates one-click posting of products to Twitter and Facebook. It also gives merchants the ability to integrate YouTube videos on product pages with a single click. And, it enables Facebook members to become affiliates in that they can "create their own online stores within their Facebook profiles and choose which products will be displayed," [according to a post](#) on 3DCart's blog. SocialCommerce will automatically add the appropriate affiliate tracking code and affiliates will automatically get credit for any sales.

3DCart says anyone can click on a product to see photos and details without leaving Facebook, though that was not my experience when testing its store [in this example](#).



Example of a 3DCart SocialCommerce store on Facebook.

SocialCommerce can be added quickly and requires no special programming skills. 3DCart offers it to all of its customers.

<http://www.practicalecommerce.com/articles/2012-Social-Commerce-Shopping-Carts-Extend-Reach-Into-Facebook-Other-Social-Sites>

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