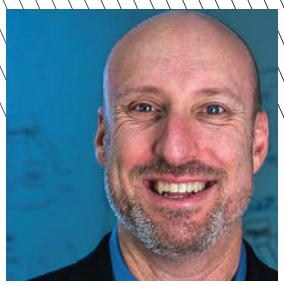
From Likes to Sales:
Social Commerce is the Future of Direct Selling

CHRIS RECHTSTEINER
Chief Marketing Officer
MassPay



Direct Selling, Multi-Level Marketing, and Affiliate Marketing are standing at a pivotal crossroads.

For decades, these models have thrived on personal relationships, grassroots outreach, and community-driven growth. But today's buyers — and sellers — are building, discovering, and transacting in an entirely different environment: social platforms. TikTok, Instagram, Facebook, YouTube, and WhatsApp aren't just where people spend time. They're where commerce happens.

This isn't a trend. It's the next era of selling. For Direct Selling, MLM, and Affiliate Marketing firms, this shift represents both a threat — and an unprecedented opportunity. MassPay's 2025 Social Commerce Insights Report uncovers a powerful truth: the future of selling lies in seamless, social-first experiences that connect people, products, and payments in real time.

The Rise of Social Commerce: a Defining Shift

Social Commerce has quietly grown from a niche concept to a significant portion of online retail. 2025 EoY estimates from Deloitte expecting global Social Commerce sales to approach $2 trillion, which would account for about 28% of all online retail sales worldwide

Sellers are becoming creators. Shoppers are becoming followers. Transactions are happening in the comments section, DMs, livestreams, and one-click checkout links — often without the buyer ever leaving the app.

For social-first consumers, fricti onless, embedded commerce isn't a "nice-to-have." It's an expectation.

Traditional Models Are Colliding With Modern Behavior

Here's the challenge — and the opportunity — for existing selling models:

- **Field sales teams, distributors, and affiliates are already selling on social.** But their tools, payout methods, and compensation systems often aren't built to support the speed, mobility, and transparency this new ecosystem demands.

> *Social Commerce isn't a disruption to be feared — it's the evolution of what Direct Selling has always done best: building authentic relationships at scale.*

- **Buyers expect immediacy.** They want to pay in their local currency, via their preferred method, and receive instant confirmation. They also expect creator-led recommendations to come with seamless checkout options.
- **Sellers expect flexibility.** Today's seller may be part-time, full-time, affiliate, or influencer. They want to be rewarded instantly, not weeks later.

Old systems v. new behavior is a recipe for slowing growth, eroding trust, and opening the door for more agile competitors.

Evolving Your Strategy For The Social Commerce Era

For companies with deep experience in direct selling or performance-based models, the path forward isn't about abandoning what's worked. It's about adapting legacy strengths — community, motivation, scalability — to modern, creator-led commerce.

Here are three critical strategic shifts highlighted in the report:

1. **Embrace the Creator-Seller Hybrid**
   Sellers today don't fit into old molds. They livestream product demos, collaborate with brands, and blend personal storytelling with product marketing. These hybrid creators need platforms that support real-time engagement, track sales across social channels, and reward influence instantly.

What to do: Develop programs that support both traditional sellers and modern creators — and provide payment tools that flex with both.

2. **Redesign Your Incentive & Compensation Structure**
   The traditional commission payout model is slow. Social commerce moves fast. Sellers want visibility, instant earnings, and transparency across referral, affiliate, and downline sales.

What to do: Integrate instant payouts and digital wallets that reflect live performance and offer spendback capabilities, giving sellers the ability to reinvest earnings instantly or transfer to their preferred payment method.

3. **Localize Your Payments & Checkout**
   Global reach is meaningless without local relevance. From Brazil to Indonesia to Germany, buyers expect to pay using their local wallets, bank transfers, and alternative payment methods. What to do: Upgrade your payment infrastructure to support local acceptance (money-in) and localized payouts (money-out) to reduce friction, increase trust, and improve conversion.

Don't Watch The Shift. Lead it.

For firms in Direct Selling, MLM, and Affiliate Marketing, Social Commerce isn't a disruption to be feared — it's the evolution of what these models have always done best: building authentic relationships at scale.

The only difference now? It's happening in the feed.

The brands that win in the next 3-5 years will be those who lean into this shift, modernize their tools, and empower sellers — in whatever form they take — to transact without friction.

We hope MassPay's 2025 Social Commerce Insights Report can be your roadmap to that future. ***Download your copy today at MassPay.io/social-commerce***