

HOW TO SCALE SOCIAL SALES

GUIDE FOR E-COMMERCE



NapoleonCat.



INTRODUCTION

Around 80% of Instagram users use the platform to research products and decide whether to buy them. Only this one platform has roughly one billion monthly active users. Luckily, there are several ways to increase your sales through the power of social media.

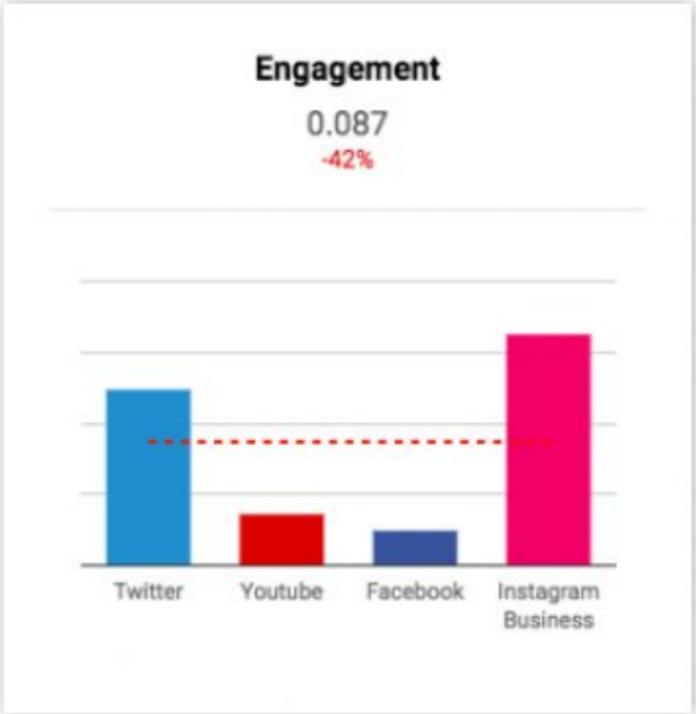
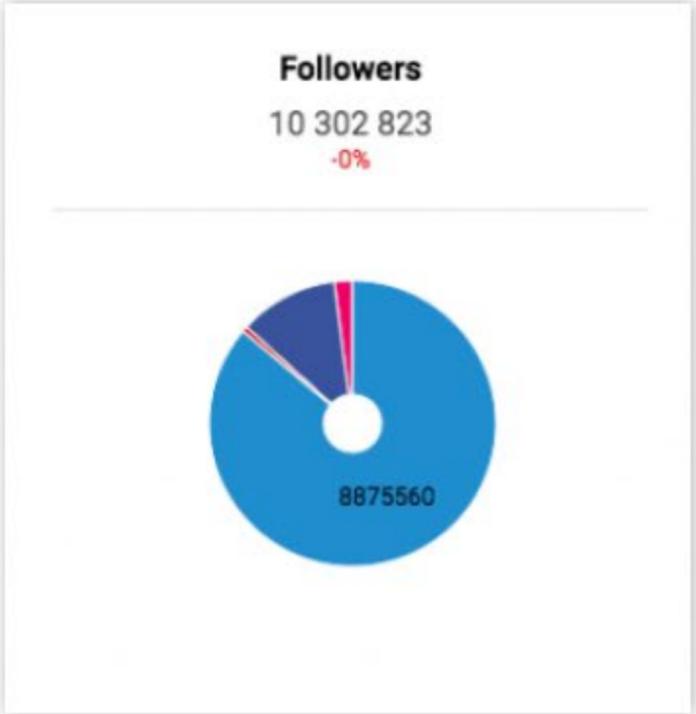
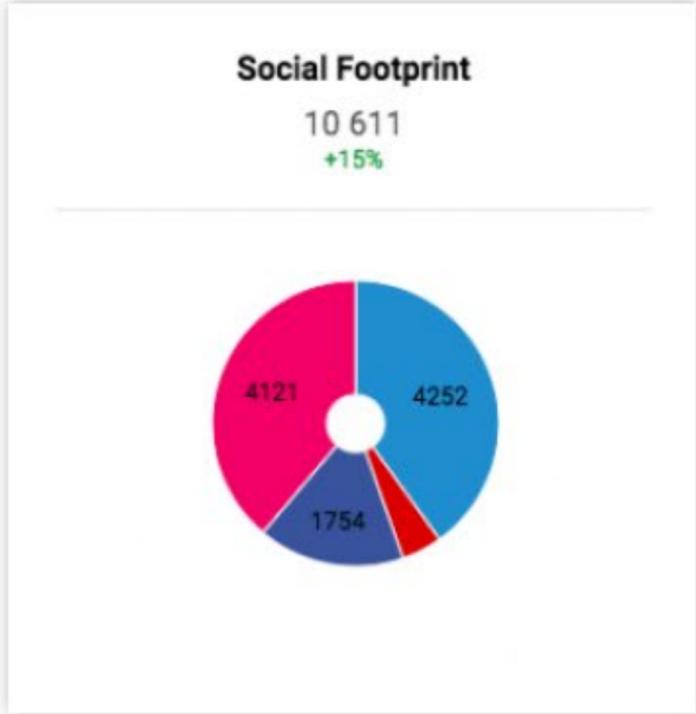
Boost sales with native social media tools

Before you devote your precious time and effort to marketing your brand on social media, remember that you don't have to use all the existing social networks. Focus on platforms where your potential customers are the most active and find your clients.

You can conduct market research yourself, but dedicated tools like NapoleonCat can be much quicker and cheaper at this task.



Competitors' social



EXAMPLE:
Using NapoleonCat's Analytics, you quickly analyze your competitors, with whom you likely share target groups.

By analyzing their social footprint (the sum of all fan interactions across platforms), you identify the most used platforms.

Feature information about the brand on the company's profiles

Once you decide on the social channels you wish to be present on, make sure that you fill your bio sections with enough information about your brand.

These sections are different for every social network, and sometimes it's hard to squeeze everything you need in there. In this case, prioritize, but always try to include a link to a dedicated landing page.

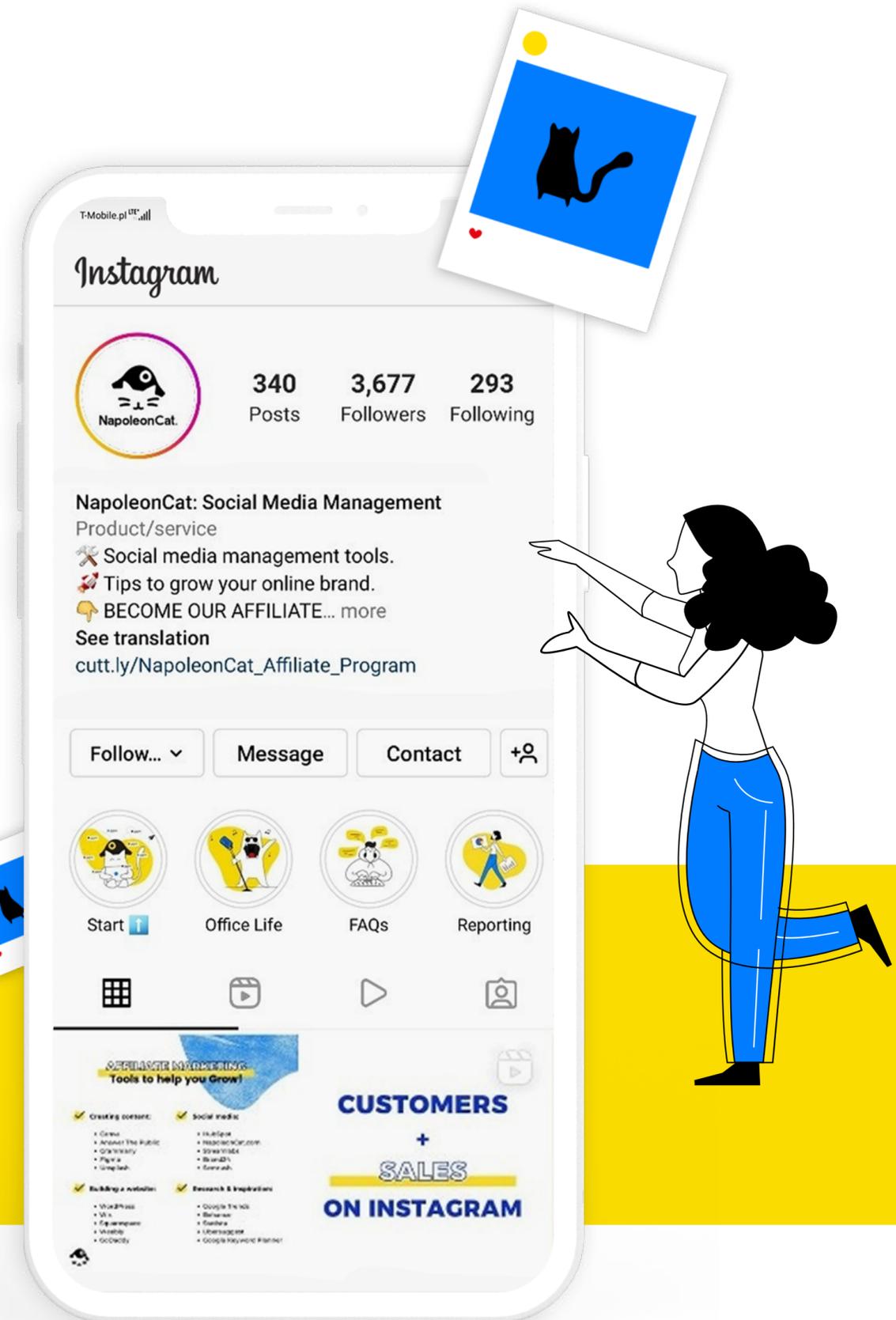
Other helpful information would be:

- ✔ What does your company do?
- ✔ Where are you located?
- ✔ How can customers contact you?
- ✔ What is your website address?
- ✔ Where do you ship your products?



ADVICE:

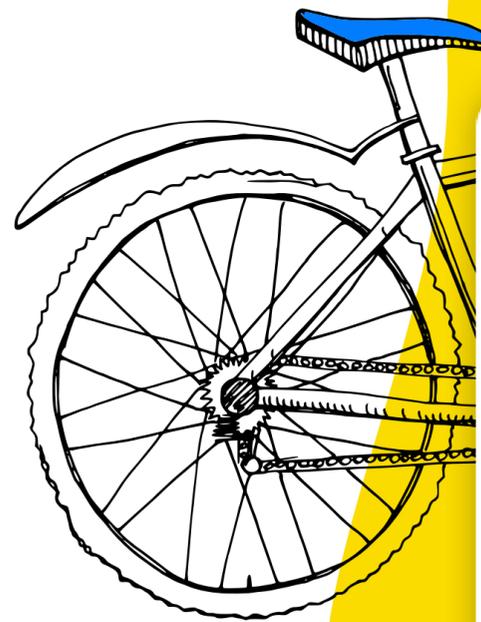
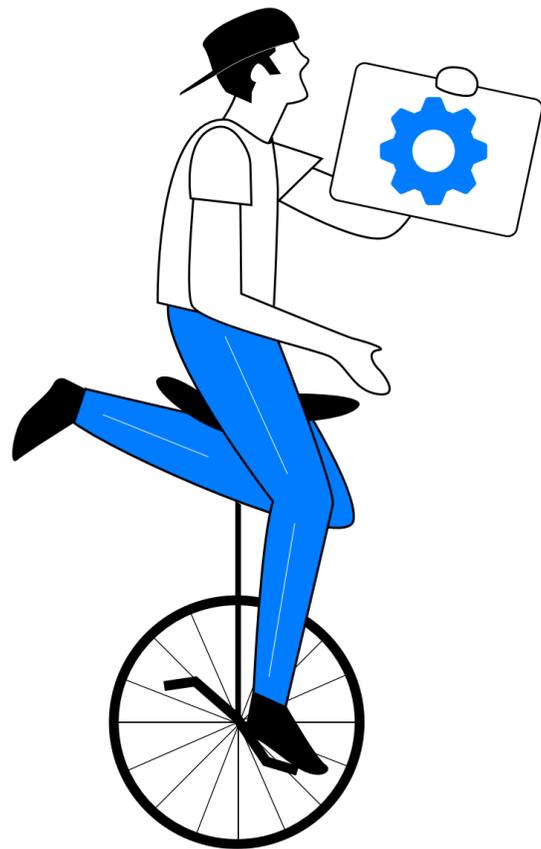
Social media is a whole lot about visuals. Whether we're talking photo or video content, you should develop a consistent visual theme for your brand so that customers don't mistake it for another brand.



Bring shoppable solutions into play

If you have a website that customers can purchase from, make sure to integrate it with your social channels. The most basic way to do that is to add products to your Facebook Shop.

Later on, you'll be able to quickly tag products on your Instagram content and direct customers directly to your website. Moreover, all your added products will be visible inside the shopping tab on Instagram:



A screenshot of a Facebook Shop interface. The top part shows a grid of products: a black seat labeled 'CULT RED LOGO PIVOTAL SEAT' for 149 zł and a white t-shirt labeled 'BMX LIFE ERROR POCKET (WHITE)' for 40 zł. Below this is an 'Add Product' form with fields for Name, Price, Description, and Checkout URL. The form is partially filled with details for a 'KINK WILLIAMS FRAME (TRANS BLUE)'. There are also 'Cancel' and 'Save' buttons at the bottom.

Utilize user-generated content as social proof

Collecting and repurposing user-generated content is a very clever social media marketing tactic. With it, you can eventually turn your customers into your brand's digital marketers – at no cost.

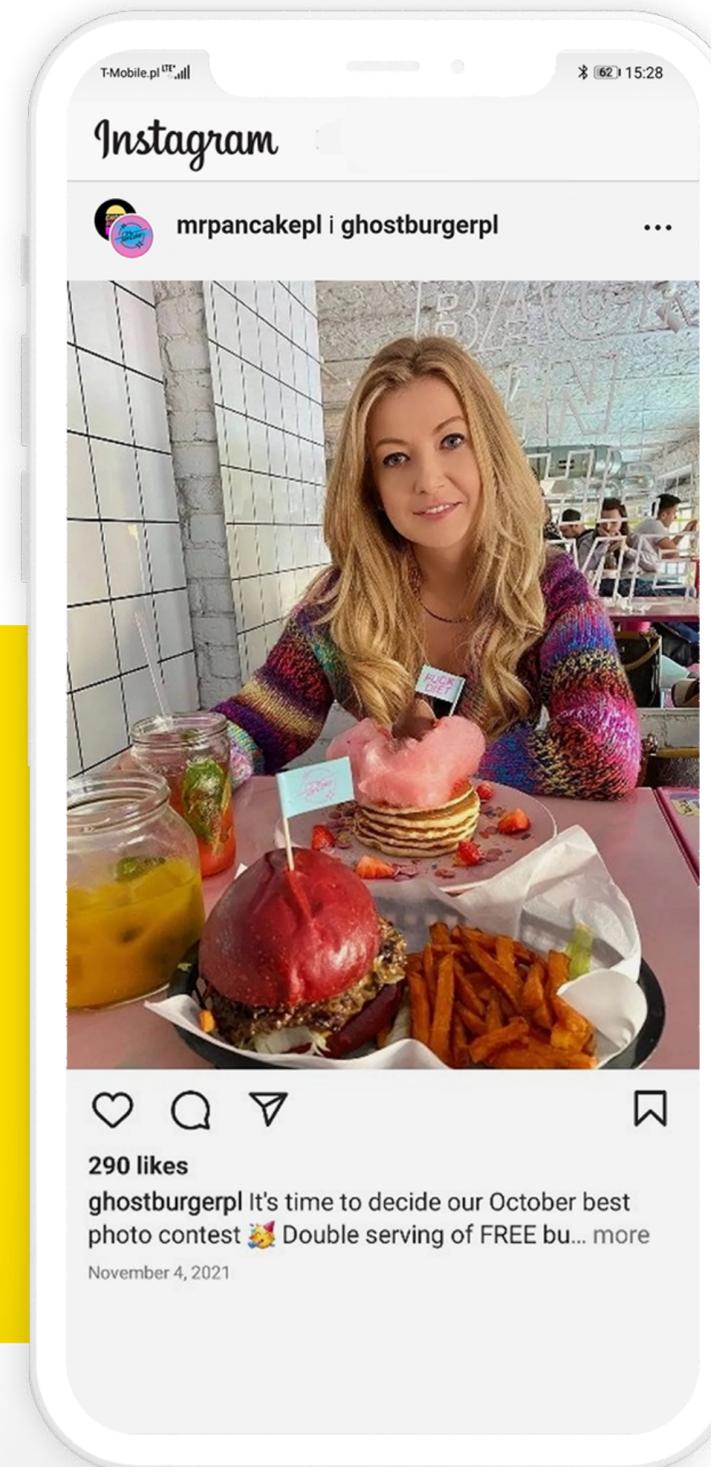
Many brands on Instagram encourage their customers to take pictures of their products in real life. Later on, these businesses can repost these pictures, tag the credits and products, and maybe even offer special discounts for other users who decide to share their love for the brand.



EXAMPLE:

An interesting case of utilizing user-generated content is that of Mr. Pancake. It's a restaurant in Warsaw – it's practically Disneyland for fans of pancakes and pizza.

Each month, they post the best photo of a customer who tagged them and offer them a free meal. It motivates their other followers to visit the restaurant, take a picture, and post it to their Instagram, hoping to be recognized and rewarded for their engagement.



Inform your fans about sales, discounts, etc.

Make sure that your followers gain some real benefits from following your brand on social media. You can:

- inform them about sales,
- give them discount codes (which you can sneak in the post's caption),
- offer giveaways,
- tease new products.

Add relevant hashtags on Instagram

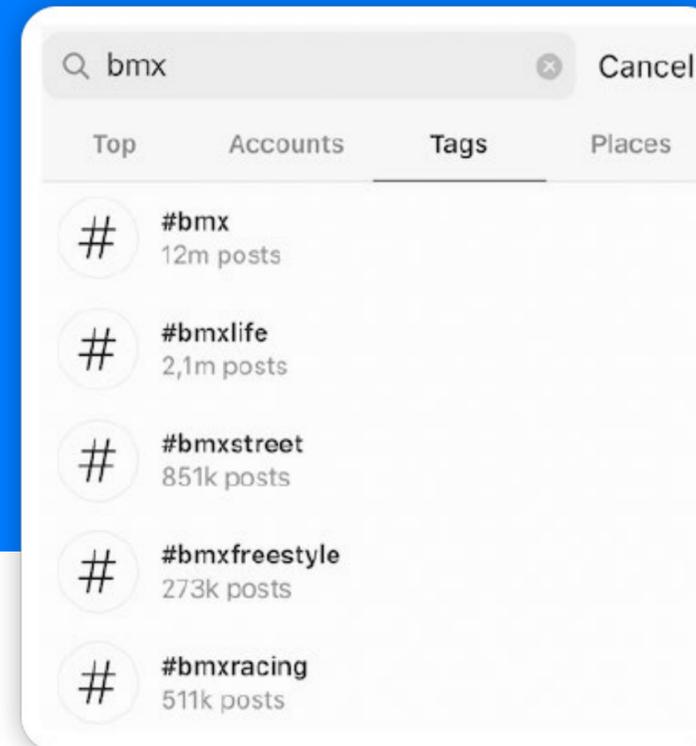
Hashtags (especially on Instagram) offer a great way to boost your organic reach completely free of charge. The crucial step here is finding your hashtag niche.

Take one general hashtag that describes your business, e.g., [#bmx](#), and then add variations of it (e.g., [#instabmx](#), [#bmxlifestyle](#), [#bmxallday](#)) to make it more specific.

This way, it'll be easier for your content to rank in the hashtag browser. You can use the browser to see which hashtags related to your business are popular:

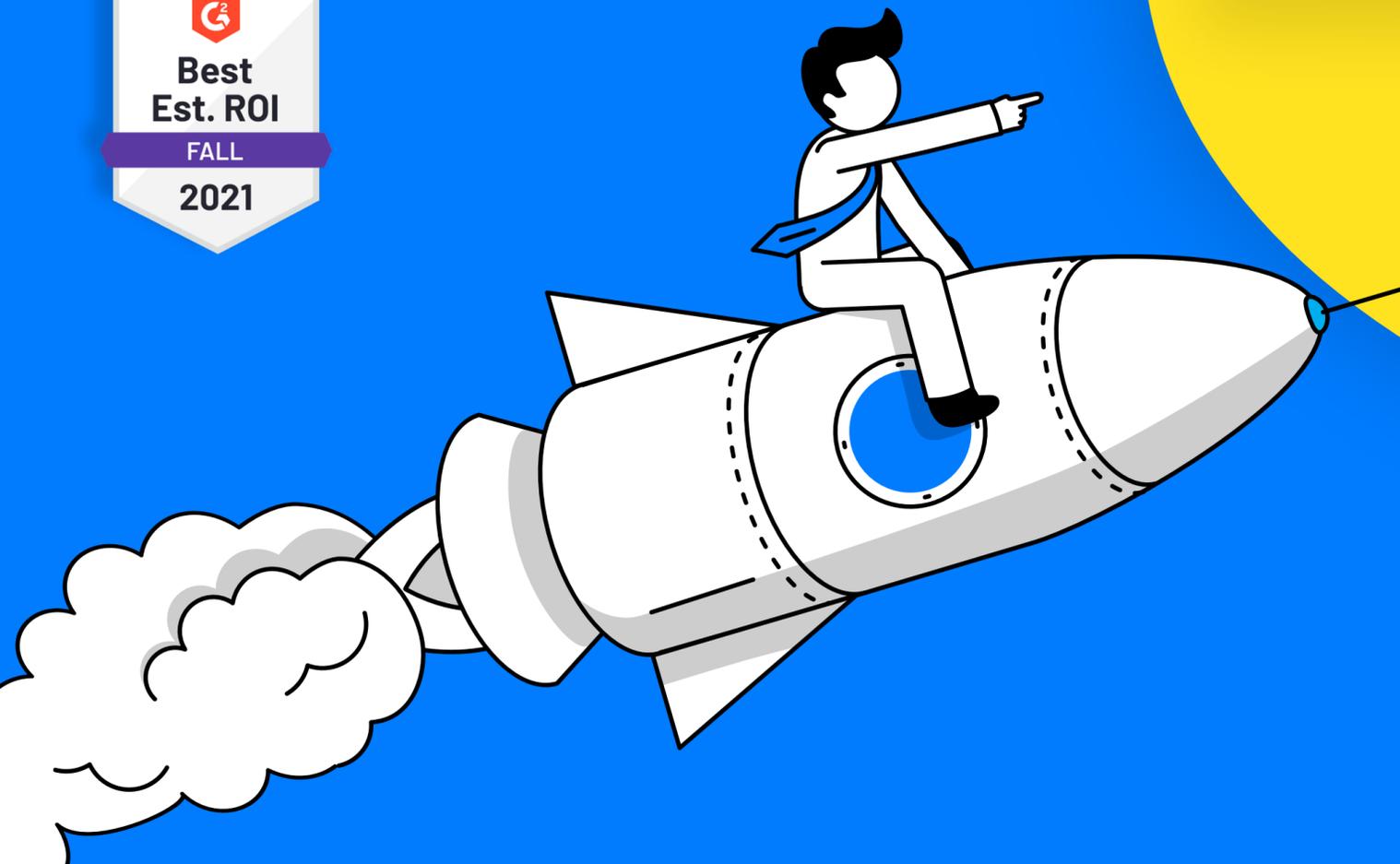
Try using hashtags with at least 20k of tagged posts. But don't aim too high, as it's super hard to rank among hashtags with millions of tagged posts.

You can use up to 30 hashtags per post. You might get banned for using more than 30 hashtags, so we recommend an optimal number of 28.





Discover new social media perspectives on one platform

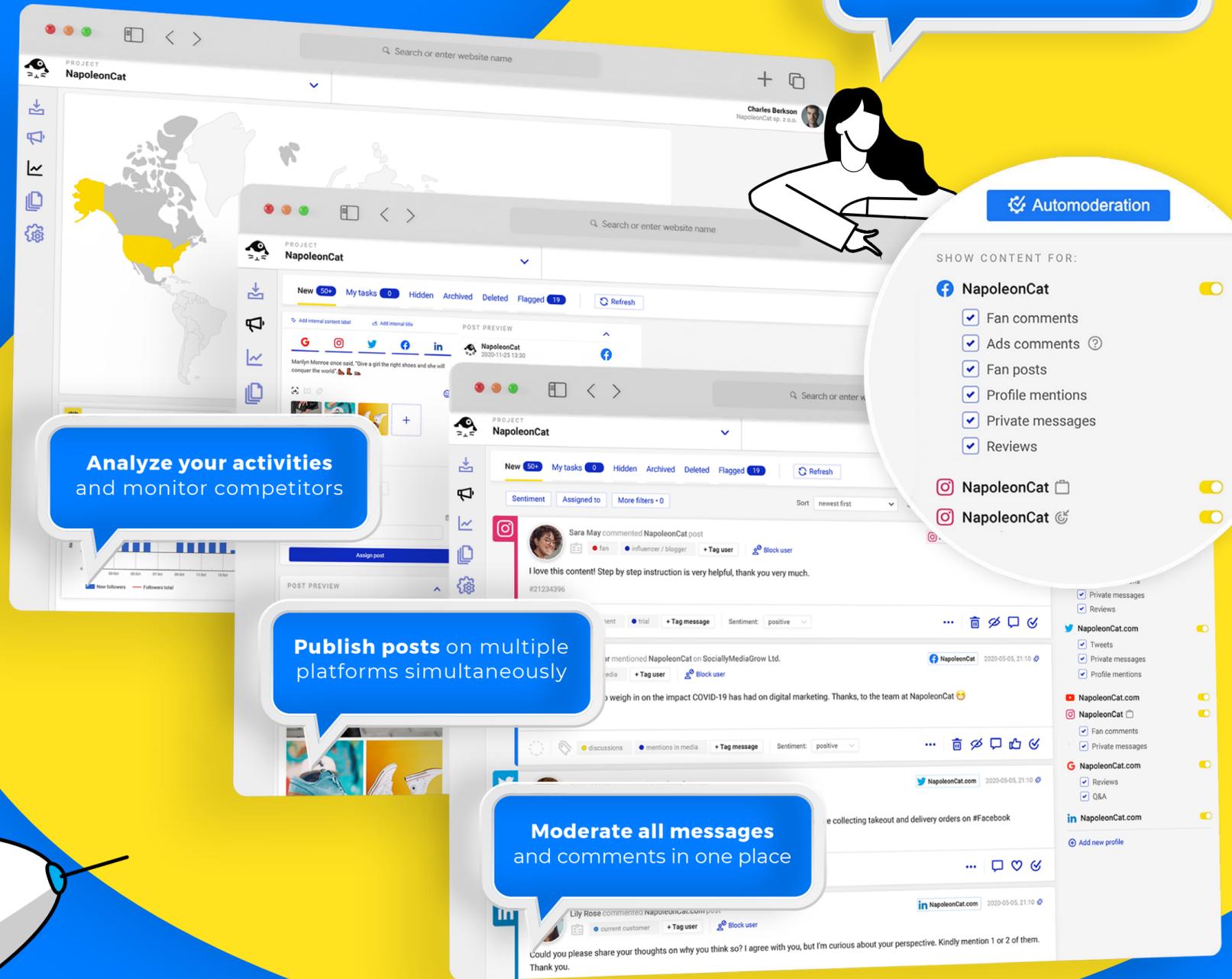


Improve quality and efficiency of customer service thanks to the Auto-moderation features

Analyze your activities and monitor competitors

Publish posts on multiple platforms simultaneously

Moderate all messages and comments in one place



Automoderation

SHOW CONTENT FOR:

- NapoleonCat
- Fan comments
- Ads comments
- Fan posts
- Profile mentions
- Private messages
- Reviews

- NapoleonCat
- NapoleonCat

- Private messages
- Reviews
- NapoleonCat.com
- Tweets
- Private messages
- Profile mentions
- NapoleonCat.com
- NapoleonCat
- Fan comments
- Private messages
- NapoleonCat.com
- Reviews
- Q&A
- in NapoleonCat.com
- Add new profile

Use NapoleonCat with:





Work smart, not hard.