

HOW TO AUTOMATE BUSINESS ON SOCIAL MEDIA

GUIDE FOR E-COMMERCE



NapoleonCat.

INTRODUCTION.

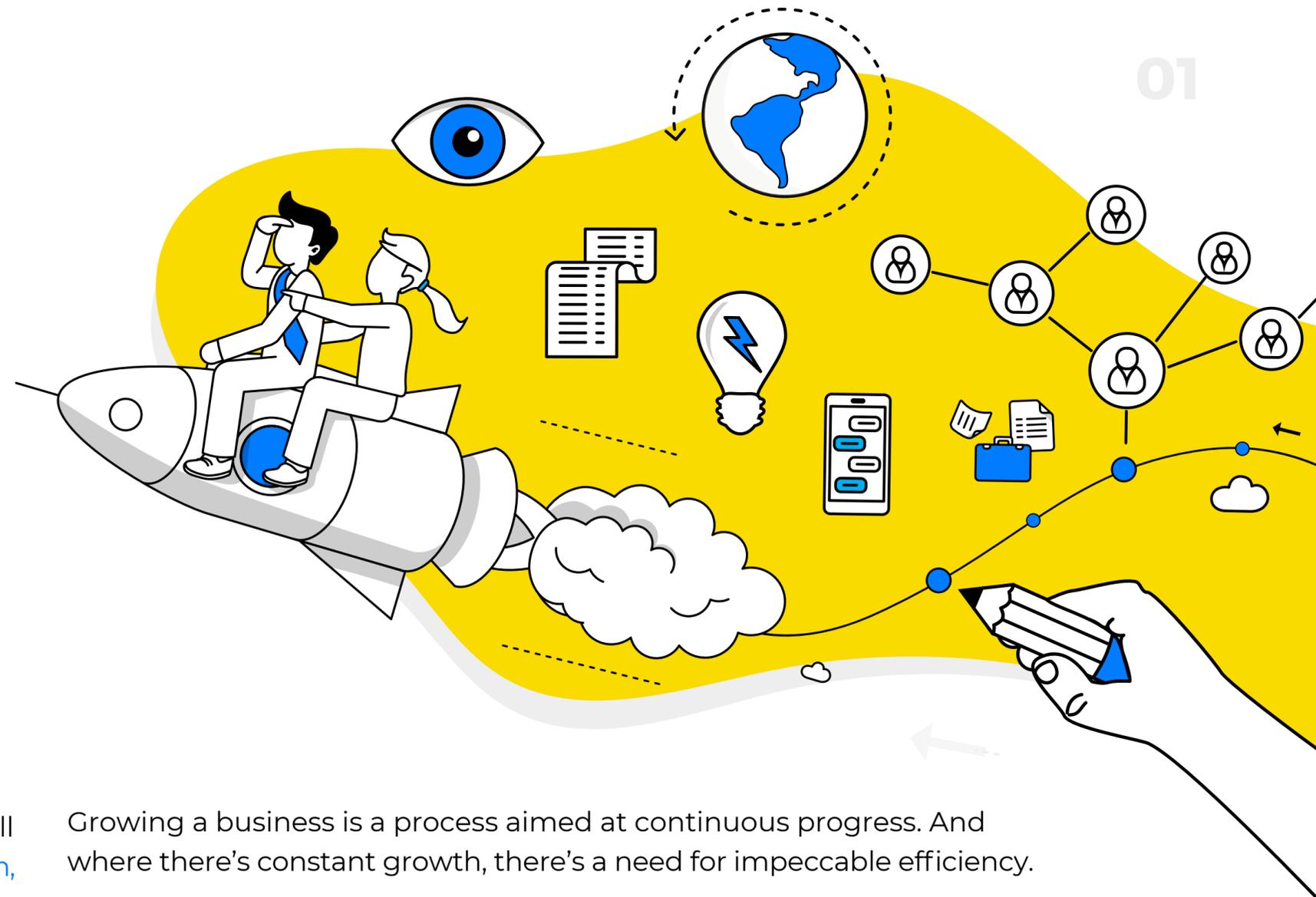
Social media have become critically important to business development. The times when businesses used them merely for building their image are long gone. The truth is that social media can be used in almost all stages of the customer journey process.

As many as **60%** of shoppers use social media platforms to research product ratings or reviews before visiting a store. But it's just the tip of the iceberg because **84%** of shoppers made a purchase in-store after finding or discovering the item on social media.

As a result, social media is already one of the leading sales channels for all businesses. Social media platforms such as [Facebook](#), [Instagram](#), [LinkedIn](#), and others can be used for:

- Building brand awareness
- Lead generation
- Paid advertising
- Sales
- Customer service

If you manage social media marketing for multiple clients or your own business, you know how hard this work can be. And as your channels and online communities grow, there's more and more to wrap your head around.



Growing a business is a process aimed at continuous progress. And where there's constant growth, there's a need for impeccable efficiency.

As a result, keeping your business growing at a satisfying rate might prove very challenging, particularly if your resources are limited.

But chin up! With this ebook, we will take you through the basics of social media automation and show you how your business can benefit from it, even if you have a small team or operate on a tight budget.



SCALE **SOCIAL SALES**

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.

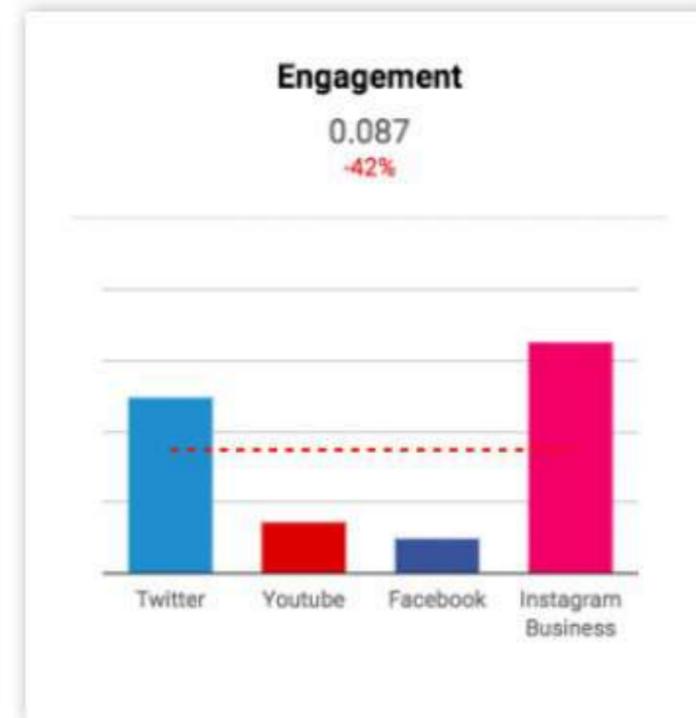
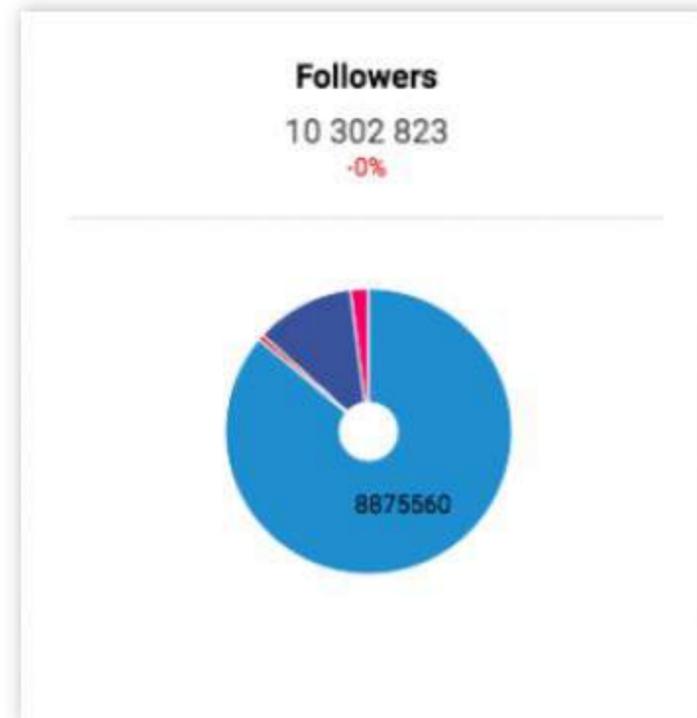
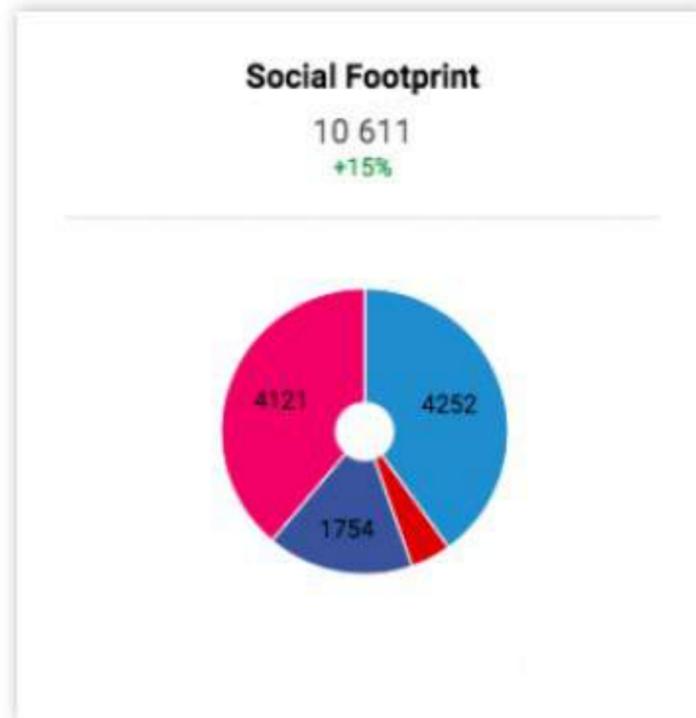
Boost sales with native social media tools

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.

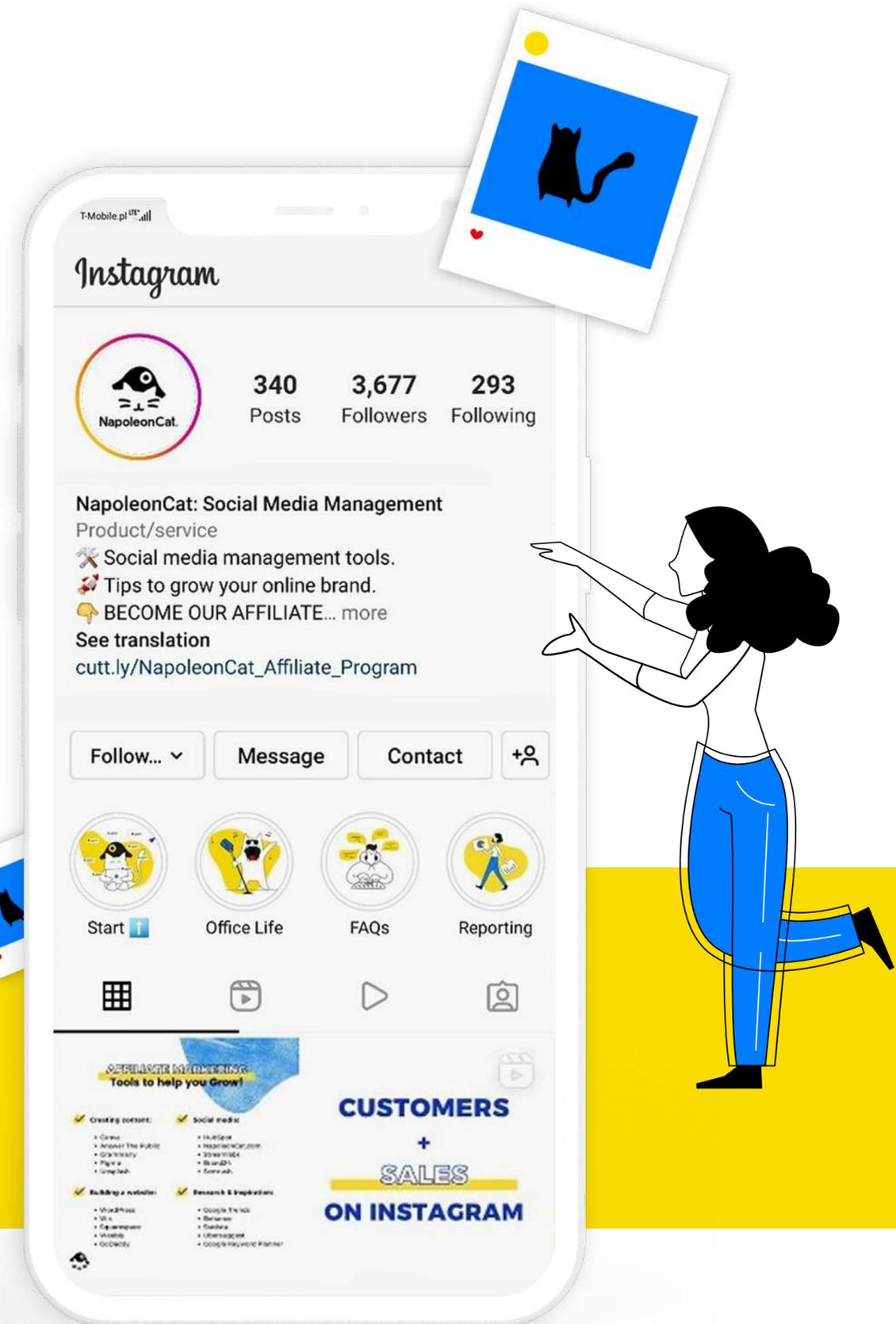
Other helpful information would be:

- ✔ 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:

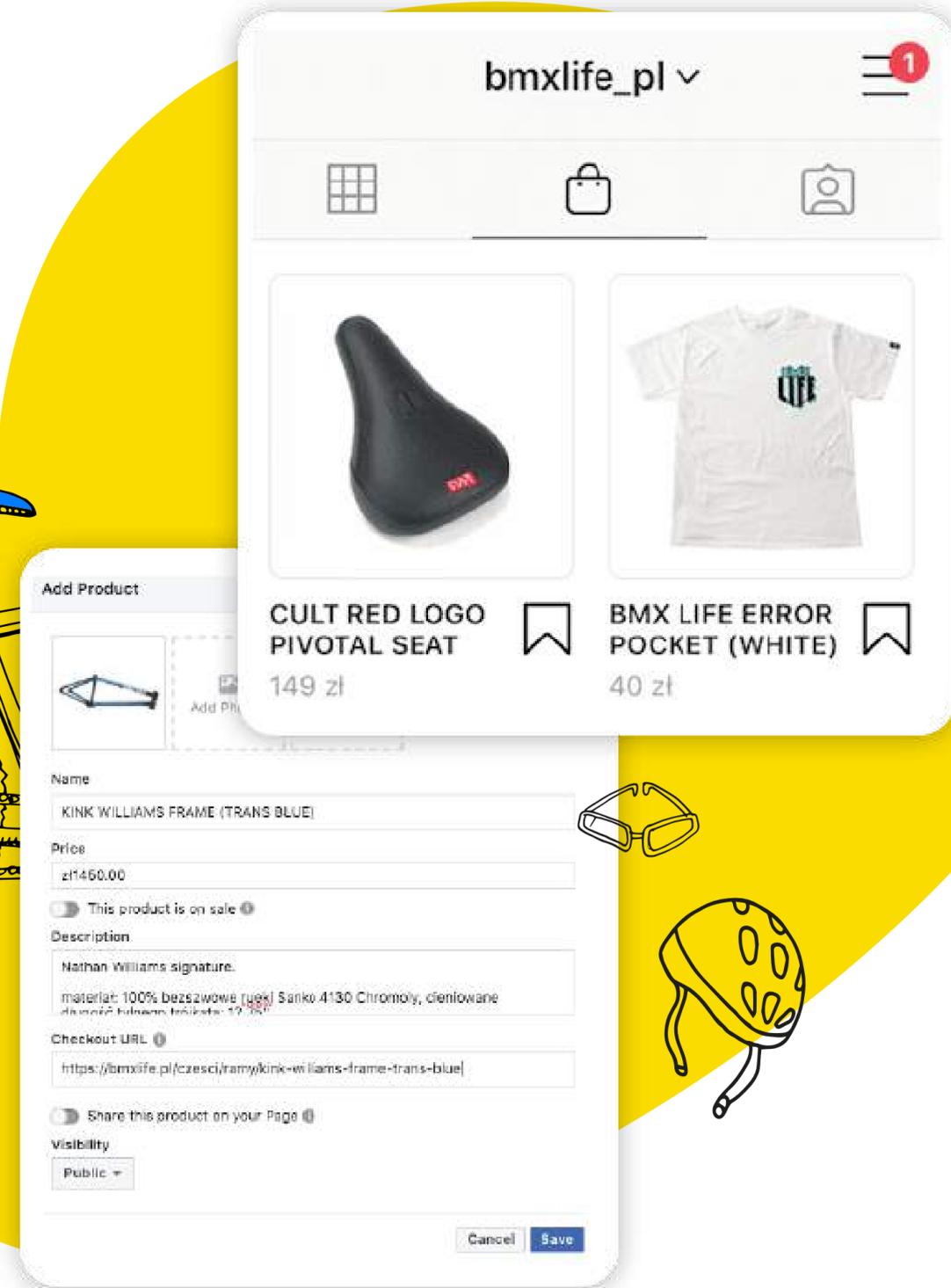
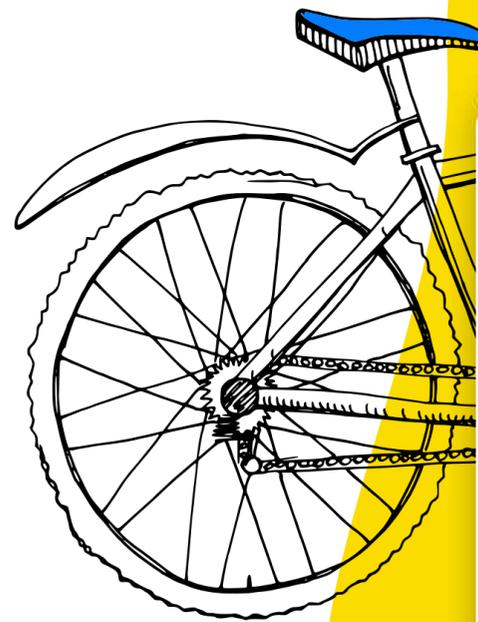
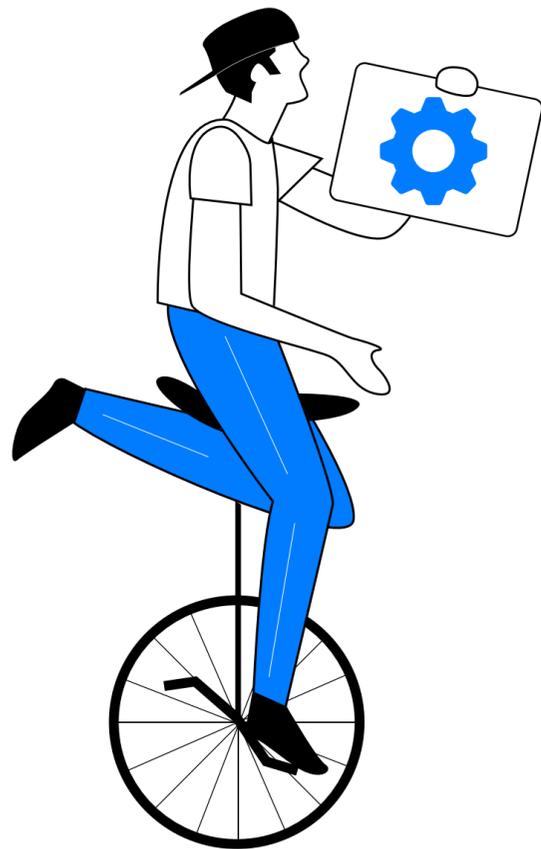
Social media is a whole lot about visuals. Whether we're talking photo or video content, you should develop a consistent visual theme for your brand so that customers don't mistake it for another brand.



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:



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.

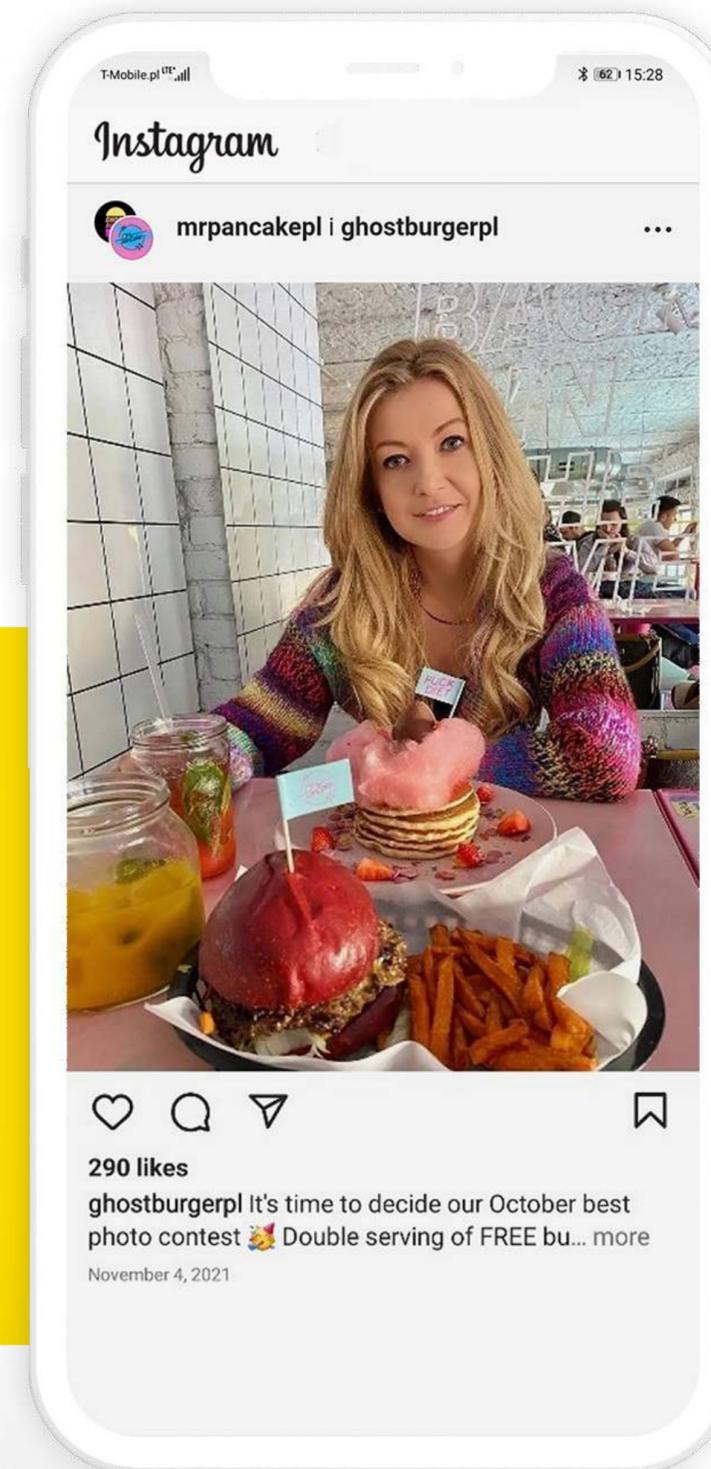
Many brands on Instagram encourage their customers to take pictures of their products in real life. Later on, these businesses can repost these pictures, tag the credits and products, and maybe even offer special discounts for other users who decide to share their love for the brand.



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

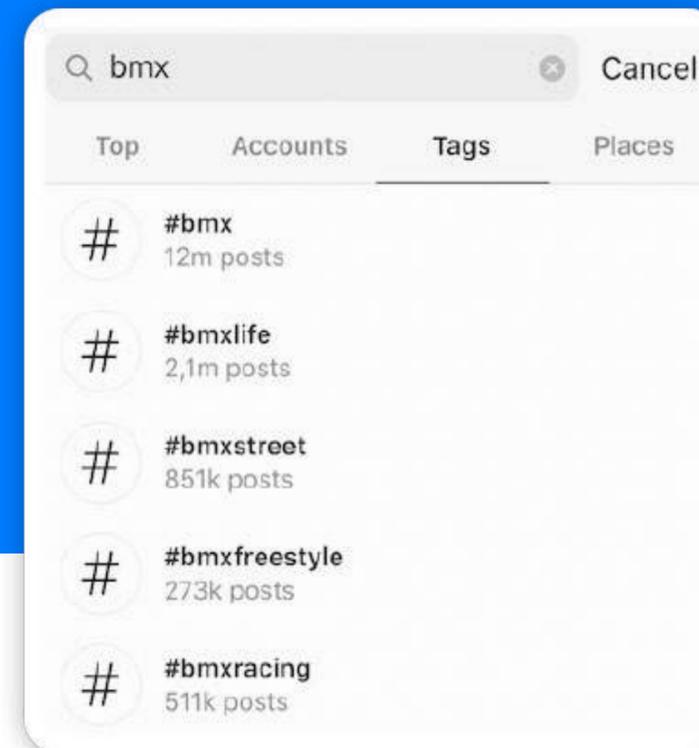
Hashtags (especially on Instagram) offer a great way to boost your organic reach completely free of charge. The crucial step here is finding your hashtag niche.

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.





Shane Baker

CEO | INFLUENCER MARKETING SPECIALIST | SPEAKER

SHANE BARKER CONSULTING



Why is user-generated content on social media a great way to build brand credibility?

When customers see that other people like them are using and enjoying your product, it helps create a halo effect that can increase perceived value. People are more likely to trust their peers than trust a company.

It's a way to get your customers and fans to do your marketing for you and win them over.

A young woman with long dark hair is smiling broadly while holding a yellow ribbed sweater on a wooden hanger. She is standing in a clothing store with a brick wall background. A clothing rack with various items is visible behind her. In the foreground, there is a desk with a laptop, an open notebook, and a tablet.

BEST PRACTICES: OPTIMIZE SALES WITH NAPOLEONCAT

Using the right tool to optimize your social sales can save time and effort that you'd typically spend on petty, repetitive tasks. And that allows you to focus on more strategic goals.

Let's see how NapoleonCat can help you boost sales on social media.

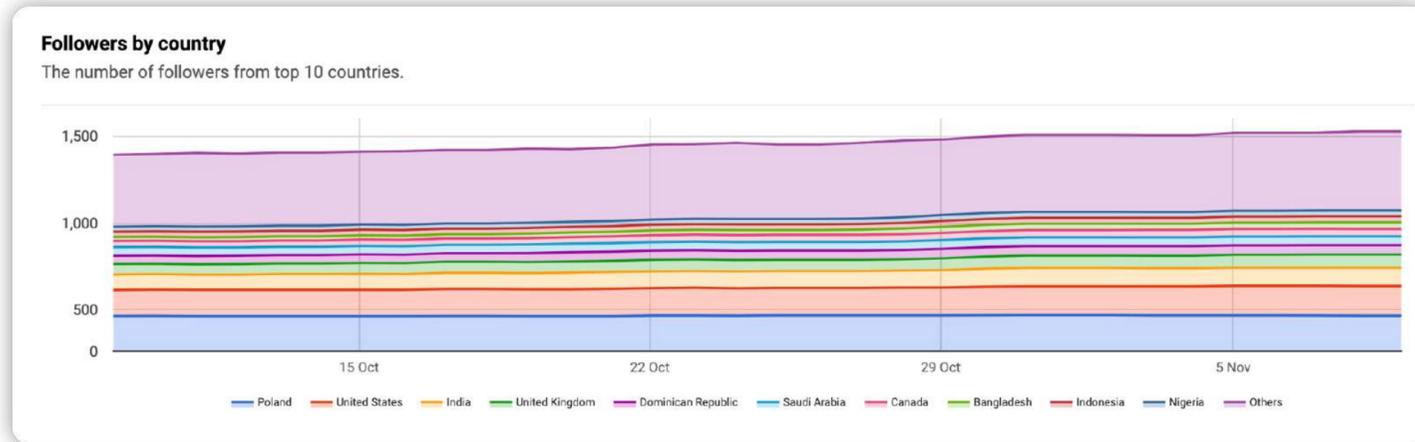
Post at the right time

One crucial element of any social media strategy is figuring out the best times to post your content. You need to post when your audience is the most active and engaged – that’s when they’re most likely to make a purchase.

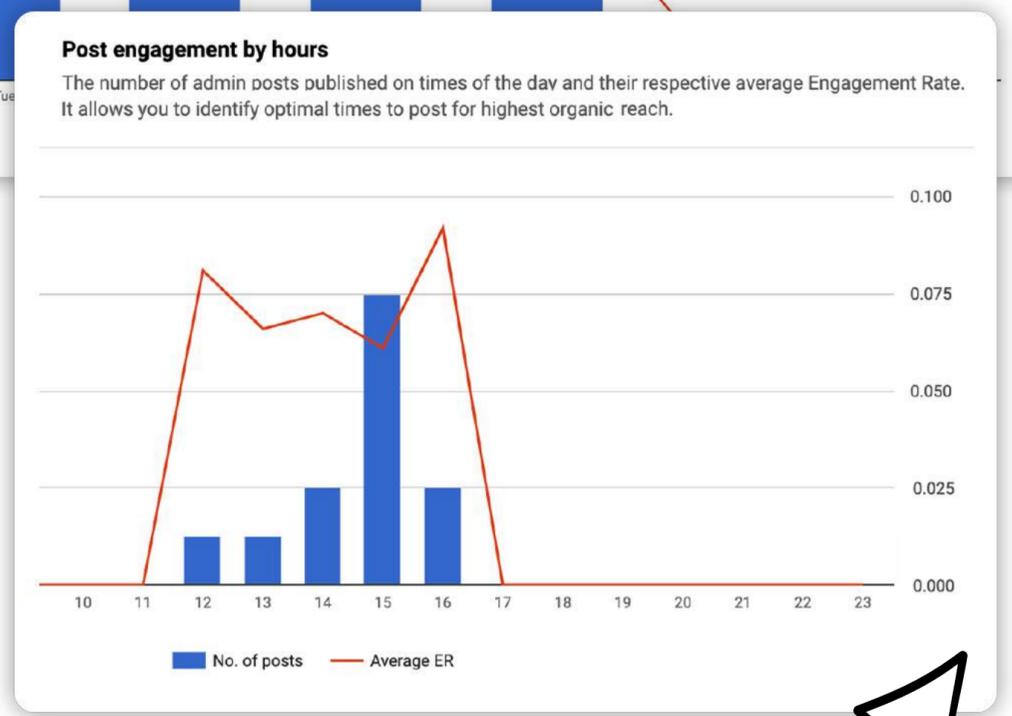
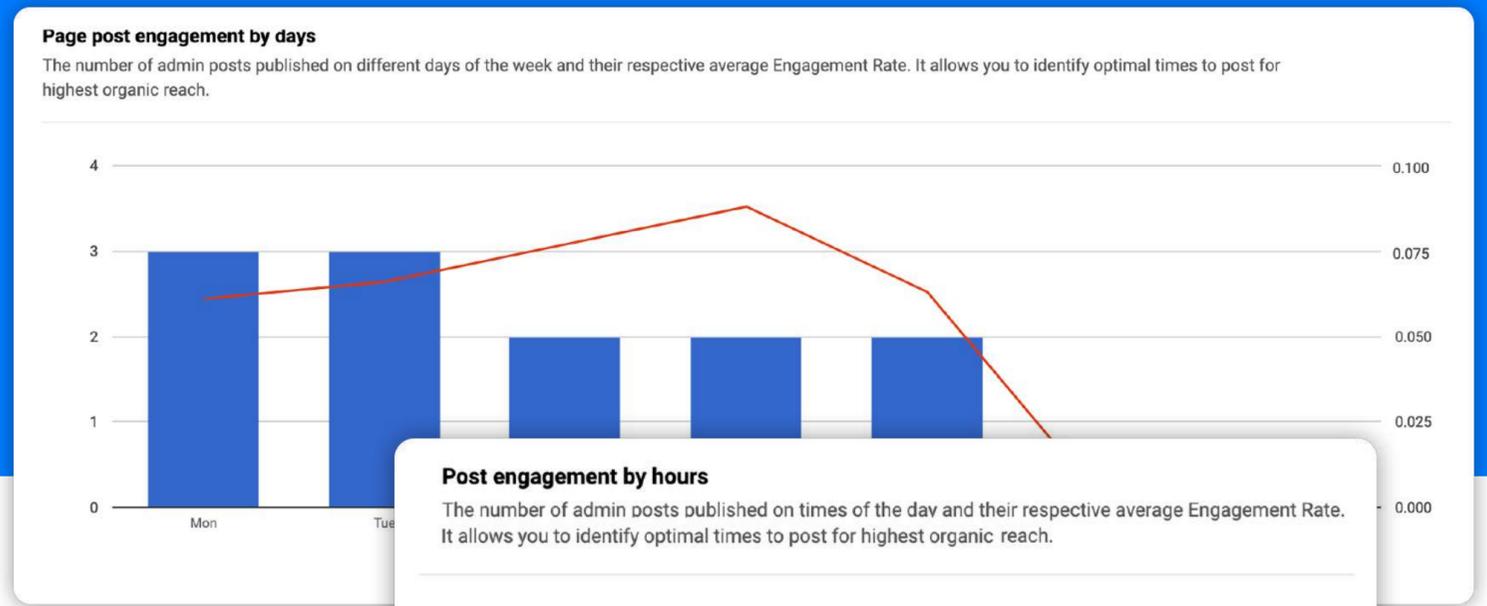
Finding the best optimal times to post would be very difficult without the right tools. Luckily, NapoleonCat’s Analytics can quickly provide you with data about optimal times to post based on insights from your and your competitors’ social accounts across different social platforms.

Understand your target audience

The Analytics feature also offers you an excellent opportunity to review your audience’s demographics. You can analyze your potential customers – where they come from, what content they interact with the most, and more.



It will provide valuable insights to further adjust and improve your social media strategy.

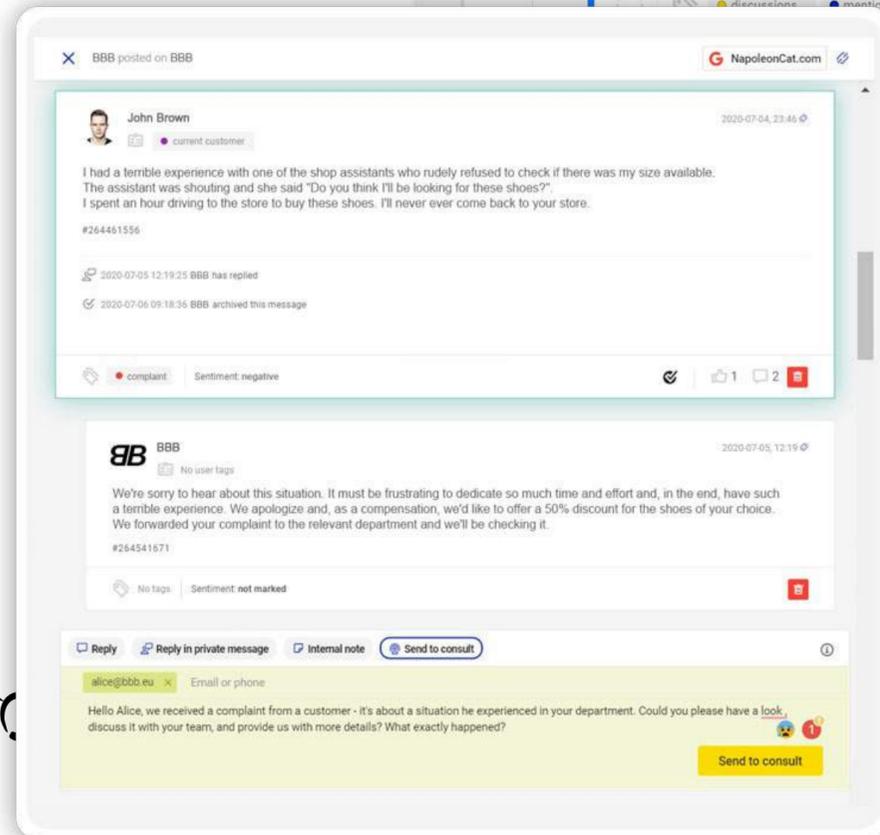
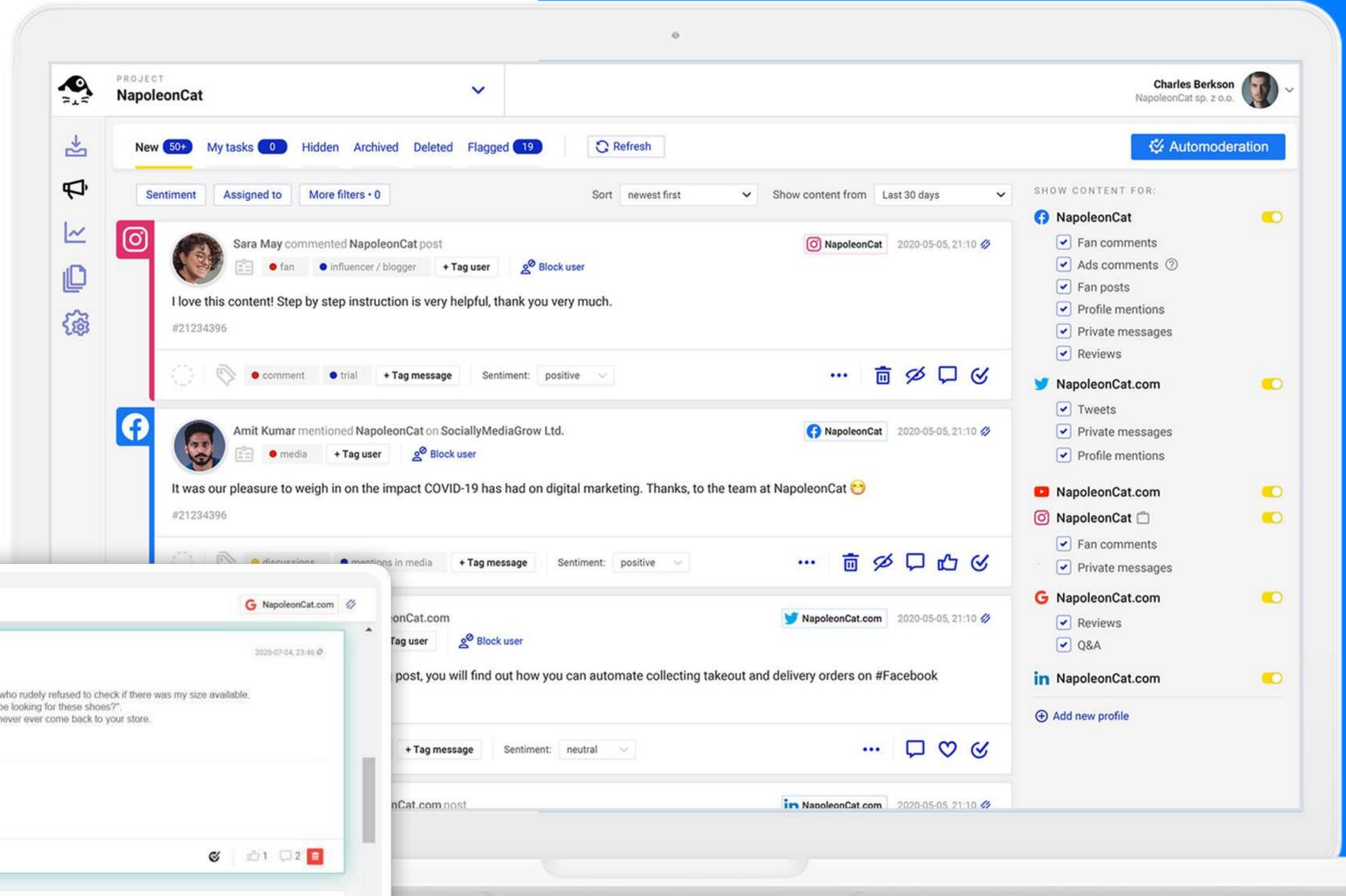


Manage social media traffic and engage with your audience

Some tools enable managing all of the interactions (comments, private messages, mentions, and reviews) across your social platforms from one simple dashboard. And this means not having to log back and forth to different profiles across various social media platforms.

Nowadays, every pre- and post-purchase inquiry needs to be addressed, and that's what NapoleonCat's Social Inbox is for. It will prove extremely useful, especially if you manage profiles that generate loads of traffic.

Additionally, you can use the Social Inbox to moderate Facebook and Instagram Ads. This moderating includes answering, hiding, deleting, or forwarding specific interactions to designated team members.



It will also help you improve your response rates, notifying you about every new message coming in, so you don't have to worry about overlooking a valuable interaction again.

Compare social media reports with sales reports

Always check your results to ensure that you're on the right track with your social media marketing efforts. Analyzing social media reports and comparing them with your sales reports will help you assess whether your social media activities are working towards increasing sales.

Look for spikes in sales and check whether specific social strategies consistently contribute to the good numbers. Then, simply do more of what works! Repeat this process regularly, and continuously use your insights to improve your marketing strategy.

Manual analysis of social media marketing efforts would take ages. Thankfully, NapoleonCat's Reporting feature automatically generates up-to-date, in-depth social media reports in a matter of minutes. And if your supervisors or stakeholders request regular reports, you can even schedule automated delivery.





Juan Galán Politi

FOUNDER

IG CREATOR ACADEMY



How should brands use their customers' social media activity to support their e-commerce?

Social listening is something all brands (e-commerce and non-e-commerce) should be monitoring. When brands are social, conversations happen around their products and operations. This is key to understanding what's working and what isn't, what products are loved by people, and what others can be improved. It also allows for much better and more approachable customer service.

A top-down photograph of a group of people gathered around, each looking at their smartphone. The image is brightly lit, and the focus is on the hands and devices. The people are wearing various casual clothing, including a striped shirt, a plaid shirt, and a yellow top. The background is a plain, light color.

DELIVER BETTER CUSTOMER SERVICE

More and more people use social media platforms to look for products and services, read reviews, give opinions, ask questions, and decide what to buy. This is an opportunity to get your business in front of your potential customers.

Countless research studies prove it: customers who are satisfied with how you talk to them on social, are more likely to buy from you or spend significantly more on your products or services.

Research also shows that customer experience is becoming more important than price and product as the key differentiator.

But the bigger your company gets on social media, the harder it is to keep track and manage the incoming stream of comments and messages. Moreover, everyone expects you to be available all the time.

Customers count on instant responses, so if you keep them waiting for too long without an explanation, they'll go somewhere else. According to Facebook survey data from across four markets, most customers who message brands on social media expect a faster response than if they had used a more traditional mode of communication.



Configure responses for repetitive questions

No matter the size of your business, you will find yourself getting repetitive questions. Not all potential customers take their time to go to your bio section or browse your content to find answers about your company and your products or services.

You may get questions like:

- ✔ How can I contact your support team?
- ✔ What's the menu for today?
- ✔ What's the average delivery time?
- ✔ When are you open?

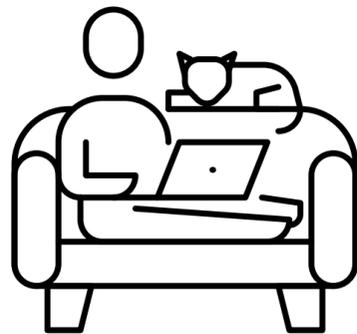


How much time setting up Auto-moderation will save?



Moderating a single query usually takes **1:20 min***

*using the native social media platforms



Auto-moderation takes **0 seconds** of your precious time.

Automation will help when you get many questions around the same topic, like the price of a given product or how a specific product feature works. It can also help you make the customer service flow smoother by letting your customers know that someone's listening.

Decide what triggers the reply (e.g., private message or ad comment) and automatically direct people to helpful resources (like FAQs or blog articles), or just let them know someone will be with them shortly. Setting up Auto-moderation will take a few minutes, but here's how much time it will save once it's done.



ADVICE:

If you need to tackle sensitive information like order details, you can reply in a private message regardless of where the original question came from.

Gain more time for complex tasks

Handling the easiest questions and comments to answer with automated replies leaves you with much more time to tackle the more complex queries, which usually require more attention (and can get lost in the deluge of notifications.)

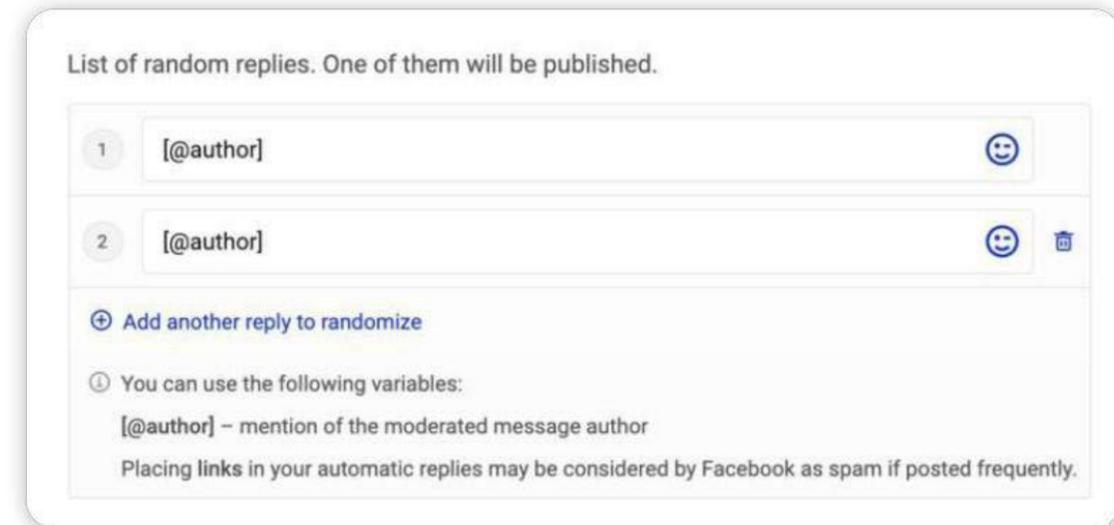
Suppose a customer has a technical issue with a product or delivery, has a legal consideration you need to verify, or just a very unusual question that no script could've predicted. Automated replies give you more time to look for a helpful answer.

Auto-moderation acts like a filter, leaving you with the most complex issues and providing you with more time to focus on the hard stuff – and give better customer service.

React instantly when something goes wrong

Automating social media communication is an excellent way to get ahead of a crisis. Whether your service is down or something's not working the way it's supposed to, you gain precious time to act. Sometimes it's enough to let people know **"you're working on it"** – so they can feel reassured, and you're building trust – priceless for a brand.

Another downside to being present on social media is receiving spam or offensive comments. Leaving them unattended is simply bad for business and makes you look a lot less professional. Luckily, social media automation helps lower the impact of such incidents.



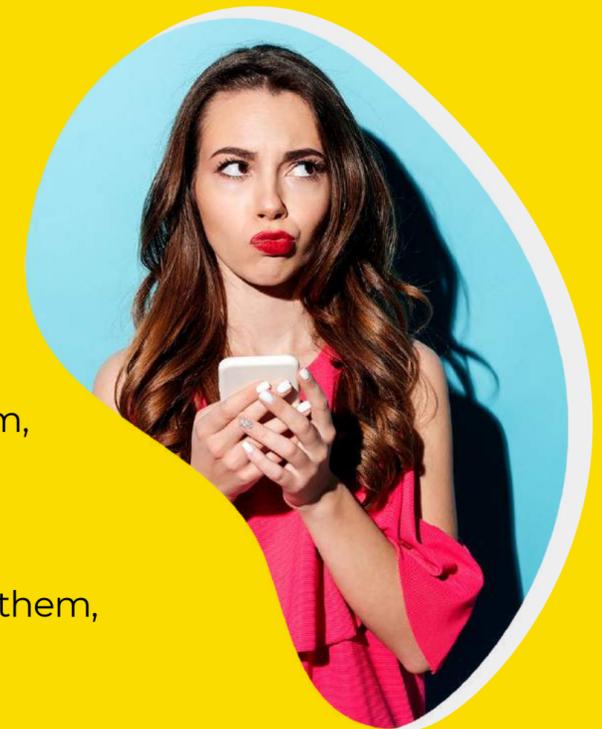
EXAMPLE:

Automating moderation on your social channels can help manage social media crises more efficiently and quicker.

By setting up automation rules in your NapoleonCat's Social Inbox, you can:

- ✓ take action automatically when certain conditions occur, like someone posts on your page using predefined keywords, or you hear from someone with a specified user tag (like a long-time customer – or a hater),
- ✓ get notified when that happens so you can respond immediately or consult other team members on what to do next,
- ✓ respond automatically in comments or private messages, so the user gets a reply while you are working to fix the problem,
- ✓ define the times when these rules apply (like when you're out of the office).

Furthermore, to avoid posting the same reply to all comments, create several different answers. The system will randomize them, so your fans will not see a string of identical responses.





Portia Chambers

SOCIAL MEDIA COACH AND MANAGER
PORTIA CHAMBERS DIGITAL MARKETING INC.



Why should creating closer relationships with customers on social media be a priority for companies using e-commerce?

Let's not forget the "social" part of social media. By creating a meaningful relationship with customers, you have a front-row seat to better understand your customers' wants & needs. You can keep a close eye on customer feedback in comments as well as shares, giving you the opportunity to provide customer service when needed. Also, you can't go wrong with the valuable insights to use for future product development and social campaigns.

A woman with curly blonde hair, wearing a yellow knit sweater, is sitting on a brown couch. She is looking down at a laptop on her lap, which has a green keyboard. In the background, there is a potted plant on a white shelf and a window with blinds. A semi-transparent white box with text is overlaid on the image.

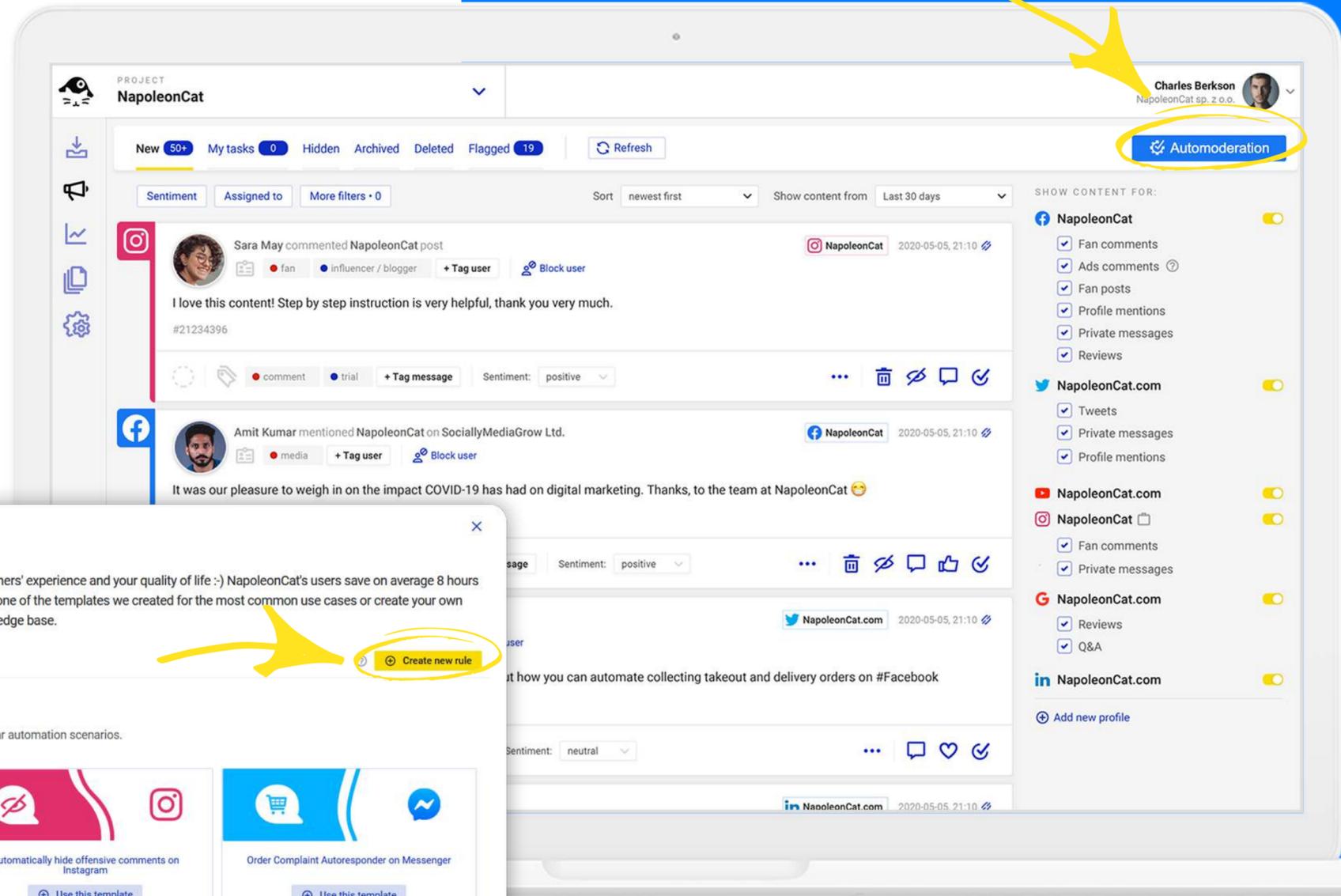
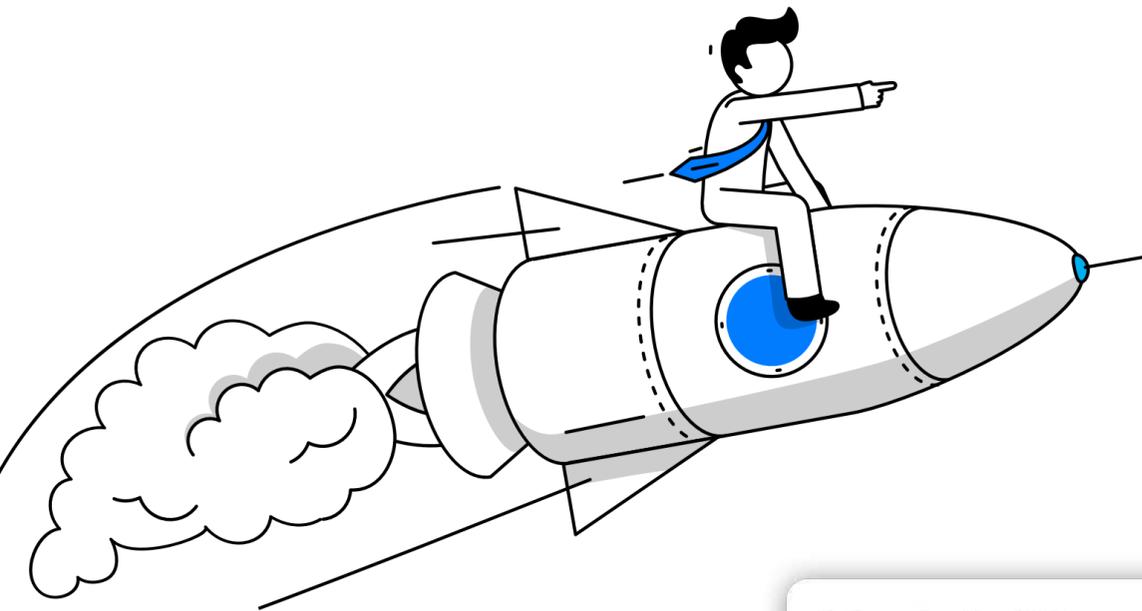
BEST PRACTICES: CONFIGURE AUTO-MODERATION IN NAPOLEONCAT

NapoleonCat's Auto-moderation works for Facebook (including Messenger), Facebook Ads, Instagram, and Instagram Ads. It also lets users hide or delete comments and answer comments or private messages.

Create your first Auto-moderation rule

To create your first Auto-moderation rule, go to the Social Inbox module and click on “Auto-moderation” in the upper right corner.

A pop-up window will appear with a list of all your existing rules. This is where you can edit or delete them. To create a new rule, click “Add new rule.”



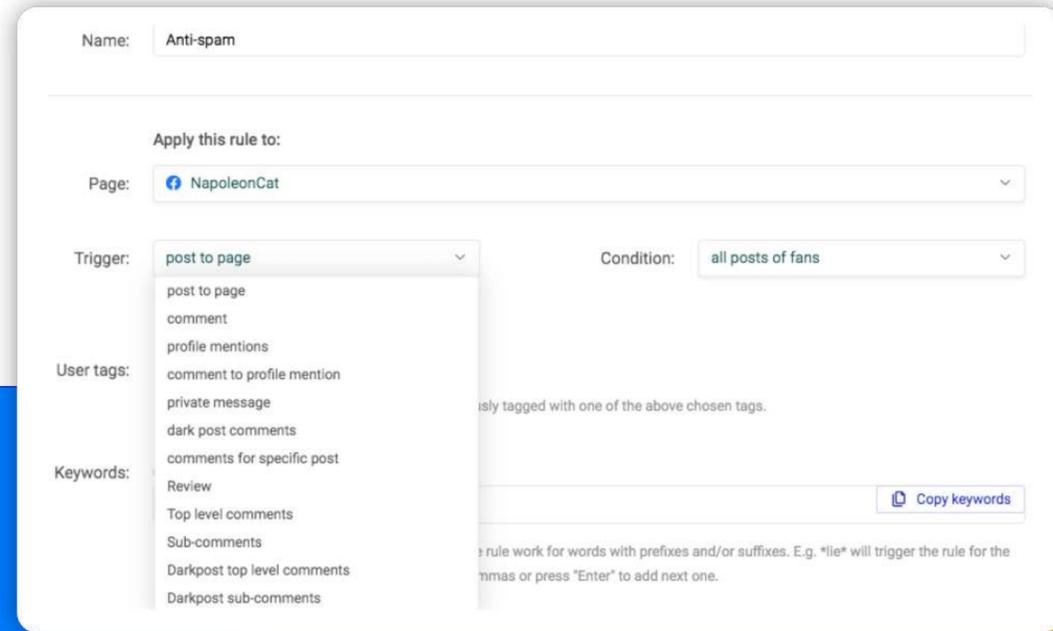
The first step is naming your rule. Its name will show up on the list of rules, and you'll be able to navigate between them easily.

After that, choose the Facebook or Instagram account you want the rule to apply to.

Set up triggers and conditions

For Facebook, you'll have "triggers" and "conditions." A trigger sets off a rule, and a condition can specify the trigger further.

Here are some of the triggers and conditions for a Facebook page:



01 POST TO PAGE, WHICH MEANS POSTS PUBLISHED BY FANS ON YOUR PAGE:

- ✔ all posts of fans,
- ✔ text-only posts,
- ✔ only posts with a link,
- ✔ only posts containing a photo or a video.

02 COMMENTS:

- ✔ all comments,
- ✔ text-only comments,
- ✔ only comments with a link,
- ✔ only comments with a photo or video.

05 PAGE MENTIONS AND COMMENTS TO PAGE MENTIONS

04 DARK (PROMOTED) POSTS COMMENTS:

- ✔ all comments,
- ✔ text-only comments,
- ✔ only comments with a link,
- ✔ only comments with a photo or video.

03 PRIVATE MESSAGES:

- ✔ all private messages from a fan,
- ✔ only the first message from a fan.

06 REVIEWS:

- ✔ positive reviews,
- ✔ negative reviews.

You can also set user tags to trigger a rule. User tags are defined in **“Project settings”** and are applied manually by moderators in the Inbox. Once a user is tagged, all their incoming messages and comments will be labeled with that specific tag.

For example, you can tag your most valuable customers and then give them priority support by automatically flagging messages they send and forwarding them via email to your customer support team members.

User labels
Those labels will help you categorize users interacting with your brand.

Type label and hit enter. + Add

- bot
- competition
- current customer
- fan
- influencer / blogger
- irrelevant
- lead
- media
- messenger
- nothing
- partner
- potential customer
- troll
- US

Keywords: Turn off Advanced Mode

e.g. (price|cost)&(Shipping|Delivery)&-(returns|returnn)

Please create a search query that includes the operators listed below. Remember to put phrases in quotation marks.

- The "|" operator stands for "OR"
- The "&" operator stands for "AND"
- The "-" operator stands for "NOT"
- The "&-" operator stands for "AND NOT"

For example, if you would like to set up a rule for a post that contains the keywords price or cost and shipping or delivery, but doesn't contain the keywords returns or return, this is what it would look like: (price|cost)&(Shipping|Delivery)&-(returns|return).

Next, you add keywords that will trigger your rule. You can switch to an advanced mode for more options too:

Define actions for rules

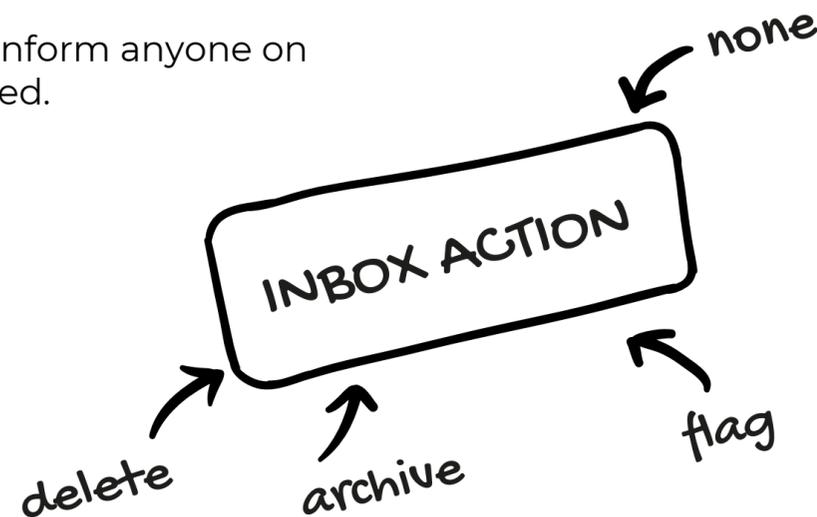
After you set your keywords, it's time to define the action that your rule will take. It's important to mention that deleting and hiding content happens in NapoleonCat's Inbox and on the dedicated social media platform.

Publish replies

If you set your rule to publish replies, you can further customize it:

- ✓ include the username of the person you're replying to in the automated response,
- ✓ input multiple versions of an automated reply in one rule (this is called randomization) to diversify your responses,
- ✓ schedule your rule to work at specific times, e.g., for when your team of moderators is offline,
- ✓ set up automatic email notifications to inform anyone on your team each time your rule is triggered.

Once you're done configuring your rule, click on "Save rule," and you're all set.



Define Inbox action

Action in Inbox: none Archive Delete Flag

Publish reply: do not publish as a comment in private message

Rule schedule

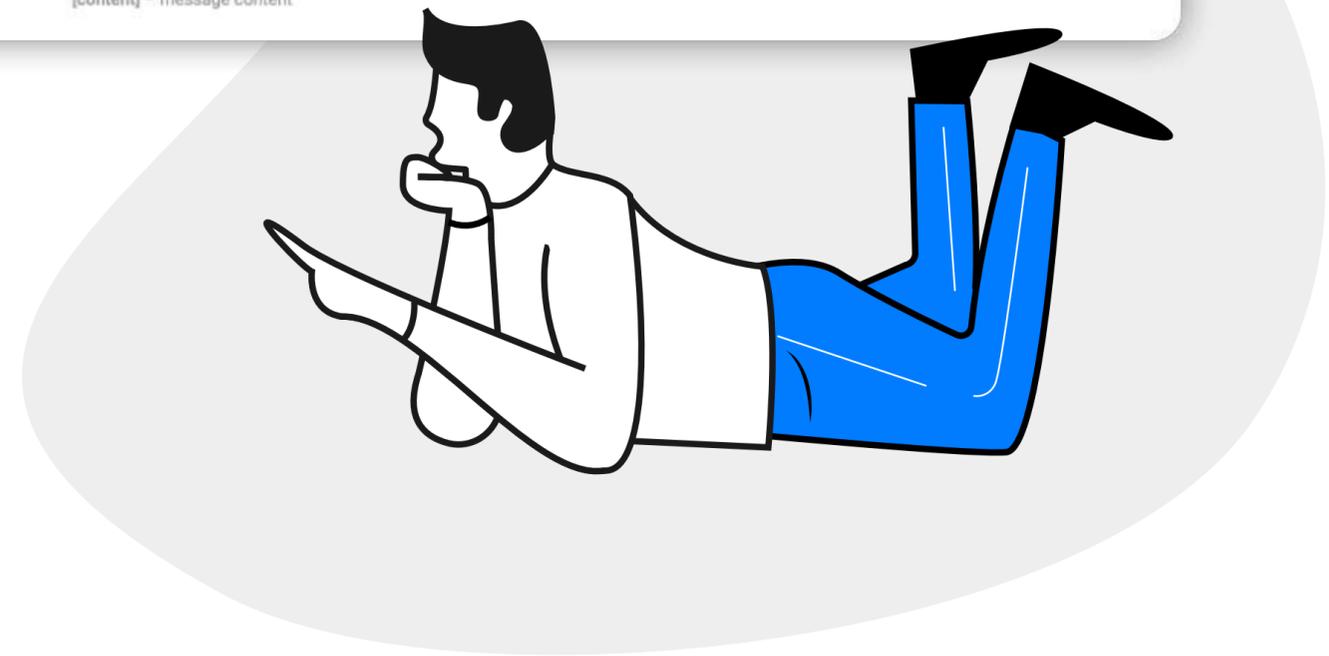
use the rule only during defined days and/or hours

Set notification

Send e-mail to:

E-mail content:

You can use the following variables:
 [author] - moderated message author
 [link] - link to moderated message
 [content] - message content





Carole Bardasano

FOUNDER & CEO
THE DIGITAL BUZZ



How does social media help companies build a closer relationship with their customers? Why is it so important?

Social Media is the only type of media that cuts the middle man. You can basically contact Nike directly on a DM as a consumer and that's not something that was possible back when there were only TV or Radio ads. So it's a great opportunity to not just focus on marketing to pitch your products to people, but in serving with genuine and empathetic help.

People are not looking for advertising on social media but for genuine interactions and content that makes them feel good.

A man with a beard, wearing a yellow textured sweater, is sitting at a table in a cafe. He is looking at a laptop screen. The background is a blurred cafe interior with tables and chairs. In the foreground, there is a white coffee cup and a vintage camera on the table.

IMPROVE WAYS OF CREATING AND PUBLISHING CONTENT

To enjoy having an engaged community of followers and customers, you need to involve them proactively. Automation also plays a key role here.

Automating your publishing calendar is necessary to help you keep a consistent schedule. Combine that with automated replies and notifications, and you're covering a good chunk of your social media operations.

Anticipate customer questions

Apart from replying and talking to your fans and followers, there are things you can do to minimize customer inquiries or complaints, allowing for more quality conversations.

For this purpose, you can:

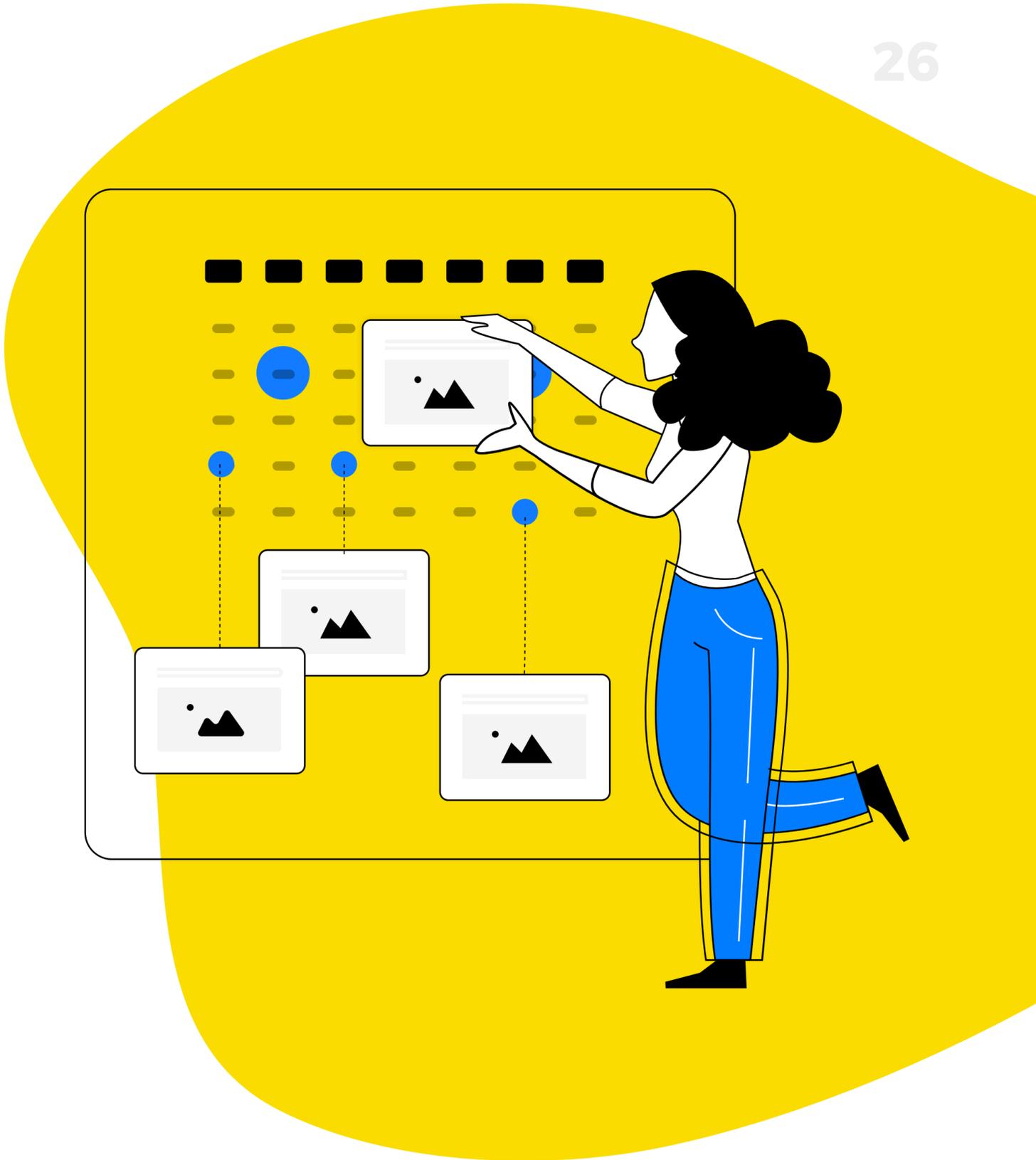
- use in-app notifications, emails, and social media updates to inform them about changes, issues with your product or service, or news that affect them in any way,
- create content resources like guides, infographics, and blog articles you can direct people to,
- check your customer service chat logs and emails for the most frequently asked questions and put together some helpful answers in the FAQ section,
- use the above ideas to create a helpful content series for your social media, explaining things people usually ask about – before they do it.

Create a social media content calendar

Planning your social media content and scheduling your posts will save you lots of time and work since you won't have to constantly brainstorm ideas for new stuff, product launches, special offers, events, etc.

It will help if you always keep in mind the big picture of your content marketing strategy. Creating a content calendar with scheduled posts will help you manage your time.

All you need to do is sit down for a few hours and schedule posts for the next month or so, and then you're free.



Enjoy!

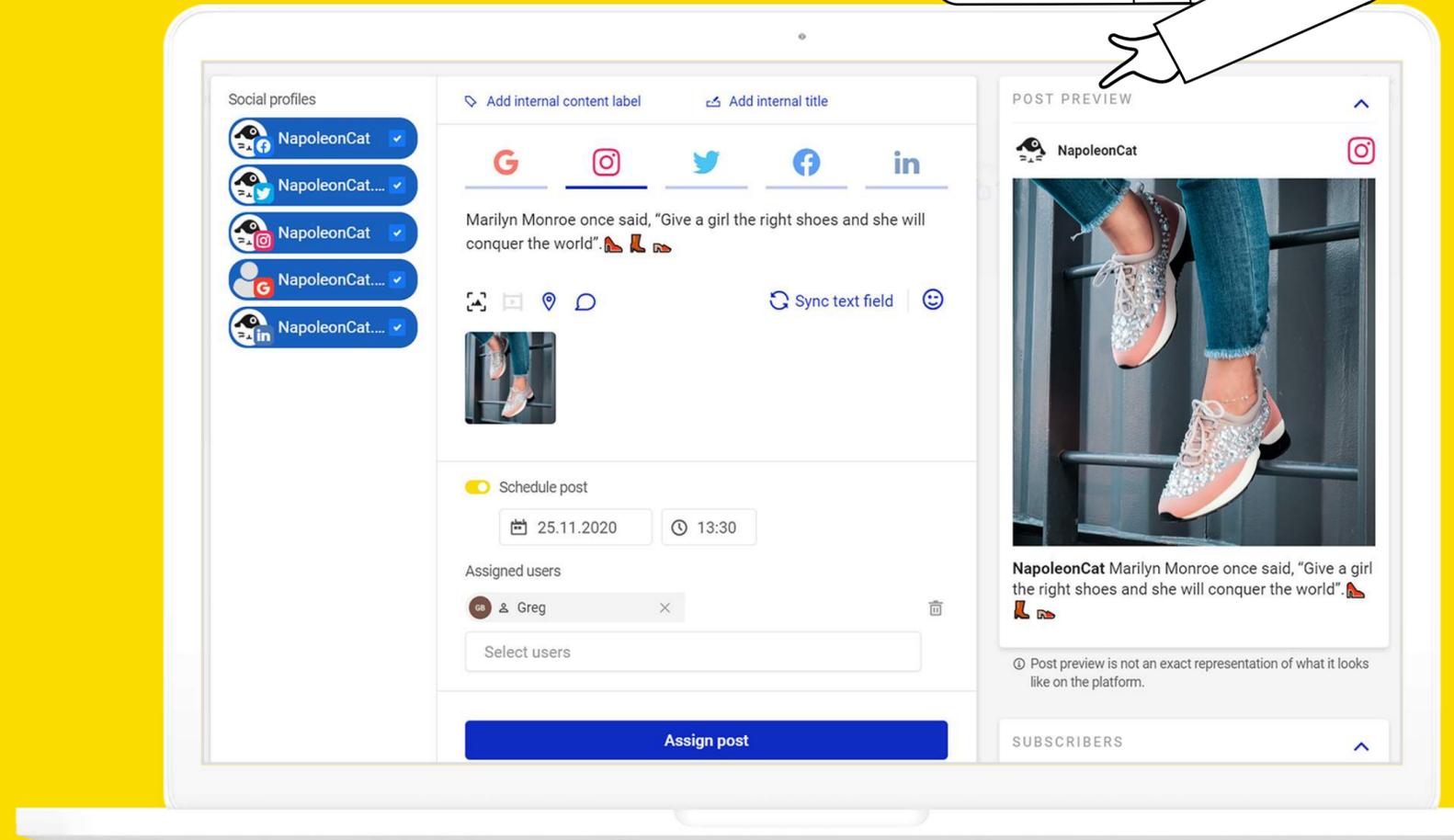


EXAMPLE:

With NapoleonCat's Publisher, posting content to multiple social media profiles and platforms has never been easier.

It supports the most popular social media platforms – Facebook, Instagram and Twitter. On top of publishing generic posts, you can use the Publisher to enhance your updates with many platform-specific elements:

| Instagram | Facebook | Twitter |
|--|-----------------------------------|------------------------------|
| Tagging users in posts | Adding multiple image to one post | Tagging users in posts |
| Adding locations to posts | Adding links to posts | Adding locations to posts |
| Scheduling the first comment | Publishing posts as hidden | Scheduling the first comment |
| Cropping images into Instagram-friendly ratios | Targeting posts | |
| Selecting custom video thumbnails | UTM tagging | |
| LinkedIn | Google My Business | |
| Adding a single image or video | Adding a single image | |
| Adding links to post | "What's New" type of posts | |
| Adjusting photo ratio | "Event" type of posts | |
| | "Offer" types of posts | |
| | Adjusting photo ratio | |



You can use NapoleonCat's Publisher individually or incorporate it into your teamwork. The platform-specific features available in the post creator will help you adjust your posts to each platform.



Juan Galán Politi

FOUNDER
IG CREATOR ACADEMY



How should brands use their customers' social media activity to support their e-commerce?

Social media is becoming key for increasing e-commerce sales. Even though people don't come to social media to "buy" anything, being able to build communities around a brand makes it much more likely that these people will end up buying since they've gone through the customer journey and have been nurtured with content. They become much warmer leads than people who are surfing on the internet looking for something similar. Most social networks allow you to drive traffic directly to your e-commerce store once the person is warm and ready to purchase!



**BEST PRACTICES:
WRITE AUTOMATED POSTS
AND REPLIES LIKE A PRO**

Using the tool is one thing, but crafting your automated social media messages is another. Here are a few best practices that can make it easier – and much more effective.

Follow



Keep it human

Even if you're automating your replies, you're not a robot. Use words you would otherwise use when talking to a customer. Let your customers know that there's a real human behind each automated message.



Use a consistent brand voice

Maintain a consistent brand voice to impact how customers see your company. Remember that it should resonate with the people you are trying to reach. If you haven't done it yet, craft detailed buyer personas to understand your user base's priorities and preferences.



Be honest and open

Don't hide the fact that your replies are automated. Most of your customers understand that you're currently unavailable if you let them know. Sometimes, telling your customers that a message is automated can bring additional benefits. They don't get their hopes up but appreciate knowing when they can expect a reply.



Remember about humor

This one is tricky, as you have to consider your customer's state of mind at a particular moment. Don't fuel their frustration with jokes and emojis if they're complaining. But if there's no risk of a message mismatch (e.g., they're just asking about the price of something), don't be afraid to be casual and funny from time to time.



Understand customer needs in advance

Before writing your automated reply, step into your customers' shoes. Look at previous messages, customer service logs, or online reviews to search for specific problems that crop up the most. Use that knowledge to craft helpful replies and direct people to relevant sources like FAQs or blog posts.



Plan ahead

It might not be the most original piece of advice, but set aside some time to schedule posts for the entire week – and then focus on other stuff (like keeping up conversations and replying to people).



Avoid rookie mistakes

Read everything twice. Ensure there are no typos, leftover placeholder content, or workable titles someone forgot to change before the post went live.

If you're waiting on images from your designer, you can set up reminders on your calendar so you don't forget to add them later on.



Carole Bardasano

FOUNDER & CEO
THE DIGITAL BUZZ

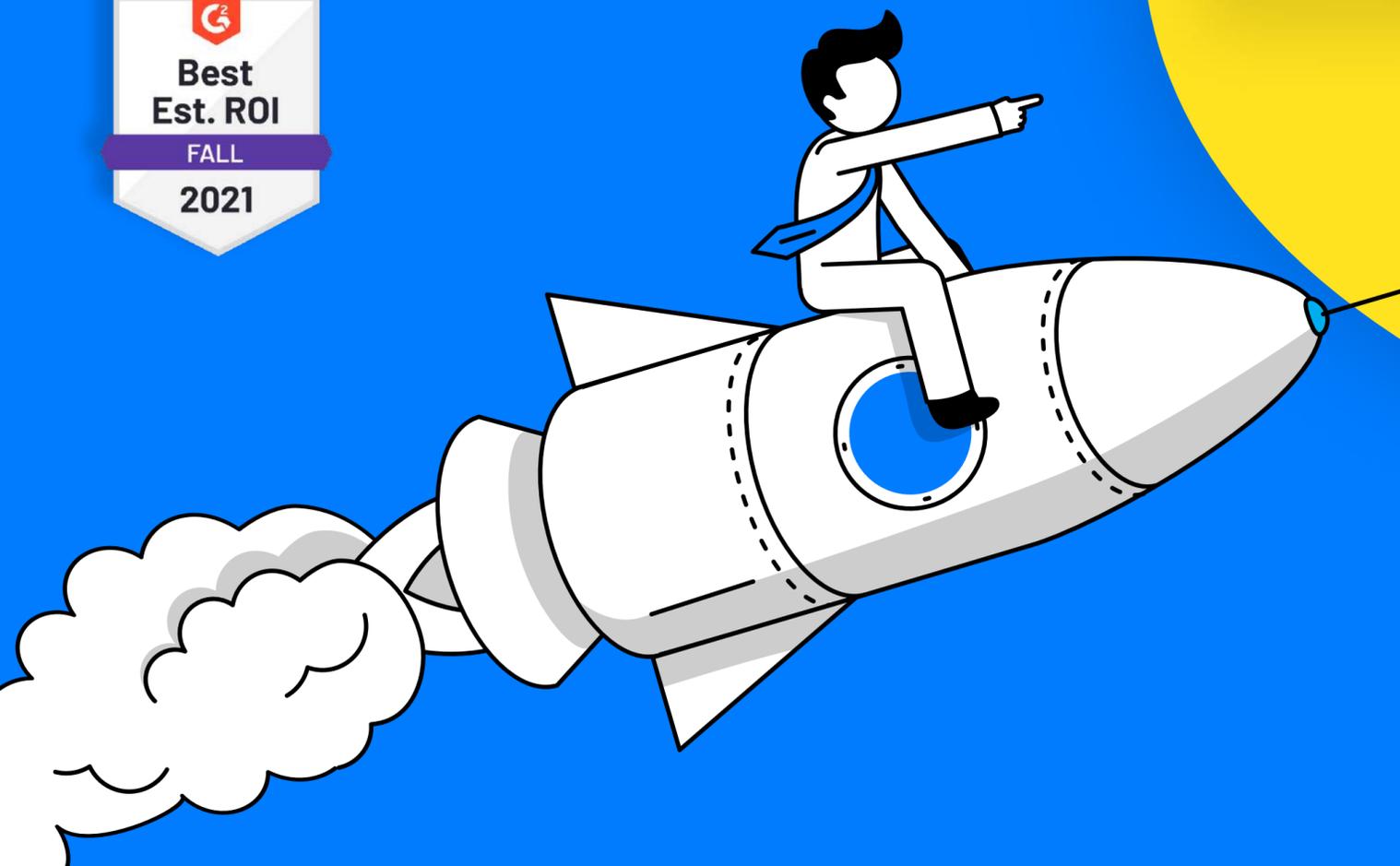


What should be the role of social media in e-commerce in 2022?

When it comes to ecommerce, social media initiatives have to revolve around not just selling the product but also selling the lifestyle. Products need to be displayed within the content formats in a way that transmit a vibe and the consumer can visualize themselves using the products. It's about humanizing the brand in a way that an inanimate object can generate a feeling of thrill for the future prospect.



Discover new social media perspectives on one platform

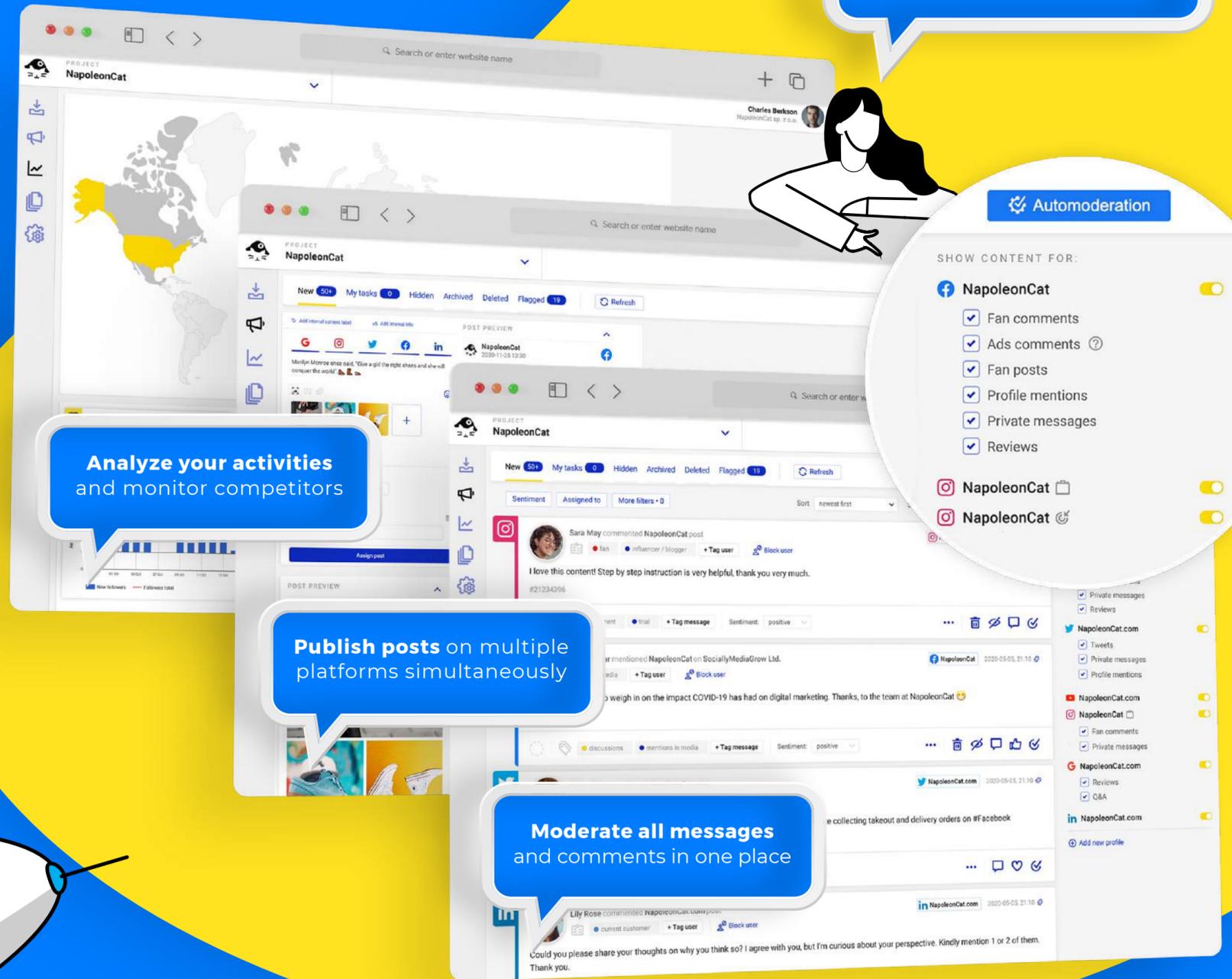


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