



# HOW TO CONNECT SOCIAL MEDIA & E-COMMERCE

**Note:** We wanna give you some free tips and advices for your work with social media. Always know that there are no principle rules which will always work for you! Our tips based on our own positive experiences over the last years! Use our tips to find out what works for you - test and learn from it! For updates visit our website...

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## **The basics**

Try to build an audience over your social media accounts. Before you can sell anything it's better that you have a little range, so people can notice you, and know what you are doing. To achieve that, you should post interesting things which fits to the interests of your target group.

## **Build trust**

To build trust is one of the difficult goals to reach, but you have to, cause people only want buy a product if they are convinced and know the advantages of your work. So it's necessary to tell them what exactly you are doing and what you have to offer. Be always kind, honest and open and never pretend to be someone else.

## **You have to have a digital product**

Before you start with e-commerce over social media to promote something, you have to have a digital product. It should be one that could help your follower in different ways. One that is easy to understand and that you can sell without any trouble.

## **Choose the right platform**

Not every platform is automatically suitable for every product you want to sell. For example, if you want to offer photos, it's better to use a website or a special platform for photography like Adobe stock, Shutterstock, Alamy, 500px or Crestock.

Notice, that it is not always the best idea to choose the one with the most user.

Of course, on the one hand you can reach more customers, but on the other hand it means also, that you will have more competitors.

## **What e-commerce really means?**

Well to explain the whole meaning, it could be necessary to write another extra book about it. But we want to explain you this in very simple words.

E-commerce means for example, that you try to promote a product electronically over the internet by using different platforms like websites, blogs, online shops or social media platforms.

## **How can I get attention?**

First with an extraordinary product that convinced your follower to buy it. Second you have to make the right posts, that make your followers want to learn more about your product.

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It's similar to something like a simple call to action button.

## **What is Call To Action (CTA)?**

In simple words, it is a simple request to your followers to take action by themselves at the end of a post. It's something like "Please visit my website for more.." or "If you want to buy this photo, visit our shop..." . And like we said it before it could be also a simple Button to click which leads your follower to a landing page.

## **What is landing page?**

A landing page is a kind of a marketing websites, which people will reach after clicking on a CTA- link that directly leads to a product website, or an online shop.

## **Which is the right platform to promote**

Well the right platform to promote on social media is always the one where you can really quickly reach the most follower in a short time. Especially if you have any news and updates, you may use Chats, Twitter, special forums, email lists or groups on Facebook. There are a lot of helpful function on social media platforms which you can use to inform your follower about any news- For example the bell on YouTube.

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## **The best way to promote over social media**

The best way to promote over social media is to use cross promotion. That means you should promote your product over different platforms. But there is one thing you should be aware of. Do not post the same content at the same time on any account you have. Otherwise you will only make people perceive you as a spammer, and that's not good for your promotion.

So try to use many platforms, connect them with each other, but use them in a clever way. For example, news on Twitter, updates on Facebook or on your Website, always without being too insistent.

## **Build a reputation**

A second important thing next to build trust, is to build reputation. You can do this by asking for Feedback and make it public at the same time.

Another way is, that you can ask people, if you can promote their products (of course you should also like them too) on your own platforms to get them more attention.

Last but not least you should always try to give reputation for others whenever it's possible. You can always do this by making a positive comment about their work. People always like that, especially when it's meant honestly. Always try to avoid to

criticize someone's work.

## **Use feedbacks to improve your products**

Instead of pressing only the unfollow- or block-button, you should always use the critics to improve your products. There is no cheaper way to get ideas for how you can do something better. And mostly it will be something you never think about.

## **Answer questions to support**

No matter if you get questions over email or social media accounts, you should always try to answer them, especially when it is about your products. There is really no one on this planet, who buys a product and enjoys it if he never gets a feedback to a question. That's what is called customer support. And social media platforms like Facebook and Twitter have a lot of tools to make it easier for you. For example Twitter has DM, and Facebook has the notification and messaging App.

## **The advantage of e-commerce**

One of the biggest thing is, that there are no physical borders, no big costs for advertising, and if you use the right language you can really reach people around the world with one post. But always know, there are million other people who try to do the same maybe at the same time. So it will be not easy.

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It is a kind of law, that how bigger the market place, the bigger is the count of competitors. So it is more and more important that your products are outstanding.

## **Satisfaction over profit (Relearn)**

Your e-commerce work on social media should not be a part of your business to make it possible to make the most profit. It is more important to use your follower for perfection of your products. Perfect products means always satisfaction for your customers and that has definitely more worth than just profit. By the time they will appreciate your products more and more, and one day they will no longer care about the price you want to have. That's the biggest goal you can achieve, but it's always a bumpy ride, cause people have to start to relearn it.

## **Two different business models**

Off- or online, there are two different business models in e-commerce.

1. **B2B** : Means a business relationship between you as a company and other companies. This is often more difficult than B2C.
2. **B2C** : Means a business relationship between you as a company and your direct follower on social media or private customers.

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You have the opportunity to reach millions in different countries if you use social media platforms in the right way.

### **NOTICE:**

It depends on the product you have to offer, which business model you should better prefer. We guess the B2C is the best online.

But like we said it before, if you like a product of other companies you should ask them if you can promote it, especially for an opportunity to improve your reputation and of course to make them aware of your own products at the same time.

## **Create relationships**

Creating relationships over social media is a very difficult thing, but you have to do this, before you can sell your products.

If someone follows you on Twitter or Facebook, it doesn't mean it is a friendship or you may have a new customer. Some of them will have really an interest in your work, but most of your follower will immediately forget about you, if you don't try to keep in touch with them. You have to keep reminding them of your own work.

But do not try to do this by sending a lot of DM's with your offer on Facebook or Twitter. That will just annoy people.

Another way to create longer relationships with possible

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customers are newsletter and email lists. You can build them over your website with the permission of your clients. Possible good ways to promote those lists are platforms like YouTube (at the end of every video) or Facebook groups, because you always have people in those groups who have really interest. NOTICE: People choosing different Facebook groups, because they want to learn from experts.

## **Advertise - Paid or self-made?**

Well, it really depends on your skills. But it is really nothing you can't learn. We have made the experience that paid advertising for example on Facebook, doesn't really get a significant advantage. Many of social media influencers will tell you the same fact. From our point of view, it's better to invest in a short promotion video, which you should post on Facebook and YouTube. If you don't have the skills for it, there are thousands of good social media freelancer out there who can do this for you.

## **How to present a new product or idea**

If you have a new idea for a product, social media gives you a lot of ways to present it before it's more than an idea. Cause you can ask a lot of people about it, and it costs you nothing but patience. If you get enough positive feedback, then it's time for you to start and invest in your idea.

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If something doesn't work, don't give up, try something else. Use something you know you're good in it, and be sure a lot of people will get an advantage with it. Know, that teaching people with a digital product, is one of the best thing you can do these days. Use impressive and understandable pictures and short text with all necessary information. People should have the easiest opportunity to quickly find out what the product is all about, cause people don't search to buy, they search for informations. The art is to impress the user in just a short moment. If you don't have the skills for it, use the opportunity to choose from thousands freelancer in graphic & writing who can do this for you. But it's really nothing you can learn by yourself by just doing and test it.

## **How to increase your presence on social media**

Of course you can put all your money in advertising, the best designed header and logo. But let us be honest, if you start a new business, you have to count every coin you have - right? So a good and pretty cheap way to get more attention are comments. Comments you should make under post you really like. Know, that you always leave a trace, any time you write something under the post of someone else. And the good thing is it will never been deleted, so people can always notice and find them.

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It is really free promotion for yourself, and all you have to invest is time and a few good words.

## **How to increase the number of people who will remember your profiles**

We always recommend to create accounts with a profile picture which should be easily recognizable and easy to remember. (We create 2 free social media guides where you can find which is the best way to do this.) Create it once and try not to change it anymore. It's the best chance for all followers to remember who you are, and it can also build trust. For example, you should use the same logos and basic colors for all your products which exactly matches to your profiles.

## **Free content is the best promotion / e-commerce**

Exactly, you read it right! Before you start to sell your product, you should give your audience some free appetizer, so they can learn what it is all about. But why is it so important?

You have to know that no one on this whole planet would buy a product without knowing exactly what he really gets for his money. Well, nobody wants to buy the cat in a sack - right?. So why not giving your clients a chance to test it with a simple sneak peek.

We made experiences with people who offer at first site really interesting free webinars.

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But the wrong thing was, all they tried to do during a one or two hour presentation was, to sold you an expensive copy of their book, or a seminar for a lot of money, without giving you a clue what is all about.

So you can imagine, how a real short free sample of your work can make the total difference and a great advantage for you to get new customers.

## **Give people always the opportunity to contact you**

It's not a big thing to give any client the opportunity to contact you for questions. On the other hand, it will be very difficult for you, to answer really any question, especially if your audience grows and become bigger and bigger. Well if it is like that, you should think about to hire some persons for support. Know, that here will be a time, if you will be no longer able to do this all by your own.

But answering questions, and to be present for problems is one of the most important part for an Online Business and also a big part of e-commerce, to build relationships for a longer time. Know that you never will get satisfied customers without an satisfying service and support.

## **How often you should promote your content**

This is a very good question!. And of course there are a few rules from different experts. Our experiences says that it depends on your target group and your product. Is it a static or a dynamic one? If it's static it doesn't make sense to post a few times every day. But if it's dynamic, it really makes sense to post one update on only one platforms in one day. Do not risk getting visualized as a spammer by your follower by posting more than one time on the same account. Always know, that less is more!

## **The best time to promote**

One tip is, it's the best that you post at the same time your target group is online. But on the other hand, if you only post at the prime time, you should know you probably will have also more competitors - it is like a room where everyone talks at the same time and want to get heard. You always should test what works best.

If you have any important news, you should not hesitate to make it public immediately and once more later. Do this also on different platforms. Notice that you can also use email-lists or newsletter for it. In case you don't know what's the best way, we can say, it really depends on the size of your message you need for the news. Know that not many like or have the time and patience to read longer posts.

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## **Should I use direct messages?**

We can not recommend that. Most people stop to read those messages, cause there are too many annoying messages with strange offers from really weird people. And the more follower you have, the more of those messages you will get. So if you really want to reach some of your follower with some product updates, you should really better use email lists, or just a short post to announce it.

## **What is the best product to sell online?**

One of the best is a digital product. It can be a simple ebook or an online course about something you're good in. Compared to a physical product you always save a lot of money and time, both you normally need for a stock, packing and shipping. Also it's definitely easier to update a digital product, because of the feedback from your customers. A non physical product is also a good start for more, because it's mostly running by itself 24/7 and can give you the cash-flow to further expand your business if you want it.

## **A non perfect product**

Yes, you read it right!. A non perfect product can have some advantages for you. It can make you more authentic if one of your products, maybe a online course, video or an ebook is not

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100 percent perfect. Of course there will be a few of follower or customers who will criticize it, but also, and that will be the most people, will see more of themselves in you as a person as you ever can imagine. Cause always know, that even the most successful people are not perfect.

## **You have to learn by doing it**

Compared to some other typically activities, social media and e-commerce are very fast changing systems. So you have to know, that there are not many rules who are valid for a longer time. Sure there are some basics, but most of your time you have to find out what is working for you and what not. You will have to spend a lot of time with testing, especially to keep up with the latest trends.

## **Social media platforms are not sales channels**

It's a matter of fact, that social media channels should not be used to post only products. Social media channels are more the communication platforms and showroom to your customers, next to e-mail lists and newsletter. And a good support over communication is the best way to sell a product in a successful way. Their greatest opportunity is that you can reach many different people at any time with little effort. Postings about product should be only some little teaser to make people

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curious and let them click a link (Call To Action link) for more. These links have to lead to landing pages or web-shops, where people can learn more about the product, the costs or where they can buy it. Any time you want to sell something, make it easy as possible for everyone to reach that goal. Usability and interaction is the key!

## **Interaction is the key**

You should not believe that you can sell a product by just posting a sell button on one of your social media accounts. Well, that's a long time ago. Today you need to do a lot more to get the attention of your follower. In the first way, most people search for informations on platforms like Facebook or Instagram or just for inspiration on Pinterest. So they don't want to see some "Buy-Me" buttons.

They search for something new and want to know more about it. Make sure that you can give these information. Always show them what you exactly have to offer. Interact with them over videos, pictures and creative postings and try to ask them for feedback. You always have to know what they currently really want, so you can react just in time for something new or if anything changes.

## **What about collaborations**

Collaborations with other companies to promote their products is a good way to build a bigger community. It's once more a chance to get a better reputation and also an opportunity for a little extra cash next to your main business...

**There is one basic message we can give you:**

Your competitor is not your enemy. Instead of fighting against each other you should try to work, communicate and support them. There is always space to complement each other and of course to coexist.

## **Why social media is such a big factor for e-commerce**

Social media is like a constant companion. You can see it every day. There are always people who are busy with their mobiles. They checking their messages, looking for some new videos or news on social media accounts like Facebook, Twitter or Instagram. On that way many of them also become aware of new products. We are all connected. And this is the biggest market place we currently have. So you see how important it is to use it for e-commerce to promote your products online.

## **What means social commerce**

Social commerce is the process for selling your product or

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service over social media platforms in which the customer is actively involved.

Active involved mean, that you use the platform for interactions, feedbacks and reputations for you, your company and your products at the same time. A good image is simply everything...

**It will always leads to following points:**

1. More satisfied customers
2. More Interactions
3. More visitors for your online shop or website.
4. A little more free advertise for your products.

## **Try to motivate your clients - (The A.I.D.A model)**

It is not only about to offer a product over an online webshop. You always have to motivate your clients to buy something. Interactions are the key for that (*Attention*). For example you can ask your follower for the next possible packaging design of a product, or if you offer some foodstuff, you can ask them for some ingredients they would prefer (*Interest*). If you know what your customers really want, you can develop your products in the way they want (*Desire*). In any case they connect with you, they feel a little more to be a part of it. And if you listen to them and implement their ideas, they are more willing to buy

and to become a regular customer for a long time (*Action*). And this is the goal every marketer dreams about - Right?

## **Be creative by presenting your products**

This is definitely a very important thing. If you do not make it different like others, you will get less attention. For example, try to present your products in a funny way. Post some funny feedbacks from your customers to give your follower some funny moments. Tell them stories with short videos with your products in the background, or a picture gallery, and connect these with an opportunity to buy your products. There are so many ways and opportunities with social media platforms. All you need is some creativity.

## **Use the moment**

Times are changing. And you always have to be flexible to adapt them. You have to know, that people don't want the same things forever. We are living in a very fast moving time. People changing their minds every day.

But there will be times people will need some special things, because something happened in this world. So this should be your time to create something new or something totally different. And social media platforms gives you always the

opportunity for exactly such things. So we recommend to do some research from time to time to be always up to date.

## **Invent yourself new**

What does that mean? Well you should avoid to do your work of promotion always at the same way. People want to get entertained. They always want to see something new. So try to present your offer in a few changing ways. For example, instead of using static pictures or long text use some animations or a video teaser. Rework the look of your products at reasonable intervals. You can also change the header design of your social media accounts from time to time. But if you have a recognizable logo, you should always use the same.

## **Why you can't do it without social commerce**

Did you know, that 90% of all people who buy online use social media platforms for product information?

Nearly 40% of these people discovered new products during they spend time on platforms like Pinterest, Instagram or Facebook. Social media is the biggest platform where you can reach your customers in different ways. Many platforms offers opportunities for direct selling in an very easy way for customers (direct Buy Button, cryptocurrencies). There are no longer endless chains of clicks to get the goal.

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And customers have also many easy ways to give direct feedback to their purchases. It's a win-win situation for both sides.

## **Why communication is so important**

If you work on platforms like Twitter, Facebook or Instagram you will always read a lot of interesting content from other people. The thing is, you can use this to build relationships with people who can be your future customers or your new follower. Note that social media is not a platform for a one way communication for your business or products. If you see other people's posts, and you like them, do not hesitate to answer or comment them.

You know the story about "leaving traces online" : *"Every time you comment or like something, you leave a trace..."*

That will always helps you that people can find you and your products.

### **Here is a short tip how to do this:**

Do not try to comment posts from many different people as possible. That's not a good idea for building a real relationship. The better way is, to comment posts from the same circle of persons for a few times (in case you really like their content). Invest just a few minutes everyday to do this, and you will get some positive results.

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## Millions of competitors

Always be aware that there will be a lot of competitors on every platform. So it will be never easy to stand out from the crowd. It's always about your products and the add value that you will give forward to your customers / follower. Social media is a great chance for everyone to reach millions of people without any big costs. But...

*“If it were so easy, then everyone would do it”*

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