

Selling on social media

Beginners guide





According to research conducted by eMarketer.com, more than three billion people use social media networks at least once a month, which presents enormous potential for marketers.

Social media already reaches 70% of all internet users worldwide and with technologies improving across emerging markets, its potential is still growing.

Have you prioritised social media appropriately in your sales and marketing plan?

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The foundations of social selling

Successful social commerce depends on strong connections with and between customers. High levels of customer engagement with your brand mean more sales. The following key aspects create a firm foundation for social selling:

- ✓ **Active participation of the customer**
(for example, through comments, likes, shares, etc.)
- ✓ **Direct integration of the customer in the design and development of products**
- ✓ **A personal connection and good communication among customers – word of mouth via the internet, messengers or apps is particularly important**
- ✓ **A personal and emotional connection between the customer and the brand**

Social commerce on Facebook

With over 2.4 billion monthly active users globally, the potential reach of Facebook's marketing tools is enormous. Whether you want to network, share content or sell your products, the opportunities are there. There are also different methods for selling to suit different businesses.

Three ways to sell on Facebook

Facebook is best known as a platform for keeping in touch with friends and family, but it's much more than that. Beyond the networking possibilities, retailers can sell their products through F-commerce (short for **Facebook commerce**) quickly and easily. If you have a business, there are three ways that you can **sell products on Facebook**:

1. On Facebook Marketplace

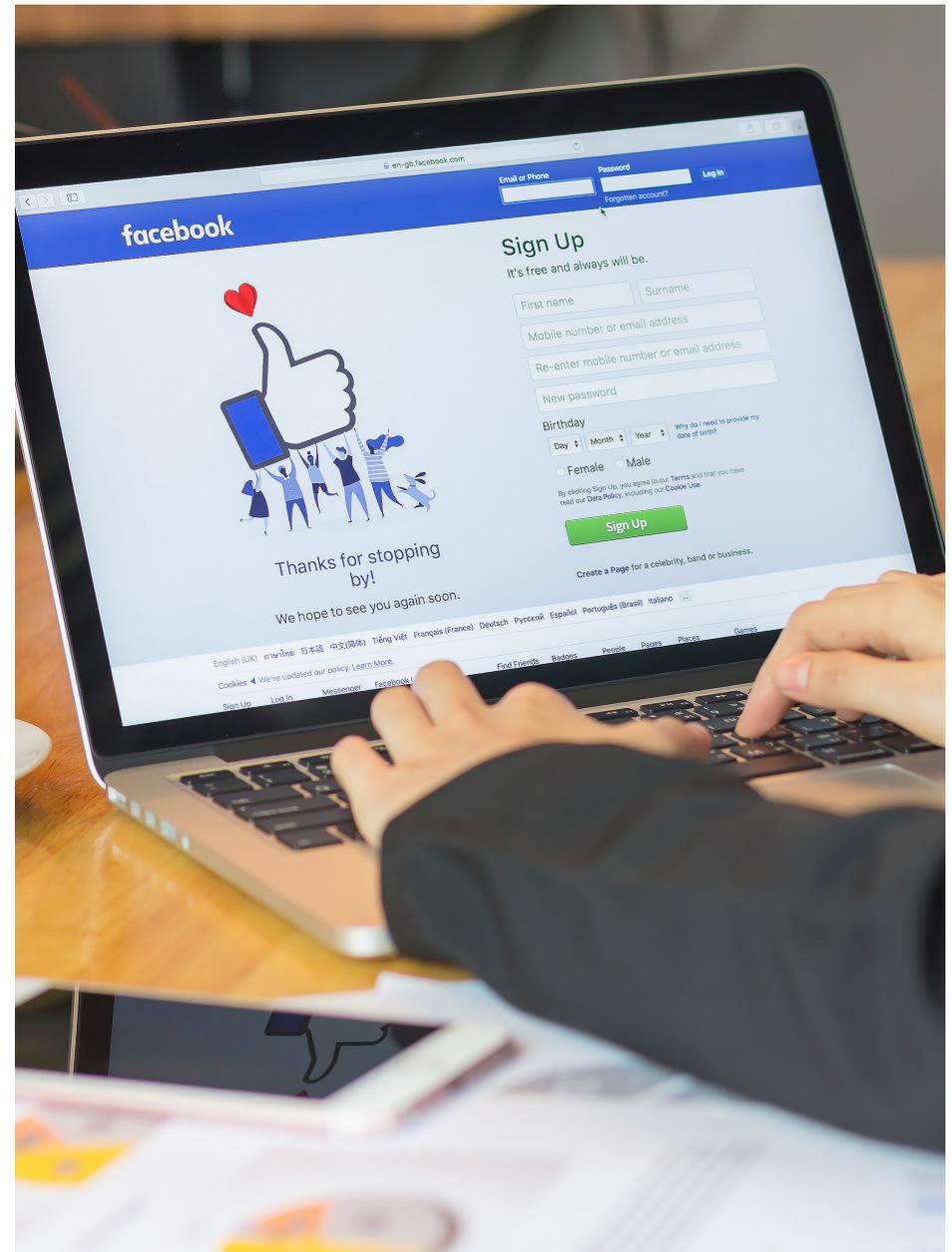
Facebook Marketplace offers a platform to discover, buy and sell items. On Marketplace, potential customers can haggle, which significantly increases the chances of making a sale.

2. In your own Facebook shop, which displays your product portfolio using pictures, text and video

The option to create your own shop for **selling on Facebook** is comparatively new, and functions in a similar way to Amazon or Etsy. The platform displays images of a product, as well as videos, text descriptions and customer reviews. These reviews, however, can only be submitted for the shop itself and not for the individual products.

3. Via buy buttons, which lead customers to your website or eShop

Integrating a buy button is the fastest way to make a sale. When you've placed a link on Facebook you'll also be able to track and evaluate the user traffic it generates. In addition to adding a button on your own profile, it is also a good idea to link to this button when you post on your business' channel.





Use video content

Most people are very visually oriented, so videos have great potential for targeted marketing and selling products on Facebook. Two other channels that are well suited for video content are Instagram and Pinterest. Although multiple channels also mean more work, you can often duplicate content. Remember that most people watch videos without sound, so try to add subtitles to your content.

Target your ads

Retargeting ads are often cost-efficient — people who have already shown an interest in your business are more likely to make a purchase than those viewing your products for the first time. Using Facebook Custom Audiences is another way to target your existing audience.

Tips for winning customers on Facebook

Selling on Facebook is particularly effective if you can reach your target group organically. This way, you can maximise your sales without too much effort or expense. However, you may want to supplement your organic campaigns with paid advertising. The following tips for managing your shop and site will help you to achieve long-term F-commerce success.

Use lead ads

Only leads with a real interest are likely to convert or make a purchase. Lead ads are an effective way to collect user data from potential customers who are genuinely interested in your business. A pre-populated contact form is displayed when a viewer clicks on your lead ad, which is then sent to you. Further information can be found [here](#).

Consider search engine marketing

With Google and Facebook ad campaigns running in parallel, as well as lead ads, you'll reach your sales target in no time – but it can get expensive.

Search engine optimisation (SEO), on the other hand, doesn't have to cost you anything. With SEO, visitors will be directed to your Facebook shop, online shop or website via search engine results. SEO can also be an excellent choice in combination with Instagram marketing because many Instagram hashtags are often relevant search terms or Google keywords. Find out more about search engine marketing [here](#).



Social commerce on Instagram

According to its own data, the photo and video sharing app Instagram now has **over 1 billion users worldwide**. The app has evolved to include extended **storytelling** capabilities using Instagram Stories, and it is even possible to live-stream events. The most popular advertising tools on Instagram include shopping ads, Stories ads, video ads and swipeable carousel ads. Instagram is well-known for its **influencer marketing** which predominantly engages younger people – 60% of its users are aged 18 to 24.

How to create an attractive Instagram business profile

Before you can start selling on Instagram, you need to make sure your business profile is up to scratch. This can be done in a few easy steps:

- Add a profile photo or logo that **attracts and engages your target audience**. The image should be fully visible and match the marketing on your website or online shop.
- Optimise your **Instagram biography**. A successful biography reflects the brand's identity and gets customers' attention in as few words as possible.
- **Link to an online shop or website**. Businesses can only share one link in their Instagram profile. Brands should ensure that their link is working and the URL is being tracked in order to measure how many visitors are generated on Instagram.

Before you can start selling on Instagram, you need to make sure your business profile is up to scratch. This can be done in a few easy steps:

1. Instagram Ads

Instagram Ads are the next step. Ads on Instagram allow brands to **reach a larger audience** irrespective of how many images or videos they have shared. In other words, you don't need to be the most active Instagram user in order to post an advert on the site. Depending on the advertising format, Instagram Ads will be featured in the classic stream where they blend in natively. All adverts are clearly marked as "sponsored."

Adverts can be used to increase a profile's followers and likes. It's also possible to **generate direct sales** using Instagram Ads. Simple but attractive product imagery together with a quick customer journey that links to a product landing page can generate faster transactions.

Much like other established online ads (e.g. Google Ads), Instagram Ads can be customised and updated continuously. The **business functions** offered by Instagram provide all the relevant data to optimise adverts.

2. Use visuals

Using images is a great way to get customers' attention because over **90% of the information** that reaches our brains is visual. Adding movement and sound



can generate an even longer-lasting impression. That's why videos tend to outperform images. According to Instagram's own data, **users spend more time viewing videos** in Stories than the classic feed. So remember that text plays a minor role in selling on Instagram.

3. Use product links in Instagram Stories

Stories are one of the most popular formats among Instagrammers, partly because they're only visible for 24 hours and then disappear. If

the content is engaging, fun, emotional or informative, customers may even view an ad multiple times. This makes Instagram Stories highly suitable for generating direct sales – particularly for **trending products, apps and games, and special offers**.

Even though you can only have one link in your Instagram bio, you can also include **an external link to a shop or website** in each Story.

This also allows brands to **track** a product link and measure the success of an Instagram Story in driving customers to their websites. The results can then be used to improve future campaigns. Monitoring and regularly updating Instagram Ads is the key to long-term commerce success on the platform.

4. Influencer marketing

Influencers are basically personalities who have established themselves as **opinion leaders** online. When an influencer gives tips and recommendations on products, services, or brands, fans and followers listen. They trust the judgment of their role model, and are eager to emulate them in whichever way they can. And this can have a **profound, often subconscious effect on consumer behaviour**.

The numbers speak for themselves: **45.4 percent** of influencer followers said they tried **something that was recommended** by an influencer, and a further **26.9 percent** said they actually **made a purchase after seeing a post**.

Now you're ready to start selling on social media. Remember to focus on increasing customer engagement with your brand – this is the foundation of any successful social commerce strategy. Using visual content is a great way to get people's attention, so include videos and images in your advertising where possible. And finally, keep reviewing the performance of your posts and ads. Social media is constantly changing, so you need to be flexible and responsive. What are you waiting for?

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