



SOCIAL MEDIA COMMERCE SESSION



retail strategies



zeNERGY.





SOCIAL COMMERCE TOOLKIT

Muriel Foley





YOUR SOCIAL COMMERCE TOOLKIT

In order to fully optimize your E-Commerce platform, you'll need:

- Content Pillars
- A Facebook Pixel
- An Inventory Page/A Shoppable Website
- A Product Catalog
- Lifestyle Imagery

CONTENT PILLARS

Choose Your Pillars – Samples Below

- Your USP
- Your Expertise
- Your Team/Staff
- Your Products/Offering
- Your Experiences
- Your Personality
- Your Community/Customers





ATTRACT & INSPIRE


ENGAGE & RETAIN

ENCOURAGE ACTION
& GENERATE LOYALTY

THE PIXEL

Having a pixel connected to your website makes tagging products, tracking activity and retargeting more efficient

Connect website activity using pixel



Track website conversions using pixel

Add the pixel code to your website to run conversion campaigns, build advanced reporting and for custom retargeting. The pixel is a snippet of code that securely receives information from a website. [Learn More](#)

Pixel name

30

Muriel Foley's pixel


Check your website for easy setup options

Enter your website URL (optional)

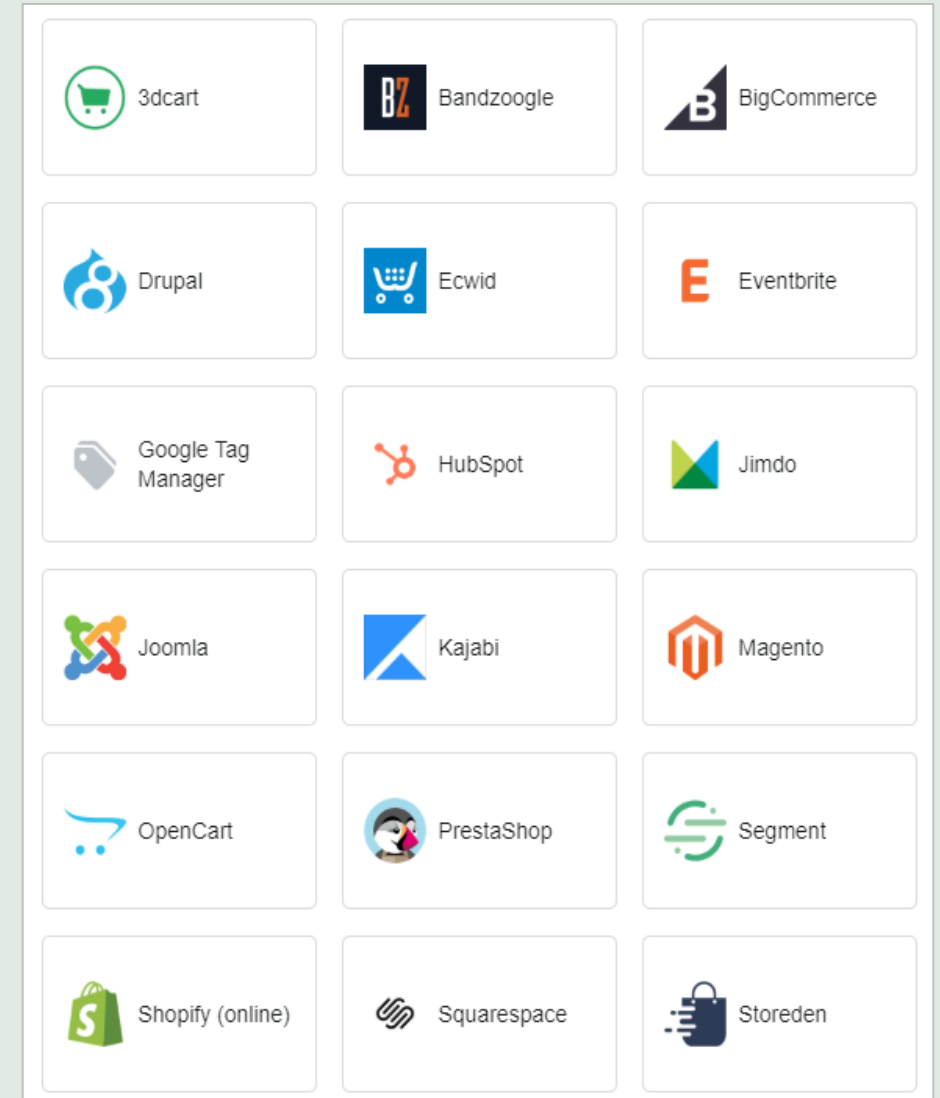
By clicking Continue, I agree to the Facebook Business Tools Terms.

[Give feedback](#)

Continue

 **Facebook Pixel Helper**
[Learn More](#)

No pixels found on chrome.google.com



QUESTION

How many Instagram users click on shopping posts on the platform each month? have made a purchase directly from social media?

- A. 20 million
- B. 30 million
- C. 50 million
- D. 130 million

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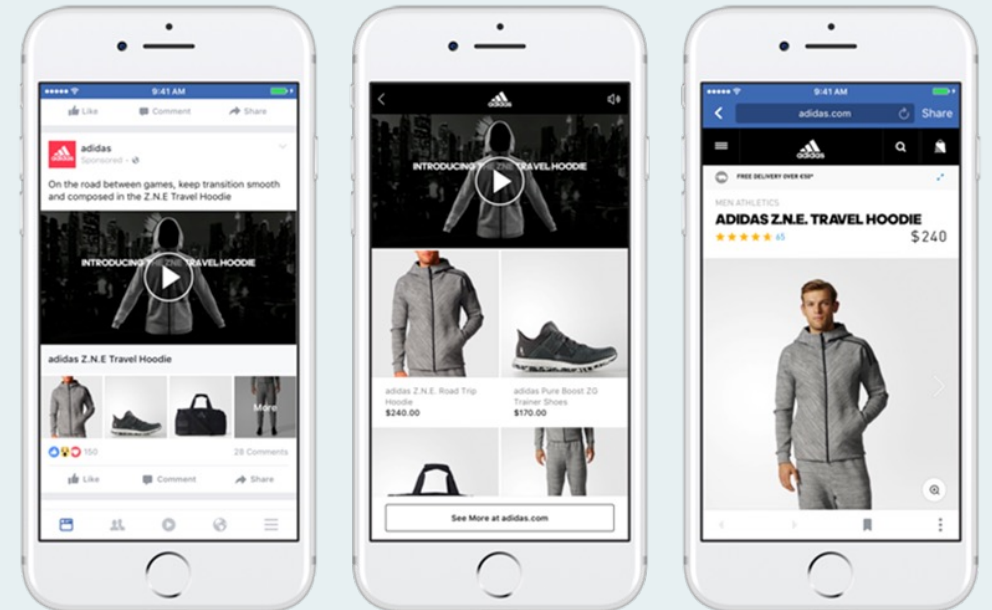
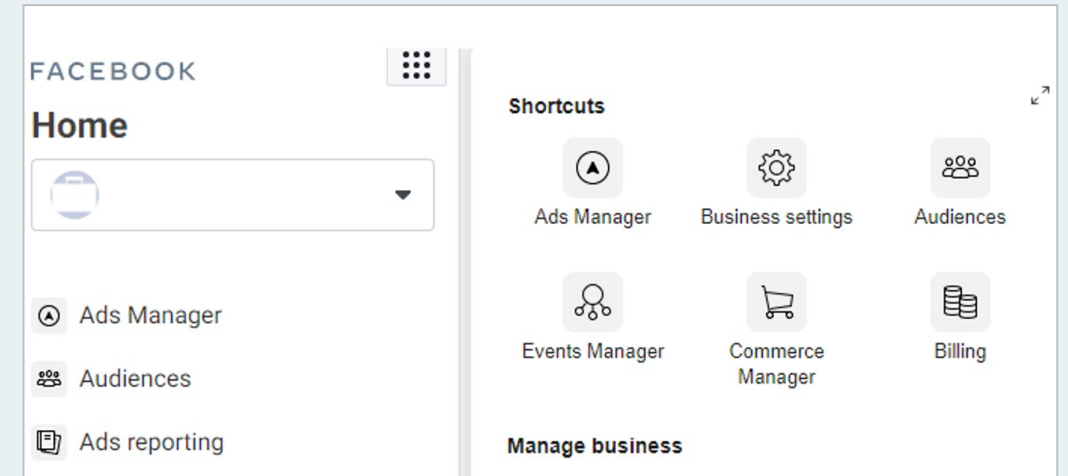
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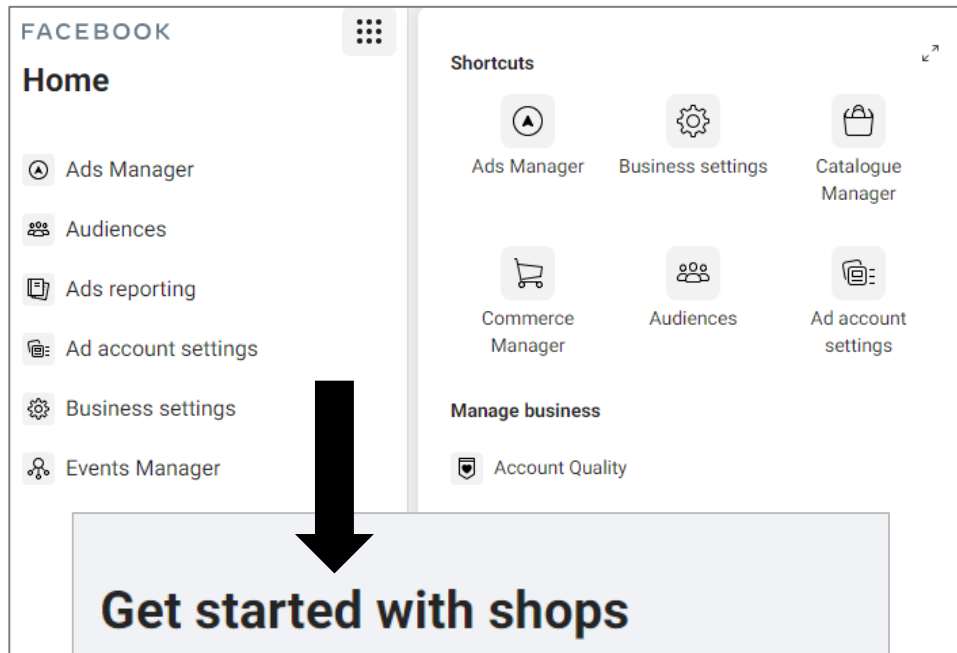
**NOW YOU CAN TRACK
ACTIVITY AND OPTIMIZE FOR
SALES**

PRODUCT CATALOG

- Using your website as the source and your pixel as the tracker, create a product catalog in Business Manager > Commerce Manager
- Create different collections here to optimize in your shops and advertise using Paid Social



FACEBOOK SHOPS

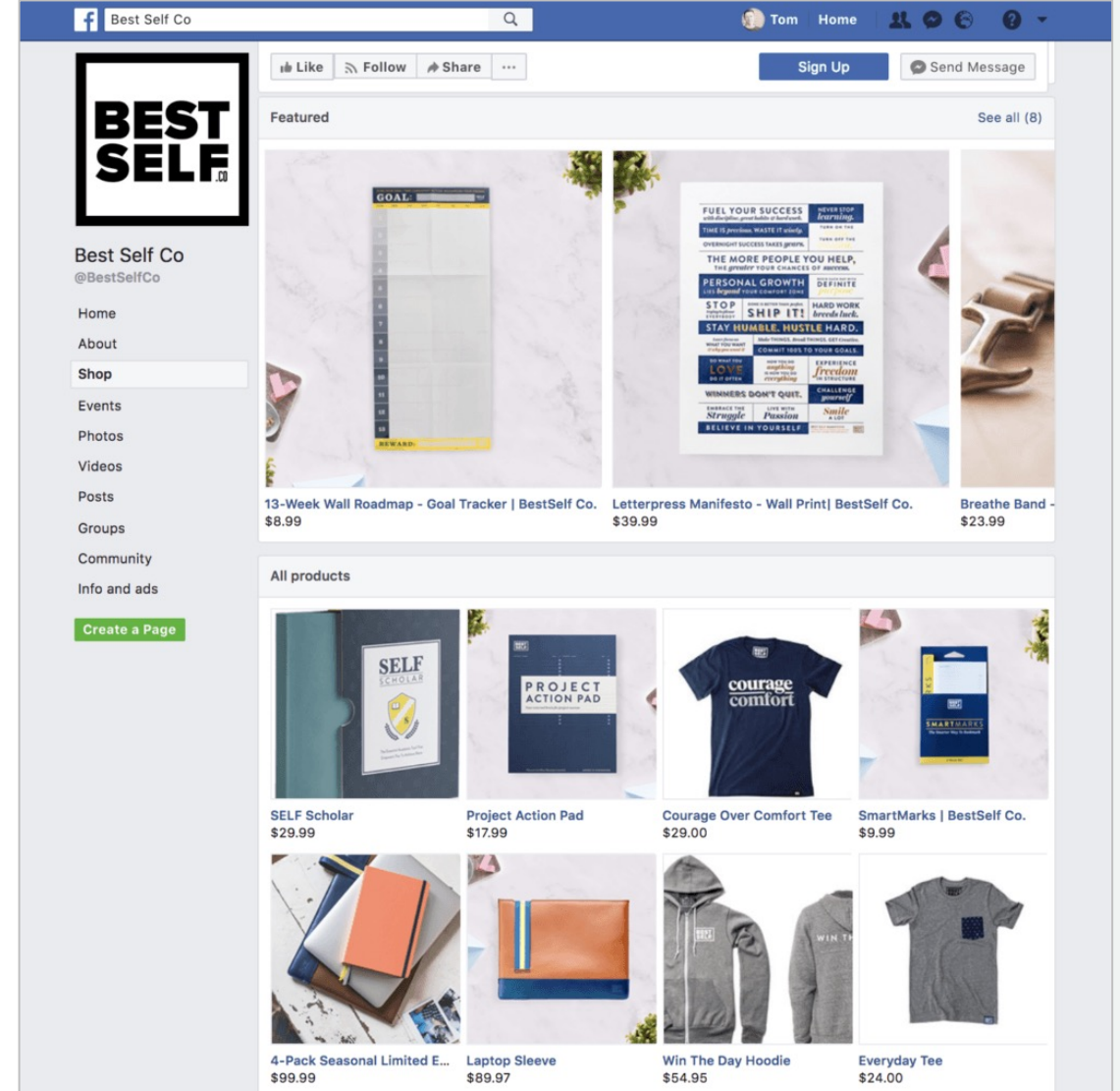


Get started with shops

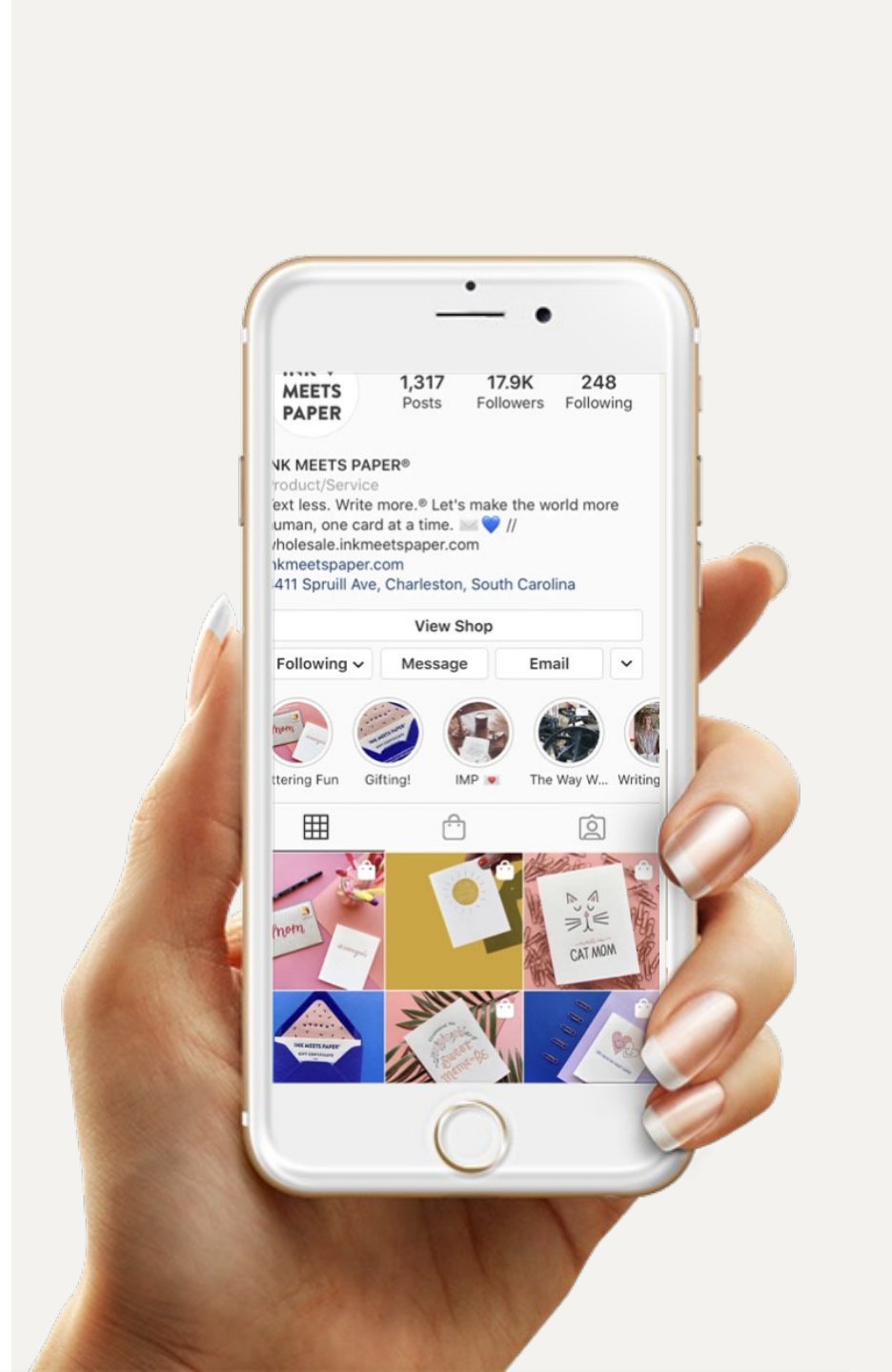
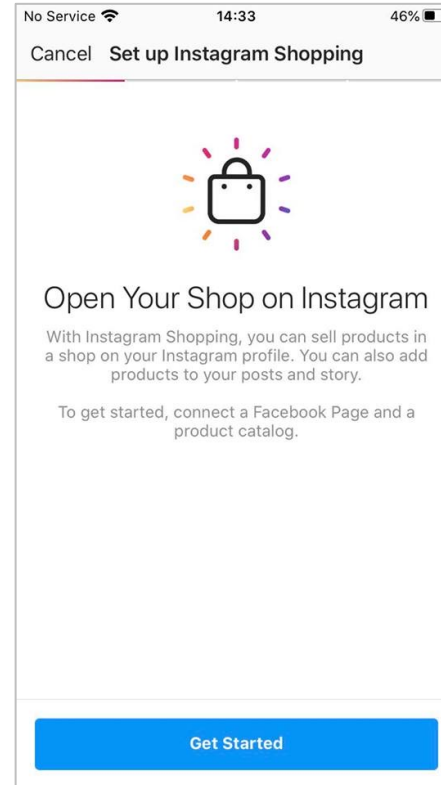
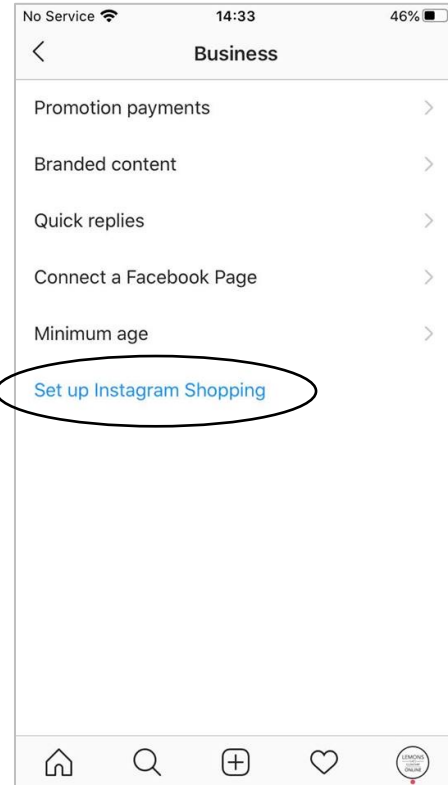
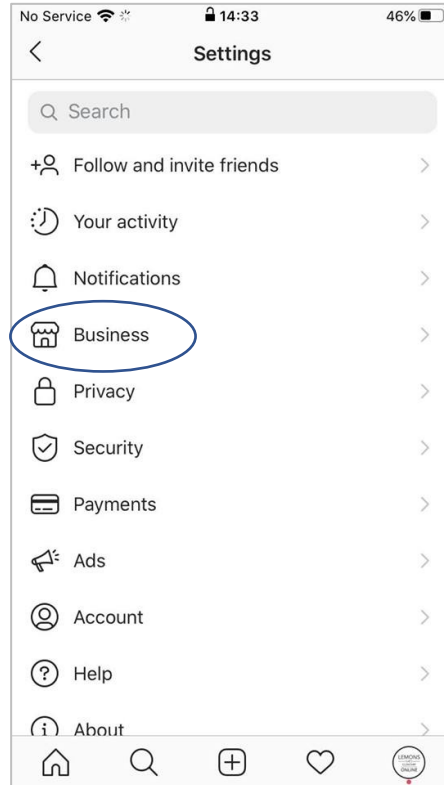
Sell easily on Facebook, Instagram or both.

Connect your business, add items and start selling. In Commerce Manager, customise the look and feel of your shop and choose collections to showcase.

Get Started

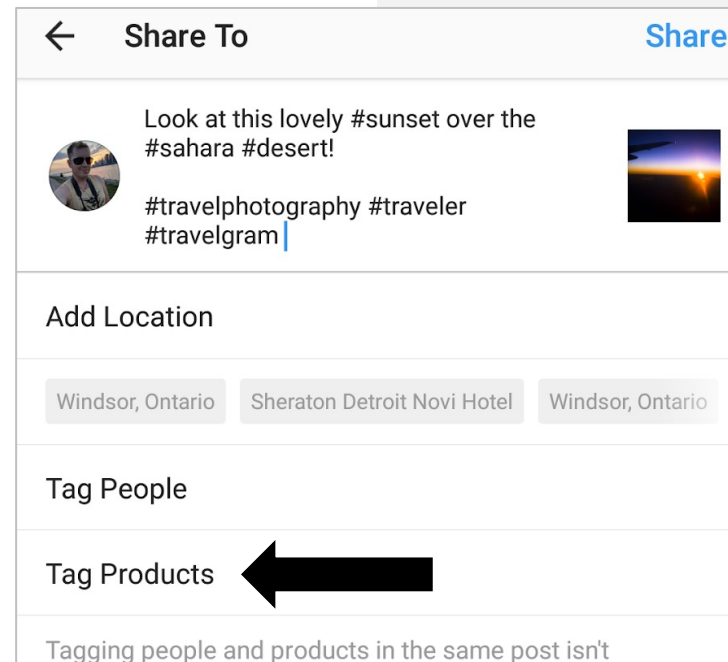
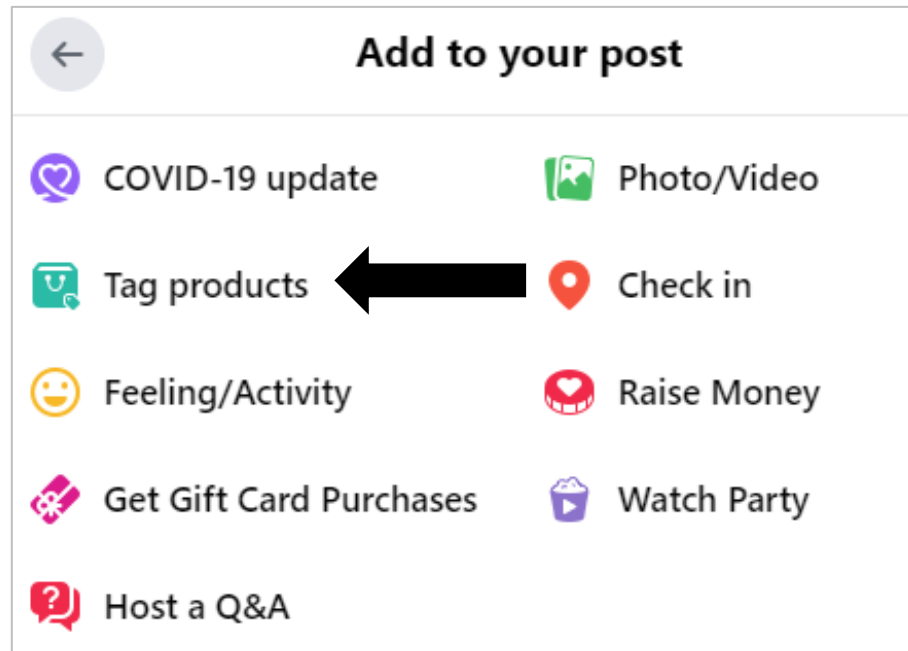
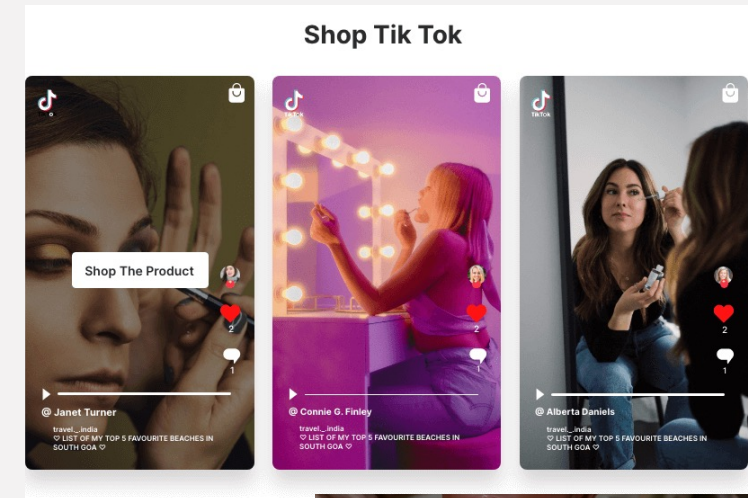


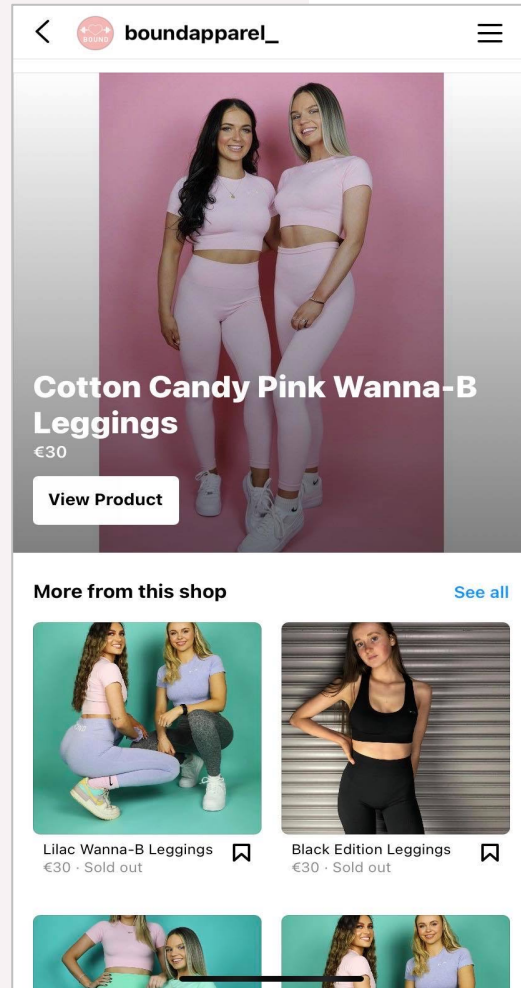
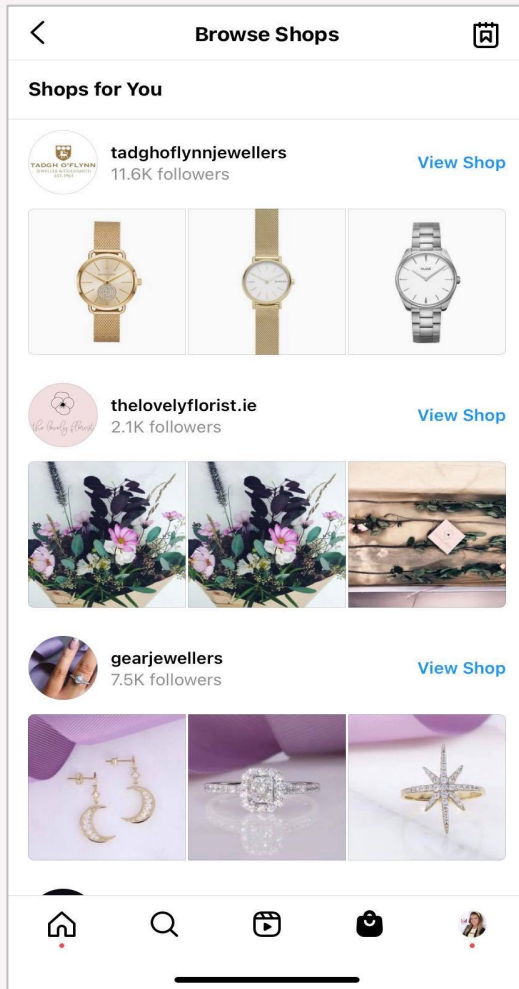
INSTAGRAM SHOPS



TAGGING PRODUCTS

Once you've set up your catalog, pixel and Shops, you can start tagging them in your posts and stories



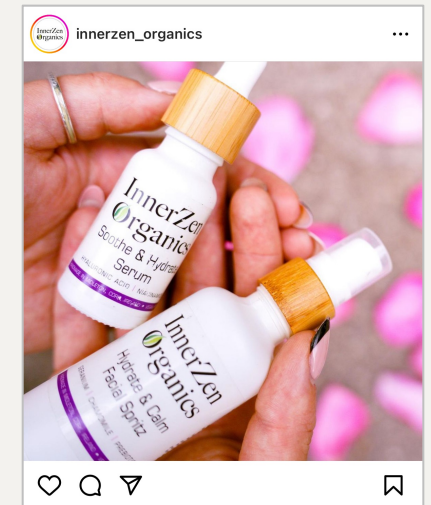
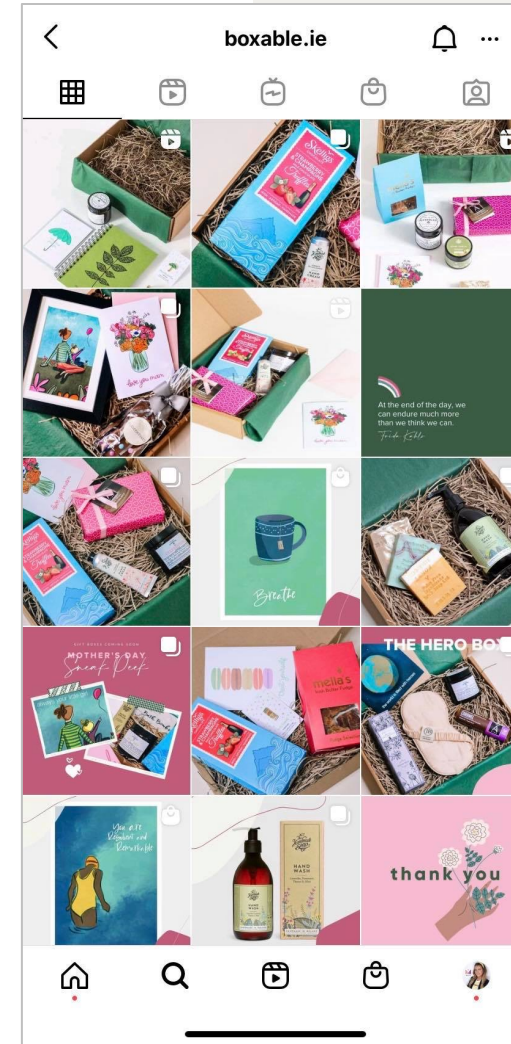


ARE YOU OPTIMIZING FOR SALES?

- Social E-commerce is only in its infancy
- Soon, more people will be able to shop on-platform
- Facebook Marketplace & Instagram Shops have made discovery of new retailers more accessible
- Is your Shop ready?

LIFESTYLE IMAGERY

- Using lifestyle imagery or product photography brings your products to life
- Model imagery, in-situation photos loaded to your website will also make your Shop look on-brand and more appealing
- Show how you package products (let people see the effort vs big-box stores)
- You don't need a professional camera, use your phone



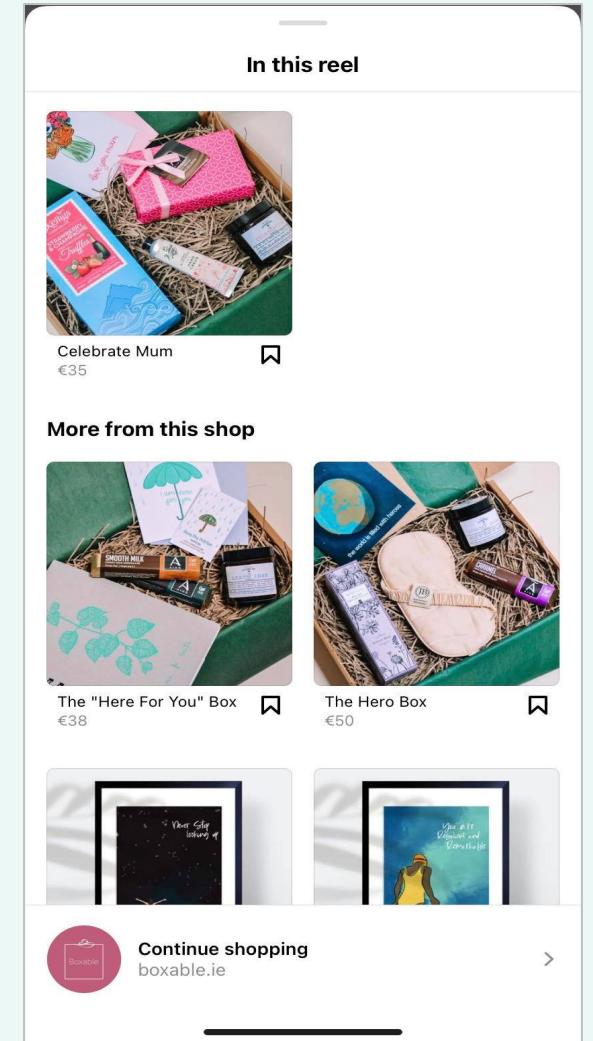


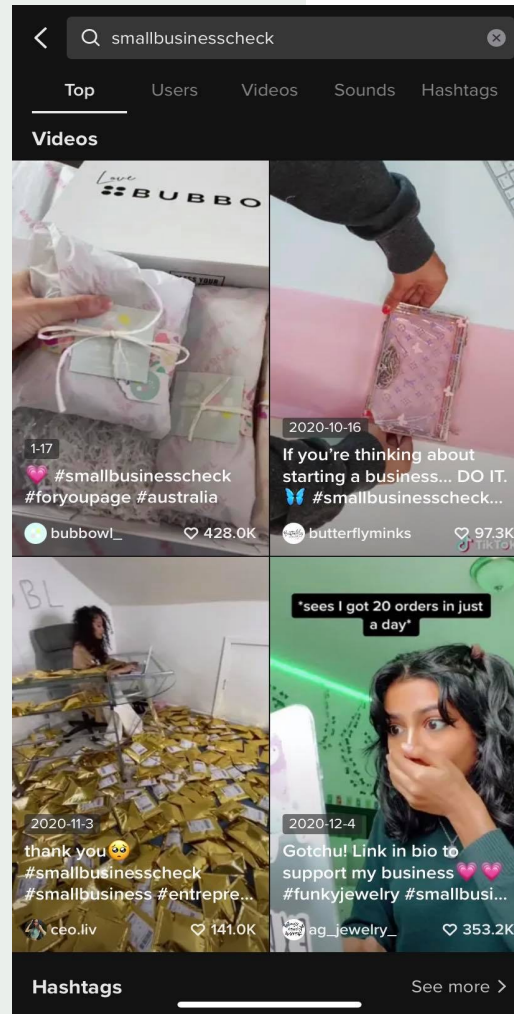
**CELEBRATE...
LOCAL
CUSTOMERS,
& MAKERS**

Show the human element of
your business

USE PRODUCT TAGS IN YOUR REELS

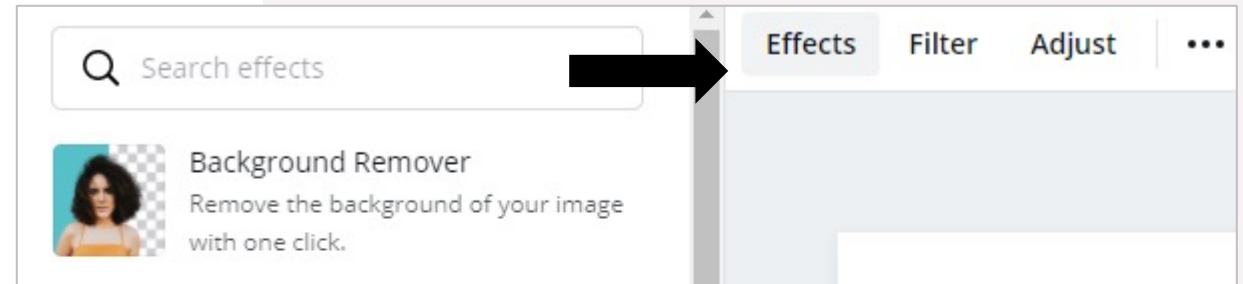
Reels are very popular at the moment, using Reels will allow you to reach new audiences and drive more people to your Shop.





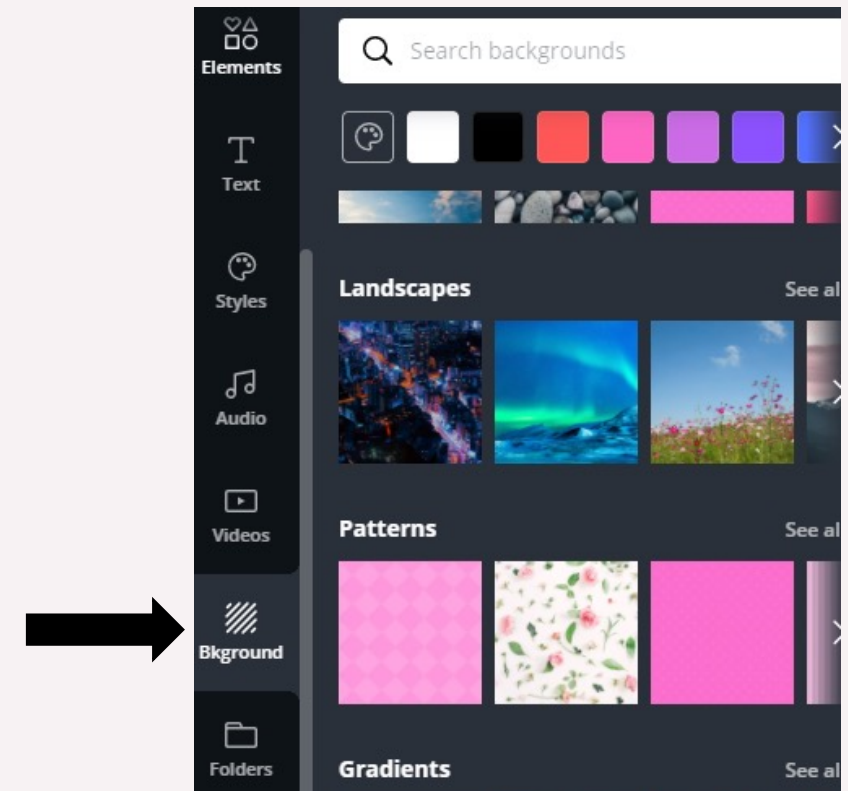
VIDEO CONTENT

- Use your surroundings and make it interactive
- Entice people to follow along
- Use the local/small business angle
- Embrace Reels and TikTok



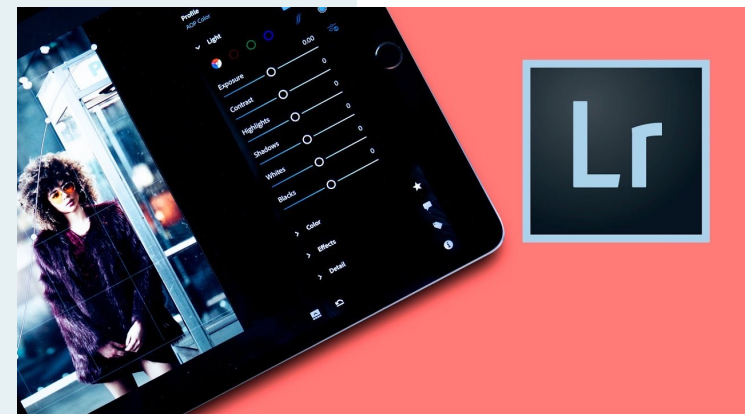
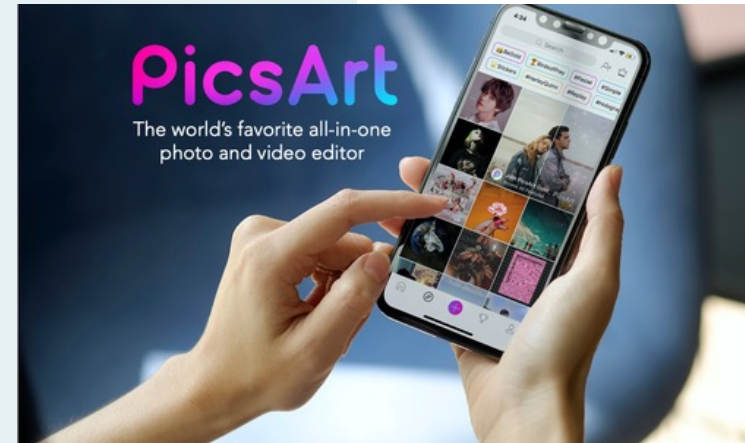
QUICK TIP - CANVA

If you have your product on a white background, you can remove the colour and add more of a block colour/textured background.

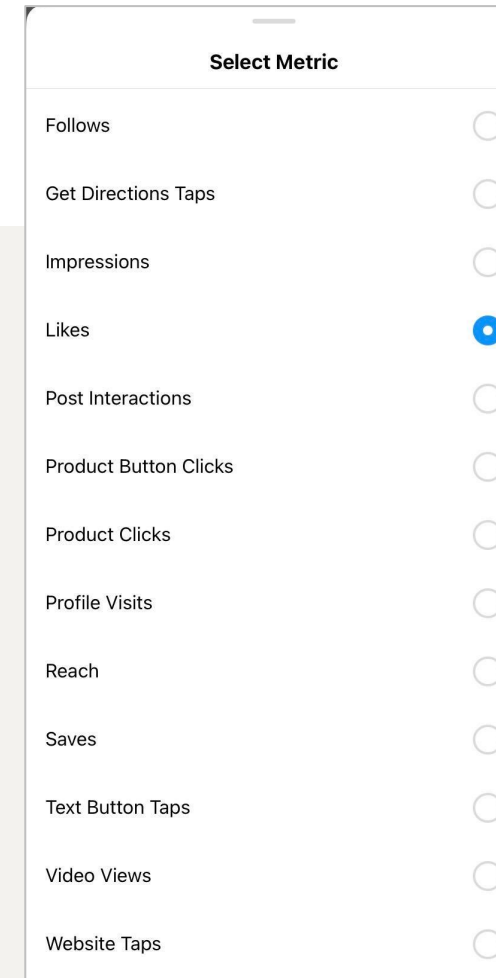
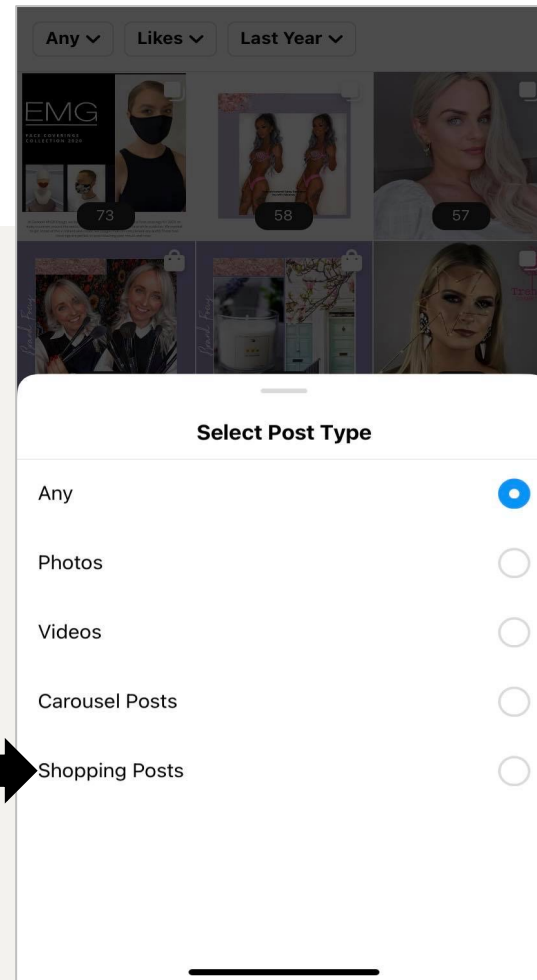
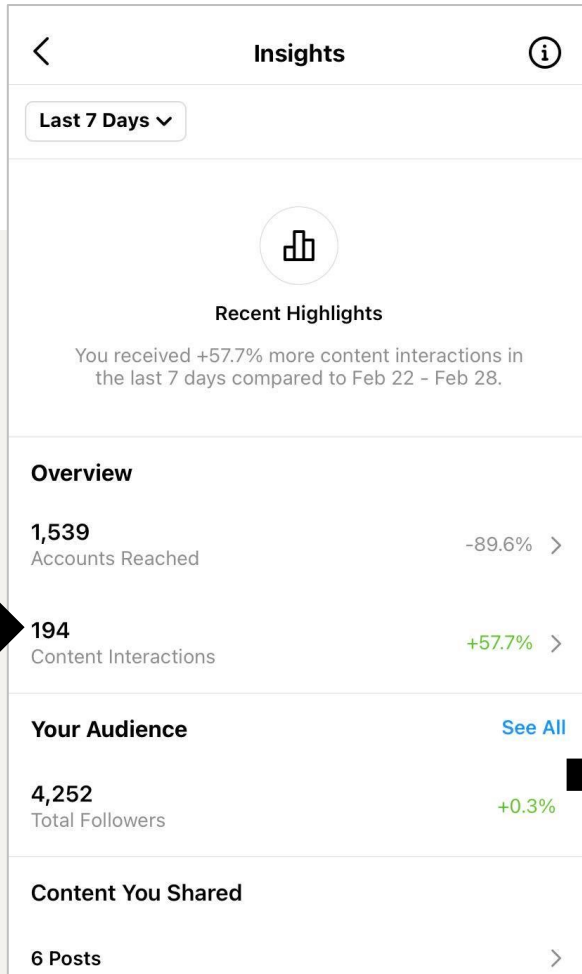


COOL APPS FOR PRODUCT PHOTOGRAPHY

- PicsArt
- ClipDrop
- Lightroom



USE YOUR INSIGHTS





LOCALIZE

- Use locations on your posts and stories where possible
- This is giving Instagram more information about your target audience and where it should serve your content

E-COMMERCE CAMPAIGNS











AD OPPORTUNITIES FOR E-COMMERCE

Now it's time to drive sales

ADS MANAGER

- Conversions
- Catalog Sales

Choose a campaign objective

- ☐  Awareness
- ☐  Traffic
- ☐  Engagement
- ☐  Leads
- ☐  App promotion
- ☒  Sales



Sales

Find people who are likely to purchase your product or service.

Good for:

Conversions 

Catalogue sales 

Messenger, Instagram and WhatsApp 

Calls 

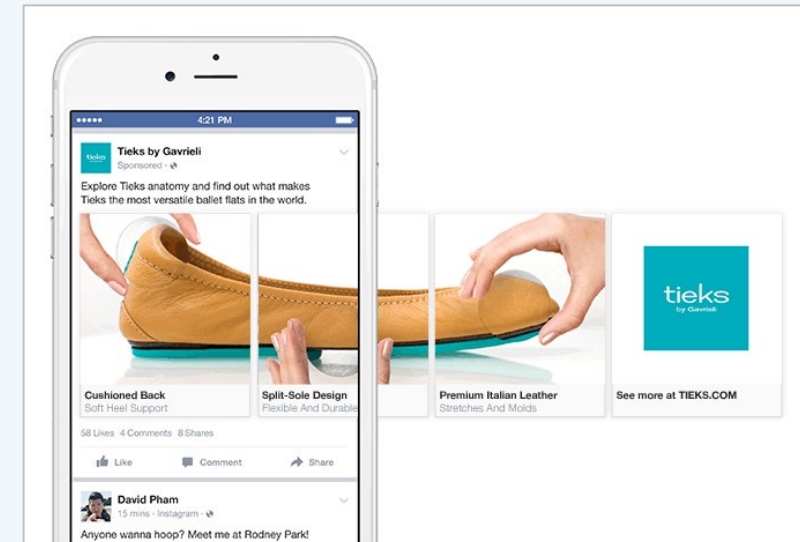
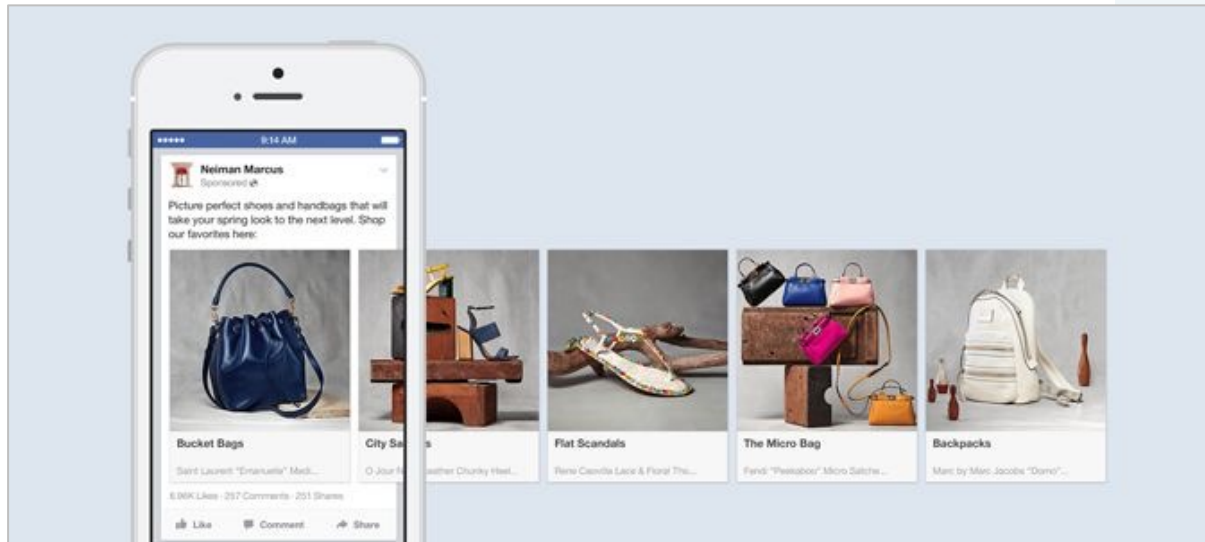
CAROUSELS FOR SALES

Carousel Units allow customers to browse specific items, see pricing and brands and become exposed to collections before taking an action.

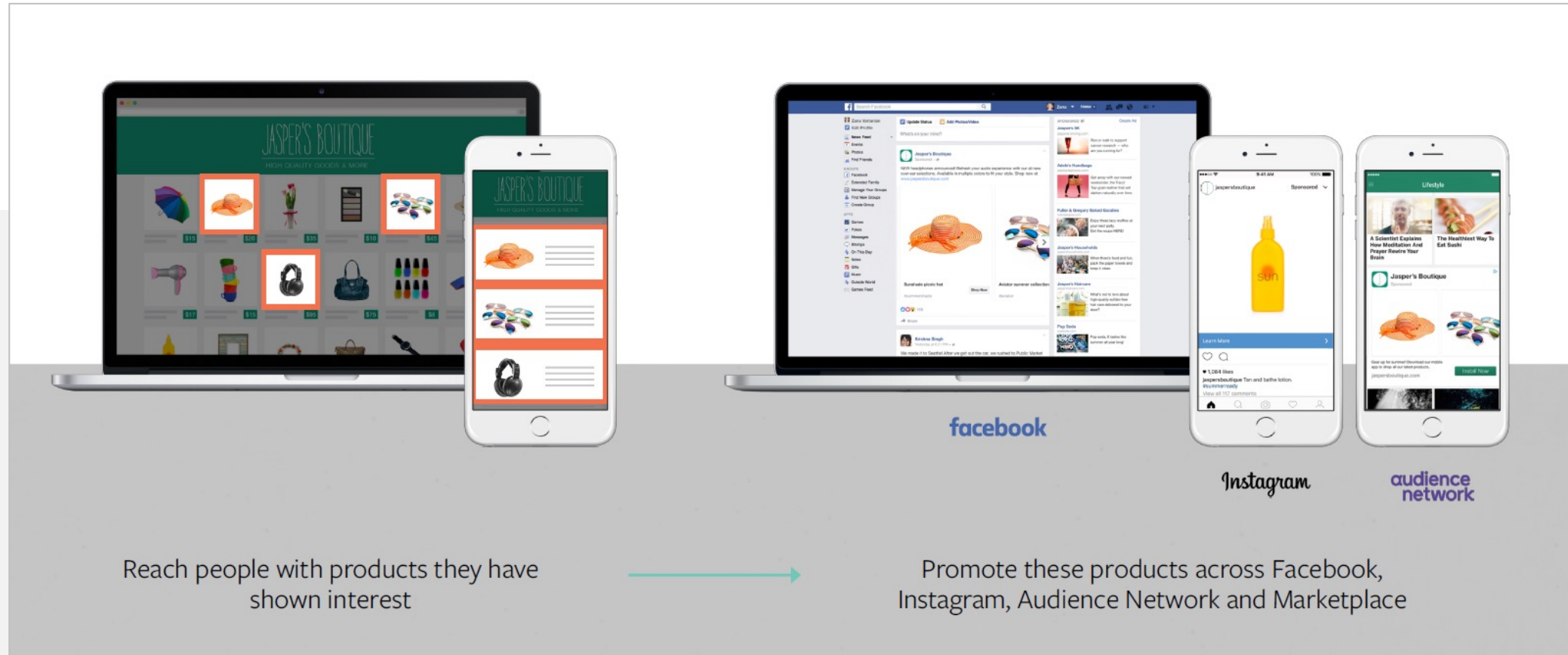


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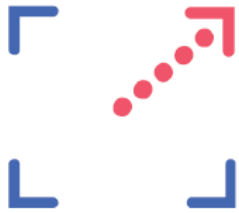
- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales



DYNAMIC PRODUCT ADS



DYNAMIC PRODUCT ADS



SCALE

Promote all of your inventory with unique creative without having to configure each individual ad.



ALWAYS-ON

Set up your campaigns once to continually reach people with the right products at the right time.



CROSS-DEVICE

Reach people with ads on any device they use, regardless of their original touchpoint.



DYNAMICALLY RELEVANT

Show relevant ads with real-time pricing and availability.

DYNAMIC PRODUCT ADS

Change your headline/description based on time of year/offers/USP

Creative tools ⓘ

Customize Images

Headline ⓘ

product.name Aa

News Feed Link Description ⓘ

*NEXT DAY DELIVERY 🚚

Name

Brand

Retailer ID

Description

Short description

Price

Current price

Custom label 0

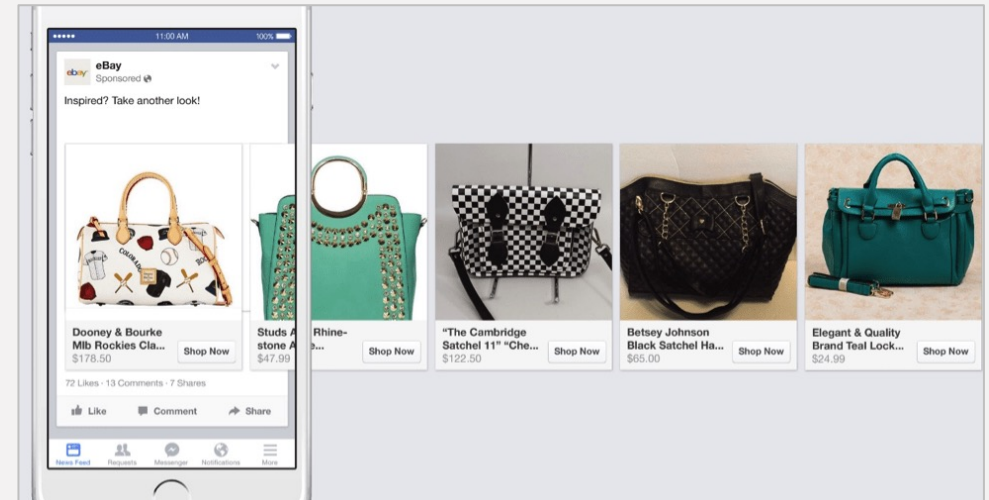
Audience

Create new audience

Use saved audience ▼

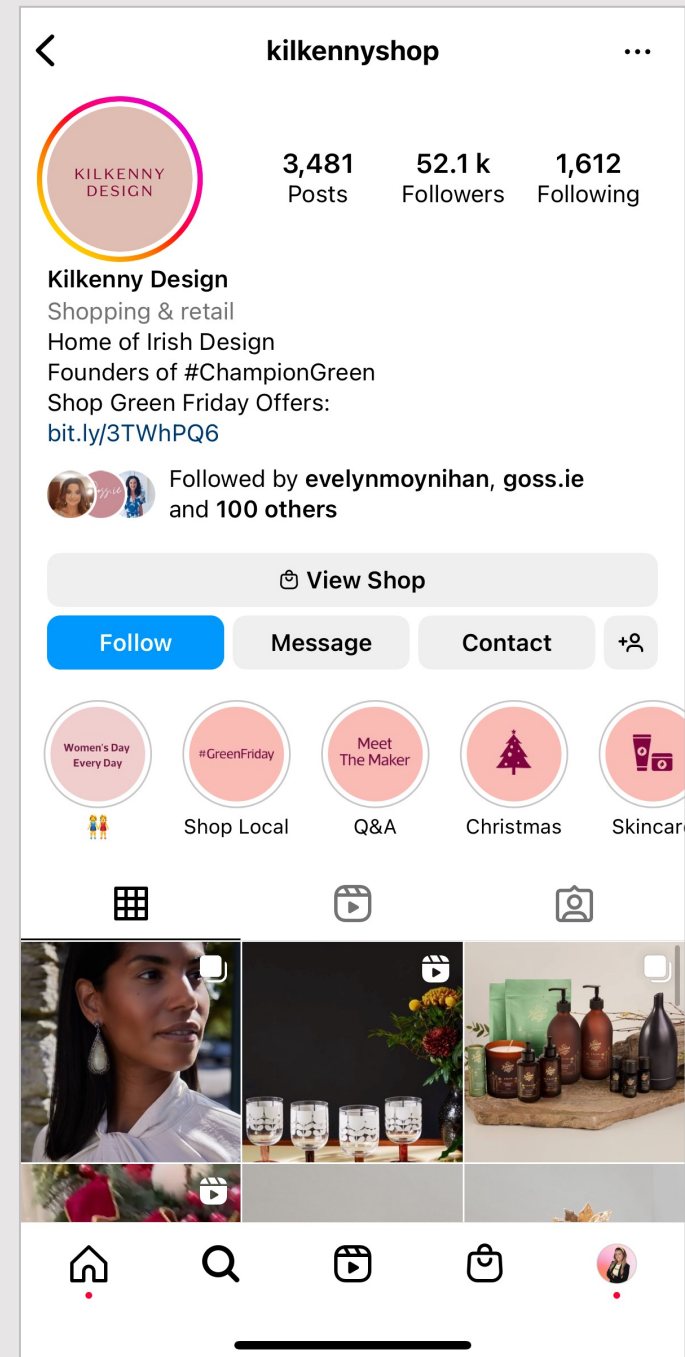
☒ Retarget ads to people who interacted with your products on and off Facebook.
[Learn more](#)

☐ Find prospective customers even if they haven't interacted with your business.
[Learn more](#)

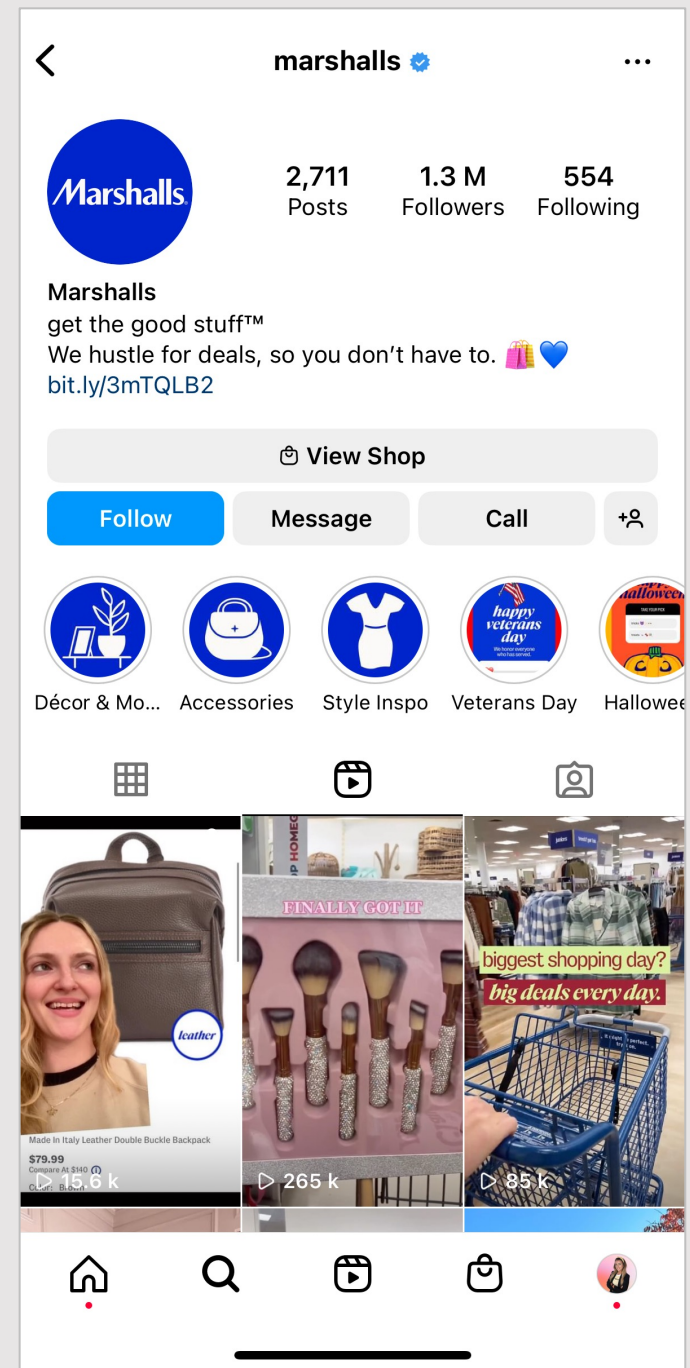


CASE STUDIES

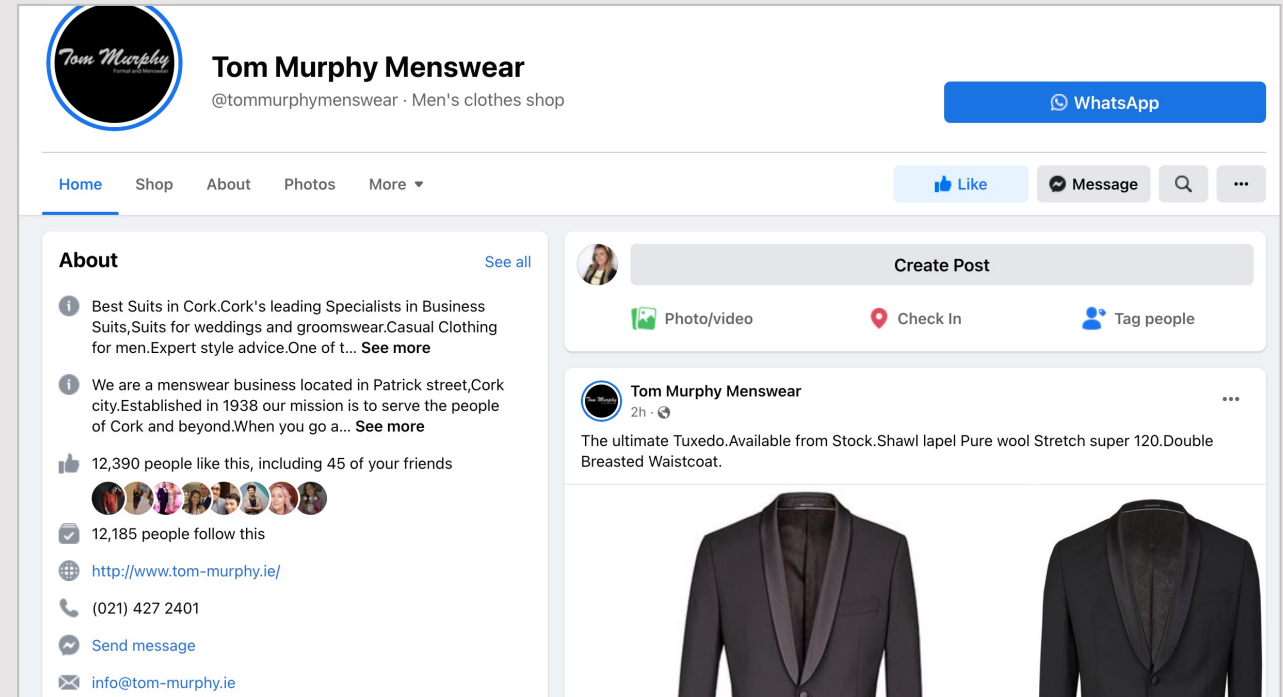
ONLINE & IN-STORE PROMOTION



REELS IN-STORE SHOWCASING ITEMS



IN-STORE VIDEOS & IMAGERY PUSHING LOCAL



FINAL QUICK TIPS

- Don't focus on selling 100% of the time (use the 80/20 rule)
- Nurture your social followers
- Ask for reviews
- Be approachable on social



ANY QUESTIONS?

Book a 1:1



THANK YOU!

See you at the next session:

May 17 @ 10:00 AM ET

COLLABS, INFLUENCERS, POP-UPS/INS