



COVID-19 RECOVERY

In partnership with brilliant red
digital

The logo for brilliant red digital, featuring the text "brilliant red" in a small, white, sans-serif font above the word "digital" in a larger, bold, red, sans-serif font. The "d" in "digital" is stylized with a dotted pattern.

Welcome

Declan Murtagh
Brilliant Red Ltd

COVID-19 Webinar:

Social Commerce - Selling on platforms such as Facebook and Instagram

9 July 2020

Agenda

- **Overview of Social Commerce**
- **Connecting Social Media Platforms to Your Online Store**
- **Promoting Social Media and E-Commerce**



What is Social Commerce?

“Social commerce sells products directly through social media networks.”

“Social commerce is an ecommerce term for the buying and selling activities that take place on social media networks.”

Today's Definition:

“Social commerce is the ability to make a product purchase from a third-party company within the native social media experience.”

Trends in Social Commerce

- More and more Social Media companies are testing and enhancing their e-commerce capabilities
- This year 2020, time spent on mobile devices is estimated to surpass time spent watching television (eMarketer)
- Social media referral traffic to online stores has grown more than 100% in the past two years, more growth than any other channel

The Rise of Social Commerce in Numbers

- 1 in 4 business owners are selling through Facebook.
- 40% of merchants use social media to generate sales.
- 30% of consumers say they would make purchases directly through social media platforms.
- 87% of e-commerce shoppers believe social media helps them make a shopping decision.

Social Commerce is still evolving!

- Not everyone is sold on the concept of Social Commerce
- Conflicting definitions
- Social platforms are still in R&D
- Huge eCommerce rivals





How to Sell via Facebook & Instagram

Facebook – Social Commerce

Feb 2007: Facebook does a virtual gift test

Jul 2009: 1-800-Flowers starts selling via Facebook

Jul 2015: Facebook implements the first test for shoppable pages.

Aug 2018: Facebook launches Facebook Marketplace

May 2020: Facebook announces Facebook Shops for Small Businesses



Instagram – Social Commerce

Jun 2015: Instagram Shop Now button introduced

Nov 2016: Instagram implements product tags

Oct 2017: Shopify and BigCommerce integrations

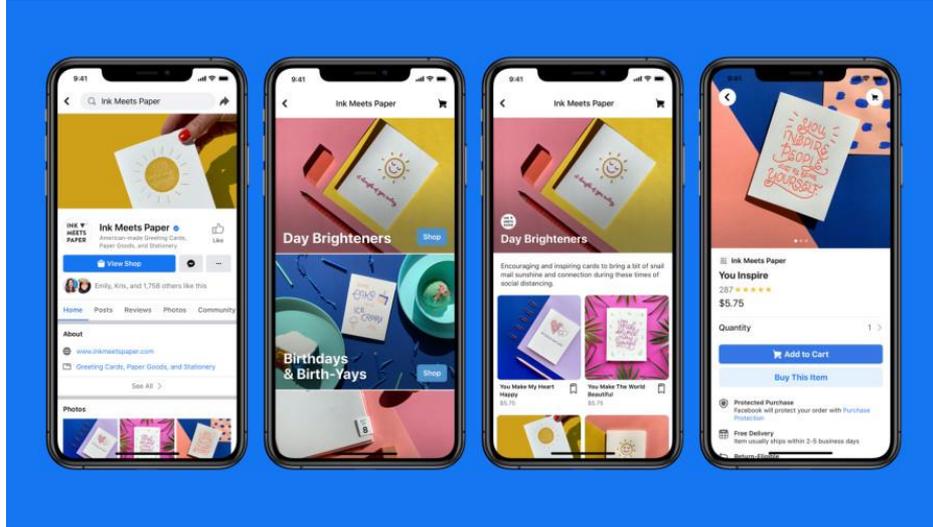
Oct 2018: Instagram launches Shoppable Posts

May 2020: Instagram announces Instagram Shop



What is Facebook Shops?

- Native shopping experience
- Free and simple
- Choose products and customise
- Any business can use, regardless of size and budget
- Discover products in stories or ads
- Checkout on Facebook (USA)



What is Instagram Shop?

- New way to discover and buy products
- Connected to Facebook Shops
- Live shopping features such as video
- Not available yet
- Rewards and loyalty programs
- Working with partners, Shopify etc.



Facebook and Instagram Shops are not yet available in the UK



**However they will
be soon.....**

**In the meantime,
here is how you can
sell via Instagram &
Facebook**



Selling via Facebook & Instagram

1. **Use Facebook's platform itself to create your Facebook Store**, list products, and set up a shopping cart to connect payments. This is a more basic way of selling.
2. **Use an ecommerce website builder to create an online store**, then automatically link your products to your Facebook Store page. This requires little technical know-how and is simple to set up and manage.

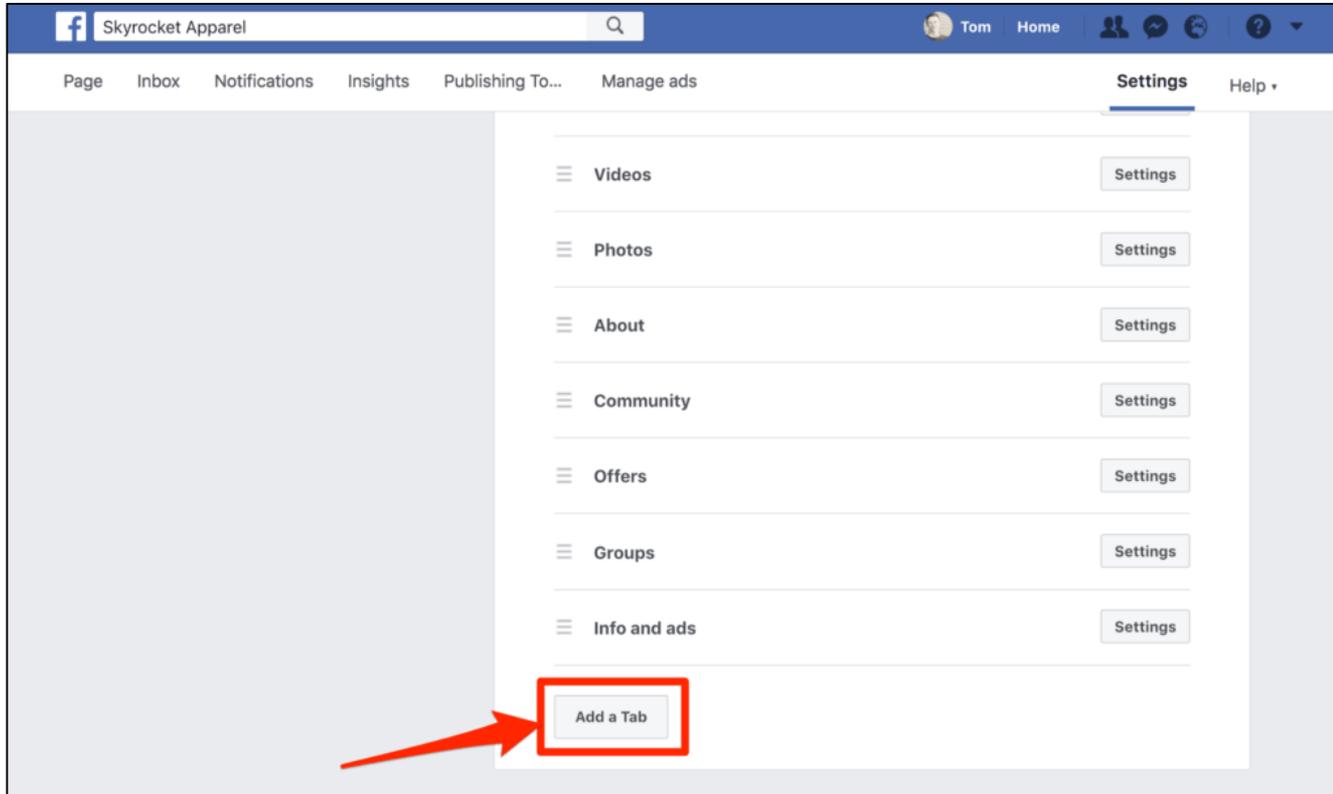
Using Facebook's platform itself to create your Facebook Store

Navigate to Setting, Templates & Tabs

The screenshot shows the Facebook page settings for 'Skyrocket Apparel'. The top navigation bar includes 'Page', 'Inbox', 'Notifications', 'Insights', 'Publishing To...', 'Manage ads', 'Settings', and 'Help'. The 'Settings' menu item is highlighted with a red box and a red arrow. The left sidebar contains various settings categories, with 'Templates and tabs' highlighted by a red box and a red arrow. The main content area displays a list of settings with their current status and an 'Edit' link for each.

Setting Category	Current Status	Action
Page visibility	Page published	Edit
Page verification	Page has not been verified	Edit
Visitor posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Audience optimisation for posts	The ability to select News Feed targeting and restrict the audience for your posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others tagging this Page	People and other Pages can tag my Page.	Edit
Page location for effects	Other people can use your Page's location for photo and video frames and effects.	Edit
Country restrictions	Page is visible to everyone.	Edit
Age restrictions	Page is shown to everyone.	Edit
Page moderation	No words are being blocked from the Page.	Edit
Profanity filter	Turned off	Edit
Similar Page suggestions	Choose whether your Page is recommended to others	Edit
Page updates	Page posts are automatically published when you update Page info,	Edit

Add a new tab



Select “Shop” Tab

Add a tab [X]

Tabs let you feature your products, services and more on your Page. Choose a tab from the list below.

Events
Lists your upcoming events. [Add Tab]

Jobs
Lists job openings for your business. [Add Tab]

Live videos
Shows live videos about your Page. [Add Tab]

Notes
Gives you a space to highlight notes on your Page. [Add Tab]

Services
Gives you a space to highlight the services you offer. [Add Tab]

Shop
Shows the products you want to feature. [Add Tab]

[Close]

Tabs

Click and drag a tab name to rearrange the order. The tab order also determines the order of the sections people see at the top of your Page.

Use default tabs [OFF]

Turn on default tabs to use the tabs we think will be most successful for your type of Page.

Home [Settings]

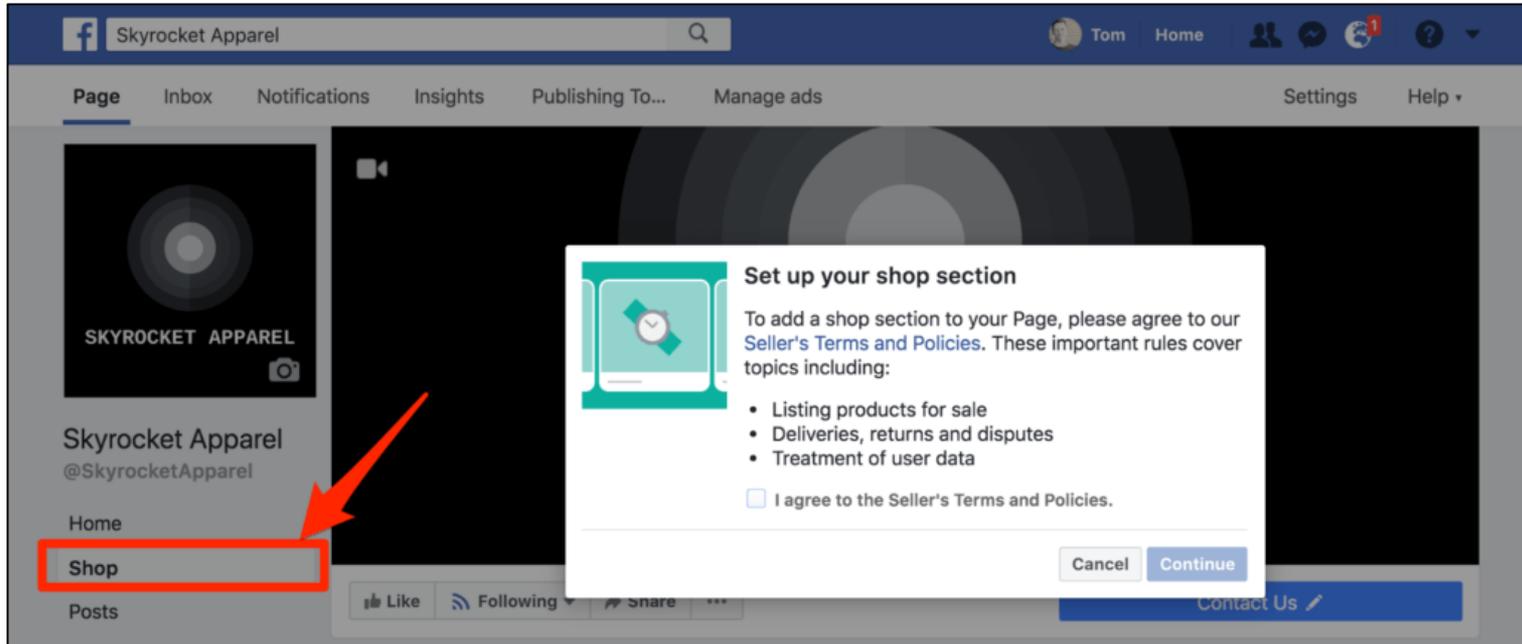
Shop [Settings]

Posts [Settings]

Reviews [Settings]

Videos [Settings]

Set up your Shop



Select which checkout option you want

Select checkout method

Choose how you want people to buy products from your shop.

 **Message to buy**
Let people send you messages to ask questions and arrange purchases.

 **Checkout on another website**
Send people to another website to complete their purchases.

List your products

Add product



Add photos Add Videos

Name
UPSOAR Tee

Price
\$18.99

This product is on sale

Description
The classic UPSOAR tee, available in white, green, navy, and black.

Checkout URL
<http://www.skyrocketapparel.com>

Share this product on your Page
Your product will be shared on your Page as soon as it's been approved.

Visibility
Public

Cancel Save

UPSOAR Tee

Edit Share Product insights (1 week): 0 Views 0 Clicks



UPSOAR Tee
Skyrocket Apparel
\$18.99

Check Out on Website

This will take you to www.skyrocketapparel.com

Product details
The classic UPSOAR tee available in white, green, navy, and black.

3 shares

Like Comment

Write a comment...
Press Enter to post.

Share Save

Using an ecommerce website builder to create an online store, and link it to Facebook

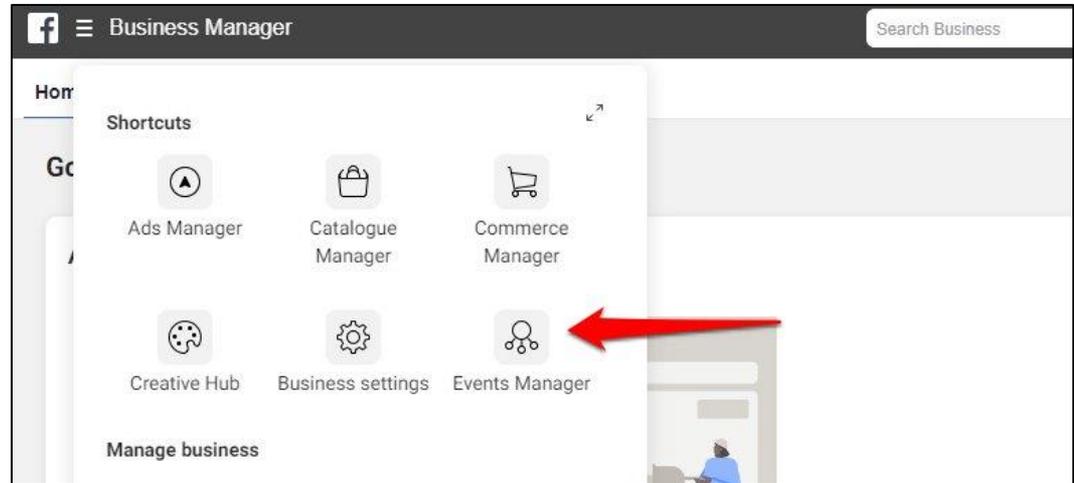
Connecting your eCommerce Store to Facebook

The best method of doing this is from your ecommerce store



Create a Facebook Pixel

- Go to your Pixels tab in Events Manager
- Click Create a pixel
- Read how the pixel works and then click Continue
- Add your pixel name
- Enter your website URL to check for easy setup options
- Add pixel to your website

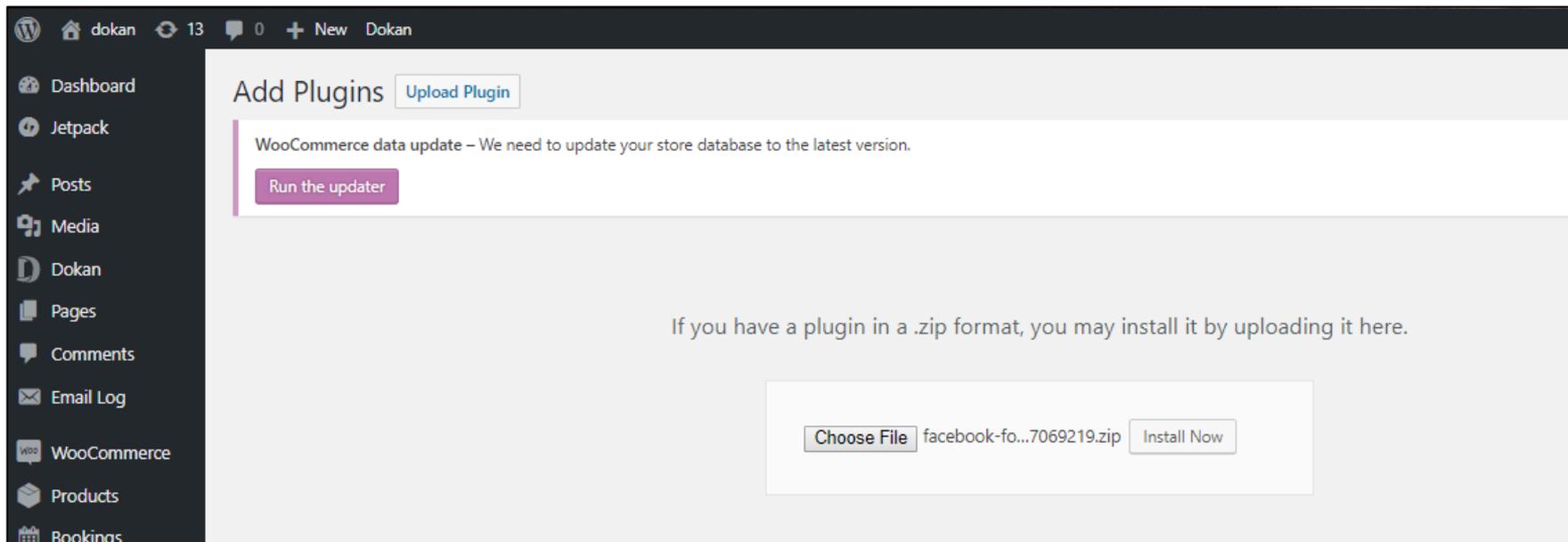


What can the Facebook Pixel do?

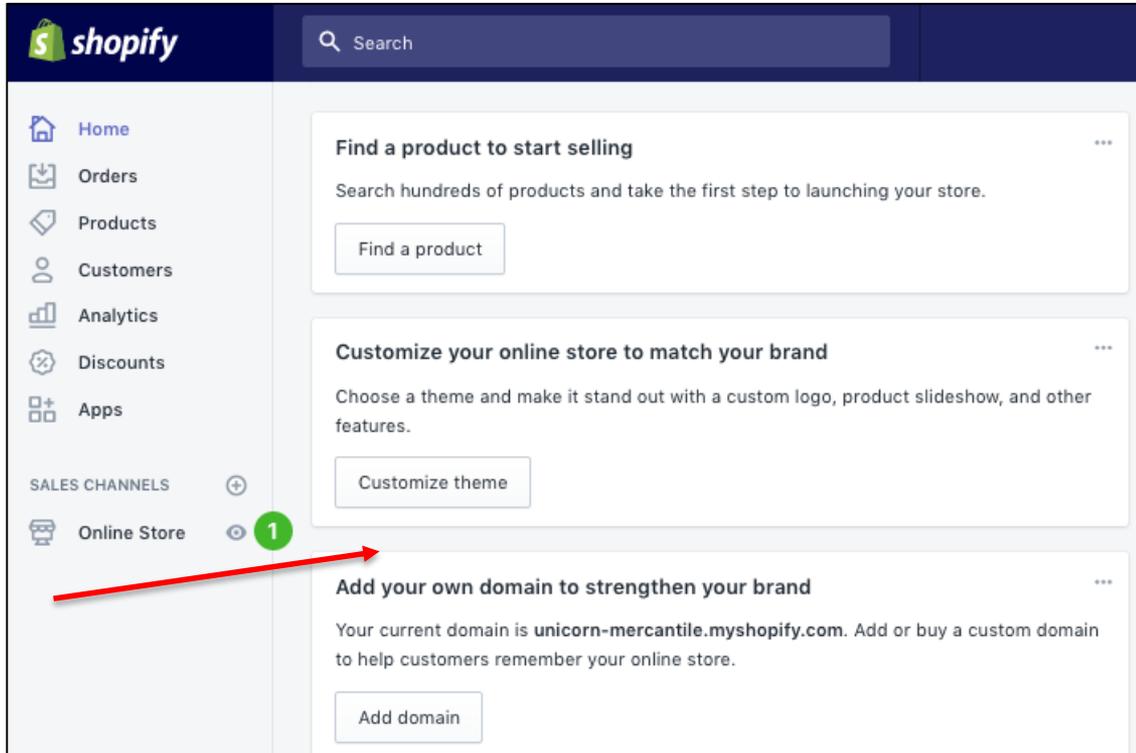
- Tracks conversions
- Facebook retargeting
- Custom audiences
- Lookalike audiences
- Optimise Facebook advertising for conversions
- Create pixel events (and Custom Events)



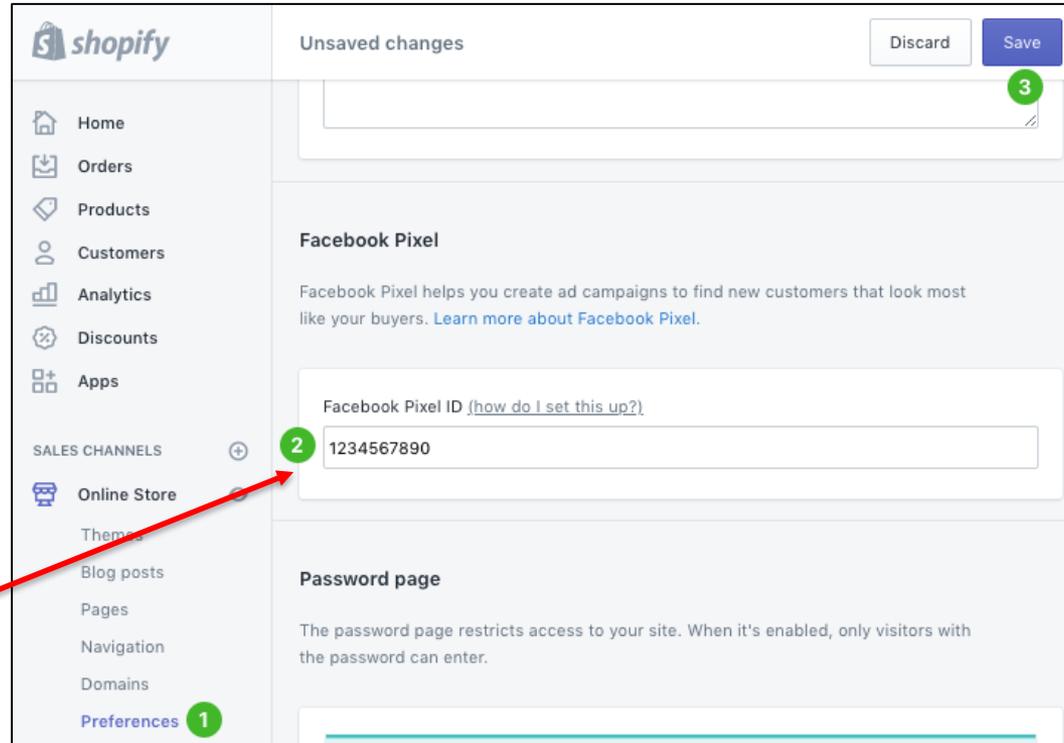
Add the Facebook for WooCommerce Plugin



Connect in Shopify, Click Online Store



Select Preferences, Copy & Paste Your Facebook Pixel Code



Set up Instagram Shopping

<https://www.facebook.com/business/instagram/>

Step 1. Make sure that you're eligible for Instagram shopping.

Can you answer YES to each of these questions?

- Is your business located in a [supported market](#)?
- Does your business sell physical goods?
- Does it comply with our [commerce policies](#)?
- Is your Instagram account a [business account](#)?
- Is your account connected to a [Facebook Page](#)?

All yes? All good.

Set Up Instagram Shopping

Step 2. Connect to a catalogue.

Next, connect your Instagram business profile to a Facebook catalogue. You have two options for doing so.

Option A: Use [Catalogue Manager](#).

This is the do-it-yourself method. You can create yourself a new catalogue, or [connect to an existing one](#).

Note: If you want to use product tags and stickers (you probably do), choose an e-commerce catalogue.

Option B: Use a [Facebook Partner](#).

A little help never hurts. If setting up the catalogue feels daunting, our certified partners can lend a hand.

Set Up Instagram Shopping

Step 3. Sign up in the app.

Once your account and catalogue are connected, go to the Instagram app to sign up for Shopping. Go to your profile's settings, tap Business and tap Instagram Shopping. Follow the steps to make sure that everything is good to go and to submit your account for review. Usually the process takes a few days, but sometimes it can take longer. You can visit Shopping in Settings at any time to check your review status.

Once you've been approved, you will receive notifications from Instagram and complete setup in Shopping in Settings to start tagging products in your posts and stories.

Set Up Instagram Shopping

Step 4. Create your first shopping post or story.

Now that you've set up shop, you can start adding product tags and stickers to your Instagram posts and stories.

Start creating a post as usual and tap 'Tag Products' to add a product from your catalogue. You can feature up to five products per image or video post, and up to 20 products on multi-image posts. You can also go back and add shopping tags to old posts on your business profile.

Stories can feature one product sticker per story. And you can adjust the colour and text of product stickers.

Happy selling!



How to Promote Your Products and Create Value

Facebook

The screenshot shows the Facebook profile for Best Self Co. (@BestSelfCo). The page features a navigation menu on the left with options like Home, About, Shop, Events, Photos, Videos, Posts, Groups, Community, and Info and ads. A 'Create a Page' button is also visible. The main content area is divided into 'Featured' and 'All products' sections. The 'Featured' section displays three items: a 13-Week Wall Roadmap - Goal Tracker for \$8.99, a Letterpress Manifesto - Wall Print for \$39.99, and a Breathe Band for \$23.99. The 'All products' section shows a grid of items including a SELF Scholar for \$29.99, a Project Action Pad for \$17.99, a Courage Over Comfort Tee for \$29.00, SmartMarks for \$9.99, a 4-Pack Seasonal Limited Edition for \$99.99, a Laptop Sleeve for \$89.97, a Win The Day Hoodie for \$54.95, and an Everyday Tee for \$24.00.

Tag Your Products in Facebook Posts

Nike's photos
in Facebook Shop

Nike
Like This Page · 10 September · Edited ·

Keep your workout going all winter.

Shop the gym essentials that will keep you motivated.

Products shown:

Nike Pro Men's 3/4... \$32.00	Nike Flex Men's 8... \$50.00	See more a... 32,318,763

Nike Flex Men's 8" Training Shorts Size 2XL (Atmosphere Grey)
\$50.00

Like Comment Share

Options Send in Messenger

1.5K 40 Comments 42 shares

Like Comment Share

Most relevant

Lynn Dix Loving Nike!
Like · Reply · 7w

Deb Watkins I got you Nike! Keep me looking hot!
Like · Reply · 7w

Write a comment...

Try Before You Buy! Order Your Samples Today 🎁

Tag products from your shop in this photo

Boost Post Publish

Tap Into Facebook's Social Engagement

KKW CRÈME LIQUID LIPSTICK COLLECTION

KKW BEAUTY
\$45.00

[Check Out on Website](#)

This will take you to kkwbeauty.com

Product details
4 Crème Liquid Lipsticks 0.11 fl oz./oz. liq / 3.00 g Kim is a peachy nude. Kiki is a pinky nude. Kimmie is a deep nude. Kimberly is a true nude. The...
[Show more](#) [Report product](#)

11 likes 2 Comments 2 shares

[Like](#) [Comment](#)

All comments ▾

Write a comment...

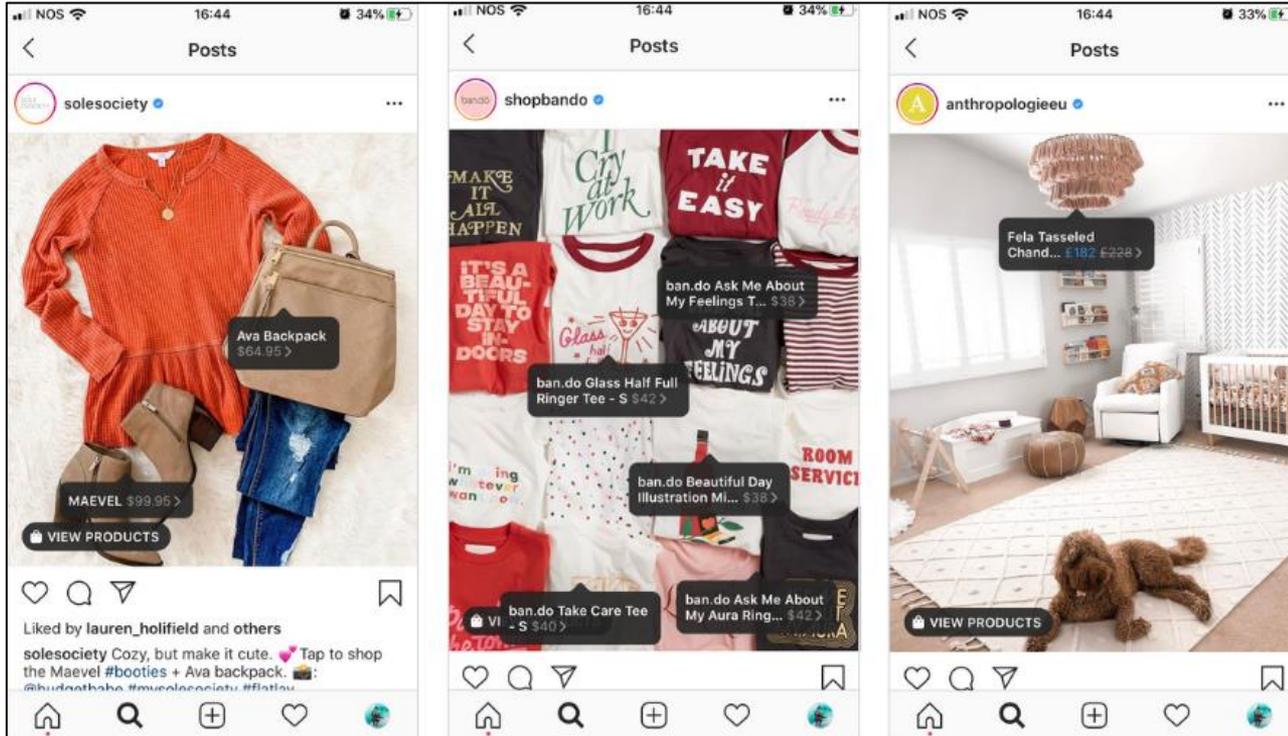
Deborah Love How come it won't let me order 2 things at the same time...i don't want to pay shipping and duty for 2 separate

[Share](#) [Save](#)

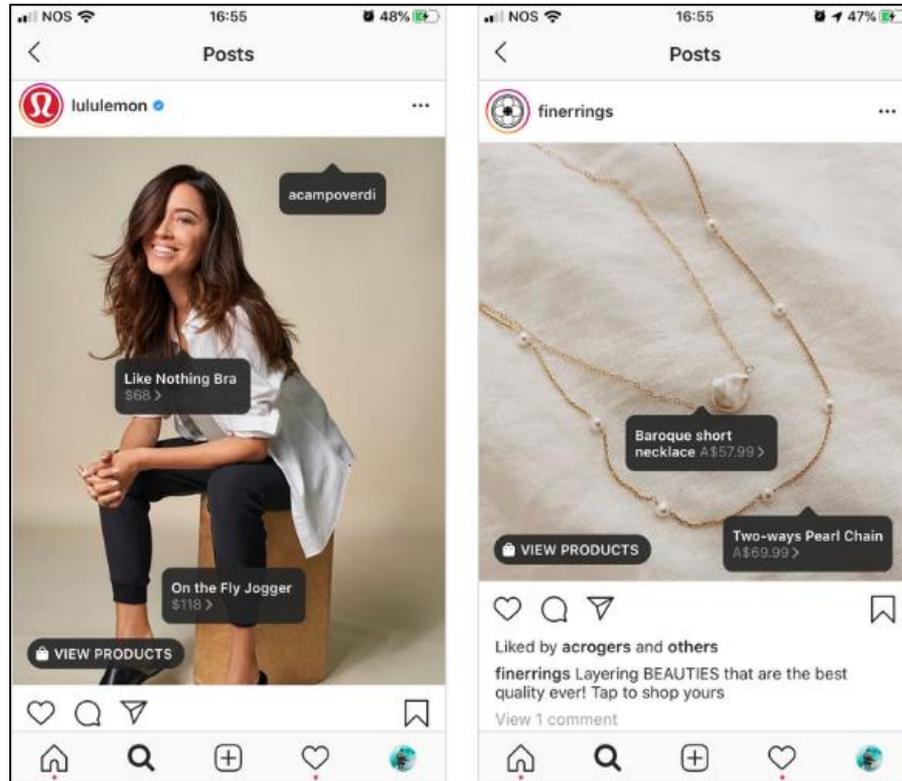
Top Facebook Shop Tips

- High quality imagery and video
- Attractive product descriptions
- Encourage reviews
- Always test and monitor your products
- Keep stock up to date

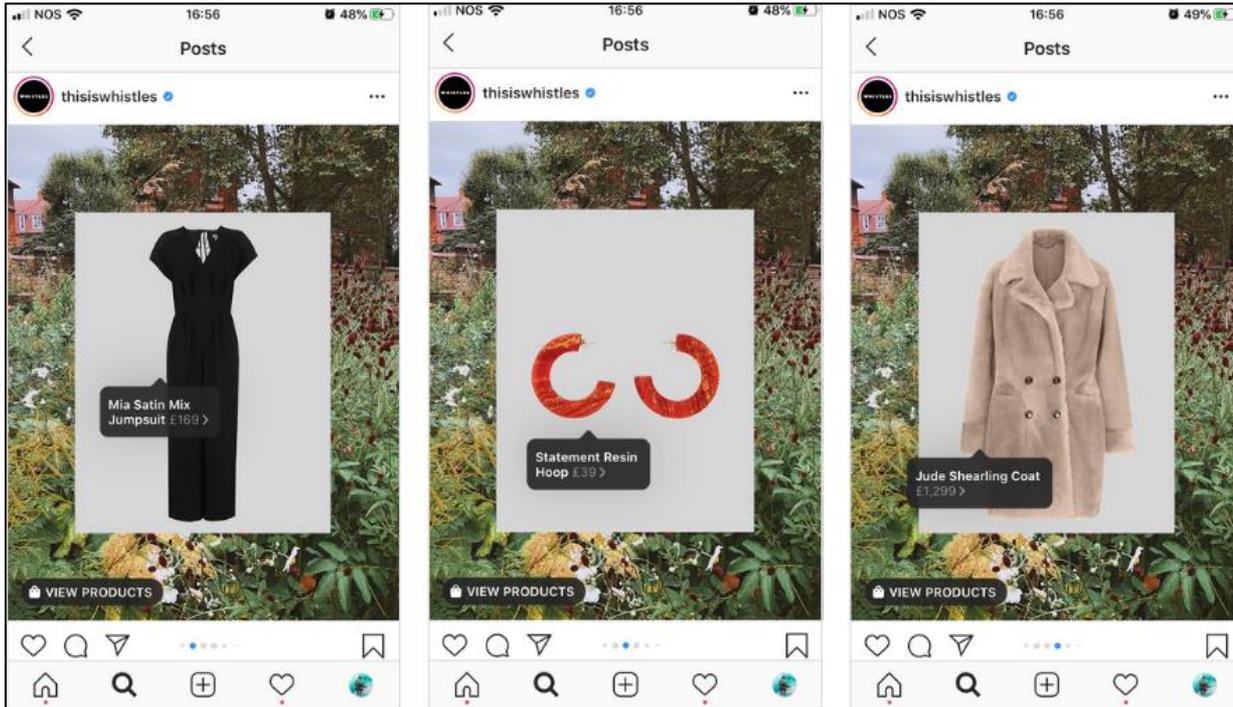
Instagram



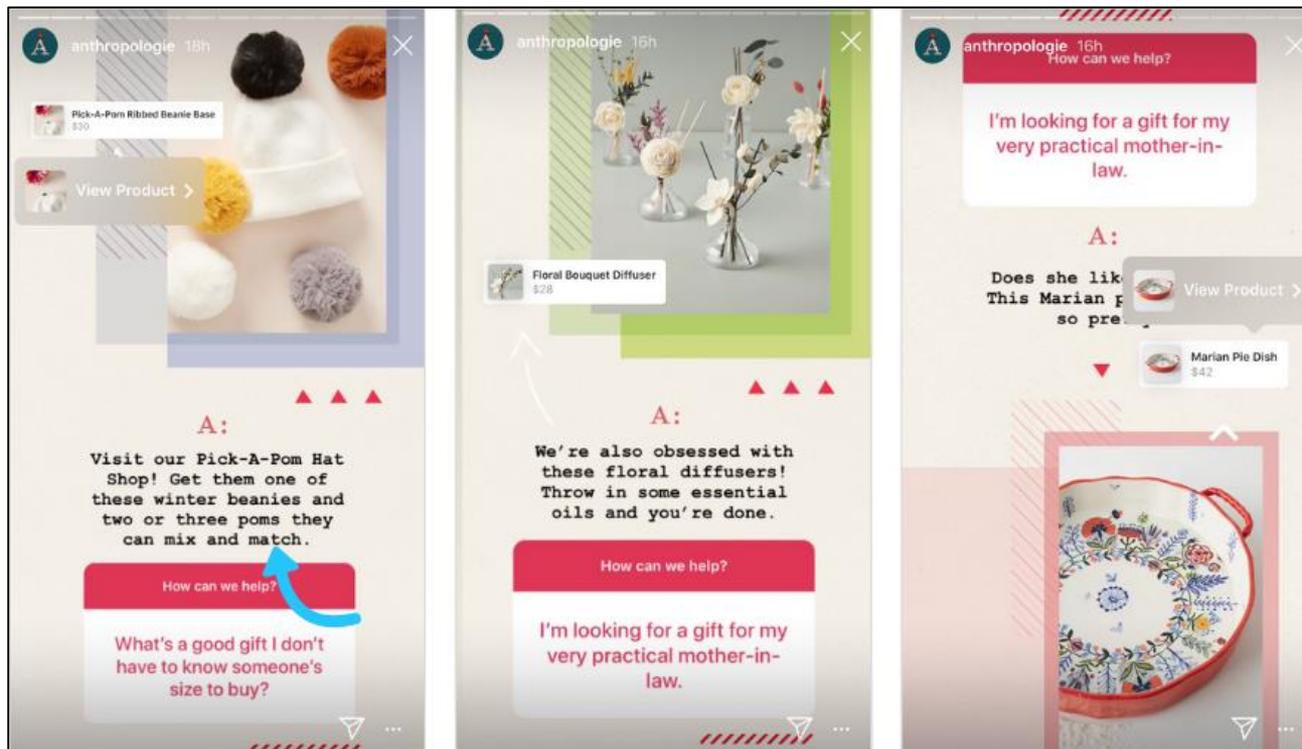
Use Instagram Shopping Feed Posts



Use Instagram Carousel Posts



Tag Products in Instagram Stories



Top Instagram Shopping Tips

- Keep shopping posts in line with your overall Instagram aesthetic
- Check links go to the right products
- Utilise Hashtags
- Spread Out Your Shoppable Posts Throughout Your Grid
- Keep stock up to date

How to track and measure success!

- Use Facebook and Instagram Insights, review metrics such as:
 - Likes
 - Comments
 - Shares
 - Reach

- Use Google Analytics to track website visits from Facebook and Instagram, analyse:
 - Conversion rate
 - Time spent on site
 - Bounce rate
 - Pageviews



Paid Promotion on Facebook & Instagram

Tips for Advertising

- Think strategically
 - Current metrics
 - Think about your objective
 - Target audience
 - Set a budget
 - Create quality content
 - Test & Measure
- Connect the Facebook Pixel
- Make your ad personal
- Hi res imagery
- Minimise text in your images
- Use video if you can
- Experiment with Ad Types



Ads Manager – Start with an objective!

Awareness	Consideration	Conversion
<input checked="" type="checkbox"/> Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

Types of Ads on Facebook and Instagram

Photo Ads

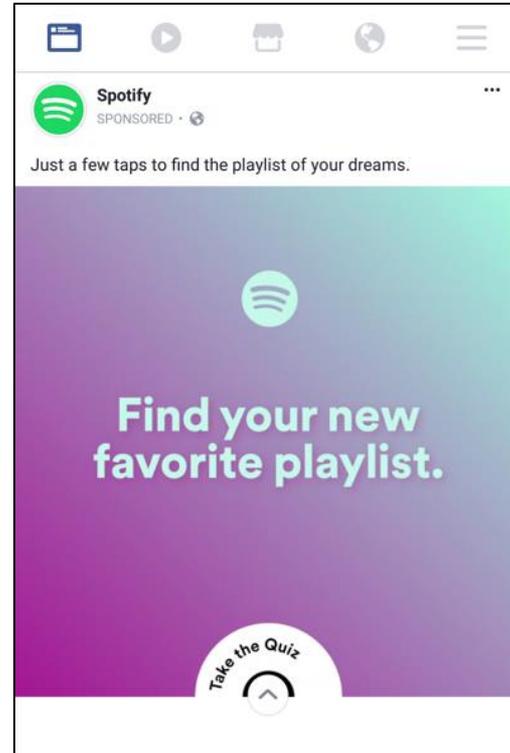
Allow you to tell your story through a clean and simple creative canvas. Can be landscape or portrait. Link to website and can tag products.



Types of Ads on Facebook and Instagram

Video Ads

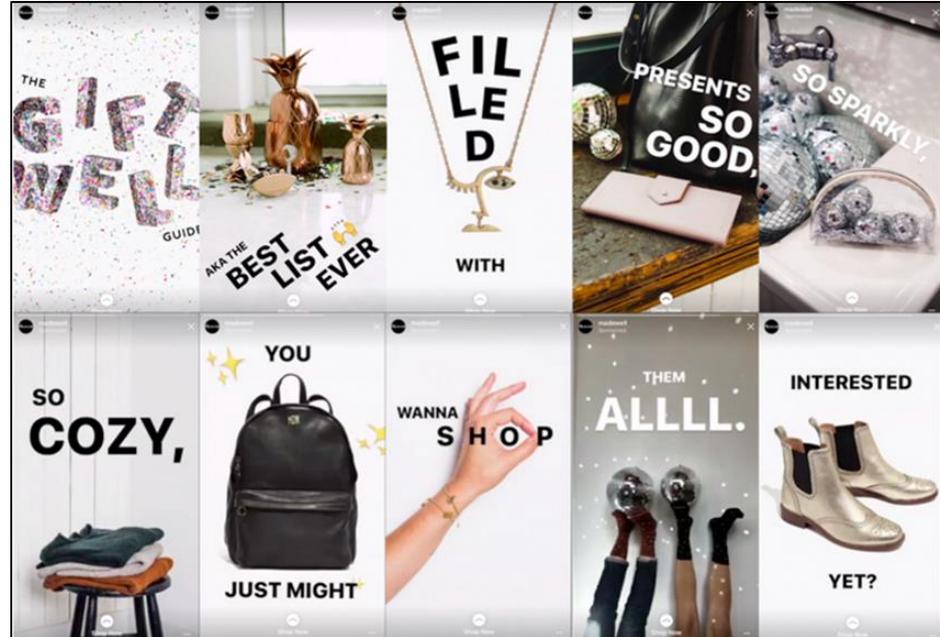
Video ad features help educate your audience about your product features using video. Link to ecommerce website.



Types of Ads on Facebook and Instagram

Stories Ads

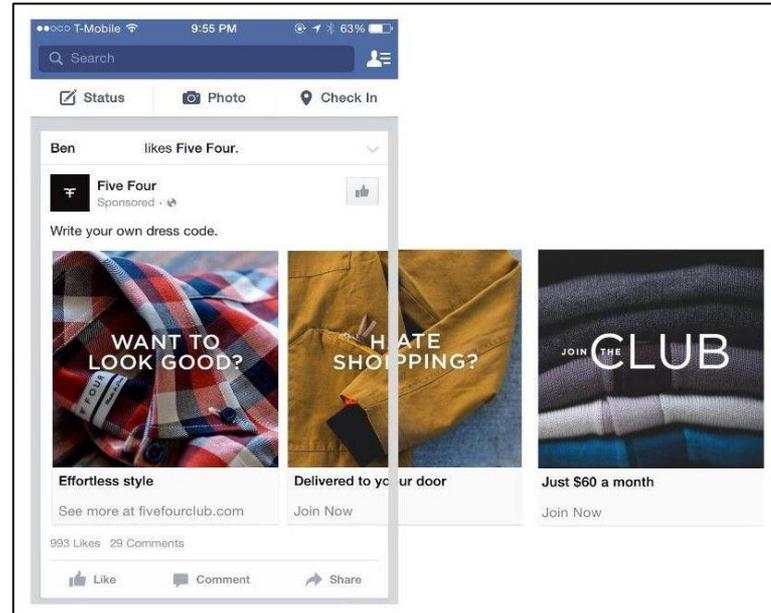
Allow you to complement your feed content with ads on Instagram & Facebook Stories. Connect with over 500 million accounts using stories daily.



Types of Ads on Facebook and Instagram

Carousel Ads

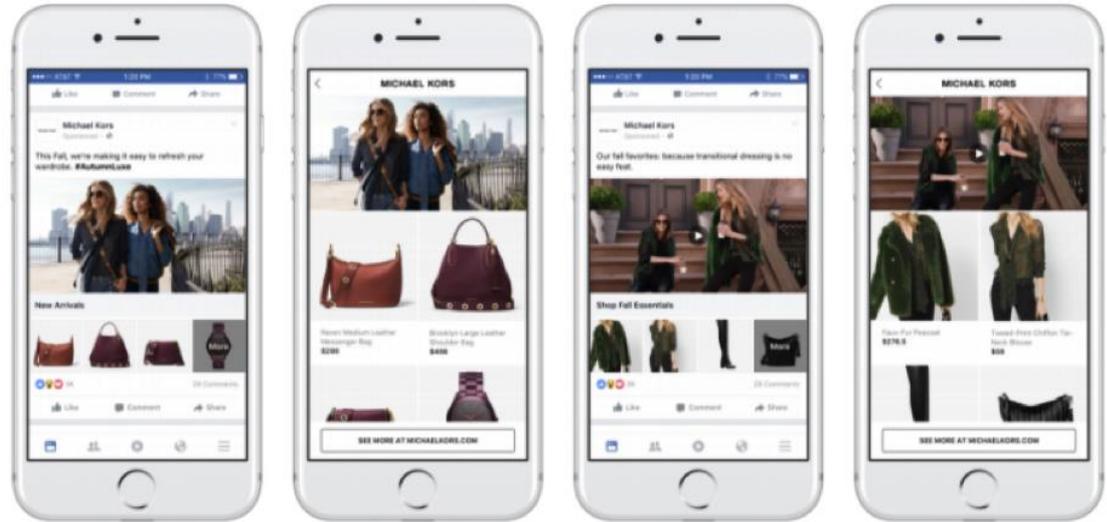
Add another layer of depth to campaigns, where people can swipe to view additional photos or videos or products in a single ad.



Types of Ads on Facebook and Instagram

Collection Ads

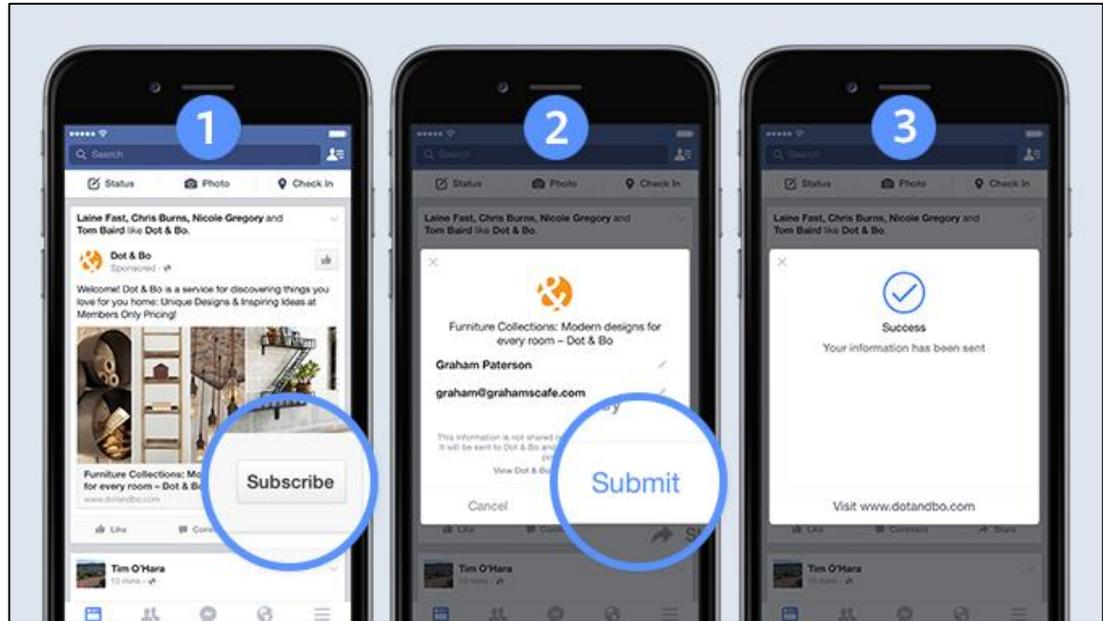
You can use collection to visually inspire and help your audience discover, browse and purchase products. Tell an integrated story with a product or lifestyle focus, through video, images or both.



Types of Ads on Facebook and Instagram

Lead Ads

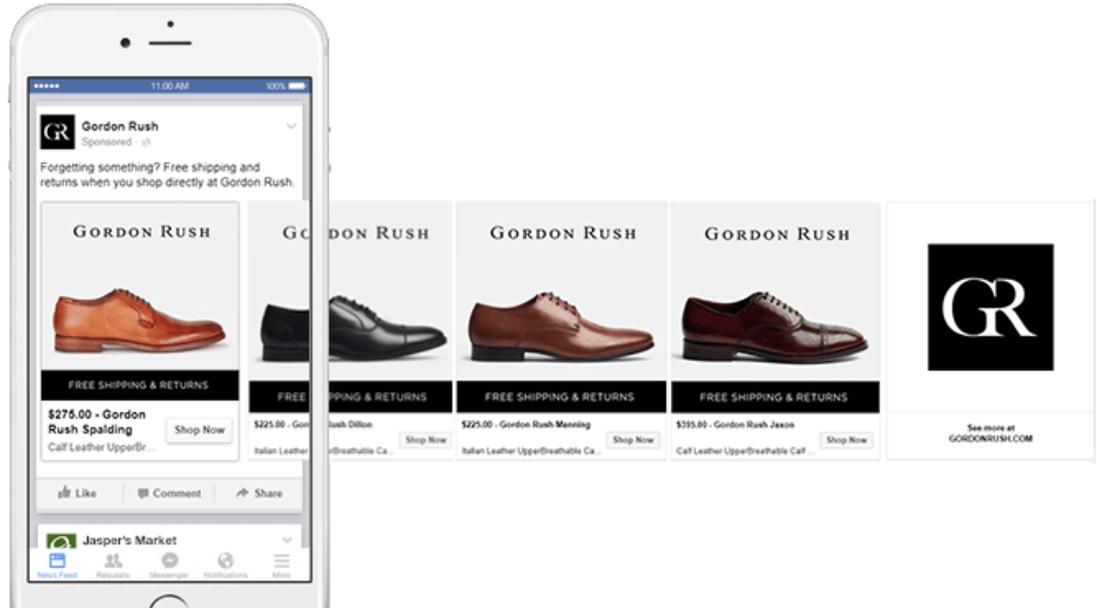
People can simply tap your ad and a form pops up – it's already pre-populated with their Facebook contact information and ready to be sent directly to you. Excellent for B2B offering.



Types of Ads on Facebook and Instagram

Dynamic Ads

Dynamic ads look similar to other ads on Facebook, Instagram, Messenger and the Audience Network. However, instead of individually creating an ad for each of your products, you create an ad template that automatically uses images and details from your data feed for things you'd like to advertise



Questions