

# IONOS



## How to sell on social media

## Contents

<b>1</b>	<b>Overview</b>	<b>3</b>
<b>2</b>	<b>Choosing the right platform</b>	<b>4</b>
<b>3</b>	<b>Benefits of social media</b>	<b>5</b>
<b>4</b>	<b>Tips for selling on ...</b>	<b>6</b>
4.1	Facebook	6
4.2	Instagram	7
4.3	Pinterest	8
4.4	Snapchat	9
<b>5</b>	<b>Conclusion</b>	<b>10</b>

## 1 Overview

If you're feeling overwhelmed at the thought of selling on social, you're not alone. The staggering [4,5 billion users](#) combined across all the social media platforms make it hard to know where to begin.

But selling on social has huge potential to boost your business, so it's worth the effort:

Around [59% of people worldwide](#) use at least one social media platform.

Online stores that use social media make [32% more sales](#) on average than stores that don't.

In this guide you'll get advice on how to choose the best platform for your business, as well as practical tips for using the most popular platforms. Once you've identified your target audience and chosen a platform, you can find the tools you need to start selling.





## 2 Choosing the right platform

This first step is essential for selling successfully on social media. Otherwise, you could end up trying to sell on a platform that your target audience isn't using. Check out the chart for an overview of the main platforms and see which ones best align with your marketing goals.

	Facebook	Instagram	Pinterest	Snapchat
Users	2.7 billion	1 billion	442 million	249 million
Demographic	All (53% female)	18-28 (68% female)	Avg age: 40 (80% female)	13-24 (Gen Z & Millennials, 70% women)
Content/format	Text, image & video	Image & video	Images	Image & video
Best for	Building brand loyalty	B2C lead generation & building personal connections	B2C lead generation	Building brand loyalty & personal connections
Challenge	Low organic reach	Creativity required	Custom images required, very specific audience	Creativity required
Marketing goal	Building a community	Connecting with existing followers	Driving traffic & leads	Brand awareness, driving traffic

Source: <https://www.statista.com/>



### 3 Benefits of social media

Now that you've picked one or two platforms to invest your time in, let's look at the benefits. While increased sales are one advantage of selling on social, there are a few others that could greatly impact your business.

- You'll **organically increase brand awareness**, boosting visibility and website traffic. Think people only connect with brands they already know on social media? In fact, [60% of Instagram users](#) say they discover new products on the platform.
- Social media ads allow you to **create personalized and targeted advertising**. The benefit to you? These targeted ads are more impactful and can result in higher conversion rates, as well as new visitors to your online store. From there, you can track their shopping experience and gain a better understanding of their shopping habits.
- Another benefit is the ability to build personal connections with your followers. These **meaningful interactions often can translate into a sale**. Simply by being active on social media, you open up another channel of communication. Think of it as another sales channel where customers can discover your products. And you can activate a shop on both Instagram and Facebook and make it even easier to make the sale.

## 4 Tips for selling on ...

### 4.1 Facebook

- Facebook enables businesses to specifically target audiences by age, profession, interests and hobbies. This creates a fantastic opportunity to advertise products and build brand awareness on one of the world's most popular platforms.
- With targeted ads, spend as little or as much as you can. The key is to set a clear objective and entice shoppers with an easy call to action. The right ad positioned for the right audience should yield an ad spend significantly cheaper than most other digital advertising channels. The [average cost per click](#) for a Facebook ad is \$1.86 — so if your business is in one of the verticals below, consider launching a campaign! [Learn how to set up an ad campaign on Facebook.](#)
- One of the best ways to make the most of Facebook's sales potential is [adding a Facebook Shop](#). Once you do this, you can further drive sales with dynamic advertising, remarketing, or via shoppable posts on Instagram.

#### Best verticals for Facebook:

- Clothing
- Beauty products
- Home decor
- Fitness

**"What sets Facebook apart from other digital advertising platforms is its sophisticated audience targeting options for ads. This allows businesses to reach precisely the right people by telling Facebook who to display their ads to based on anything from user demographics to online buying behavior, interests, and life events."**

Source: <https://fitsmallbusiness.com/marketing-strategies-facebook-pages/>

## 4.2 Instagram

- With a business profile, you can increase sales and [expand your reach with Instagram shoppable posts](#). This allows followers and customers to easily find out more about the product. Shoppers can complete their buying journey, from discovery to checkout, without ever leaving the Instagram app. Your shoppable posts come right up in their Instagram feed. [See commerce guidelines](#).
- Before you start an ad campaign, make sure you decide what the goal of the ads should be. You want to drive sales, but each type of ad can have a different objective.
- Paid promotions allow you to reach your goals faster as compared to organic growth.

### Types of Instagram shopping ads:

- Stories ads
- Photos ads
- Video ads
- Carousel ads
- Collection ads
- Ads in the Explore section

- The keys to running ads are: knowing what your audience wants to see, keeping your message short, and introducing the call-to-action (CTA) quickly.

### Best verticals for Instagram:

- Clothing
- Home decor
- Beauty products
- Fitness

**“Instagram plays a key role at every step of the purchase process. People use the platform to discover what’s trending, research products before buying...and each of these moments offer touch points on Instagram where marketers can drive action.”**

Source: <https://www.facebook.com/business/news/insights/how-instagram-boosts-brands-and-drives-sales>

## 4.3 Pinterest

- According to the company's metrics, [433 million people use Pinterest for online shopping inspiration each month](#), and 46% of users are willing to try out an item they spot on Pinterest. As an incredibly visual platform, any of the content or ads you produce here will need high-quality visuals to stand out.

### These include:

- Photos
  - Comics
  - Infographics
  - Graphics
  - Photo collages
- Try promoted pins. With access to the [Pinterest tag](#), you have the ability to track visitor behavior. You can see what store pages these customers view, what they search for in your store, how many of them add products to their cart, complete a purchase, etc. This info will help you calculate conversions and, if needed, adjust your ad campaign on Pinterest to get better results. [See best practices for using promoted pins.](#)
  - If you're not ready to commit to promoted pins or ads, Pinterest is also a great platform to organically build an email marketing list. Create a pin that promotes a free product giveaway in exchange for an email address. This valuable email lead list can be used for guiding customers through your sales funnel, eventually leading to sales!

### Best verticals for Pinterest:

- Health & self improvement
- Makeup
- Handmade products (arts & crafts)
- Digital goods
- Food & drink

**Remember, Pinterest content serves a particular audience. Pinterest calls this audience 'Deciders'. These are women from 25-54 that make the majority of purchasing decisions or do around 80% of the buying in a household. If your ads and products can engage this group effectively, you'll be well served by Pinterest advertising.**



## 4.4 Snapchat

- Snapchat users open the app up to 30 times a day, which shows you how active they are on the platform. And they are [60% more likely to make an impulse purchase](#) on this platform. If your business fits the demographic, consider adding a Snapchat pixel to track and target. [Set up an account as a business](#) and install the pixel to your online store.
- The pixel works like a bridge that connects your store to Snapchat. It allows the two platforms to exchange data on user behavior to make your ads more effective.
- How it works: the pixel is a piece of code that records the behavior of users who come to your store after clicking on the ad in Snapchat. You will see what pages they view, how many of them add products to their cart, start or complete the checkout, etc. This will help you understand your audience better and adjust the Snap ad campaigns if needed.
- To help you optimize your ads, the Snapchat pixel records these customer actions:
  - Page view – a user views any store page.
  - View content – a user views a product or catalog page.
  - Add cart – a user adds a product to their cart.
  - Start checkout – a user added one or more products to their cart and proceeded to the checkout, but didn't place an order. You'll also see an abandoned cart in your control panel when this happens.
  - Add billing – a user chose a payment method at checkout.
  - Purchase – a user placed an order in your store.
  - Search – a user searched for something in your store.

[Learn how to install a Snapchat pixel](#)

### Best verticals for Snapchat:

- Restaurants/food
- Tech products
- Events

## 5 Conclusion

### Let's recap:

- Find the right platform to match your audience and goals
- Adopt a new sales channel by selling on social
- Enable a Facebook or Instagram store
- Images and video are the most popular kinds of content, so build your social strategy around them
- Don't just sell – build a relationship with your audience that will lead to meaningful interactions and customer loyalty
- Use Facebook for low cost-per-click advertising
- Add your business to Instagram as another touchpoint to speak to potential customers
- Install a pixel with Pinterest or Snapchat to track the behavior of shoppers in your store

Looking for the right tools for the job? With the IONOS [Social Buy Button](#), you can sell directly on social without having to maintain a website. Set up your online store in a couple of minutes and manage everything from your phone.

**So, what are you waiting for? Get started with social selling today!**



## About IONOS

IONOS is the hosting and cloud partner of choice for small and medium-sized businesses. We are experts in IaaS and offer a portfolio of solutions to get businesses present online and working in the digital space. As the largest hosting company in Europe, we manage more than 8 million customer contracts and host more than 12 million domains in our own regional data centres around the globe.

We serve entrepreneurs taking their first steps online, business owners scaling up, large companies and partners who help them reach their ambitious goals. Whether building an online presence by securing a domain, a website, moving back-office processes to the cloud or orchestrating a container cluster, our comprehensive portfolio offers a best-in-class app, server or service.

Reliability and security are engineered into the core of our products. Our self-built data centre network delivers optimal performance and georedundancy. With headquarters in Germany, we at IONOS pride ourselves on state-of-the-art technology, strong privacy policies and airtight data security.

Customers are our focus. That is why we not only have dedicated local support teams, but we also offer an industry first: a personal consultant who provides expert advice tailored to your needs.

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