

How to Use Social Media

Bringing Customers to Your Online Shop

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Bringing Customers to Your Online Shop

Twitter, Facebook, Google+; Social media are increasingly influencing the buying habits of your customers. They love to chat about their favourite products and current purchases. In this article we give you tips on how to use social media to attract new customers and increase their loyalty to you.

Why use social media? These days, your work isn't completely done if you only focus on our own online shop. If you want to be successful in e-commerce, you should be active in social networks. Here you have the chance to attract new customers and communicate with existing loyal ones. It is important to be present on Facebook and other sites – and to act appropriately here.

1. Find out what your (potential) customers like

Put yourself in the position of an exemplary customer. Name him, for example, “David Johnson” and invent a short background story about him. Ask yourself about his most probable preferences: on which pages does he surf? What products is he looking for online? What does he talk about on social networks? Which information might he share with his friends? Considering all of this will tell you what kind of content is most likely to attract “David”.

2. Create accounts on social media and add them to your online shop

Facebook is the biggest social media platform, but it is not the only one. Depending on the outcome of your deliberations from point 1, you should also consider networks such as Twitter and Google+.

You can connect your ePages online shop with these networks by going to the back office and clicking on *Marketing >> Social Web*.

[Display your page: Website](#) Signec

Platform	Description
Facebook	Make it simple for your visitors to recommend your web site to friends. Display your offers on your Facebook page.
Google+	Visitors can share recommendations on Google's social network. Your website will then become known in their groups on Google+.
Twitter	Encourage people to tweet about your web site! Let your visitors send Twitter tweets directly from your shop.
Social bookmarks	By adding bookmarks for various services, users are able to communicate. Offer this service for your web site as well.



Integrating social media via the back office of your ePages online shop

Additionally, you can integrate a Facebook “Like” button in your online shop or display Tweets for a particular keyword. Only a few clicks are necessary to do so: go to *Content / Categories >> Preview* in the back office of your online shop and click *Gadget*. Here you can select an item that you want to display. After selection, you have to submit some data – for example your user name on Twitter, if you want to add a “Follow Me” button.

3. Provide interesting content

The next task is to attract customers to your social networks and attract them to your store. For this you need good content. This may take a bit of practice in the beginning, but after the first postings you will generate an understanding of the interactions your community looks for. Many successful merchants can spend just ten to fifteen minutes each day uploading posts like these on their social network accounts:

- A beauty shop gives make-up tips on Facebook or reveals secrets for greater enjoyment of life.
- A grocery store posts recipes or pins delicious dishes on Pinterest.
- An online shop for brands shares the contents of a manufacturer whose products he sells. For example, a retailer of athletic apparel draws attention to new running shoes.

4. Incentives to stay in your online shop

It's obvious that in your online shop, you should primarily focus on selling. But on social networks, it is particularly important to provide customers with information, thus giving them reason to visit your shop. Tell your community little stories that will make them curious and want to explore your online shop and products.

5. Give your customers the feeling of exclusivity

Show your fan base that it pays to stay in touch with you. Think about special offers for your followers on social media, or give tips and hints that are only available on Facebook.

Coupons are another opportunity to give your customers a feeling of exclusivity. Your ePages online shop offers the possibility to create coupon campaigns under *Marketing >> Coupons*. These can then be promoted via your social media accounts or distributed via newsletters.

Start Orders Customers Products Content / Categories Booking system Design **Marketing** Settings Help

Coupon campaigns

ID	Name	Currency	Value	Coupon codes	Redeemed
<input type="checkbox"/> 2013	Intro 2013	\$	\$10.00	32 Display	1
<input type="checkbox"/> test123	test voucher	\$	\$15.00	7 Display	0
<div style="background-color: #ffffcc; padding: 5px;"> <input type="text"/> <input type="text"/> \$ <input type="text"/> \$ </div>					

Number: 2

Creating coupon campaigns via the back office of your ePages online shop

6. Watch your competitors

It might be inspiring to have a look at your competitors' activities through social media. However, it is important that you then make your own independent thoughts and realize your own plans.

7. Interaction between all your business units

All units of your company should work together as a dedicated team. Especially in companies with more than a handful of employees, this cooperation is not always easy to achieve. In terms of dealing with social networks this means: if you use Facebook or Twitter to talk to your customers, the responsible person needs to know exactly what is going on in the company. Special deals like reduced shipping cost are an ideal subject for social networks. Conversely, customer interactions – good and bad – should immediately be carried into the company and dealt with promptly by the appropriate department.

8. Tracking the Results

Social media should be seen as an extension of your marketing strategy and thus you should expect certain results to be achieved from your efforts. Company accounts on networks such as Facebook now provide information that allows you to easily analyse the reach of your posts – from how many people saw it, to how many talked about it. You should use this information to develop a better understanding of your customers. Which stories are shared more? At what time of day do your posts receive the greatest number of views?

You can also set up accounts with Google Analytics or etracker for your ePages online shop. These will allow you to see how much traffic your social media accounts are driving to your online shop, and how much of this traffic is converting into sales.