

# Webinar Series

Tune In  
Every Wednesday  
@ 12:30PM EST




**Bart Lewandowski**

E-COMMERCE 101:  
How to sell through Social Media

During this presentation you will learn why social media should be an integral part of your business, what platforms and plugins are available, and how you can utilize them to sell your products online.

Any technical questions or issues during the webinar? Email Sarah Evans at [sarah@curvexpo.com](mailto:sarah@curvexpo.com)



**“A Problem  
is a chance to  
do your best.”**

**— Duke Ellington**

 #JazzLegend #WeCanDoThisTogether #Inspiration

# You might have a few questions.

1. Why should social media matter to my business?
2. Which platforms should I take advantage of?
3. When should I post on my social media accounts?
4. What are some alternative platforms I could consider?

**Let's dive in.**





1

# Why should social media matter to my business?

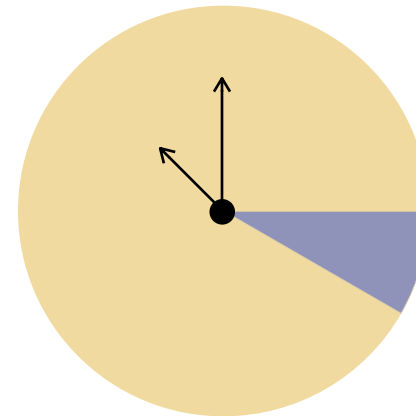
Things to consider

Why should social media matter to my business?

# Social media is an extensive form of outreach

---

An average American spends up to **2 hours on social media a day**, and 75% of them rely on its information to help them with future purchases



Why should social media matter to my business?

# Social media builds and nurtures consumer relations

---



91%

Believe social has the power to connect communities



78%

Want brands to help people connect through social media



76%

More likely to buy from a brand they felt connect to on social than a competitor

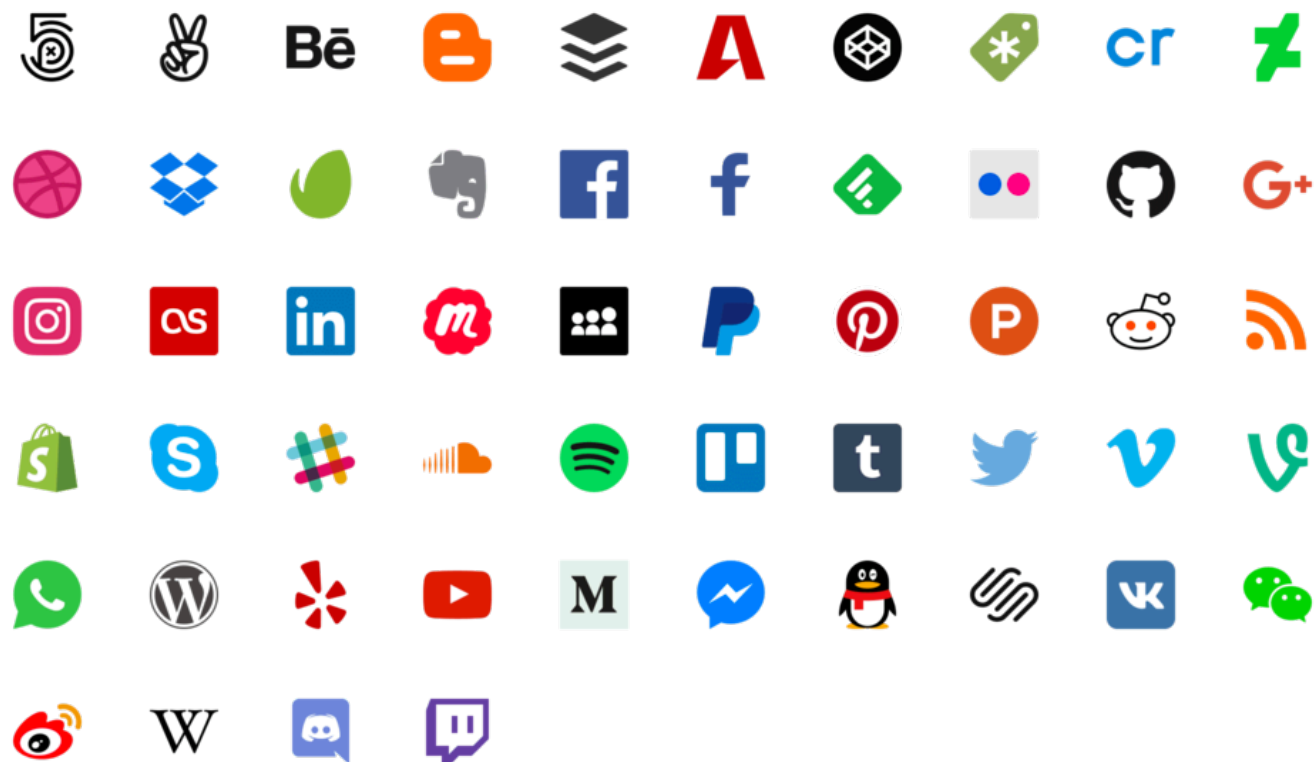
[Source: SproutSocial Report May 2019](#)

**BART LEWANDOWSKI**  
DESIGNER & BRAND STRATEGIST

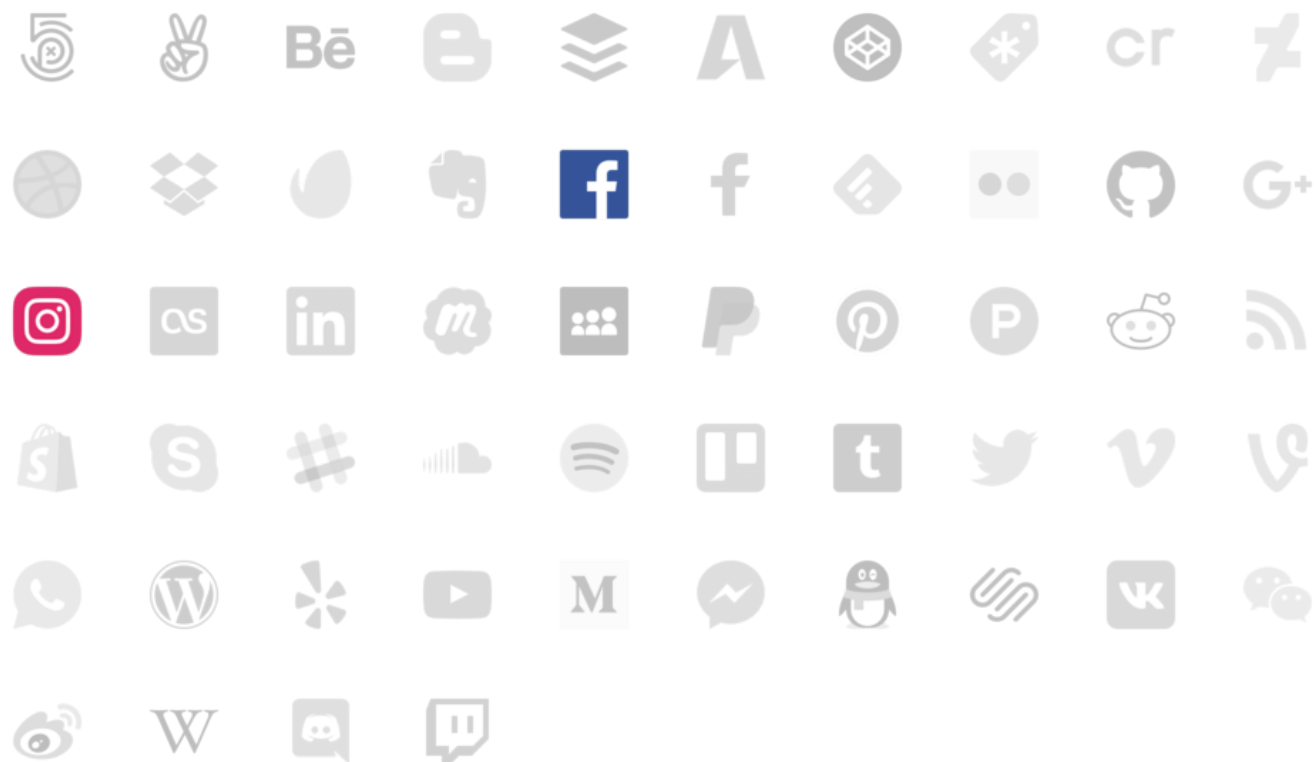
**curve**

2

**Which platforms  
should I take  
advantage of?**



**There are a few...**



# Focus on Facebook and Instagram

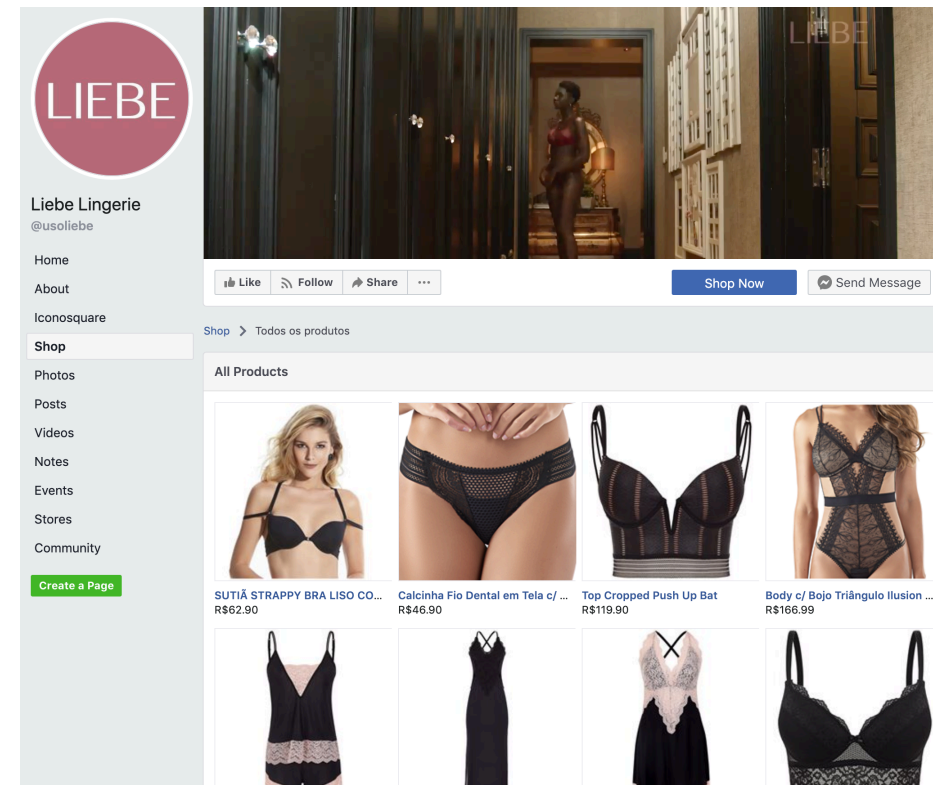
Which platforms should I take advantage of?

# Facebook Store Set-up

FACEBOOK for Business

## To start selling on Facebook you must have:

1. Personal Facebook account
2. Facebook **business page**
3. Valid bank account
4. **Tax ID Number**, and agree to Merchant Terms.



[Pictured: Liebe Lingerie](#)

**BART LEWANDOWSKI**  
DESIGNER & BRAND STRATEGIST

**curve**



Which platforms should I take advantage of?

# Facebook Store Set-up

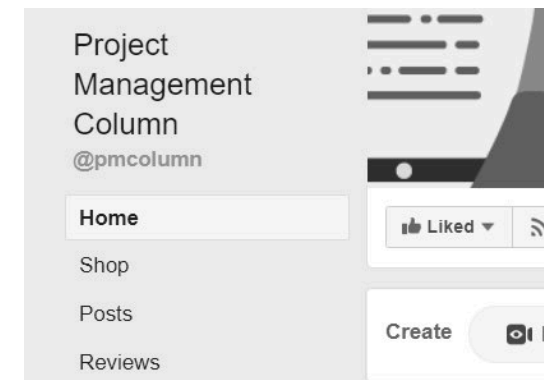
FACEBOOK for Business

## To register follow these steps:

1. Locate 'Shop' tab on left side of business page dashboard
2. Popup will appear with a walkthrough of the sign-up process
3. You'll need to provide above information
4. **List what you'll be selling and where** (US States only)

## Important Requirements from Facebook:

1. Customers must **receive product within 10 days** of order
2. Use shipping service that allows **package tracking**
3. Must **ship within 3 days**
4. International shipping is not permitted
5. You **can only list 4 variants**

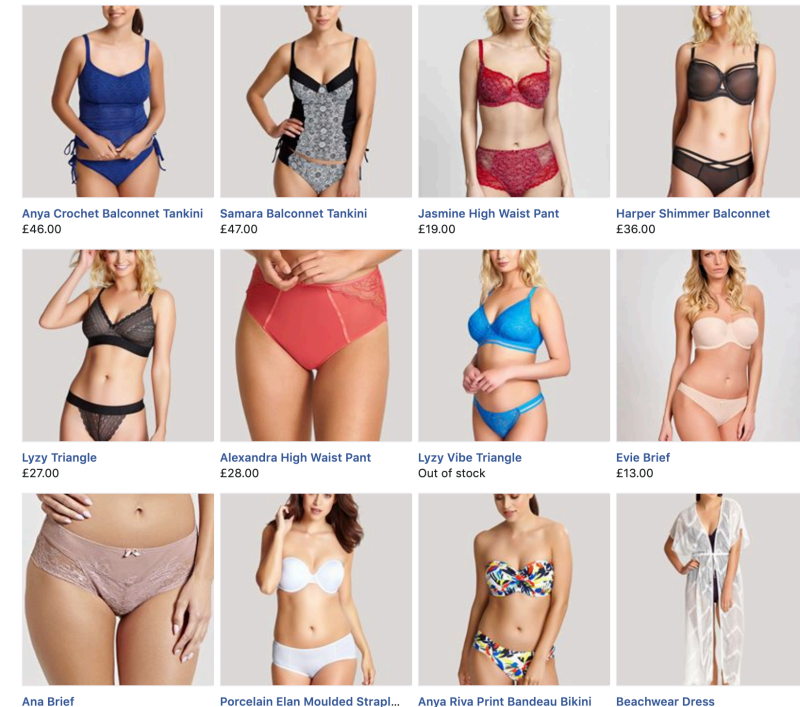


Which platforms should I take advantage of?

# Facebook Shop Tips

FACEBOOK for Business

1. Include **consistent imagery**, at least 1024x1024px
2. Be smart about **cropping** when showing products on a body
3. Do not add text or graphics to your images
4. **Keep product descriptions brief**, use bullet-points and avoid long titles and additional links
5. Set your visibility to 'Public'
6. Find 'Pending Orders' in the dashboard to fulfill each order



[Pictured: Panache Lingerie](#)

**BART LEWANDOWSKI**  
DESIGNER & BRAND STRATEGIST

**curve**

Which platforms should I take advantage of?

# Selling on Instagram

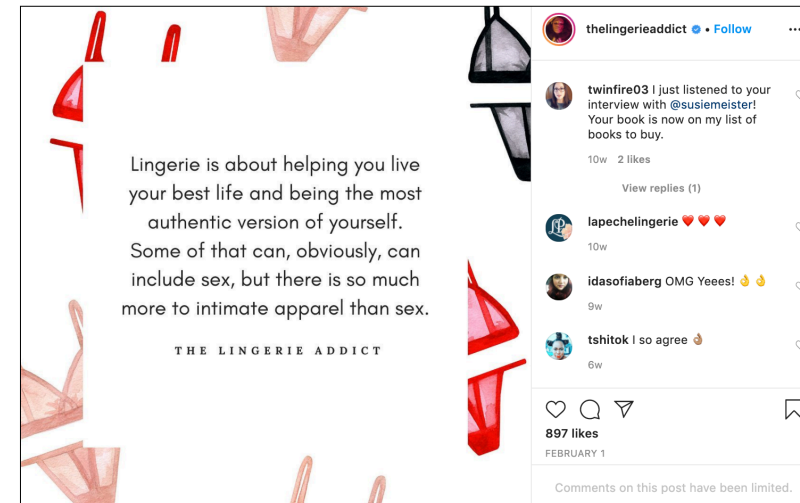


Business

## You can sell on Instagram through:

- Instagram Stories
- Instagram Shopping
- Instagram Live
- IGTV
- Instagram Ads

First, you'll need to **set-up and optimize** your instagram business profile.



Pictured: [@lingerieaddict Instagram Post](#)

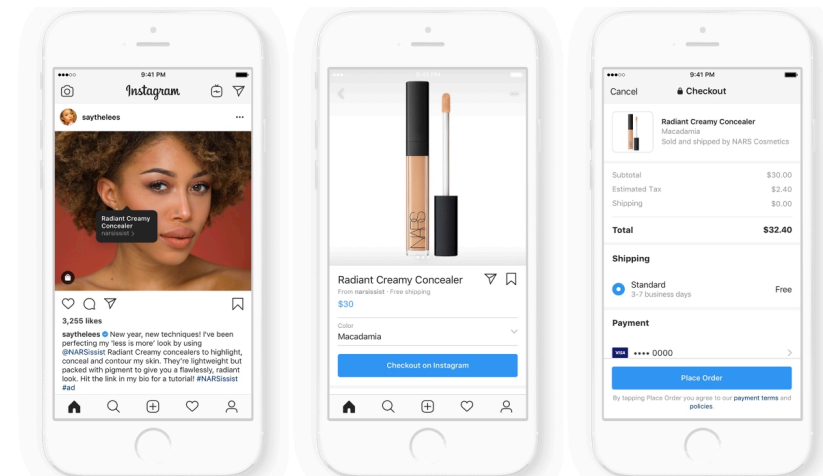
Which platforms should I take advantage of?

# Selling on Instagram



Business

The Instagram shop allows you to integrate your Facebook product catalog with your Instagram profile. You'll be able to **get realtime metrics** on how your stories and posts are performing, **gain insights into your followers'** interaction habits. You will also be able to **add company information** like hours location and phone number.



## Product pages will allow for establishing:

- Title
- Photos
- Description
- Price
- Link to website

Which platforms should I take advantage of?

# Instagram Shop Set-Up



Business

Once your Facebook shop is set-up, it will pull your shop to create your Instagram store since Facebook owns Instagram.

## Two notable features are:

Instagram Insights, and Instagram Shop



### Step 1: Download and launch the app

Download the Instagram app for iOS from the **App Store**, Android from **Google Play** store or Windows Phone from the **Windows Phone Store**. Once the app is installed on your mobile phone, tap to open it.

### Step 2: Let us know who you are

Tap *Sign Up*, then enter your email address and tap *Next*, or tap *Log in with Facebook* to sign up with your Facebook account.

### Step 3: Set up a free business profile

Within the app, find settings, then scroll down to *Switch to Business Account*. Once you have a business account, you can add in pertinent business information like store hours, business address or a phone number. **Create a Business Profile**

### Step 4: Post and follow users

Start posting content you'd like to see in your feed using relevant hashtags, and start following similar accounts. **Go to Instagram to get started.**

Which platforms should I take advantage of?

# Instagram Shop Set-Up



Business

**The last step is linking facebook with Instagram:**

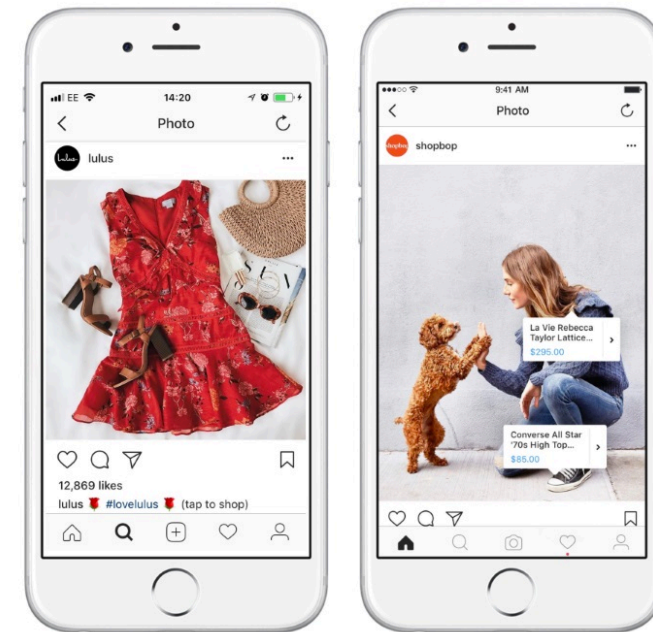
1. Go to your IG settings and click 'Linked Accounts'
2. Instagram will guide you through the following steps of merging the two accounts together

**Before your IG Shop is live, it has to be approved,**

but it can take a few days, if not longer.

Take this time to **plan ahead your content strategy.**

To activate the 'Shop' you'll need to publish at least one Instagram shop post.





Which platforms should I take advantage of?

# Instagram Shop Tips



Business

## 1. Lead with high quality photography

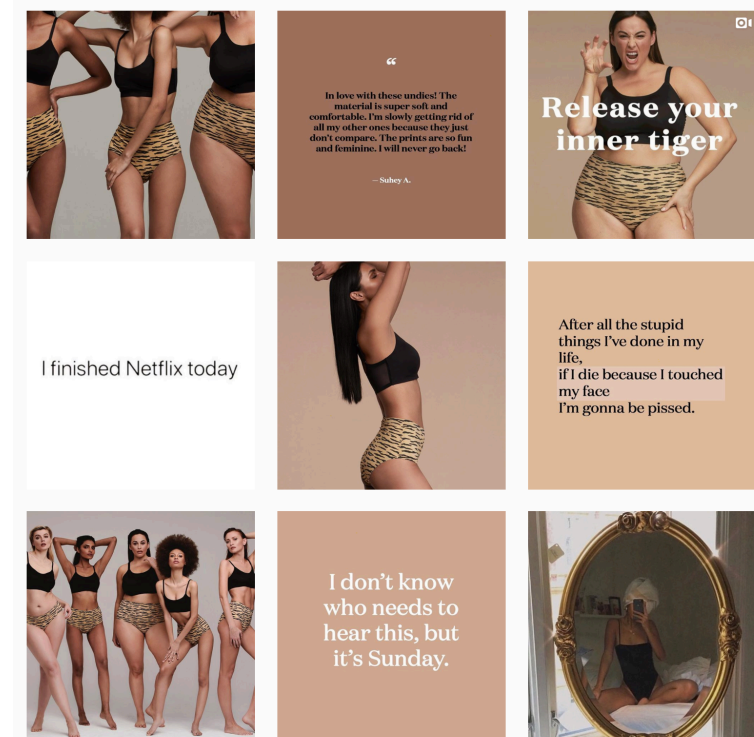
Study by MDG Advertising found that 67% of consumers **avored clear, detailed images** over product information, descriptions, and customer ratings.

## 2. Stay on Brand

Have a visual style for your brand – color palette, filter, angle, or photo style and **be consistent**.

## 3. Consider Your Words & Tone

Be strategic about your use of hashtags and use keywords particular to your audience. Maintain a recognizable tone.



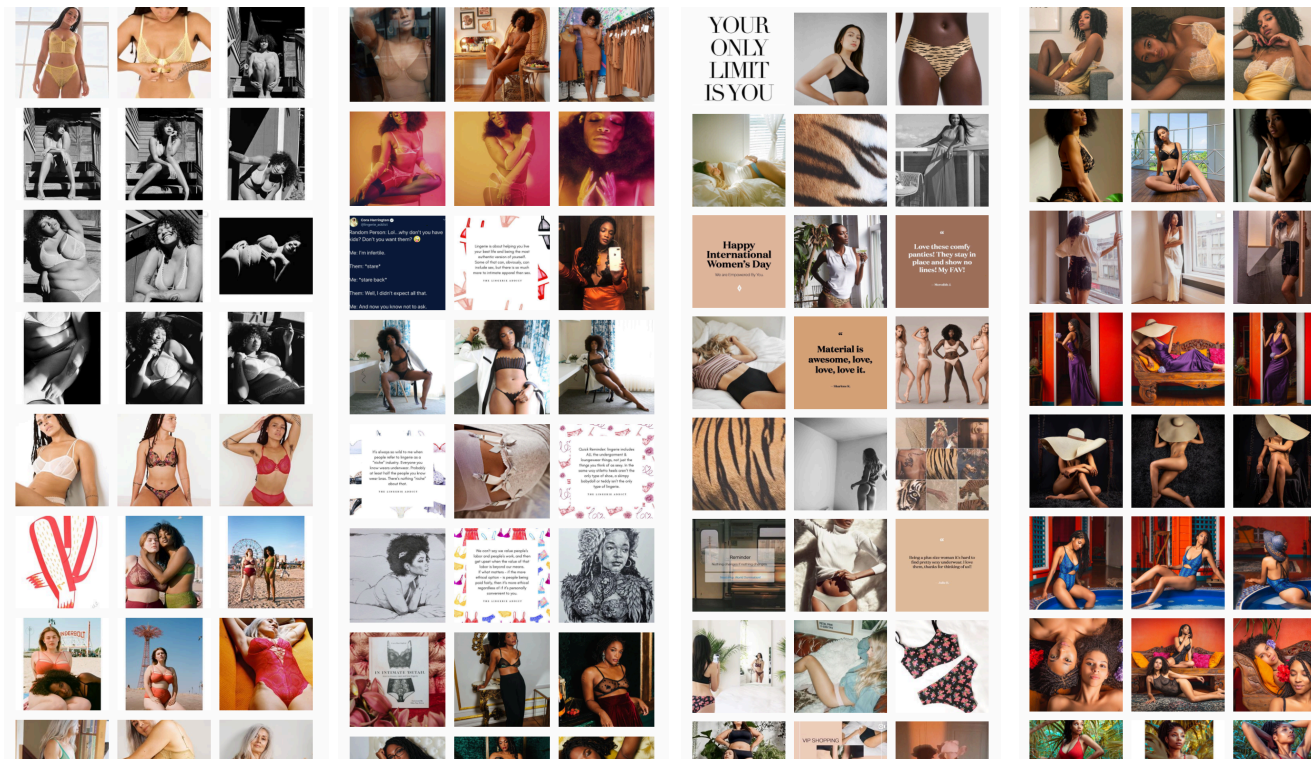


Which platforms should I take advantage of?

# Instagram Shop Tips



Business



See Full List of Instagram Accounts in the Appendix

**BART LEWANDOWSKI**  
DESIGNER & BRAND STRATEGIST

**curve**

2

# When should I post on my social media accounts?

When should I post on my social media accounts?

# Be strategic about each post amidst the current pandemic

---

Although engagement rates are higher than ever, in the last month, posting frequency dipped 25%, down to **3 posts/week** across all industries on social media.

**Focus your energy on few great posts instead of many mediocre ones.**

<https://www.rivaliq.com/blog/coronavirus-on-social-media-engagement-for-brands/>

**BART LEWANDOWSKI**  
DESIGNER & BRAND STRATEGIST

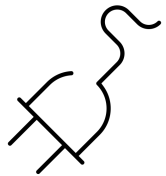
| **curve**

When should I post on my social media accounts?

# Strategize and Use A Simple Calendar

---

Instead of improvising, you can start with a simple calendar to plan ahead your content strategy and how you intend on engaging sales through social media.



## Tools to Try

1. **Trello** (flexible assignment “cards” and customizable “boards” and “lists” to map out to-do lists)
2. **Evernote** (yearly, monthly, weekly, daily and hourly logs help keep track of content production)
3. **Google Sheets** (schedule posts, track status, and assign tasks to team members)
4. **HubSpot Templates** (free and downloadable to schedule out full weeks of posts)

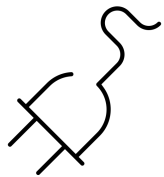
See Links in Appendix

When should I post on my social media accounts?

# Get More Advanced with a Management Platform

---

If you want to manage multiple profiles in one place, try using a social media tool. Consider engagement, scheduling and reporting as three key features when making your selection.



## Tools to Try

1. **Sendible** (engage with audience, monitor and track results from one dashboard)
2. **AgoraPulse** (easy and affordable social media management tool)
3. **HootSuite** (automatically find and schedule effective social content)
4. **SproutSocial** (provides engagement, publishing, analytics and collaboration tools)

See Links in Appendix

4

**What are some  
alternative  
platforms I could  
consider?**

When and what should I post on social media?

# Web-builders are great, but require design sensibility

If you want to start your own website, you can take advantage of many web-builders that are available. It is often more time consuming, but if done Right it can be much more powerful than social media. Checkout some of the following platforms:

WIX



readymag



Simple



More Complex

See Links in Appendix

BART LEWANDOWSKI  
DESIGNER & BRAND STRATEGIST

curve



# Thanks for your time. Let's open it up for any questions!


---

If you have more questions or would like to inquire further about my web design and consultancy services please email me at **[bart@bartlewandowski.com](mailto:bart@bartlewandowski.com)**

## — Bart Lewandowski

DESIGNER & BRAND STRATEGIST

CURRENTLY – SENIOR UX/UI DESIGNER AT C&G PARTNERS IN NYC



New Webinars every  
Wednesday at 12:30 PM EST

---

Our goal at CURVE is to keep  
the community connected

Have any feedback or want to hear  
about a certain topic?  
Email us at [marketing@curvexpo.com](mailto:marketing@curvexpo.com)

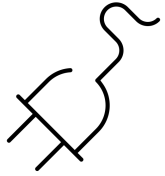
Curve's upcoming shows are still  
on schedule. We will keep you updated  
on any changes.

Questions?  
Email us at [exhibitor@curvexpo.com](mailto:exhibitor@curvexpo.com)  
or [buyer@curvexpo.com](mailto:buyer@curvexpo.com)

curve

# Appendix

## List of links & social accounts



# Tools

---

## For Content Strategy & Organization

1. [Trello](#) (flexible assignment “cards” and customizable “boards” and “lists” to map out to-do lists)
2. [Evernote](#) (yearly, monthly, weekly, daily and hourly logs help keep track of content production)
3. [Google Sheets](#) (schedule posts, track status, and assign tasks to team members)
4. [HubSpot Templates](#) (free and downloadable to schedule out full weeks of posts)

## For Management of Engagements, Scheduling & Reporting

1. [Sendible](#) (engage with audience, monitor and track results from one dashboard)
2. [AgoraPulse](#) (easy and affordable social media management tool)
3. [HootSuite](#) (automatically find and schedule effective social content)
4. [SproutSocial](#) (provides engagement, publishing, analytics and collaboration tools)

# Social Accounts

---



## Successful Lingerie Instagrams

[@Comicsgirlsneedbras](#)

[@karinagiada](#)

[@chantalthomass](#)

[@Shopjournelle](#)

[@palomacasile](#)

[@odiledechangy](#)

[@freyalingerie](#)

[@lovepanache](#)

[@thelingerieaddict](#)

[@harlowandfox](#)

# Social Accounts

---



## Successful Lingerie Instagrams

[@Comicsgirlsneedbras](#)

[@karinagiada](#)

[@chantalthomass](#)

[@Shopjournelle](#)

[@palomacasile](#)

[@odiledechangy](#)

[@freyalingerie](#)

[@lovepanache](#)

[@thelingerieaddict](#)

[@harlowandfox](#)

# Website Builders

---

From simplest in set-up to more advanced



[wix.com](https://wix.com)



[bigcommerce.com](https://bigcommerce.com)



[www.shopify.com](https://www.shopify.com)



Magento

[magento.com](https://magento.com)

readymag

[readymag.com](https://readymag.com)



[elementor.com](https://elementor.com)



# Other

---

Links to sign-up for social commerce accounts & useful social media report

[Business manager for Facebook](#)

[Facebook for Small Businesses](#)

[Instagram Business Guide by Instagram](#)

[Instagram Shop Guide by Instagram](#)

[#BrandsGetReal: What consumers want from brands in a divided society](#)

This is a data driven report. Very informative. Checkout other blog posts by SproutSocial, they are the best resource.