

Social Media Marketing



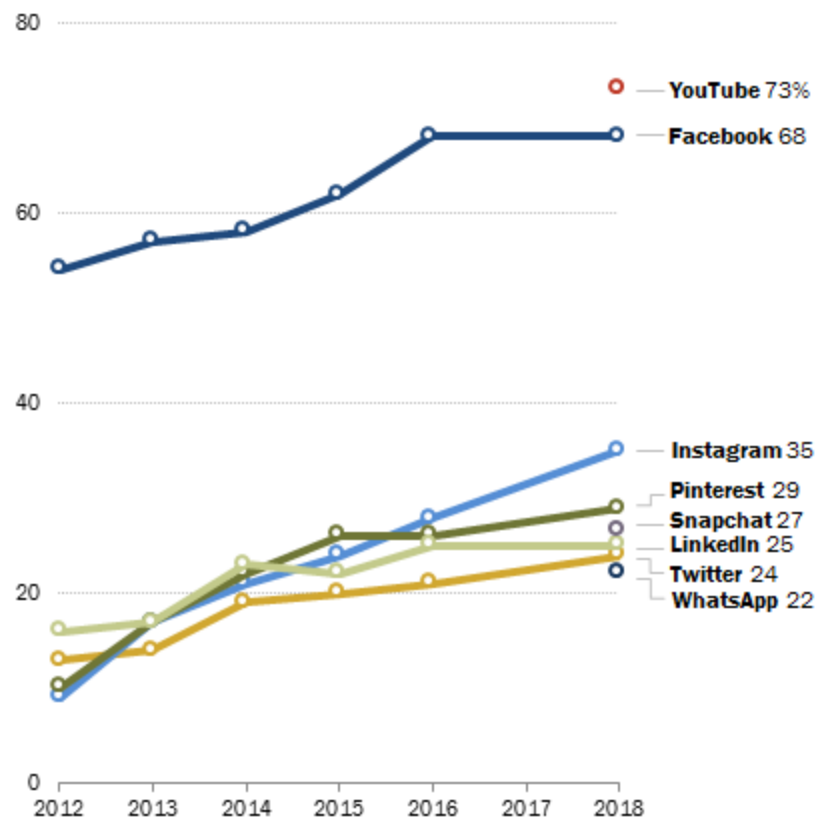
8 Ways to Use Social Media and Boost Your E-Commerce Conversions

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Over 2 billion [people in the world are connected](#) to social media. They are in either one or multiple social media platforms. It makes social media among the leading avenues, for you to market and advertises your products and services. With such a big user base, you will be able to reach many potential clients; and this will also assist you in improving the e-commerce conversion rate for your brand.

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER

Source: [PEW Research](#)

However, marketing on social media is not as easy as it sounds. Simply posting pictures of the products you are selling will not do much. There are tactics and means, which have been proven to work that you will need to put in place so that you may get better conversions. Most of these tactics dive deep into ways through which can attract, interact with, and gain your target audience's trust.

Others are concerned with improving people's experience with your brand and making the process of purchasing items from your brand much simpler. Using tools such as a good rank tracker will assist you to consistently monitor the progress of your business. Here are eight ways through which you can use your social media, to improve your e-commerce conversion rates.

1. Promote content that is generated by your users

Content that has been generated by users is significant, in that it plays the part of being a social proof of your brand's reliability. This sort of content helps you gain your clients' trust. When your potential customers can see other customers who have bought your products, they can see the context in which they can get maximum use out of these products. Another advantage of using this is that customers tend to find products being promoted by people who have used them to be more trustworthy and genuine.

Fashion Nova, a relatively new but very well-known apparel company which deals with women's clothes, is a great example of a brand that has really soared in sales and has become a success because of this. Pictures of girls, both celebrities and normal girls from all walks of life, on their website, wearing their clothes has made many women all over the world buy their clothes as they relate with the brand. Competitions and giveaways during the festive season and different times of the year have encouraged more customers to become more involved with the brand.

2. Using hashtags

If you want to increase your conversions, you need to ensure that all your posts on social media have hashtags. Hashtags really work in boosting sales and traffic to your brand. When people are looking for information and content that is related to your brand, they can see your posts because of the hashtags you use. It also means that people who will be viewing your posts will be relevant clientele because they will be people who are interested in the type of product or service that you provide.

It is very crucial for you to find the relevant hashtag, to ensure that your post reaches crowds of potential customers. There are three types of hashtags through which your clientele can reach you. These are; brand or campaign specific hashtags, hashtags that are product specific and finally, hashtags which are trending. When you use either some or all of these types of hashtags, you will increase your visibility to your customers and experience improved conversion rates.

3. Coming up with offers and discounts

Social media makes it possible to have a direct connection with your clients. You should, therefore, maximize this to improve your conversion rates. You should often come up with offers and discounts to your customers. Offers and discounts attract many new clients and thrill your existing customers. There are three types of discounts that is; store credits, percentage discount, and dollar-based ones. It's important to remember to create a sense of urgency, as people tend to take quicker action and buy faster.

This is because they feel that if they don't, chances of them missing out on something are high. Running these campaigns at different times throughout the year will also improve your e-commerce conversion rates. Using the google rank tracker will help you monitor how these campaigns are boosting your business' performance.

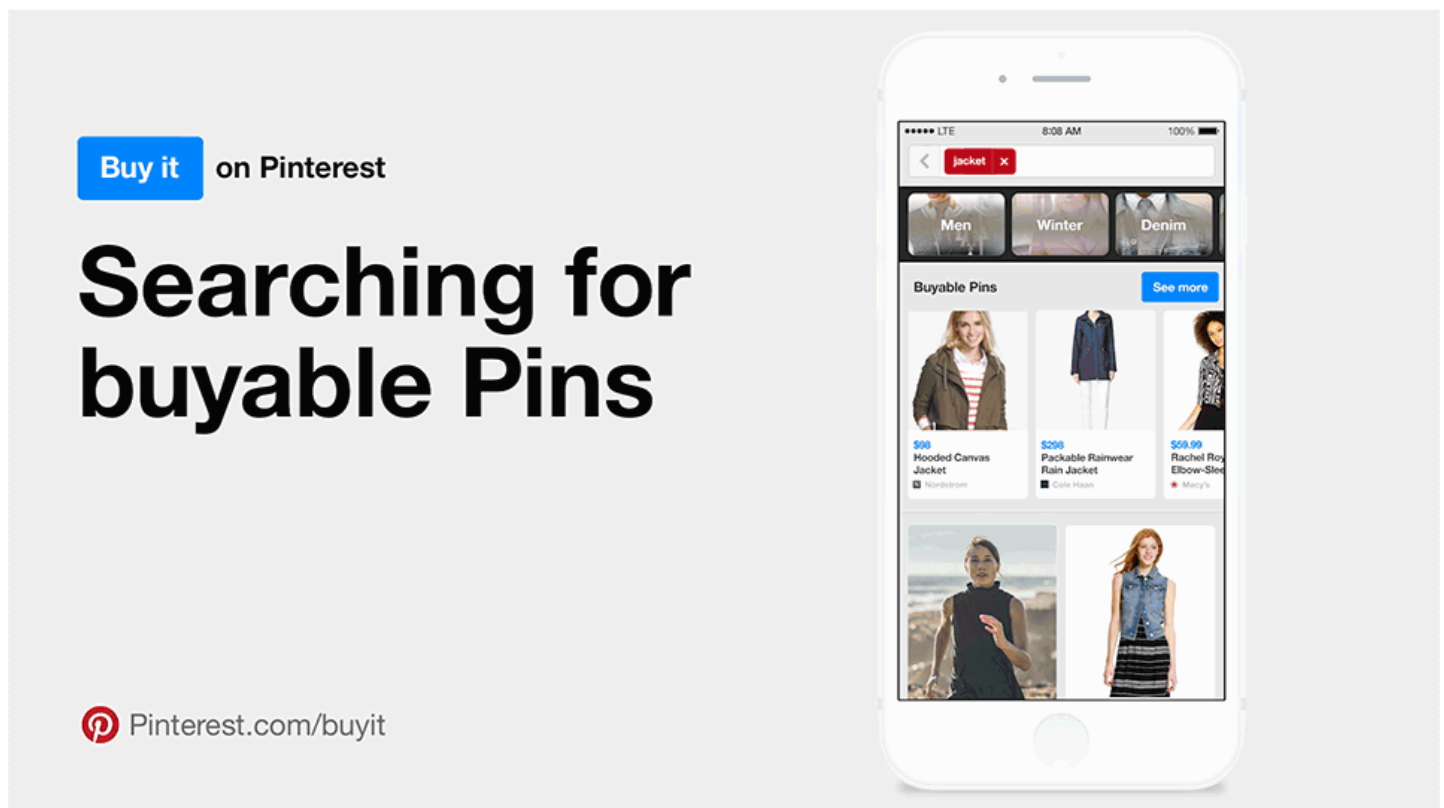
4. Make it easier to shop for your product on Instagram

Studies showed a while back that despite Instagram being a site where brands experience really high rates of engagement, this does not translate to high conversion rates for sellers. This was because of limitations when it came to sharing links. One could only share one link on their bio which would then lead to their website. It was tedious and really frustrating, to scroll through several products to get to what you wanted. This often ended with the person having a change of heart long before finding the product.

However, now there are shoppable tags which have been availed for a selection of retailers dealing with different products such as beauty products, jewelry and even clothes. For this to work for you, you need to convert your brand's page to a business page and use English for your account. If you are not eligible, you can still set up a shoppable gallery o Instagram to make shopping on your page easier. There are a few available tools for you to do this. Retailers such as Ringor, have used these shoppable galleries on Instagram and experienced a surge in their conversion rates.

5. Using buyable pins

Pinterest is a great social media site for you to really increase your conversion rates. Studies show that on average, the order value of a Pinterest shopper is \$50. This is much higher than most social media avenues. You can thus use Pinterest to get customers of high value and get high traffic for your conversion rates. You can use a "buy now" button for your brand to ensure that users can purchase your products by just clicking on the button. It's much easier for your customers to shop this way, and this can improve your e-commerce conversion rates.



6. Put your money into social media ads

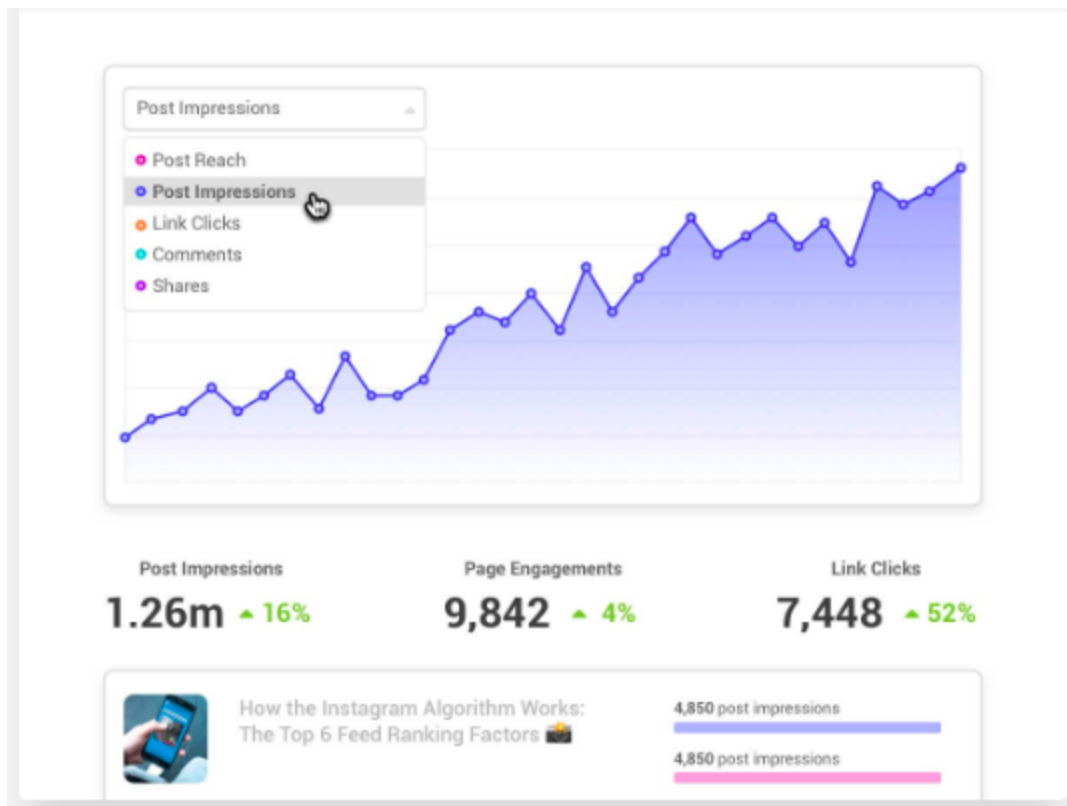
Sometimes, putting your effort into all the above tips may not even be helping because you may not be reaching the ideal audience or a huge number of the ideal client base. This may be partly due to your not having a significant social media following. If this is the case, it is a wise choice to invest in advertisements on social media. You can put up ads on Twitter, Instagram, and Facebook which is the most popular networking site.

Instagram has great tools for marketing such as video ads and carousel ads. Facebook connects you to many people and also enables you to customize your campaigns to reach the desired clientele. When your campaigns are customized, you can then reach and reach potential shoppers and customers; and be able to convert this into improved rates.

7. Creating pages and joining groups

On social media, you can create two different types of pages. A brand page, and a general page but that are in a way related to your product. Once you have grown a substantial following, you can then advertise your product there. You shouldn't forget to remain relevant and engaging. You can also join groups to have a grasp of what is happening in the business community and capture the relevant customers.

8. Use of analytics



Source: [Buffer](#)

Your marketing effort and strategies cannot be complete without analytics. Analytics are key, as they help you analyze the effects of your marketing strategies and in turn plan for your brand's future. When you use analytics in social media, you will be able to gauge how effective your strategies are, and what more you need to do for you to improve your e-commerce conversion rates. Tools such as the Serpbook Google Rank Trackers are essential in helping you have a firm grip and knowledge of your social media platforms' conversion progress.

8 Ways to Use Social Media and Boost Your E-Commerce Conversions

These eight tips are essential and will play a significant role in helping you maximize your social media platform to improve your e-commerce conversion rates. Also, marketing automation tools such as Buffer, MoEngage, Userfox and such can be helpful in automation social engagement, [in-app user engagement](#), and search optimization. For example, a tool like MoEngage will help you add social connectors for your user engagement when the user is inactive on all the other communication channels.

Maximize Customer Lifetime Value

Check out how you can use MoEngage to boost user engagement and revenue

[Learn more](#)



About MoEngage

MoEngage is an intelligent marketing cloud that makes it easy for brands to engage, retain, and grow their users. With MoEngage, you can create multi-channel lifecycle campaigns and reach users at the right time through email, web and mobile apps. Fortune 500 brands across 35+ countries such as McAfee, Samsung, and Vodafone use MoEngage to orchestrate their omnichannel campaigns. To learn more about omnichannel user engagement with MoEngage, visit our website: www.moengage.com