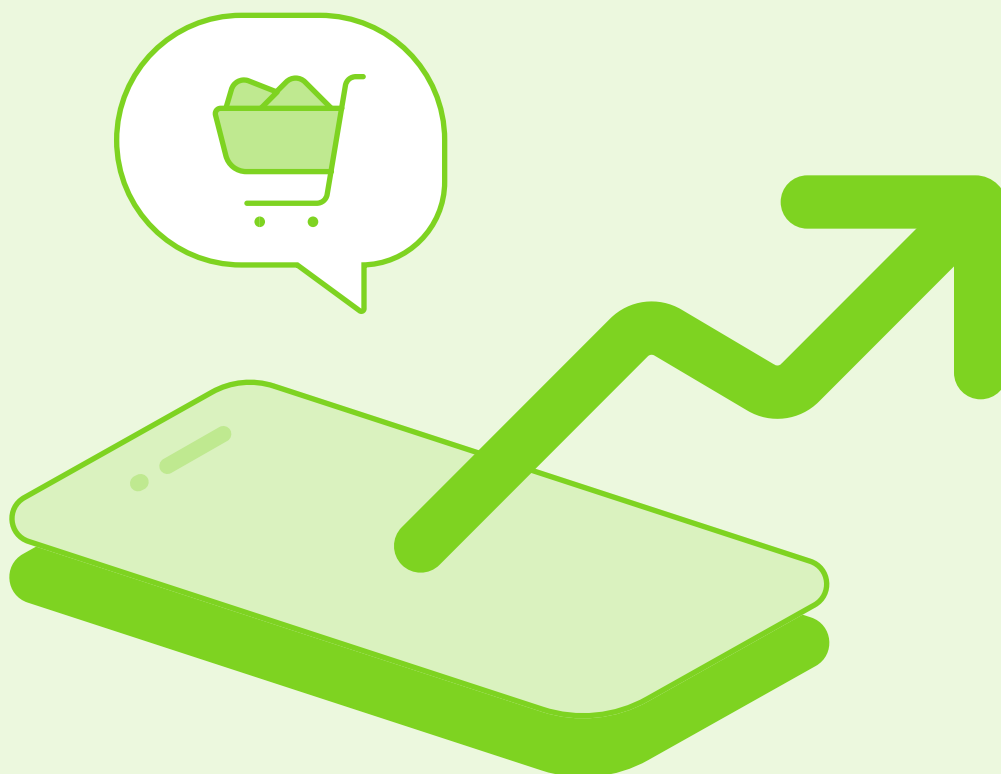


9 Tips To Increase Sales With Social Media



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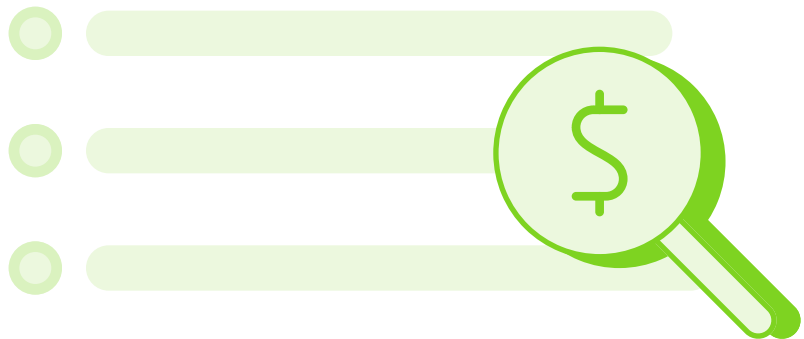
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The initial purpose of social media was for users to connect with their peers and create online communities. As brands increasingly rely on online platforms to reach consumers and generate revenue, social media has become the core of an impactful marketing strategy and a key lever to drive business growth.

Consumers have never been so accessible, which presents brands with a powerful opportunity to capture new audiences and accelerate online sales.

Unlocking the opportunities that channels like Instagram, TikTok and YouTube offer requires a combination of both data and creativity. Digital channels have become increasingly saturated, making it harder for brands to cut through the noise. Effective and engaging visuals are core to building an impactful brand story on social and influencing consumers' purchase decisions across your most important marketing and e-commerce channels. Once you craft a compelling brand story and cultivate an engaged community, you need to understand your audience's visual preferences and leverage new tools and technologies to develop a social strategy that bolsters sales and success.

Dash Social equips brands with 9 essential tactics to capitalize on social media channels revenue-driving opportunities.



TIP 1

Create a Consistent Story Across Channels

Social media is an amazing platform for creating and sharing your brand's story. Each of your social channels should take your audience on a journey, and when done right, they will help you tell your story and foster an engaged community.

Understanding your target audience on each channel is the first step to building out a thoughtful multichannel content strategy:



83% of users said they discovered new products on Instagram¹, often making it the first step down the funnel and an essential place to make an impactful first impression that speaks to your brand, values and community.



Consumers head to channels like Pinterest to further inform their buying decisions with 80% of Pinners feeling inspired by their experience on the channel². Pinterest users look for visuals that give context around products and services to strengthen decision-making.



TikTok on the other hand revolves around spontaneity and flexibility. Marketers need to be prepared to create content around the latest trends that align with their brand to find a regular spot on the For You page.

Once you nail down your target audience's mindset on each medium, you need to weave a consistent visual narrative. Each channel will evoke a different emotion in your audience and push consumers further down the marketing funnel while staying true to your brand values and aesthetic.

URBAN OUTFITTERS

Fashion and retail brand, [Urban Outfitters](#) skillfully navigates the complexities of social media and cross-channel marketing by employing a distinct strategy tailored to the unique audiences of Instagram, TikTok, YouTube and more. The brand understands that recognizing the specific nuances of each platform is key to enhancing overall content performance.



TIP 2

Make Your Social Channels Shoppable

The mere existence of commerce features on the most popular social channels provides invaluable opportunities for brands to create a seamless in-app shopping experience for consumers. TikTok, Instagram, and Facebook have evolved their platforms to meet the needs and expectations of businesses and consumers alike.



TikTok Shop

TikTok Shop enables businesses and creators alike to showcase and sell their products directly within the app. Users can discover and purchase items through shopping links, live streams and short-form video content. TikTok's engaging format enhances the shopping experience by providing a seamless and interactive way to buy.



Instagram Shop

Businesses can integrate their product catalogs with their Instagram profiles to create a frictionless buyer journey. Marketers can do this directly on posts and stories, the Explore tab and their own dedicated Shop tab on their profiles. Capitalize on your top-performing content and maximize conversions with your target audience.



Facebook Shops

Facebook is still as crucial as ever and is an integral part of any social strategy that aims to target key demographics. With Facebook Shops, brands can sync their social selling strategy with the feature that is accessible through Facebook and Instagram and is key to streamlining your brand's digital storefront.

TIP 3

Invest in Creators

Brand collaborations with influencers continue to evolve and grow, allowing them to remain an integral part of a successful marketing strategy for brands in any industry. 59% of social media users have made a purchase based on a recommendation from a creator.³

Today's influencer collaborations have gone beyond generic captions and selfies with strategic product placement. When done creatively, they add more value for followers than ever before.

What differentiates a successful influencer partnership from a business interaction is selecting the right people who authentically exemplify what your brand stands for. Influencers who associate with brands they truly believe in have highly engaged, niche audiences who trust their opinion – and that translates into sales.

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COLOURPOP



[ColourPop](#) understands the true importance of influencers. The brand's creator strategy has remained a constant pillar since its inception and rapid growth in 2014 with an underlying belief that a community and influencer-first approach is the heart of any successful social strategy. The brand makes a conscious effort to partner with a broad range of influencers, acknowledging the unique value each of them brings to its inclusive community.

TIP 4

Leverage Community-Created Content

Besides the obvious aesthetic and community-building benefits, user-generated content (UGC) often outperforms brand-created content. Consumer marketing studies have shown that **93% of shoppers consider reviews and ratings to be the most important factor when it comes to making a purchase**, with the results impacting whether or not they buy the product.⁴ UGC acts as those reviews and ratings. Community-created content also takes a piece of the creative process off of your team's plate, leaving more time for strategy-building. Brands should be leveraging user-generated content in three different ways:

1. Strengthen your multichannel marketing strategy with UGC.

Use your brand's community-created content to demonstrate how customers can make your merchandise their own. These types of posts provide context for products and are often more effective than the professional stock images that brands typically use for email marketing, e-commerce and paid social advertising.

2. Put your best photos where they can drive real ROI.

If you already incorporate UGC on your feeds and you're ready to level up, try leveraging UGC from various social platforms on your website. On-site Galleries are a great place to repurpose UGC and convert your audience. You can share mini slideshows of photos users have tagged you in, showcasing brand loyalty and building trust among those on your website in the consideration process.

3. Leverage hashtags.

Though it may seem obvious, some of the most simple hashtag campaigns have gained brands thousands of pieces of UGC and, in turn, garnered millions of organic reach. Creating a unique brand hashtag makes it fun and easy for users to get involved and generate buzz.



[Tiff's Treats](#) stands out in the competitive food industry by regularly leveraging UGC and hashtags to amplify their community's voice. With **#CookieKindness**, the brand differentiates itself with a new take on UGC, by sharing customers' personal stories and showcasing that their content isn't just about cookies, it's about connection.



TIP 5

Prioritize Stories Content and Strategies

Stories might feel like old news, but with over 500 million users watching Stories daily⁵, the opportunities for brands to convert followers into customers are endless. The swipeable and clickable format inspires action that can take your audience directly to your website, creating a conversion gold mine.

Here are some tactics to incorporate into your story strategy to maximize ROI:

Extend your marketing campaigns.

Including another visual touchpoint in your multichannel narrative through Instagram, Facebook or TikTok Stories adds an extra impression and additional traffic to your campaign.

Promote your latest product launch.

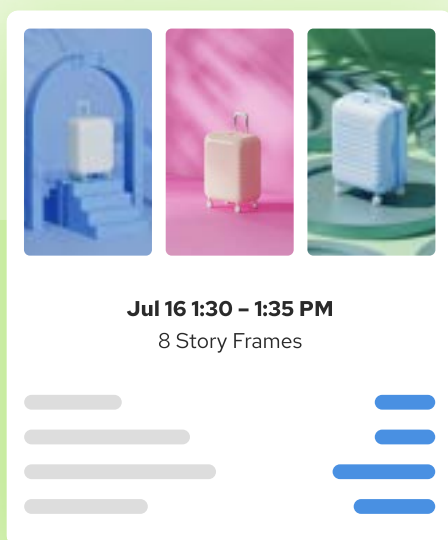
With Stories, users are only one click away from purchase, making them the perfect place to introduce your audience to your latest product or service addition.

Share tutorials and product demos.

Consumers want to see how your products work, function and add value before they make a purchase no matter what industry you're in. Use Stories to show your products in action.

Host Q&A sessions and series.

Giving your community access to your brand and the team behind it cultivates a powerful relationship. It's also an effective avenue to offer a sneak peek into your brand's long-term strategy and upcoming launches to keep your audience engaged and coming back for more.



With [Dash Social's Instagram Story Insights tool](#), you can dive deep in your performance and understand which campaigns, series and content styles are keeping your audience engaged. You can view your stories by individual posts or by day, fine-tune time periods to reflect your content calendar, and filter stories by performance to gain insights in seconds.

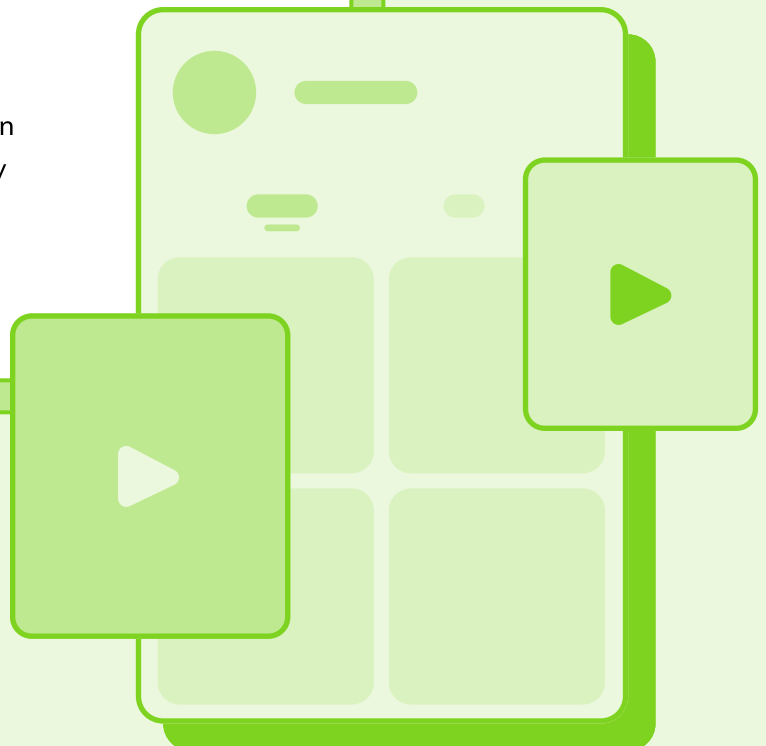
TIP 6

Harness the Power of Video Content

While static posts deliver quick visual impact, video content has the power to captivate, engage and convert users. As visual marketing mediums like Instagram Reels and TikTok continue to expand, video content has quickly become the essential content pillar for brands across industries. Motion makes it easy for consumers to imagine a product in real life — and the more they can picture it, the more inclined users are to make a purchase.

Video effectiveness is even higher on channels like Instagram and Pinterest, where the format stands out against static imagery in the main feed.

Marketers know that video is becoming increasingly important for capturing attention across marketing channels. Improving their video strategy and engagement are primary tactics for growing audience and brand equity. Marketers report that video generates greater ROI on social media and consumer sentiment toward video is stronger than ever. Video offers a not-to-be-missed opportunity for brands to invest in deeper storytelling and product education to develop an impactful multichannel marketing strategy.



Expand Your Reach With Paid Social

Running paid social ads will undoubtedly help increase sales – as long as it's done correctly. Paid social channels equip brands with the tools they need to increase brand exposure and amplify social ROI.

Marketers have long believed in the "Rule of 7," which states that consumers need to hear or see an advertisement seven times before taking action. Social media advertising makes it easier to implement this concept, enabling brands to have multiple touchpoints on different channels with the same audience.

Because of this, it's critical to get visuals right every time to maximize ROI across paid channels.

Here's how to do it:

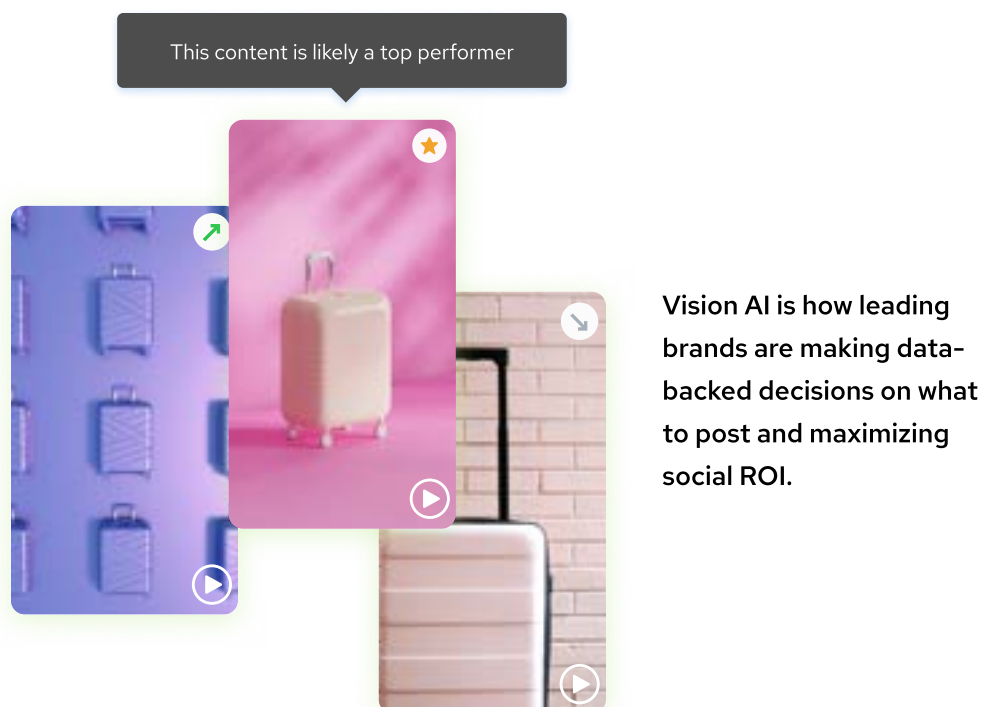
- 1** Target your audience wisely by ensuring you're choosing the right demographic, location and interests. Understanding your organic social audience is the way to discover where you're missing out on key paid demographics.
- 2** Bridge the gap between organic and paid content strategies to establish one source of truth. Your top-performing organic photos and videos will translate into high-performing paid social ads.
- 3** Choose the right channel for the message you're trying to relay by meeting users where they're at. For instance, Pinner users are often further down the funnel than Instagram users who are often in discovery mode, so it's critical that you craft your content and messaging accordingly.

TIP 8

Curate Content That Resonates With Your Audience

Stopping the scroll is paramount when it comes to organic social but it can be hard to achieve. Your online audience's tastes and preferences become crystal clear when you get granular with your photo and video performance. Understanding what styles of visuals your followers care about in real-time is critical to improving engagement over time and maintaining an active community.

With [Dash Social's Vision AI](#), understanding your audience has never been easier. Vision AI technology is woven into every part of the Dash Social platform and has the ability to predict content performance before it even goes live based on previous post performance data and years of learning. Quickly see which pieces of owned, earned and paid content are actually resonating with your audience, ultimately streamlining your content selection process and maximizing your engagement.

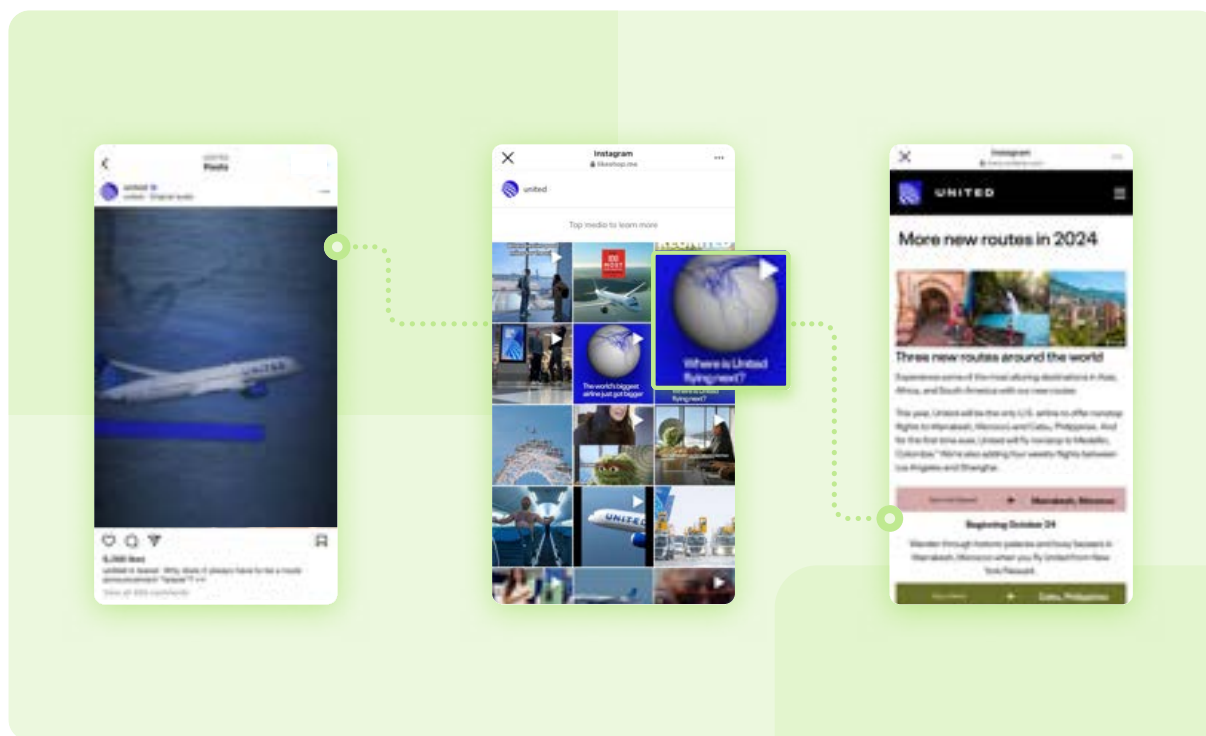


TIP 9

Convert Your Followers Into Customers

Link-in-bio solutions are a tool that has proven their worth time and time again and are an essential part of any brand's social media profiles. Rather than making your audience track down a certain product they've seen in a post, using the hyperlink in your profile as a direct shopping conduit simplifies and optimizes the process. Attaching product links to posts and pairing them with a strong CTA makes the transition to sale seamless.

[Dash Social's LikeShop](#) helps brands make transactions on social media effortless and any post shoppable. Without messy, time-consuming e-commerce integrations, you can take users from discovery to purchase in seconds.



For [United Airlines](#), LikeShop plays a key role in their social strategy, helping them drive site traffic, new users and overall brand awareness. Using the LikeShop link-in-bio, followers can switch from United's social feeds to their website pages in a matter of seconds, allowing for a seamless user experience.

Top Priorities for Enhancing Sales With Social Media

Consumers value brands that meet them on their channel of choice, and it's a valuable opportunity to move consumers further down the marketing funnel. Implement innovative tactics, invest in new technologies and stay loyal to your brand community to increase conversions across your most important social channels. **Here's what should be top of mind to increase sales with social media:**

Capitalize on new commerce features

The commerce features on platforms like Instagram, Facebook, TikTok and Pinterest create invaluable opportunities for brands to create a seamless in-app shopping experience for consumers.

Prioritize personalization

Photos, videos and engaging content are the core to driving revenue on any marketing channel. Brands must have a pulse on their community's visual preferences to fuel engagement and revenue across all channels.

Leverage community-created content

User-generated content has been proven to outperform branded content across all channels and is a secret weapon for optimizing your e-commerce and paid channels for conversions.

You don't have to figure out how to increase sales on social media on your own.

Discover how Dash Social can help you and your brand today.

[Get a Demo](#)

References

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³<https://financialpost.com/globe-newswire/izea-report-finds-55-of-social-media-users-have-made-influencer-driven-purchases-on-amazon>

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