



EQUIVITY

# Your Ultimate Guide to Multi-Platform Sales



# Introduction



Whether you're just starting out or looking to expand your online presence, mastering the art of selling across platforms is crucial. Unlock the secrets to success with this comprehensive guide, filled with expert advice to elevate your sales game across various platforms, from mastering Instagram DMs and shopping features to unlocking the potential of your website, TikTok, and Amazon.

# How to Sell Using Instagram DMs



01

## Engage with Eye-catching Content

Post captivating pictures featuring your brand on your Instagram feed. Make sure your brand name is prominent in these visuals to increase brand recognition.

02

## Direct Messaging (DM)

Since your website might still be in the works, utilize DMs as a sales channel. Encourage followers to contact you via DM with payment and delivery methods inquiries.



# How to Sell Using Instagram DMs



03

## Manual Process, Maximum Results

While selling via DM requires manual effort, it's an effective way to generate revenue, gather valuable user feedback, and garner positive reviews without needing an online store.

04

## Personalized Approach

Tailor your DM responses to each customer's inquiry. Use their name and address to provide a personalized shopping experience, fostering trust and loyalty.

05

## Exclusive Offers

Offer exclusive discounts or promotions to customers who engage with you via DM. This creates a sense of exclusivity and incentivizes followers to reach out to you directly.

# How to Sell on Instagram Shopping



**Set Up Your Business Profile** Ensure you have a professional account and a business profile that adheres to Instagram's guidelines.

**Utilize Instagram Shops** Instagram encourages opening shops using its native integration with platforms like Shopify. However, you can use any online shopping platform of your choice.

**Content is Key** Consistently create original content to attract followers. Regular posting is essential for building a loyal audience.

**Leverage Shoppable Posts** Tag products in your pictures and stories to enable users to purchase directly within the app. Aim for at least nine shoppable posts to activate the Shop Tab on your business profile.

**Harness the Power of Hashtags** Use hashtags strategically to categorize your content and increase its discoverability. Create a branded hashtag to encourage user-generated content and amplify your brand's reach.

**Diversify Content Formats** Experiment with various content formats such as photos, Stories, Reels, product updates, and quizzes to keep your audience engaged.



# How to Sell on Instagram Shopping

**Engagement is Key** Foster discussions in the comments section, encourage sharing and collaborate with influencers in your niche

**Analyze and Adapt** Use Instagram Insights to track your performance metrics and adjust your strategy accordingly.

**Stay Authentic** Authenticity is crucial on Instagram. Create genuine, engaging content that resonates with your audience.

**Consider Advertising** When your budget allows, explore advertising options on Instagram to boost your visibility further.

**User-generated Content** Encourage customers to share photos of themselves using your products and feature them on your Instagram page. This showcases real-life usage and builds a sense of community around your brand.

**Behind-the-Scenes Sneak Peeks** Share behind-the-scenes glimpses of your product creation process or company culture. This humanizes your brand and helps establish a deeper connection with your audience.



# How to Sell on Your Website



## Choose a Reliable E-commerce Platform

Select a user-friendly e-commerce platform like Shopify, WooCommerce, or BigCommerce to build your online store.

## Design a User-friendly Website

Create a visually appealing and easy-to-navigate website that showcases your products effectively.

## Optimize for Mobile

Ensure your website is optimized for mobile devices since most online shopping is done on smartphones.

## Implement Secure Payment Options

Offer secure payment options such as credit/debit cards, PayPal, and other trusted payment gateways to build customer trust.

## Provide Detailed Product Information

Include comprehensive product descriptions, high-quality images, and customer reviews to help shoppers make informed purchasing decisions.

## Offer Seamless Checkout Process

Simplify the checkout process with features like guest checkout, one-click payments, and multiple shipping options to reduce cart abandonment rates.



# How to Sell on Your Website



## Live Chat Support

Implement a live chat feature on your website to assist customers with inquiries or concerns. Prompt responses can help increase conversions and reduce bounce rates.

## Email Marketing Integration

Collect email addresses from website visitors and implement an email marketing strategy to nurture leads and drive repeat sales. Offer exclusive deals or sneak peeks to subscribers to keep them engaged.

## Maximize for SEO

Make sure your website can be easily found by Google and Bing searches. It's important to maintain an error-free site, excellent user experience, and engaging keyword-focused content.



# How to Sell Using TikTok

With pending legislation issues looming over TikTok, it's essential to consider the platform's stability before diving into selling on it. Recent developments suggest potential regulatory changes that could impact the platform's operations and user base. This uncertainty raises concerns about the long-term viability of using TikTok as a sales channel.

However, if you decide to proceed with selling on TikTok, here are some strategies to maximize your success:

## 01

### **Create Compelling Content:**

Develop engaging and entertaining videos showcasing your products. Use TikTok's creative tools, such as filters, effects, and music, to make your content stand out.

## 02

### **Utilize Hashtags and Challenges**

Use trending hashtags and challenges to increase the visibility of your TikTok videos. Participating in viral challenges can help you reach a broader audience.



## How to Sell on TikTok

03

### **Collaborate with Influencers**

Partner with relevant TikTok influencers in your niche to promote your products to their followers. Influencer marketing can help you tap into their engaged audience and drive sales.

04

### **Trend Hijacking**

Keep an eye on TikTok trends and incorporate them into your content strategy when relevant. By aligning your videos with popular trends, you can increase your chances of going viral and reaching a wider audience.

05

### **User-Generated Challenges**

Create challenges related to your products and encourage users to participate and share their videos using a branded hashtag. This boosts engagement and generates user-generated content that can be repurposed for marketing purposes.

# How to Sell on Amazon

1

## Set Up Your Seller Account

Create an Amazon seller account and choose the appropriate selling plan for your business needs.

---

2

## Optimize Product Listings:

Write compelling product titles detailed descriptions and include high-quality images to make your products stand out in search results.

---

3

## Utilize Amazon Advertising

Use Amazon's advertising tools, such as Sponsored Products, Sponsored Brands, and Sponsored Displays, to increase your product visibility and drive sales.

---

4

## Optimize for Keywords

Research relevant keywords related to your products and incorporate them naturally into your product listings. This improves your visibility in Amazon search results and increases the likelihood of your products being discovered by potential customers.

---

5

## A/B Testing

Experiment with different product images, titles, and descriptions to see which combinations result in the highest conversion rates. Continuously optimizing your listings can lead to improved sales performance over time.



# Get Started!

By implementing these strategies across multiple platforms, you can maximize your sales potential and establish a strong online presence for your brand.

Remember, consistency, authenticity, and adaptability are the keys to success in e-commerce and social media marketing. Start selling with confidence and watch your business thrive!



# Sales Channel Cheat Guide

|                                     | YOUR WEBSITE   | INSTAGRAM                                    | TIKTOK   | AMAZON   |
|-------------------------------------|--|--|--|--|
| <b>OWNED ASSET/LEVEL OF CONTROL</b> | Yes / Full Control                                     | Yes / Control                                | Yes / Control  | No / Little Control                                    |
| <b>SET UP COST</b>                  | Only if Outsourced                                     | Only if Outsourced                           | Only if Outsourced                                       | Yes / Listing Fee                                      |
| <b>ONGOING COST</b>                 | Varies Depending on E-Comm Platform and Payment Method | \$5/month Shopify Starter Plan               | \$5/month Shopify Starter Plan                           | \$39.99 per month or \$.99 per transaction             |
| <b>TRANSACTION FEE</b>              | Varies Depending on E-Commerce Platform (2.3% to 5%)   | 2.3% to 5% for Non-Shopify E-Commerce Stores | Under evaluation (TikTok Shop in early stages in the US) | 15% to 22% plus additional refund and non-selling fees |
| <b>LEVEL OF VISIBILITY</b>          | Need Content to Grow Followers                         | Need Content to Grow Followers               | Need Content to Grow Followers                           | High Visibility (56% market share)                     |
| <b>EASE OF MANAGEMENT</b>           | Fairly Easy  | Easy   | Easy   | Must Meet Standards                                    |
| <b>ABILITY TO EXPAND</b>            | Yes  | Yes  | Yes  | Yes  |
| <b>COMPETITION ON PLATFORM</b>      | None   | Medium                                       | Medium   | High   |
| <b>LAUNCH TIMELINE</b>              | 4 to 6 weeks   | 1 week (DM)<br>3-4 weeks Shop feature        | 1 week   | Lengthy / Must Have Final Product and Social Presence  |
| <b>MARGINS</b>                      | Highest  | High   | High   | Lowest   |