

Start Selling Through Social with 3 Awesome Post Examples

According to recent research by BlueVenn, 17% of shoppers do not plan on shopping in stores this year (up from 8% in 2019) and it makes sense that 61% of marketers fear losing their business to online sources.

If you're one of those marketers or businesses who worries your customers are leaving you for online shopping, you need to take action.

We know not everyone feels confident enough to implement e-commerce and certainly not mid-way through December or later. But we do have an easy way to get online and start selling there this afternoon.



[E-commerce Is the Way to Go](#)

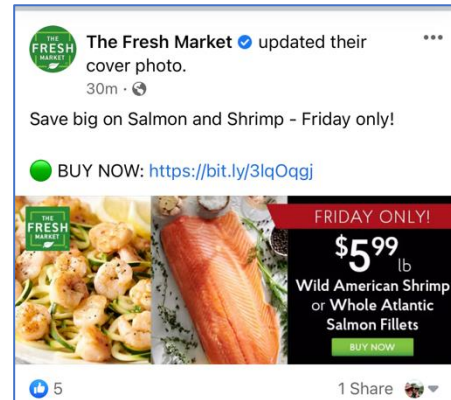
In the long-term, you should be implementing an e-commerce system on your website if you have goods or services to sell. For one, people will likely be shopping online a lot and that probably won't change. Plus, the suggestion we have below is a short-term one. With social media, you're investing time in a property you don't own and that can be problematic.

But for now, to meet the needs of holiday shoppers, you want to get up and running "yesterday." If you don't have a time machine, here's how you can do it quickly with no techie know-how.

Publish a Flash Sale

Appeal to the impulse buyer by announcing a great deal for a very limited time like Fresh Market did here. They added this pic as their cover photo to ensure it got lots of coverage.

Not only does it have a prominent position on their page, cover changes seem to do better in feeds as Facebook appears to share them widely.



Lift Them Up

People could certainly use a feel-good message these days. This ad by Awareness Jeweler assuages a very common insecurity that people have, particularly around the holidays. They wonder if they are enough. If they'll find the right mate, the right job, the right line of work, etc.

There's also a nice call to action at the end.

This is certainly a challenging time with more and more buyers saying they will shop entirely online for the near future. You need to be on there. It doesn't have to be complicated and you can leverage resources you already have set up.

When creating your posts, keep in mind, people are on these sites to be entertained and inspired, not sold to. If you don't have a sizeable following, you may want to run some sponsored ads to call attention to your offerings. Make them look like personal posts, not ads, for the greatest level of success. If you let your personality shine through, people will buy from you whether you're online on social media or sitting at your business greeting visitors.

