

# Co-Creation Hub IV: Digital Sales & E-commerce Growth



## Let's Talk about Digital Sales & E-commerce

1. What is E-commerce for your enterprise?
2. Why invest in Digital Sales & E-commerce? What is your expected growth in sales from the digital platform? (quantify! e.g. increase by XXXX units daily? Weekly? Monthly?)
3. Do you have a stable internet connection to execute your Digital Sales strategies? What are your connection options? Is the bandwidth sufficient for you to upload content and execute online sales transactions?
4. Utilizing Digital Sales & E-commerce modelling techniques to upscale a business plan
  - a. Will you pursue B2B? B2C? C2C? etc.
5. Do you need a website? Or Facebook Page will suffice? Do you have complicated or simple online transactions?
  - a. List your types of transactions for your enterprise that you intend to do online (e.g. selling of product Category A\*? (\*possibly products that are easy to package and doesn't need much customization? e.g. RTW dresses)
6. Do you have the budget to create and maintain a website? (i.e. development costs, hosting fees, website community management?) If no and if your transactions are simple, start your e-commerce strategy using Facebook Pages.

## Build Your Business Digital Sales & E-commerce Blueprint

### STEP 1: On creating Facebook Pages

1. What is your Brand Personality? How will you communicate it consistently across your FB Page?
  - a. On your Profile Photo? (do you already have a logo? If you have one, does it represent your enterprise well?)
  - b. On your Cover Photo? (does it give the audience an idea of what you do as a business?)
  - c. Enterprise Information? (what you want them to learn about your enterprise initially?)
  - d. Contact details? Location?
  - e. What's your story? (do you have one? What inspired you to start your business?)
2. What are your objectives for your FB Page? (e.g. just for basic awareness? Leads? Bookings? Sampling?) Do you have the proper 'Call to Action' button?
3. What is the expected impact on 'BRAND' awareness? How do you intend to increase awareness of your 'brand' on the digital platform? How will you monitor your progress? (i.e. number of new page likes? Followers?)
4. Do you know your audience by heart? How many types of audience/customers do you have? Do you have an idea how they behave? How will you connect/communicate with them (i.e. tone, language, visuals etc.)

### STEP 2: On Content Rules

1. Do you already have a Content Plan? (see template and sample input below)

Date	Theme	Format	Visual	Visual Type	Caption
Xx/xx/xx	Promo or new item?	Story	Story should start with 2 customers sitting together next to our top 3 desserts, followed by a sale - Buy one, get one	Video	Bring a friend and celebrate the first day of the month with a buy one get one free #dessert—we hope you have a sweet month! #specialoffer #storename

2. Are your visuals/captions consistent with the personality of your page?
3. Are your posts actionable? (are they designed to generate the reaction you want from the audience?)
4. Double check: are your content aligned to your business goals and target audience? Non-alignment may result to poor engagement
5. Are your planned posts focusing on recent, personal and/or meaningful content?

### STEP 3: On Creating Content and Effective Engagement Strategies

1. Are you following the '3-second rule'?
2. Are you posting high-quality photos? Videos?
3. Are you doing RELEVANT CREATIVE? RIGHT communication? RIGHT people? RIGHT time?
4. Are properly organizing/remixing your 'ASSETS'? (e.g. previous photo assets, can you easily locate them for future remixing/reuse?)

### 5. Are your planned posts optimized for mobile?

#### 6. CRAFTY ON A BUDGET: You can prepare the ff for your own product shoot:

- a. Inexpensive tripod with phone mount (make sure it fits your phone)
- b. Clamp lights or other any other light source with white light (desk lamps are ok). Alternatively, you could use strong natural light.
- c. Colored paper or backdrop to set the scene
- d. Foam board to bounce light
- e. Contact paper to place onto boards to create interesting scenes
- f. Download the Boomerang, Layout or Hyperlapse app

#### g. A product to shoot!

### 7. Do you have upcoming event/s that maybe of interest to your audience/customers?

### 8. Do you have products that you can display and sell on the FB Shop? Are your 'assets/photos' for your shop ready? Is your pricing well thought out? Is your person in charge for online queries ready?

## Know More - Additional Resources

### [Grow Your Business in 30|60|90](#) (Login with your FB account to access the content)

Ready to grow your business? Learn the skills you need to move your business forward with Facebook and Instagram. You will find courses that have been broken down into levels that map to your business needs. Take these courses in the first 30 days, 60 days and 90 days. Please note that some courses are currently only available in English.



 <p><b>Foundation Level</b> Get started with the Facebook Family of Apps and Services</p>	<p><b>30 days</b> You've created your business page. Now it's time to build your brand presence. Engage more people by creating great content that gets you noticed and tells your business story.</p>
 <p><b>Intermediate Level</b> Define a Measurable Business Goal</p>	<p><b>60 days</b> You've implemented the tools and discovered what works. Now keep moving to connect with the right people and achieve your goals.</p>
 <p><b>Advance Level</b> Targeting Custom Audiences</p>	<p><b>90 days</b> You are now an experienced Facebook or Instagram marketer. Take your skills to the next level.</p>