



Module 2: How to Implement Social Commerce?




How to Make Sales and Manage Shipping in Social Commerce?

Social Commerce integrates **social media and e-commerce**, allowing businesses to sell products directly within platforms. This guide covers the essential steps and official procedures to effectively set up, manage sales, and handle shipping in Social Commerce.

A. Setting Up for Sales

Step 1: Choose the Right Platform

Different platforms cater to unique audiences and product types. Selecting the right platform ensures maximum reach and engagement.

-  **Instagram & Facebook Shops:** Best for visually appealing products like fashion, jewelry, and home décor.
 - ✓ **Example:** A boutique selling handmade clothing uses Instagram to tag products in posts.
 -  **TikTok Shopping:** Ideal for **trend-driven** products like gadgets and casual wear.
 - ✓ **Example:** A tech accessories brand uses TikTok videos to demonstrate how magnetic phone mounts work.
 -  **Pinterest Shopping:** Perfect for **DIY, creative, and lifestyle products**.
 - ✓ **Example:** A furniture brand curates **mood boards** on Pinterest featuring linked products for purchase.
-



Step 2: Register as a Business

To operate legally and build trust, businesses must **comply with regulations**.

✓ Business Registration:

- Choose a business structure (e.g., Sole Proprietorship, LLC).
- Register a business name.

✓ Tax Compliance:

- Obtain a **Tax ID** to report earnings.
- Register for VAT if selling internationally (EU).

✓ Licensing:

- Acquire necessary industry-specific permits (e.g., food, health, electronics).

📌 Example:

- ✓ In the U.S., sellers must obtain a **Sales Tax Permit and EIN**.
 - ✓ In the EU, VAT registration is mandatory for cross-border sales.
-

Step 3: Set Up Payment Options

Offer multiple secure payment methods to accommodate different customers.

✓ **Integrated Payments:** Use platform-supported options like **Meta Pay** (Instagram) or **TikTok Pay** for seamless transactions.

✓ **External Payment Gateways:** Include **PayPal, Stripe, or Square** for flexibility.

✓ **Localized Payment Solutions:** Consider **lyzico (Turkey)** or **Razorpay (India)** for region-specific customers.

📌 **Example:** A jewelry store on Facebook Shops **offers both Meta Pay and PayPal** to maximize accessibility.



B. Product Listing and Marketing

Step 1: Create Attractive Product Listings

✓ **High-Quality Visuals:** Use professional images and videos.

- **Lighting:** Use natural or studio lighting to highlight details.
- **Angles:** Show multiple perspectives.
- **Videos:** Demonstrate product usage in real scenarios.

📌 **Example:** A skincare brand posts a **short video showing serum application** alongside product images.

✓ **Detailed Descriptions:**

- **Key Details:** Size, material, usage instructions.
- **Benefits:** Explain how the product solves a problem.
- **Tone:** Align with brand identity (e.g., playful, informative, luxurious).

📌 **Example:** A handmade candle listing includes:

- ✓ **Size:** 8 oz.
- ✓ **Material:** 100% soy wax with essential oils.
- ✓ **Use:** "Perfect for relaxing evenings. Burns clean for up to 40 hours."

✓ **Tags and Categories:**

- **Relevant Keywords:** Optimize for search.
- **Categories:** Group similar products.
- **Hashtags:** Use popular hashtags for discovery.

📌 **Example:** A handmade soap store **tags posts with #organicsoap, #selfcare, #naturalskincare** to increase visibility.



Step 2: Engage Customers

Live Selling:

- Platforms: **Instagram Live, TikTok Live, Facebook Live.**
- Content: Product demos, **behind-the-scenes footage, limited-time offers.**
✓ **Example:** A jewelry store offers a **10% discount during a live event.**

Interactive Content:

- **Polls & Q&A:** Use Instagram Stories to **survey audience preferences.**
- **User-Generated Content:** Encourage customers to **share their experiences.**
- **Challenges:** Create interactive challenges related to your product.
✓ **Example:** A fitness brand asks customers to **vote on their favorite yoga mat color.**

Influencer Collaborations:

- **Selection:** Choose influencers aligned with your target audience.
- **Content Formats:** Sponsored posts, reviews, giveaways.
- **Tracking Success:** Use **discount codes** or **affiliate links.**
✓ **Example:** A sustainable fashion brand **partners with an eco-conscious influencer** to showcase its latest collection.

C. Managing Sales and Shipping


Step 1: Process Orders

✓ **Use an Order Management System (OMS):**

Platforms like **Shopify** and **WooCommerce** help track orders and update inventory in real-time.

✓ **Inventory Updates:**

Use tools like **TradeGecko** or **Zoho Inventory** to **synchronize stock across multiple sales channels.**

 **Example:** A home décor brand selling on Facebook Shops **automatically updates inventory** when products sell.



Step 2: Confirm Payments

✓ Payment Verification:

Ensure transactions **are successfully processed** before dispatching orders.

- Use **real-time confirmation tools** (e.g., PayPal, Stripe).

✓ Fraud Prevention:

- **Verify large orders** or **mismatched billing and shipping addresses**.
- Use secure payment options with fraud detection features.

📌 **Example:** A high-end electronics retailer **flags suspicious transactions** where billing and shipping addresses don't match.

D. Shipping Procedures

Step 1: Choose a Shipping Partner

- ✓ **Local Couriers:** Ideal for domestic shipping (e.g., USPS, Royal Mail, DHL).
- ✓ **International Logistics:** Use **FedEx, UPS, Aramex** for global shipping.

📌 **Example:** A handmade rug seller in Turkey **uses Aramex for international orders**.

Step 2: Secure Packaging & Branding

✓ Packaging Tips:

- **Fragile items:** Bubble wrap, foam inserts, and "Fragile" labels.
- **Perishables:** Insulated packaging and cooling packs.

✓ Branded Packaging:

- Use **custom boxes, stickers, thank-you notes**.
 - ✓ **Example:** An organic skincare brand **includes a free product sample** with each order.
-



Step 3: Fulfill Shipping Requirements

✓ Documentation:

- **Invoices:** List product details and prices.
- **Packing Lists:** Provide itemized lists.
- **Customs Forms:** Required for **international orders**.

📌 **Example:** An artisan jewelry store **adds invoices and customs forms** for smooth cross-border shipping.

✓ Tracking Shipments:

- Use **automated tracking notifications** via courier platforms.
 - ✓ **Example:** A children's toy store **emails customers tracking updates**.

E. Post-Sale Engagement

📌 Request Feedback:

- Send a **follow-up message** requesting a review.
- Offer **discounts** or loyalty points for feedback.
 - ✓ **Example:** A bakery encourages customers to **post photos on Instagram** using a branded hashtag.

📌 Customer Support:

- Provide **chat, email, and social media** support.
- Resolve **complaints quickly** to maintain trust.
 - ✓ **Example:** A tech store **ships a replacement phone case for free** after a customer reports a defect.

📌 Loyalty Programs:

- Use **point-based rewards, exclusive discounts, VIP perks**.
 - ✓ **Example:** A fashion retailer **offers free shipping** for customers who spend over \$500 annually.
-



F. Official Procedures & Compliance

✓ Tax Reporting:

- Collect and remit **sales tax** according to country regulations.

✓ Consumer Protection:

- Clearly state **return policies and refund conditions**.
-

G. Tools & Resources for Social Commerce

📌 **E-Commerce Platforms:** Shopify, WooCommerce, BigCommerce.

📌 **Social Commerce Tools:** Instagram Shopping, Facebook Shops, TikTok Business Suite.

📌 **Shipping Solutions:** ShipStation, EasyShip, Pirate Ship.

📌 **Payment Gateways:** PayPal, Stripe, Square.

📌 **Marketing Tools:** Canva, Hootsuite, Google Analytics.

Conclusion

Selling and shipping in Social Commerce requires **strategic planning, compliance with regulations, and efficient logistics**. Businesses that optimize their **platform selection, marketing, order processing, and post-sale engagement** will maximize customer satisfaction and long-term success. 🚀