

A Companion Booklet To The
Make-Sell-Grow Video Series

THE WRONG WAY TO USE INSTAGRAM FOR ECOMMERCE

A behind the scenes look at
a recent auction and how
we used social media to
engage prospective buyers

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A note from the author: This booklet is a transcription of a video presentation. Therefore, the writing style reflects spoken, rather than written, presentation mannerisms. While that may be frustrating, it is the simplest way to share this information with you weekly.

Liberty Jane Media
How Not To Use Instagram For Ecommerce

By Jason G. Miles

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Hey, everybody this is Jason Miles and in today's video I'm gonna talk about the wrong way to use Instagram and Pinterest in support of your ecommerce business.

And whether you're an artist or crafter or you've got another online selling business. I wanna talk about how to use those social media platforms to be successful.

I've been really blessed and honored to have the best selling book on Instagram, on the market place right now and is [*Instagram Power*](#), and this morning as I looked it was ranked number nine on amazon in the retail category, and it was number 14 in all of marketing.

So I wanna talk about the way we use it in support of our business and to do that I'm gonna take you behind the scenes of an auction that we just completed last night. I did the screen capture of it while it was ending. And I wanna talk to you, not only about how we set it up, but how we use social media, not only Pinterest and Instagram, but also YouTube and Facebook to really attract people to it and engage people into it.

You might be saying, "I'm not in the auctions." "that's not my things, I don't like eBay." But I think you'll gain a lot out of this, especially if you've ever wondered how we're using auctions to sort of position ourselves in the market place so I'll kinda do a behind the scenes and sort of talk through the details of this, in really a way that I've never done before. And then so let's jump into it together and I'll walk you through it from there. Let's go.

Okay, so here we are inside the auction, you can see there about 11 minutes left and the current bid price is \$475 and there are 37 bids. Now, interestingly this took about a week to get to a \$180 and then earlier today, it popped up to \$370 and then \$475, so it's been moving all afternoon incrementally.

So let me show you what this auction is and then we're gonna talk about the social media strategies involved.

So first thing you ought to know, if you're not familiar with how we do this is that we publish these auctions under this international collection concept, where we have Euro Libby, Malibu Libby, Outback Libby, and Tokyo Libby.

I know it might sound funny, but our goal is not actually to run our business off of the money from these auctions. Our goal is to create what you might call signature pieces or statement pieces out of these auctions. We want to mesmerize our prospective customers, fans, and followers and get people's attention with these auctions.

So Cinnamon literally take three weeks or more to make these outfits and you

might not understand that - I don't have time in a 10 minute video to explain the ways in which we monetize, or make money, but suffice it to say these auctions are really just a way to get people's attention and interest and in this case of course also to raise money for great charity cause, which is a key part of this successfully auction.

Now I'm gonna talk about the most important aspect of an eBay auction and that is, if you scroll down to the bottom of an auction, you'll see how many people have viewed the auction. In this case it's 2,484 and the way in which we get that to occur is really through social media and email marketing.

And so I wanna talk about that part of this now. Just as context, most eBay auctions will get maybe a 100 to 200 page views, if you've got something interesting that you're listing and frequently some eBay auctions have literally just 10 or 20 page views. So to have 2,400 is pretty staggering and that's really the underlying sort of driver of what's happening with the bid prices.

Let's look at some of the social media sites that we use in support of all these auctions.

Okay, so here we are and the first social media we are currently looking at is Instagram, and I mentioned at the beginning of this video that I wanted to share ways in which people make a mistake in using Instagram and Pinterest in support of their ecommerce work and so let me just mention that error I see people making and then talk about how we're using it.

Obviously you can see this at Liberty Jane Clothing Instagram account. We've got 6,151 followers which isn't a great number by Instagram standards. A lot of people that make a mistake when they start using Instagram by focusing on the niche or category level imagery and sharing things daily at that level. They are niche centric, but not specifically focused on their own brand or products.

It's a real mistake to do that because although you might grow a large following on Instagram, you won't have a following that is really passionate about your specific brand or your specific items.

So we deliberately focus on trying to cultivate our group of raving fans through Instagram. And I'll encourage you to do the same thing and the way we do that is we focus on a sharing behind the scenes or sneak-peek type images frequently of projects that we're working on.

And so you can see in this case, the image that we've shared as a release to this auction. So once you look at it more closely you can see it says sneak peek - first auction of the fall goes up tomorrow night.

And so it's just a teaser, it doesn't even give an image of the entire outfit at

all. It's just sort of a close up of the fabrics, so we're using this to basically pique people's interest and as a teaser to share interest and get interest in terms of what we are trying to accomplish.

So, avoid being overly general in terms of the items you share.

Now, here's our Pinterest account, obviously we use Pinterest as well. We've got 11,283 followers in Pinterest. Now, with Pinterest, it's a little different. We use Instagram to do pre-launch image sharing and then when the auction is live or the outfit is out there, or the product is available, then we share it on our Pinterest board.

The other channel that we use is YouTube. You can see this is our YouTube channel and we made a little video of the auction item. We actually have this video embedded in the auction. And so it's sort of a collection of the images with some additional video footage.

Now, you can see up in the top left corner that our YouTube channel has 14,000 subscribers, 2.4 million video views. We started our YouTube channel back in 2008 right when we started doing our work. It was really the first way in which we started trying to find sources of traffic outside of EBay. And so that's our YouTube channel.

And then of course there's Facebook - 36,000 fans on our Facebook. We use Facebook before, during, and even after the auction is over and especially in the last few hours before the auction ends. We'll share information about how the auction is doing on our Facebook fanpage.

Now, there's another tool that we use besides these four that's probably more important than any other, and that tool is e-mail marketing. And in particular, in this case, for this auction, we had three e-mails that included details about this auction. And currently, our e-mail list is about 43,000 people.

Now, with all of these platforms, Instagram, Pinterest, YouTube, and Facebook, and then e-mail as well, you might be looking at our listing to our numbers thinking, "Gosh! No wonder this went well. You have a big list."

But just to remind you of the fact that we started doing these auctions in 2008 without an e-mail list, without a Pinterest or Instagram account, without a YouTube account, and all we had was just the pure traffic that EBay would send to us.

Now, if you're in that situation right now with EBay, Amazon or Etsy where you're just depending on the traffic that comes from those sites, the sites you sell on, then I encourage you to think about ways you can begin to identify additional sources of traffic. That's really the primary strategy that we would

suggest.

And it's not just any traffic; it's passionate, loyal, engaged fans and followers. People who really really have enthusiasm for your work. Those are the fans you want to target on those sites and find on those sites and cultivate and then invite into your auction or if you're doing a product launch, invite them into your product launch.

So those are the ways in which we use social media.

Now, let's jump back into the auction here, we've got just about a minute left and I'm gonna walk you through just this last minute and we'll see if it's gonna pop here.

We've got \$475... Oh, there it goes. So \$485 is the current bid. We're gonna watch it count down here and see if it pops. Usually in the last minute of an auction, you'll see it pop and basically there are people seating there at their computers deciding on their final bid price and how high they're willing to go.

And so there's a lot of enthusiasm, a lot of energy around these auction as they end and usually it's just in the last few seconds where it will end up popping for a large number.

And I realized you might not be into auctions but in whatever online selling effort you do, try to think about ways you can use Instagram, Pinterest, and the other sites.

Well, there it goes. Popped to \$500.

Try to think about the ways you can use those other social media platforms to drive additional engaged traffic to your auction.

And it's counting down now, 3, 2, 1, and it's over.

So it ended at \$500.77.

And so hopefully this has been a helpful behind the scenes little tour of what we've done here in eBay. And we'd really encourage you to think through your social media strategy and how it can serve your e-commerce efforts.

So thank you so much for watching. We'll see you.