

# Social Media Content Strategy Checklist for eCommerce Business

**1 Be 'Social'**  
Encourage your audience to leave a comment on your posts, videos, or join a Livestream.

**3 User-Generated-Content**  
Ask for customer feedback about specific products that you are selling on your eCommerce site.

**5 Collaborate with Bloggers**  
Influencers are also being used to market goods to followers.

**7 Be Multifarious**  
Create content that would speak to your audience and represent your brand's value, lifestyle, benefits as well as stand out your account. Use different categories of content as following: Behind the scenes images, product images, customer reviews, social contests or giveaway, sale or promotion

**9 Always Answer Comments & Direct**  
When they do take the time to comment, you also need to reply back.

**2 Optimize Your Instagram Profile**  
Add links to your eCommerce store, create a compelling bio, an easily recognizable display picture, save useful and eye-catching highlights, and follow trends.

**4 Live-Streaming**  
You can show your websites products and make it feel like your viewers are participating in an actual event.

**6 Visual**  
Show your customers what they are buying in detailed and colourful images. People are very visual, so this is really a great way to lock in a sale.

**8 Keep Active on Instagram**  
You should consistently upload content (feed and stories) if you want to succeed at any social media and drive traffic and buyers to your eCommerce website.

**10 Schedule**  
You should note when your audience is the most active and pay close attention to the channels they engage with.



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