

SELL MORE PRODUCTS ONLINE STEP THREE WHERE TO FIND CUSTOMERS

PART 2



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HOW TO CHOOSE WHAT TO FOCUS ON

- Don't worry about ALL the platforms out here
- Start with one or two
- Decide where to spend your time and focus based on 2 THINGS...
 - 1) Where your customers hang out
 - 2) What you LIKE and will actually DO
 - 3) Where can you provide unique value / perspective beyond what anyone else is already doing?



FOCUS

Give yourself permission to NOT do it all

Start small and add on as you go

YOU CAN DO IT ALL...JUST NOT RIGHT NOW



What's your #1 piece of advice for entrepreneurs who are starting their social media strategy from scratch?

- “Don't hop on every single social media platform. Figure out where your target audience spends their time and if that platform **works with your product or service**
- It's better to **be amazing at one or two** social platforms than suck on five or six.”

Peg Fitzpatrick, Author & Social Media Strategist
via the Shopify blog

OPC – OTHER PEOPLES' CUSTOMERS

- Naughty By Nature knows...
- INDIRECT competition
- What they spend money on BESIDES your product category
- Ask yourself this question...



If my ideal client work up today with \$100 in his/her pocket,
and is NOT going to spend it on my product category,

Where will he/she spend it?

BE SPECIFIC!

OPC – OTHER PEOPLES' CUSTOMERS

- Who does your customer do business with on a regular basis?
- If you sell dresses, where do they buy shoes? skin care? accessories?
- Think local too – salons, restaurants, bars, charities, churches...
- Who already has a list of your ideal customers?
- Follow these brands and start commenting, liking, and sharing
- This is also GREAT research for future collaborations and strategic partnerships



OPC – OTHER PEOPLES' CUSTOMERS

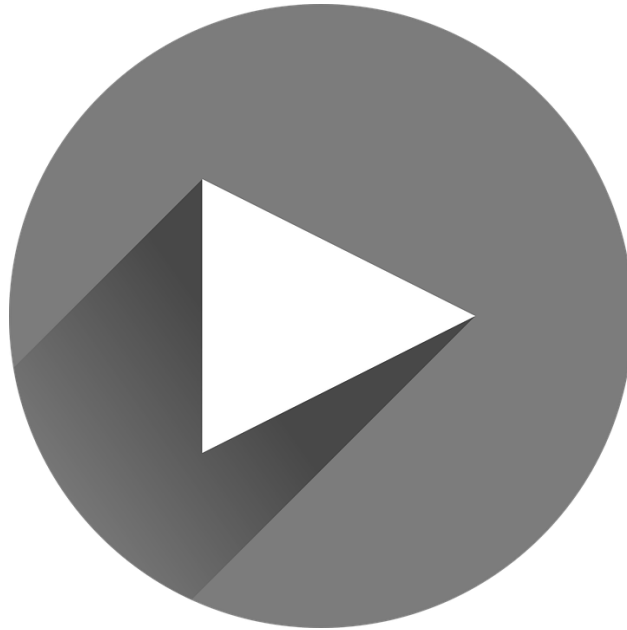


PING-ING

- After you figure out where your customers “hang out”, spend some time there!
- 10 minutes a day
- Be consistent
- Could be emails, notes, commenting on Instagram, blog comments, etc.
- Dig a well before you're thirsty



PING-ing AS A STRATEGY – SEPARATE VIDEO



GET KNOWN FOR SOMETHING

- It's a great strategy to get known for doing ONE product very well. Becoming a MASTER at it
- When it comes to marketing, it's the same thing
- You can become an expert in your niche, the go-to person on your topic
- WHAT COMES EASIEST to you is often the BEST
- What do people ask you about?
- In your group of friends, are you to go-to person for certain topics?



EXAMPLES: GET KNOWN FOR SOMETHING

- Product: aprons
- Expert: Stress-free entertaining – “5 Simple Tips to Take the Stress out of Your 4th of July Party”
- Product: costume jewelry
- Expert: How to be stylish without being a fashion victim – “The 3 Hottest Necklines for Fall and How to Pick the Right Necklace For Each One”



EXAMPLE

United States, \$ USD | English

NET-A-PORTER

★ | Register | Sign In

WHAT'S NEW

DESIGNERS

CLOTHING

SHOES

BAGS

ACCESSORIES

JEWELRY

LINGERIE

SPORT

BEAUTY

MAGAZINE

SEARCH

THE EDIT

CONTENTS – October 6 2016



WELCOME TO THE ISSUE



THE LIST



COVER STORY



VIDEO: VICTORIA BECKHAM



COATS TO COVET



BUY OF THE WEEK



NEED TO KNOW



HAIR & MAKEUP HOW TO



DREAM DESTINATION



THE CHIC ESCAPE



IF YOU ONLY BUY ONE THING

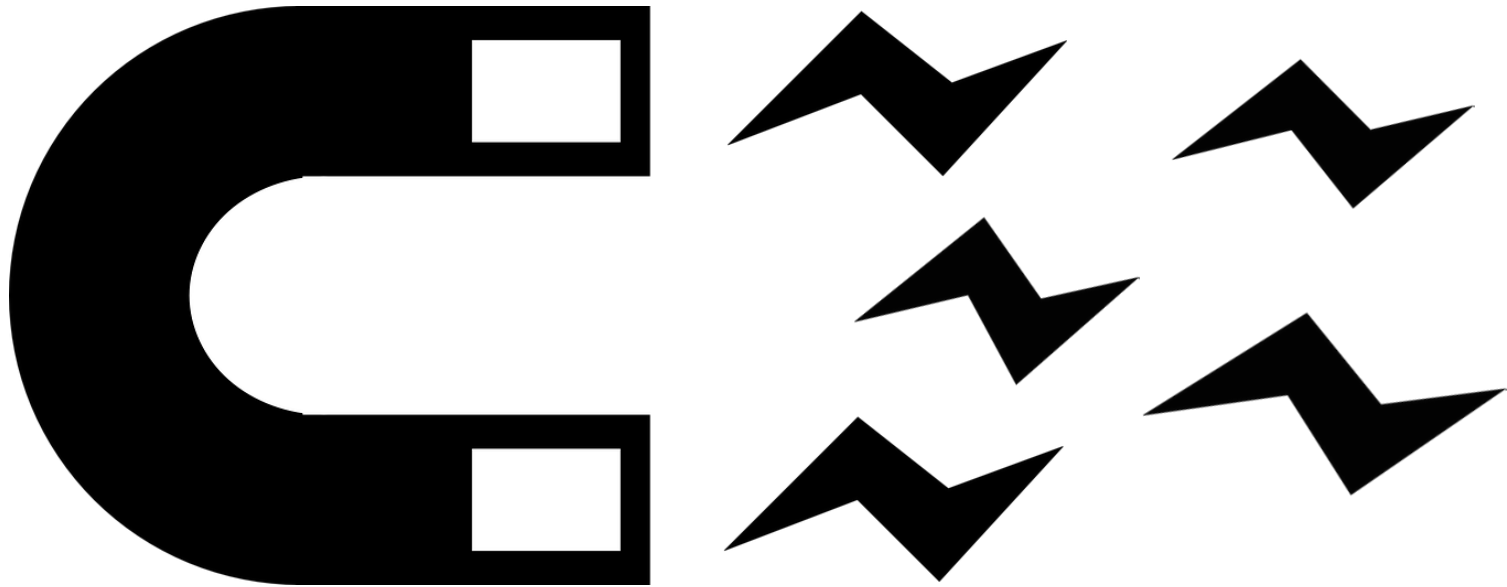


IN NEXT WEEK'S MAGAZINE



<https://www.net-a-porter.com/magazine/371/contents>

FIND PLUS ATTRACT



EXAMPLE: 70% of SITE TRAFFIC COMES THROUGH THE BLOG



Free Shipping
Over \$100



Easy Return
30 Day Policy



Questions?
650-492-4617

10am to 5pm PST
Mon. - Fri.

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Doily Mousepad



Personalize your mousepad with a lacy touch. Follow this tutorial to make this easy Doily Mousepad. These make phenomenal gifts! This project is very simple, but it takes several hours to complete. I was able to complete this project in 24 hours (taking into consideration all of the drying between layers). Monitor children if you [...]

Handkerchief Bib



Try this easy to sew Handkerchief Bib for a fun baby shower gift! It's simple to make in less than 10 minutes and it's perfect for personalizing. There definitely won't be another gift like yours at the

Receive A Free Book Of Crafts



Join our newsletter and receive a **FREE** ebook of super fun, original project and craft ideas for you and your family.

Get the free ebook now!

Sign Me Up!

Recent Posts

Doily Mousepad

YOUTUBE EXAMPLE: BEARDSMAN

The image shows a screenshot of the Beardbrand YouTube channel page. The channel name is "Beardbrand" with a logo featuring a beard inside a circle. The bio reads "beard. hair. grooming. every tuesday & thursday." Below the bio, there are social media links for YouTube, Facebook, Instagram, Twitter, and LinkedIn. The subscriber count is 142,353. A red arrow points from the subscriber count to the channel name. Another red arrow points from the channel name to the "Subscribe" button, which also shows the subscriber count. A third red arrow points from the "Subscribe" button to a box containing the text "142,353 subscribers". The video player shows a video titled "About Beardbrand and this Channel" with 47,215 views. The video description includes links to the Beardbrand website and the Urban Beardsman Channel. The video player controls show the video is at 0:07 / 2:43. The channel's navigation menu includes Home, Videos, Playlists, Channels, Discussion, and About. The "Support this channel" section is also visible, along with a list of "Beardbrand + Friends" including Urban Beardsman, Beardbrand Products, The Buon Life, and YoAnty.

Search

Upload

Beardbrand

beard. hair. grooming.
every tuesday & thursday.

142,353 subscribers

Beardbrand

Subscribe 142,353

Home Videos Playlists Channels Discussion About

About Beardbrand and this Channel

47,215 views 9 months ago

Visit Beardbrand: <http://bdbd.us/1mCpl2T>
Urban Beardsman Channel:
<https://www.youtube.com/Urb...>

Beardbrand is a men's grooming company that is focused on beard care products. We launched in 2012 when we started a blog, this YouTube channel, and a Tumblr account. For us our mission has been to foster style for the urban beardsman and provide tools that help men become better.
[Read more](#)

Support this channel

Not required at all, but greatly appreciated!

Support

Beardbrand + Friends

Urban Beardsman
Subscribe

Beardbrand Products
Subscribe

The Buon Life
Subscribe

YoAnty

Urban Beardsman Videos















YOUTUBE EXAMPLE: BEARDSMAN

1 Minute Beard Grooming”
598,000 views


“How to Apply Mustache Wax”
257.000 views

Home Videos Playlists Channels Discussion About

← Uploads

 <p>Growing Your Hair For Men Eric Bandholz 608,902 views • 2 years ago</p>	 <p>1 Minute Beard Grooming Jeff Buoncristiano 598,133 views • 1 year ago</p>	 <p>How to Deal With a Patchy Beard Eric Bandholz 583,161 views • 1 year ago</p>	 <p>Grow A Beard And Maintain It! Eric Bandholz 483,276 views • 4 years ago</p>
 <p>How To Straighten Your Beard Eric Bandholz 372,893 views • 1 year ago</p>	 <p>Remove The Beard Wave Jeff Buoncristiano 371,767 views • 2 years ago</p>	 <p>Growing A Beard As A Teenager Eric Bandholz 326,003 views • 1 year ago</p>	 <p>Sea Salt Men's Hairstyle Guide - Beach Hair Eric Bandholz 293,933 views • 1 year ago</p>
 <p>Manbun Short Hair Eric Bandholz 277,377 views • 1 year ago</p>	 <p>How To Grow Your Hair & Beard Faster Eric Bandholz 262,592 views • 1 year ago</p>	 <p>How To Apply Mustache Wax (Natural Style) Eric Bandholz 257,321 views • 3 years ago</p>	 <p>How To Use Beard Oil Eric Bandholz 249,028 views • 3 years ago</p>

EXAMPLE: VIDEO ON THE PRODUCT PAGE

Beardbrand


PRODUCTS


COLLECTION


RESOURCES


COMPANY


Q












Product page –


Video is the alternate view



TREE
RANGER

BEARD OIL

1 fl oz / 30 ml

beardbrand

TREE RANGER BEARD OIL

1 fl oz / 30 ml (3 month supply)

SILVER COLLECTION

★★★★★

1413 Reviews

\$25.00

100%
MONEY BACK
GUARANTEE

One-time purchase

AUTO-RESTOCK (with a small gift each shipment)

1

▲
▼

ADD TO CART

BLEND ATTRIBUTES

Leave a message

<https://www.beardbrand.com/products/tree-ranger-beard-oil>

19

YOUR OWN PLATFORM



BLOG, YOU OWN IT; SOCIAL MEDIA, YOU DON'T

Page

Messages


Notifications 4

Insights

Publishing Tools

Settings

Help ▾



Jane Hamill's
Fashion Brain
Academy
@fashionbrainacademy

Home

About

Photos

Videos


Likes

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Events

Posts

Manage Tabs



HOLIDAY MARKET SALES FORMULA
6 strategies to double sales at your next event

Liked ▾


More ▾

Watch Video

Status

Photo / Video

Offer, Event, Job +



Write something...

This Week

See All

4,684 ↑
Post Reach

0
Website Clicks

0
Watch Video

Product/Service

Search for posts on this Page

69% response rate, day or more to respond

Reply more to turn on the badge

10K likes +16 this week

Ruth Hamill and 160 other friends

1 follower

OPTIMIZE YOUR SOCIAL MEDIA AND WEBSITE TO INCREASE CONVERSIONS

- Do a little housekeeping
- Check your profiles and pages online
- Is everything up-to-date?
- Add links, descriptions
- Check your PERSONAL profiles too
- Check your website – contact us, about page



YOUR ASSIGNMENT

YOUR ACTION PLAN

