HOW TO IMPROVE WAYS OF CREATING AND PUBLISHING CONTENT

GUIDE FOR E-COMMERCE

NapoleonCat.

INTRODUCTION

To enjoy having an engaged community of followers and customers,
you need to involve them proactively. Automation also plays a key role here.

Automating your publishing calendar is necessary to help you keep a consistent schedule.
Combine that with automated replies and notifications, and you’re covering a good chunk
of your social media operations.

Anticipate customer questions

Apart from replying and talking to your fans and followers, there are things you can do to minimize customer inquiries or complaints, allowing for more quality conversations.

For this purpose, you can:

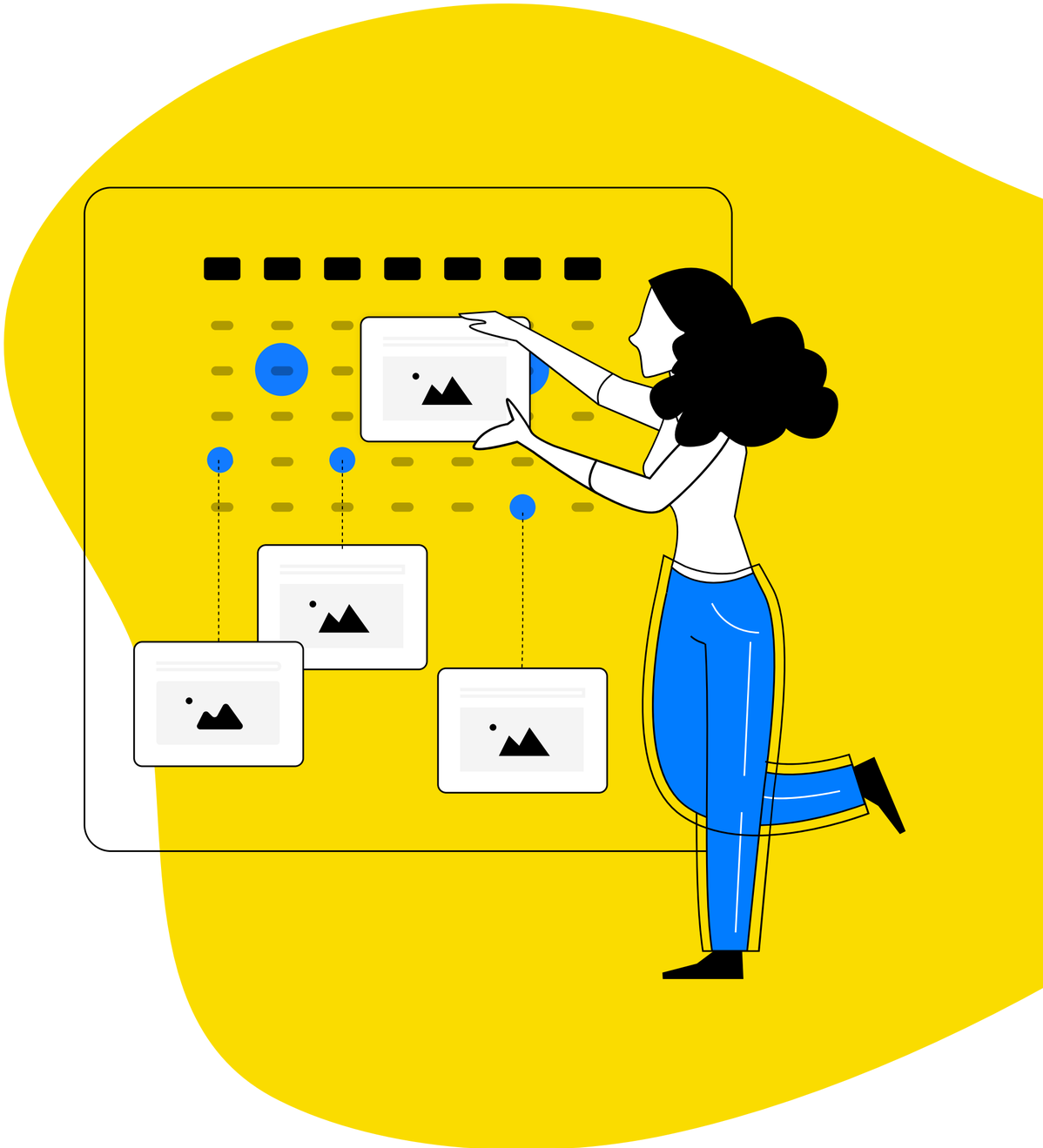
- use in-app notifications, emails, and social media updates to inform them about changes, issues with your product or service, or news that affect them in any way,
- create content resources like guides, infographics, and blog articles you can direct people to,
- check your customer service chat logs and emails for the most frequently asked questions and put together some helpful answers in the FAQ section,
- use the above ideas to create a helpful content series for your social media, explaining things people usually ask about – before they do it.

Create a social media content calendar

Planning your social media content and scheduling your posts will save you lots of time and work since you won't have to constantly brainstorm ideas for new stuff, product launches, special offers, events, etc.

It will help if you always keep in mind the big picture of your content marketing strategy. Creating a content calendar with scheduled posts will help you manage your time.

All you need to do is sit down for a few hours and schedule posts for the next month or so, and then you're free.



EXAMPLE:

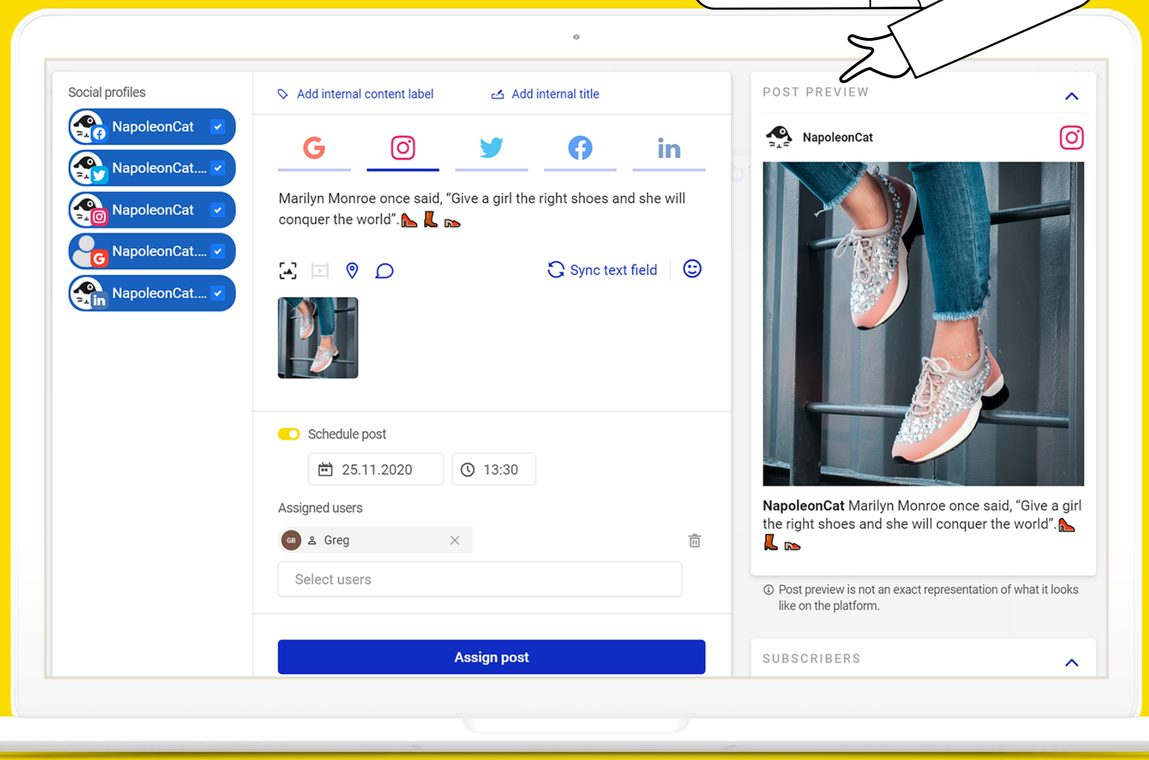
With NapoleonCat's Publisher, posting content to multiple social media profiles and platforms has never been easier.

It supports the most popular social media platforms – Facebook, Instagram and Twitter. On top of publishing generic posts, you can use the Publisher to enhance your updates with many platform-specific elements:

INSTAGRAM	FACEBOOK	TWITTER
Tagging users in posts	Adding multiple image to one post	Tagging users in posts
Adding locations to posts	Adding links to posts	Adding locations to posts
Scheduling the first comment	Publishing posts as hidden	Scheduling the first comment
Cropping images into Instagram-friendly ratios	Targeting posts	
Selecting custom video thumbnails	UTM tagging	

LINKEDIN	GOOGLE MY BUSINESS
Adding a single image or video	Adding a single image
Adding links to post	"What's New type of posts
Adjusting photo ratio	"Event" type of posts
	"Offer" types of posts
	Adjusting photo ratio

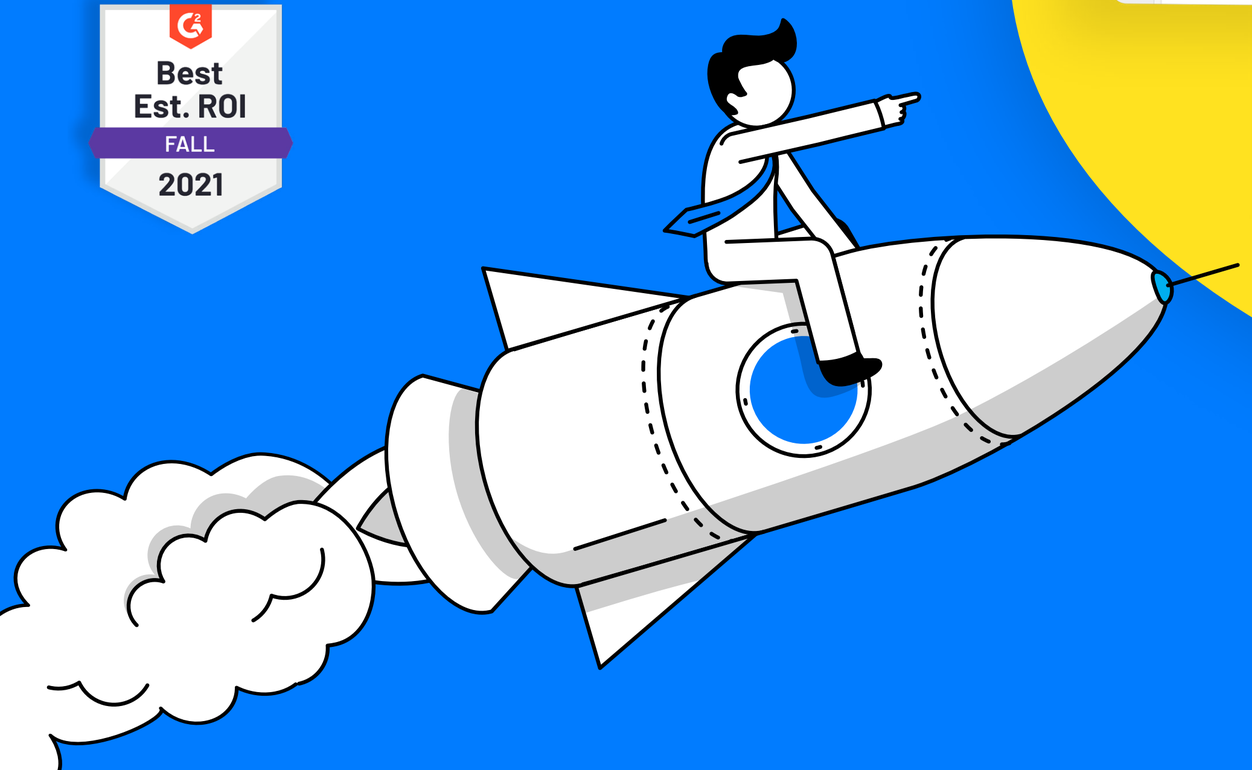
Enjoy!

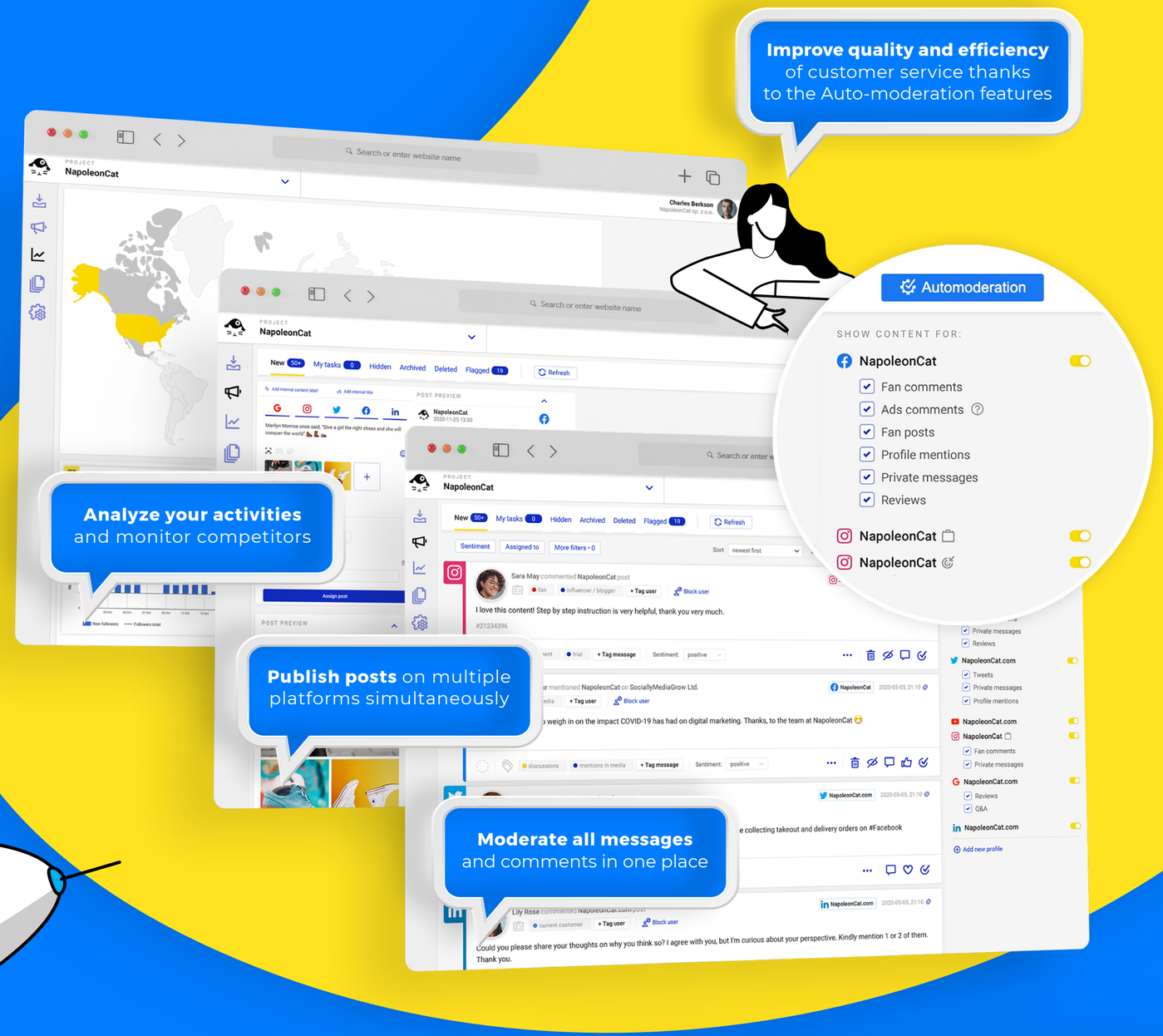


You can use NapoleonCat's Publisher individually or incorporate it into your teamwork. The platform-specific features available in the post creator will help you adjust your posts to each platform.

NapoleonCat.

Discover new social media perspectives on one platform





Use NapoleonCat with:

Work smart, not hard.