

HOW TO OPTIMIZE SALES WITH NAPOLEONCAT

GUIDE FOR E-COMMERCE



NapoleonCat.

A smiling woman with long dark hair is holding a yellow ribbed sweater on a wooden hanger. She is standing in a clothing store with a brick wall background. A clothing rack with various items is visible behind her. In the foreground, there is a desk with a laptop, an open notebook, and a tablet.

INTRODUCTION

Using the right tool to optimize your social sales can save time and effort that you'd typically spend on petty, repetitive tasks. And that allows you to focus on more strategic goals.

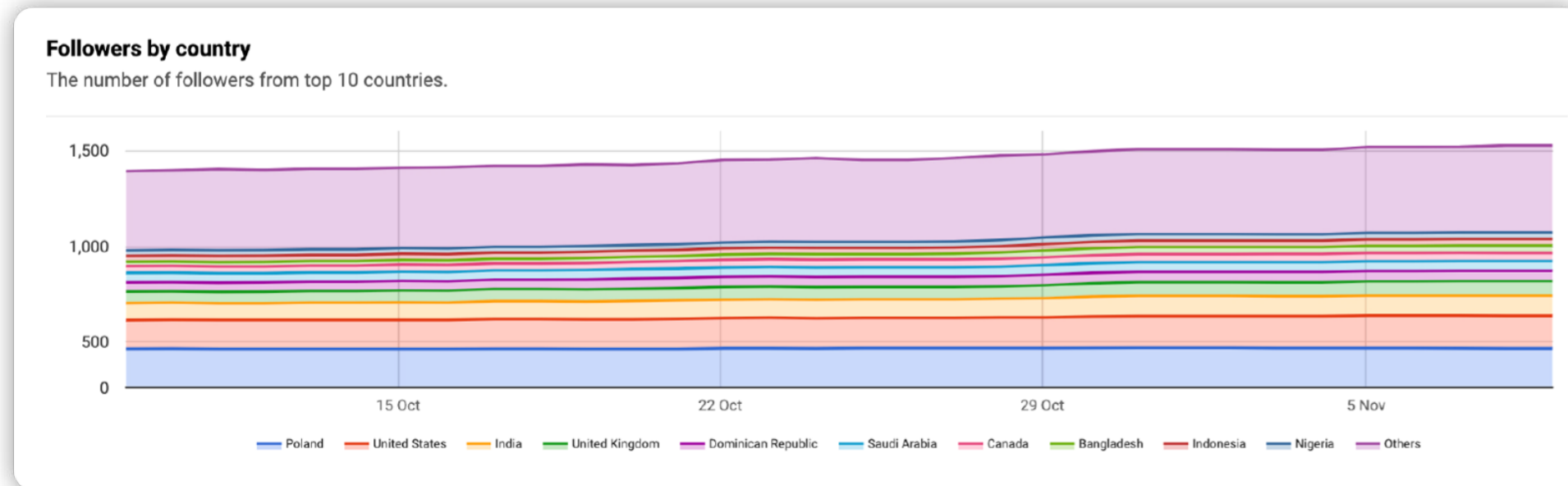
Post at the right time

One crucial element of any social media strategy is figuring out the best times to post your content. You need to post when your audience is the most active and engaged – that’s when they’re most likely to make a purchase.

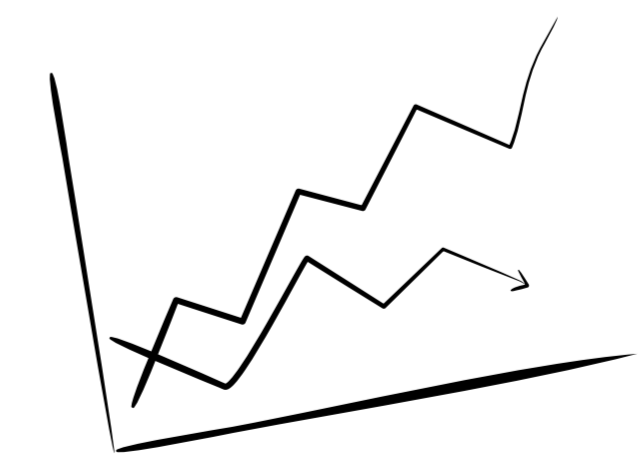
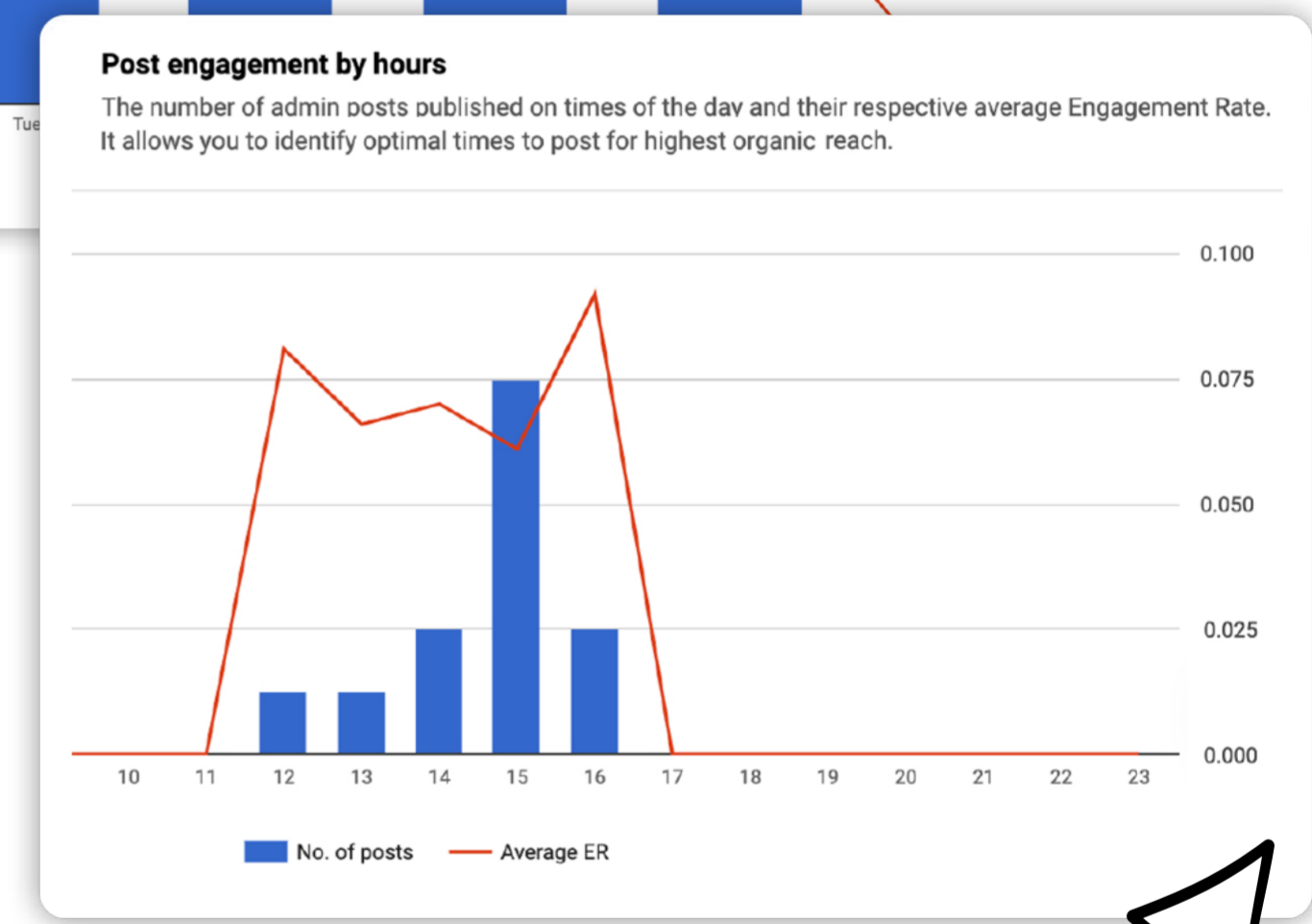
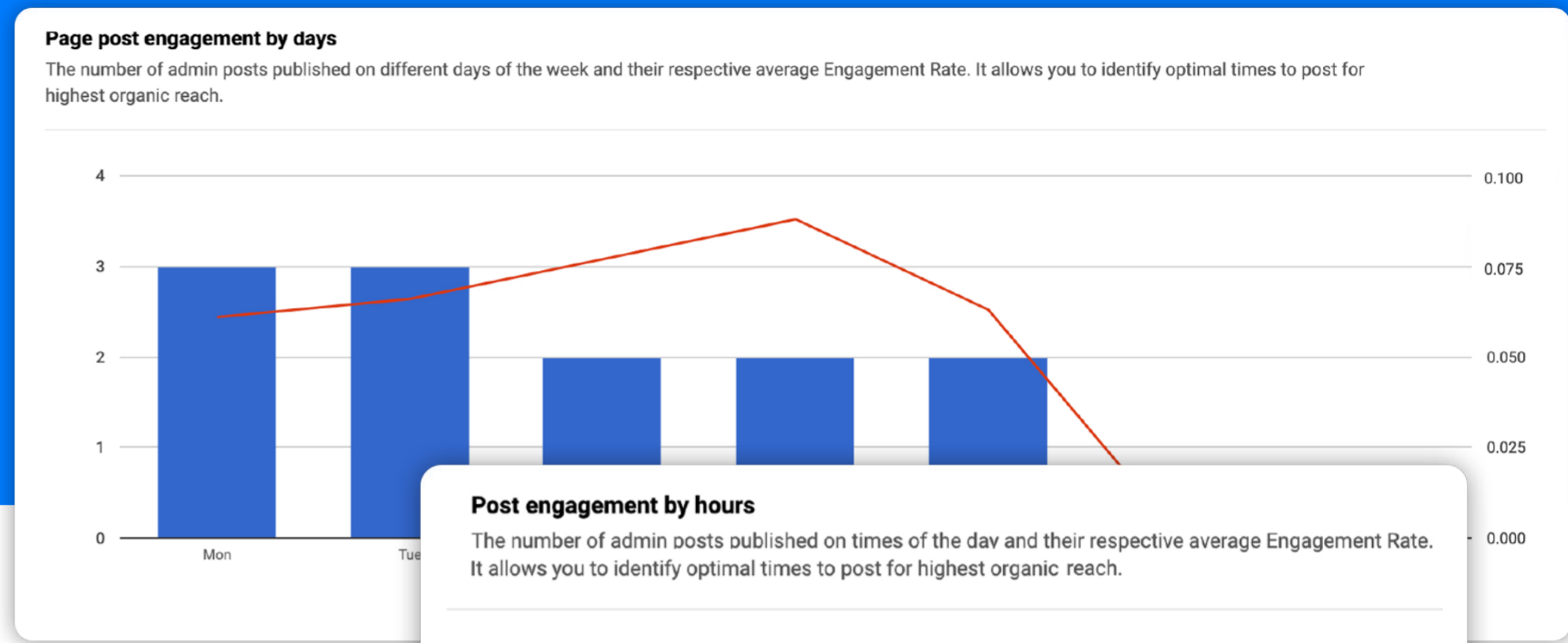
Finding the best optimal times to post would be very difficult without the right tools. Luckily, NapoleonCat’s Analytics can quickly provide you with data about optimal times to post based on insights from your and your competitors’ social accounts across different social platforms.

Understand your target audience

The Analytics feature also offers you an excellent opportunity to review your audience’s demographics. You can analyze your potential customers – where they come from, what content they interact with the most, and more.



It will provide valuable insights to further adjust and improve your social media strategy.

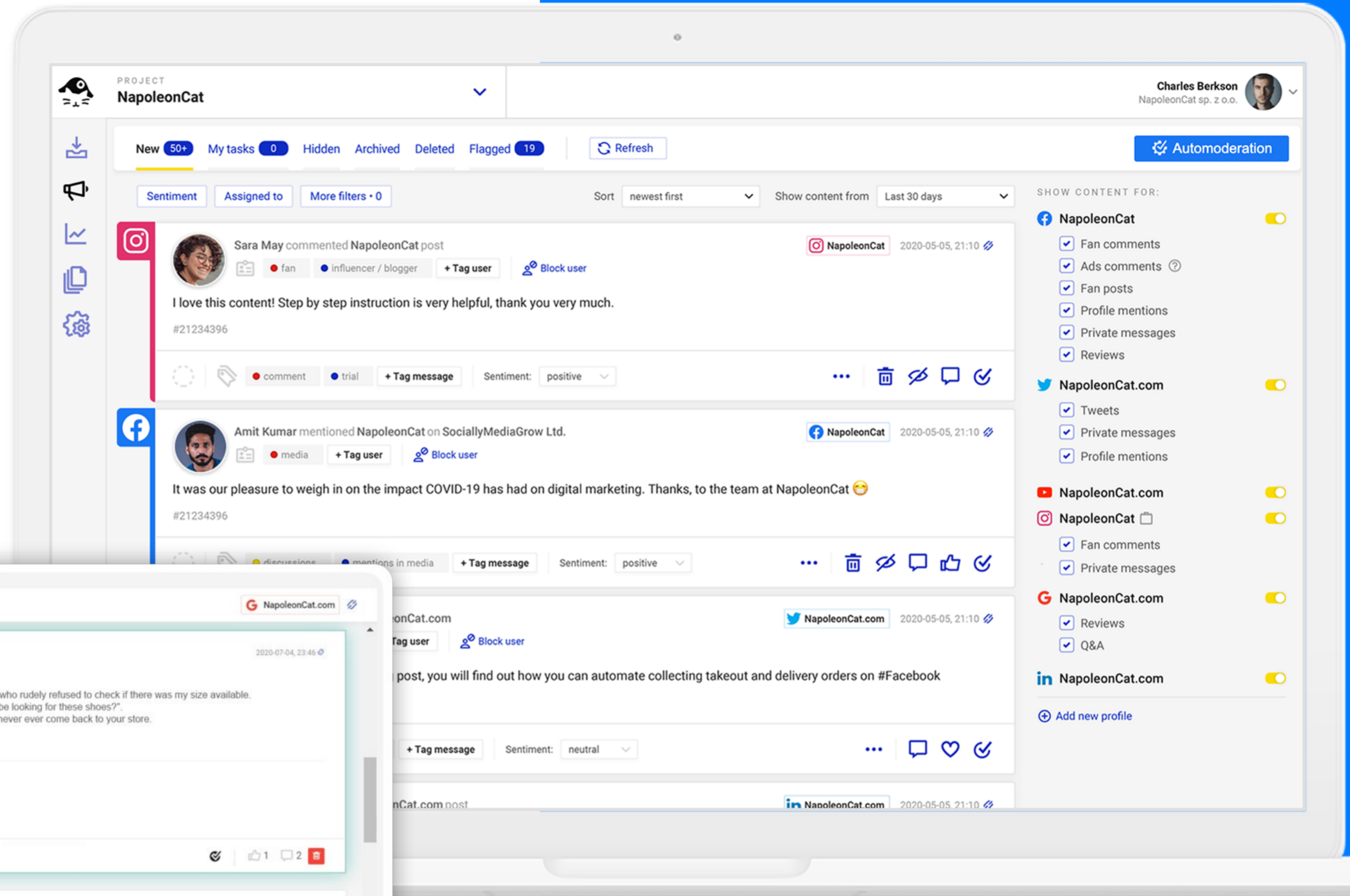


Manage social media traffic and engage with your audience

Some tools enable managing all of the interactions (comments, private messages, mentions, and reviews) across your social platforms from one simple dashboard. And this means not having to log back and forth to different profiles across various social media platforms.

Nowadays, every pre- and post-purchase inquiry needs to be addressed, and that's what NapoleonCat's Social Inbox is for. It will prove extremely useful, especially if you manage profiles that generate loads of traffic.

Additionally, you can use the Social Inbox to moderate Facebook and Instagram Ads. This moderating includes answering, hiding, deleting, or forwarding specific interactions to designated team members.



It will also help you improve your response rates, notifying you about every new message coming in, so you don't have to worry about overlooking a valuable interaction again.

Compare social media reports with sales reports

Always check your results to ensure that you're on the right track with your social media marketing efforts. Analyzing social media reports and comparing them with your sales reports will help you assess whether your social media activities are working towards increasing sales.

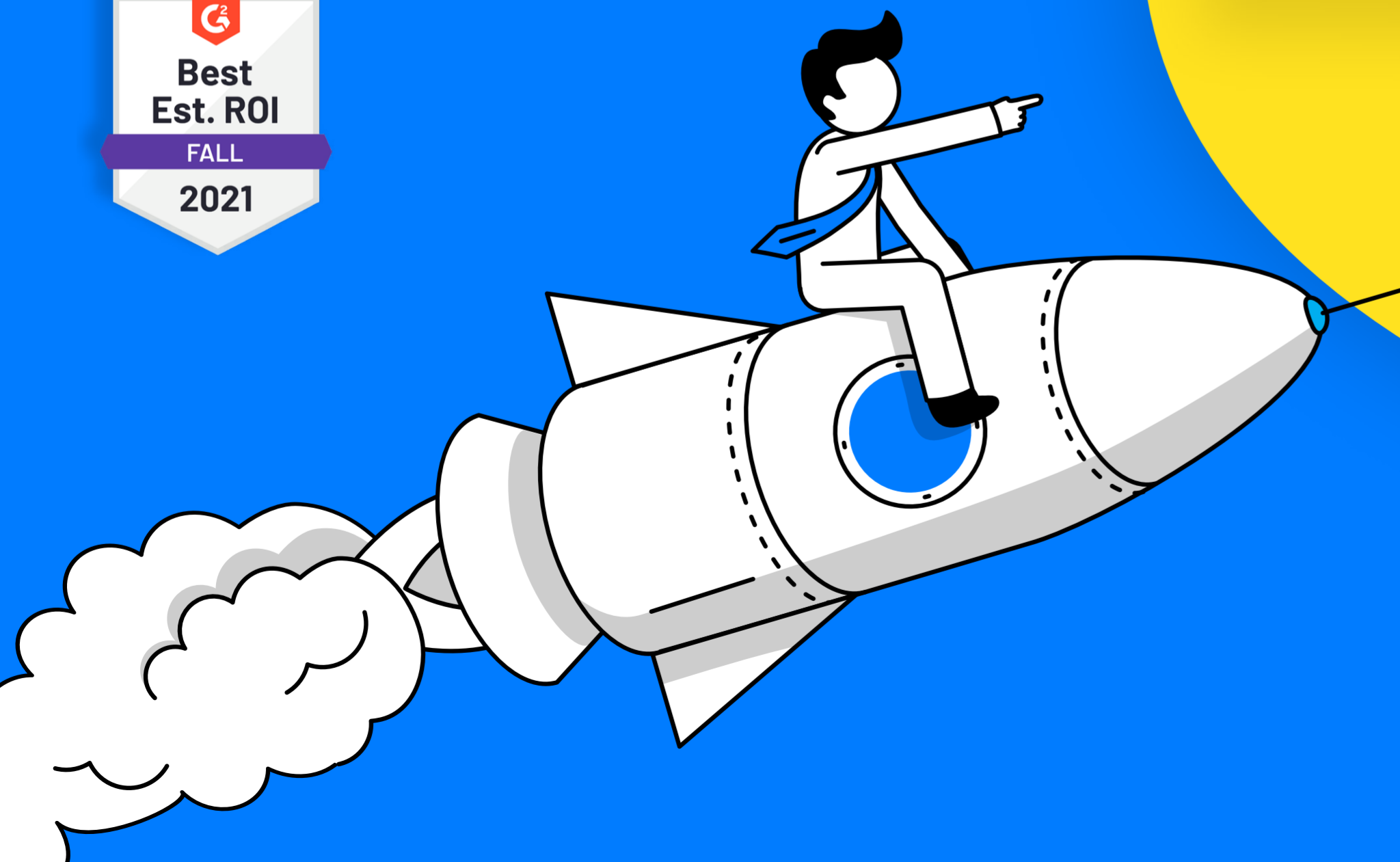
Look for spikes in sales and check whether specific social strategies consistently contribute to the good numbers. Then, simply do more of what works! Repeat this process regularly, and continuously use your insights to improve your marketing strategy.

Manual analysis of social media marketing efforts would take ages. Thankfully, NapoleonCat's Reporting feature automatically generates up-to-date, in-depth social media reports in a matter of minutes. And if your supervisors or stakeholders request regular reports, you can even schedule automated delivery.





Discover new social media perspectives on one platform



Improve quality and efficiency of customer service thanks to the Auto-moderation features

Analyze your activities and monitor competitors

Publish posts on multiple platforms simultaneously

Moderate all messages and comments in one place

Automoderation

SHOW CONTENT FOR:

- NapoleonCat
- Fan comments
- Ads comments
- Fan posts
- Profile mentions
- Private messages
- Reviews

- NapoleonCat
- NapoleonCat

- Private messages
- Reviews
- NapoleonCat.com
- Tweets
- Private messages
- Profile mentions
- NapoleonCat.com
- NapoleonCat
- Fan comments
- Private messages
- NapoleonCat.com
- Reviews
- Q&A
- in NapoleonCat.com
- Add new profile

Use NapoleonCat with:





Work smart, not hard.