



WLAST Promotion Tips and Tricks – FaceBook Live Sales Events

FaceBook Live has a multitude of uses and conducting a live sales event is just what the doctor ordered to replace the in person WLAST driving tour for 2020!

Two of the tour artists and members of the WLAST Planning Committee, Amy Manson and Teresa Jardines, conducted a live event that was fun to watch, super engaging and produced lots of sales! Watch some or all of their live event here: https://www.facebook.com/watch/live/?v=2378730418896005&ref=watch_permalink

Here are the tips and tricks they learned from conducting their event.

Read this Guide

There are lots of videos, FaceBook tutorials and the like out there but this was the resource that Amy and Teresa used to get started. Check it out here: <https://insights.commentsold.com/tips-for-success-with-facebook-live-sales>

The important components are:

- 1) **Scheduling your broadcast:** General comments about scheduling but not step by step; see the link in Facebook Live below for step by step instructions
- 2) **Prepping your inventory:** General comments but no need to pay for the service offered in this link; see the tips given by Amy and Teresa for info on inventory
- 3) **Hold a pre-broadcast meeting:** Doing a live sales event works very well if two people are cooperating on the sale of their items and if there is a third person acting as moderator/inventory controller. All should be aware of their roles and meeting before have makes that work best!
- 4) **Trouble shoot equipment beforehand:** Make sure everything works beforehand! Cannot stress this enough! Do a test broadcast...you can always delete it! But make sure you will be able to go live as you advertise!
- 5) **Promote in advance:** Just what it says!
- 6) **Make it personal:** Have an ongoing conversation with the viewers; address them by name; be yourself!
- 7) **Get exclusive:** Offer a giveaway or some other way to reward those that purchase or arrive first, etc.
- 8) **Involve the viewers:** Any way that you can involve people will make the entire experience more fun – and profitable if they buy!

Facebook Live Step by Step

Within the guide above there is a link to step by step instructions for conducting a Facebook Live event. It is here: <https://www.facebook.com/facebookmedia/solutions/facebook-live>

Some of the highlights are:

- 1) How to use the Facebook app on your phone to broadcast a live event
- 2) How to schedule a live stream event
- 3) How to moderate comments during the event

There is a second link that will give you some tips for things to keep in mind before, during and after the event here: <https://www.facebook.com/facebookmedia/blog/tips-to-keep-in-mind-before-during-and-after-you-go-live>

A Few More Tips

What Amy and Teresa found out is that just a few adjustments would have made for even more fun during the event and made their lives much easier when invoices had to be sent for sold items! Here is what they found out:

Inventory for Sale

- 1) **Make an inventory list:** Before the sale be sure to have a complete list of what will be for sale. This will help you talk about each item and make the reconciliation of what was sold much easier!
- 2) **Number items for sale:** Print consecutive numbers (72 pt.) on card stock and make small table tents approximately 4X5 inches in size for each item (example attached). You can refer to each item by number as you are talking about them on the live event. Make/show a sign to instruct people to refer to them by number in the Facebook comments when they are making their selections; e.g. #24 teal salt cellar – SOLD!!
- 3) **Residual sales:** Because FB Live events are always available after the event, give some instruction that if there is no comment indicating a numbered item is SOLD, then it can be purchased on subsequent viewings.

Artistic Process

- 1) **Talk about process/materials/use:** As you display each item and refer to it by number, discuss how you made it, what it is made of, how you can use it, anything that would make it special/desirable to the buyers.

Administrative Help

- 1) **Have an admin/helper to catalogue sales:** Viewer comments come in very quickly so having someone available to monitor those comments as they come in is helpful. The helper can respond to comments, keep track of what people have said they would like to buy and even remove sold items to a location out of view. The helper should be noting on the inventory what is being sold and to whom so that reconciliation of sold items is quick and easy.

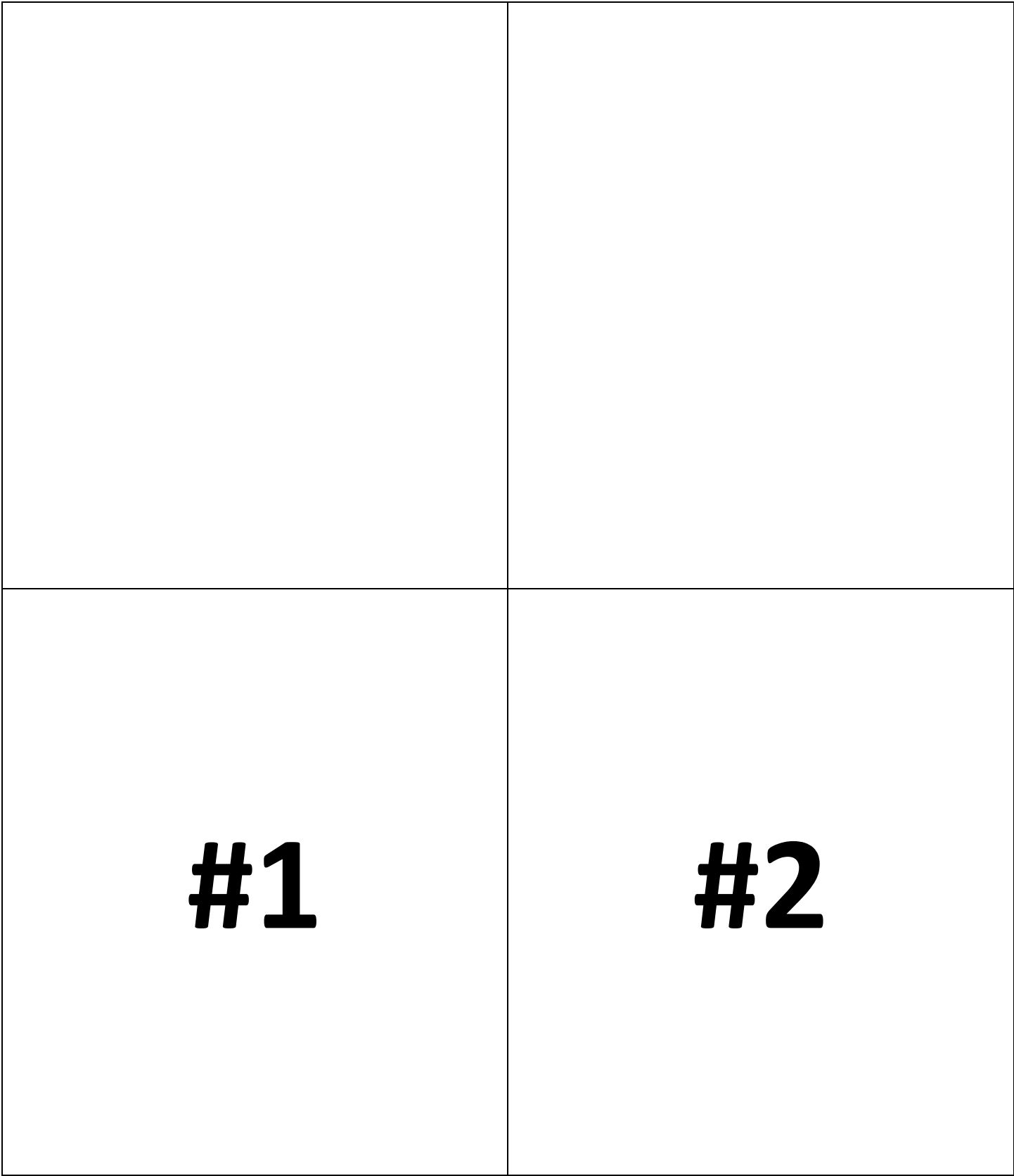
- 2) **Indicate sold items:** As the sale progresses, remove those items from view or put the numbered table tent face down so that it is clear that an item is sold.
- 3) **Gather email addresses:** Have the helper gather email addresses for purchasers so that invoices can be sent. This can be done in the chat, messenger or provide an email for people to use to respond, but should be done during the sale so that there is no delay in being able to get the invoice out.

Invoicing

- 1) **Send invoices ASAP:** Amy and Teresa used Square as the method for sending an invoice for payment. There are other methods such as PayPal to be able to send invoices, but it should definitely be done as soon as possible after or even during the sale! That prevents buyer's remorse from setting in if invoices are delayed; a helper for the sale would be instrumental in getting the invoices out promptly.
- 2) **Offer shipping or curbside pickup:** At this time, you may have buyers who want their purchase shipped. Decide ahead of time what your shipping charge will be and talk about it during your event. For pickup, you can offer a scheduled time or use a scheduler like <https://www.signupgenius.com/>.

Promotion

- 1) **Promote your event:** Create your Facebook live event and share on Facebook; share on local groups pages you might belong to; share on your Instagram account; advertise on event calendars or purchase a newspaper ad in a publication that will have readership for your location. Print is expensive so any social media or event listing you can use for free is a distinct advantage.
- 2) **Be yourself:** Both Amy and Teresa were extremely engaging and during their event it was clear that they loved talking about their art and offering it for sale. It was also clear that they were having fun interacting with each other and with the viewers for the event. Just be yourself, have fun, interact and sell some art!



Print on card stock; cut on outside lines; fold on mid-line; at mid-line fold, fold down a small amount on each corner.