

**Ganpat University – Institute of Computer Technology**  
 Course on: Entrepreneurship Development (2HS309)

# Start Up Social Commerce

By Akashdeep Howladar,  
 For, Innodesk Designovation Services

एक कदम #आत्मनिर्भर भारत की ओर...

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## Spdeaker Profile

Akashdeep Howladar has completed his M. Sc [Engg.] from Coventry University U.K.

He has presented paper at the International TRIZ Futures Conference at Bergamo, Italy, along with Prof.D.Cavallucci.

Nowadays, he applies Extended Kalman Filters in his proprietary Pairs trading set up to manage options and futures on the NSE. In addition to pairs trading, Akashdeep attends various Pitch decks presented by Start-ups seeking angel funding as part of Inflexion Point ventures and as such he is on the lookout for investing in start-ups. He invests internationally on the NYSE and NASDAQ.

He is the co-inventor of “Finger Fracture Detection using Radeon Transform” Patent along with P.Shankpal et al. He is consulted as a subject matter expert to vet the technology stack of various start-ups seeking angel funding.

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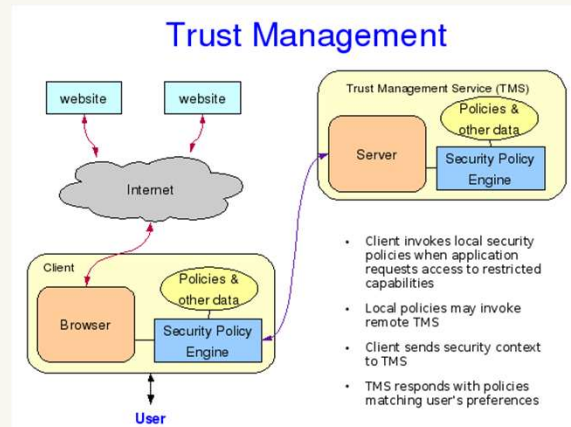
## Contents



- 1 Idea to Market to Growth strategy
- 2 Funding sources
- 3 stages of funding
- 4 various methods of collaborations
- 5 disinvestment, winding company

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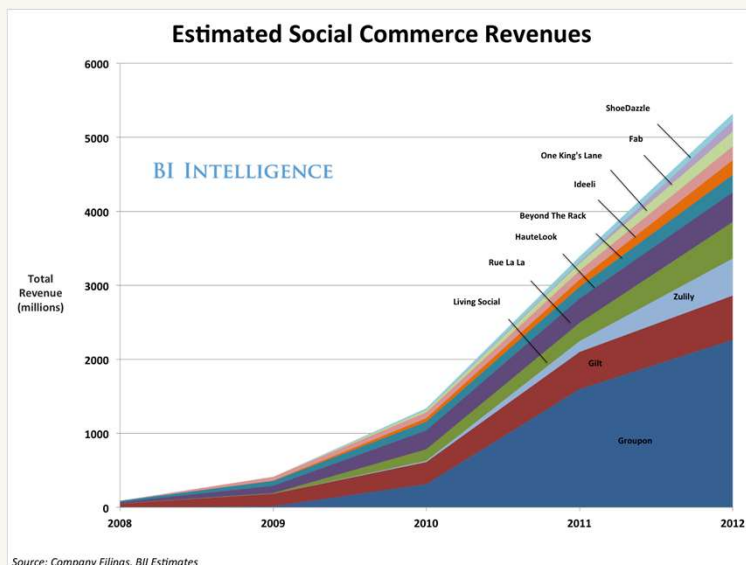
## Trust management system



[Trust models - UWA \(w3.org\)](http://w3.org)

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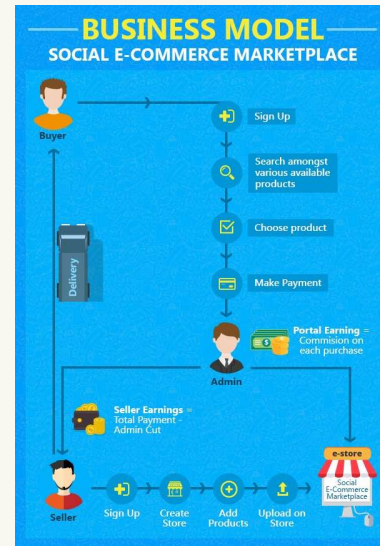
## Revenues estimated for Social Commerce



[Social Commerce Photo Apps \(businessinsider.com\)](http://businessinsider.com)

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## Social Commerce Alternate Perspective



[Social Commerce Photo Apps \(businessinsider.com\)](https://www.businessinsider.com)

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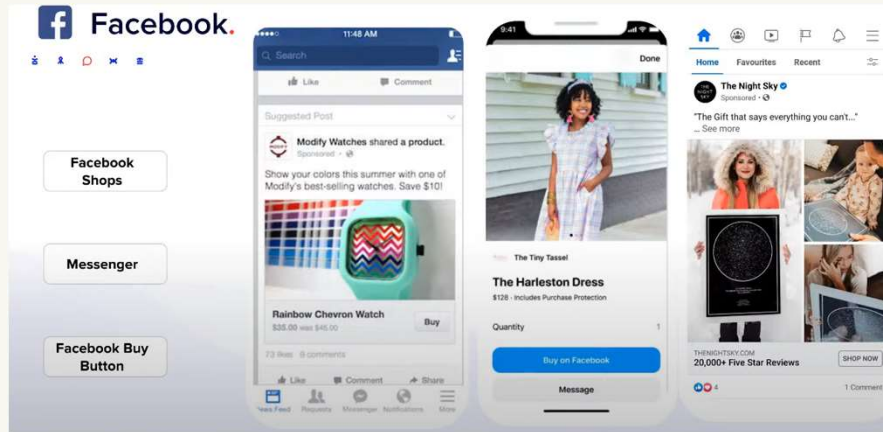
## Customer Journey Social Commerce



[Social Commerce Photo Apps \(businessinsider.com\)](https://www.businessinsider.com)

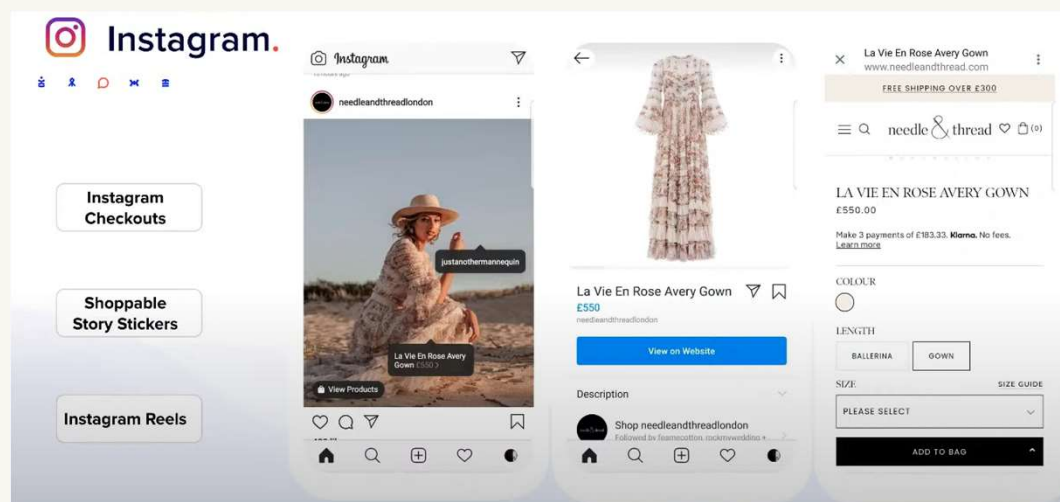
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## Platform Modes



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## Instagram Overview



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## Insta Video Types



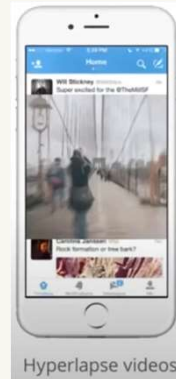
Looping videos



Stop-motion videos



Time lapse videos



Hyperlapse videos

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## Account Monetization



**ShareASale**  
Part of Awin

[AFFILIATE LOGIN](#) [MERCHANT LOGIN](#)

[WHAT IS AFFILIATE MARKETING?](#) [MERCHANTS JOIN HERE](#) [AFFILIATE SIGN UP](#)

**POPULAR MERCHANTS** **HOME & GARDEN MERCHANTS** **FASHION MERCHANTS** **GREEN MERCHANTS** **BUSINESS MERCHANTS** **MORE MERCHANTS**

**WARBY PARKER**  
20% starting commission  
Prescription eyewear starting at \$95

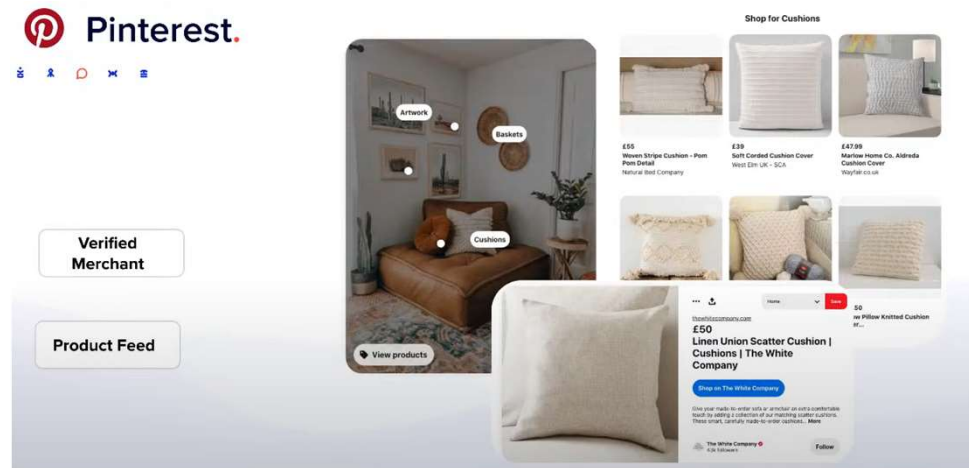
[LEARN MORE](#)

**I WANT TO PROMOTE THIS MERCHANT ON MY WEBSITE** **I WANT TO BE ONE OF THESE MERCHANTS**

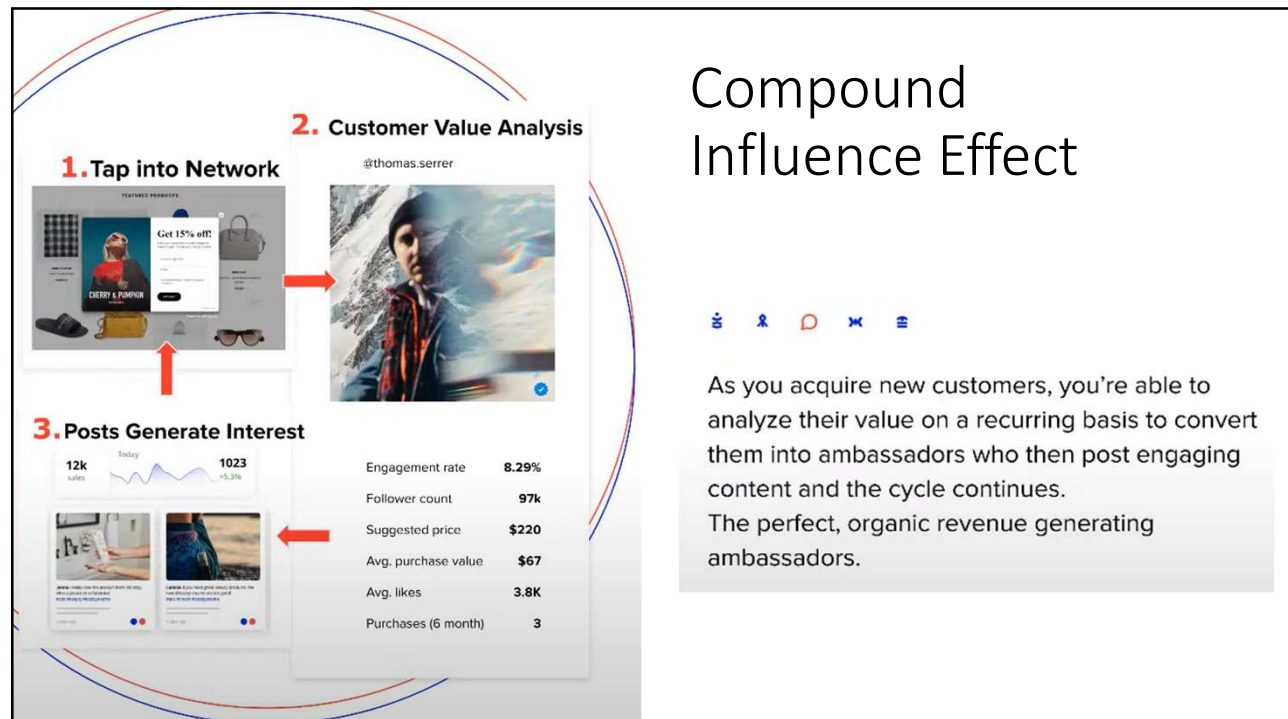
Welcome to the ShareASale Performance Marketing Network

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# Pinterest Overview



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## Compound Influence Effect

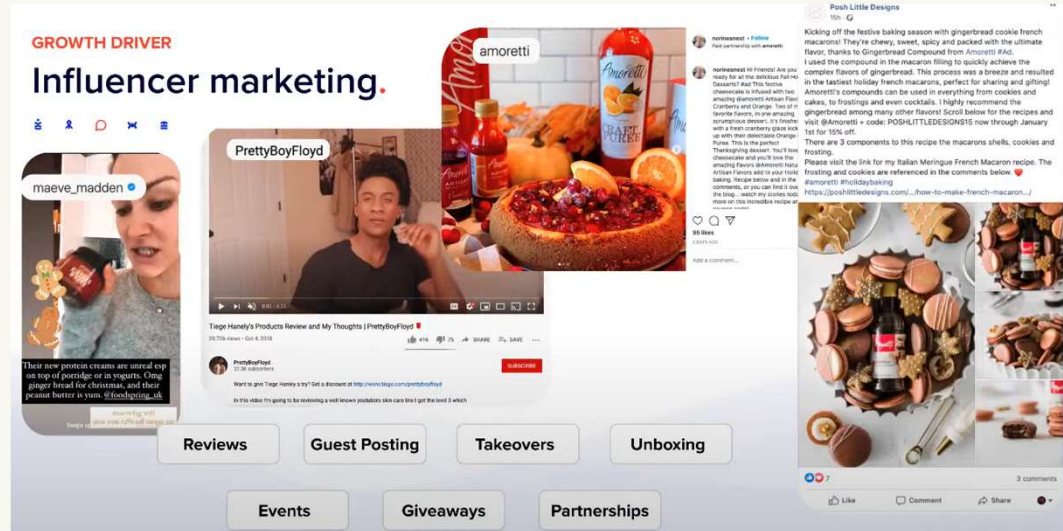


As you acquire new customers, you're able to analyze their value on a recurring basis to convert them into ambassadors who then post engaging content and the cycle continues. The perfect, organic revenue generating ambassadors.

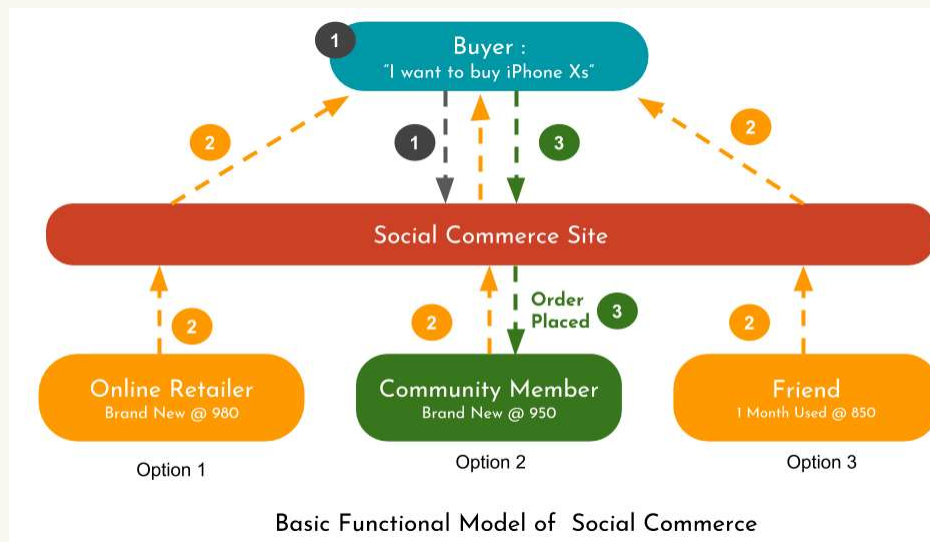
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# User Generated Content Marketing



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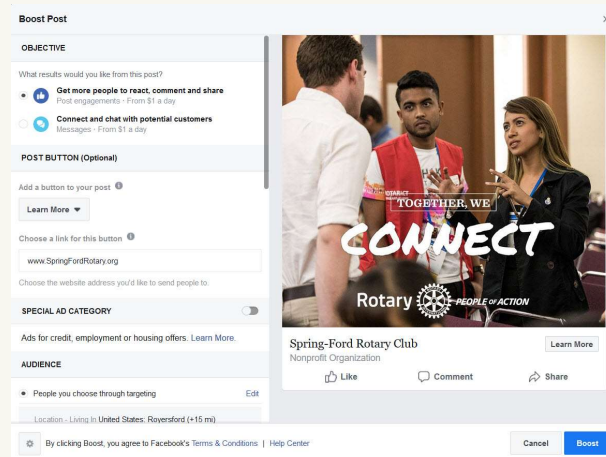
[Social Commerce Photo Apps \(businessinsider.com\)](https://www.businessinsider.com/social-commerce-photo-apps)

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## Boosting a Post

Boosted posts are a great way to reach new people who are likely interested in your content but don't currently follow you on Facebook.



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## Boosting a Post

### Features

**Targeted:** Boosted posts can be shown to the audience of your choosing. You can define a new audience based on things like location, interests and more.

**Many placements:** Placements on Facebook represent where your ad will appear. Boost posts can be shown on the Desktop News Feed, Mobile News Feed and Instagram.

**Customizable budget:** The amount you pay to boost your post is up to you. You can select a pre-populated budget or set a custom amount. Boosted posts require a minimum budget of \$1 a day.

**Scheduling:** You'll set the amount of time you want your ad to run. You can choose from a custom duration (ex: 7 days) or set a custom end date.

**Ad creative:** The ad you create will look just like the Page post it's based on. The only difference is that your ad will appear with a **Sponsored** label in the top-left corner and will have a call-to-action button in the bottom-right corner if you choose to add one.

**Access to insights:** When you boost a post or create any ad from your Page, you'll be able to view your results and insights in the Ad Center tab.

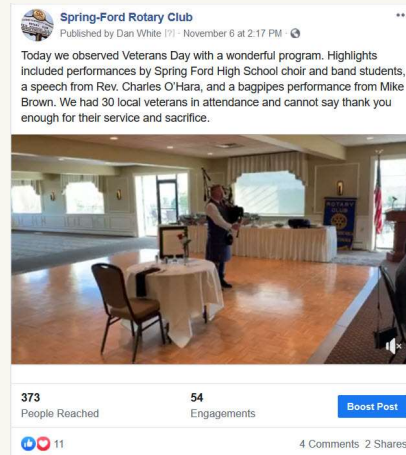
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## Boosting a Post

### Boosting A Post

Eligible posts will have a blue “Boost Post” button

Simply push button to start the process

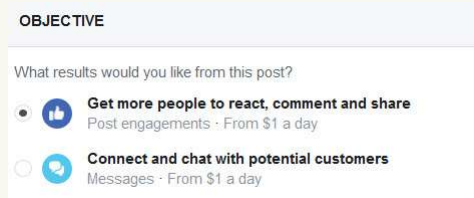


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## Boosting a Post

### Objective

- Get people to react, comment and share
- Connect and chat with potential customers



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## Boosting a Post

### Post Button

- This button will also appear on your original post on your Page. It can't be removed or changed after your post has been boosted.
- Enter web address of where you want button to direct people to

**POST BUTTON (Optional)**

Add a button to your post ⓘ

[Learn More ▾](#)

Choose a link for this button ⓘ

[www.SpringFordRotary.org](http://www.SpringFordRotary.org)

Choose the website address you'd like to send people to

Add a button to your post ⓘ

[Learn More ▾](#)

- No Button
- Shop Now
- Book Now
- ✓ **Learn More**
- Sign Up
- Send Message
- Send WhatsApp Message

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## Boosting a Post

### Edit Audience

- Detailed Targeting
  - Define your audience by including or excluding demographics, interests and behaviors.
  - Providing list and infographic for your reference

**SPECIAL AD CATEGORY** ☐

Ads for credit, employment or housing offers. [Learn More.](#)

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## Boosting a Post

### Audience

- Allows you to select a broad or extremely defined audience of who will see your post
- Select "Edit" to modify settings

**AUDIENCE**

☒ People you choose through targeting [Edit](#)

Location - Living In United States: Royersford (+15 mi)  
 Pennsylvania  
 Age 18 - 65+

☐ People who like your Page

☐ People who like your Page and their friends

[Create New Audience](#)

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## Boosting a Post

### Edit Audience

#### Gender

- Select Men, Women or All

#### Age

- Select 13 – 65+

**Edit Audience**

Make sure to save your edits once you're done.

**Gender**

All Men Women

**Age**

18 - 65+

**Locations**

United States

Royersford, Pennsylvania +15mi

Add locations

**Detailed Targeting**

Include people who match

Add demographics, interests or behaviors [Suggestions](#) [Browse](#)

Exclude People

Your audience size is **defined**. Good job!

Potential Audience Size: 500,000 people

Specific Broad

[Cancel](#) [Save](#)

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## Boosting a Post

### Edit Audience

- Enter one or more global regions, countries, states/regions, cities, postal codes, addresses or Designated Market Areas<sup>®</sup> to show or exclude your ad to people in those locations. Location targeting is not available in all countries

The screenshot shows the 'Edit Audience' window with the following sections:

- Gender:** All (selected), Men, Women
- Age:** 18 - 65+
- Locations:** United States, Royersford, Pennsylvania
- Detailed Targeting:**
  - Include people who match:** Add demographics, interests or behaviors
  - Exclude People:** (with a slider from Specific to Broad)

A map overlay shows a location pin at Royersford, Pennsylvania, with a 15-mile radius. A tooltip explains: 'You can type in specific countries, state/regions, cities, postal codes, addresses, DMAs or congressional districts. You can also add worldwide or global regions.'

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## Boosting a Post

### Edit Audience

- Detailed Targeting
  - Define your audience by including or excluding demographics, interests and behaviors.
  - Providing list and infographic for your reference

The screenshot shows the 'Detailed Targeting' section with the following elements:

- Detailed Targeting:** (with an information icon)
- Include people who match:**
  - Input field: Add demographics, interests or behaviors
  - Buttons: Suggestions, Browse
- Exclude People:** (with a link to 'Add people to exclude')

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## Boosting a Post

### Audience Size

- Based on your criteria

### Save the Audience

**Edit Audience**

Make sure to save your edits once you're done.

**Gender**

All Men Women

**Age**

18 - 65+

**Locations**

United States

Royersford, Pennsylvania +15mi

Add locations

**Detailed Targeting**

Include people who match

Add demographics, interests or behaviors Suggestions Browse

Exclude People

Your audience size is **defined**. Good job!

Potential Audience Size: 500,000 people

Cancel Save

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## Boosting a Post

### Automatic Placements

### Defaults to "On"

If you turn off, your only option is to disable Instagram

**Automatic Placements (Recommended)** ☒ ON

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

**Automatic Placements (Recommended)** ☐ OFF

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

☒ Facebook

☐ Messenger

☒ Instagram

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## Boosting a Post

### Duration and Budget

Choose how long you want your boost to run

- # of Days
- Specific End Date

Choose your total budget

- The maximum you'll spend
- Choose from options or enter your own amount

#### DURATION AND BUDGET

**Duration** ⓘ

Days  End date

**Total budget** ⓘ

**Estimated People Reached** ⓘ

**92 - 270 people per day** of 380,000

Refine your audience or add budget to reach more of the people that matter to you.

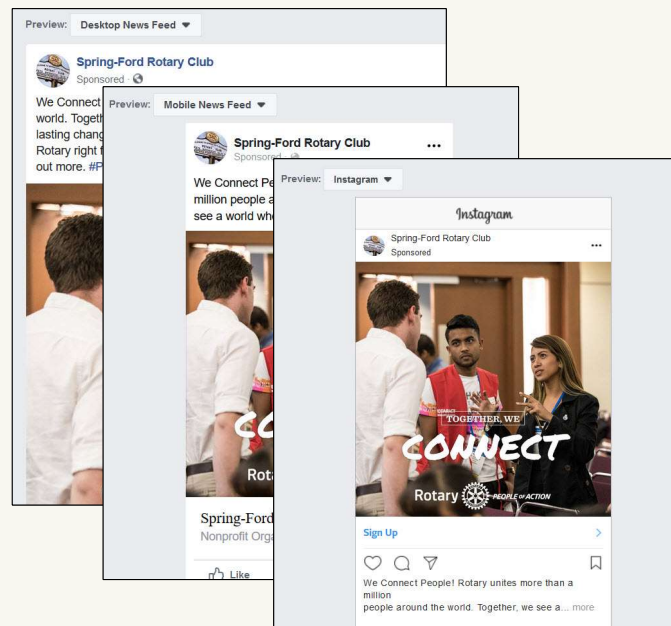
You will spend **\$2.00** per day. This ad will run for **5** days, ending on Nov 20, 2019.

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## Boosting a Post

### Preview

Shows you how your boosted post will show on Desktop News Feed, Mobile News Feed, Instagram.



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## Boosting a Post

### Payment

Select from an existing payment account, or if new, setup a payment account.

PAYMENT

Account

David Akers (962834007240393, USD) ▼

Payment Method

American Express \*1000 [Change](#)

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## Boosting a Post

### Boost

Once you're happy with all settings, press the blue "Boost" button in bottom right corner

Boost Post

your ads to more people: Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

DURATION AND BUDGET

Duration

Days

5

End date

Nov 20, 2019

Total budget

\$10.00 USD

Estimated People Reached

92 - 270 people per day

of 300,000

Refine your audience or add budget to reach more of the people that matter to you.

You will spend \$2.00 per day. This ad will run for 5 days, ending on Nov 20, 2019.

PAYMENT

Account

David Akers (962834007240393, USD) ▼

TOGETHER, WE

CONNECT

Rotary PEOPLE OF ACTION

Spring-Ford Rotary Club

Nonprofit Organization

Like

Comment

Share

By clicking Boost, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Cancel

Boost

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# Boosting a Post

Proof is in the Pudding

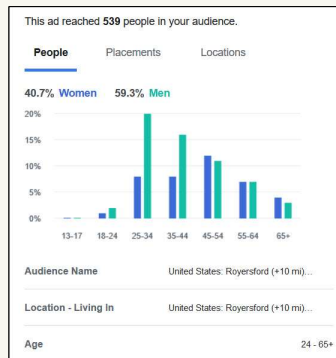


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# Boosting a Post

5-day boost

\$25 budget



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## Facebook Ads

While boosting a post is still considered an ad, Facebook ads are created through Ads Manager and offer more advanced customization solutions.

There are many advertising objectives to help you reach your specific business goals and the audiences you care about most.

Ads are created in the Facebook Ads Manager

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## Facebook Ad Features

- **Choose different ad placements:** When you boost a post, you'll be able to check or uncheck whether or not you want to place your ad in Instagram in addition to Facebook mobile and desktop News Feed. With Facebook ads, you get the added benefit of choosing placements in Facebook News Feed side ads, Messenger ads, Instagram stories, instant articles, and Audience Network.
- **Use specific ad objectives:** Choosing an ad objective early on will help you to focus on which campaign type best aligns with your current business goals. Boosted posts allows you to focus on website clicks, Page engagement and local business promotions, but the full ads system in Ads Manager lets you choose objectives like store traffic, conversions, and lead generation. You can also create and manage ads through the Ads Manager mobile app.

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## Facebook Ad Features

- **Maintain creative control:** With Facebook Ads created through Ads Manager, you can design an ad that fits your goals. Create carousel ads, add specific descriptions and add a call-to-action button that'll drive more of your audience to take action. These are only a few of the creative and formatting options available in Ads Manager that aren't available when boosting a post from your Page.
- **Use advance targeting capabilities:** Boosting posts let you decide on interests, age and gender for your ad targeting. This helps you reach people who most likely care about your business. With Facebook ads, you can use more advanced tools to create overlapping audience types, lookalike audiences and more.

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## Facebook Ads Manager

The Ads manager is where you go to create and manage your campaigns. You can use the ads manager to:

- Set up Facebook ad campaigns
- Create new ad sets and ads
- Manage Facebook ad bids
- Target many different audiences
- Optimize your ad campaigns
- Keep track of your campaigns' performance
- A/B test your Facebook ad campaigns

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1: Main Navigation Menu 2: Create New Ad Campaigns 3: Account Overview  
4: Campaign View 5: Ad Set View 6: Ads View 7: Columns 8: Campaign Breakdown  
9: Reporting & Editing 10: Campaign Results 11: Total Ad Spend

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## Creating a Campaign

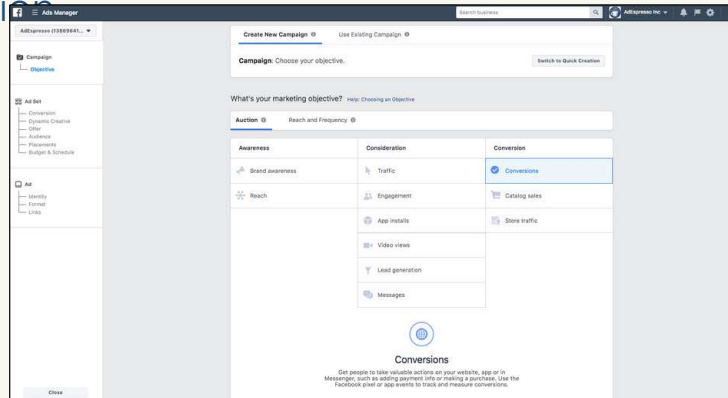
In order to create a campaign, navigate to the "campaigns" tab. From there, click on the green "Create" button.

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## Creating a Campaign

Facebook's platform does a good job guiding you through the creation



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## Campaign Objectives

You can choose from a handful of campaign objectives that match your advertising goals. Facebook uses your selection to determine other elements of your campaign such as available ad formats, bidding options and the way it optimizes the campaign. Here's the complete list of Facebook campaign objectives available:

- Brand awareness
  - Local awareness
  - Reach
  - Traffic
  - Engagement
  - App installs
- Video views
  - Lead generation
  - Conversions
  - Product catalog sales
  - Store traffic
  - Messages

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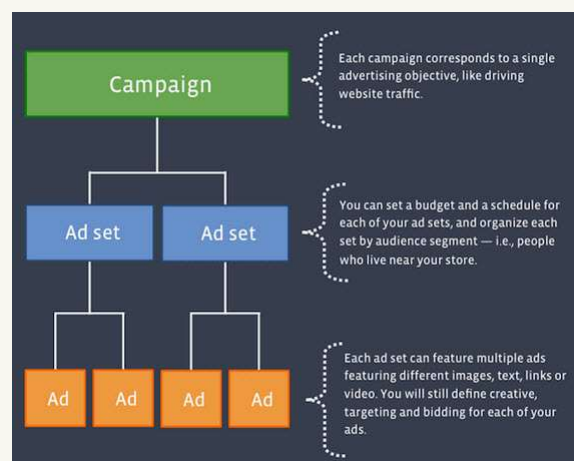
## Campaign Structure

Facebook's campaign structure has three levels

- A **Facebook campaign** can contain several Ad Sets and it has a unique campaign objective. Your campaign is basically just a container to help you better organize your advertising. The only attribute of the campaign is the objective you want to reach with it.
- A **Facebook ad set** can include multiple ads and it has a unique audience targeting, budget, schedule, bidding, and placement. Ad sets are also the best units to use for Facebook A/B testing – remember to always place all the variations inside different ad sets.
- The **Facebook ad** (basically what we've been creating so far in this guide), is the smallest unit of your campaign. Ads can have different URLs, ad image, and ad copy.

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## Campaign Structure



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## Creating a Campaign

Give your campaign a name

It is actually very important to adopt useful naming conventions for your campaigns when you start with Facebook advertising so you can easily organize your campaigns as you scale and run more of them. It also sets you up for hyper-efficient reporting later on when it comes time to analyze your results.

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## Budget & Schedule

Facebook gives you two budgeting options

- **1. Daily budget** – Facebook will spend this sum on delivering your ads every day during your campaign. When you set your daily budget, you're telling Facebook to get you roughly your daily budget's worth of the results every day.

**Budget & Schedule**

Budget ⓘ **Daily Budget** ▼ \$20.00  
\$20.00 USD

Actual amount spent daily may vary. ⓘ

Start Date ⓘ Aug 29, 2019 ⓘ 5:43 AM  
Pacific Time

End Date ⓘ ☒ Don't schedule end date, run as ongoing  
☐ End run on: \_\_\_\_\_

Ad Scheduling ⓘ ☒ Run ads all the time  
☐ Run ads on a schedule

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## Budget & Schedule

Facebook gives you two budgeting options

- **2. Lifetime budget** – Facebook will divide the total campaign budget more or less evenly across the campaign dates. If you set a lifetime budget, Facebook will ask you for the campaign dates, so that it can calculate the average spend for each day.

The screenshot shows the 'Budget & Schedule' section of a Facebook ad campaign setup. It includes a 'Budget' dropdown set to 'Daily Budget' with a value of '\$20.00'. Below this, it states 'Actual amount spent daily may vary'. The 'Start Date' is set to 'Aug 29, 2019' at '5:43 AM' in 'Pacific Time'. The 'End Date' is set to 'Don't schedule end date, run as ongoing'. Under 'Ad Scheduling', the option 'Run ads all the time' is selected.

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## Budget & Schedule

If you select Lifetime Budget, Facebook gives you the ability to schedule when your ads run.

The screenshot shows the 'Ad Scheduling' section for a Lifetime Budget campaign. It has two radio buttons: 'Run ads all the time' (unselected) and 'Run ads on a schedule' (selected). Below the radio buttons, there is explanatory text: 'Ad scheduling only works with lifetime budgets. Your ads will be served in your audience's time zone. For example, if you select 8am - 10am, your ad will be served to people from 8am to 10am in their local time.' A calendar grid follows, with columns for hours (12am, 3am, 6am, 9am, 12pm, 3pm, 6pm, 9pm) and rows for days of the week (Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday) and an 'Every Day' row. The 'Every Day' row is shaded blue, indicating a full-day schedule. A legend at the bottom states 'Scheduled hours are shaded blue'.

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## Choosing Your Audience

- Look Familiar?
- As you build your audience, Facebook will display your estimated daily reach and tell you if your audience is too big, too small or if it's just right using the meter. You can target "likes" or interests on Facebook, behaviors or demographics, and create very specific audiences to target in your campaign.

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## Ad Placement

- By default, Facebook will have "Automatic Placements" selected which can include Facebook, Instagram and Audience Network, but generally will use the placements optimized to give you best results. You can also choose to edit your placements if you have some data on what placement works best for you.

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## Ad Placement

Here are the ad placements recommended by Facebook for every campaign objective:

- **Brand awareness:** Facebook and Instagram
- **Engagement:** Facebook and Instagram
- **Video views:** Facebook, Instagram and Audience Network
- **App installs:** Facebook, Instagram and Audience Network
- **Traffic** (for website clicks and app engagement): Facebook and Audience Network
- **Product catalog sales:** Facebook and Audience Network
- **Conversions:** Facebook and Audience Network

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## Creating Ads

- Name each ad – unique to identify performance
- Select Facebook Page


- **Format**  
Choose how you'd like to structure your ad.
  - ☒ **Single Image or Video**  
One image or video, or a slideshow with multiple images
  - ☐ **Carousel**  
2 or more scrollable images or videos
  - ☐ **Collection**  
Group of items that opens into a fullscreen mobile experience

**Ad Name**
[Create name template](#)


---

**Identity**

**Facebook Page**  
 Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#).
 


Smile Designers of North Wales ▼

**Instagram Account** ⓘ  
 Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. [Manage your available Instagram accounts in Business Manager.](#)


Use selected Page ▼

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## Creating Ads

### Imagery

- Different placements (news feed, Instagram Stories, etc.) require different sized images.
- To get the latest information, utilize Facebook's Ad Guide
- <https://business.facebook.com/business/ads-guide>

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## Creating Ads

### Primary Text

This is the primary text for your ad that will appear in most placements. Keep it to 125 characters or less. The position of this text varies by placement.

### Headline (Optional)

The headline will appear in most placements, but its position will vary by placement. Headlines over 40 characters may be cut off.

Primary Text ⓘ

Free GLO Science teeth whitening for new UPS employee patients. A \$550 value. After initial exam and necessary treatments are completed. Limited Time Offer.

⊕ Add Another Option

Headline (optional) ⓘ

Free GLO Science Teeth Whitening for UPS Employees

⊕ Add Another Option

Description (optional) ⓘ

Include additional details

⊕ Add Another Option

Destination

☒ Website
 ☐ Facebook Event

Website URL ⓘ Preview URL

<https://bestdentalcare.net/>

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## Creating Ads

### Description (Optional)

The description will show in your ad if it's likely to resonate with the person seeing it. It will only appear in some placements, and its position will vary.

### Destination

Enter the URL for the web page you want people to visit.

Primary Text ⓘ  
Free GLO Science teeth whitening for new UPS employee patients. A \$550 value. After initial exam and necessary treatments are completed. Limited Time Offer.

+ Add Another Option

Headline (optional) ⓘ  
Free GLO Science Teeth Whitening for UPS Employees

+ Add Another Option

Description (optional) ⓘ  
Include additional details

+ Add Another Option

Destination  
☒ Website  
☐ Facebook Event

Website URL ⓘ  
https://bestdentalcare.net/ Preview URL

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## Creating Ads

### Display Link (Optional)

The description will show in your ad if it's likely to resonate with the person seeing it. It will only appear in some placements, and its position will vary.

### Call to Action

Show a button or link on your ad that represents the action you want people to take.

Destination  
☒ Website  
☐ Facebook Event

Website URL ⓘ  
https://bestdentalcare.net/ Preview URL

Build a URL Parameter

Display Link (optional) ⓘ  
Enter the link you want to show on your ad

Call to Action ⓘ  
Learn More ▼

Stories Customizations  
☐ Edit Stories background colors ⓘ

Call to Action ⓘ  
 Learn More ▼  
 No Button  
 ✓ Learn More  
 Apply Now  
 Book Now  
 Contact Us  
 Donate Now  
 Download  
 Get Offer  
 Get Quote

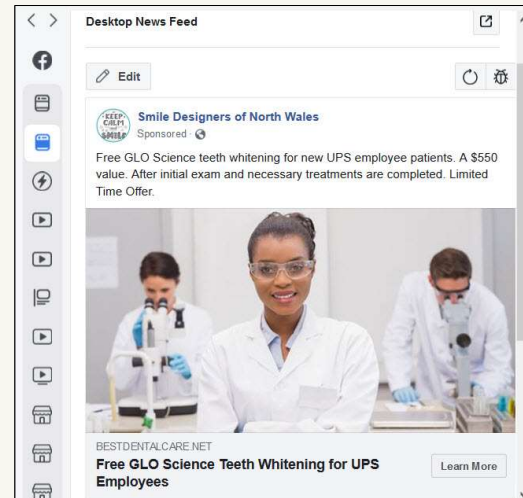
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## Creating Ads

### Placement Edits

Allows you to make edits to variations based on placement.

- Mobile News Feed
- Desktop News Feed
- Messenger
- Instagram
- Many more



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## Creating Ads

### Publish

Once your Campaign, Ad Set and Ads are ready, press the green "Publish" button.

Ads will be reviewed by Facebook to ensure they meet advertising guidelines and standards.

You'll be notified once they are approved or denied.



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