BuyersCircle
Affiliate eTailer Toolkit

Version 2.0
December 2021
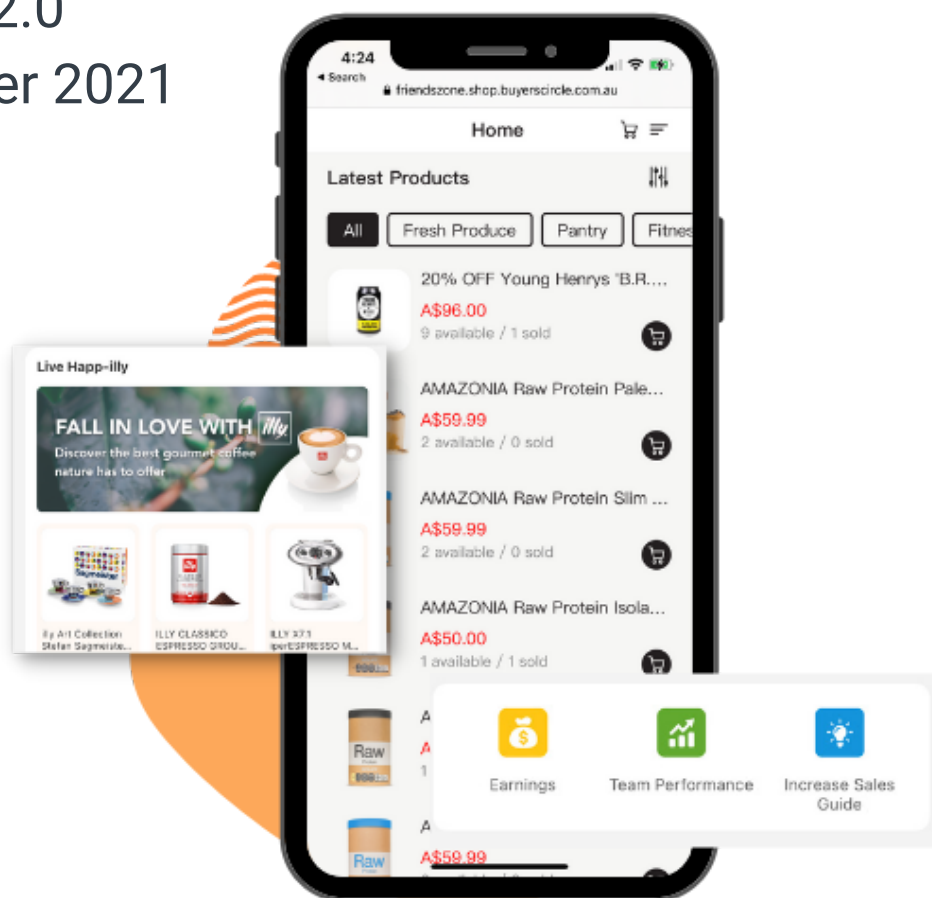
BUYERS
CIRCLE

CONNECT | COMMUNITY | CONVENIENT

WELCOME TO BUYERS CIRCLE

Welcome to BuyersCircle!

We are so happy you chose to become a BuyersCircle Affiliate E-tailer. You're now at the forefront of social eCommerce in Australia - helping to connect and empower your social community to find great quality products and services conveniently via your new store.

As an E-tailer, you now have access to great products, support from BuyersCirce through the E-tailer Empowerment Program - and new ways to make money!

The purpose of this E-tailer Toolkit is to give you all you need to become a successful E-tailer.

This toolkit includes:

Things are moving fast in the world of e-Commerce. This is a developing document that will evolve with the future of our BuyersCircle APP - any feedback, updates or additions you think necessary to make the toolkit even more useful, please let the E-tailer Success Team know.

Nicole Gassett
E-tailer Success & Senior Marketing Manager

1. What is Social Commerce?

Social E-commerce brings together your community in a trusted, online shopping environment. Social E-commerce merges online shopping with social networking, allowing individuals to shop, share and sell products and services.

In many ways, Social E-commerce is not a new concept – we've been buying, selling and sharing great products with people we trust for decades.

A video (and a picture) tells a thousand words, you can learn more about Social E-commerce by clicking the video **here** or below.
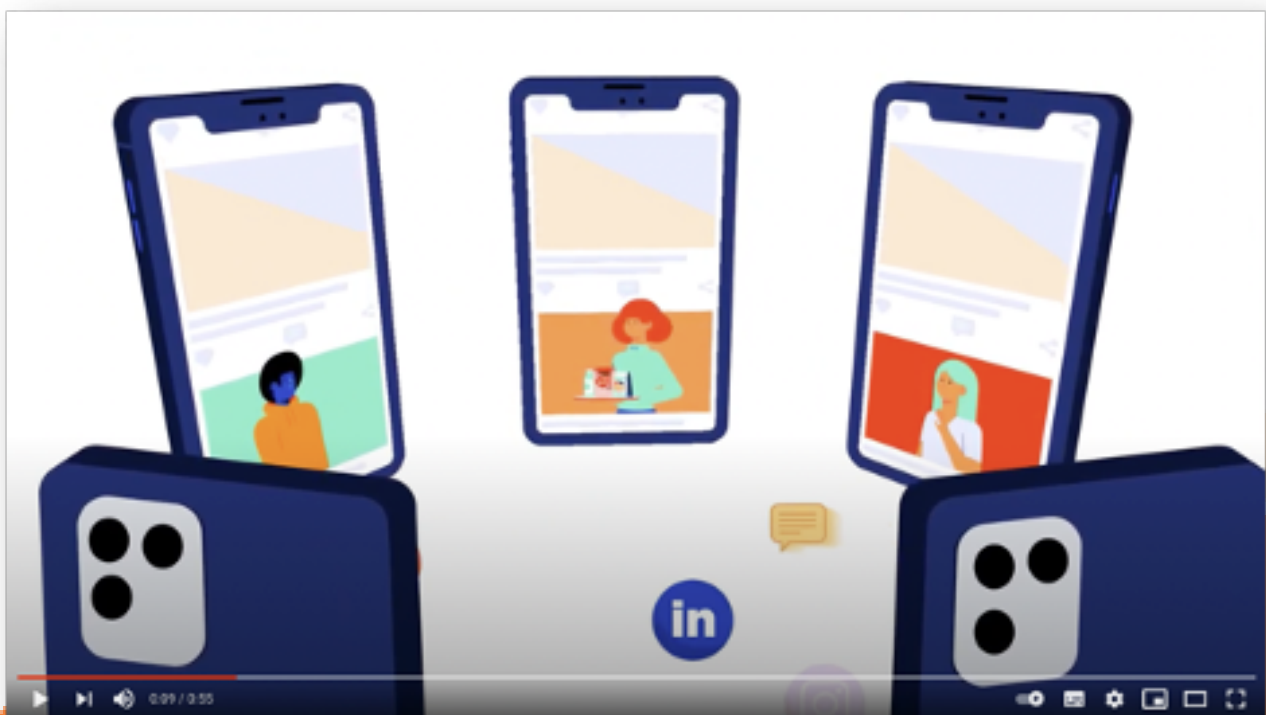
700K
VISITORS

315K
DEALS CREATED

1500 +
PRODUCTS TO SHARE & EARN

2. Optimising Your E-tailer Store

Your E-tailer Store is your community's gateway to a trusted shopping experience.

The E-tailer Store operates within a closed environment and therefore is not searchable, meaning your customers can only find **Your E-tailer Store link** by good old-fashioned Word of Mouth (or in online terms, by sharing your store link).

BuyersCircle E-tailer stores operate in a closed environment to ensure:
- Consumers gain access to exclusive deals
- There are no advertisements
- A trusted environment
- Content is curated to suit your community

Your Store Brand

When setting up your store, it is important to think about your store brand and value proposition i.e. who you are, what you offer and who are your current and prospective customers. *Here are a couple of examples:*
- **Family:** Mel is a mum who is passionate about bringing together families.
- **Health and Wellness:** Steve is a personal trainer passionate about health and well-being.

Aligning your product selection, store banners and information to your brand will build buyers trust and make you the 'go to' expert on products in this category.

CUSTOMER FACING STORE FRONT
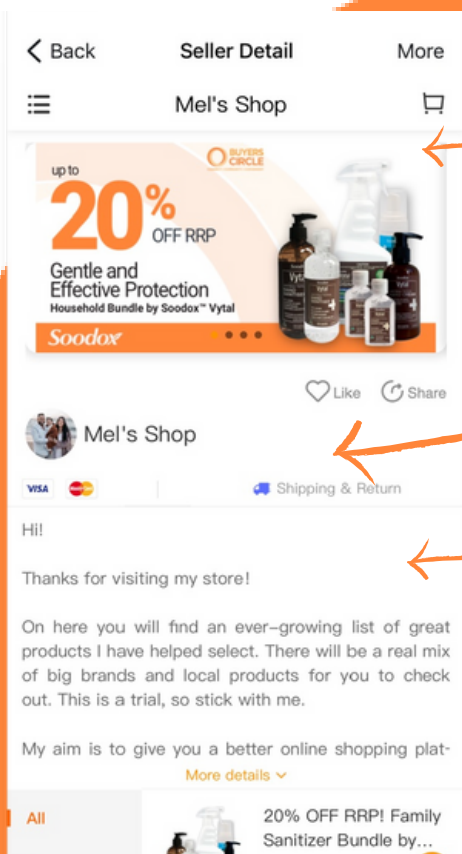
YOUR ETAILER STORE BACK END
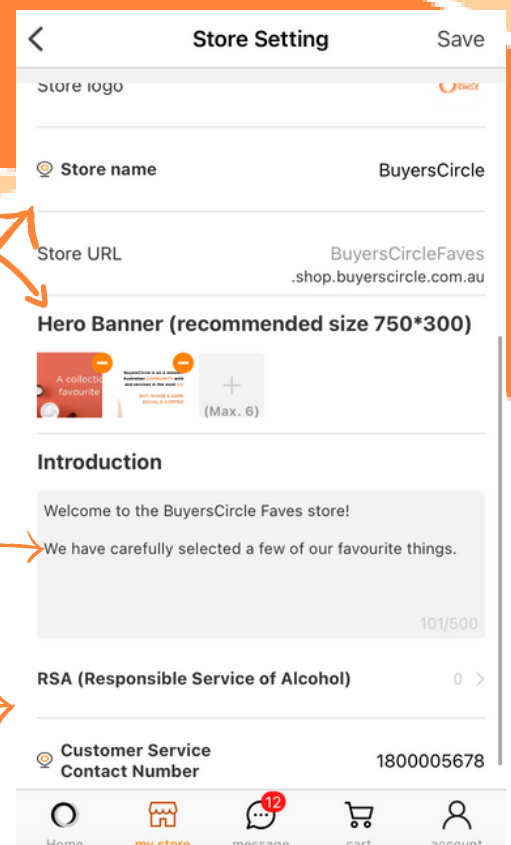
Your Store Banner
Keep the default promotional poster or create your own.
TIP: CANVA is a very easy creative tool! (750px x 300px)

Your Profile Picture & Store Name

Your Store Introduction
Your opportunity to highlight who you are and what your store offers - what makes your store different!

Your RSA
If your store offers alcohol you will need a valid RSA

Your E-tailer Store

Your Target Customer

Once you've chosen your store brand and positioning, choosing your target customer and understanding their specific needs will help you to formulate your store offering.

- **For Mel** our Mum E-tailer may wish to offer great food deals for families
- **For Steve** our Fitness E-tailer may wish to offer yoga or gym accessories

Deciding your store proposition early will help guide your decisions on product selection, content creation to support your store brand and engage your target audience.

Your Store Introduction

Your store introduction is the opportunity to highlight who you are and what your store offers. We encourage you to make it personable, whilst speaking in tone best suited to your target audience.

Important: If you are licensed to sell alcohol, you need ensure your RSA license number is clearly displayed on the Your E-tailer Store introduction.
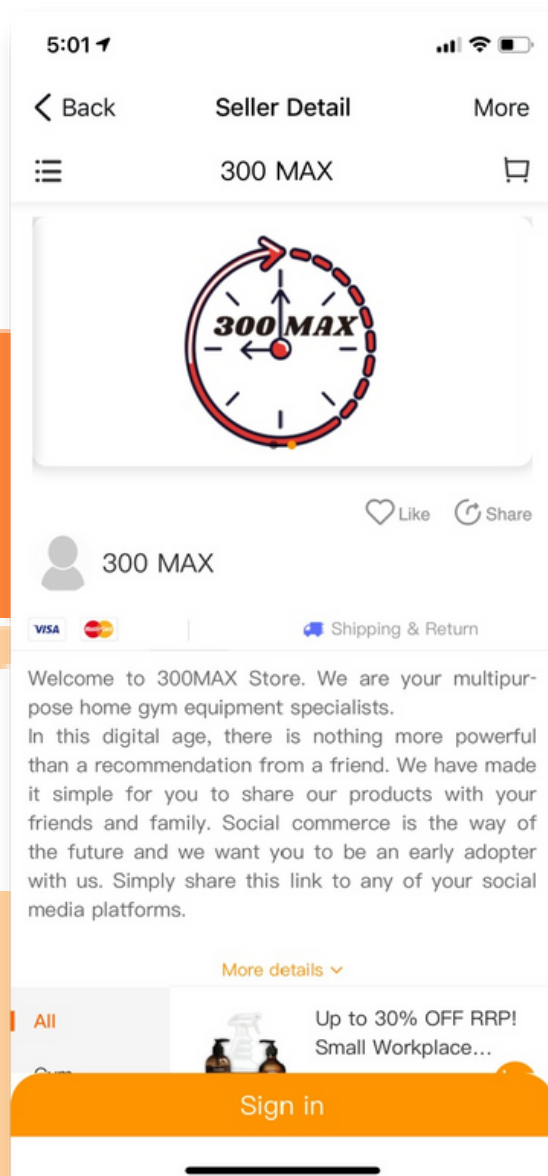
Store Branding

The app allows you to include a custom logo and banner images to promote your brand offering and special promotions available on your unique store.

Banner Photo: 750 x 375 pixels
Profile picture: 750 x 750 pixels

Target Customer
300 MAX's target customer is interested in fitness and healthy.

3. Your Store Products

Once you have created your unique E-tailer Store it's time to start adding products that will appeal to your audience. Click the home button to find all of the exclusive products and offers sourced by our product team for you to **select and 'Add to Store'**. There is a broad variety of product categories designed to cater to all E-tailers.

We are always looking for exciting new products for our E-tailers to share and welcome new product ideas from you, so if you have any suggestions, requests or even supplier contacts, feel free to send them to your E-tailer Success Manager.

We have created this easy How-To Video to help assist you in adding products:
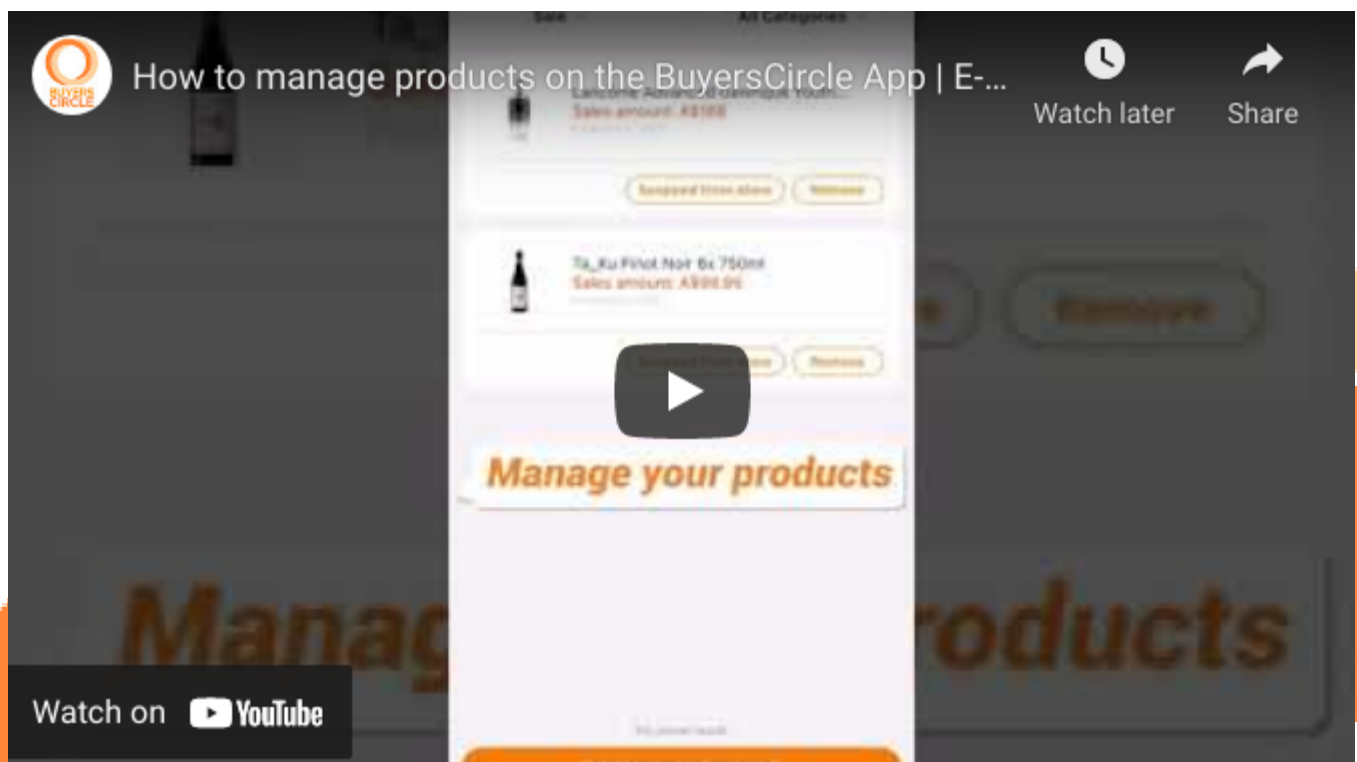
4. The E-tailer Commission Dashboard

To view orders and commissions visit MyStore on your App. With the BuyersCircle APP, you can manage and process all of your customer orders and returns on your mobile.

- Order history including Name, Order Date, Products Ordered, Total Transaction Value
- Total sales
- Commissions earned
- Commissions withdrawn

If you or your customers have any questions or issues related to orders or returns you can update your settings with your contact details or BuyersCircle Customer Service Team details.
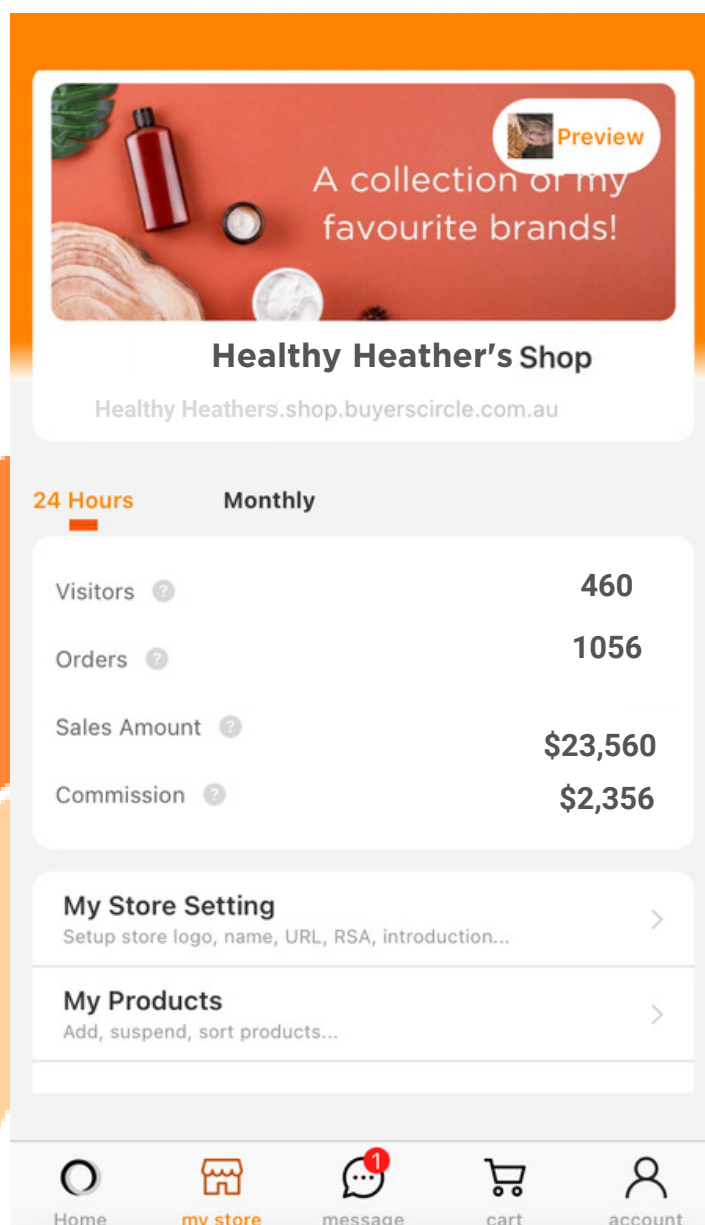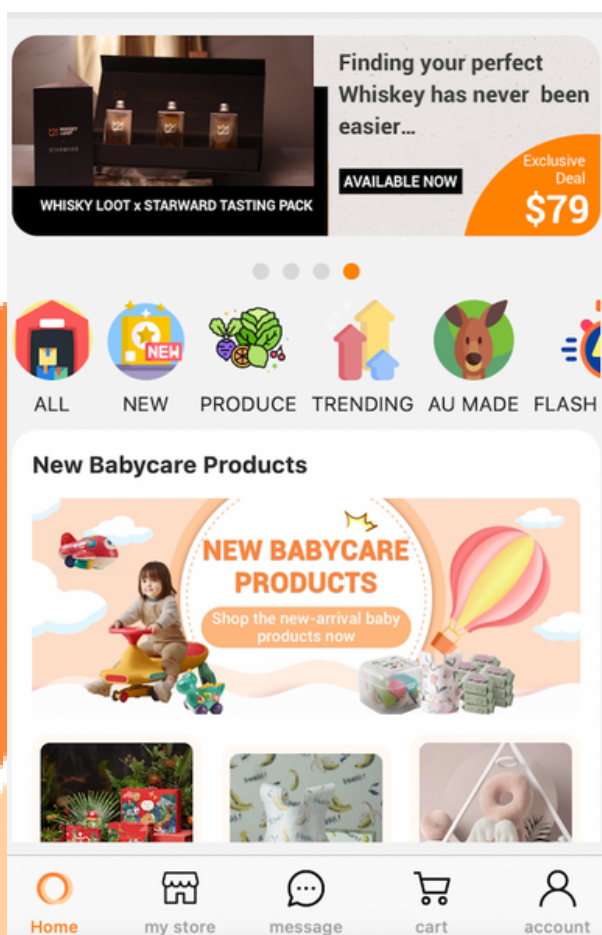
5. How to Increase Sales

5.1 Flash Deals

Flash Deals are generally week-long promotions offered to our E-tailers and their community. Flash Deals could be offered in the form of large discounts, exclusive products, seasonal promotions or limited stock. At the beginning of each month, your E-tailer Success Manager will share with you the promotions for the coming month in the form of a poster for your on-sharing to your community. We aim to offer weekly Flash Deal promotions.

A Flash Deal can be promoted either through your immediate social media network by sharing as a post or story on Facebook, Instagram or WhatsApp (or other), or more proactively through joining social media groups, like Facebook Groups.

Example: Monthly Promotions & Posters

5. How to Increase Sales

5.2 Sharing on Social Media

BuyersCircle is designed to make sharing easy on social media. Sharing links on Instagram, WhatsApp, Facebook, TikTok or any social medias platforms is one of the fastest and easiest ways to inform your community about your BuyersCircle store and promotional deals - and for these offers to go **viral.**

As with any social media post or story, the content needs to be:
- **Engaging**
- **Actionable**
- **Relevant**

Share via a post, story or message with #ad and a partnership tag with BuyersCircle. Posts are shown permanently, messages are displayed permanently in a closed messaging environment and stories are 15 - 30 seconds long shown for 24 hours. We encourage you to use all forms to promote your store and products.
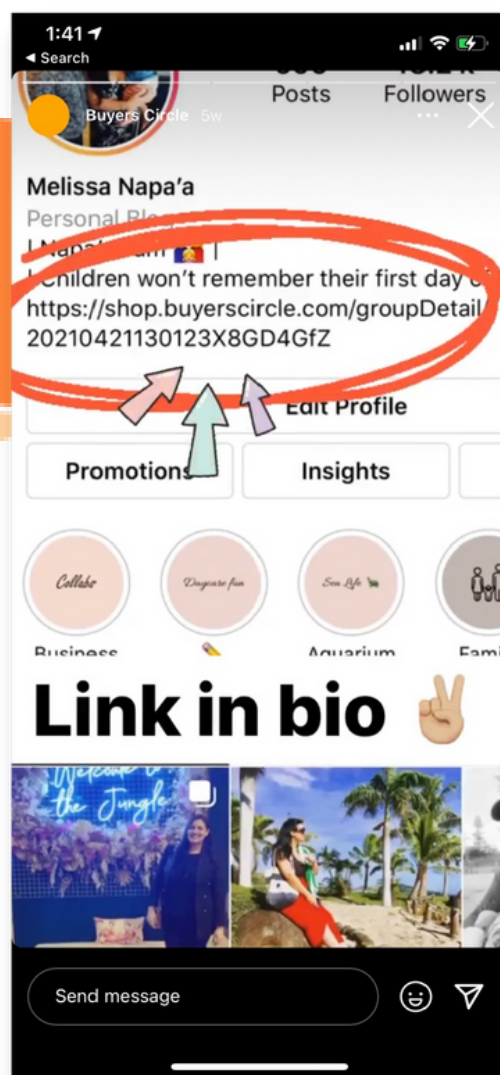
When to Post

Facebook and Instagram algorithms means the top-engaged post is displayed first in user feeds, therefore choosing when to post is vital to increase levels of engagement.

Best times to post:
- 11am - 1pm
- 7pm - 9pm

Top Tip: Include Your E-tailer Store link in your social bios

5. How to Increase Sales

5.2 Sharing on Social Media

Let's Get Visual!
The best social media posts and stories include visual content.

Top visual content tips:
- Let your audience **see you** – the real you, in video and photos!
- Select the **correct promotional photo size** (all Flash Deal files and images we share with you use the following naming conventions "FB-Post" or "IG-Story"):
  - Instagram Story: 1080 x 1920 pixels
  - Facebook Story: 1080 x 1920 pixels
  - Instagram Post: 1080 x 1080 pixels
  - Facebook Post: 1200 x 630 pixels

- Include **product images** – sometimes we will send you samples, other times we encourage you to purchase promotional products from your own store to experience and share!
- Be **"on brand"** – does your store or the promotional products follow a certain colour scheme or have a specific theme?
- Add text and **fonts** to your stories that match your store, product and story mood

Using hashtags
Experiment with hashtags to find potential new followers or friends. Research shows engagement goes up with at least 11 hashtags, but not more than 30 in total.

Choose hashtags related to:
- Theme
- Audience
- Product
- Location

"My family has felt so much more protected with the @Soodox Family Sanitizer Bundle."
#familyfirst #protectyour family

5. How to Increase Sales

5.2 Sharing on Social Media

Smart Captions

Smart captions paint a picture of what it was like to personally experience the content of your post. The goal is to immerse your audience in the experience, inspiring them to want to try new products you are offering.

Include engaging questions and a clear call-to-action, such as including the words "Like" or Comment" can increase interactions by 89%.

Place important words and information at the beginning of the caption, to ensure when your audience scroll through their feeds, important content is not missed.

Include emojis to emphasise parts of your text. Emojis are a great way to show your audience who you are and how you interact, have fun with your posts!

**"What's your favourite #beef recipe for #winter?"
Beef bourguignon is a
@BuyersCircle staff favourite** 😊

@Mention

@mentioning is an easy way to connect another profile to your post. When sharing product flash deals, we encourage you to @mention the product's brand and @ + # BuyersCircle to increase visibility.

Geotagging Posts

Geotagging adds a location to your post. When you geotag your posts, other users who post photos in your region will see your posts on the location's page. Posts with geotags have 79% more engagement.
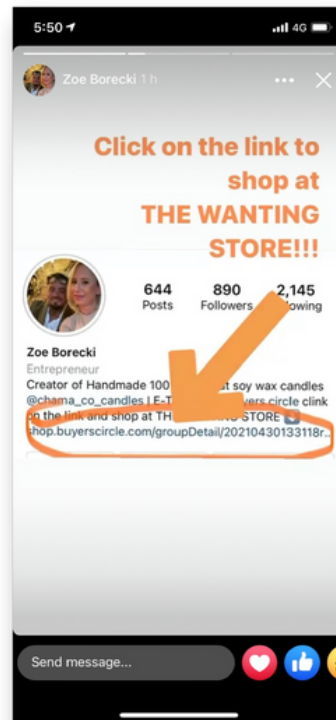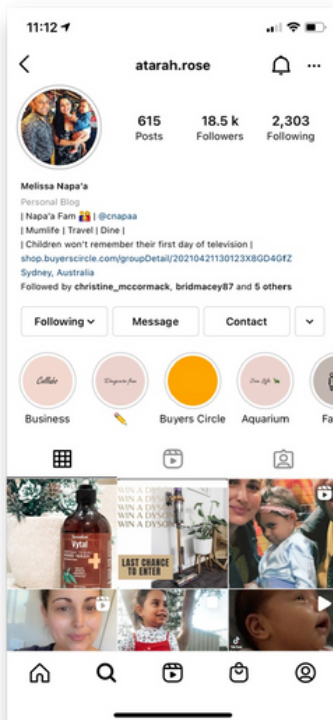
Top Tip: @mention top brands to increase traffic to Your E-tailer Store

5. How to Increase Sales

5.2 Sharing on Social Media

5.2.1 How to Share on Instagram

Link in the Bio

Put your Store link as your Link in the Bio, then promote your new store launch via Instagram stories.

Instagram Post

Create posts about Flash Deals, and promote your posts via your Instagram stories drawing attention to your "New Post"
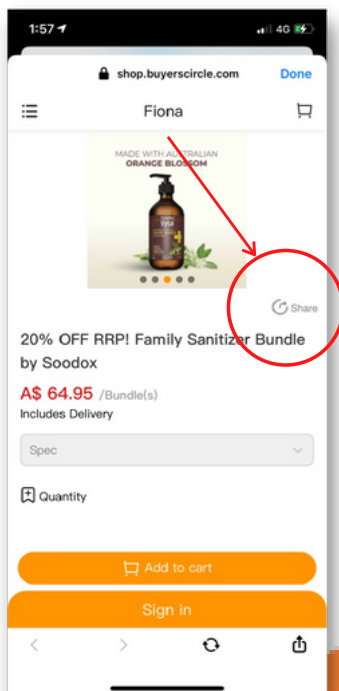
5. How to Increase Sales

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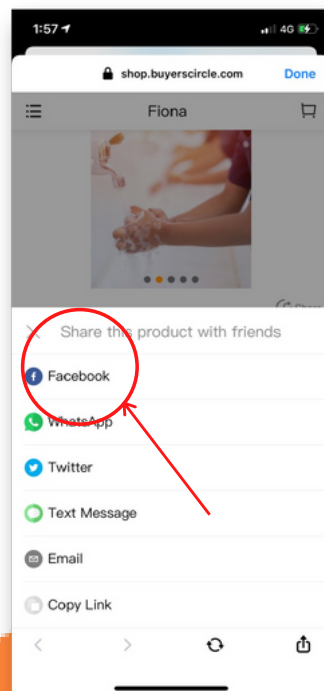
5.2.2 How to Share on Facebook

A quick way to increase sales is to promote Flash Deals and specific products, particularly in Facebook Groups like Buy, Sell, Swap Groups, as well as on your Profile posts.
Each week we add new promotions to your store for promoting as a Flash Deal.

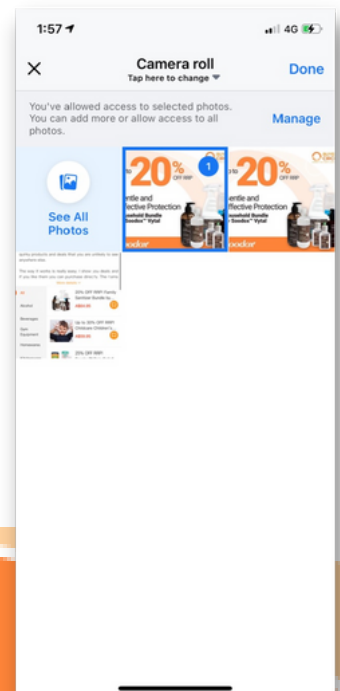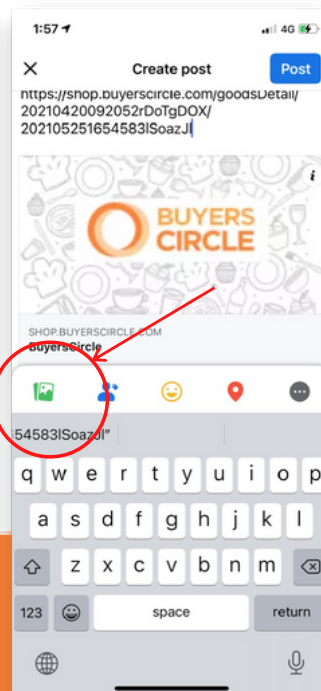## Steps to Share a Deal

Step 1: Click Share on Product Page   *Step 2: Click Facebook*   *Step 3: Paste into post and click image* *Step 4: Get saved photo from album*

Step 5: Image automatically changes   *...Facebook Posted!*

5. How to Increase Sales

5.3 Advertising Alcohol & Social Media

In order to sell and serve alcohol in Australia, you are required to have an official registered and valid RSA certificate, once you have obtained your RSA you can upload the documents into your app for review and approval to unlock alcohol products to sell in your store.

Alcohol advertising is self-regulated in Australia, requiring compliance under the voluntary Advertising Code that includes four key standards:

1. Content cannot target minors or young people under 25 years of age
2. Content cannot encourage heavy or excessive drinking
3. Content cannot promote alcohol as a mood enhancer, therapeutic solution, or contributor to success
4. Content cannot show alcohol being consumed during an activity that requires safety precautions (such as driving or operating heavy machinery).

You can read more about alcohol advertising, social media and young people at the Alcohol and Drug Foundation's website.

We strongly discourage you from promoting alcohol-related Flash Deals openly in order to reduce any chance of breaching the rules.

6. E-tailer Rewards

Commission

For every product sale made, E-tailers receive 10% in commission. The commission is calculated at the end of each product order cycle - this means that once your customer has received their product and the 14 day return period has expired you will be eligible to release commission payment. You can track your commissions on your My Store page.

E-tailer Empowerment Program

BuyersCircle is successful only when our E-tailers are successful. The E-tailer Empowerment Program is the support and additional training from our E-tailer Success Team to ensure you are successful.

The Program currently includes:

- Dedicated E-tailer Success Manager
- Sales and performance data of YourE-tailer Store
- Licensed Alcohol Training
- Quarterly Webinars
- E-tailer Toolkit
- Weekly and Monthly Promotional Material
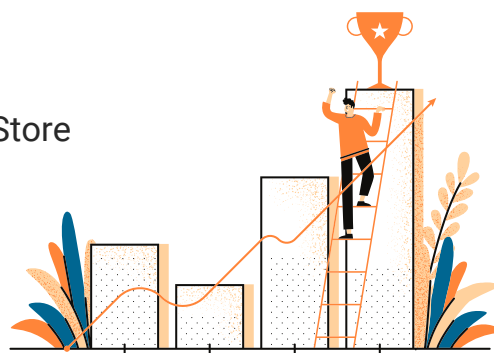
E-tailer Referral Program

BuyersCircle is actively recruiting for our E-tailer community, and we know the best recruits are through referrals! After your referred E-tailer makes their first sale, to thank and encourage you to refer more of your network, we will reward you with $50 bonus toward your next purchase on any BuyersCircle E-tailer store.

7. Support and Feedback

For additional support, please don't hesitate to get in touch with our E-tailer Success Team at etailersuccess@buyerscircle.com.au or your dedicated E-tailer Success Manager.

Every day, our team are working on making your E-tailer experience a better and more successful one. If you have any feedback, positive or negative, please don't hesitate to get in touch with etailersuccess@buyerscircle.com.au

Thank you.

You can now **connect** to your **community** with quality products in the most **convenient** way to **Shop, Share & Earn** with

.

BUYERS CIRCLE

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