

TWICE AS NICE:

# Like2Buy + Instagram Shoppable Posts

As a social media marketer, you're tasked with proving the value of social. Now that Instagram has launched its shopping posts, which enable you to tag products in your posts natively on the platform, reporting on engagement and awareness will no longer be enough: you'll need to show how your social strategy drives meaningful traffic and revenue. So how can you make sure you're doing everything you can to prove that?

That's where Curalate can help: by enabling you to combine Instagram shoppable posts with Like2Buy to truly make social sell. On average, brands who use both solutions together **see 2x more traffic** as compared to using Instagram shoppable posts alone and **75% of their Instagram revenue coming from Like2Buy**.

## 1. UNLOCK YOUR CREATIVITY

Like2Buy gives you far more flexible and creative options for marketing your products and building your brand.

- ✓ **Influencer and associate activation:** Set up Like2Buy stores for influencers and store associates to drive more than just awareness from their compelling content.
- ✓ **Limitless linking:** Want to drive traffic to a blog post or a category page? No problem—Like2Buy lets you link anywhere, not just product pages.
- ✓ **Shoppable video:** Enable your Instagram fans to shop your video posts, and upload and tag products to any additional video content you want to feature.
- ✓ **Customizable storefront:** Pin a promotion for your blog or create a custom campaign banner: Your Like2Buy store is *yours*.



**2X** MORE TRAFFIC USING  
LIKE2BUY + INSTAGRAM  
SHOPPABLE POSTS

## 2. GROW THE VALUE OF YOUR CONTENT

Creating content costs money. So why not get a better return on your investment? When you tag products to posts natively on Instagram, your posts are shoppable on Instagram — and nowhere else.

With Like2Buy, when you tag products to content, that content can be used anywhere you want to make social sell, including email, your website, and paid media. Curalate clients have seen over an **80% increase in eCommerce revenue** and up to a **2X increase in RoAS** from pages and ads that feature content reused from Like2Buy. With Curalate, your content gets the lifespan it deserves, and you get to show far more value for your work.

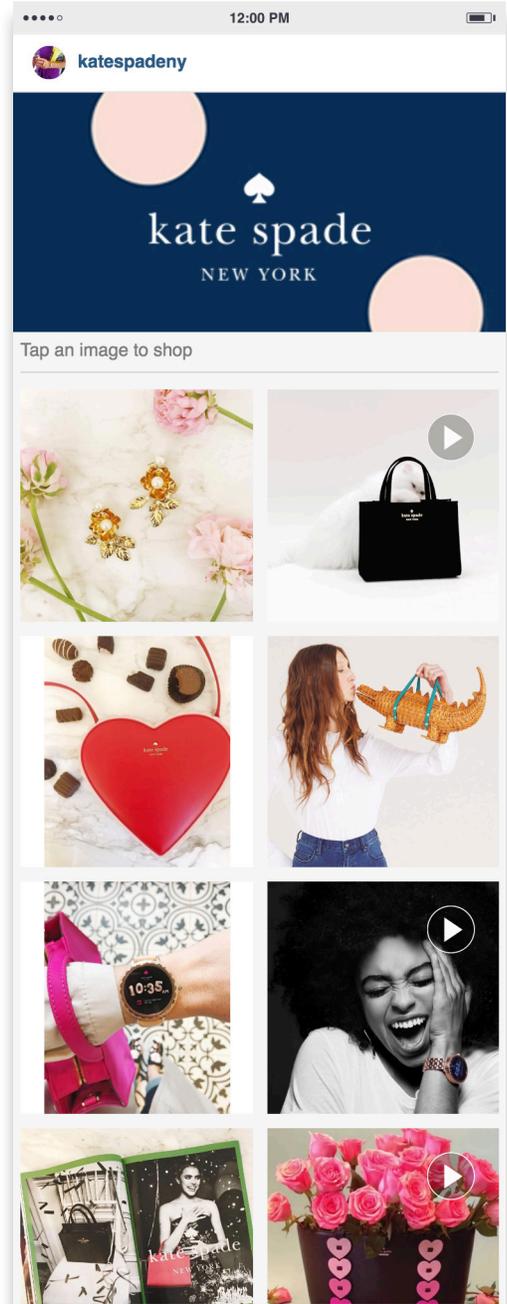
## 3. ALIGN TO HOW CUSTOMERS BUY

Some products you feature on Instagram might be perfect for impulse purchases, while others could be a more considered buy. With Like2Buy, you can support both of these customer journeys.

- ✔ **Optimized path to purchase:** Integrate payments into Like2Buy to shorten the path from discovery to purchase, or enable customers to add products directly to their cart and head to checkout from Like2Buy.
- ✔ **Increased product discovery:** Help your customer find what they really want—include relevant recommendations to introduce them to more than just the products in your post.
- ✔ **Lead generation and retargeting:** Implement your retargeting pixel and capture email addresses to move fans who are still in discovery mode further down the funnel.

## 4. LOCATION, LOCATION, LOCATION

Want to make sure your Instagram fans in Australia can only shop products from your Australian product catalog? We've got you covered. For brands that sell in multiple countries but want a single Instagram account to engage their fans, Like2Buy offers the ability to dynamically present products and prices based on a person's location—something you simply can't do natively on Instagram.



**80%** INCREASE IN ECOMMERCE REVENUE WHEN REPURPOSING LIKE2BUY CONTENT

Need help getting access to Instagram Shopping? We can help make sure your product catalog is in the right format for tagging products on Instagram, and we can help you get it connected, too. Just contact your Client Solutions Manager or [hello@curalate.com](mailto:hello@curalate.com) for more information!