

# Generate more traffic by promoting your storefront on existing channels!

Let your customers know your storefront is live on Knowde, promote your products and more in a few easy steps!

## Optimal sizes for recommended channels:

-  LinkedIn: 1200x628px
-  Facebook: 1080x1080px
-  Twitter: 1600 x 900px
-  Instagram: 1080x1080px

## Tips for creating highly engaging posts that generate more traffic for your storefront:

### 01 Understand the objective of your post

Whether you're announcing your storefront to existing customers and followers or promoting a new product line available on your storefront, understanding the business objective behind each promotional post allows you to promote a singular, targeted message.

#### Example objectives:

- Storefront Launch Announcement
- Featured Product Promotion
- Brand & Value Proposition Promotions
- Expert Highlight

### 02 Utilize the Three C's for successful messaging:

**Clear:** Don't make your customers guess — use inviting language that clearly articulates what you'd like to convey to your audience

**Concise:** Stick to one, easily digestible message per post. Your customers can accomplish a lot on your Knowde storefront, but breaking down each post to a singular Call to Action will avoid confusion and peak interest.

**Consistent:** Post regular, relevant content to create an engaging environment that will bring your customers back time and time again.

### 03 Use eye-catching imagery to stand out amongst your competition

Every social feed is full of content intended to create information overload for your customers. Use beautiful, relevant imagery that will command your customers' attention and cause them to stop, look and read while they scroll.



Looking to extend your marketing efforts? Reach a larger audience and generate more leads with Knowde Premium!

## Examples of successful post copy:

**Storefront Announcement:** We're now on Knowde! Discover our entire product catalog, access technical documents, ask us questions and more — all in one place! [URL]

**Featured Product Promotion:** [Product Name] is now available on our Knowde storefront! Click the link to discover detailed product information, request samples and get quotes in just a few clicks! [URL]

! Add a URL link to the page you want to drive traffic to!

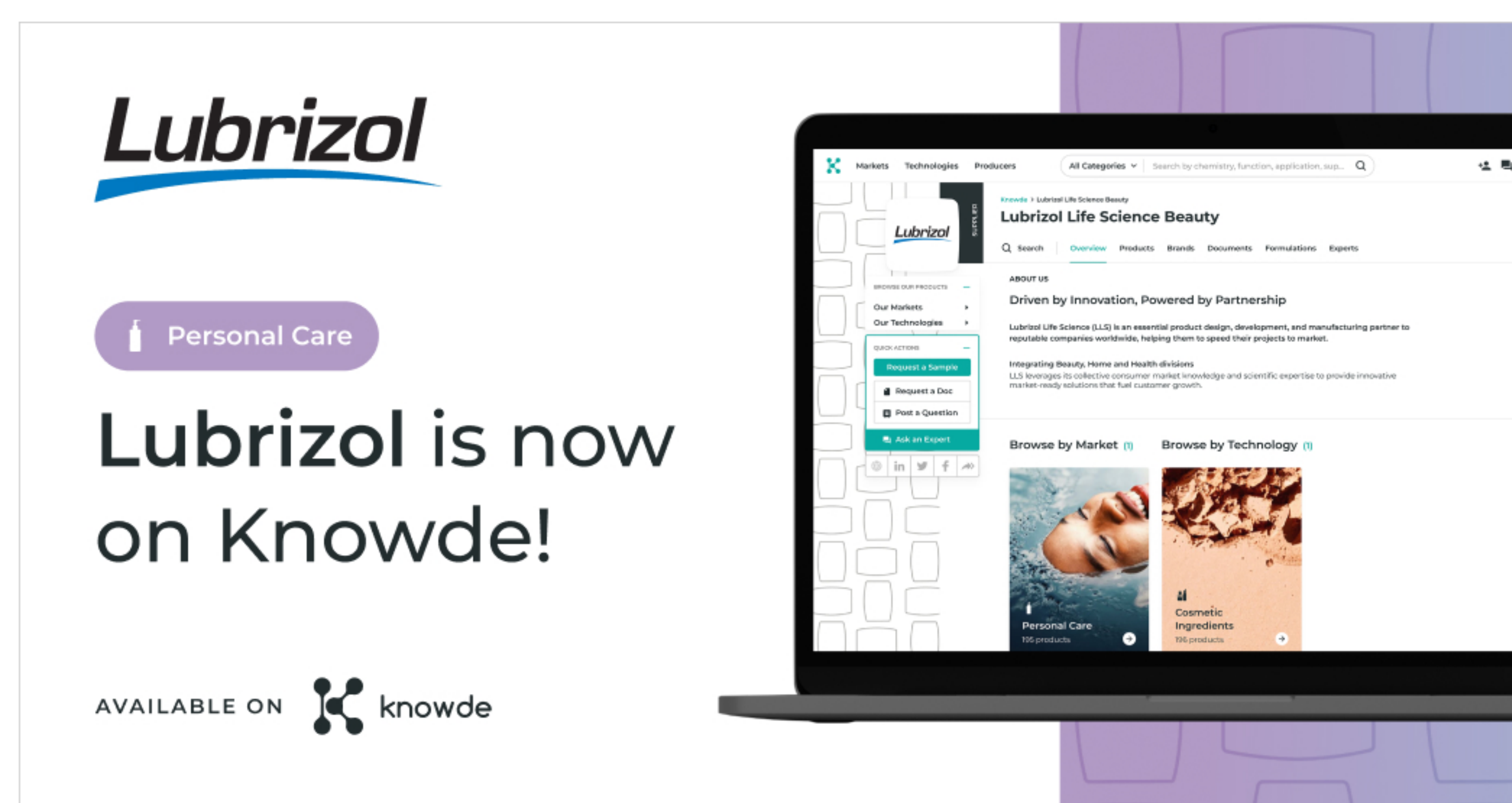
## Example industry hashtags:

#Knowde #formulation #chemical #chemistry  
 #ChemicalEngineering #materials #manufacturing  
 #ChemicalIndustry #eCommerce #digitalization #ingredients

! Don't forget market-specific hashtags, like #PersonalCare

## Examples of successful imagery:

### Storefront Announcement Example



### Featured Product Promotion Example

