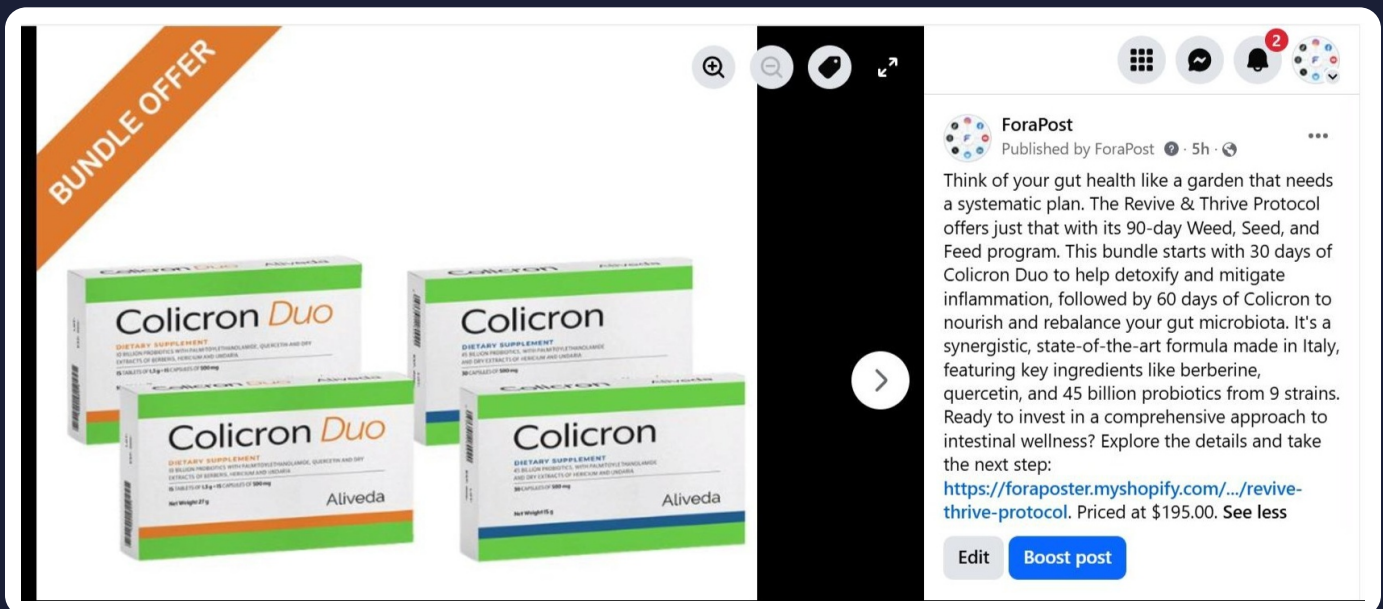


ForaPost Guide:

# E-Commerce

From The Small Business Social Media Playbook

by ForaPost



The image shows a social media post interface. On the left is a product image for a 'BUNDLE OFFER' featuring four boxes of Aliveda Colicron Duo and Colicron. The boxes are white with green and orange accents. The text on the boxes includes 'DIETARY SUPPLEMENT', '45 BILLION PROBIOTICS WITH 9 STRAINS', and 'NET WEIGHT 27g'. On the right is the social media post content. The post is from 'ForaPost', published 5 hours ago. The text of the post describes a 'Revive & Thrive Protocol' for gut health, mentioning a 90-day program starting with Colicron Duo. It lists ingredients like berberine, quercetin, and 45 billion probiotics. A direct purchase link is provided: <https://foraposter.myshopify.com/.../revive-thrive-protocol>, priced at \$195.00. The post includes 'Edit' and 'Boost post' buttons.

Real product post created automatically from a Shopify catalog record

Product image, description, direct purchase link, and price — all pulled from the store.

# Quick Start: Three Things Every User Does First

No matter what kind of business you run, your first three steps are the same.

## 1. Upload Your Collateral

Collateral is anything that represents your brand — documents, photos, videos, brochures, pitch decks, product descriptions. The more you provide, the better your AI Manager understands your voice.

Go to the Collateral section in your dashboard and upload your files. Supported formats include PDF, DOCX, PPTX, images (JPG, PNG, WEBP), and video (MP4, MOV).

## 2. Connect Your Platforms

Go to Accounts and connect the social media platforms where you want to publish. Each platform uses its own official authorization — ForaPost never asks for your passwords.

Supported platforms: Instagram, Facebook, Twitter/X, LinkedIn, TikTok, YouTube (Shorts), Threads, and Bluesky.

## 3. Review Your First Posts

Once your collateral is uploaded and platforms are connected, your AI Manager begins creating content. Your first posts typically appear within 24 hours.

Enable the Approval Queue if you want to review every post before it goes live.

# ForaPost for E-Commerce

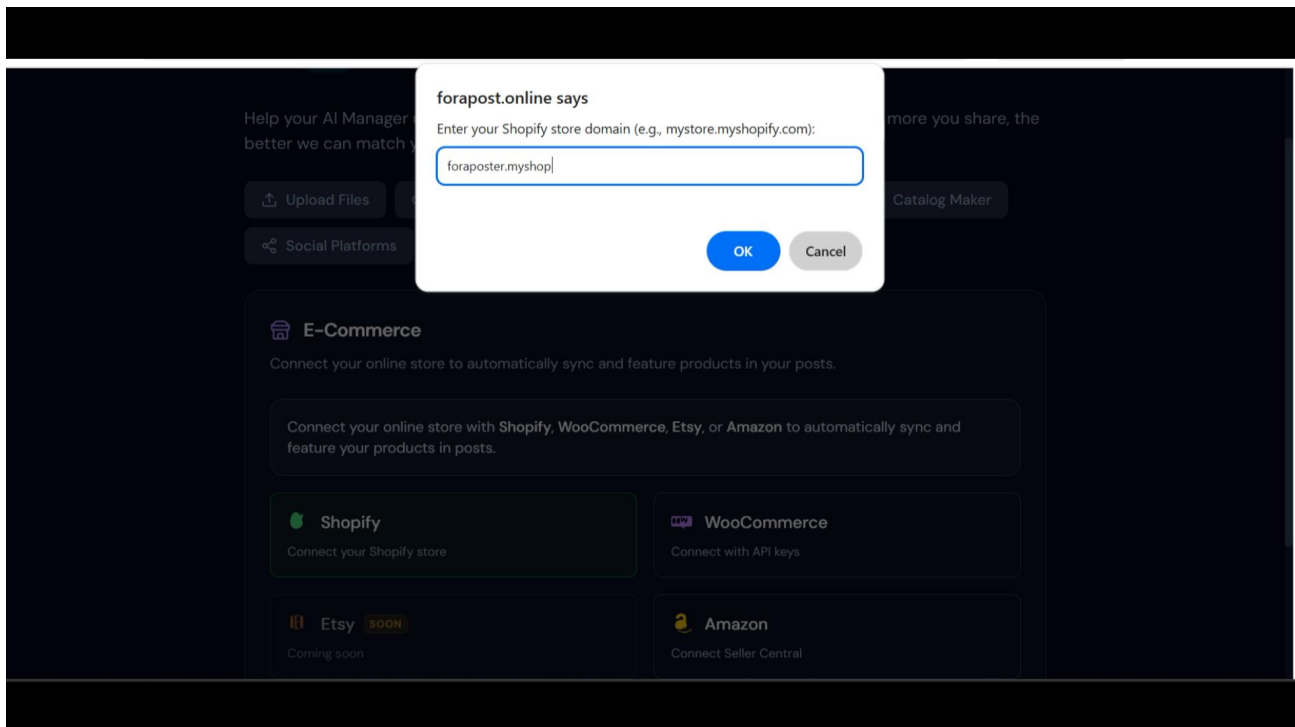
## Why Social Media Matters for E-Commerce

Reposting your Shopify product photos to Instagram isn't a social media strategy — it's a product catalog on the wrong platform. The product is only 20% of your social content. The other 80% is the lifestyle, education, brand story, and social proof that builds the trust and desire that actually drives checkouts.

For Shopify and WooCommerce sellers, social media is your owned distribution channel. For Etsy sellers, external traffic from social media boosts Etsy's search algorithm. For Amazon FBA sellers, TikTok-driven traffic boosts your organic ranking and creates a revenue stream Amazon can't throttle.

## Step 1: Connect Your E-Commerce Store

Go to Settings → E-Commerce Integration and connect your store. ForaPost supports Shopify, WooCommerce, Etsy (coming soon), and Amazon Seller Central. Your product catalog — names, descriptions, prices, images, and inventory status — syncs automatically and stays up to date.



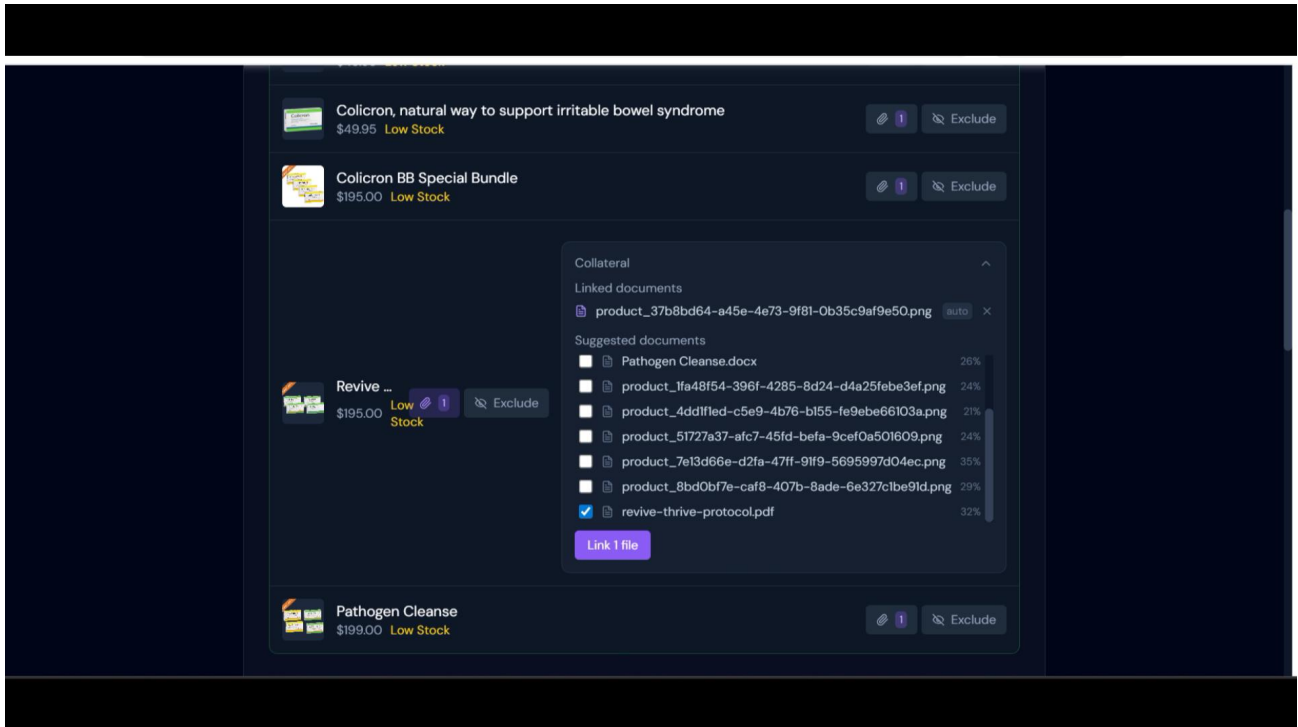
*Connecting your e-commerce store — your product catalog syncs automatically.*

Don't have a connected store? You can upload your product catalog manually via CSV or create individual product records in Catalog Maker. See Step 4 below.

## Step 2: Enrich Your Products with Intelligence Files

Once your products are imported, you can attach additional documents to any product record — product knowledge bases, ingredient lists, sourcing stories, clinical studies, or detailed specifications. Your AI Manager reads these documents and uses them to write richer, more detailed posts about that specific product.

This is optional but powerful. A product with just a title and price gets a basic post. A product with an attached PDF gets a post that explains the 'why' — the ingredients, the process, the story that makes someone click 'buy.'

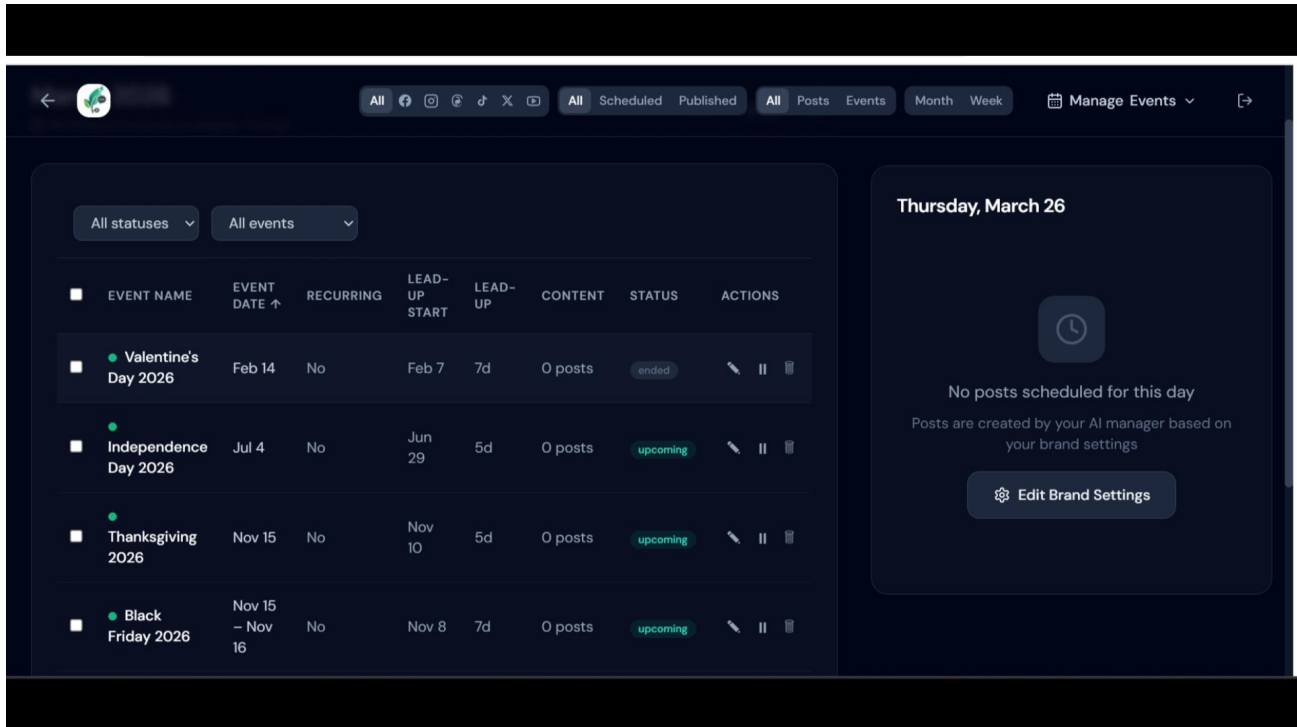


Link intelligence documents to enrich posts for specific products.

### Step 3: Program Your Promotional Calendar

Go to Calendar Events and add your key dates: product launches, seasonal sales, Black Friday, holiday promotions. For each event, your AI Manager creates automatic lead-up content — announcements, reminders, and countdowns — so your audience is primed before the sale starts.

For product launches, create a Calendar Event and set the lead-up to 7-14 days. Your AI Manager publishes teaser content, reveal posts, launch day announcements, and follow-up content automatically.

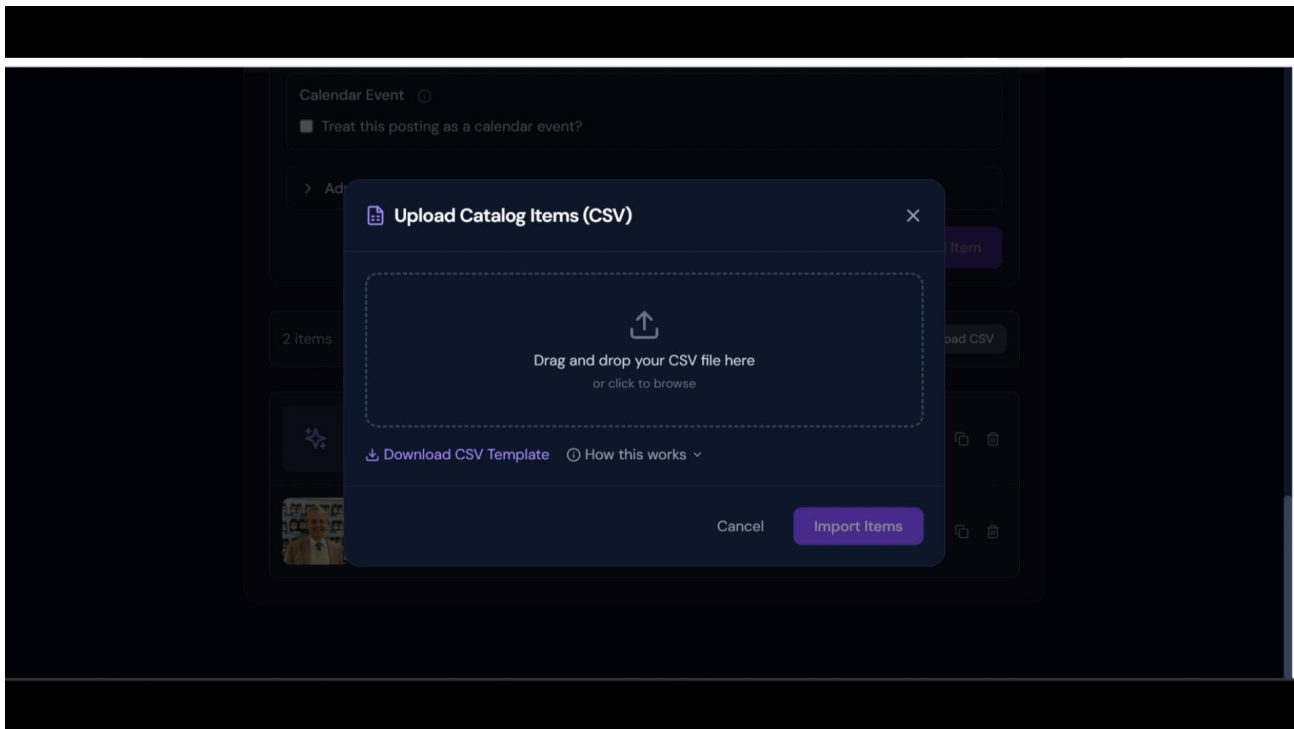


Calendar Events programmed with automatic lead-up sequences.

### Step 4: No Connected Store? Upload via CSV

If you don't have a Shopify, WooCommerce, or Amazon store — or if you sell through channels that aren't directly integrated — you can upload your entire product catalog via CSV. Download the template, fill in your product names, descriptions, prices, and links, then import.

After import, attach product photos manually to each record and optionally link intelligence documents for richer posts.



Upload your product catalog via CSV or enrich records with linked documents.

## Set Up Your Content Strategy

After onboarding, review your AI-created brand profile in Settings → Content. For e-commerce, verify your content themes include: product features, lifestyle content, customer stories, brand story, educational content, and seasonal promotions.

### Adjust Your Journey Distribution

- Awareness: 25% — lifestyle content, brand story, behind-the-scenes
- Interest: 30% — product education, how-to content, ingredient/material stories
- Consideration: 25% — customer reviews, UGC highlights, product comparisons
- Conversion: 20% — product features with direct purchase links, sale announcements

Or select the **"balanced"** preset and adjust from there.

### Add These AI Instructions

- "Always include a direct product link in conversion posts"
- "Include price when featuring a specific product"
- "Never use AI-created product images — use uploaded product photos only"
- "Balance product posts with lifestyle and education content"

Tag your Catalog Maker records with descriptive labels. Your AI Manager uses tags to vary the tone of each post — product-tagged records get sales-focused language with purchase links, event-tagged records get urgency-driven language.

## What a Typical Week Looks Like

Here's what a typical week of posts looks like for a Shopify seller on Pro (2 posts/day, 3 platforms):

- **Monday: Instagram — Product feature with lifestyle context:** The product in use, in a real setting, with a direct purchase link and price.
- **Tuesday: Facebook — Customer story:** A review or UGC photo paired with the product they bought.
- **Wednesday: TikTok — Behind-the-scenes:** How the product is made, where materials come from.
- **Thursday: Instagram — Education post:** How to use the product, care instructions, or benefits.
- **Friday: Facebook — New arrival or restock:** Just-landed products with urgency and purchase link.
- **Saturday: Instagram — Brand story:** Why you started, what drives the business.
- **Sunday: TikTok — Trending format:** Product showcase using a current content trend.

### Platform Recommendations

- **Instagram:** Primary for product photography and lifestyle content.
- **TikTok:** Highest organic reach. "Problem-solution-reaction" converts best.
- **Facebook:** Community building, customer reviews, direct purchase links.
- **LinkedIn:** For B2B e-commerce or wholesale.

### Pro Tips

- **Set media to "Uploaded Only"** if your product photography is strong.
- **Use Calendar Events for every sale and launch.** One setup creates weeks of content.
- **Attach product knowledge documents** to Catalog Maker records for richer posts.

### Recommended Plan

- **One platform:** Free plan works to start
- **Instagram + TikTok + Facebook:** Pro (\$29/mo)
- **4+ platforms with per-platform controls:** Panorama (\$59/mo)
- **All 8 platforms:** Scale (\$99/mo)

# Feature Reference

## Catalog Maker

Create records for products, services, team members, events. Each record has a photo, description, and optional tags.

### Catalog Maker — Tagging

Tag records with descriptive labels. Your AI Manager uses tags to vary the tone of posts — product tags get sales-focused language, event tags get urgency-driven language.

### Catalog Maker — Treat as Event

Check this box to make a record date-specific. Creates announcements, reminders, and countdowns on schedule.

### Catalog Maker — CSV Upload

Import your entire product catalog from a CSV file.

### Catalog Maker — Collateral Linking

Attach PDFs, documents, and images to any product record. Your AI Manager reads these to write richer posts.

## E-Commerce Integration

Connect Shopify, WooCommerce, or Amazon. Products sync automatically.

## Calendar Events

Add date-driven events. Your AI Manager creates automatic lead-up content sequences.

## Journey Distribution

Control your content funnel: Awareness, Interest, Consideration, Conversion, Loyalty.

## AI Instructions

Set rules and strategy directives your AI Manager must follow.

## Media Settings

Choose 'Uploaded Only' to ensure only real product photos appear.

## Approval Queue

Review and approve posts before they go live.

## Cross Post

Repost best-performing content to additional platforms with one click.

# Frequently Asked Questions

## **Which stores do you connect to?**

Shopify, WooCommerce, Amazon Seller Central, and Etsy (coming soon). You can also upload any catalog via CSV.

## **Do you use my product photos?**

Yes. Your actual product images. Set Media Settings to 'Uploaded Only' for full control.

## **Can I feature specific products?**

Yes. Use Catalog Maker to highlight products, or let your AI Manager rotate through your full catalog.

## **What about sales and promotions?**

Add them as Calendar Events. Your AI Manager creates announcement, reminder, and countdown content on schedule.

## **What do Catalog Maker tags actually do?**

Tags affect the tone and language of posts. Product tags get sales-focused language. Event tags get urgency-driven language. Tags do not control how often a product appears — that's determined by Journey Distribution.

## **Can I attach documents to product records?**

Yes. Link PDFs, spec sheets, ingredient lists to any record. Your AI Manager reads them to write richer posts.

## **Will posts include purchase links and prices?**

Yes, for product records with prices and URLs set. Add an AI Instruction like 'always include a direct product link' to ensure this.

## Ready to put this into action?

You've read the guide for e-commerce. Your AI Manager is ready to learn your products.

**Start Free → [forapost.online](https://forapost.online)**

*ForaPost Guide: E-Commerce*

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