

FACEBOOK GROUPS

PART III RESTOCK SALES



Facebook Groups Part III
Restock Sales
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FACEBOOK GROUPS

WHAT IS A RESTOCK?

A restock is when a business decides to "restock" their Facebook group so that members can purchase items.

Think of it the same way that other stores "restock" their shelves so that customers will be able to purchase from them.

I started using this name for this style of sale in my group many years ago.

You do not have to call this type of sale a "restock" like I do. You can call it a...

SALE

VIP EVENT

(your business name) EVENT
or some other catchy name.

FACEBOOK GROUPS

OUTLINE OF A RESTOCK

1. Pick a date a couple of weeks away.
2. Announce it to your group.
3. Make products for sale.
4. Post 7, 4, and 1 day before.
5. Create picture/description posts.
6. On the day of...post the rules.
7. On the day of...post a sneak peek.
8. On the day of...go live before sale.
9. Post picture/descriptions one at a time.
10. Post a meme to remind of end time.
11. Post shipping meme.
12. Post pickup meme.
13. Tag winners.
14. Send invoices.

FACEBOOK GROUPS

CONTENT BEFORE A RESTOCK SALE

Start posting about 2 weeks ahead of time.

But unlike with a live sale on a Facebook Page, we DO NOT have to post every day.

But you need to make sure you keep posts in your group about:

- what you are creating for the restock
- dates and times of the restock
- what will be included (sneak peeks)

You can definitely start letting your people know about the restock 14 days before it happens, but you don't need to be posting about it every day for 2 weeks leading up to the sale. See the next page for a more detailed schedule for the 7 days leading up to your sale.

POSTS LEADING UP TO SALE

EXAMPLES

1 week before



4 days before

Day 4: We have been working so hard to bring you something NEW something you have never seen from us before, and here is the cool part.... you can earn FREE RiOak Restock Bucks!!!

Comment below what your favorite product is here and I will pick a random winner when I go live to visit with you all Thursday night before the sale!



Day before the sale

Day before the sale ideas:

Post three pictures! Take a poll of which one the group likes better.

(Tell them, "Whichever one you choose will be the DEAL of the NIGHT!!")

Post pictures of products ready for sale.

Do a live of you making something on this day.

OR do some sort of interacting post! Anything to get them commenting!

Day of the sale: 1st post

Day of sale;

It's here!! Here is a big sneak peak of our restock happening tonight!



Day of the sale: 2nd post

Day of sale

Post rules:

Day of the sale: 3rd post

Day of sale:

Go live 30 minutes before to talk about rules and announce winners a product if the night.

Next is to start the Restock!

RESTOCK RULES

ASHLEY'S RESTOCK RULES: ADJUST AS NEEDED

RIOAK RESTOCK RULES: PLEASE READ BEFORE YOU PARTICIPATE IN THE
RIOAK Restock tonight: 7:00PM Central

1. First to comment on the post will get the item FOR THE PRICE LISTED.
Post will have the picture, the size and price.

2. If you like the item and would like to have it if the sale falls through,
please comment NEXT under the winner. You will be contacted if the item
is not paid for or picked up- per rules. PLEASE DO NOT DELETE
COMMENTS, MAKE SURE YOU WANT ITEM, NO PASSING.

3. ALL ITEMS MUST BE PICKED UP BY THURSDAY OF NEXT WEEK---
Schedules for pickup ARE POSTED.

Please comment the day and rough time you will be here.

4. If you need shipping- SHIPPING WILL BE \$10 UNLESS STATED
OTHERWISE IN DESCRIPTION. \$10 for one sign, \$15 for two or \$5 each
once you have three items. Please comment on shipping post.

5. We bill through Etsy or our website for ALL CUSTOMERS NOW—Listing
will be made and sent to you by noon tomorrow. All items will be shipped
out by next Wednesday. Listings need to be purchased, by Friday at
7:00pm.

6. I will not be able to answer any questions while posting, I will answer
questions after I get done posting all items up for grabs.

All items will remain up on site until tomorrow at noon that you will be
able to purchase.

7. Tax is added for Missouri customers.

HAVE FUN---CHEERS FROM MY COFFEE CUP TO YOURS---MAY THE
FASTEST HANDS WIN! THANKS SO MUCH-ENJOY OUR CREATIONS FROM
THE WEEK!

LINKS

[illegible]

RESTOCK POSTING TIPS:

DO

- Post 1 item at a time.
- Include a very short description.
- Give them the size.
- Give them the cost.
- Add the color if desired.
- Let them know how many you have.
- Post 1 post with picture right after another.
- Tell them how long they have to shop. (1-2 hours usually.)
- Make your pictures good but they don't have to be perfect.

DON'T

- Post in an album.
- Include a detailed description.
- Wait in between posting each picture.
- Make the sale last too long.
- Forget good pictures. They don't have to be perfect, but if they are...you can reuse them for marketing, Etsy, Amazon, etc.

HOW TO POST ITEMS AND AFTER THE SALE:

EXAMPLES



3 examples of restock product posts

YOU have until 9:00 tonight to be able to purchase!

Post something like this after you get done posting all of your products!

Invoicing has been completed and all winners have been tagged. If there is a mistake or something has been missed please comment on this post. Please pay invoices by 7 pm tomorrow evening. Please remember during restocks to sign up on the shipping or pick up post with the day so I can send you a proper invoice. Thank you all again for a great night. All items will be shipped out no later than next wednesday. HAPPY WEEKEND! You all are truly the best!

*RiOak
Fall Product
Restock*

Post something like this after you have tagged all the winners.

Post a pickup meme that you make in Canva for customers to comment under

I AM PICKING UP MY ITEMS!!
I WILL BE THERE ON...

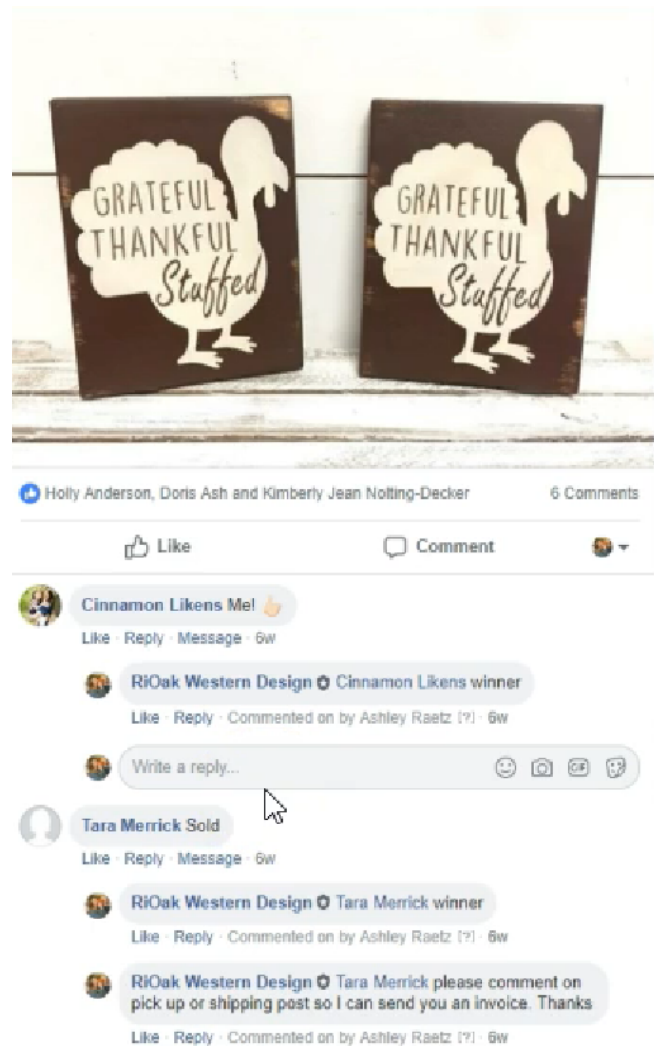
I NEED MY ITEMS SHIPPED!!!

Post a shipping meme that you make in Canva for customers to comment under

FACEBOOK GROUPS

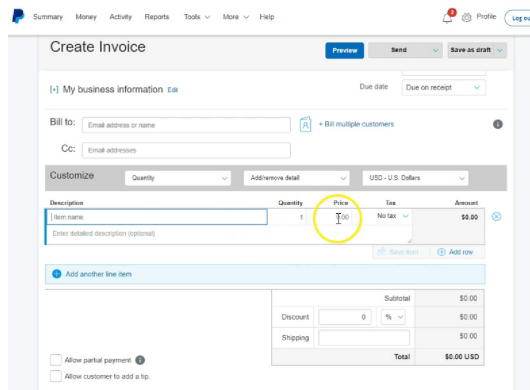
TAGGING WINNERS

Start tagging.
You can begin
this even before
the sale is over.
Reply to the
first person to
comment and
tag their name.
You can also
give a gentle
reminder to
comment on the
shipping or
pickup post.



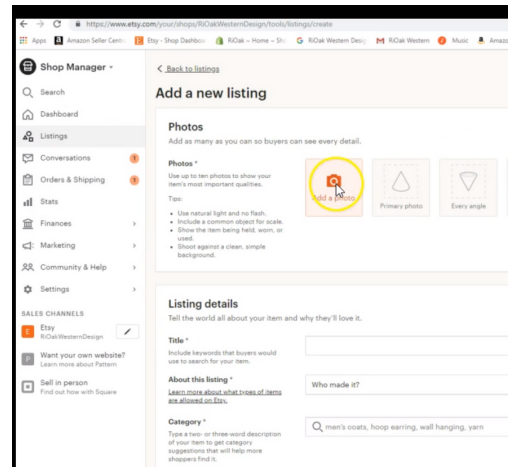
INVOICING OPTIONS

PAYPAL



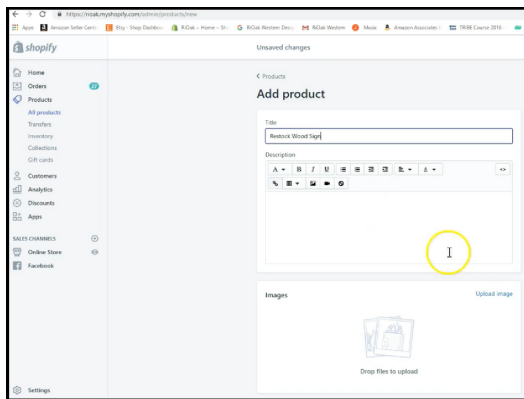
Use Paypal to create an invoice.
You will need customer emails.
You can add shipping and tax.

ETSY



You can add a listing on Etsy
and send it to customers to
purchase.

SHOPIFY



You can also add a listing
on your own website. The
example in the video is from
Shopify.

THOSE WHO DON'T PAY...

If you have someone who
doesn't pay, good customer
service would be to
message them and give
them a reminder to pay.

If they still don't pay, you
can move on to the first
person who commented
"next" on the sale to see if
they are still interested.