



The latest social media trends and tips for online retailers



About us.



*** Laura, Pete & Ginine**

***Based in Taunton, Somerset.**

***Social Media management for a wide range of businesses across the UK.**

***Social Media Training & Workshops – UK & Internationally**





Mantras.

***Do it correctly, or not at all!**

***Don't feel you need to be everywhere!**

***Engage to get Engagement!**

***Content is King due to the Algorithm!**



Why Social Media for online retailers?

- *Website traffic
- *Brand Awareness
- *Engage with a TARGETED audience
- *Showcase your personality
- *Provide a 'one-stop-shop'
- *Maximise physical events (#AutumnFair)
- *Expectation
- *Drive sales and enquiries
- *Perfect marketing platform – great visuals
- *The Social Media updates

Facebook.

- The impact of the algorithm
- Engage with your customers
- Facebook Shop
- Facebook Advertising
- Go live! 🎥





Manta Makes ✓

@mantamakes

Home

Posts

Videos

Photos

About

Community

Shop

Pinterest

Twitter

Instagram

Info and ads

Like

Follow

Share

...

Shop Now

Send Message

Valentines Day

See all (10)



Love plaque - perfect for vale...
£9.95



Jigsaw Puzzle Keyrings - Per...
£5.95



Valentines Heart Keepsake
£7.95



Personalised Chopping Boar...
£18.99



My Heart Keepsake
£7.95

Arts & Craft

See all (10)



Heart Fairy Door (Available a...
£2.99



Wooden Santa Fairy Door (A...
£2.99



Wooden Blank Sign Fairy Do...
£2.99



Pointed Heart Fairy Door (Av...
£2.99



Round Wooden Fairy Door (A...
£2.99

Home page

See all (10+)



Save The Date Magnets - Ro...
£2.99



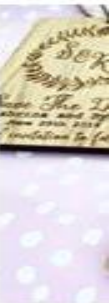
Wooden Save The Date Cale...
£2.99



Save The Date Wooden Hearts
£2.99



Valentines Heart Keepsake
£7.95



Save The Date Wooden Hearts
£2.99

Facebook.

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KEEP
CALM
AND
CARRY
ON

Instagram.

- *Be part of the boom – almost one billion users!

- *Instagram Stories

- *Utilise NEW retail features

- *A MUST for online retailers –Swipe up!



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Twitter.

- *Fantastic for instant brand awareness and website traffic.
- *Google Analytics
- *Perfect for jumping alongside trends (#GBBO)
- *Perfect Tweet formula



A 'perfect' tweet!

**Pinned
tweet**



श्रेष्ठ
(ऑनघटकों
गण

Emojis!

Other
accounts
tagged...

**Clear, full
sized images**

Rule of thirds.

- 1/3 – Business news/promo
- 2/3 – Industry news & updates
- 3/3 – Personality/behind-the-scenes



Canva.

- Perfect size Visual images for all of your Social Media platforms.
- Display products, reviews, quotes & special offers.
- Import Brand colours & fonts
- Canva for Business Upgrade



#MyKeyTakeaways



*** PRIORITISE THE FAN BASE AND ADDED FEATURES FACEBOOK AND INSTAGRAM HAVE TO OFFER. FACEBOOK'S AIM IS TO BE A ONE STOP SHOP!**



*** INSTAGRAM HAS EXCITING NEW FEATURES ON THE WAY AIMED DIRECTLY AT ONLINE RETAILERS. TAKE ADVANTAGE!**

Q&A

hello@introtweet.com



MAKING SOCIAL MEDIA WORK FOR YOUR BUSINESS