



Social Media For Bricks & Mortar Retailers

Amy Hobson

Autumn Fair - 5th September 2018



International Digital Marketing Experts

Our Accreditations & Partners



Some Of Our Clients





What Will You Leave With Today?

- The importance of a strategy to success on social media
- How to find your audience on social media
- How to create engaging content
- How to use content to engage with your audience



Why Social Media?



A Global Phenomenon



Of those that regularly use the internet, **79%** use social media.



Social media captures **30%** of online time globally



Social media usage went up **21%** between 2016 and 2017.

If Facebook were a country, it would be **bigger** than China.



How Does It Relate To Business?



Research = Listening to the conversations people have with each other to understand their wants and needs

Marketing = Talking in the conversations people have with each other to spread messages about your company and products

Sales = Energising customers to sell you by finding your most enthusiastic customers/employees and supercharging them online

Support = Supporting customers to support each other by setting up tools that help them do this

Development = Embracing customers to work with each other by integrating them into the way your business works



Why Do Brands Need To Be On Social Media?

To share brand news, promotions and offers	To monitor conversations about themselves	To gather customer feedback
Customer service & to manage complaints	Stay up to date on industry/competitors	Drive traffic to their store (and website)



Defining A Successful Social Media Strategy For Your Business



Your Goals

“What do we want to achieve with our social media activity?”

Your overall objectives will inform what you do in social media in terms of:

Who you want to connect with	
What content you will share	
How you will interact with people	
How often you need to interact with people	
How you want to influence people to act	



Strengths And Weaknesses

What are your strengths and weaknesses online?

SWOT Analysis

Who are your competitors?

What do they do well online? How could you offer more?

Who do you look up to online?

Find inspiration from a similar business (or someone with a similar audience)



Finding Your Audience



Understanding Your Customers Online

Think about who you want to engage with:
Parents? Teenagers? Small businesses? Fans?

Think about demographics too!
Age, gender
City, County, Country? Languages?

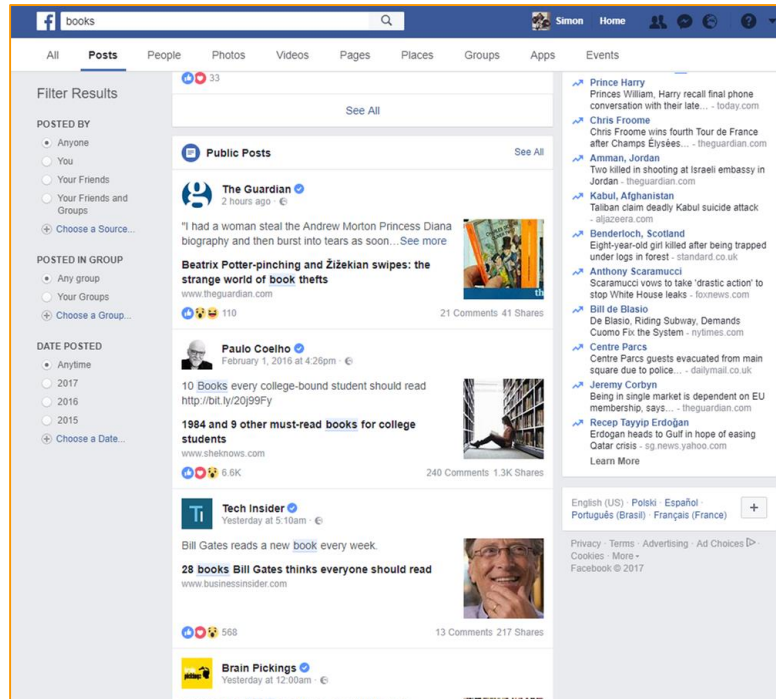
Who already communicates with your audience?





Finding Your Audience - Facebook

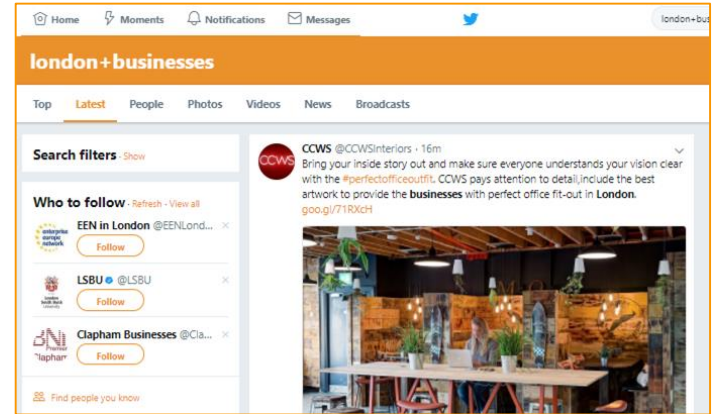
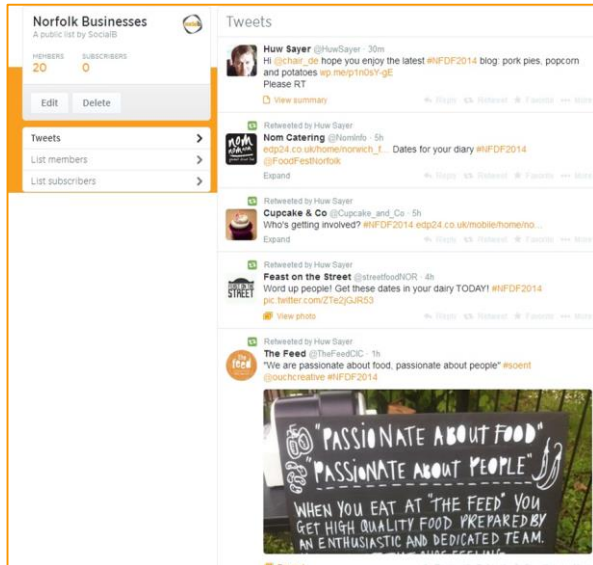
- Search feature available on desktop and app
- Allows you to search across friends, groups and public posts





Finding Your Audience - Twitter

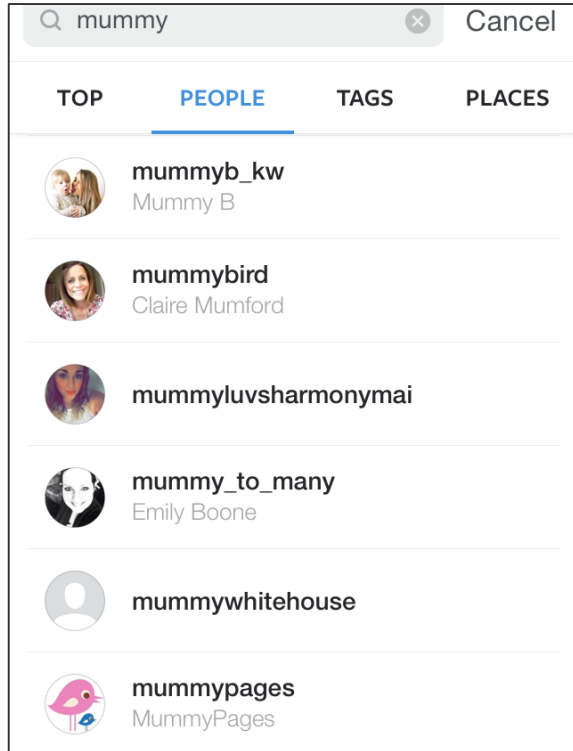
Set up searches for keywords your customers might mention.



Twitter Lists are a great way to organise your Twitter Account & stay on top of organisations, people you want to watch & respond to.

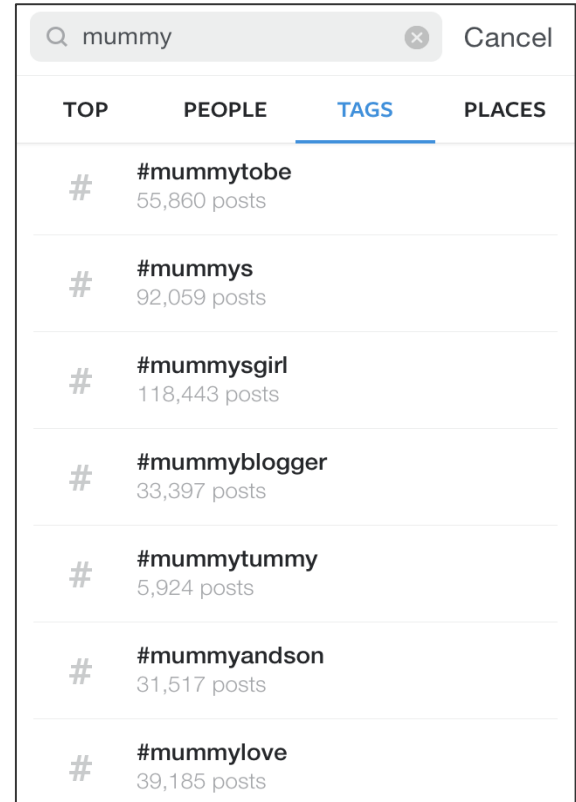


Finding Your Audience - Instagram



A great place to start – the Instagram search feature

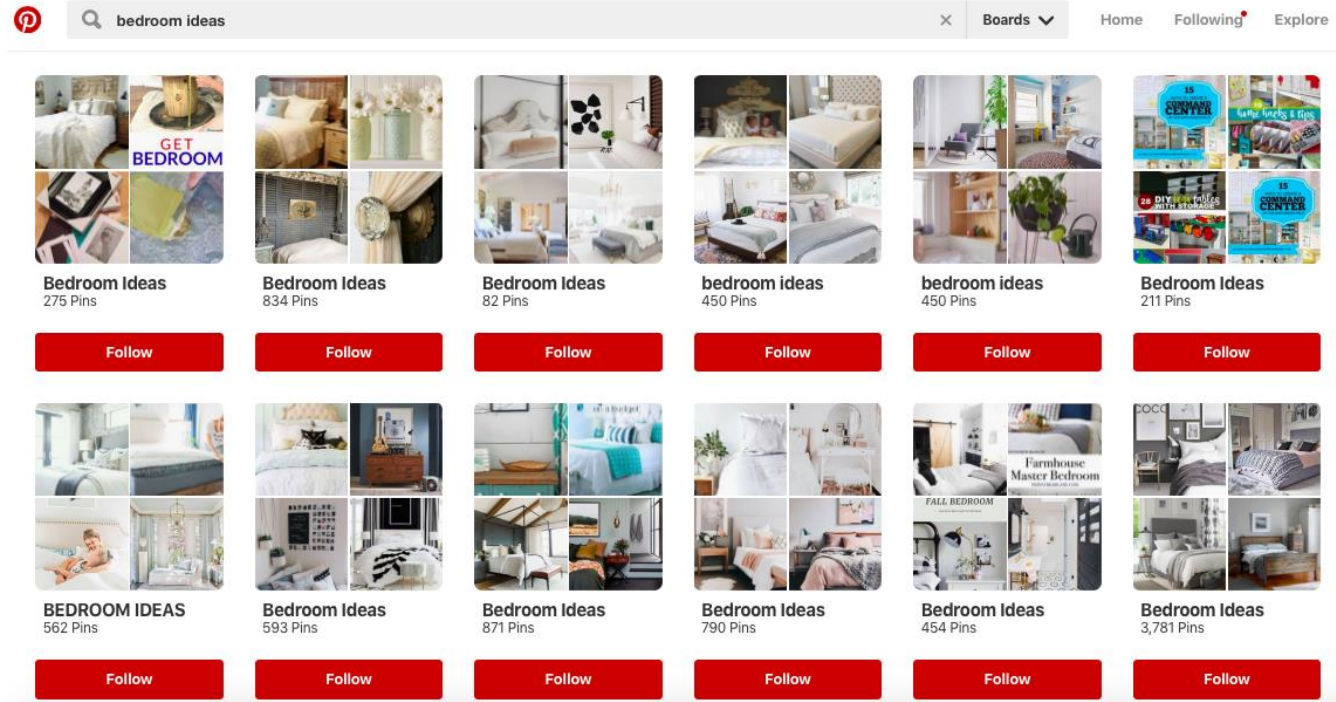
Instagram Search can be used to find information based on your existing top searches, people (usernames & account names), hashtags and places.





Finding Your Audience - Pinterest

Guided search will let you search for Boards where you can find Pinners who have an interest in your products or services.





Engage With Your Community Through Content



Identifying Your Unique Voice Online

Voice: Your brand personality as an adjective. For example, brands can be lively, positive, cynical or professional.

Tone: A subset of your brand's voice. Tone adds specific flavour to your voice based on factors like audience, situation, and channel.

Character & persona Friendly Warm Inspiring Playful Authoritative Professional	Tone Personal Humble Clinical Honest Direct Scientific
Language Complex Savvy Insider Serious Simple Jargon-filled Fun Whimsical	Purpose Engage Educate Inform Enable Entertain Delight Sell Amplify



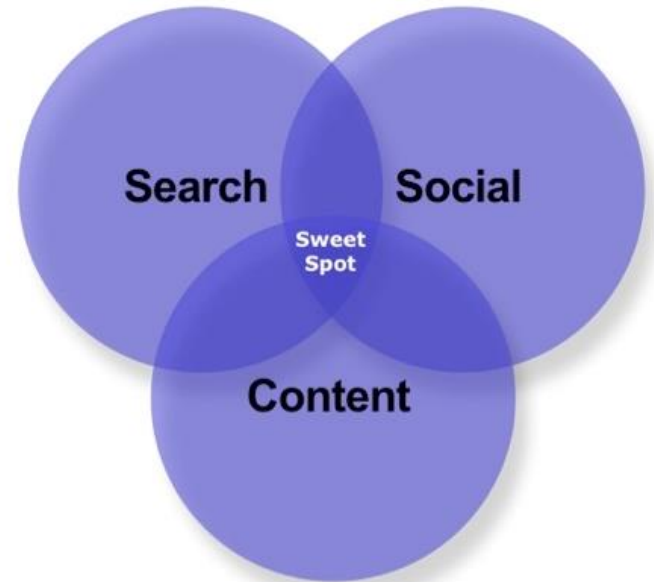
Creating Engaging Content

Think about **why** your target audience(s) would want to listen to you

What are your **competitors saying to them?**

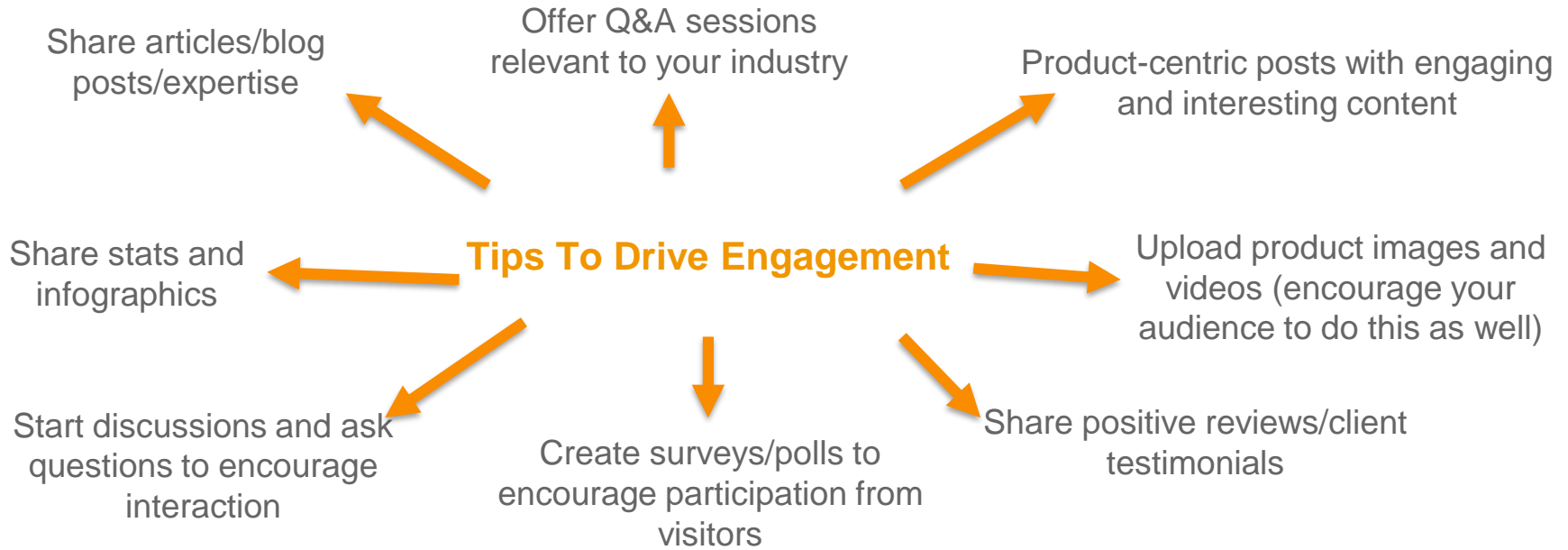
Think about creative and varied ways to convey your message

Repeat what works, review what doesn't





Creating Engaging Content





Language And Tone

“PR speak” just does not work

Is it really *‘the world’s leading’*?

Be human

Chatty, simple language works best – avoid jargon

Be friendly

Relationships can be formed very quickly online

Be open

People are largely very understanding. If issues arise be up-front and open and maintain dialogue

Transparency

Always state your intention and who you are representing



Nutella

10 hrs · 🌐

This month Emma dunked her Nutella & Go on a camping trip with her mates. Let us know where you’ve been enjoying yours for a chance to be featured next month!





Utilising Hashtags

- When using pre-existing hashtags, choose those relevant to your business or target audience
- Pay attention to tags being used by your followers and search for them on Twitter and Instagram to see what sort of content is associated with those tags
- If it makes sense for your business to jump on board, create content that is on topic and compatible with that hashtag



ESE Direct @esedirect · Mar 2

It's [#snowday3](#) and there's no rest for [#HealthAndSafetyBear](#) as he continues to work with his salt spreader goo.gl/qC6LRc
So much appreciation on [#EmployeeAppreciationDay!](#) 🐻❤️



💬 1 ↻ 1 ❤️ 7



Two-Way Dialogue

- Get involved in the conversation
- Craft your posts and questions around your followers to get them talking
- Ask for your followers' feedback, suggestions and solutions to challenges

 **Totally Dynamic Norwich** shared Red Bull Racing's video. 22 February at 14:07 · 🌐

Wow! Just look at our guys go! We LOVED working on this beautiful #DB11 - what do you think?



2,184,598 Views

Red Bull Racing is with Aston Martin.
22 February at 09:01 · 🌐

 Like Page

Getting the #RB14 treatment 🤖

 Like

 Comment

 Share



  25

Chronological ▾



Facebook & Google Reviews

Remember the importance of customer reviews!

Take the time to thank people too

A screenshot of a Facebook page showing three reviews for 'The Cardy Club'. Each review includes the reviewer's name, profile picture, the date, the review text, and interaction buttons (Like, Comment, Share). The first review is from Anne-Marie Egan (4 February), the second from Paula Carroll (4 February), and the third from Julie Rogers (23 February at 00:03). Each review also shows a response from 'The Cardy Club' in a comment box.

Anne-Marie Egan reviewed The Cardy Club – 5★
4 February · 🌐

A lovely couple with a passion for what they do. Tash your illustrations are amazing. It was a pleasure to meet you both!

Like Comment Share

1

The Cardy Club Anne-Marie! Thank you SOO much for the kind words and for coming to visit us at our little stand and for your support and amazing good vibes!! We are SO excited to have our cards with you at The Gaslamp Gallery! xxxoxoo yaayyy!!

Like · Reply · 4w

Write a comment...

Paula Carroll reviewed The Cardy Club – 5★
4 February · 🌐

Amazing cute cards made by an amazing couple! Well done Tash & Jack lovely to meet you both! 💎

Like Comment Share

1

The Cardy Club SO LOVELY TO MEET YOU PAULA!!! Thank you for your such kind words!! xxxx

Like · Reply · 4w

Write a comment...

Julie Rogers reviewed The Cardy Club – 5★
23 February at 00:03 · 🌐

Like Comment Share

Write a comment...



Tools For Varied Content

Canva

- Create infographics, banners and images for social posts
- Pre-set sizes for social platforms
- Popular designs with templates
- Free with premium add-ons

2017 What We've Been Up To...
In Review

SocialB Around The World

7224 Hours Of SocialB Training

*"Fab! Learnt so much and feel more confident!
Useful, insightful and informative!"*
- Boohoo.com, Social Media For HR & Recruitment Training

New Courses For 2018

1. Social Media Marketing For Sales & Promotion
2. Social Media For Small Businesses
3. Marketing Your New Business On Social Media

5 New Team Members



Twitter Post



Social Media



Pinterest Graphic



Facebook Post



Facebook App



Tumblr Graphic



Instagram Post



LinkedIn Post Header



Tools For Varied Content


Pexels

Free stock images



Popular Photos

The most popular photos of the last few days.

 SQUARESPACE
Domains. Websites.
Online Stores. And
more. Try Squarespace
free.
ads via Carbon





How To Use Social Media To Grow Your Business



Facebook Content Examples

Taverham Vets
5 March at 19:45 · €

Lets see how good your dog breed knowledge is!
Cross breeds welcome too - please mention that your doggy is a crossbreed so we can have a guess!

POST A PHOTO OF YOUR DOG AND SEE IF PEOPLE CAN GUESS THE BREED!

Like Comment Share

👍👎🗨️ 52 Chronological

8 shares

8 shares

[View previous comments](#)

Denise Yallop Chester - cross breed of

Like Reply · 14h · Edited

↳ 4 Replies · 2 hrs

Claire Hayward Tilly 16 weeks old

Like Reply · 14h

Graveney Gin
26 January · London · €

A valentines evening, not to be missed.

This is one for all you love birds and friendly-lovers a like; an evening of collaboration with the best of what Tooting Market has to offer!

Join us in the Tooting Market Square for an evening of goeey love ballads, cosy atmosphere, and a delectable, romantic menu created by the likes of Graveney Gin, Unwined in Tooting, Franco Manca, Boom Bap Burger, Nuvola Little Bakery and Harry's Chocolate Emporium.... See more

Get cheesy this February... A CHEESE-Y VALENTINE'S @ Tooting Market Wed 14th Feb 2018

A special market event with collaborative menu by Graveney Gin, Franco Manca, Boom Bap Burgers, Nuvola Little Bakery, Harry's Chocolate Emporium & Unwined in Tooting

Details & tickets available at tootingvalentines.eventbrite.co.uk

A Cheese-y Valentine's @ Tooting Market

This is one for all you love birds and friendly-lovers a like; an evening of collaboration with the best of what Tooting Market has to offer! Join us in the Tooting Market Square for an evening of goeey love ballads, cosy atmosphere, and a delectable,...

EVENTBRITE.CO.UK

Like Comment Share

👍👎🗨️ 5

1 share

Don't Buy Her Flowers
21 hrs · €

It's Sunday evening - hopefully you're managing to enjoy the last few hours of the weekend... Hands up who is already in their PJs? Bonus points if you never got out of them 🍷

how do people chill at home wearing jeans???? i literally cannot think of anything worse

Like Comment Share

👍👎🗨️ 65 Top comments



Case Study – Iced Jems



Iced Jems is a small retail and online store based in the West Midlands. They have gained a massive and engaged following on Facebook through their creative content





Twitter Content Examples

 **SocialB** @SocialBuk · Jan 22

Millennials aren't just a niche consumer segment - they make up 21% of the population. Brands should consider these [#marketingtactics](#) when engaging them:

goo.gl/8Vkbwz [#DigitalMarketing](#)



3 Tips To Boost Your Google My Business Listing

  3  2 

 **Get Fruity** @GetFruityBar · Feb 28

The [#beastfromtheeast](#) has arrived... we have [#cornwallsnow](#) [#devonsnow](#) ...and we've made a [#Getfruity](#) [#snowman](#) (mini) for [#stormemma](#)



   2 



Case Study - Craft Coffee



Craft Coffee

@Craft_Coffee

Delicious coffee served @ Kings Cross-
Battle Bridge Place, Monday to Friday and
@ the Ropewalk-Maltby Street on
Saturdays and Sundays

📍 Maltby Street & Kings Cross

🌐 craft-coffee.co.uk

📅 Joined October 2012

📷 161 Photos and videos



📌 Pinned Tweet



Craft Coffee @Craft_Coffee · Jan 1

Wow!! Thank you so much!

Brian's Coffee Spot @BrianCoffeeSpot

They keep on coming.. The winner of the 2017 Award for the Best Coffee Spot
Near a Railway Station goes to @Craft_Coffee, with runners up
@LaynesEspresso and @luckiebeans bit.ly/BCS2017AwardsW...

💬 1 🔄 📌 ❤️ 8

🔄 Craft Coffee Retweeted



yorkie_spro @Mattcinthenorth · Feb 21

Brilliant new coffee discovery for those looking for milk alternative/lactose
free/vegan product for their flatties, @MinorFigures oat milk is absolutely superb
- credit also to @Craft_Coffee for the tip, brilliant stuff.

💬 🔄 3 ❤️ 4



Craft Coffee @Craft_Coffee · Feb 28

Snow way we can trade today. Have an ice day. Please don't abandon us

💬 🔄 1 ❤️ 5

- Constantly updated with opening hours and retweeting when customers mention them
- Remember to encourage customers to tag you in – include your social media handles wherever you can!



Instagram Content Examples



Flave flavecocktaillounge • Follow

flavecocktaillounge Flave Bar Solihull all set up for Valentines Day ❤️ We have special cocktails for the ladies and the gents! #solihull #ginbar #gin #cocktails #valentines swalsh01 Will be dropping by for a drink later.

flavecocktaillounge @swalsh01 we look forward to seeing you! 🍸🍷



36 likes

FEBRUARY 14

Add a comment...



Aspire aspirestyle • Following

aspirestyle Calling all you cat lovers out there! Look what we have.. the fabulous Kitty blouse in White!! Don't paws to think about it.. as they're selling fast! ... 🐾 kitty blouse £35

#bannedclothing #kitty #catlovers #aspirestyle #shopssmall #shopindie #indieoxford

thelittleinworks This is absolutely gorgeous! 😍

charrri_je Waaaaaw 🥰💖!

kirstydewpowell Oh god now I want it 😭

aspirestyle @kirstydewpowell our beautiful @georgieg13 makes everything look fab!

laurenelucy Are you selling this in your Warwick store?

aspirestyle @laurenelucy yes we have the



111 likes

FEBRUARY 27

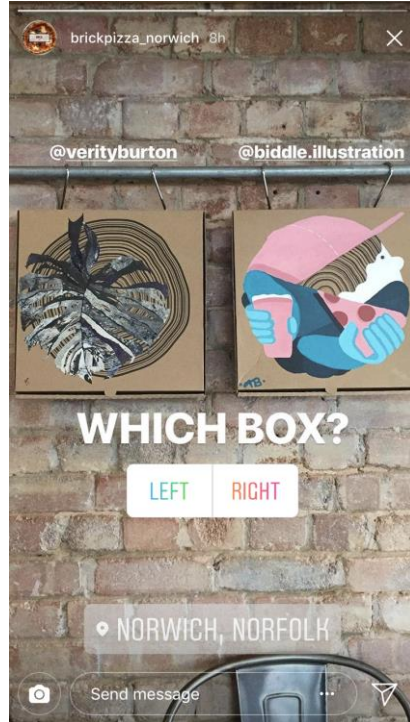
Add a comment...



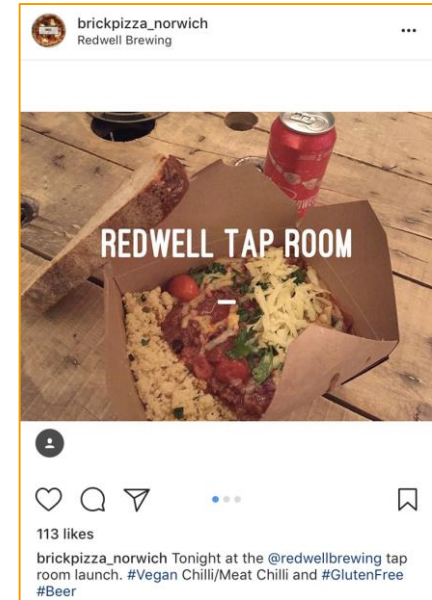


Case Study – Brick Pizza

Use Instagram Story



Tag Other Businesses





Plan and Measure



Content Calendar

Monthly Social Media Strategy

Colour- Coding Key:

Blogs

Email Campaign

Company Events

Conferences

Social Posts

National Days/Events

Other

Week 1

Monday

Tuesday

Wednesday

Thursday

Friday

Social Posts

Conferences

Conferences

Email Campaign

Week 2

Monday

Tuesday

Wednesday

Thursday

Friday

Company Events

Social Posts

Email Campaign

Blogs

Week 3

Monday

Tuesday

Wednesday

Thursday

Friday

Mid- Season Sale

Social Posts

Email Campaign



Scheduling

Schedule your content for when your followers are most active.

Prepare for special events/planned absences.

A screenshot of a Facebook post scheduling interface. The background shows a Facebook profile for "SocialB" (@socialbuk) with a cover photo of hands holding a yellow circle that says "International Digital Marketing Experts". A "Schedule Post" dialog box is open in the foreground. The dialog has a close button (X) in the top right corner. It is divided into two sections: "Publishing schedule" and "Distribution schedule". Under "Publishing schedule", there is a checked checkbox for "Publication" with the instruction "Select a date and time in the future for when you want your post to be published." Below this, the date is set to "11/8/2017" and the time to "16:42 UTC". Under "Distribution schedule", there is an unchecked checkbox for "Stop News Feed Distribution" with the instruction "Select a date and time in the future for when you want your post to stop being shown in News Feed. The post will still be visible, but News Feed distribution will end." At the bottom of the dialog are "Cancel" and "Schedule" buttons. The background also shows a navigation menu on the left with options like Home, Services, Reviews, Posts, Photos, Videos, Events, About, Likes, and Manage Tabs. A "Call Now" button is visible on the right side of the page.



Monthly Reports

Monthly marketing reports are critical to the analysis and success of your ongoing marketing efforts.

	A	T	U	V	W	X
1		Jul-16	Aug-16	Sep-16	Oct-16	Nov-16
2						
3	Sessions	17,825	19,358	17,067	19,329	28,229
4	Users	14,128	15,546	14,209	16,054	22,477
5	Bounce Rate	55.78%	54.03%	60.03%	57.22%	55.67%
6						
7	Organic Traffic	11,048	12,841	10,843	12,548	15,919
8	Social	194	199	206	331	431
9	Email	1,351	1,304	570	804	842
10	Paid Search	2,580	2,273	2,463	1,999	7,430
11	Referral	654	718	629	591	1,063
12	Direct	1,936	2,005	2,347	3,039	2,467
13	Other		18	9	17	77
14						
15	Transactions	298	298	184	248	655
16	Conv Rate	1.67%	1.54%	1.08%	1.28%	2.32%
17	AOV	£47.11	£55.16	£46.01	£51.29	£42.56
18	Revenue	£14,040.06	£16,436.19	£8,465.76	£12,720.94	£27,881.38

Overall Monthly Summary

November delivered fantastic results both month-on-month and year-on-year, thanks to carefully monitored Paid Search campaigns and a joined up plan for the Black Friday weekend promotion. As you can see from the table below, every key metric showed improvement, with the exception of the average-order-value. We have continued to work on amending the site from an SEO perspective as well as maintaining our work on paid search, social media and email marketing support.

Activities Carried Out In November 2016

- Updated key category pages with new promotional images
- Updated on page SEO elements across popular category pages
- Social media management and content production
- Google shopping updates and ad group testing
- Website homepage updates & amends
- Black Friday marketing campaign across all marketing channels

	November 2016	Previous Month	October 2016	Previous Year	November 2015
Revenue	£27,881.38	119.18%	£12,720.94	98.65%	£14,035.24
Transactions	655	164.11%	248	147.17%	265
Conversion Rate	2.32%	80.84%	1.28%	95.35%	1.19%
Average Order	£42.56	-17.02%	£51.29	-18.00%	£52.96
Website Visitors	28,229	46.04%	19,329	26.53%	22,311
Bounce Rate	55.67%	-2.70%	57.22%	-0.68%	56.05%

www.socialb.co.uk
The Digital Marketing Experts



Time Saving Tips



Stick to your content calendar



Plan ahead



Schedule your content



Measure the metrics that matter to you



SocialB

Further Social Media Training;

- **Campaign Planning for Social Media**
- **Social Selling – Free & Paid Advertising**
- **Customer Service on Social Media**

If you feel you need some further help with your online marketing presence, SocialB offer:

- **Social media management**
- **SEO and PPC services**
- **Website design**
- **Email marketing**
- **Content marketing**
- **Full digital services**

Come and have a chat
call **01223 258000**
or email **info@socialb.co.uk**



**Thank You For
Attending**

@SocialBuk