

***Chris Fox***

*Social Media and Digital Marketing for Retailers*

# The new digital world



# Pokémon Go



- £150 million in revenue
- 100 million downloads
- 78% of players ages 18 - 34

**This Man!**





# Donald J. Trump



**Donald J. Trump** ✓  
@realDonaldTrump

It's freezing and snowing in New York--we need global warming!

Reply Retweet Favorite

**2,097** RETWEETS **595** FAVORITES

2:24 PM - 7 Nov 12 · Embed this Tweet



**TRUMP**  
MAKE AMERICA GREAT AGAIN!

TWEETS 27.5K FOLLOWING 42 FOLLOWERS 3.75M FAVORITES 56

**Donald J. Trump** ✓  
@realDonaldTrump  
The official Twitter profile for Donald Trump  
donaldjtrump.com  
youtube.com/DonaldTrump  
facebook.com/DonaldTrump  
New York, NY  
donaldjtrump.com  
Joined March 2009

Tweets Tweets & replies Photos & videos

**Donald J. Trump** @realDonaldTrump · 34m  
The polls have been really amazing--we are all tired of incompetent politicians and bad deals! newsmax.com/Newsfront/fox...

**Donald J. Trump** @realDonaldTrump · 1h  
I really enjoyed being at the Iowa State Fair. The crowds, love and enthusiasm is something I will never forget.

# Donald J. Trump



# Fake News





# Porgs





# Facebook News Feed Update



**facebook**

# Greeting Cards – Yay!



# Wishes of Cudworth



A collage of various products offered by Wishes of Cudworth. The collage includes a pink candle, a box of cards, a basket of gifts, a box of bath bombs, a box of bath marbles, a box of foil helium balloons, a box of gift bags, a box of banners, a box of scarves, and a box of Angels. The collage is framed by a decorative border with the Wishes logo and the tagline '...making moments special'.

## Greeting Cards and Gifts including:

*Village Candle, Best Kept Secrets candles, bath cosmetics, bath bombs, bath marbles, gift sets, foil helium balloons, gift bags, banners, scarves, Angels and many, many more !*

254D Barnsley Road, Cudworth, BARNSLEY S72 8SS

[www.wishesofcudworth.co.uk](http://www.wishesofcudworth.co.uk)

[www.facebook.com/wishesofcudworth](https://www.facebook.com/wishesofcudworth)

A festive Christmas preview poster for Wishes of Cudworth. The poster features a decorative border with the Wishes logo and the tagline '...making moments special'. It includes two cartoon Santa Claus characters and the text 'YOU ARE CORDIALLY INVITED TO OUR 2015 Christmas PREVIEW'. The date and time of the event are listed as '15th OCTOBER : 5.30pm - 7.30pm'. The poster also mentions 'Shop in a relaxed environment without the hustle and bustle and get a sneak peak at our Christmas Cards and Wrap', 'Celebrate with a complimentary mince pie and glass of mulled wine, plus lots of great deals.', and 'Shop local and support your high street'. At the bottom, it says 'CHRISTMAS AT WISHES Christmas Cards, Wrap &amp; Bags, Gifts, Village Candle...', '254D Barnsley Road Cudworth, BARNSLEY S72 8SS', and provides the website and Facebook page links.

## CHRISTMAS AT WISHES

Christmas Cards, Wrap & Bags, Gifts, Village Candle...

254D Barnsley Road Cudworth, BARNSLEY S72 8SS

[www.wishesofcudworth.co.uk](http://www.wishesofcudworth.co.uk)

[www.facebook.com/wishesofcudworth](https://www.facebook.com/wishesofcudworth)



# Cudworth







# Cudworth



- Who are your customers?
- What are your areas values?
- Who are your neighbours?

# Google your area

card shops cudworth



All

Maps

Shopping

News

Images

More ▾

Search tools

About 228,000 results (0.94 seconds)

**Greeting Card Shops in Cudworth, Barnsley | Reviews - Yell**  
[www.yell.com](#) › Cudworth, Barnsley › Greeting Card Shops ▾  
Find Greeting Card Shops in Cudworth, Barnsley on Yell. Get reviews and contact details for each business including phone number, postcode, opening hours ...

**Wishes of Cudworth, Barnsley | Greeting Card Shops - Yell**  
[www.yell.com](#) › Barnsley › Greeting Card Shops ▾  
★★★★★ Rating: 5 - 1 vote  
Find Wishes of Cudworth in Barnsley and get reviews, contact details, photos and map directions. Search for local Greeting Card Shops on Yell.


**Wishes of Cudworth Greeting Card, Village Candle & Gift Shop Barnsley**  
[www.wishesofcudworth.co.uk/](#) ▾  
Wishes of Cudworth is a greeting card and gift shop Cudworth, Barnsley selling Village Candle, Birthday Cards, Helium Balloons, Bath Cosmetics Barnsley.  
You've visited this page many times. Last visit: 01/08/16


**About Us – Wishes of Cudworth**  
[www.wishesofcudworth.co.uk/pages/about-us](#) ▾  
Wishes of Cudworth is a greeting card and gift shop on the busy main high street of Cudworth, Barnsley. We also stock Village Candle and Bath Cosmetics.


**Wishes of Cudworth - Greeting Card Shop in Cudworth, Barnsley (UK)**  
[www.freeindex.co.uk](#) › Shopping › Gifts › Greeting Cards ▾  
1 Jun 2015 - Detailed information on Wishes of Cudworth and other Greeting Card Shops in Cudworth, Barnsley (UK)


**Special Occasions Cudworth, Barnsley S72 8UH, Greeting Cards Shop**  
[www.misterwhat.co.uk/company/2613142-special-occasions-barnsley](#) ▾  
Special Occasions in Cudworth, Barnsley S72 8UH - Company Profile, Phone Number, Address, Postcode, Map and more.


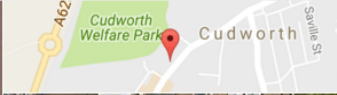

**Wishes of Cudworth | Facebook**

**Wishes of Cudworth on Google**

 Edit information

 Adding photos

 Do more with Google My Business

**See outside**

**Wishes of Cudworth** ★

Website

Directions

Greeting card shop in Cudworth, England

**Address:** 254D Barnsley Rd Cudworth, Cudworth, Barnsley S72 8SS  
**Phone:** 07851 406084  
**Hours:** **Closed now** ▾

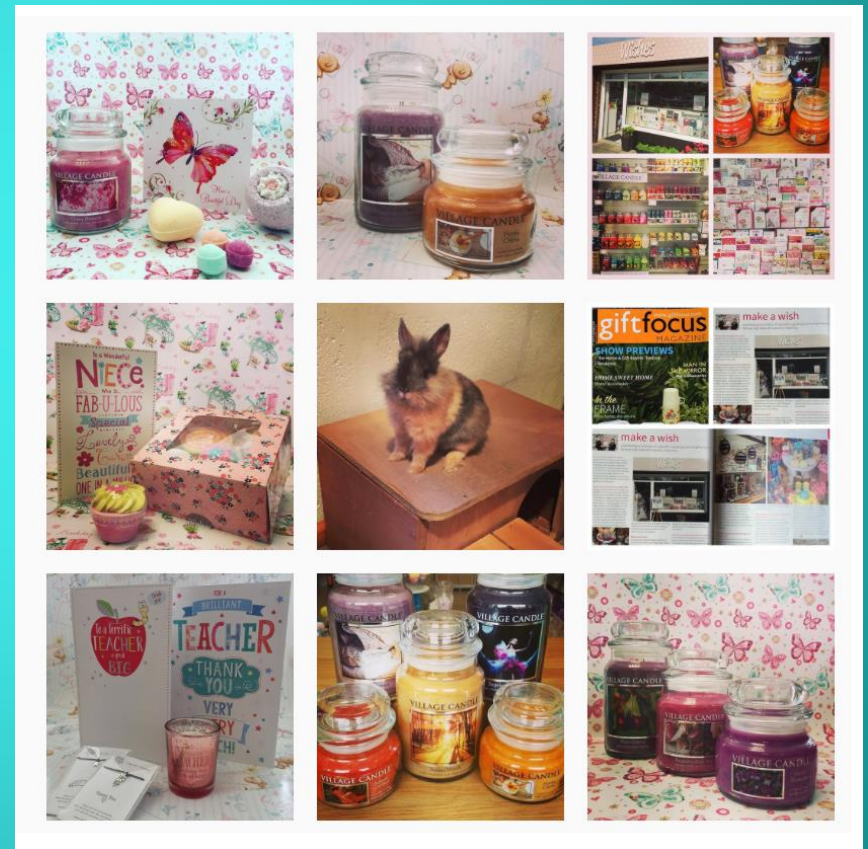
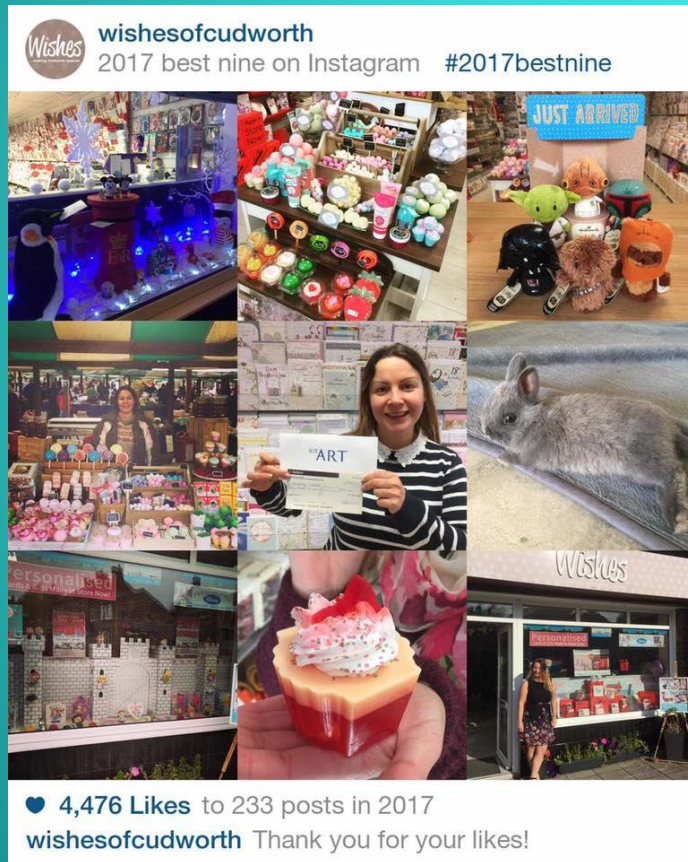
[Suggest an edit](#)

**Reviews**  
Be the first to review

Write a review

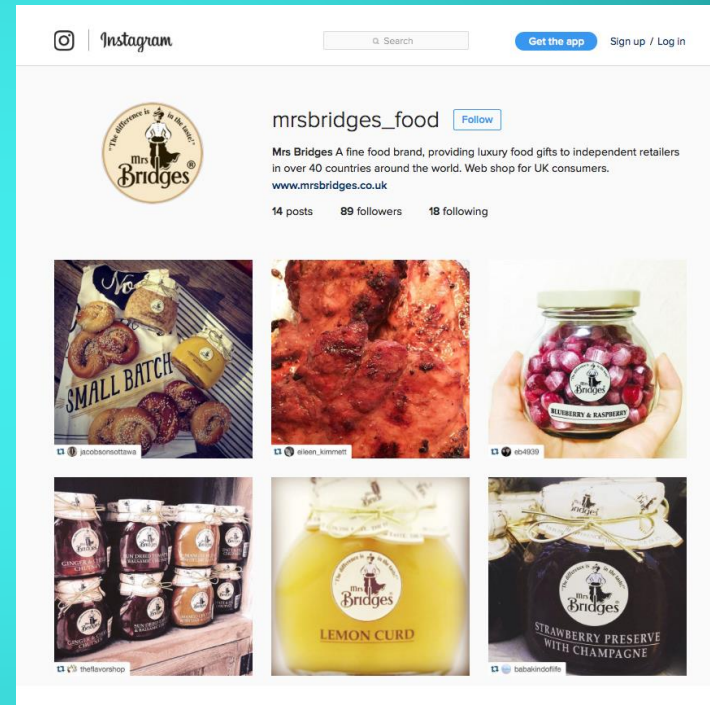
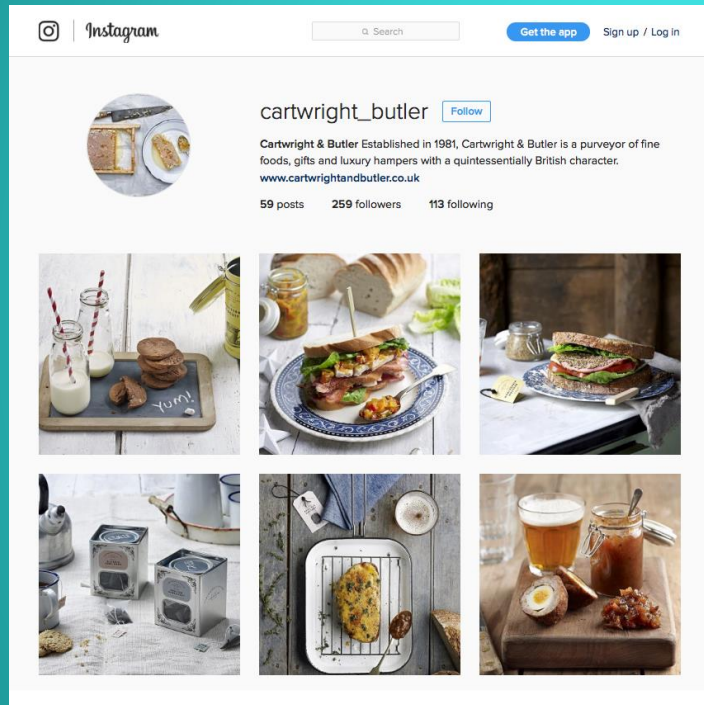
Add a photo

# Social Media: Instagram





# Social Media: Instagram





# Social Media: Twitter

 Wishes of Cudworth Retweeted



**Emma** @Miss\_Teacher122 · 16 hrs

A great first visit to @wishescudworth today. Lovely items and thoughtful attention to detail from staff 😊 #barnsleyisbrill



**Wishes of Cudworth** @wishescudworth · 11 hrs

Our highly popular electric wax melt burners are back in stock just in time for Christmas.

Designed by Village... [fb.me/4mfMp2rym](https://fb.me/4mfMp2rym)



# Twitter: Networking

The screenshot shows the Twitter profile of 'JUST A CARD'. The header features a large banner with the brand's logo (an orange bird and a green leaf) and the text 'JUST A CARD' in a bold, distressed font. Below the banner, a bio states: 'A campaign to encourage people to buy from artists, designers, independent shops and galleries.' The profile statistics are displayed: 20.1K Tweets, 6,284 Following, 11.6K Followers, 3,008 Likes, and 1 List. The 'Following' button is highlighted. The left sidebar contains the profile name 'JUST A CARD', the handle '@Justacard1', and a bio describing the campaign. It also lists the campaign's location and website, and mentions when it was joined. The main content area shows a pinned tweet from the account, dated Jan 6, which is a retweet of a tweet about independent shops. The right sidebar features a 'Who to follow' section with three suggestions: Tash Hatcher, Rose & Hen, and Louise Slater, each with a 'Follow' button. At the bottom of the right sidebar is a 'Trends for you' section.

Home Moments Notifications Messages Search Twitter Tweet

**JUST A CARD**

A campaign to encourage people to buy from artists, designers, independent shops and galleries.

Tweets 20.1K Following 6,284 Followers 11.6K Likes 3,008 Lists 1

**JUST A CARD**  
@Justacard1 Follows you

CAMPAIGN to encourage people to support Independent shops/ galleries, artists & makers. Set up by @SarahHamiltonPS with @MollieMakes @TheDesignTrust and YOU.

JAC Hour 8-9pm Thursdays  
justacard.org  
Joined November 2015

Tweet to Message

929 Followers you know

**Tweets** Tweets & replies Media

Pinned Tweet

**JUST A CARD** @Justacard1 · Jan 6  
RETWEET THIS if you're PASSIONATE about Independent shops/creative businesses:

★BIG NEWS★

FREE - JUST A CARD window stickers for independent shops available @TopDrawerLondon

Our campaign message, every sale counts, WORKS!

Support YOUR High Street:

Tell a friend

**Who to follow** · Refresh · View all

**Tash Hatcher** @hatchling...  
Follow


**Rose & Hen** @RoseandHen  
Follow






**Louise Slater** @LouiseSla...  
Follow


Find people you know

**Trends for you** · Change

# Social Media: Facebook page


 Wishes of Cudworth




 Chris Home    







Wishes of Cudworth ✓  
@wishesofcudworth

- Home
- About
- Photos
- Reviews
- Likes
- Videos
- Events



 Liked ▾  Message  More ▾

 Status  Photo / Video 

 Write something on this Page...

Gift Shop · Barnsley  
4.9 ★★★★★ OPEN NOW



# Photography





# Photography



# Giveaways



# Research





# Window Displays



# Make the photography about you



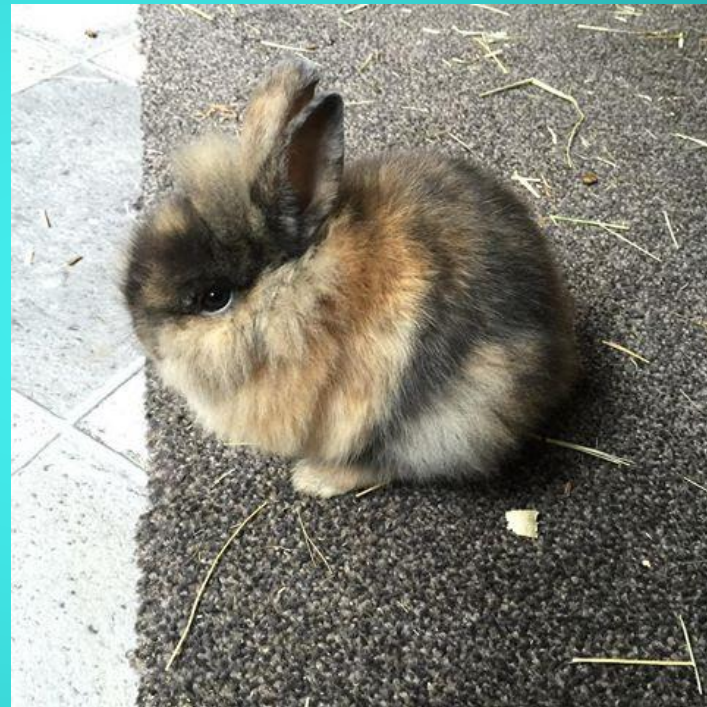


# You are your shop





# Make the photography about you



# You and your customers





# Working with your suppliers

Village Candle

🔍

Premium Round

## Village Candle

@JarCandle

Home

Photos

About

Videos

Sweepstakes

Likes

Notes

Posts

Create a Page

Village Candle shared Wishes of Cudworth's photo.  
July 11 at 10:02pm · 🌐

For our #UK #VillageFriends!~ 🙏

**Wishes of Cudworth**  
Published by Chris Fox (T) · July 8 · 🌐

Wishes is an official Village Candle stockist. Premium, highly scented candles with dual wicks to ensure an even and clean burn.  
Have you checked out our new fr...

See More

Love

Comment

Share

homes across the borough and reduce excess winter deaths.

There are 8,421 households in Barnsley living in fuel poverty where the council will not afford to keep their homes adequately warm and for some heating the situation can no longer afford to exist in some cases the situation may be so dire that they are faced with a choice of heat or eat.

Barnsley Council MP Dan Jarvis, who is committed to tackling fuel poverty, said: "Just one person dying because they cannot afford to turn on the heating, is one death too many."

It is unacceptable that in Britain, the richest country in the world, we have people who die every winter because they are

the causes of winter deaths in the borough, particularly assessing current levels of fuel poverty."

According to the Office of National Statistics, 3,738 people in Barnsley died during the winter months between 1991 and 2001 from causes linked directly to a large number attributed to cold weather.

It is thought almost 1,000 households across the borough do not have central heating and the council, on other, more expensive methods.

The council has launched its winter warm campaign with help from the Yorkshire and the Humber charity dedicated to tackling fuel poverty and excess winter deaths. The campaign will raise aware-

ness of the problem and drop-in sessions at the Better Barnsley shop, Chapkiss, taking place today and February 26, from 10am to 1pm, for people to discuss ways to help lower the cost of heating their homes.

Winter warmth packs will also be distributed to make it more viable for the borough to help them keep warm as the temperature drops.

Help is also available to those who are struggling through the Better Homes Barnsley scheme, an energy efficient program for being run by the council and Keepwarm.

The scheme can also offer free current meters if a person is not currently connected to the gas main.

Winter warmth packs will also be distributed to make it more viable for the borough to help them keep warm as the temperature drops.

Help is also available to those who are struggling through the Better Homes Barnsley scheme, an energy efficient program for being run by the council and Keepwarm.

The scheme can also offer free current meters if a person is not currently connected to the gas main.

With the words "Keepwarm and live better", the campaign is made up of less than 100 words, but it is their own story.

Relative Julia Stanney organised the works on his behalf. Mr Key, 84, said: "I've never had central heating, I'm a muggle and I can't afford to have it fitted or run."

"I've got cold upstairs in winter. Having central heating fitted has made a massive difference. I'm happy."

"I'm warm in my house. I'm happy."

**WARMING UP: Julia Stanney and her uncle John Key**

## John Key's Free Heat

A PENSIONER was one of the first in Barnsley to benefit from a central heating fund under the council's Warm Homes scheme.

John Key's house on Oak Street was originally only heated by gas fire and downpipes but he had a central heating combi boiler and radiators in all five rooms fitted by the council.

Relative Julia Stanney organised the works on his behalf. Mr Key, 84, said: "I've never had central heating, I'm a muggle and I can't afford to have it fitted or run."

"I've got cold upstairs in winter. Having central heating fitted has made a massive difference. I'm happy."

"I'm warm in my house. I'm happy."

## Julia's winning start

By Josh Timlin

**A POPULAR** Cudworth shop has started the new year in

Wishes of Cudworth, of Barnsley Road, has received the shop of the month accolade from publisher Cherry Orchard for its wide range of products and top customer service.

Owner Julia Keeling, who has been running the shop for just over a year, sells greeting cards, wrapping, banners and candles and was presented with the award on Wednesday. She said: "We try to go the extra mile for our customers."

"Happy customers often leave positive reviews on social media but to have all our hard work recognised in this way is an honour and a credit to our dedicated team."

"Achieving this lets our customers know they are being served by a team of people dedicated to what they do."



**WINNING START:** Wishes owner Julia Keeling is presented with her certificate by Cherry Orchard's Paul Urban. PD078525.

# Business Matters



# Videos

GREETING CARDS, VILLAGE CANDLE AND GIFTS IN CUDWORTH, BARNSLEY

Contact Us & FAQFind UsReviews

f i t v

Wishes

Creating memories since 1982


HOMEVISIT USCARDS & GIFTS▼CARDS & GIFTS OF THE MONTHGIFT SHOP HUB BLOGCONTACT

VISIT CUDWORTH

Q

CARDS & GIFTS OF THE MONTH

Magic Butterflies for Greeting Cards



January 2018: Julia shows how our wonderful Magic Butterflies work. A great surprise to add to any card.

ABOUT WISHES

Wishes of Cudworth is a greeting card and gift shop on the busy main high street of Cudworth, Barnsley. Offering a wide range of quality and affordable cards, candles and gifts for every special occasion.

ABOUT GIFT SHOP HUB

Gift Shop Hub is a friendly resource centre for independent shops, small businesses and artists. Offering advice and tips on how best to use online marketing to promote your business. From social media to blogging, website design to the latest events we have great features wrote by people just like you.

LATEST POSTS

# Boost Post




Wishes of Cudworth  
@wishesofcudworth

- Home
- Posts
- Reviews
- Photos
- Shop
- Offers
- Groups
- Community
- Videos
- Events
- About
- TripAdvisor Reviews
- Promote
- Manage Promotions

Liked Following Share

**Wishes of Cudworth**  
Published by Chris Fox [?] · January 13 at 11:18am · €

Have you seen our flying magic butterflies?  
A great surprise to put inside your cards.



8,783 people reached

Boost Post

Recent Activity

Boosted on Jan 18  
Audience: Cudworth  
By Chris Fox · Finished 12 days ago

View Results

Boosted on Jan 18  
Audience: Cudworth  
By Chris Fox · Finished 12 days ago


View Results

5.5K Views

Like Comment Share

65

11 Shares




Wishes of Cudworth  
@wishesofcudworth

- Home
- Posts
- Reviews
- Photos
- Shop
- Offers
- Groups
- Community
- Videos
- Events
- About
- TripAdvisor Reviews
- Promote
- Manage Promotions

Liked Following Share

All new bath bombs just arrived in the shop!  
Una the Unicorn, The Glitterball, Star Fairy, Refresher, Parma Violets hearts and many more...

#bathbombs #unicorn #parmaviolets #hearts #refresher



4,097 people reached

Boost Post

Recent Activity

Boosted on Jan 29  
Audience: United Kingdom: Latitude 53.56 Longitu...  
By Chris Fox · Finished 9 days ago

View Results

Boosted on Jan 29  
Audience: Bath B...  
By Chris Fox · Finished 9 days ago

View Results

Like Comment Share

89

15 Shares



UNCATEGORIZED

## Is Print Dead?

POSTED ON JANUARY 14, 2017 BY WISHES



This article was originally published in Greetings Today Magazine by the retailer Wishes of Cudworth, therefore the intro won't make a whole lot of sense if you're reading this on [www.wishesofcudworth.co.uk](http://www.wishesofcudworth.co.uk) and not in the magazine (we did consider editing the offending introduction but decided to leave it be, as we feel it gives some nice background detail to [...])

[CONTINUE READING →](#)

### ABOUT

Wishes of Cudworth is a greeting card and gift shop on the busy main high street of Cudworth, Barnsley. Offering a wide range of quality and affordable cards, candles and gifts for every special occasion.

### LATEST POSTS

[14 Jan](#) [Is Print Dead?](#)
[05 Oct](#) [The Last Gary](#)
[03 Oct](#) [Congratulations on your Divorce](#)
[05 Sep](#) [Spreading Happiness By Sending Cards](#)
[04 Jul](#) [Shop of the Month](#)

### RECENT COMMENTS

### CATEGORIES



# Promotions

- Leaflets for a selection of our products.
- Gift tags for our Best Kept Secrets wax melts
- Round stickers for kids
- Thank you cards to slip into purchases.
- Hand screen printed bags.
- All this feeds back into our online marketing

# Promotions



# Guerilla marketing





# Pop Culture

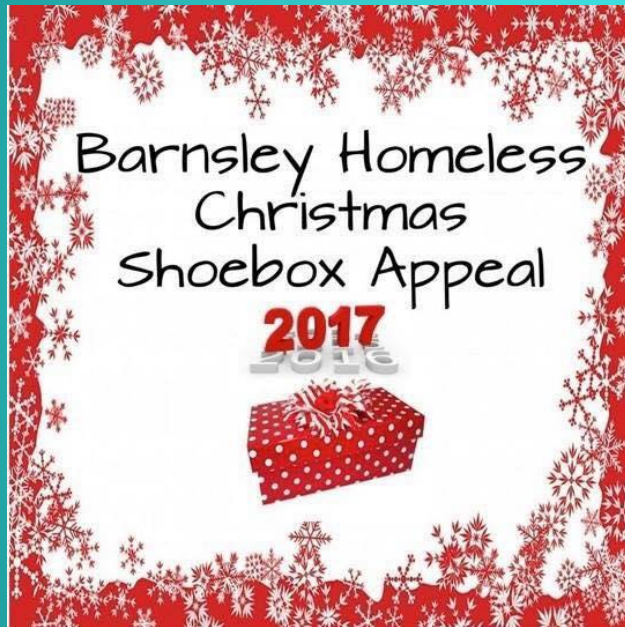


# Events





# Community





# CBCT



**CUDWORTH**  
Businesses & Community Together

Working with the community to create a better Cudworth

**Thursday 25th January 2018 6.00pm - 7.00pm**

Join us for our next meeting at: Bow Street Council Office  
(Berneslai Homes at the top of the CO-OP car park)

**The meeting agenda will include:**

• 2017 Mini Review and Update •  
Review and feedback on last years projects

• 2018 Projects •

Cudworth Bunny Trail - Sign up your shop/business

Cudworth website

This year's events

Principal Town Project

Open forum - Feedback, ideas and suggestions welcome  
(Community links, events and promotions)

CBCT Fund-raising Ideas

If you're a retailer, business owner, local school/club leader  
or would just like to volunteer to help build a better Cudworth  
please join us at our next meeting.

## Traders already dreaming of a bright Christmas

By Josh Timlin

THE festive period may just have ended but businesses in Cudworth are already turning their attentions to next Christmas.

Cudworth Businesses and Community Together, which was formed to make improvements to the village in a bid to entice more shoppers into the village's centre, has set its sights on fundraising throughout the year in order to fund replacement Christmas lights, another Christmas market and incentivised schemes for shoppers.

The village was set to go without decorations for the first time in 30 years last month when Barnsley Council said the current ones were too dim to use - until a backlash from businesses and shoppers forced them to perform a U-turn.

But 2017 was their last year and now replacements, which councillors said would cost around £12,000, will have to be found. Collection boxes are being distributed to businesses in the village centre along Barnsley Road, with the first ones appearing at Wishes, Laki's Fish Bar and the Co-op this week.

Chris Fox, chairman of the group, said: "More boxes will be dropped off in the coming weeks but the ball is already rolling. The Christmas market was a big success, especially given it

was our first attempt at one, so we definitely want this to return in 2018 as it increases footfall in the centre of the village."

The group's first event, dubbed the 'Bunny Trail', tasked local kids with finding bunnies in each of the nine shops involved - Katie Newsam Fashion, Poppy's Florist, Wishes, Deacon's Superdec, Infinity Jewellers, BARC, Buttercup Florist, Four Seasons and the Co-op - and when all were found, they received a bag full of treats for their investigative skills.

"This is another project which will return as it encourages youngsters to stop off at multiple shops," Chris added. "There's so much we can do, all which help to make Cudworth a better place to trade and visit. Linking shops together and having shoppers involved is what it's all about."

"We will be creating a Facebook page to promote what the group is doing and that will feature all the goings-on in Cudworth, as well as our own website which will have details about the businesses."

"We will be discussing all these matters at our next meeting, which is open to everyone. The association is for both shoppers and businesses, as ultimately they are the ones who choose to visit Cudworth so their opinions are essential."

■ The meeting is on January 25 at the council's offices on Bow Street at 6pm.



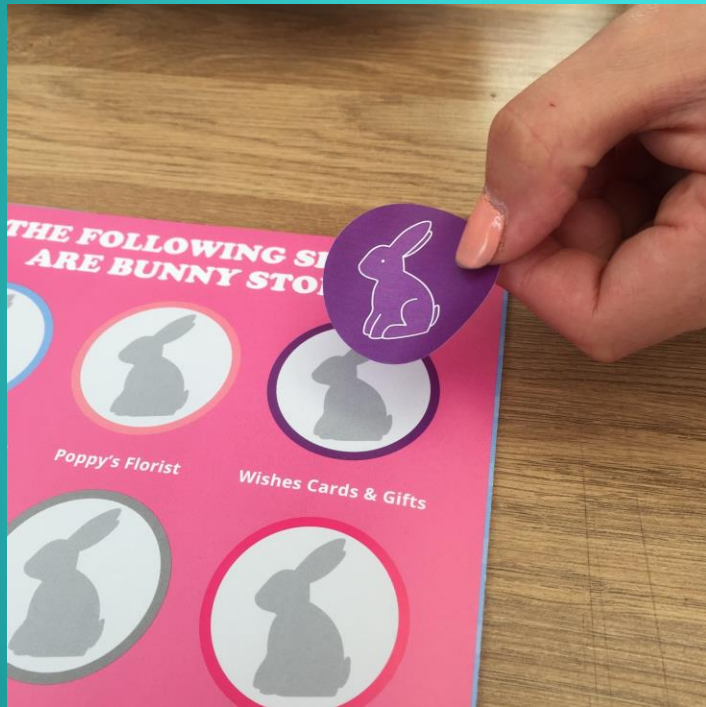
**PREPARING EARLY:** Chris Fox with the collection boxes shoppers will see in Cudworth. PD084488

# Bunny Trail - 2017





# Bunny Trail - 2017





# Bunny Trail – Local Press



**BUNNY HUNT:** Julia Keeling of Wishes Cards. PD083179

## Bunny Trail is now underway

**By Nick Ward**

ITS rabbit season — the Cudworth Bunny Trail is underway.

The trail has seen nine traders in High Street all team up to set local children a challenge — Katie Newsam Fashion, Poppy's Florist, Wishes Cards, Deacon's Superdec, Infinity Jewellers, Barc, Buttercup Florist, Four Seasons and the Co-op. Each of the traders has hidden a brightly coloured bunny in their shop.

For every one the kids find they get a sticker. When they have found them all the kids can call into Wishes to pick up a treat bag.

■ Call into any of the nine shops or log onto [cudworthbunnytrail.co.uk](http://cudworthbunnytrail.co.uk) to pick up a map which will help.

# Reta Award





# Reta Award





# Bunny Trail – 2018



# Bunny Trail – 2018



# Bunny Trail – 2018





**Qualens ds**

South  
is so won-  
so many  
businesses in  
to be able  
them for the  
they make  
business

Smith, chief  
of Barnsley  
Chairman  
of Commerce  
the voice of  
shire,  
is very well  
throughout the  
we're looking

**NOMINATION:** Julia Keeling, the owner of greeting card shop Wishes of Cudworth, has been nominated for a national Reta Award. The business is down to the final six shops in the awards, which recognise card shop owners and their unique initiatives to draw in customers. Julia was behind the Cudworth 'bunny trail', which brought together nine other shops in the village centre and tasked local kids with finding decorative bunnies in each before prizes were handed out.

Picture: Wes Hobson.

PD085141

**A new Dawn in more ways than one**

**NOMINATION:** Julia Keeling, the owner of greeting card shop Wishes of Cudworth, has been nominated for a national Reta Award. The business is down to the final six shops in the awards, which recognise card shop owners and their unique initiatives to draw in customers. Julia was behind the Cudworth 'bunny trail', which brought together nine other shops in the village centre and tasked local kids with finding decorative bunnies in each before prizes were handed out. Picture: Wes Hobson.

PD085141

# Christmas Fair





# Christmas Fair – Local Press

## Christmas market to put village on festive map

By Josh Timlin

A CHRISTMAS market is on its way to Cudworth – thanks to a new business association which is trying to boost the village as an out-of-town shopping location.

The village's first festive-themed market will take place on November 25 from 11am and be in the Co-op's car park on Barnsley Road.

The brainchild of Cudworth Businesses and Community Together, a newly-formed group of businesses leaders and shoppers, it is hoped the event will pull in more visitors and become an annual pre-Christmas gathering.

Chairman Chris Fox said:

"The fair will be free to enter and a Santa's grotto will be its main feature, although there will also be stalls selling a variety of Christmas-related produce such as crafts and food.

"We are already working with local schools, retailers and independent businesses in Cudworth, plus Barnsley Council, to bring some festive cheer to the village.

"The group is gathering pace and we are meeting every month, but we really could do with more people to get involved as we want to make it as much of a success as we can.

"We haven't been formed long but it shows what can be achieved if we come together. It all helps to make Cudworth a

better place to trade and visit, so it's about linking shops together and having everyone involved going forward.

"The whole day will centre around the village as a shopping destination and encourage people to stay and shop local."

He said the group's next meeting is at the council offices on Bow Street on Thursday at 6pm and encouraged any business owner or resident who hasn't already to get involved.

Coun Charlie Wraith, who has been providing assistance to the group at the monthly meetings, hailed the event as a positive for Cudworth.

"It's a brilliant idea and something I hope residents will get fully behind," he said. "It's

being held in the Co-op's top car park on a Saturday so I really think it will be a big success.

"Cudworth has a great centre already so we do have a head start in that respect as it's well-used and popular. There is room for improvement though so the group is keen on hearing everyone's ideas for future events and obviously the more people that's involved, the better it'll be.

"We've had a bit of negativity in the centre recently with yobs and litter but this can only be a good thing for Cudworth. We have a group here who are trying to make the village better for everyone who visits and they have my full support."

Sponsored  
by Tyke  
Racing



### FRIDAY

Cloudy and  
windy 19



### SATURDAY

Cloudy  
and mild 19



### SUNDAY

Pleasant  
and dry 19



ISSN 1463-8207



41

**BARNSELY CHRONICLE**

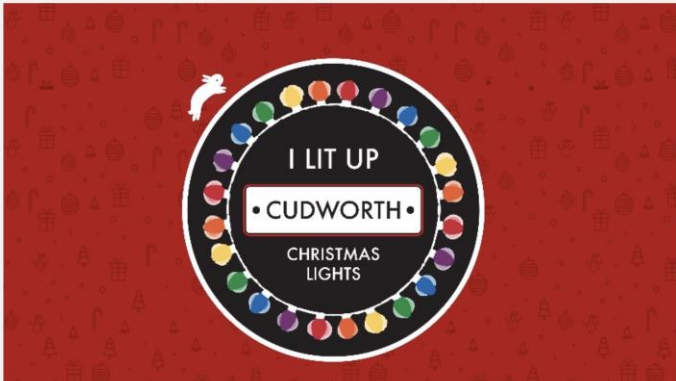
Established 1858 Number 8583



# Cudworth Christmas Lights

## Cudworth Christmas Lights

[Project home](#)[Updates 0](#)[Comments 34](#)[Supporters 61](#)[Contact project](#)




To raise money to buy new Christmas Lights for the village of Cudworth in Barnsley or this year there will be none.



**£4,140** raised of £4,500 target 92 %

61 supporters 16 days left

[Support us](#)


This project will only be funded if at least £4,500 is pledged by 7:15pm 31st August 2018

Project by Cudworth Businesses & Comm...

Share  

Cudworth, South Yorkshire

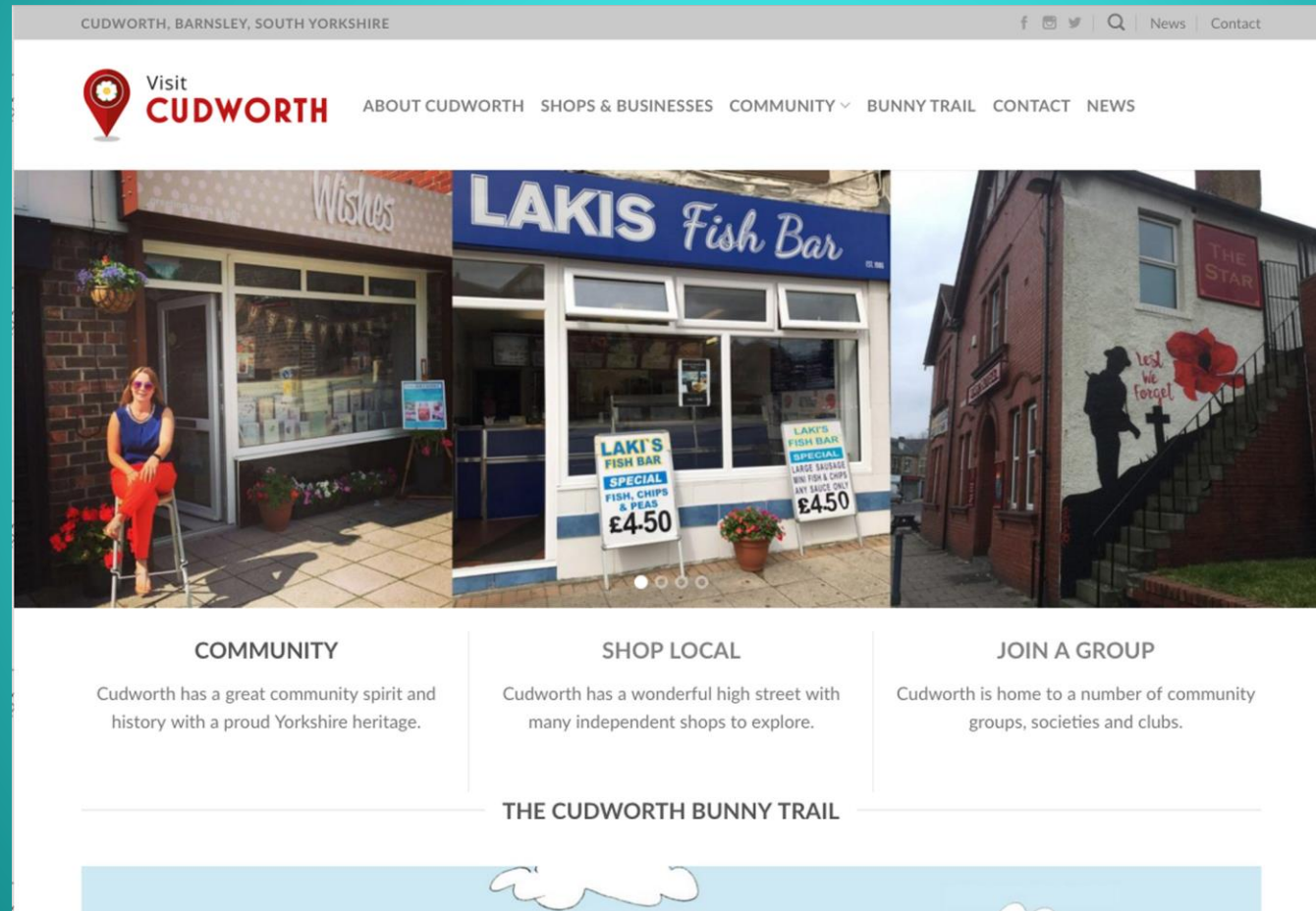
Community

Part of the Crowdfunder Barnsley Campaign

Cudworth high street is more than a collection shops, it's the part of our wonderful community. Over the last few years the community of shops and businesses in the village has grown with more independent traders moving in. The high street is improving all the time and we're doing our best to encourage new traders to set

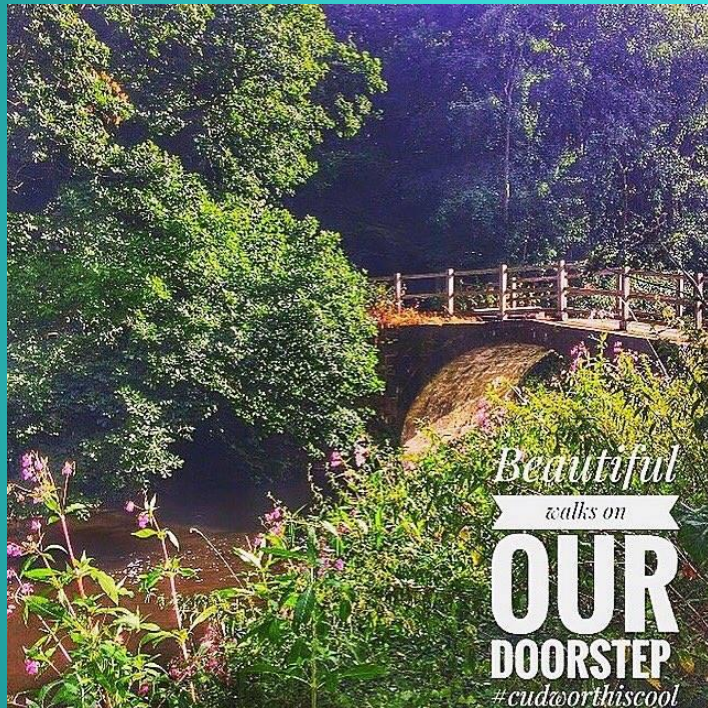
Just donate

# Cudworth Website/Brand





# Cudworth Village Facebook Page







THE INTERNET IS A WONDERFUL TOOL BUT CAN BE SCARY IF YOU DON'T KNOW HOW TO MAKE THE BEST USE OF IT. IN THIS NEW SERIES OF ARTICLES CHRIS FOX, FROM WISHES OF CUDWORTH, AND CHERRY ORCHARD PUBLISHING'S HELEN PALLAN AIM TO PASS ON ALL THE ONLINE TIPS THEY'VE LEARNED SO FAR TO HELP INDEPENDENT RETAILERS BOOST THEIR BRICKS AND MORTAR BUSINESS IN THE DIGITAL AGE.



# Join the community

**I**T CAN be lonely being an independent shop owner. It's hard not to feel isolated and worry that you aren't doing everything you can to promote your shop.

As I write this the UK is under water, day two of a continuous downpour which, unless you're a duck, might make you want to close your curtains and stay in bed – not good for the High Street at all.

We don't expect sun in November and December, but we'd rather people don't need a boat to get to the shop.

Don't worry this article isn't going to be all doom and gloom, I'm breaking out the sunshine and getting to the end of the rainbow stuff soon.

The amazing thing about owning a shop is that you have a wealth of suppliers, community projects, magazines like *Greetings Today*, campaigns such as Small Business Saturday, blogs and Facebook pages groups out there ready to help and make you feel part of something bigger.

First let's start with your suppliers – a simple step is to engage with them on Facebook and Twitter. Like their posts and new product updates, plus adding a nice comment goes a long way. Tag suppliers into your daily Facebook posts when you feature their products, direct tweet them and hopefully they will return the favour.

When Village Candle reached out to their stockists for ideas of what to feature on their Facebook page, Wishes suggested a theme of "The perfect candle for each room your home" which they used as a future post.

Working together means a constant flow of fresh ideas and feedback, allowing your suppliers to create content that is relevant to your shop. Those like Cherry Orchard over there to our right (Hi, Helen, waves) are a constant source of promotional ideas, and it really helps to have someone to bounce off when thinking of clever ways to market your shop.

Here at Wishes we've recently installed a new personalised gift and card service from Creation Express and they came up with the clever idea of creating a Facebook Group for their stockists. This ensures not only that their retailers see their latest products and offers but the group also acts as support network for members.

If you have a problem with making one of the gifts on the machine then you can quickly whizz a question to the group and someone will come to the rescue. You also get tips and ideas from the group about future products or time saving tips.

Wishes missed a trick in not creating our own group when we first started out (not that we might one day start one). I know a fellow shop owner who has a group for her business and posts a monthly virtual newsletter, with seasonal product lines and upcoming events.

Teaming up with a local charity will also create a mutually beneficial buzz for both of you. For this Christmas period, Wishes have teamed up with the Harsley Shoe Box appeal by becoming a drop-off point. As well as supporting a local good cause, it also helps keep our shop in people's minds and

We had 50 shares of one post on Facebook featuring the campaign, which is great for the charity (and us, if we're honest). While a cynic might say this is piggy backing on the charity goodwill it really is a win, win for everyone, especially if you can get the local press involved.

To expand your online reach you could collaborate with a blogger – we've recently teamed up with [www.jenniemina.co.uk](http://www.jenniemina.co.uk) to commission a review of one of our Bath Gift Sets. As well as receiving some professional content and photography (it was seeing an incredible photo of a Bath, Bubble & Beyond bath bomb that first helped me discover Jennie) we'll also get coverage on her social media too.

Featuring on a blog will help your SEO and backlinks which will improve your Google search ranking. I've recently set up my own blog (quick plug: [www.girlshophot.co.uk](http://www.girlshophot.co.uk)) as a spin-off of this column so please check it out soon, more time and features

## Feedback

Well, every business wants people talking about them and their products so all these collaborations will help expand your reach beyond your own social media.

Sure you'll connect with some people outside of your area but it's a small world, which is getting smaller every day and you can also look into a delivery service for your more distant fans.

For any business to grow you have to keep looking for new ways to introduce yourself to a new audience. What better way than a recommendation from an established fellow business? It also helps to keep you connected with the industry. Latest trends and incentives

Don't underestimate the feel good factor of this all either. It's inspiring to talk to other retailers, to swap ideas and refresh your creative charm.

It's hard out there for us indie so let's stick together and support each other and the next time you look outside of your window at a cold, miserable day you'll be secure in the knowledge that you're not alone—we'll come and pick you up on our new speedboat soon!

—Chris Fox

“Working together means a constant flow of fresh ideas and feedback.”

# Being social isn't new

**I**T'S INTERESTING that, in this digital age, the term 'social networking' is very much considered to mean online, instantly bringing certain networking sites to mind.

**I** For some, the mere mention of the social networking will lead to a rolling of the eyes, tuts and tales of how much constant scrolling is undertaken by families, friends or colleagues.

But is there really anything new about the idea of social networking – isn't it just a new strand to the way we've always done things? Even as far back as Anglo Saxons, enjoying their storytelling nights, without being able to read or write, but coming together as friends, families and neighbours to share stories, music and jokes.

No matter what period of history you look at or what medium you use – voice, TV, computer, book – it's true that no man is an island and we all turn to others when we need help, advice, education, comfort or just good company.

Isn't it really why we go to the shops to buy greetings cards when we want to show our affection in a tangible way?

The first thing you want to do when a joke makes you laugh is that you want to re-tell it. Today's technology might coin this as 'going viral' but all these playground songs we learned as children or the 'old jokes are the best' cliché is because we've all been 'sharing' for as long as we can remember.

So (waving back at Chris) as suppliers, we like to keep in touch with our customers and see what's happening out there in the retail world.

Many of our customer service calls are not to arrange orders or sales calls, just simple catch-up sessions. If we hear a shop has an anniversary or celebration to mark or if there's bad news with adverse weather or another hindrance affecting the business, we'll pick up the phone and see if we can help.

Whether through magazines like *Greetings Today*, award ceremonies, trade shows, or our own sales managers, we're all meeting up face to face, in print, by telephone or by just pressing a quick 'like' or 'share' button to foster an industry community that lends moral support to one another and to other fundraising events supporting worthwhile causes, such as the Gaudigins charity challenges, our own Cherry Orchard support for the Wellchild charity, or a quick win round for retailers affected by floods.

And our rather chatty nature means we get some very exciting calls into our office, that start great new ideas bouncing around.

We're always ready to listen to feedback and suggestions, your call can filter its way through to boardrooms where we'll pool our talent to pursue new ideas or make sure we put right any hiccup.

So why not stay in touch with us at [Cherryorchard.co.uk](#) on our Facebook and Twitter pages to find out what we're getting up to and, in the meantime, enjoy that special time over Christmas and the New Year with those closest to you and look forward to a great year ahead.

- Helen Pallo

**Founder Circle:** For some wisdom on Goodworth with partner John Kesting and how he turned how to take advantage of the opportunities offered by the Internet and social media, see [Cherry Corbett's Make Your Partner Smile at the Screen from a neighbor's viewpoint](#).

# Wishes of Cudworth

