



Introduction to Social Media for independent 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 & International**





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 Independent retailers?

- *Website traffic
- *Brand Awareness
- *Increase footfall
- *Target new customers
- *Manage customer relationships
- *Expectation
- *Drive sales and enquiries (reinforce product interest)
- *Perfect marketing platform – great visuals
- *The Social Media updates

Facebook.

- The impact of the algorithm
- Engage with your customers
- Showcase offers/events/products
- 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 V...
£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 Th...
£2.99

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KEEP
CALM
AND
CARRY
ON

Instagram.

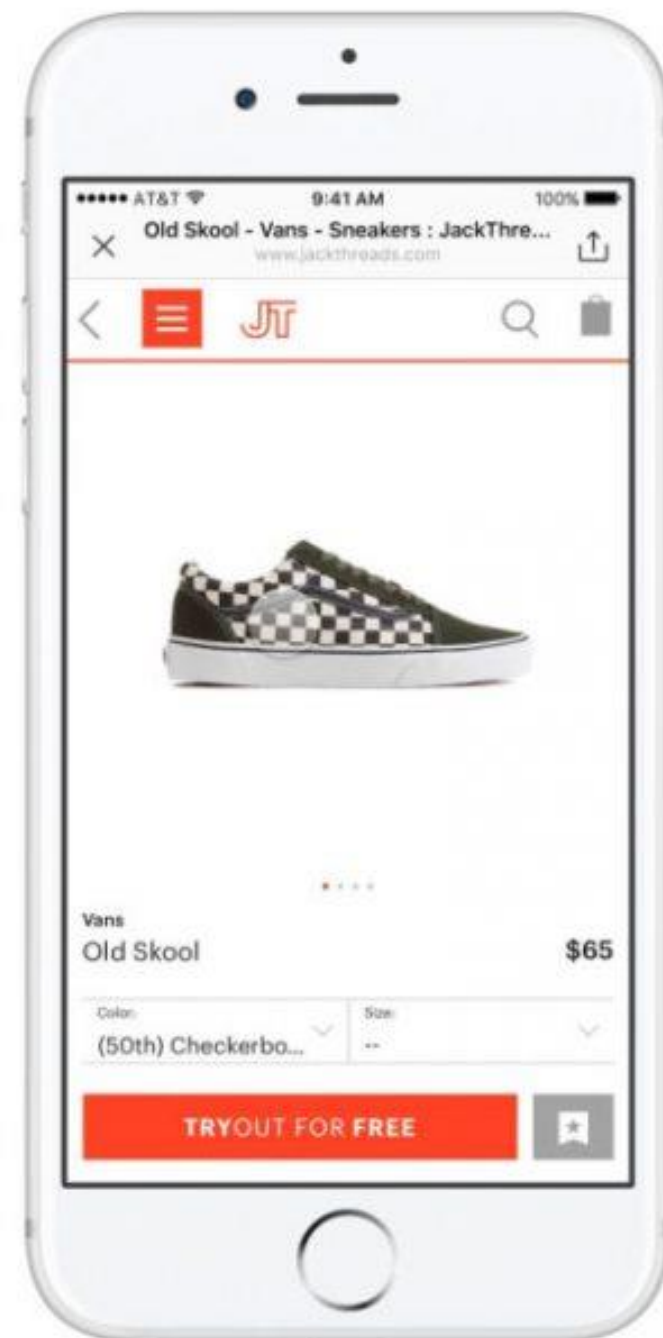
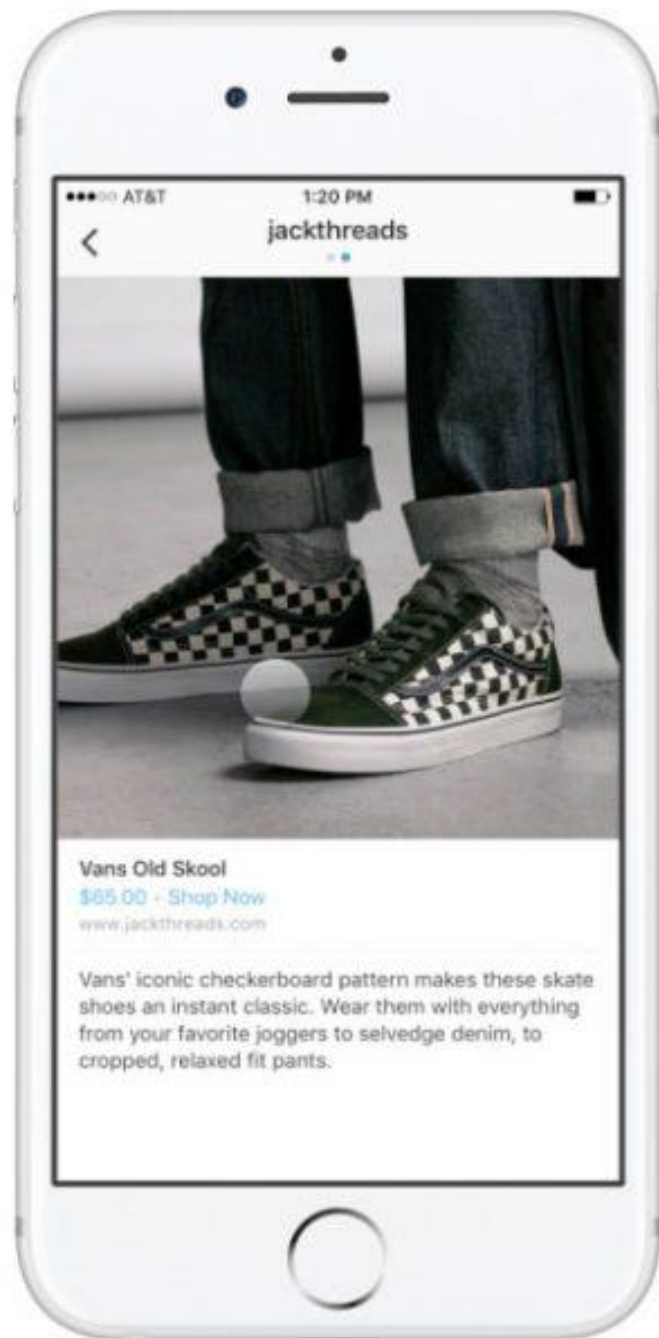
- *Be part of the boom – almost at one billion users

- *Instagram Stories

- *Utilise NEW retail features

- *A MUST for online retailers – Swipe up!





Instagram.

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- *Utilise NEW retail features
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Twitter.

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



A 'perfect' tweet!

**Pinned
tweet**

**Clear, full
sized images**



**3-5
Hashtags**

Emojis!

**Other
accounts
tagged...**

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



Social Media Polls.

- *Facebook, Twitter & Instagram
- *Encourage meaningful engagement – the algorithm!
- *Sees high engagement levels
- *Act on the answers!
- *Building a community



O2-UK 3G

16:21

44%

Cancel

Introtweet

Continue

Introtweet

Public

Ask a question...

Option 1

Option 2

Poll ends

1 Week

Remove Poll

Add to your post

O2-UK 3G

16:21

45%

Drafts

Tweet

Ask a question...

Choice 1

25

Choice 2

Poll length

1 day

GIF

I

Oh

Thank

Q

W

E

R

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P

A

S

D

F

G

H

J

K

L

Z

X

C

V

B

N

M

123

space

@

#

#MyKeyTakeaways



***FACEBOOK IS BECOMING A ONE-STOP-SHOP FOR BOTH ONLINE & OFFLINE RETAILERS.**



*** 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