

# Social Media



Facebook  
Instagram  
Snapchat  
You Tube  
TicToc  
LinkedIn  
Pinterest  
Twitter

# Social Media-Relevant to Retail

- **Facebook:** Is steadily declining and has a much higher age demographic
- **Instagram:** Currently the best advertising and sales tool.
- **TicToc:** Use for the “making of” videos or live events
- **Pinterest:** Pinterest is good for wedding and party ideas but has what’s called a *low conversion rate*. Consumers get lost and tend not to leave the site for your website.
- Use it for beautiful story boards to sell your brand, entice customers into your store by only using high quality images. You can use other images from Google or stock to create the mood you want to convey.

# Influencers



Gone are the ads in magazines, papers etc.

Traditional advertising is *now* on social media or “social”, as it is now know.

Instagram is king for conversion from likes to sales.

Tagging each of your products for sale brings consumers to your website instantly.

# Things to consider

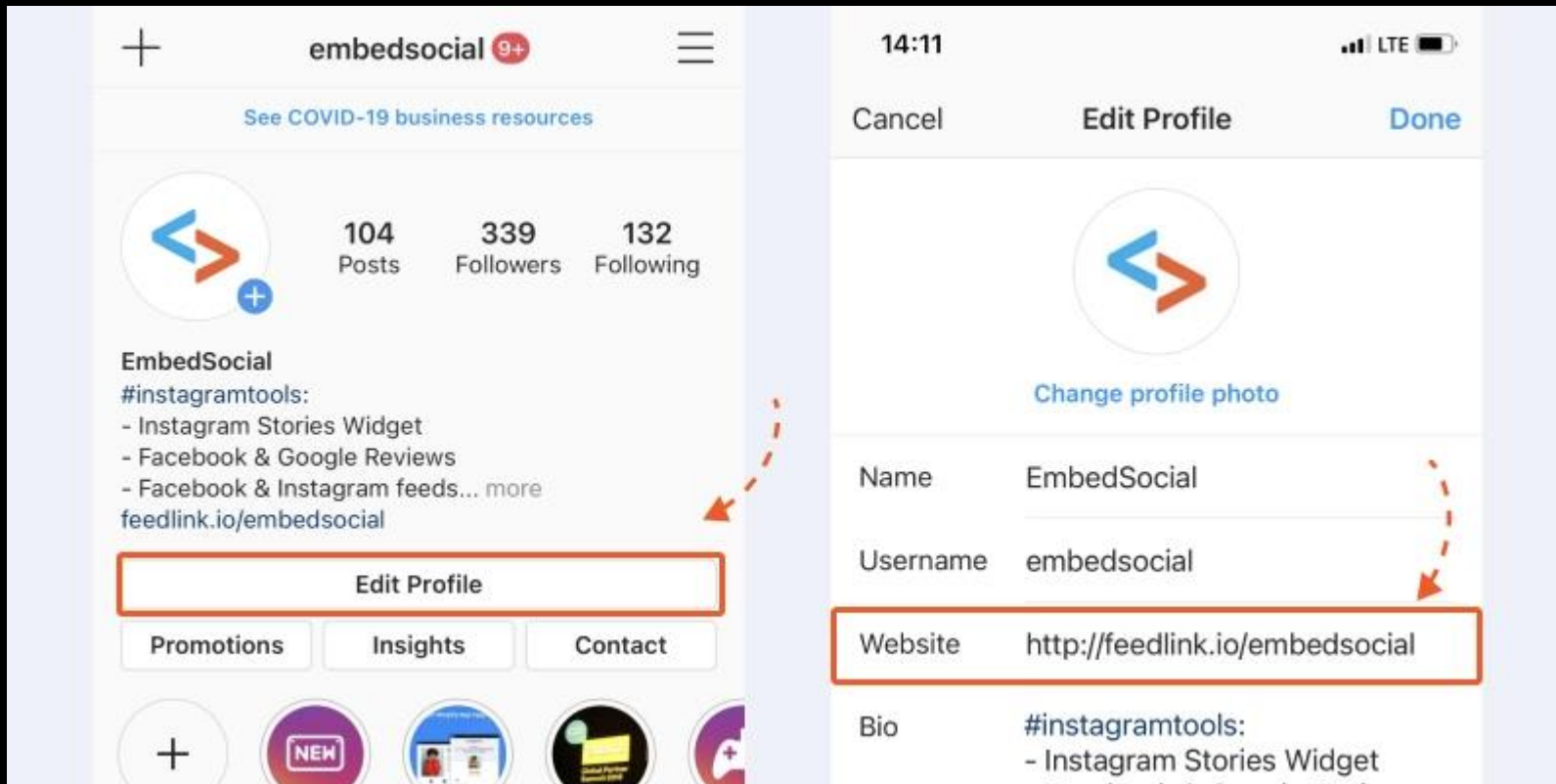


- Look for smaller influencers with less followers and lots of genuine interaction within their community of followers. They like and trust this person and feel a common bond. Therefore, they will like and trust you and your store and staff. Choose well and you won't be disappointed.
- At the very least you can get professional photography of your store to use and reuse on social, your website and eblasts to customers. Don't forget permission to reuse the pictures without their watermark signature

# What to ask an influencer!

- Influencers vary widely on effectiveness, cost and quality. You can pay thousands or hundreds of dollars
  - Expect to pay at least \$6k for an influencer with 645K followers or more. What you can ask for: Blog Post, 12 photos (6 we were able to reuse), stories, Instagram posts & tags on their blog.
  - The expense was worth it for us because we saw an excellent conversion rate
- Micro-Influencers tend to have less followers and will accept product gifts in lieu of cash. While you may get good images, we did not see conversion on this investment.

# Add your website URL to your Instagram Account



Here is how you can do it:

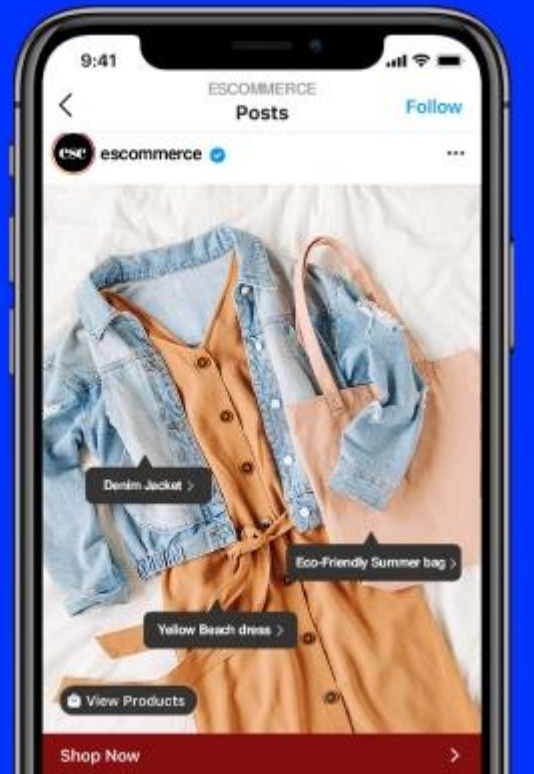
Go to your Instagram account and tap 'Edit Profile'

Paste your desired link into the empty Website field

Save the changes

# Tagging your products allows the consumer to go directly to your website.

**Make your Instagram Feed Shoppable**



**Step 1: Eligible for Instagram shopping**

Before you start to set up Instagram shopping on your feed make sure you are eligible for it:

**Step 2: Connect with Facebook Catalog Manager**

You can manually do this by enabling and creating the product catalog in Facebook's Catalog Manager.

**Step 3: Sign Up for Instagram Shopping**

Go to your Instagram profile page, tap 'Settings' > tap 'Business' and choose 'Shopping on Instagram'. Next, follow the provided steps in order to submit your profile for a review.