A Guide to Social Media

Your customers use social media as part of their daily routine. In the UK alone, there are 44 million active social media users, with 38 million active via their mobile phone (*Statista*). Use this FREE tool to keep in touch with your customers, and help boost your in-store footfall and sales.

Top tips to engage your customers online:

Create a Facebook or Twitter account for your business.

Create regular updates to keep your pages interesting.
We have provided you with examples of what you can post for key trading opportunities, and recommend you post messages daily.

Take good photos.
Posts with photos generate more engagement so when possible, always try to include an image.

Make it personal – Not corporate.
Keep your language on social media informal and friendly.

Support local events
Ensure you engage your customers before, during and after the event to maximise exposure.

Create a competition.
Competitions are a brilliant way to help you advertise your business online and build your following.

Respond to queries
Always reply to comments on social media, especially the negative ones to demonstrate you're engaged and keen to resolve problems.

Social media platforms

If you're new to social media, you can follow the simple steps below to set up a business page on Facebook or Twitter. We advise starting with Facebook – it's the most popular platform your customers will use.

Facebook

1. On your phone, tablet or PC visit www.facebook.com

2. From the homepage, create an account by filling in the required details and clicking **'Create an account'**

3. Once you're logged in, click **'Create page'** which is found down the left hand side of the webpage (on your PC).

4. Choose **'Local Business or Place'** to set your type of business page

5. Fill in the relevant store details and upload a page **'profile picture'**

6. Click 'Settings' on the top bar of your page (on your PC). Click the **'Notifications'** option to see when someone has liked, commented or shared something on your page

7. To post an update, click in the **'Write Something'** box on your page. You can choose to post a video or image from here too – click the **photo/video option** at the top of the box

8. Click **'publish'** to see your message appear on your page

9. Download the Facebook app from the App store or Google play store to update your page on-the-go

Twitter

1. On your phone, tablet or PC visit www.twitter.com

2. Click **'Sign up for twitter'** and fill in the required details

3. Enter your full name, phone number and a password

4. To verify your phone number, twitter will send you a text message with a code. Enter the verification code in the box provided on the sign up page

5. Choose your twitter username, which is unique to your account. We suggest using your depot name so that you are easily recognised

6. Add an email address to your twitter account. This is not visible and is used only to send you notifications from your followers

7. Add a profile picture and header photo to your page using good quality images

8. To begin building up your followers to generate an audience for your business on twitter:

   • Search for customers and businesses in your area to follow by typing a twitter username into the search bar or by searching the hashtag symbol, followed by your topic of interest (**#retailers**)

   • Found someone you want to follow? Click the **'Follow'** button on their profile

9. To tweet, click in the **'What's Happening?'** box on your twitter feed. Type your message (up to 280 characters) and click the **'Tweet'** button to post

10. To share photos or videos, click the **'Media'** button on the 'What's Happening?' box

11. Download the Twitter app from the App store or Google play store to update your page on-the-go

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With key trading events on the horizon, now is the perfect time to make full use of social media such as Facebook and Twitter. Informing your audience of changes to your opening hours, your latest offers and any newly stocked lines are just some of the ways you can easily engage with customers for FREE!

Advertise deals to your customers

Regularly post your special offers on social media to drive customers in-store. Social media is a great tool because you can post INSTANTLY. For example, if the weather is sunny, post an eye catching photo of a BBQ display and shout about your promotions on BBQ essentials, ice cream, soft drinks and chilled licensed products. Creating the thought in the customer's mind will generate sales.

Show off your services

Videos are very popular on social media – on average, 100 million hours of video are watched every day on Facebook (*Sproutsocial*). Use your mobile phone to record videos of your store, the services you offer, your deals, or your latest products and upload to social media. If you're feeling brave, why not give **Facebook Live** a go!

Post tempting imagery

Stand out from the competition by using photos to show off your businesses unique qualities. Your customers will engage more with an image than just text. Combine a good quality photo with a strong message, for example:
'WEEKEND OFFER: CRAFT BEER ONLY £1 EACH!'
Show customers that your business is a friendly and welcoming place by including your staff and community in photos too.

Demonstrate excellent customer service

Respond to queries quickly and address any issues in a polite and helpful manner. Remember, if customers contact you publicly, other people can see.

Supporting events

Share offers which support key sporting and social events. For example if you're in a multicultural area, you may wish to promote deals on dates, soft drinks and chocolate gift boxes on the build up to Eid with social posts. Talk about the good things you do in your local community. Donating products to local groups is a great story to share with your local audience.

Creating an Event

Creating an event is a great way to build interest for an upcoming store opening for example. To set up an event on your Facebook page, you need to:

1. Head to your page, select the Events tab located at the top of the page, and click Create Event
2. Input the information about your event, such as a title, description, location and ticketing
3. Either save as a draft or once you're happy, click Publish and invite guests by clicking Invite Friends

Use hashtags!

Hashtags are keywords or phrases beginning with the symbol '#' that are used to identify posts. Use hashtags like #WarringtonWineWednesday to attract a local audience or community. Mix these with popular hashtags like #FridayFeeling #Foodie #WIN to increase the number of potential customers who see your posts.

Host competitions

Create a competition to share on social media. Customers could win a hamper or their in-store shopping for example. Display your prize and take a photo alongside a smiling staff member. Post the picture on social media with clear competition details, using a hashtag to help reach a wider audience. For example:

Comment below to #WIN a luxury hamper, competition closes on x date.

It's important you know the rules around what you can and can't do when it comes to Facebook competitions. For example, you can no longer ask people to share a post in order to win. Visit www.facebook.com/policies/pages_groups_events/ to know the facts.

Boosting posts with geo-targeting

When you post updates to your Facebook page, only those people who are in your audience (i.e. who like your page) will be shown your posts. You can pay Facebook to boost your posts outside of this initial audience.

To quickly create a Facebook ad from one of your posts or events, you'll need to:

1. Go to your page and find the post you want to promote, and click the blue Boost Post button

2. Choose your target audience based on Age, Gender, Location and/or Interests. You will receive an estimate of your total potential audience size
3. Select your Budget and the Duration you want to promote the post for. This will provide an estimate for the amount of people in your Target Audience you will be able to reach with your budget
4. Provide your payment details, and click Boost to launch your advert

One of the most powerful aspects of Facebook advertising is its targeting. Alongside targeting people by demographic, interests and other characteristics, targeting by location – or geo-targeting – is an extremely effective way of accessing a new and relevant audience.

When editing targeting, you can set your geo-targeting in two ways:

1. By selecting from a pre-existing list of towns, cities, countries or regions
2. By dropping a pin on a precise point on the map
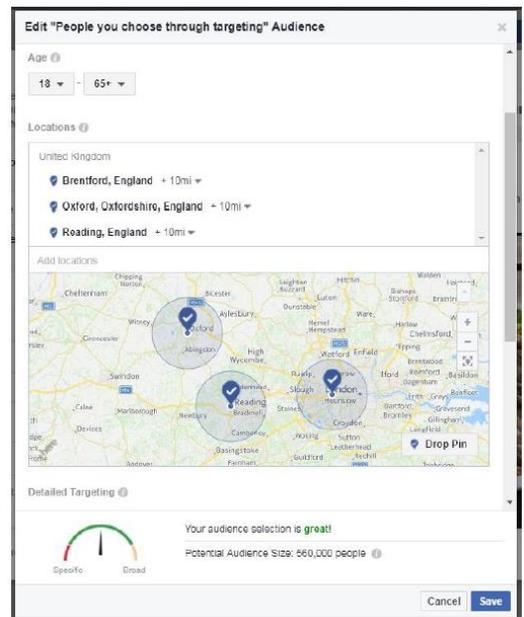
You will then set a radius around these locations depending on the size of the area you wish to capture. A live map will update with your selection and provide an estimate of your potential audience size.

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www.unitaswholesale.co.uk/retailer/retailer-newsletter/