

# Why use social media?

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HM Government



**European Union**  
European Regional  
Development Fund



# Introduction: Who am I?

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- Retail Champion Associate
- Started “on my own” in 2012, after 15 years in retail businesses advising independent businesses
- Expert in business planning and marketing strategy
- Right now my time is spent helping businesses recover from the impact of covid, and, in preparing for the “new normal”...



# What we will cover today:

## Why use Social Media?

- Everyone says “get on social media” - this can be daunting – what platforms? How will you do it all? How will you find the time!?
- Not “how to use xyz” session. We will look at:
  - Where, and why, you should be present in the social-sphere
  - What your ideal customer wants to read / see from you and what piques their interest
  - How often you should post
  - How you can measure success e.g. Engagement, clicks, likes
- This session will help you plan your social engagement approach, ensuring it drives value and doesn't waste your time.



# Why be on social media?

- To sell more...
- Well, not directly. It's about
  - Growing awareness
  - Attracting customer
  - Converting customers
  - Retaining customers - building customer relationships

## It's about

- Delivering your marketing strategy
- Connecting with customers
- Inviting digital and physical footfall to your business

73% of consumers spend over 3 hours on social media a day





# Where's your customer?

- Questions to ask
  - Which platforms do your customers use
  - Why do they use that platform
  - How does your brand fit that platform
  - Can that platform help deliver your social media objectives
- Element of trial and error – master 1 platform, try a 2<sup>nd</sup> and maybe a 3<sup>rd</sup>
  - Tools like [www.maybetech.com](http://www.maybetech.com) help you track performance and are free to small businesses



# What does your customer engage with?

- Again links to 10-steps - knowing the customer you need to consider:
  - What engages their interest – what content should you share?
  - What outcome do you want from the content – likes, comments, shares?
  - What mix of content do you feel would best keep their interest?
- The most successful retailers on social media aren't necessarily looking for clicks (click-bait!) or sales – Primark is a perfect example...
  - <https://www.maybetech.com/blog/insights/how-primark-uses-social-media-engagement/>



# ACTION: What does your ideal customer want to read / see?

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Now you have established where, put yourself in your ideal customers' shoes – what do they want to read / see...

- What content will engage their interest?
  - Will they like, share or comment?
  - What do you want them to do?
- Considering the preferred platform, what do you think the most suitable type of post might be?
  - Think about words, stills, video...



# How often should you post?

- We now know why, who, where and what...
- We aren't covering how today
  - If you want to know how there are loads of free training resources on platforms like Hubspot – e.g. <https://blog.hubspot.com/marketing/how-to-use-instagram> and Maybe
- So we need to work out WHEN...
  - What is reasonable for you / your team in terms of frequency?
  - Can you plan content and schedule it in advance? (I like a tool called hootsuite for this!)
  - What frequency is sufficient vs. too little / much?





# ACTION:

## Scheduling workload

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Again, thinking of the ideal customer, and the nature of your chosen platform(s)

- How often should you post?
- Does frequency vary with quality / relevancy of content?
- Can you plan ahead? Schedule posts etc?
- Can you delegate photography / copywriting / scheduling / proofreading?



# How to measure success? Engagement, clicks, likes?

- At the beginning we considered WHY should you be using social media
  - Increasing sales is usually the end objective BUT that is not always directly relatable
  - Sharly Barely grew her facebook following from 100s to 1000s, and, as a result, sales went up 300%
- What are your success criteria?
  - Followers? Likes? Shares? Clicks?
- How are you tracking these
  - Google analytics
  - Social media in-built analytics
  - You could use Maybe\* for free (for now!)



# ACTION: How to measure success?

Finally, there is no point doing it unless it adds value – but how can you know?

- What does success look like to you?
  - Engagement – comments / shares with comments
  - Likes / reactions
  - Responses to a poll
  - Click-throughs
- Do the metrics relate to each other?
- Think about Primark –engagement leads to sales but no way of directly proving it, other than the more they engage, the greater the brand loyalty – so bear that in mind!



# Before we go! Interesting stats from Maybe\*

- 21% of businesses across the local authority area have social media accounts
  - only 30% of those are active daily
- Collectively they are posting around 2000 posts a day across Facebook, twitter, and Instagram
  - They are getting about 75,000 engagements
- An experiment in Sheffield, with just 3 businesses, 1 post, each with various #-tags, there was 684% increase in engagement

**Imagine the impact if we doubled the number of businesses actively using social media...**





# Summing up: Good use of Social Media is ESSENTIAL!

I promised we would discuss:

- Where and why you should be present in the social-sphere
- What your ideal customer wants to read / see from you and
- How often you should post
- How to measure success

**Your social media efforts should drive value.**

**Ensure you have a plan, maintain engagement, monitor performance & avoid wasting time!**



# Thank you for listening

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