Why use social media?

Kim Hulse, Retail Consultant The Retail Champion









Introduction: Who am I?

- 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

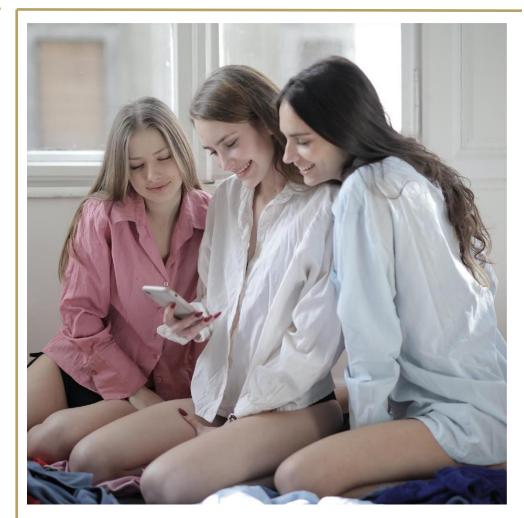
- Delivering your marketing strategy
- Connecting with customers
- Inviting digital and physical footfall to your business

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 2nd and maybe a 3rd
 - Tools like <u>www.maybetech.com</u> 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?

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?

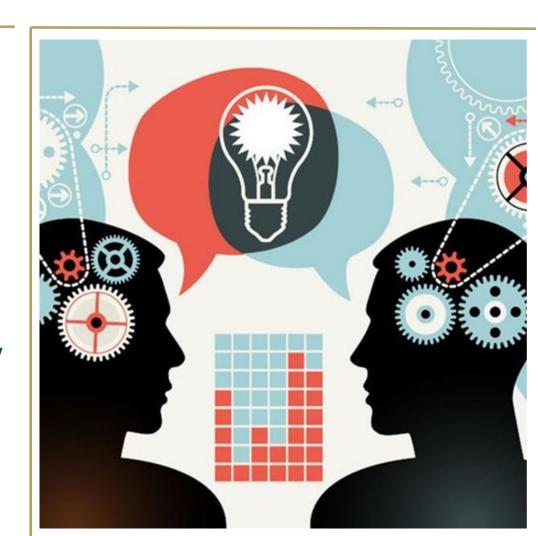
- We now know why, who, where and what...
- We aren't covering how today
 - If you want to know how there are loads of free training resources on platforms like Hubspot – e.g. https://blog.hubspot.com/marketing/how-to-useinstagram and Maybe
- So we need to work out WHEN...
 - What is reasonable for you / 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

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?

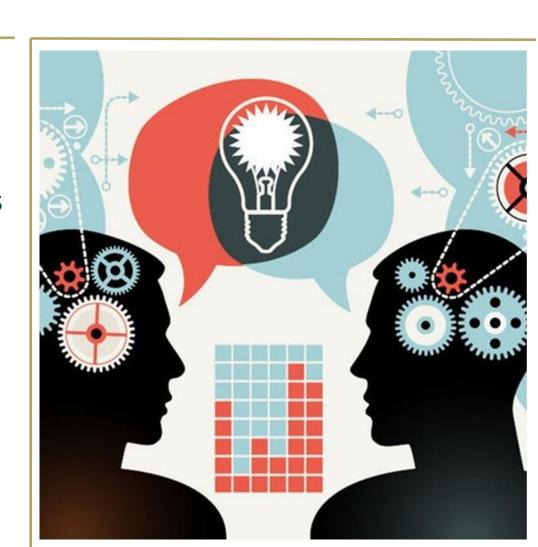
- At the beginning we considered WHY should you be using social media
 - Increasing sales is usually the end objective BUT that is not always directly relatable
 - Sharly Barely grew her facebook following from 100s to 1000s, and, as a result, sales went up 300%
- What are your success criteria?
 - Followers? 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



Thank you for listening

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