

Een lesje social media-marketing voor fysieke winkels

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De meeste retailers zijn zich er inmiddels van bewust dat consumenten zich online oriënteren, voor ze stap in een fysieke winkel zetten. Het is daarom van belang dat ze op het internet een positief beeld van de winkel krijgen. Toch worstelen veel fysieke winkels nog met de inzet van social media, stelt SMS Store Traffic. De passantenteller uit Canada heeft daarom een stappenplan opgesteld.



Customers today are digitally empowered and are quite likely to select images from within your store, writing reviews and generally discussing your store. Just because you're a brick and mortar only retailer, you can still leverage social media for your business. Learn how!



71% of Millennials claim they are going to research your website and check you out online before they ever step foot in your store.

Getting Started with Social Media Marketing

- 1** Don't be forced into timing you need a presence on ALL social media platforms because you don't.
- 2** Choose those platforms that will allow you to engage with your target customers.
- 3** Social media marketing and relationship building time so be realistic and perhaps leave one platform at a time.
- 4** Ask family, friends and staff to follow your pages.
- 5** Create an online presence to promote your products on social media and include your relevant account handles.
- 6** Set some clear goals, done in the correct dimensions (photo image various platforms).
- 7** Update all the important details on the page such as contact and store addresses for directions.

Google My Business - The Most Important of All

If you don't have the time for other social networks, you NEED to make time for Google My Business.

- It allows searches to easily find information about your business on various maps and devices.
- It's free, easy to manage, and gives you the ability to promote your store in the best light possible.
- Update all the information possible so that you can attract the right customers. Can list for example, your opening hours.
- Upload lots of pictures on your store presence in a good light.

How to Add or Claim Your Business on Google My Business

- 01** Go to Google My Business. Click "Get on Google".
- 02** Enter your business name and address in the search box.
- 03** Select or Add Your business. Click on "Your Business Listing" if it appears Among the Suggested Matches and "Claim" it.
- 04** Verify your business - Google will send a postcard to your address with a code.
- 05** Confirm your business using the code received.

Facebook

Who Should Set Up a Facebook Page: All Retailers

- With over 2.8 billion people on Facebook, it really is the catch-all social media platform and a good place to start.
- 75% of online adults use Facebook in the USA.
- Facebook has many excellent advertising opportunities for brick and mortar retailers.
- You can encourage customers to leave reviews on your page to increase visibility.
- Create a following when you start the page by doing a "like & share" competition and give away a prize such as a \$100 retail store voucher.
- Facebook has a "live" feature which means you can show people your in-store new arrivals for example.

Instagram

Who Should Set Up an Instagram Profile: Retailers with Products of Visual Appeal

- This is a mobile (or tablet) only platform.
- Give someone in-store the responsibility of creating the content via taking photos/videos of stock stock.
- Fashion, beauty and food type businesses perform well on Instagram.

Twitter

Who Should Set Up a Twitter Profile: Larger Retailers

- Characters are limited to 140 but it still gives a voice.
- Many customers use Twitter if they have a customer service issue so have a policy for dealing with queries.
- In your bio, state the days and times that customer queries are dealt with (if it's only office hours for example).
- You can get involved in trending hashtags to create a following but be wary of getting controversial.
- Follow people and other businesses in your store's locality.
- Twitter offers good advertising opportunities.

Pinterest

Who Should Set Up a Pinterest Profile: Larger Retailers with Products of Visual Appeal

- Pinterest is like a virtual board of ideas and if your products are visually pleasant there's a chance that people will re-pin to their own boards.
- It takes work to upload images, tag them correctly and so on.
- Only create and maintain a Pinterest profile if you have the time to do so otherwise setting it up and walking away is a waste of time.

Conclusion

It's simply not viable for a brick and mortar retailer to be on ALL the social media platforms so they must pick & choose those that suit their business offering.

It might require assigning the responsibility to a staff member who should receive training on company policy and also on best practice for social media marketing.

