

Retailer Digital MARKETING GUIDE



Hi There!

Keeping your digital business assets up to date helps your customers easily find you online and provides an excellent opportunity to continually engage current and potential customers with your business. The following guide provides a general overview to assist in managing your digital presence. As your experience grows, Meta has a range of additional products like Ads Manager that you can utilise to promote your business. If you wish to take your digital advertising to the next level, please get in touch.

Social Media

Social media is an essential tool that provides a platform to attract customers, gain valuable insights and grow your business.

You may notice reference to 'Meta Business Suite' multiple times. This is your one-stop shop where you can manage all of your marketing and advertising activities on Facebook and Instagram.

Please see the Social Media checklist that you can work your way through.

Essential Social Media Checklist

☐

Ensure your profile is up to date with your company logo, cover image, location & business information

☐

Schedule at least 3-4 posts per week

☐

Allocate a minimum of 30 minutes per week to respond to page messages, comments, reviews, tags & shares

Optional Checklist For Page Growth

☐

Post 2-3 stories per week

☐

Invite people to follow your Facebook Page

☐

Create videos and reels to post

☐

Host seasonal giveaways on your social media pages

☐

Get started with Social Media advertising. Email us at admin@btmarketing.com.au for more information

Please note: This document is general in nature and is to be used as a guide only. BT Marketing expressly disclaims any responsibility for loss caused by reason of any person relying on this information. All reasonable care has been taken to ensure the information is correct at time of production, however no warranty is given as to the accuracy of that information.

Retailer Digital MARKETING GUIDE



Keeping your Facebook & Instagram pages up-to-date

- Include your company logo in your profile image.
- For Facebook - choose a cover image that best represents your business.
- Include important information, phone number, address, email address, website, opening hours, menu and a short description about your business.
- For Instagram include your website or if you have multiple links you can use <https://linktr.ee>.

How regularly should I post?

It's important to post regularly on both Facebook and Instagram to engage with your customers. Scheduling content in advance is a great option that will save you time. Instructions on scheduling content has been included below.

- Consider posting at least 3-4 times a week to get the best results.
- Post more regularly if you have an up-and-coming event, a special offer or a new menu or product launch.

Engaging with Customers

Each week it is important to put time aside to manage your social media pages. This can include:

- Checking your notifications on Facebook and Instagram. Look for comments, reviews, shares or tags.
- Checking your inbox for any messages from customers. It's important to reply to all messages and set up an auto reply.

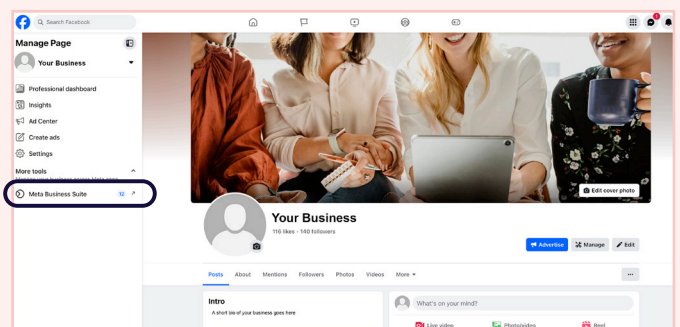
Monitoring Comments

- If you receive a negative comment or review, this should be dealt with immediately. If you need to resolve an issue try to take the conversation offline. Request to send them an email or personal message.
- If the comment contains offensive language or is inappropriate, you can hide or delete the comment. You can also block a user.

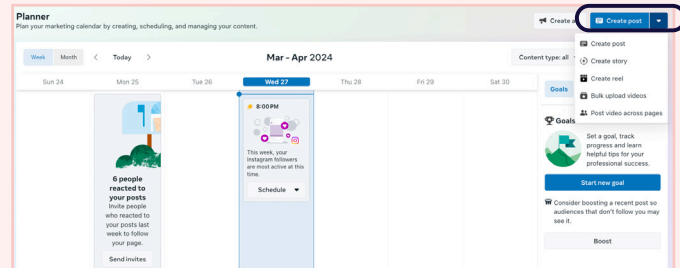
How to schedule content using Meta Business Suite

Scheduling posts in advance is time-effective and helps to stay ahead of your posting.

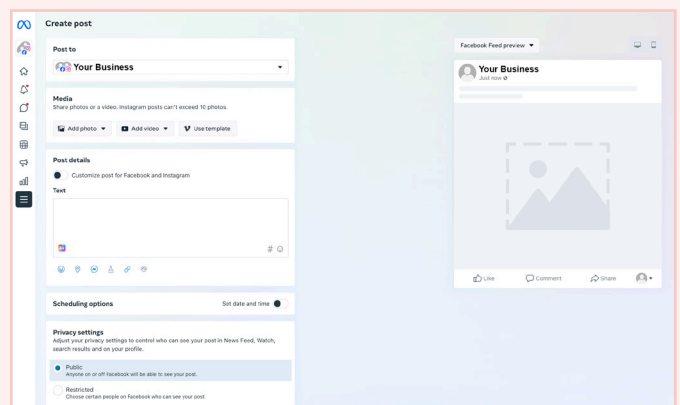
1. Click on your business page.
2. On the left side of the page, click 'Meta Business Suite'.



3. On the left side of the page click 'Planner'
4. In the top right corner, click 'Create a post'



5. From here, you will be able to add the photos or videos you would like to post and include your text. You can then choose if you would like to post this now or schedule this in advance.



Retailer Digital MARKETING GUIDE



In addition to regular content posting you can also add Stories, Reels and Videos to help drive views and engagement! These can all be scheduled in advance via Meta Business Suite.

Below are some tips and tricks creating content with these tools plus an introduction to Canva to help make it all happen!

Stories

- Stories only appear for 24 hours so they are a quick way to let customers know about a new post, product or event.
- Include a gif or sticker to make the story more interesting. You can add gifs like 'New Post' or "Yum" to your story.
- Add text with more information about the story. For example New Dress, New Flavour in-store now!
- Add a direct link or direct customers to a link in the bio (on Instagram) or your website for information.

Reels

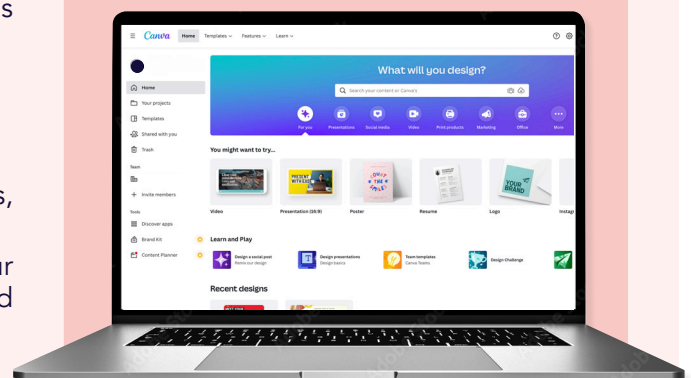
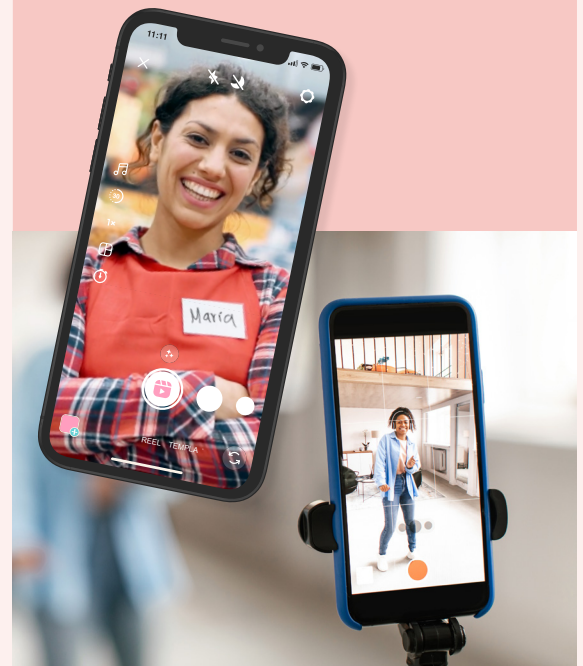
- Reels can be recorded at different times, sped up and edited so don't worry if have made a mistake or need to change anything.
- Add a catchy song to the reel. Choose a royalty-free track (business accounts cannot use copyright music).
- Some people will watch videos with no sound so it's good to include captions. The caption button will automatically generate the text for you.

Video

- Keep it short, two minutes or shorter is ideal.
- Make it look professional with good lighting and product placement. Think of what's in the background before hitting record.
- Have an attention-grabbing moment in the first 2-3 seconds to engage the customer watching.

Canva

- Canva is a great platform for editing and creating images, videos and stories for social media.
- Use Canva to create a consistent look and template for your business. Include your business logo, consistent font and colours so customers can start to recognise your brand.



Retailer Digital MARKETING GUIDE



Tips for Social Media Content

Consider the time of day posting. Coffee in the morning, grab-and-go lunch ideas, dinner time or Friday drinks.



Products & Services

Take a photo of the product or service. List what's included in the pack or the special offer (include the RRP or original price if it has been discounted).



Meet the Team

Take photos of your staff members. Include information like the staff member's favourite product or dish, how long they have worked there and why they love the local community.



Seasonal Dates

Include trading hours for public holidays. Include positive messaging like 'Merry Christmas' and 'Happy Mother's Day'.



Seasonal Products

Summer outfits, warmer drinks for Winter or spring clean for Spring.



Updates

New menus, new staff members, updated trading hours, new products, new website or delivery or a new service is now available.

Important Dates!

January 	February 	March 	April 	May 	June 
New Year's Day Australia Day School Holidays Summer	Valentine's Day Chinese New Year	St Patrick's Day International Women's Day	Easter Anzac Day Pancake Day School Holidays	Mother's Day Cinco De Mayo	State of Origin School Holidays End of Financial Year Winter
July 	August 	September 	October 	November 	December 
School Holidays	Friendship Day	Father's Day School Holidays	Halloween	Melbourne Cup	Christmas School Holidays Summer