

Retailing in Today's Marketplace with Social Media

The Atlanta Fall Gift & Home Furnishings Market

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Web Design,
Development
& Technology

Search &
Social
Media

Video &
Audio

Clients



Is there dialogue happening right now online about your industry, company, products or services?

Is it a good idea for you to engage in that dialogue?

14% trust ads

3000 advertisements/day

78% trust recommendations of other consumers

Consumers exposed to a brand in social media
are 2.8 times more likely to search
for that brands products

51% of Facebook fans are more likely to buy
67% of Twitter followers are more likely to buy
79% Twitter followers more likely to recommend
that brand

study by Chadwick Martin Bailey

33% of **Twitter** users share opinions about companies or products at least once per week.

32% make recommendations.

30% seek guidance and direction.

Moms:

44% use social media for brand/product recommendation

73% trust online community recommendations

Customer reviews:
12 times more trusted than manufacturer descriptions

The marketing world has changed for good.
All businesses, including small retailers need to
embrace it.

So how can social media affect you as a retailer?

Social media is not a tactic
It's an ingredient.

Social Media 101:
Before you begin, make a plan.

1. Listen!

- > Research relevant blogs, forums, social media channels

- > Analyze what people are saying about your business, industry, products

2. Choose your audience

- > External?
- > General Public?
- > Vertical?

3. Engage and embrace.

- > Connect with your audience –
blogs, forums, social networks

- > Ask and answer questions

- > Be transparent and honest

*Conversations will happen
with or without you

4. Commitment

- > Dedicated SM manager
- > 1-2 hours/day devotion
- > Budget for content creation
- > Patience: think long term

Reward:

- > Brand relevancy
- > Traffic and volume
- > SEO positioning
- > Enhanced brand image
- > Relationships with your customers

Integration

1. If you don't already have a social marketing platform for your business, create one.

- Facebook
- LinkedIn
- Twitter
- Foursquare
 - Blog

Twitter

- Create a voice
 - Follow industry leaders
- Follow regional influencers
 - Engage with other users
 - Set up a schedule
- Offer coupons/deals to followers

Why? Customer engagement, exposure.



To our loyal Twitter followers...

Thanks for being so

twerrific!

Souplantation & Sweet Tomatoes®
salads • soups • bakery 

Buy One, Get One Free*

*with the purchase of one regular-price adult meal and two beverages.

Expires Thursday, April 9, 2009.

Souplantation & Sweet Tomatoes® 
salads • soups • bakery



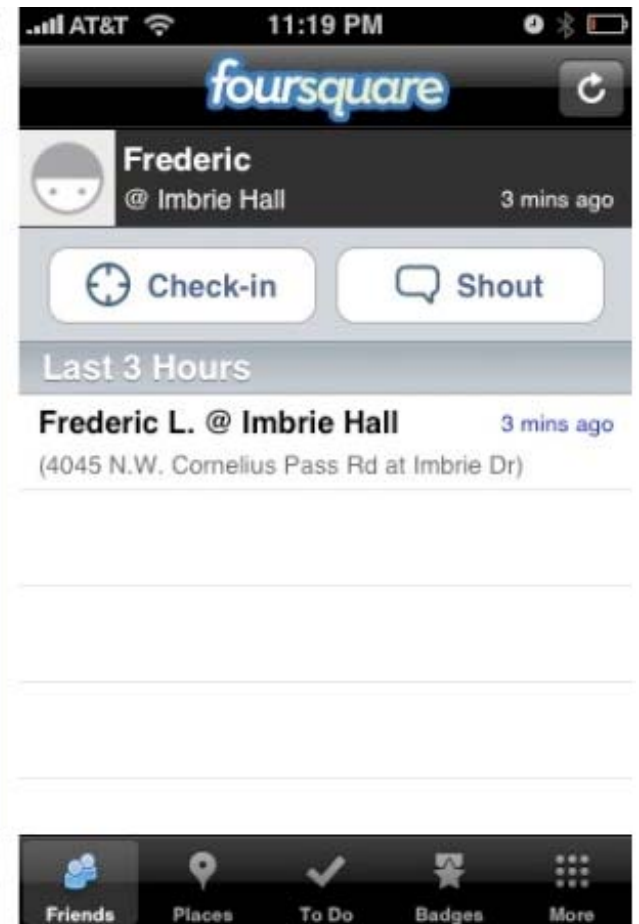
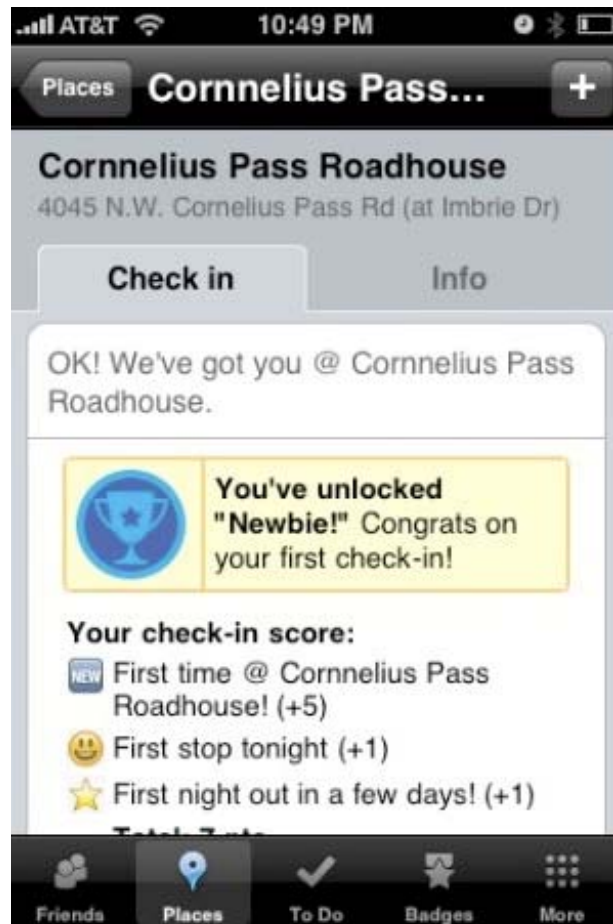
944LSM

Valid for up to 2 pairs of two. Protein, kid's meals, cookies, and To Go à la carte not included. Valid with coupon only. Not valid with any other discount/coupon.

Location-based: Foursquare/Facebook Places

- Encourage check-ins with a sign and incentive
 - Create a Foursquare “special”
 - Offer a special for Mayor of your store

Why? Free advertising.



Facebook

- Grow your audience
- Spur dialog with fans
- Don't spam or over-communicate
- Create contests/giveaways to engage

Why? Customer engagement.



“like” us on

Facebook

text **like MuseumofMakingMusic** to 32665

facebook.com/MuseumofMakingMusic

2. Create a publishing schedule for each platform – begin to gather ideas for content.

- Industry news
- Best practices
 - Fun facts
- Opinion pieces

3. View each social channel as a “microsite” - begin to drive traffic and include them in your marketing mix - and with each other.

- Email
- PR
- Print

4. Add social-sharing links or “chiclets” to your website, blog posts, email templates, etc.

Chiclets



5. Promote! Post social assets everywhere -

- Website
 - Blog
 - Emails
 - Tweets
 - Coupons
 - Collateral
- Press Releases

6. Engage! Create relationships with those who mention your company or products.

7. Track. Set benchmarks and look at your web analytics to see where traffic is coming from.

- Traffic sources
 - Page views
- Social engagement
 - Lead generation
- Ask customers how they found you

8. Measure. Apply social metrics to your reports; begin to track ROI. There is value from:

- Website visits
- Fans, friends, likes, followers, check-ins
 - Blog comments
 - Brand mentions

How does Social work for small businesses?

CLOSEOUTS

- HOME FRAGRANCE
- HOUSEKEEPING
- HOUSEWARES
- FOODS
- BATH & BODY
- PAPER PRODUCTS
- GIFTS



Leave A Message 
Live Help Offline
powered by Crafty Syntax



Search

© 2003-2009 Feather Your Nest

[In the Press](#) - [Location](#) - [Store Photos](#) - [Contact Us](#) - [About Us](#) - [Blog](#) - [Links](#)

“...seen our web stats increase, followers increase, interactions increase and, most importantly, sales increase...made meaningful connections with bloggers, magazine editors...half of the national press received is

Butter Lane

123 E 7th St
btw 1st & A
New York, NY 10009
(212) 677-2880

On Twitter: @butterlane



Are you the manager of this business?

CHECKING HERE

770

UNIQUE VISITORS

511

MAYOR



SPECIAL HERE →

Add a promo to your venue

@ Butter Lane: Free Butter Lane cupcake every day to the first ten people to check in to Butter Lane on Foursquare!



WHO'S BEEN HERE



“...Any kind of cult following is due in large part to our involvement in Social Media.”



Tour Com



Stay on top of what people are saying about your business.

Keep track of the latest comments on Yelp, Twitter, blogs, and more. Share them with your community of customers. [See how it works.](#)



AS SEEN IN...

The New York Times

TechCrunch

X CLOSE

HEY, LETS GET SOCIAL!

Post that you've booked an appointment on Twitter or Facebook!

POST TO **twitter**

POST TO **facebook**

Follow us on Facebook

CAPITOL HILL HAIRCUTS & C

Emerson Salon is the best hair... Our experienced hair stylists... the latest trends with top hair... you're looking to transform your haircut and color or just main... are here and ready to help.

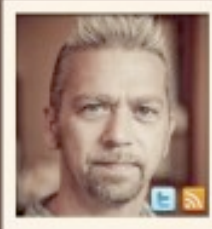
BOOK ONLINE

Schedule your appointment today!

909 E PIKE ST, SEATTLE, WA 98122
T: 206-323-7437
@: EMERSONSALON@GMAIL.COM



Meet Lancer



Meet Rusty



Meet Peter



Meet D'Arcy



Meet Emily



Meet Ellen

75% of their business now comes from Facebook, Twitter and blog

Defining Success

Goal: Increased brand awareness:

- Frequency of mentions
- Positive/Negative (sentiment)
 - Context

Goal: Drive Traffic

- Open rates
- Click-through's
- Where traffic is generated

Other factors of success

- Subscribers
- Fans/followers/likes
 - Check-ins
 - Inbound links
- Main calls-to-action

Summary

- Social Media is critical
- A holistic, integrated philosophy is key
 - Listen
 - Lay the foundation
- Engage your audience
 - Track/Measure
 - Repeat

Questions?



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