

Telling the Rural Grocery Story: Using Social Media to Increase Sales

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What Will I Learn Today?

- Tools at Your Fingertips
- Social Media Is Not Scary!

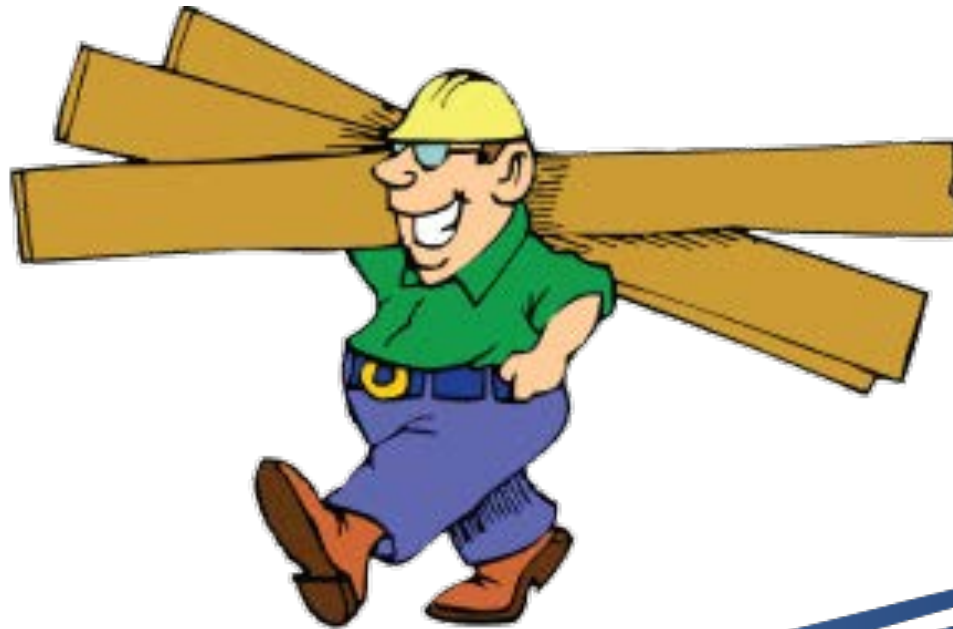
One last thing ...

... We are conversation facilitators
not lectures so speak up!



Quick Poll

- You are going to be having road construction for the next 4 months ... what is your customer communication plan?



Quick Answer

- eBlast Coupons
- eBlast Announcements
- Website Homepage
- Customer Poll
- Events Calendar
- News Page
- Online Coupons
- Text Message
- Blog
- Facebook
- FourSquare
- Pinterest
- Twitter
- YouTube
- In-Store Digital Signage

Use the Tools at Your Fingertips

- Website is your Parking Lot
 - Keep it fresh
 - Keep it interesting
 - Keep promoting
- Other Tools Drive Traffic
 - Social Media
 - Text Messaging
- Use All Your Tools =
Have an Integrated Plan



A Word on Snail Mail vs Email



Social Media Is Not Scary!



Shopping and the Social Web³⁸

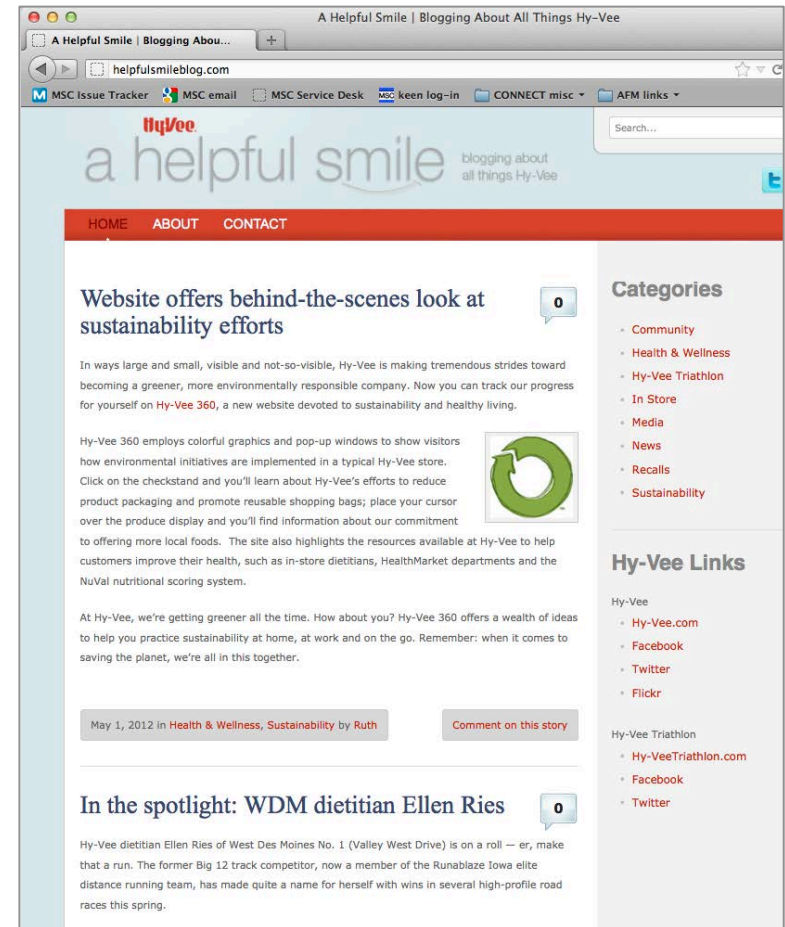
Social networking is intimately woven throughout all phases of the shopping journey. This is an example of one such journey.



38. Integer/Qualvu. (2011, DECEMBER). *Social Networking Habits Related to Shopping*

Blog

- What:
 - Online commentary
 - 2 way street
- When:
 - At least once a week
- Where
 - Blog website
 - Wordpress popular
- Why:
 - Share knowledge on subject
 - More meaty info than Facebook posting
- How:
 - Create blog and write



Facebook

- What:
 - 2 way street
 - Customers “Like” You
- When:
 - At least once a week
 - Idea, article, deals, etc
- Where
 - Facebook.com
- Why:
 - Everyone is there
- How:
 - Create Facebook Local Business Page

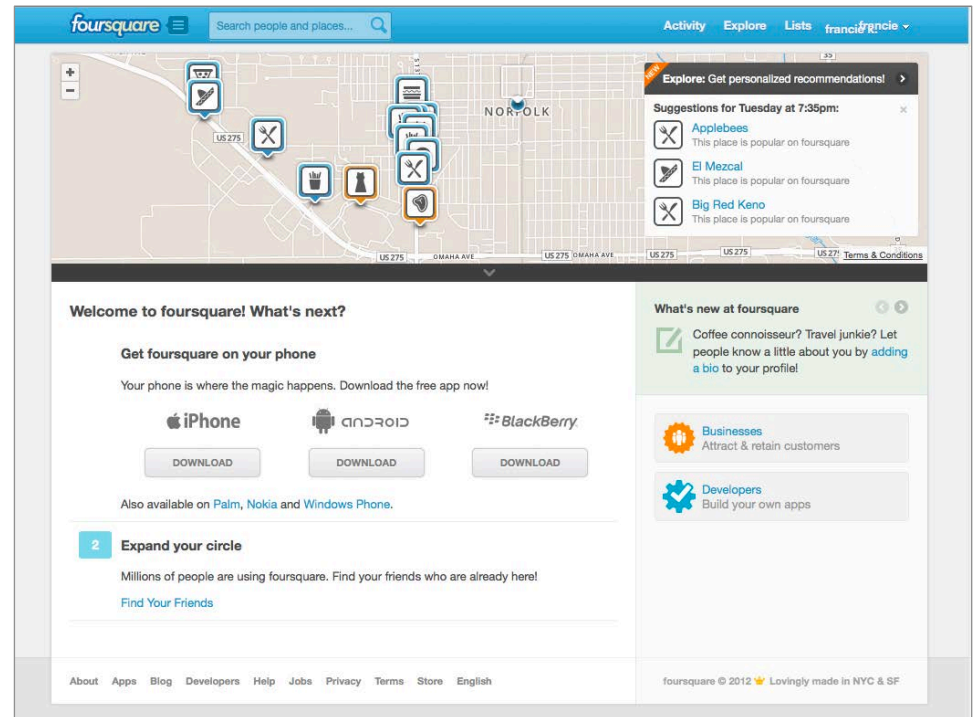


Facebook Examples



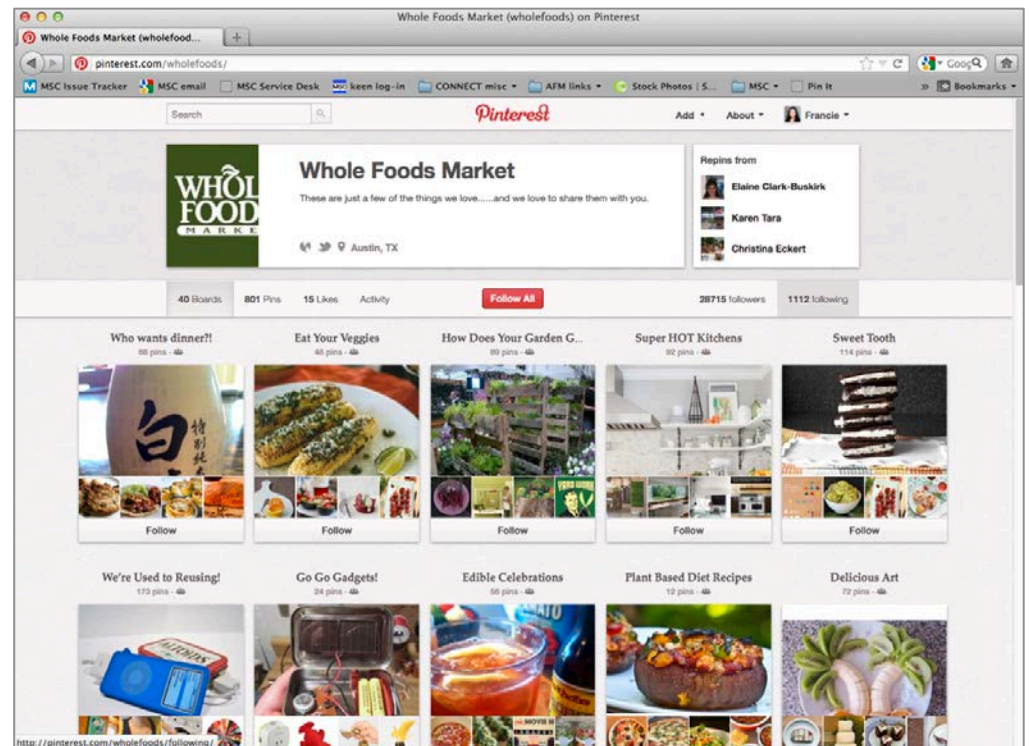
foursquare

- What:
 - Customers “Check In”
 - Reward with Specials
- When:
 - Always have something worth checking in for ...
- Where
 - foursquare.com
- Why:
 - Create brand recognition
 - Reward customers
- How:
 - Claim your venue on foursquare



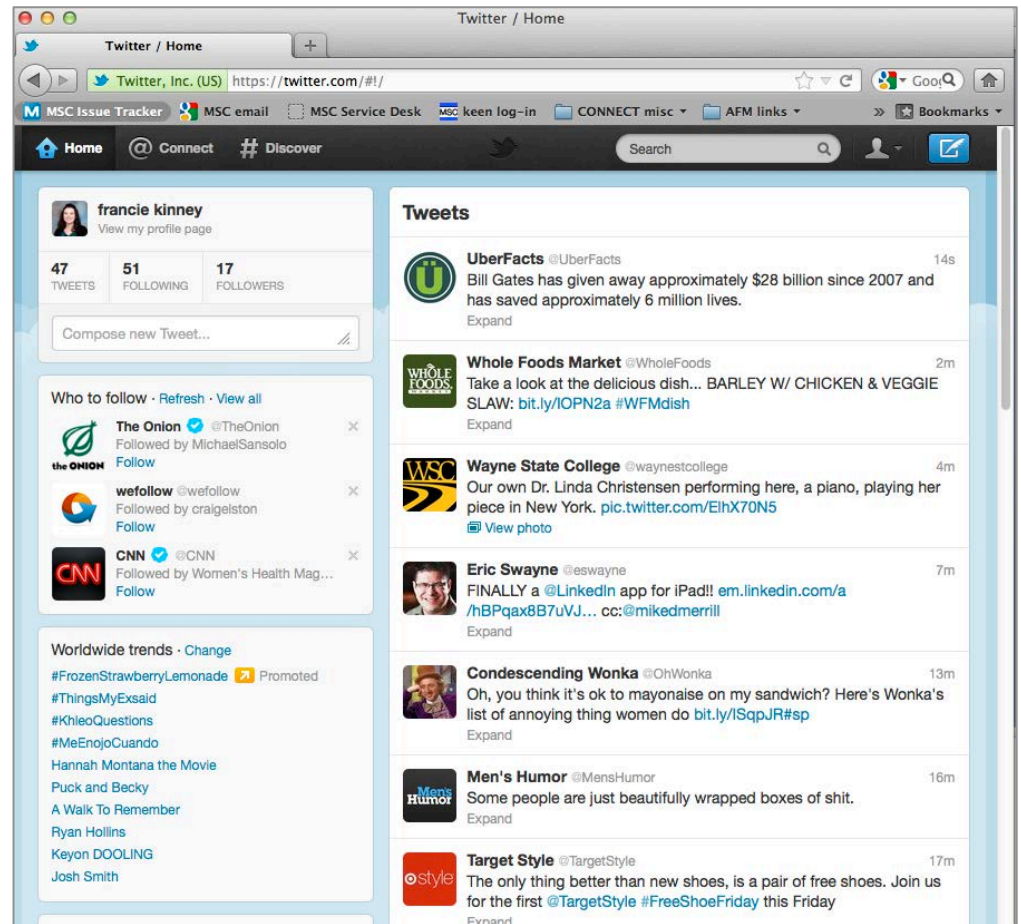
Pinterest

- What:
 - Online Pinboard
 - “Organize and share the things you love.”
- When:
 - At least once a week
- Where
 - Pinterest.com
- Why:
 - Share solutions
 - Build relationships
 - Create brand recognition
- How:
 - Request an Invite from Pinterest



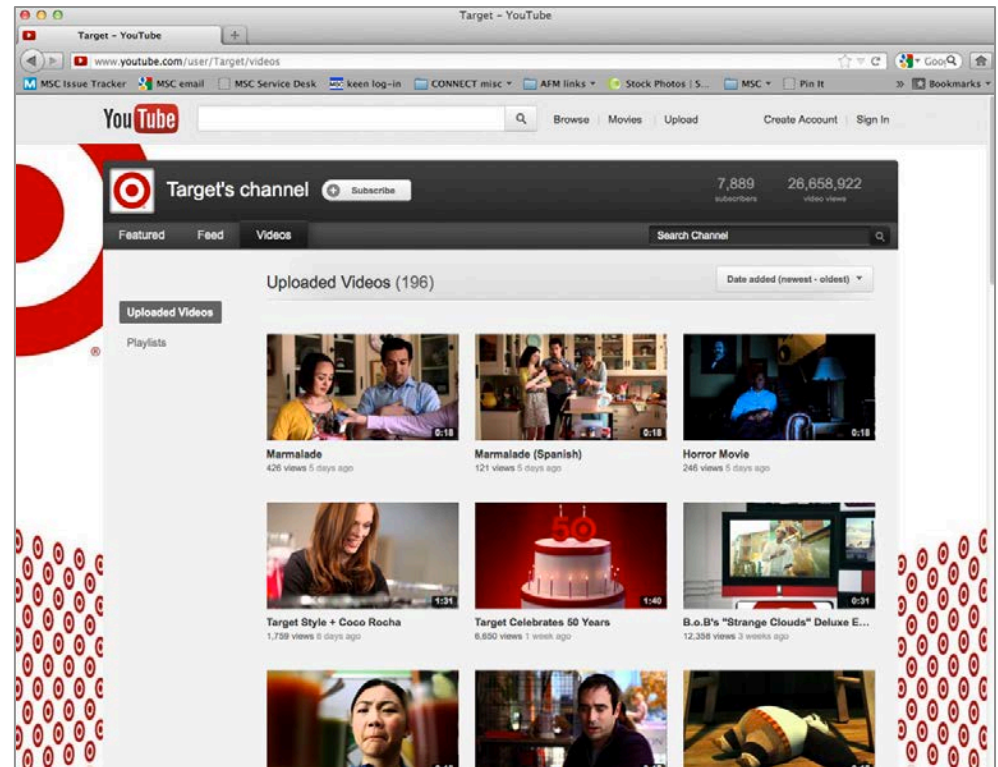
twitter

- What:
 - Information network
 - 140 character “Tweets”
- When:
 - At least twice a week
- Where
 - twitter.com
- Why:
 - Create instant reaction
 - Share breaking news
 - Create fun deals
- How:
 - Create a twitter account ... and Tweet!



YouTube

- What:
 - Upload Videos
 - Create your own channel
- When:
 - At least twice a month
- Where
 - YouTube.com
- Why:
 - Share how-to's
 - Share community events
 - Introduce products, employees, etc
- How:
 - Create a YouTube account ... then channel



Takeaways ...

- Use All Your Tools
(Create an Integrated Marketing Plan)
- Email Addresses are the New Snail Mail
- Social Media isn't a fad
- Social Media isn't scary

