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!

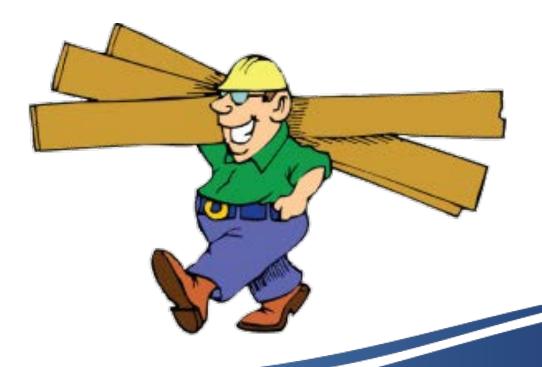
One last thing ...

... 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!



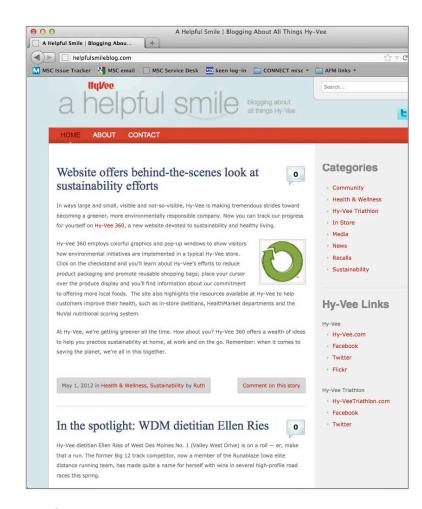


Shopping and the Social Web³⁸ Social networking is intimately woven throughout all phases of the shopping journey. This is an example of one such journey. **PRE-TAIL® RETAIL POST-TAIL®** Ask fellow Like' brand moms where to stay barcode they purchase updated on scanner app new products their diapers Post to wall to look up asking fellow last-minute 'Like' retailer moms in her reviews or to try to network for pricefind a promo suggestions code compare **Purchase Brand** Retailer **Enter Store** Made and Selection **Selected** or Website **Product** Search news Used 'Like' retailer feed for deals for future and coupons deals Tweet about Browse Search a great deal retailer sites coupon sites she found and read for promo in store user reviews codes Conduct Post review price search of diapers and on Google. retailer site

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



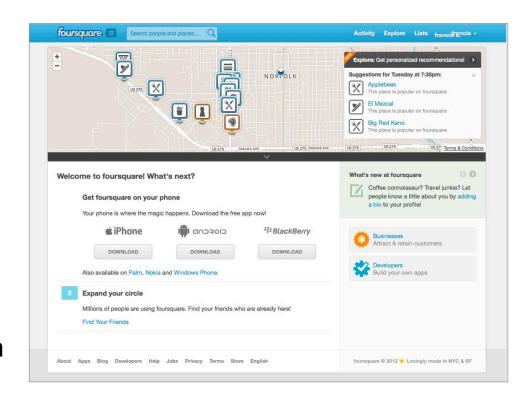






foursquare

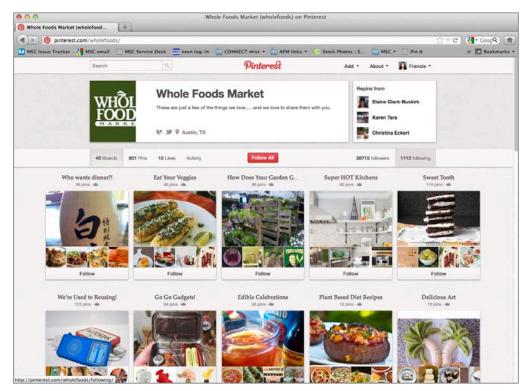
- What:
 - Customers "Check In"
 - Reward with Specials
- When:
 - Always have something worth checking in for ...
- Where
 - foursquare.com
- Why:
 - Create brand recognition
 - Reward customers
- How:
 - Claim your venue on foursquare





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

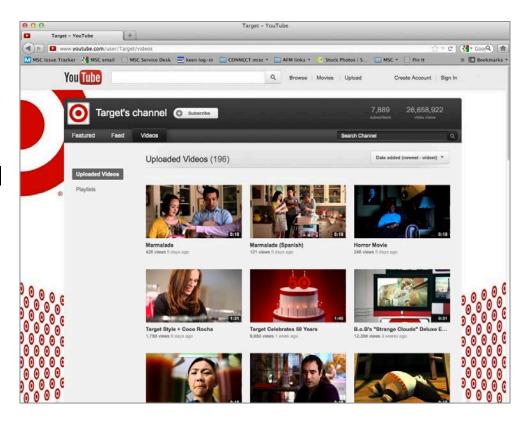
- What:
 - Information network
 - 140 character "Tweets"
- When:
 - At least twice a week
- Where
 - twitter.com
- Why:
 - Create instant reaction
 - Share breaking news
 - Create fun deals
- How:
 - Create a twitter account ... and Tweet!





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

