



## **Retail Excellence connect with Facebook to support 110 member retailers**

**The partnership between Retail Excellence and Facebook will play a pivotal role in supporting Irish SME's**

**Tuesday, 11<sup>th</sup> April 2017:** Today, Retail Excellence partnered with Facebook to provide training and support for 110 member retailers across different sectors such as fashion, food, pharmacy and more.

During the day, the group of Irish retailers got insights into the role creative plays in both relevancy and quality as a lever of success across Facebook, Instagram and Messenger. Sessions also looked at the customer journey and the ways in which Facebook is making it easier for retailers to merchandise and promote products and for people to discover new products and brands.

Speaking about the education session, David Campbell, eCommerce Executive at Retail Excellence said, "I am delighted to see Retail Excellence partner with Facebook on this fantastic initiative. With an expected €598 billion to be spent online across Europe for 2017 we aim to empower and support Irish retailers get a slice of this pie.

"Our members gained crucial insights into how they can effectively utilise Facebook, Instagram and Messenger to generate positive brand awareness across various social media resources."

David continued, "Irish retailers continue to progress strongly online across multiple sectors including pharmacy, fashion and food etc. Facebook plays a key role for businesses in Ireland and is becoming increasingly popular as it continues to evolve, making it easier for retailers to use this fantastic tool. The partnership between Retail Excellence and Facebook will help Irish SME's grow their business and learn how to create a more positive user experience for consumers."

Dion Magee, Head of Fashion for UK and Ireland, Facebook commented, "We are excited to work with Retail Excellence to provide training to help Irish retailers. The session today provided training on ways in which businesses can use our tools to get better insights into their customers and how to best use our bespoke tools to enable retailers to achieve real business results."

## **Ends**

For more details contact Lorraine Higgins, Head of Public Affairs and Communications – 087 9034883

## **About Retail Excellence**

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,650 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.