



SOCIAL MEDIA
ELITE

How retailers are winning using social media?



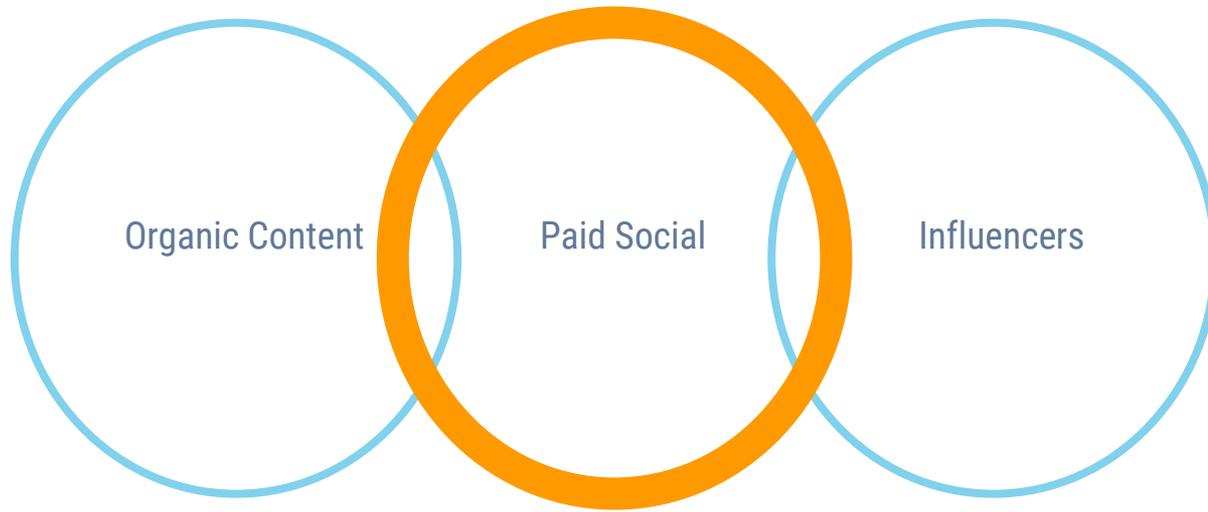
Who are we?

Social Media Elite:

Digital Marketing company specialising in Social Media Management. We will help you drive more relevant traffic to your site/store and convert more of these visitors into customers, as proven with our current clients.



How retailers are winning with Social Media:





Retail in the digital age:

- » Average person in Ireland spend 2 hours on social media per day
- » How can you use social media increase sales online?
- » How can you use social media to drive footfall to your store?
- » How can online and instore support each other?



Organic Content

Organic content is still a vital part of social media marketing



Organic Content:

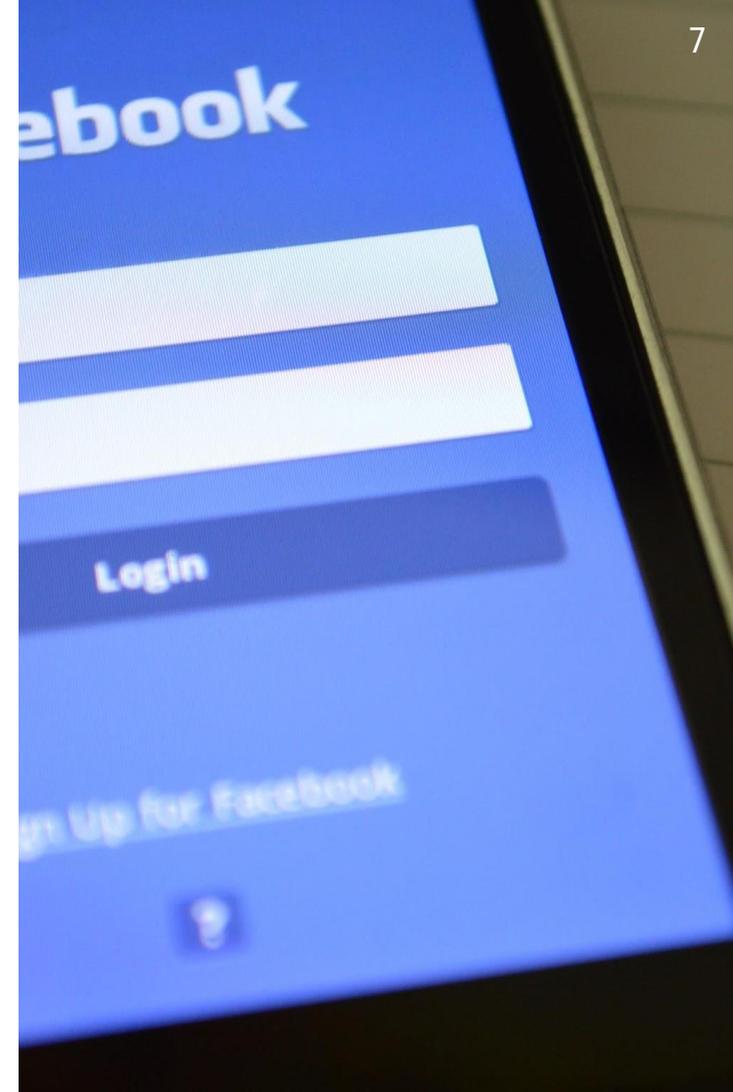
- » Post regularly - What do your followers want to see?
- » Focus on building reach and engagement - new followers will come eventually
- » Timing of posts
- » Schedule posts
- » Competitions
- » Live Video

Cons: Reach will be significantly lower than page followers. You wont reach any new customers this way.



Facebook Campaigns!

The different types of campaigns
and what you can achieve from
them





Strategy:

Creating a marketing funnel





Before choosing an objective ask yourself:

- » What do you want your target audience to do?
- » Watch a video? Sign up for something? Convert?
- » Facebook will do exactly what you tell it to
- » If you choose a video views campaign it will show it to people who are likely to watch videos but may not be likely to convert



Facebook Pixel

What is the Facebook Pixel?

A piece of code you install on your website, ecommerce store or app

It then tracks what users do on your website, store or app

Why is it important?

You can build custom audiences based on pages visited and actions

You can run insights reports on your audience to learn more relevant information about them which you can use in the future for ads

You can track conversions and attribute results for reporting



Custom Audiences

What are they?

Audiences you create from information collected from the Pixel, Email, Engagement etc. You then use this to target these people on Facebook with ads

Lookalike Audience

Facebook also allows you to create “lookalike audiences”. These are audiences created by Facebook users that are similar to your current audience



Custom Audiences

Email List

Facebook allows you to upload email lists. You can then target this list with Facebook ads with offers that they will be interested in

Website Visitors

After installing the Pixel on your website. You can then create audiences based on visitors to your site. People who have purchased, people who have not purchased, people who have abandoned cart etc.



Custom Audiences

Video Views

You can also create an audience of people who have watched a certain % of your videos

Engagement

Facebook also allows you to create an audience of people who have engaged with your content on Facebook



Awareness:



— Awareness

Finding your Ideal Customer:

- » Put value content in front of your ideal customer.
- » Can be Blog's, articles or videos that will allow you to build an audience and retarget further down the funnel.
- » Using influencers can help put your product directly in front of the market you are looking for. Selecting the best influencer for your business is key.

- » E.g - A luxury interiors company. Online and Instore.
- » Awareness: Video, article and an infographic.
- » Video give tips on interior pieces. Article is aspirational piece to help inspire your home.

- » Audience: Tested wider age 25-54. From stats its been amended to 35-45.



Interest:



- » Interest stage targets people who have come from the awareness ads and engaged with them.
- » Interest ads is more focused towards gathering data while continuing to educate further.
- » Example: Lifestyle image with option to click to see amazing interior photos. People click download and they receive the guide in messenger.
- » People are asked questions via chatbot like what room they are looking to improve and what pieces in particular. This information allows us to tailor key messages that are relevant to them.



Decision:

Closing the deal:

- » Retargeting ads
- » Testimonials
- » In Store Example: To get the in store sale - Ads were set up to people within the location of the store and who had engaged with the ad to come instore for an information evening or secret offer.
- » Online Example: Using customer photos to further endorse the inspire people and then direct people straight to the product to buy online. Also, dynamic retargeting ads.
- » At this stage the customers had engaged in several pieces of content that showcased the brand as being experts and the quality of the product. Therefore the sale came easier without price being the focus of the campaign. This is now an evergreen funnel that is continuously delivering sales.



Decision



Influencer Marketing



Influencers

- » Selecting the most suitable influencer for your brand
- » Like/Follower ratio and reach more important than followers
- » Request screenshots of their stats
- » Clear plan how best to utilise them
- » Clear guidelines and timelines agreed
- » Have a plan to utilise content they create on your own channels
- » Icon Management.ie - Influencer marketing specialists



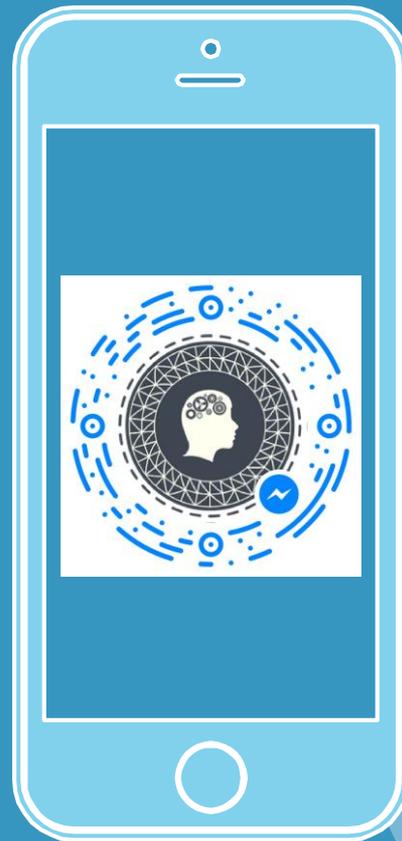
Case Study

SoSuXKeilidhMua:

- » Beauty brand SoSuBySj wanted to launch a new collection for online and stockists nationwide
- » They identified who their target market were and found KeilidhMua was exactly the fit
- » Massive following, super like/follower ratio, Irish/UK audience, and followers match exact demographic
- » Collection launched to the public with massive success
- » KeilidhMua helped amplify the brand to a new level
- » People bought into the collection but were also introduced to the brand resulting in massive increase in all products across the brand

Scan this code:

- » Open Messenger
- » Top right select the icon with a person
- » Select scan code





THANKS!

Any questions?

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