

Using Social Media Strategies to Boost Retail Sales

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Using Social Media Strategies to Boost Retail Sales

- Why should you consider social media?
- Twitter and Facebook
- Pinterest
- Customer engagement
- Promoting and selling products
- Final thoughts

“This is about building trust as well as relationships —and that comes from not selling.”

Dave Brookes, sales and marketing department, Teusner Winey



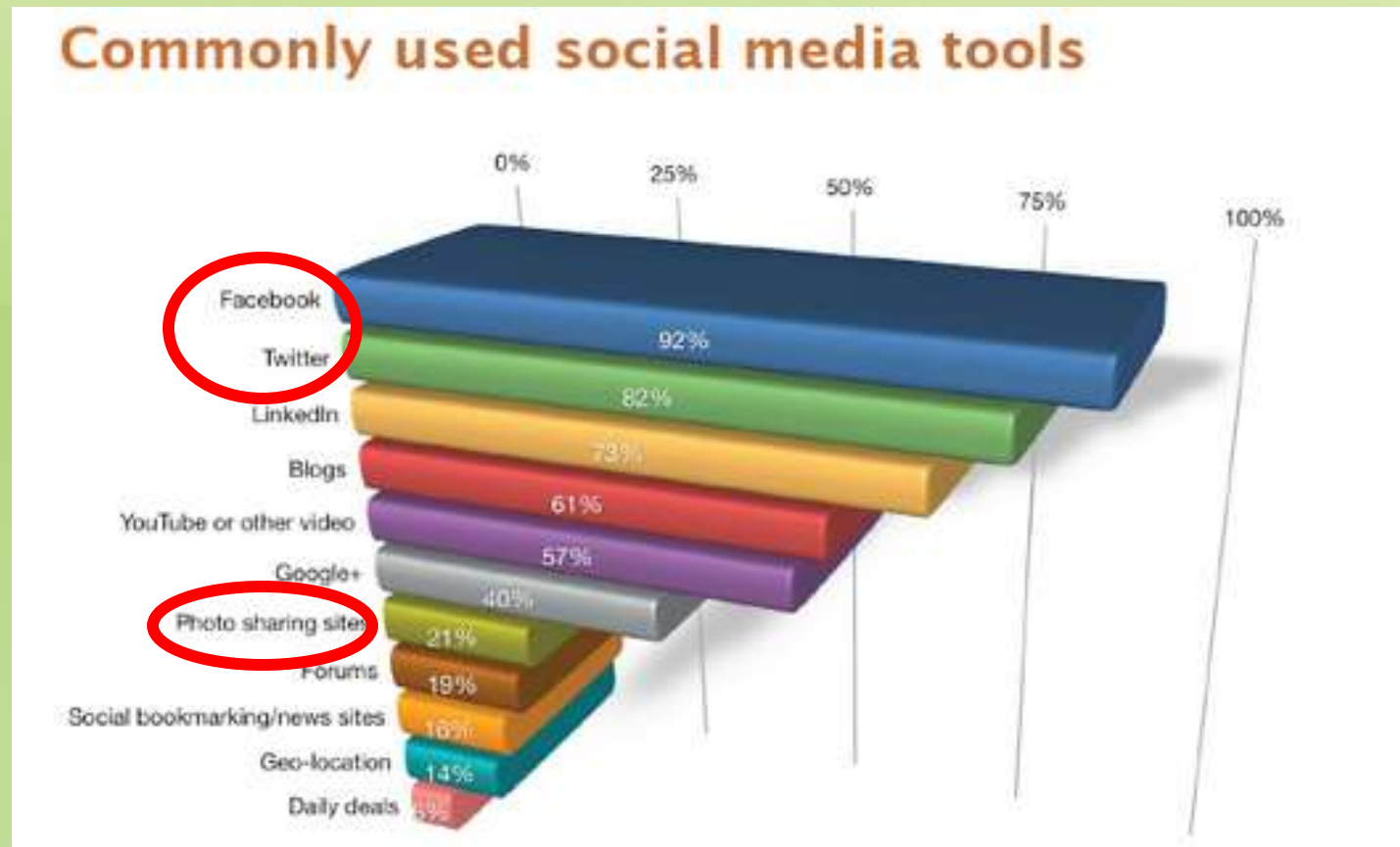
Why should you consider social media?

<http://successfulinternettools.com/2009/09/how-do-businesses-use-twitter-teusner-wine-case-study/>

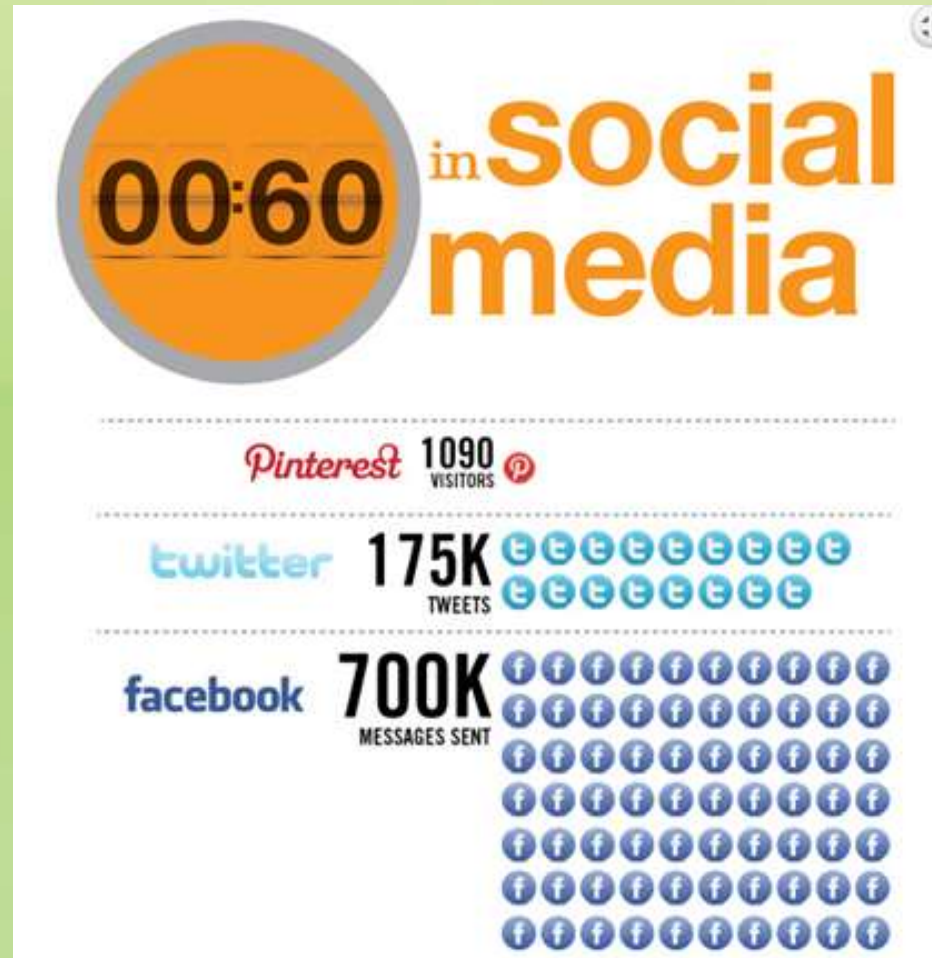


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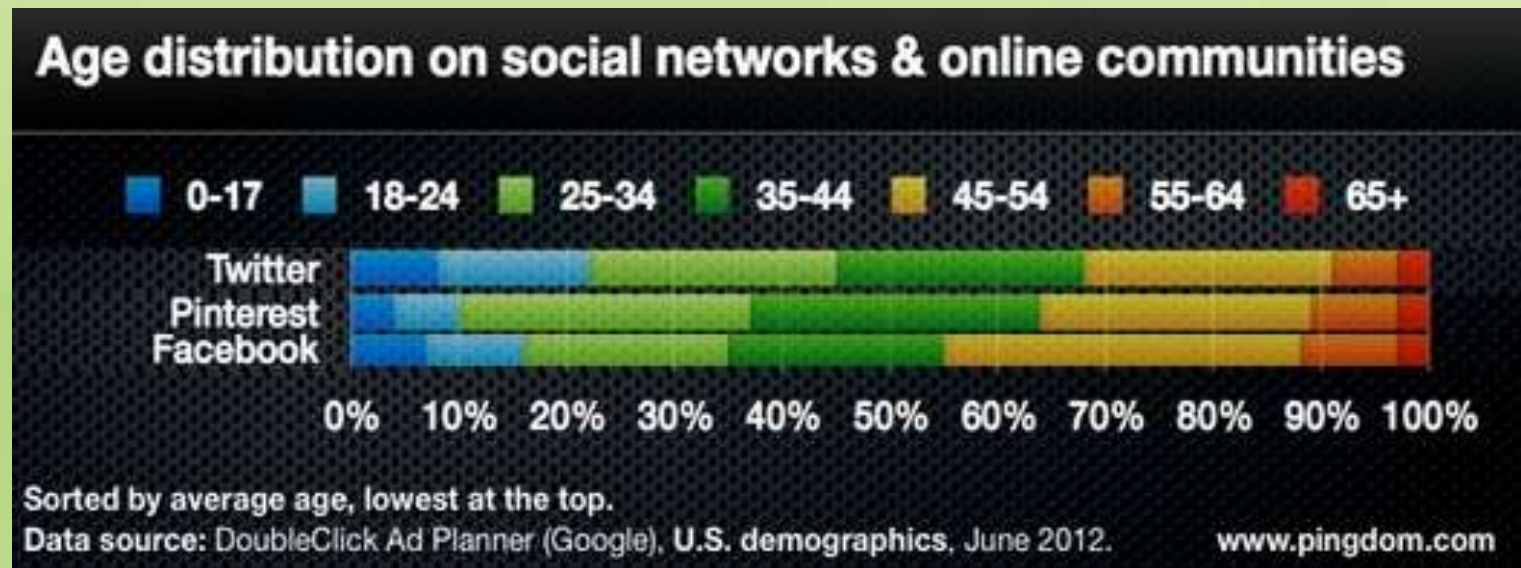
What social media tools are the most popular?



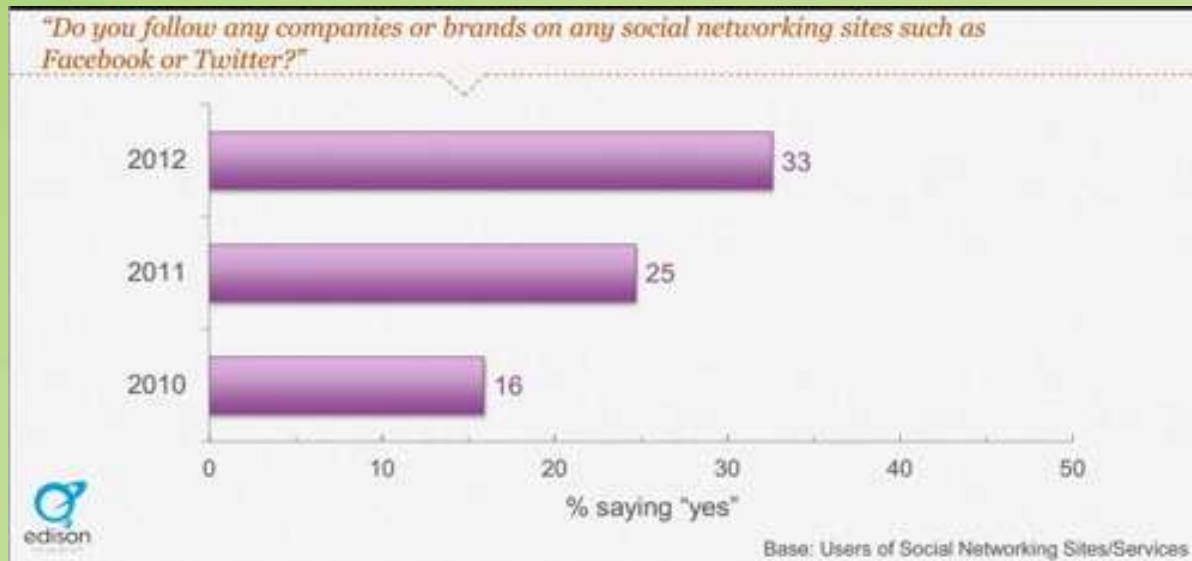
Putting it into perspective.
Every 60 seconds...



Are only the young engaging in social media?



“Social media gives consumers the possibility to reach out and get to know your company on a more personal level than traditional advertising did in the past.”



Some social media specifics

		Number of posts for best results	Time required
Network	Type of Site		
Facebook	Social site, create a page, share information, build a community.	Ideally 3-5 times a week	30 minutes per day after set up
Twitter	Microblogging site - 140 characters to get your message across in. Use for networking, research, connecting, building relationships, marketing.	3-5 per day plus retweets and DMs	30min-1 hr per day after set up, this is not in one hit, but spaced through the day
Pinterest	Online pin board, add images to themed boards with descriptions, people can comment	This site is about displaying your products/ thoughts/ideas/likes/dislikes, pin images regularly. Look at other pinners work and comment on them, approx 2 hours a month	



Twitter and Facebook



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Twitter: Perfect for those who are of few words



In 140 characters “you can use [Twitter] to quickly **share information** with people interested in your company, gather **real-time marketing intelligence** and feed back, and build **relationships** with customers.” Twitter.com



Carter Mtn Orchard @CarterMountain

Pick Your Own Peaches & Apples at our mountaintop orchard! Family-owned and operated, featuring a bakery, Country Store, Wine Shop, and Apples, Apples, Apples
Charlottesville VA - <http://CarterMountainOrchard.com>

993

TWEETS

32

FOLLOWING

1,367

FOLLOWERS



Followed by 3 [Springs Fruit Farm](#).



Carter Mtn Orchard @CarterMountain

3h

Happy Friday! This is our last weekend of the season! Open today, tomorrow, and Sunday from 10-5 for your last... <fb.me/24V6yagZ6>

[Details](#)



Carter Mtn Orchard @CarterMountain

16 Dec

Happy Sunday morning! While you are out and about today, stop by for some fresh mountain air, and fresh mountain... <fb.me/1NOXH HHN4>

[Details](#)



Carter Mtn Orchard @CarterMountain

15 Dec

You've probably got lots to do today! We understand! Let us help you get a few gifts checked off your list... <fb.me/PCZ2iCDB>

[Details](#)



Carter Mtn Orchard @CarterMountain

14 Dec

It's Friday again!!! Carter Mountain is open just 2 more weekends for the season. We're open today, tomorrow,... <fb.me/1fepJe5OJ>

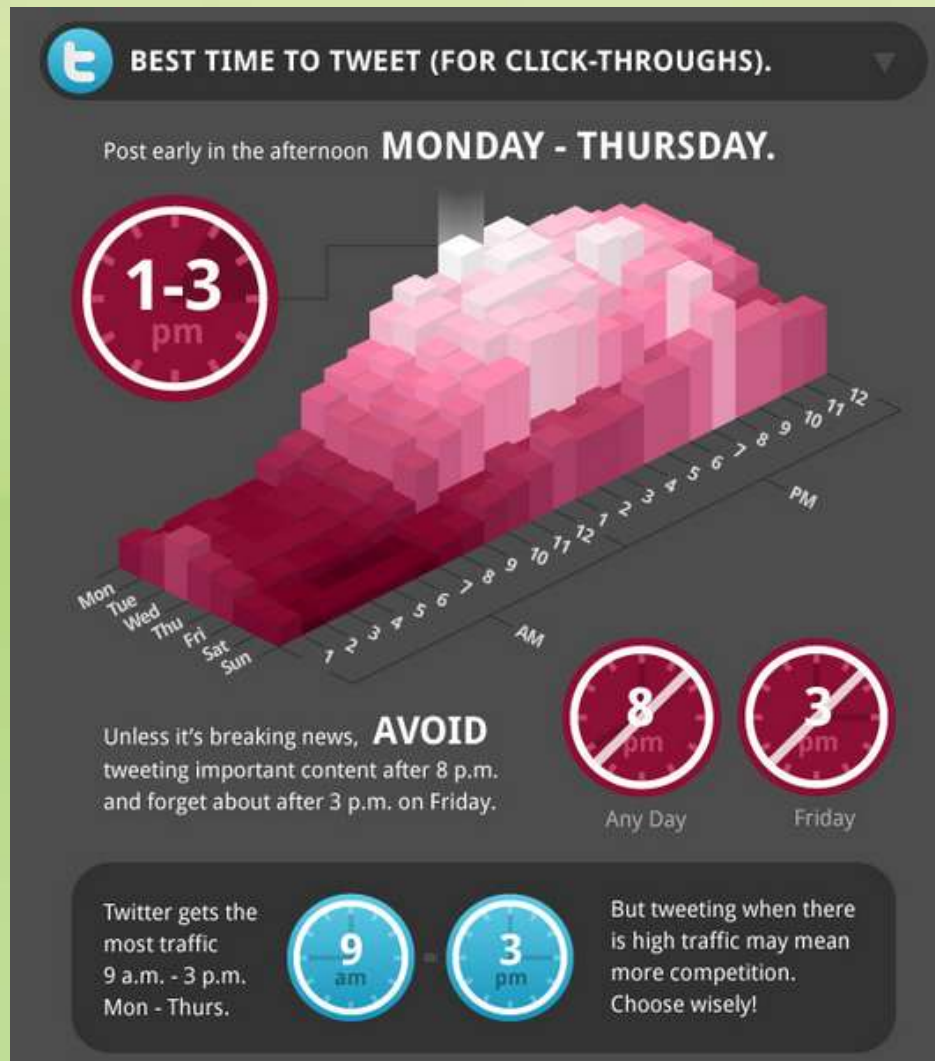
[Details](#)

- Consistent, frequent, & accurate postings
- Post relevant information – because your reputation is at stake



- Post, comment, forward other complementary businesses' and/or customers postings (called Retweeting)
- Be proactive - ask readers to reply to your posts

When should you Tweet?





“Strength” of Facebook posts

Images and video are the “strongest”



Next, posts with links to external content

Text only posts rank third

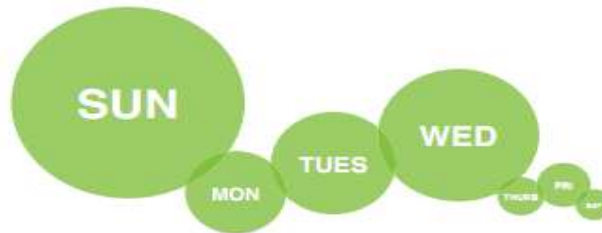


To learn more search on your web browser for: “Facebook algorithm”

When might you post on Facebook?

Retail Industry:

Take a Look at Sunday, Think Twice
before Posting on Friday



Food and Beverage Industry:

Engagement High Midweek
and Saturday



Should you really be using just Facebook or just Twitter?

- One study suggests:
- Consumers tend to engage and interact more on Twitter
- Use Facebook to drive traffic to your website





Pinterest: The power of images



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A page consists of several boards



Kingsburg Orchards
We are a family owned and operated grower/packer/shipper of fruit committed to bringing you the most flavorful and juicy stone fruit on the market!
Kingsburg, ...

Repins from

- Lisa Siler
- Van Rijs
- Stephanie George

19 Boards 375 Pins 18 Likes Activity [Follow All](#) 327 Followers 74 Following

Meet our Growers
18 pins



[Follow](#)

Meet our Staff Members
4 pins



[Follow](#)

In the Fields
7 pins




[Follow](#)

Apple Pears
82 pins · 44



[Follow](#)

Kiwi
24 pins · 44



[Follow](#)

Plums & Pluots
40 pins · 44



[Follow](#)

Peaches
70 pins · 44



[Follow](#)

Apricots & Apriums
40 pins · 44



[Follow](#)

Nectarines
20 pins · 44



[Follow](#)

Cherries
11 pins



[Follow](#)

Pomegranates
12 pins



[Follow](#)

Persimmons
10 pins



[Follow](#)

Fruitful Ideas
20 pins · 44



[Follow](#)

Figs
24 pins · 44



[Follow](#)

Boards consist of pins

Sweet and Spicy Fried Peach Pies
1 like 8 repins
Kingsburg Orchards from finecooking.com

Classic Peach Cobbler by Kingsburg Orchards
1 repin
Kingsburg Orchards from kingsburgorchards.com

Grilled Peaches with Mascarpone and Balsamic Syrup
6 repins
Kingsburg Orchards from closetcooking.com

Peach Amaretti Crumble
6 repins
Kingsburg Orchards from closetcooking.com

Fresh Peach Tart with Mascarpone
5 repins
Kingsburg Orchards from closetcooking.com

White Peach Pesto Pizza from Kingsburg Orchards
1 repin
Kingsburg Orchards from kingsburgorchards.com

Grilled Stone Fruit Antipasto Plate | MyRecipes.com
5 repins
Susan Diepersloot from kingsburgorchards.com

Caramelized Peach Crostini with Brie or Goat's cheese, fresh basil, and a balsamic reduction glaze from Kingsburg Orchards
2 repins
Jillian Diepersloot from kingsburgorchards.com

Peach Cobbler Dump Cake
Peach Cobbler Dump Cake Recipe

Drive traffic to your website



Kingsburg Orchards

Pinned 33 weeks ago from kingsburgorchards.com

Follow



White Peach Pesto Pizza from Kingsburg Orchards



Add a comment...

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Recipe List

- > [Recipes Home](#)
- > [Apple Pear Marinade](#)
- > [Velvet Dream Panini](#)
- > [Apricot Chocolate Chip Oatmeal Cookies](#)
- > [Prosciutto White Nectarine Salad](#)
- > [White Peach Pesto Pizza](#)
- > [Quinoa with White](#)

White Peach Pesto Pizza

Print **4**

2 White Peaches or Nectarines, pitted and either sliced or diced
1-2 cups mixed greens
2-4 Tablespoons of a basil based Pesto
1 fresh Mozzarella ball, sliced
Pre-made pizza dough (You can buy premade or make your own)

Heat the oven according to your chosen dough's instructions.
Roll or toss the dough into a 12 inch round on a flour dusted surface.

Spread a layer of pesto over the dough.
Sprinkle with the mixed greens.
Top with slices of mozzarella and the diced peaches.
Bake for 10-15 minutes, or as prescribed by your dough's instructions.

Serve warm.

Customer engagement



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Consider a pin-it to win-it contest



McCormick

SPRING PIN-SPIRATION CONTEST

HOW IT ALL WORKS

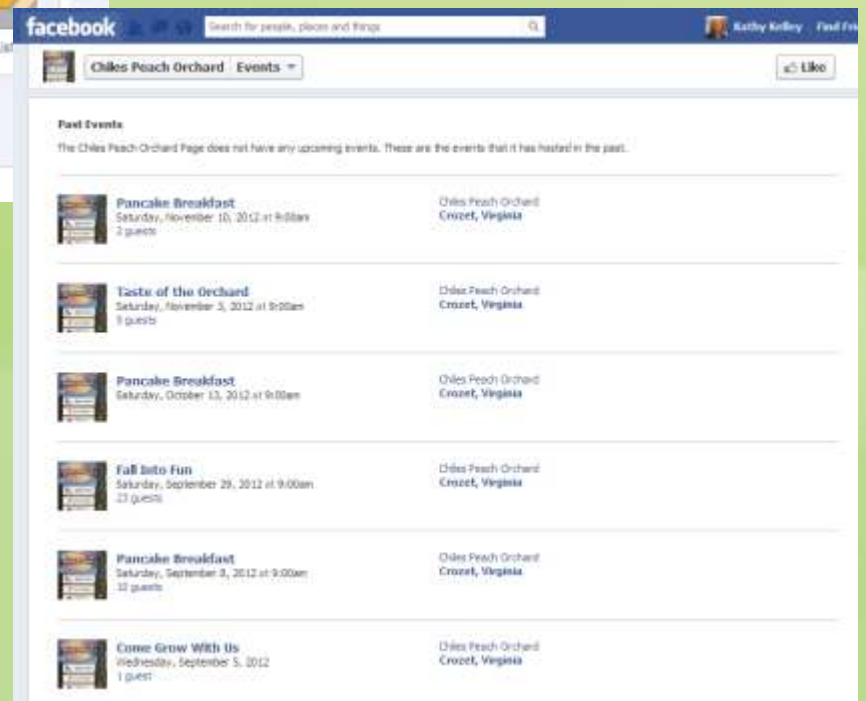
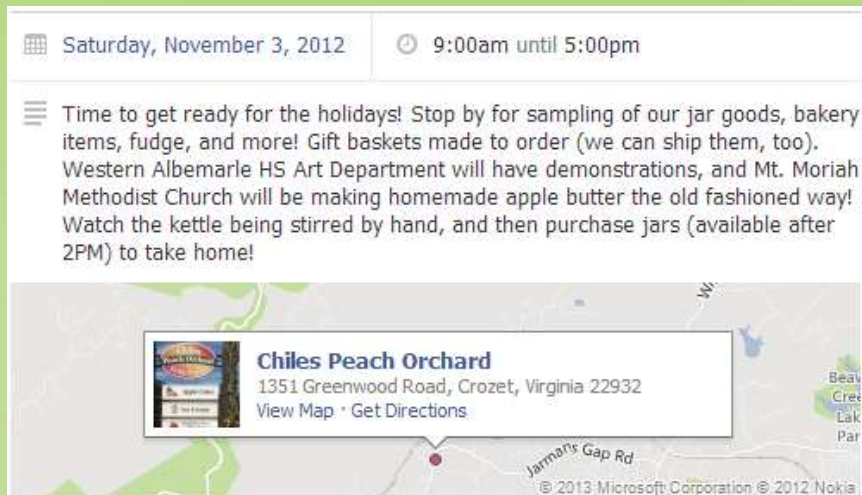
1. Follow McCormick on Pinterest (Pinterest.com/McCormickSpices).
2. Create your own "McCormick Pin-spiration" board.
3. Select five spring recipes from McCormick.com to pin on your board.
4. Snap a photo of your own re-creation of one of the recipes.
5. Don't forget! Tag all of the pins on the board with the tag @McCormick Spice Pin-spiration OR @McCormick Pin-spiration and include the name of the McCormick product used in the personal recipe photo.
6. Email your completed board to mccormickpinterest@webershandwick.com.
7. Pinners will be entered to win one of 25 spring baking kits, and 10 winning photos will also be posted on the McCormick.com Look Book.

- Consumers “follow” your page
- Pin pictures from your website
- You decide how the winner is chosen





Announce events
and invite those
who like your page





Don't forget to Tweet about the events



Cider Hill Farm

@CiderHill

PickYourOwn orchard practicing season extension, crop diversity, IPM
& environmental stewardship. Apples, peaches, tomatoes,
blueberries, flowers, donuts & more
Amesbury, MA - Seacoast NH · <http://www.ciderhillfarm.com>



Cider Hill Farm @CiderHill

3 Oct

If you are interested in our next 5K Cider Mash 11/4, then follow this link for more information and a sign up page: bit.ly/PXoAwb

[Details](#)



Cider Hill Farm @CiderHill

3 Oct

A few tickets still available online @ ciderhillharvestdinner.eventbrite.com

[Details](#)



Cider Hill Farm @CiderHill

3 Oct

Our last Farm to Table dinner is 10/9. Farm fresh meal prepared by Phat Cats bistro, beers from Cody Brewing & Jewell Towne Vineyard wines

[Details](#)

Promoting and selling products



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Of the 17% of online U.S. consumers who have a Twitter account:

- 71% of expect to receive marketing messages from companies



New products or adaptations of ones you've always sold?

**Fisher's Peach Orchard**

November 8, 2012 ❄️

Fisher's Orchard is going to chip peach wood this winter. We are going to bag the wood and label it with directions.

Peach wood adds great flavor to all kinds of meat. Most people use wood chips in their smokers but you can also add them in with charcoal for an extra flavor.

Please like or comment if you think this will be a success for Fisher's Orchard.

[Like](#) · [Comment](#) · [Share](#) 34  2


Bella Viva Orchards Mixed Fruit
(Peaches Pears Apricots) Review



Miniature jam jars as favors...



Have a venue that you can rent for weddings, receptions, or photo shoots?

 Orchard Ridge Farms/The ... About ▾

+

-

6786 Yale Bridge Rd.
Rockton, Illinois 61072

Phone

(815) 629-2220

Email

jweldon@orchardridgefarms.com or
kbenjamin@orchardridgefarms.com

Website

<http://www.orchardridgefarms.com>
<http://www.copperstoneinn.com>
<http://orchardridgefarms.com/weddingblog/>

bing

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About

The Pavilion at Orchard Ridge Farms is a 10,000 square foot event venue located in Northern Illinois and Southern Wisconsin, hosting wedding ceremonies, receptions, and corporate events. Call Jennifer or Kacie today to book your event (815) 629-2220



Wedding ceremony took place in the peach orchard at Broad View - so peach jam wedding favors!

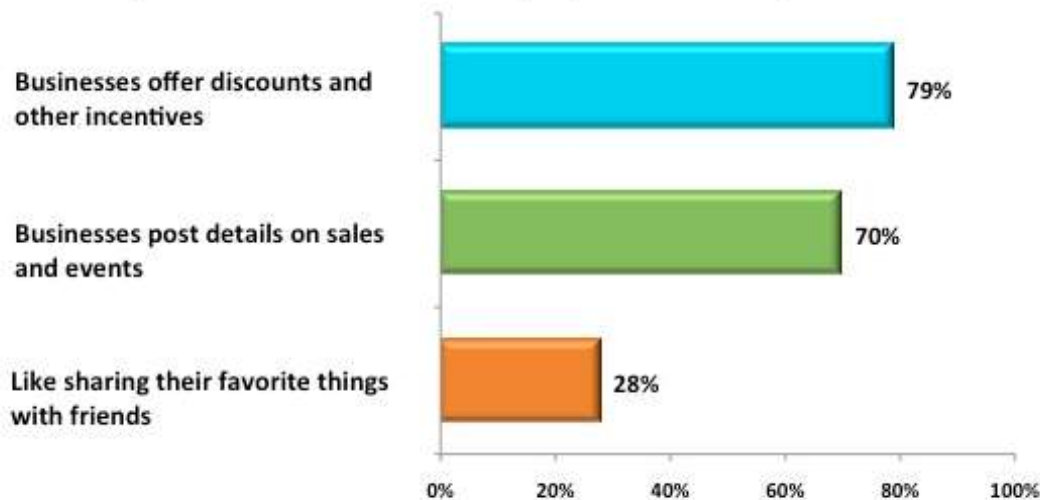


Peach Orchard Engagement shoot

What do consumers want from you via Facebook?



Why U.S. Consumers “Like” a Company’s Facebook Page



Chateau Montelena Winery ▶ Deals

Winery · Wine Bar · Calistoga, California

Deal



50% Off Current Release Tasting

How to Claim Check in at Chateau Montelena Winery to claim.
[Learn More About Claiming Facebook Deals](#)

Availability Unlimited

Ends Monday, April 30, 2012 at 4:00pm

about 2 weeks ago · [Like](#) · [Comment](#) · [Share](#) · [Report](#)



Customers don't need to leave Facebook to purchase your products



Ecwid – a new breed of shopping cart software

Simply copy and paste directly into your existing site. Takes 5 min to set up. Facebook app and mobile catalog.

Free
Plan

\$15 /mo
Venture

\$35 /mo
Business

\$99 /mo
Unlimited

10 products

Unlimited storage
Unlimited bandwidth
0.0% transaction fee

Facebook store app and social e-commerce features
Downloadable goods

100 products

Unlimited storage
Unlimited bandwidth
0.0% transaction fee

Facebook store app and social e-commerce features
Downloadable goods
Discount coupons
volume discounts
and multi-tier prices
Content delivery network
Multi-storefront tracking

2500 products

Unlimited storage
Unlimited bandwidth
0.0% transaction fee

Facebook store app and social e-commerce features
Downloadable goods
Discount coupons
volume discounts
and multi-tier prices
Content delivery network
Multi-storefront tracking

Stock control for options

Unlimited products

Unlimited storage
Unlimited bandwidth
0.0% transaction fee

Facebook store app and social e-commerce features
Downloadable goods
Discount coupons
volume discounts
and multi-tier prices
Content delivery network
Multi-storefront tracking

Stock control for options

Assistance with store setup

When placing an order customers can:

- Compare products
- Read product reviews
- Register an account or checkout as a guest
- Signup for Mercier's email list
- Add a promotional code
- Pay with PayPal, Google Wallet,



Jalapeno Peach Jelly

\$6.25

Not Rated

☐ Compare

[Choose Options](#)



Key Lime Jelly

\$4.25

Not Rated

☐ Compare

[Choose Options](#)



Step 5: Order Confirmation

Please review the contents of your order below and then choose how you'd like to pay for your order.

Cart Items	Qty	Item Price	Item Total
Small Best Box	1	\$36.00	\$36.00
Subtotal:			\$36.00
Shipping (UPS OnLine Tools (Ground)):			\$16.68
Grand Total:			\$52.68

How Would You Like to Pay?

- ☐ Authorize.net
☐ PayPal

Redeem a Gift Certificate or Coupon

To apply a gift certificate or coupon code to this order, please enter the code below and click 'Apply'.

Code:

Order Instructions/Comments (Optional)

Terms And Conditions

We at Mercier Orchards take pride in satisfying our customers with quality support and products. To ensure the quality and freshness of a product upon delivery, we recommend shipping any order containing perishable products with a method that does not require more than two day transit time.

☐ Yes, I agree with the above terms and conditions.

Hear From Us Via Email?

- ☐ I'd like to receive your newsletter
☐ I'd like to receive special offers

Promoting for sale products on Pinterest



<http://www.carolinasauces.com/>

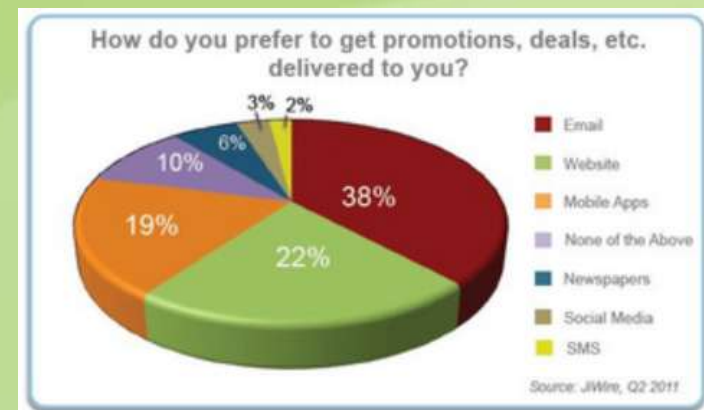
Final thoughts



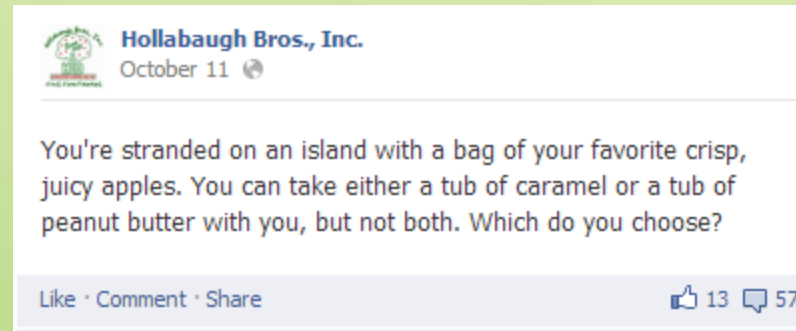
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How you make the choice as to what social media tools to use:

- Gather up-to-date and national statistics about your target audiences' media use
- **Ask your customers** what media they use and how they want to engage with you
- Understand the purpose for which the media is used



No matter which tool you choose to use – you have to make the connection a personal one



Thank you!

Any questions?

Kathy Kelley

E-Mail: kathykelley@psu.edu

Facebook: FarmBusiness

Twitter: [@kmk17psu](https://twitter.com/kmk17psu)

Phone 814-863-2196

**To learn about social media
training and webinars email:**

Sarah Cornelisse

SarahC@psu.edu



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