

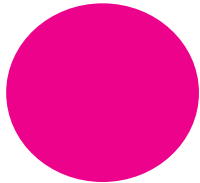
SHOPPING

Tips For Online Marketing & Promotions



BOOTHBAY
FESTIVAL OF LIGHTS

SHOP • DINE • SPARKLE



PROMOTION IDEAS:

- Discount or free gift with your Gardens Aglow ticket/sticker
- Online giveaways – but must pick up prize in store
- Online coupons to spend in store
- Shopping events – cocoa night, wine & cheese night, jewelry showcase night
- Kids activities
- Weekly promotions – 10% off bath & body, 15% off anything red, 10% off anything with a light
- Shop & dine with local restaurants
- Shop & stay with local lodging
- PICTURES PICTURES PICTURES!

ONLINE RESOURCES:

- Yelp – post your store description, location, hours, website, features, promotions, photos
- TripAdvisor – post your store description, location, hours, website, features, promotions, photos
- Boothbayharbor.com - Make sure your listing is up to date and is a link to your website
- Boothbaylights.com - Make sure your listing is up to date and is a link to your website.

SOCIAL MEDIA CHANNELS:

FACEBOOK. Facebook is a great resource but it is not a website for your business. If you have a Facebook page, and you don't maintain it, it's doing you more harm than good – especially if it's your only online presence (no website). Most of the Gardens Aglow visitors will be finding you on a mobile device. If all you have is a weak Facebook presence, you will get passed by. If you'd like to build a website – and it's easier than you think (it can take as little as a few hours) – see the website builder resources further down in this document. But if you're going to stick with your Facebook page for now, make sure it is up to date and active.

Great ways for a restaurant to use it:

- Promotions
- Pictures: property, inside and out; products; product lines, special sales
- Testimonials from guests
- Pictures of the local/Holiday beauty in the area

Someone who is doing it well:

- Janson's Clothing : clear open hours, regular posting tells me they're open for business, many photos posts of inventory and new arrivals – can easily determine what kind of store they are, some community photos but not so many that it over shadows store promotions, 'About' page is thorough and up to date.

INSTAGRAM. Instagram is a great resource for building followers and engaging in a community conversation. But it is entirely visual (photos). If you can actively take photos and post regularly, with the appropriate hashtags (always include #boothbaylights and #gardensaglow), it can be a great tool.

TWITTER. Twitter serves well to reinforce your Facebook and Instagram messaging but cannot be relied on alone.

IMPORTANT: All social media amplifies your message but you need to communicate directly through your website and email list.

OVER

SHOPPING

Tips For Online Marketing & Promotions



SOCIAL MEDIA CALENDAR DEVELOPMENT:

How often should a retailer be posting? 3-4 times per week. You don't want to keep saying the same thing over and over so you need to be strategic. Focus on getting your promotions, photos and happy customers out here, then supplement by cross promoting area events and attractions.

Here are some great templates to help you develop what and when to post:

- Hootsuite. There are some great templates and instructions here: <https://blog.hootsuite.com/social-media-templates/> We highly recommend #'s 3&4
- Buffer Social. Great instructions with examples and templates: <https://blog.bufferapp.com/social-media-calendar-guide>

SOCIAL MEDIA MANAGEMENT PLATFORM:

Did you know you can sign up for an online dashboard that allows you to schedule all of your posts, to all of your channels? No more logging in every day or multiple times a day!

We recommend:

- Hootsuite
- SproutSocial
- AgoraPulse

BUILDING A WEBSITE –

IT'S EASIER THAN YOU THINK AND CAN TAKE AS LITTLE AS A COUPLE OF HOURS!

People find the info they need on the web, and more and more it's on their mobile. Facebook is a great resource but it is not a website for your business. Your energy is far better spent on a new website. The website builders recommended below are extremely user-friendly and can take as little as a couple of hours to set-up. Plus, they're all mobile friendly!

- Website Builder – Shopify – user-friendly website builder geared towards the retail industry.
- Website Builder - Wix – very user friendly, inexpensive, Boothbaylights.com is a Wix site.
- Website Builder – Squarespace – options for website only or e-commerce, geared towards the retail industry.