

Social Media Basics

A Schacht Webinar with Benjamin Krudwig

Introduction

The landscape of the retailing is changing quickly. As a way to help our dealers navigate the change, we are offering several webinars during 2016 to help you integrate social media marketing into your business marketing plan.

Your customer learns about you from the internet/social media. Whether you like it or not, social media marketing is critical to connecting with your customer.

Many purchasing decisions are now based on whether or not a shop has a presence online. TNNA published an email last fall, with some fascinating stats regarding consumer purchasing habits. Take a look here for a [link to the blog](#). That blog post is well worth a read as it is a great primer into what each social media platform is good for, however it doesn't really say how to start a program, or how to manage a social media program—which is what I'm going to cover here.

91% of people have gone into a store because as a result of an online experience (researching a product or company)

62% of consumers make purchases in-store after researching online.

72% of consumers trust online reviews as much as personal recommendations.

78% of consumers say that a company's social media has influenced their purchases.

60% of consumers say the integration of social media make them more likely to share a product or service

[Something else to note is that while websites and email lists are very important to the success of your business, they are not considered social media, and therefore will not be covered in depth here.](#)

Website

In a world where most people are on social media, and the use of mobile devices is constantly rising, it is more important than ever to have a presence on the web. Websites are a great landing page for rich information and announcements, but how do you get people to your website and stay there; Social Media and great content. A website, as opposed to social media marketing, is something we advise every shop to have, if at all possible. This seminar, though, will focus on social media marketing.

Social Media Marketing benefits

- Easy
- Requires minimal time
- You can do it all yourself. OF course you can also ask one of your tech savvy employees to spearhead the project
- Free: the social media platforms covered in this seminar are all free, the only costs involved are time, and if you choose to advertise on the platforms, you may spend according to your own budget.
- Increased Exposure, Increased traffic (online and off), Marketplace insight (what are other shops doing that seem to be effective?), Customer Loyalty (feel more connected).

- Increased Sales (It's a cycle) – Discovery, Interaction, Transaction, Endorsement -> Discovery.
- It makes us happy to connect with other people!

Social Media Platforms

I have presented the platforms in level of importance, starting with the most important one first. If starting everything at once seems a bit overwhelming, feel free to start one at a time until you are comfortable with that one, and move on.

Website \neq social media

Your website is the New Yellow Pages.

If you don't have a website already, this is the one area where you may need to hire a consultant or talk to one of your tech savvy employees.

Good web builders/hosts – Wordpress, Weebly, Wix.

Blog

Having a blog is a great marketing decision, it gives you a place to create long-form posts where you can really delve into a topic, or explain your monthly calendar of events. Today, most blogs can be hosted on your website (which is better for your website traffic) but there are a couple of well-known and well-functioning blog platforms that you can use if you don't have a website or if your website doesn't have blog capabilities.

Blog platforms:

Wordpress

Blogger – Google based

(Both platforms are customizable and have preloaded templates if you so desire.)

This is the landing space for customers to learn new skills, check out a class calendar, or explore what's happening in your shop (including what's new). It is a good format to use for email blasts.

Facebook - 1 billion users worldwide – 23% of users check their account more than 5 times daily, Location-based, community building.

This is a community space for crafters. Commenting on pictures of events that happened locally, conversations about current events, advice on certain techniques, and so on. This is a good place to post an announcement of the shop sale you are holding over the weekend, as well as class announcements. This is a space where 2-3 sentence blurbs shine, and photos and links provide maximum impact.

Do not post things that are much longer than a few sentences. These belong on the blog, however you can post an excerpt from your blog on your Facebook with a link to the full article.

[How to set up a Facebook Page](#)

Ravelry – Fiber focused, community building, location based, forums (text)

Many of you probably know what Ravelry is, but my guess is that most of you don't actively use Ravelry. This site is a communication focused platform. A gathering place for like-minded individuals. When used effectively, Ravelry can become an effective customer service tool. If you create a group for your shop, let your customers know about it and your group will flourish. You can have discussions on recent classes, or have a place for your knit-night group to post what they have been working on, you can even have a frequently asked question space. The best part of Ravelry is that you can search by location, so if someone is new to the area or if they are looking for a yarn shop, they can find you via that search.

[How to set up a Ravelry Account](#)

Instagram – every second, 8000 users like a photo, quick, mobile based.

Instagram is the top photo/lifestyle sharing site. What's more photographable than kittens? Yarn. The community surrounding the fiber industry on Instagram continues to grow, as well as the platform as a whole. Instagram is a bit like having show-and-tell night right at your fingertips. See what your customers are making, show them the new Ladybug wheels you just got in stock, it's a great place to share with people things that are happening right now. The beauty of Instagram is the hashtag. If used properly, your posts can be searched for by hundreds if not thousands of people.

[How to set up an IG](#)

Pinterest – Female dominated, craft/DIY culture, addictive

This is a great resource as a shop owner as well as a content creator. If you want to know what's popular right now, check out Pinterest. Search for "weaving" and you will see loads of popular projects. This can be used as a tool to build classes around popular styles and techniques. If you are a content creator (making patterns, projects, kits, etc.,) Pinterest is the best way to share your new ideas. Crafts and DIY dominate Pinterest.

[How to set up a Pinterest](#)

Twitter – fastest growing demographic is 55-64 years old, quick, connected

In my opinion, Twitter is the echo of the other social media platforms. It's real-time, so it can be a great way to have a short public conversation with a customer or vendor. It also can be tied into the other sites automatically, so when you post an Instagram photo, it can automatically post to your Twitter feed. This allows you to post something once and get another impact from it.

[How to set up a Twitter](#)

To reiterate, if you don't have the time to do it all, start here:

1. Blog/Website
2. Facebook
3. Ravelry
4. Instagram
5. Pinterest
6. Twitter

Time: A common question that is asked is how much time will this take out of my week?

According to the annual Social Media Examiner Survey, most businesses of 10-50 employees spend 6-10 hours total per week. How much time you spend is completely up to you, and in the beginning it may be wise to budget out time for yourself to work on social media. Things might take longer in the beginning, but as you become familiar with each platform, you will become faster.

Tip: Keep your username consistent across all platforms – and make it relevant to your business.

Basic Social Media Etiquette

- Being positive sells, i.e. if you can't say anything nice, don't say it at all.
- Is what you are about to post relevant to your audience?
- Would you say this in public?
- Proofread your posts.
- Is what you're about to post true?
- Is what you are about to post quality?
- Is what you're about to post represent your ideal image of your business?
- Always ask permission when posting content where you can, and always cite your sources.

In conclusion

Over the next 4 weeks, make a plan and try at least one of the above--and let me know how they are working for you! I will build some part of my next webinar on the questions that come up as you put what we learned today into practice. You will receive a quick survey after this webinar for feedback.

In a few months I will be sending another questionnaire asking about your successes and whether or not the tools presented here and in the next webinar have proven helpful!

Glossary of Terms

Content Creator – an individual or company that creates how to's, projects, tips and tricks, etc.

Linking – This is when you take a link of a website and post it somewhere in your blog, facebook post, or anywhere else you may place a link.

Online Experience – Anytime a customer interacts with a company via social media or a website.

Platform – each social media site is also called a platform.

Web host – a company/website where you can create and maintain a website.

URL – the web address at the top of your internet browser.

SEO – Search Engine Optimization

Keywords – broad or general words that are applicable to your blog post or website pages.