

# a guide to marketing on social media

## PLANNING SOCIAL MEDIA CONTENT

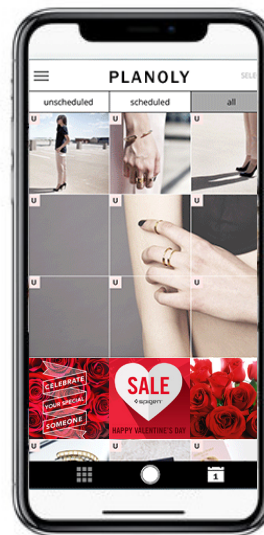
There are a number of ways to help plan your posts to ensure brand consistency. Formatting an excel document or using the app, 'Planoly' are great ways to plan and see all of your posts together. When planning your content, keep in mind your brand, time of year, current events, or promotions. When posting on Instagram, you can also share across various channels of social media. (Facebook, Pinterest, Twitter, etc.)

## WHEN TO REACH YOUR FOLLOWERS

There are certain times of day when followers are more active on Social Media, planning your posts around these times can increase reach. Recommended times are listed below, but be sure to monitor Ad Performance Reports to learn which times work best for your area & demographic.

- Facebook: 3-5 times a week, 12pm, 3pm, 5pm
- Instagram: 5-7 times a week, after 6pm

Timing posts between seasons is also important to consider. It is ideal to start posting Spring lines in February, and transition to your Fall line in July.



- Schedule a date & time for each post
- Make sure posts are cohesive by seeing all posts laid out together

- Posting about current events keeps followers engaged & excited

## INCREASING YOUR FOLLOWERS

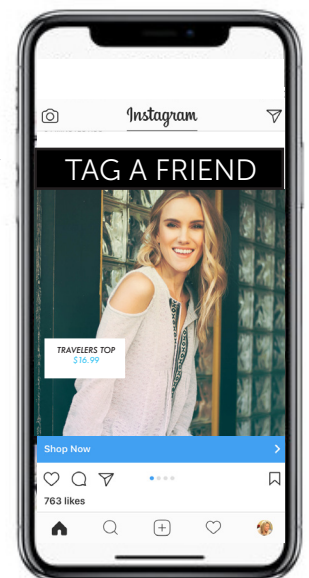
The main way to grow and maintain followers on social media is to stay active. Encourage followers to repost, comment, tag, share or like your posts.

- Caption posts with questions to engage them
- Offer a giveaway for tagging a friend
- Enable your customer to access all social media platforms from each other (ex. add Facebook link to your Instagram bio, promote a giveaway on your Instagram through Facebook)
- Create 'shoppable' posts, creating a call to action and enabling the customer to immediately purchase your product

- Encourage followers to tag, comment, or share

- Add shoppable option to create customer experience

- Add social media links in bio or captions to direct your follower



## SPONSORING ADVERTISEMENTS

- Invest in running targeted and sponsored ads via Facebook & Instagram - resulting in increased customer reach & brand awareness to prospective followers/customers
  - When choosing your target audience, keep in mind your specific area & demographic
- Take advantage of your story, videos, carousel posts, & photos to keep followers up to date and involved with your brand
- When holding promotions & events, post throughout the weeks leading up to it to build interest (ex: post 1 month before, repost 2 weeks before, and again the day of)

Target new and existing customers by zip code & demographic (age, gender, interests, behaviors, etc.)

## WHAT WE PROVIDE

- Use seasonal images and signage provided on [www.SimplyNoelle.net](http://www.SimplyNoelle.net) under Signage
- Signage is available for each item in our line as well as photos from our Seasonal Look Book which include lifestyle shots
- Images are available in a variety of sizes
- Downloadable Facebook & Instagram images as well as headers will be provided for each boutique promotion to help you push these products to your customers. These will be available on [www.NoelleBoutique.com](http://www.NoelleBoutique.com)
- Follow Simply Noelle on social media platforms and share our content to your followers

After choosing your target audience, download seasonal images to share and promote your boutique across social media channels

