

HOW CAN YOU LEVERAGE

#shops978

BY, RISE SOCIAL RELATIONS FIRM

Think about it!

Social Media Usage Increase:

People are on their phone more now than ever before. The pandemic brought a spike in social media usage across all platforms.

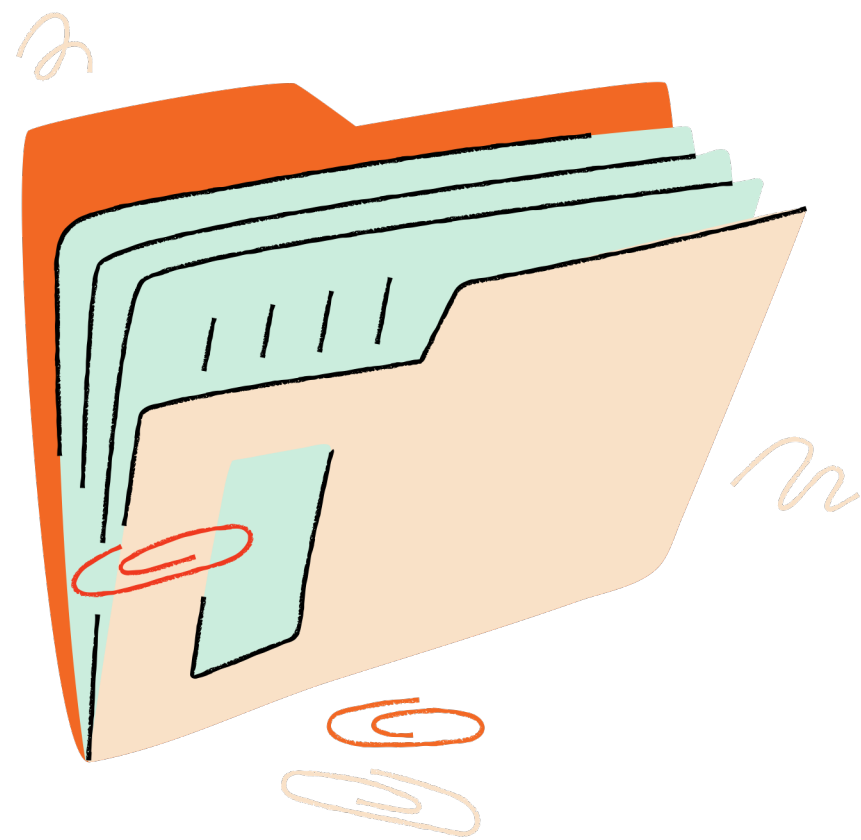
Change in Business Development Methods:

With most if not all meetings, events and networking being moved to an online platform (Zoom, Microsoft Teams, Google Meet) businesses have had to change how they market, network, advertise and sell.



Why not use social
media for this
purpose?

cue, #shops978



Branding

Lightroom
Cells
Snapseed

Apps:



Video &

Viva Video
PicsArt
Canva

Photo Apps:

Our Social Media Stopwatch

Method

We hear constantly how small business owners find it stressful coming up with content to share about their business let alone the time to actually post about it!

We understand completely but here is our foolproof plan to get over that.



Time to take some notes...

grab a pen!

Take a step back and think of your business from the perspective of your customers, what would they want to know?

- Set a timer for 30 mins everyday (or every other day to start) and in that 30 minutes:
 - **T**ake a picture that describes what you sell (service or product).
 - Try your hand at editing the picture using one of the apps we recommended
 - Post it on both Facebook and Instagram
 - Explain in the context one very specific piece about that service or product, do NOT try to capture everything you do in one post.
 - **U**se the Hashtag #shop978



Additional ways to use #SHOP978 for your business

When you use the hashtag **#SHOP978** we will be able to easily find your post and go support it by "liking" & "Commenting".

This will drive more engagement to it, the more support you have on it.

Add to stories on both Facebook & Instagram (if they are linked this makes it very quick & easy).

Additionally stories and reels are viewed at a much higher rate than just a post. We always encourage the use of any added features (especially if they are new to a platform, UTILIZE THEM!)

If you have a storefront, create a sign at checkout or in the lobby that encourages patrons to find your business on #Shop978

This can be boosted but giveaways on social media.

Everyone loves the chance to win a prize!

We're here to support you!

Remember we're your online cheerleaders, we love to see your posts!

And more importantly we LOVE to help support them by sharing them in our stories, liking, commenting, and helping drive traffic and attention however we can!



"Social media is not just an activity; it is an investment of valuable time and resources"

-Sean Gardner, author

DOES MY BUSINESS REALLY NEED TO USE SOCIAL MEDIA?



”Of Small Businesses in America report using social media platforms to promote their businesses and drive new customers.”

The trick to making money with an on-line presence is to increase engagement across social channels

-80% of Social Marketers

SOCIAL MEDIA USAGE BY GENERATION



Of Social browsers use social media to research & purchase products or services



Thank
you!

Rise
A Social Relations Firm