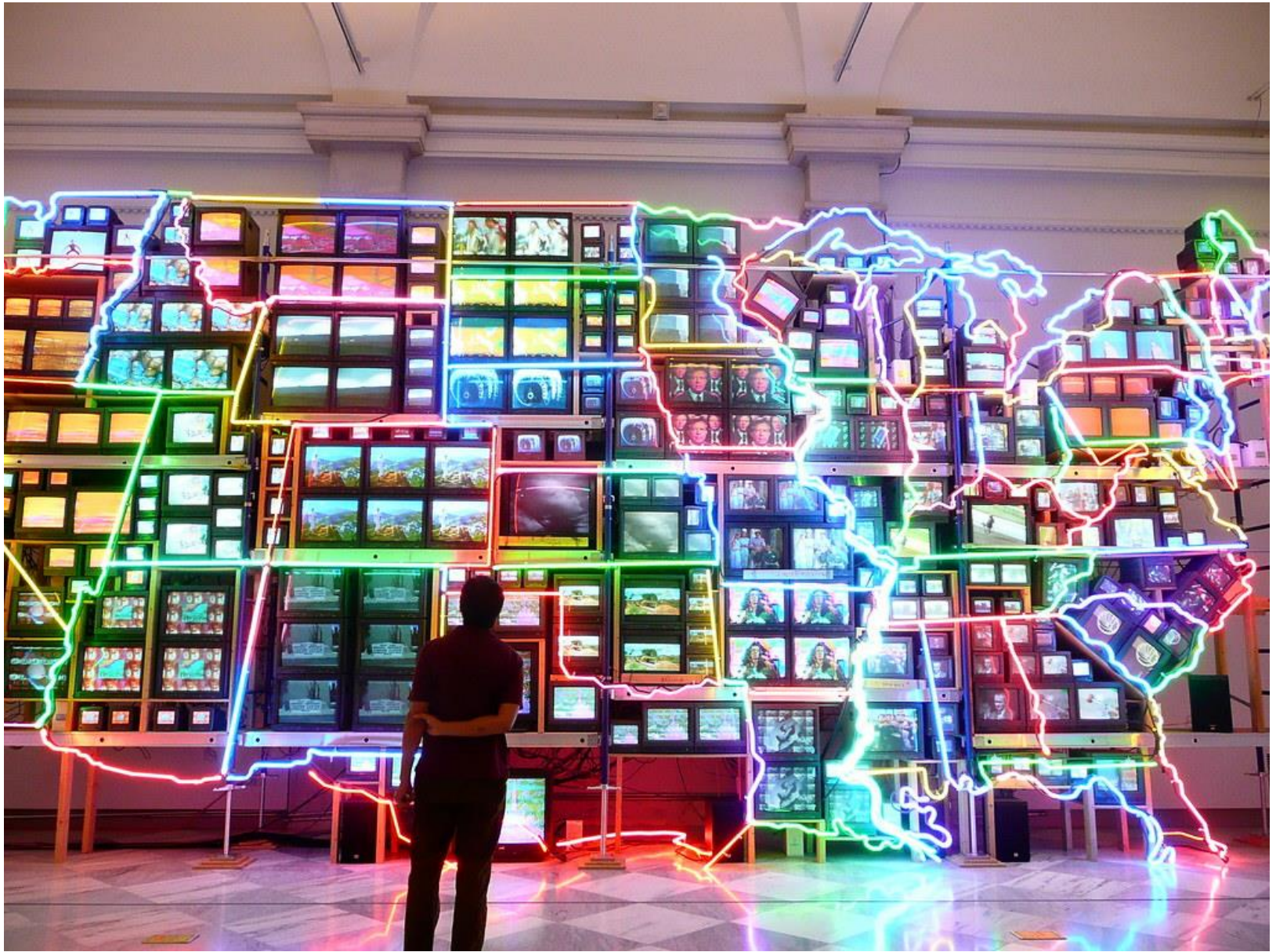
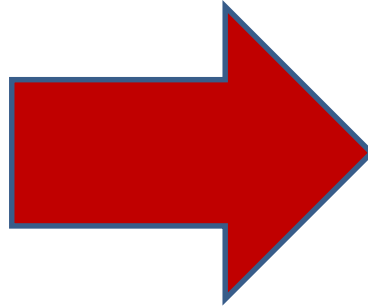


Digital Marketing





Technology Changes EVERYTHING!!



Retail Transformation

...to anyone paying attention, it's no surprise that retail is in the midst of a revolution.

It's not stores vs. Ecommerce
there are now

New Terms of Engagement
Ecosystem of Customer Expectations

Why should small business care?

- 75% of customers under age 65 do online research before going to a store (Purdue University)
- Roughly 80% of Iowa MA survey participants use social media on a regular basis (MSI-2019)
- Average person looks at their smart phone 150 times a day! (Shop Talk)
- Digital is a touchpoint consumers EXPECT!
- Cost effective way to reach current and new customers.
- Best opportunity to expand your brand

New ways to connect

- Social media channels
- Email marketing
- Apps
- Blogs
- Websites
- Text messages



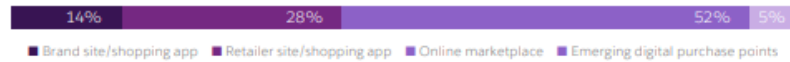
How many are YOU using??

Country Profile

United States (2,002 shoppers)

RETAILERS, BRANDS, AND ONLINE MARKETPLACES BATTLE FOR WALLET SHARE

Average Volume of Online Purchases Made Across the Following Digital Channels

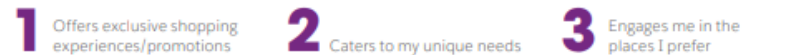


Shoppers' Preferred Channel for First-Time and Repeat Purchases



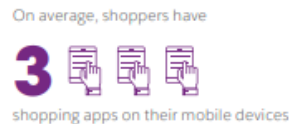
SHOPPING EVOLVES AS CONSUMERS DEFINE NEW TERMS OF ENGAGEMENT

Top Traits of Shoppers' Favorite Brand



SHOPPER JOURNEYS MOVE TO THE EDGE

Shoppers Who Buy Products with the Following



STORES REMAIN CRITICAL FOR DISCOVERY, EXPERIENCE, AND FULFILLMENT



Top Reasons to Shop In-Store

- To get merchandise immediately
- To touch and feel merchandise
- The overall in-store experience

SPOTLIGHT: 2019 HOLIDAY SHOPPING



Top Factors Influencing Holiday Purchases

- Sales or promo codes
- What's available in physical stores
- Free or expedited shipping

LAST LOOK: TRUST AND SUSTAINABILITY INCREASINGLY DRIVE THE PATH TO PURCHASE*



* "State of the Connected Customer," Salesforce Research, June 2019. Consumer data.

Salesforce Research

SHOPPING IS INCREASINGLY INGRAINED IN EVERYDAY LIFE

Discrete → Embedded

47%

of consumers using voice assistants have ordered an item with them*

Consumers can shop anytime, anywhere

Analog → Digital

75%

of repeat purchases are made online

Connected & personalized experiences

Linear → Fragmented

8

Average number of channels customers use to communicate with companies*

Lots of digital & physical touchpoints

Product → Experience

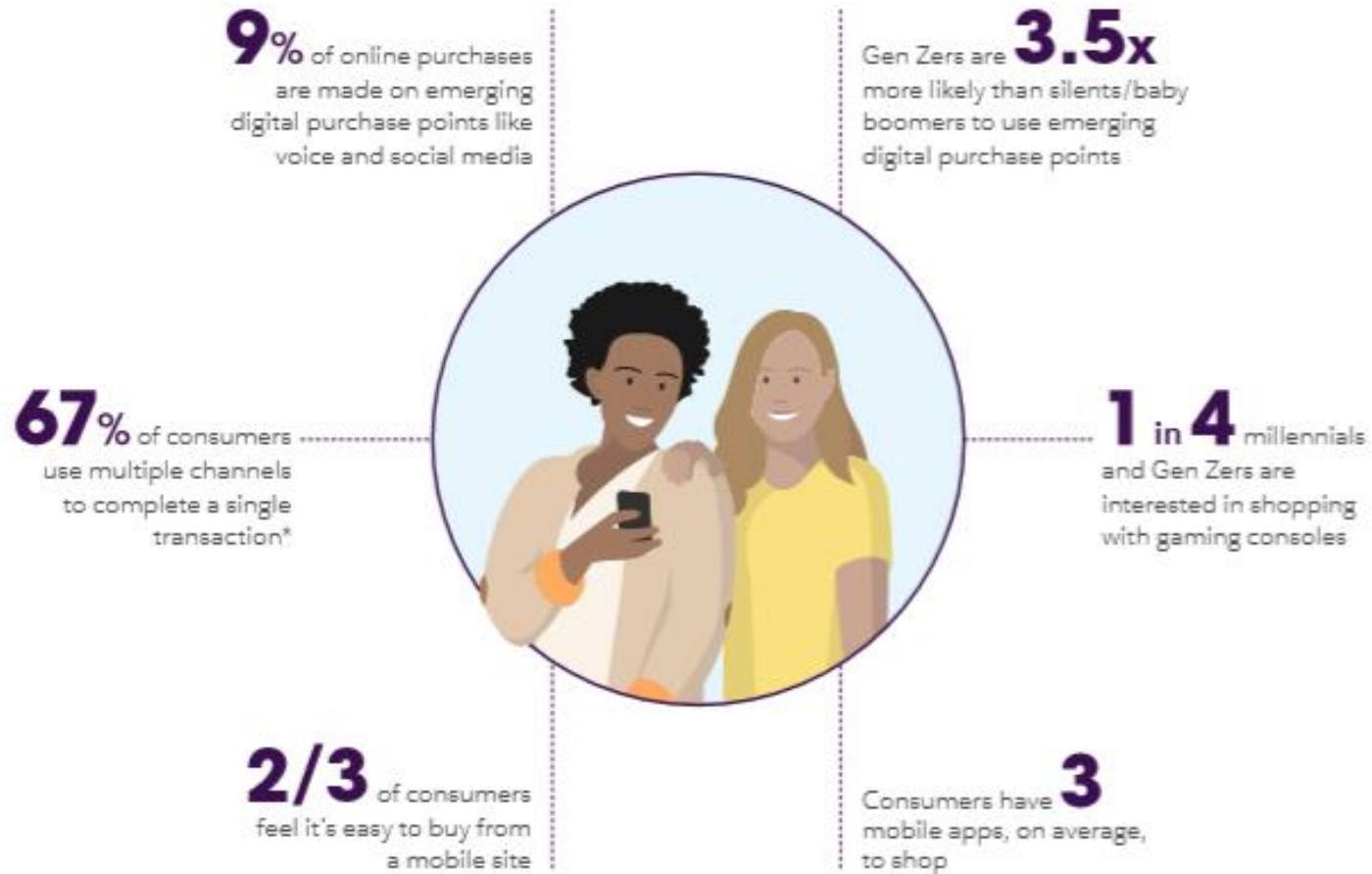
83%

of consumers say the experience a company provides is as important as its products*

What happens in store matters

* "State of the Connected Customer," Salesforce Research, June 2019.

SHOPPING MOVES TO THE EDGE – EASIER AND FASTER THAN EVER



** "State of the Connected Customer," Salesforce Research, June 2019.*

Digital Marketing should be a part of your overall Marketing campaign

- BE professional
- BE consistent
- Keep it FUN



Ask Yourself...

What are your goals for using Digital Marketing?



- Driving sales
- Improving customer traffic
- Improving the lifetime value of customers
- Customer engagement
- Raising the status/brand of your business in the local marketplace

Creating Goals

1. Choose your target audience

Who do you want to reach?

Be specific!!

Example:

- Young people, age 20-30 years
- Just establishing their 1st home
- Unaware that my business is here





Creating Goals

2. Articulate what you want to achieve!
 - Drive more traffic into the store
 - Increase email/newsletter sign-ups
 - Build brand awareness
 - Increase sales \$100/day/week

Creating Goals

What strategies & tactics will help you achieve your goals?

Example: Drive traffic to website

- Always include links to your website

Example: Increase foot traffic

- Ask customers how they found out about you or your store.
- Daily/hourly customer counts

Choose how you will measure

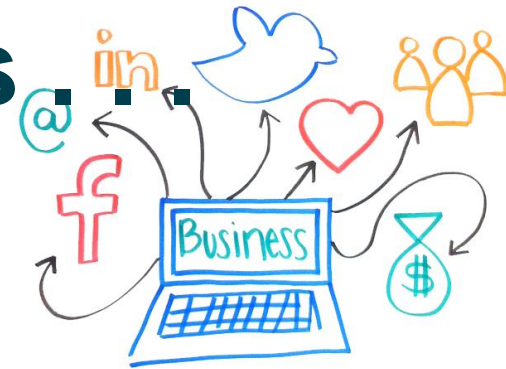
- Count shares, likes, comments
- Sales revenue, average sales per customer
- Daily, weekly, quarterly?

How will you justify that your time on digital/social channels is worth it?

I don't have TIME to be on social media!!!



Social Media for business

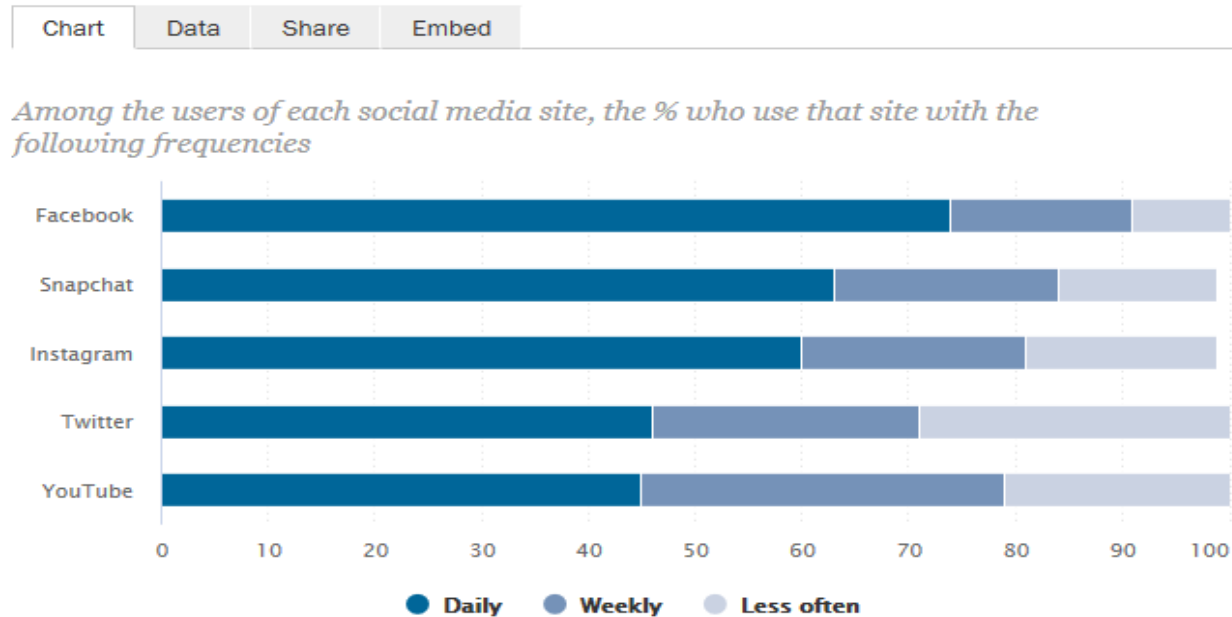


- NOT like your personal page!
- Great place to start
- Should enhance relationships with customers
- Customers use it to see the most up-to-date info on your business
- Devote 10 minutes a day to increase your visibility
- Goal is to drive sales!!
- Be visual – photos are the most effective means of driving engagement

The bottom line: Your customers are on social media!

How often Americans use social media sites

For many users, social media is part of their daily routine. Roughly three-quarters of Facebook users – and around six-in-ten Instagram users – visit these sites at least once a day.



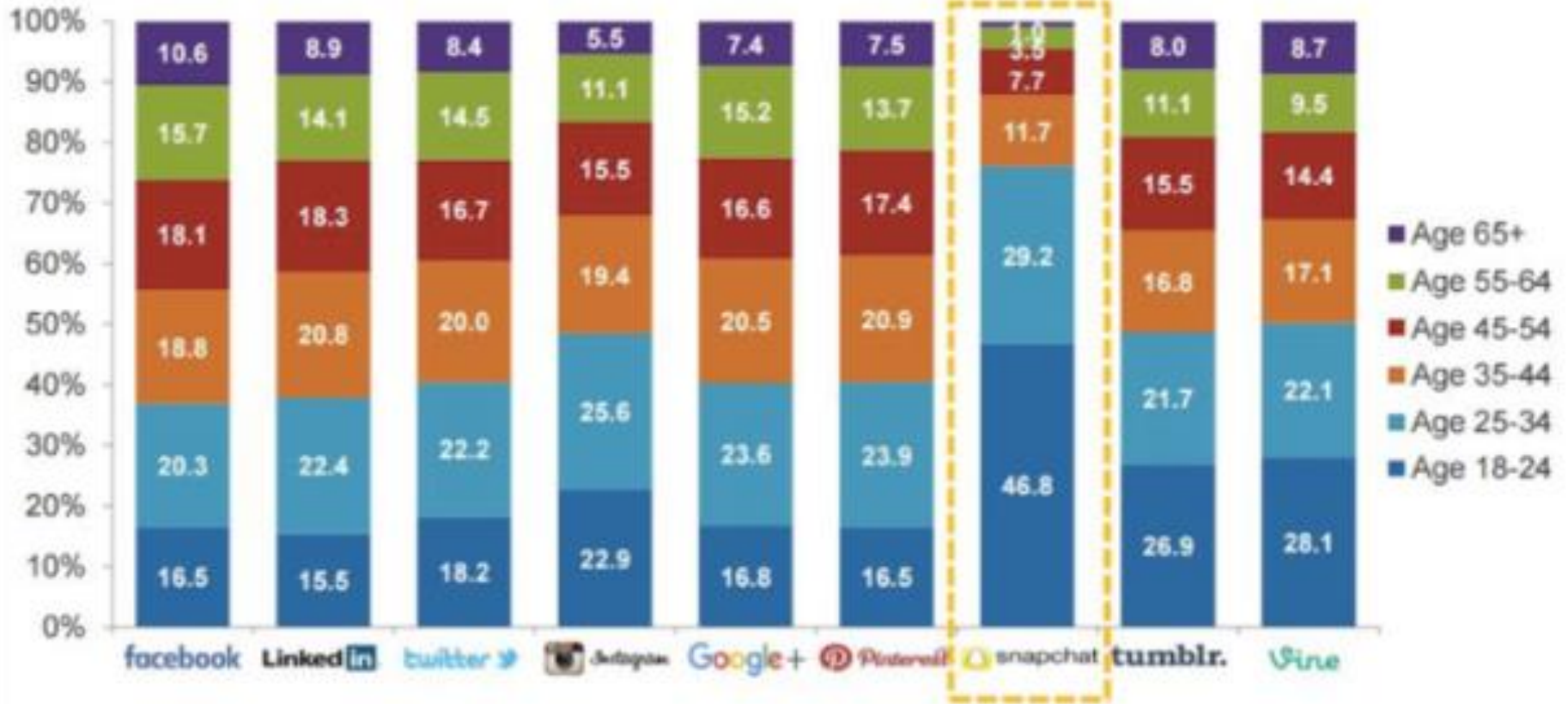
Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted Jan. 3-10, 2018.

PEW RESEARCH CENTER

Demographic Composition % of Major Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Age 18+, Dec 2015



Source: ComScore

ANSWER CHOICES	RESPONSES	
eBay	14.48%	168
Etsy	12.24%	142
Facebook	81.21%	942
Foursquare	1.03%	12
Instagram	25.95%	301
LinkedIn	16.03%	186
Pinterest	28.71%	333
Twitter	19.66%	228
Yelp	10.95%	127
YouTube	36.72%	426
None	7.07%	82
Other (please specify)	5.95%	69
Total Respondents: 1,160		

Q12: Which of the following social media networks or online applications do you regularly use? (select all that apply)

Answered: 1,160 Skipped: 31

Ask Yourself...

How much time do you *realistically* have?



- 10 minutes a day
- Once a week
- Can other staff help?
- Hire it done!



So where do you start?

1. Know what **YOUR** goals are
2. Identify your **TARGET** customer
3. Determine what **SOCIAL NETWORKS** they use



Create a simple calendar

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- What
- When
- Which platform
- How often

BRICK-AND-MORTAR STORES REMAIN A MAINSTAY FOR SHOPPERS

Top Reasons for Shopping in a Physical Store

#1

To touch and feel merchandise

#2

The overall in-store experience

#3

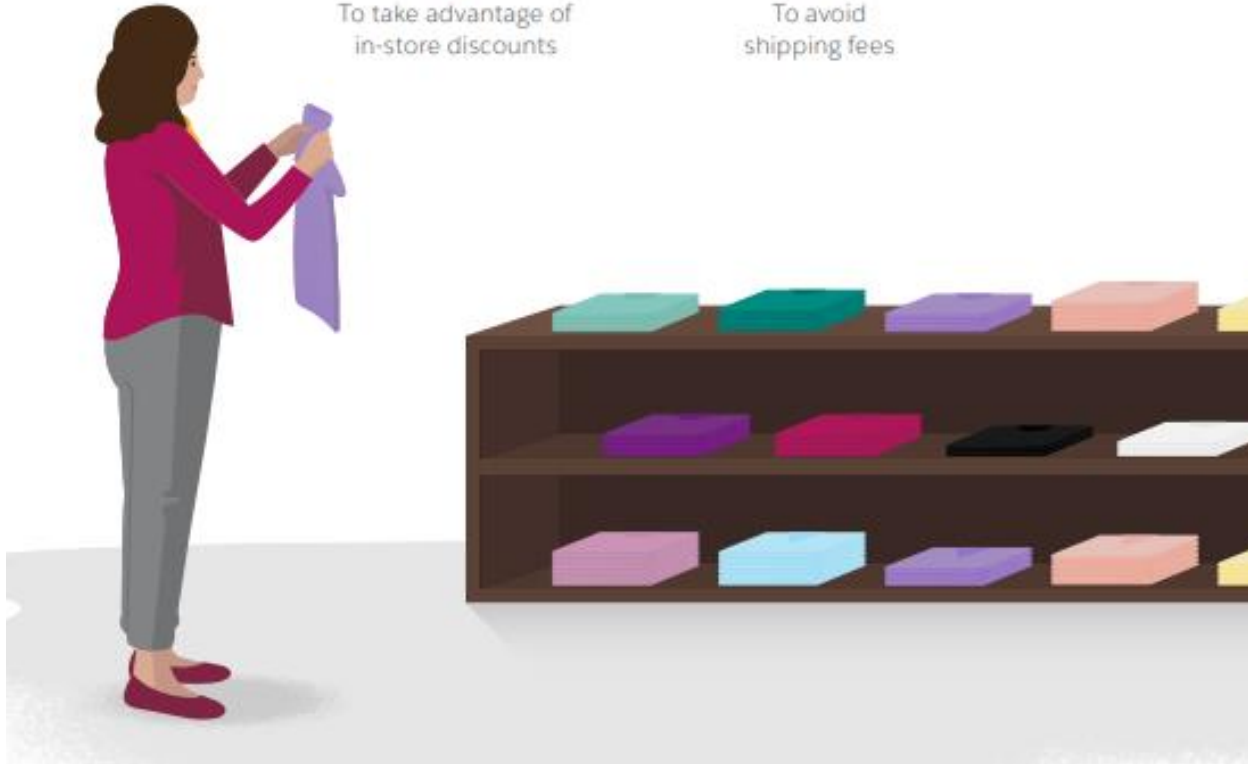
To get merchandise immediately

#4

To take advantage of in-store discounts

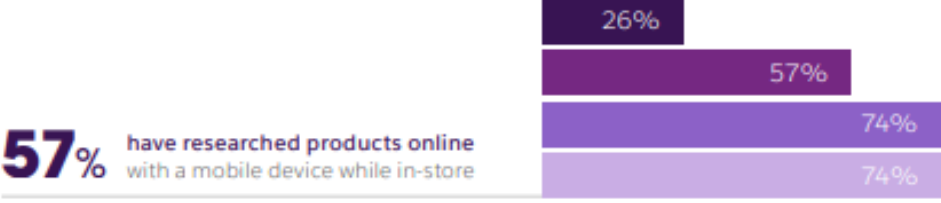
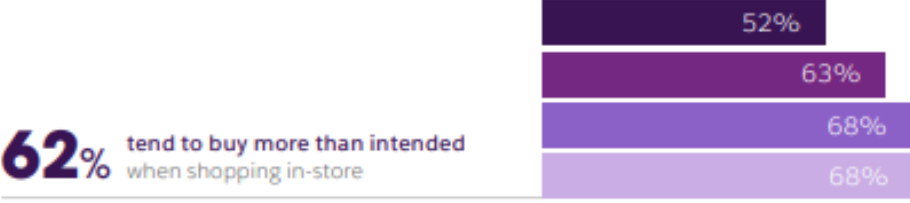
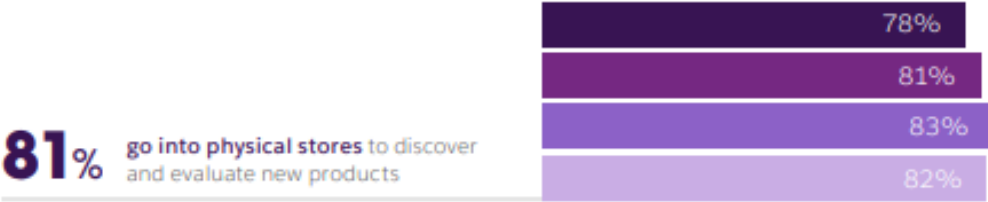
#5

To avoid shipping fees



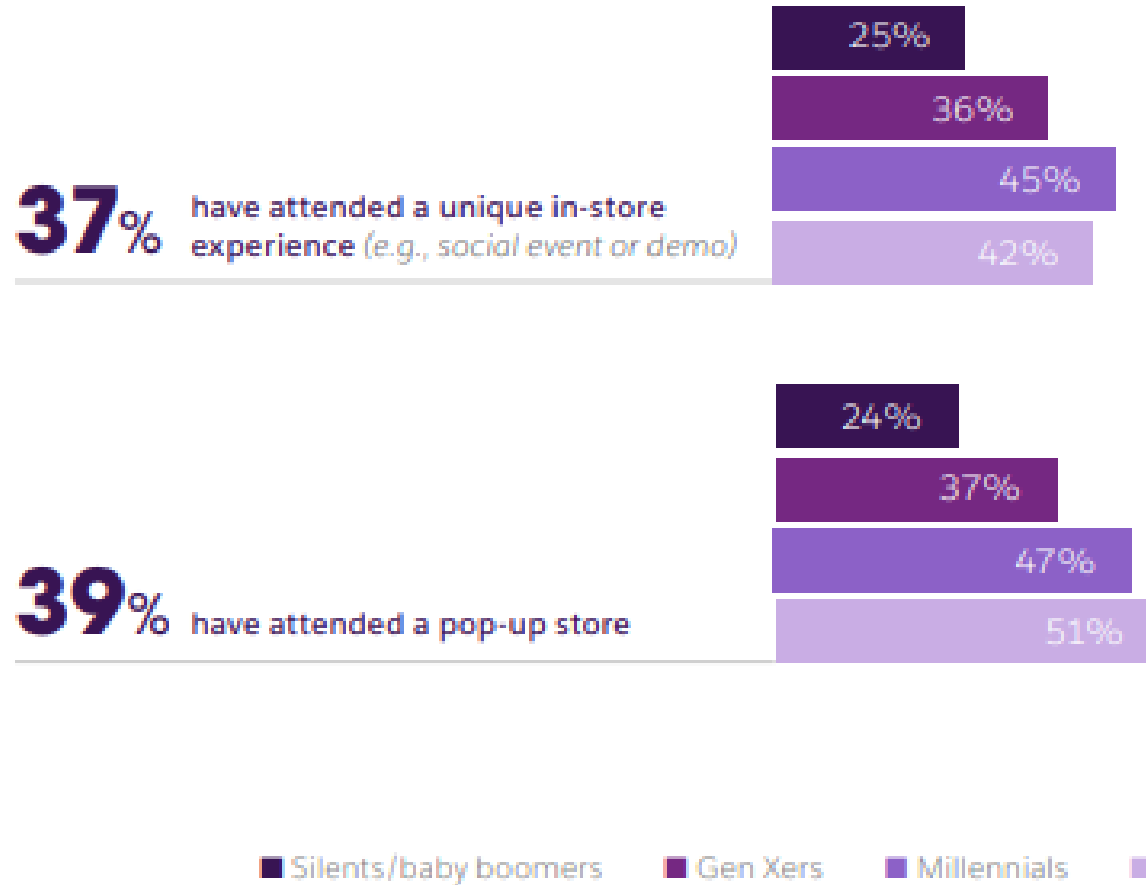
© 2019 IOWA

THE STORE IS A DISCOVERY HUB

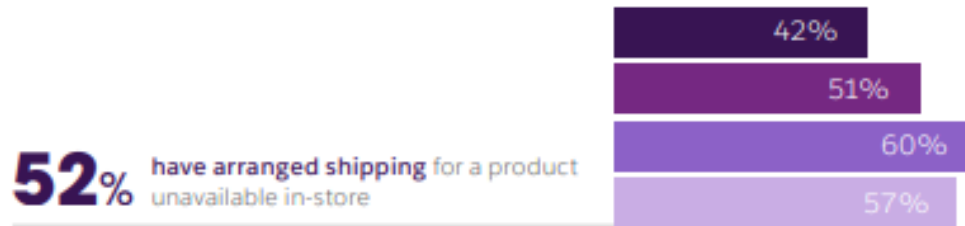
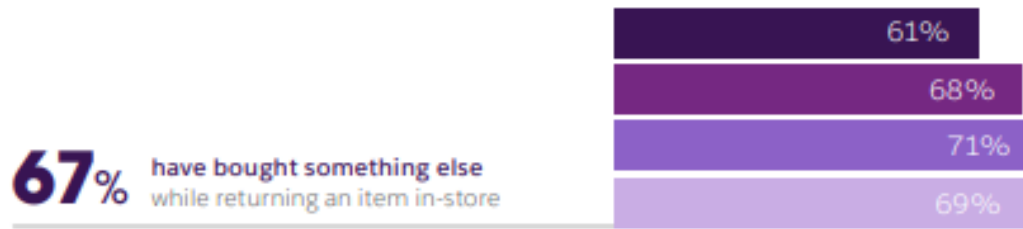


■ Silents/baby boomers ■ Gen Xers ■ Millennials ■ Gen Zers

THE STORE IS AN EXPERIENCE HUB



THE STORE IS A FULFILLMENT HUB

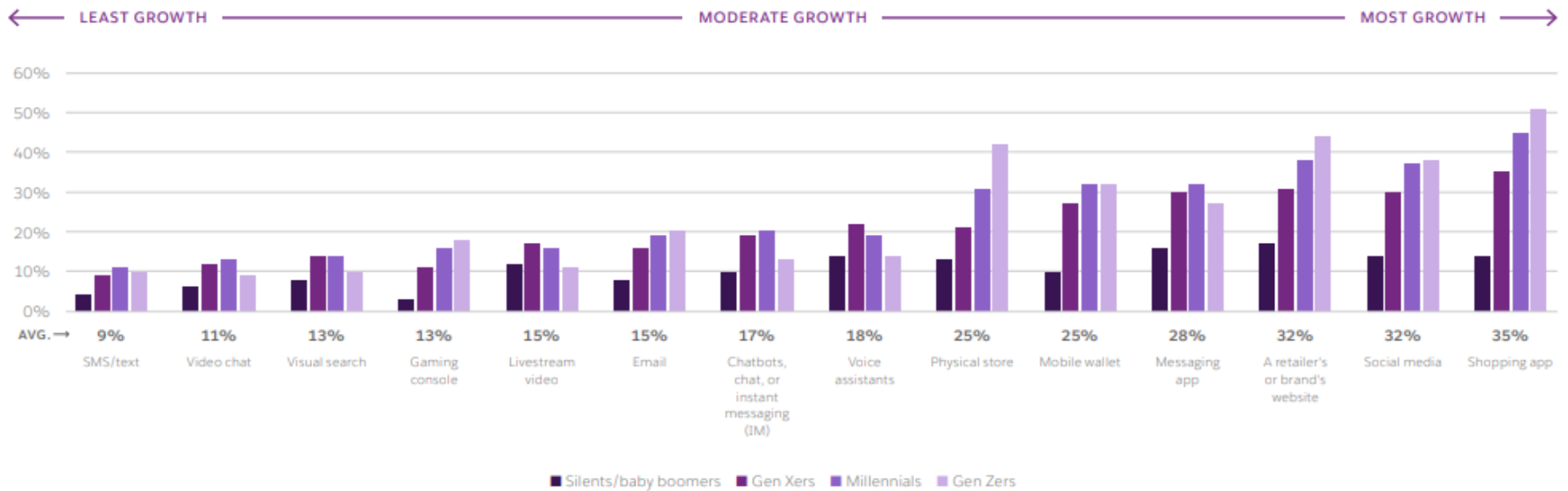


■ Silents/baby boomers ■ Gen Xers ■ Millennials ■ Gen Zers

Lots of options . . .

PURCHASE PREFERENCES VARY ACROSS GENERATIONS

Shoppers Who Plan to Increase Purchases Through the Following Channels Over the Next 12 Months



Salesforce Research

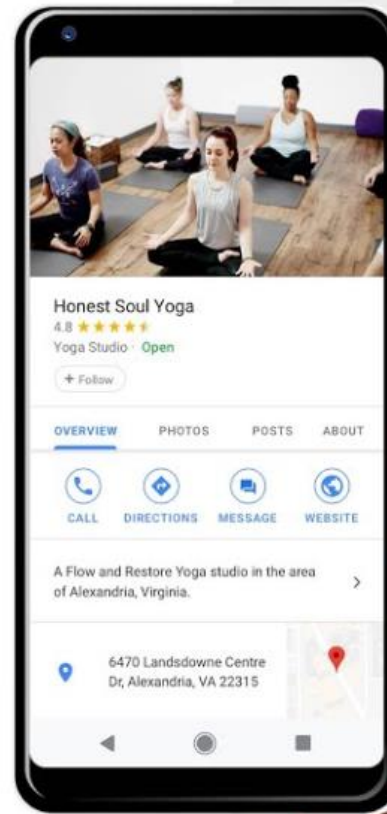
Claim Your Google Profile!!

Stand out on Google with a free Business Profile

Your free Business Profile on Google lets you engage with customers directly and manage how your business appears on Google Search and Maps.

[Manage now](#)

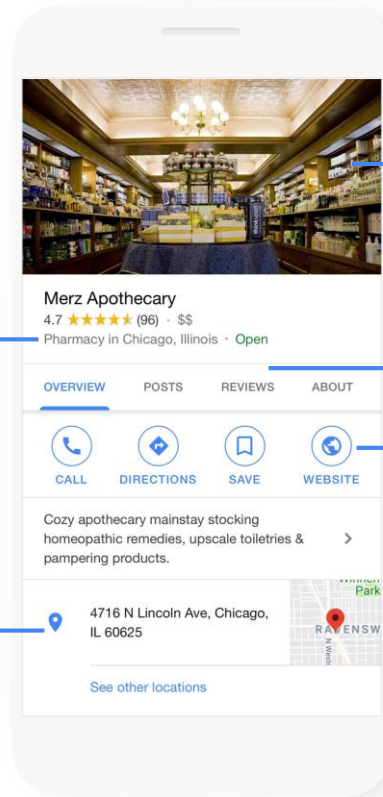
Or call us 1-844-491-9665



ANATOMY OF A BUSINESS PROFILE ON GOOGLE

Business overview

Location Info



Photos and videos

Reviews

Quick links

Email Marketing

Carver's Ridge

Holiday
Hoopla
Starts
Tomorrow

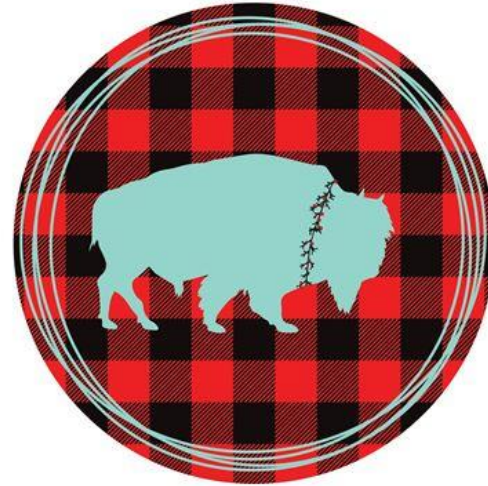
Through December 24th,
visit us *in-store* and save
30% when you "Build
Your Own Bundle" of
3 or more items!

FIND YOUR STORE

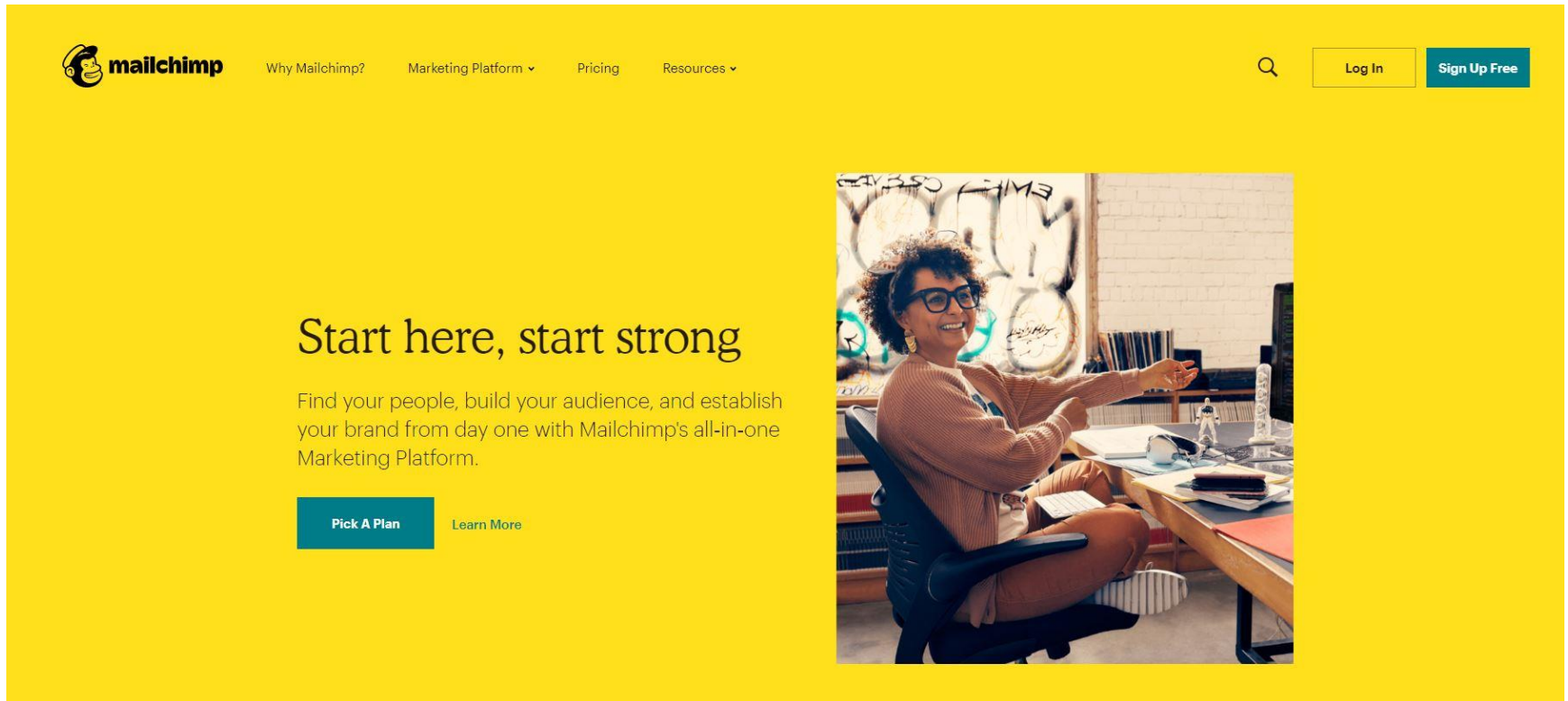
Carver's Ridge

Join us on November 1st & 2nd
for our annual Holiday Open House

buffalo -AND- mistletoe



Email Marketing



The screenshot shows the Mailchimp website homepage with a bright yellow background. At the top left is the Mailchimp logo, followed by navigation links: "Why Mailchimp?", "Marketing Platform" (with a dropdown arrow), "Pricing", and "Resources" (with a dropdown arrow). On the top right, there is a search icon, a "Log In" button, and a "Sign Up Free" button. The main content area features the headline "Start here, start strong" in a large, dark font. Below it is a paragraph: "Find your people, build your audience, and establish your brand from day one with Mailchimp's all-in-one Marketing Platform." Underneath the text are two buttons: "Pick A Plan" and "Learn More". To the right of the text is a photograph of a woman with curly hair and glasses, wearing a brown sweater, sitting at a desk in a creative office setting with graffiti on the wall behind her.

Use your POS system



Shelby's Southern Smokehouse

THANK YOU to our customers for a spectacular year.

Our Holiday hours are as follows:
Christmas Eve and Christmas Day: We will be closed. We will open on Thursday, Dec 26.

New Year's Eve and New Year's Day: We will be closed. We will open on Thursday, January 2.

Merry Christmas and Happy New Year!
Shelby, Rhonda and their great team.

Shelby's Southern Smokehouse

Text Messages

- Customers sign up for this service
- Medical appointment reminders
- Salon appointments
- Lunch specials



Make it easy for your customers to do business with YOU!!

Shop Where I Live



Getting Started

Create a Calendar



- Holidays
- Local events
- Special sales
- Theme days

Gather Content



- Photos
- Quotes
- Graphics
- Examples from others

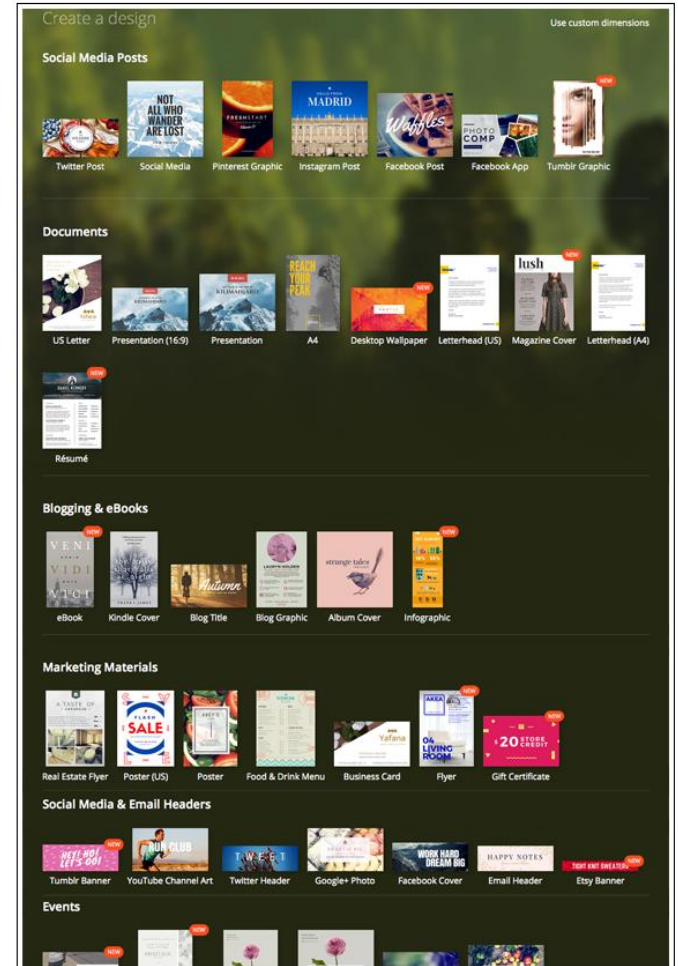
Social Media Content Plan

Create a “Basket” of Content Ideas

1. Top 3 goals – be specific
 2. Brainstorm ideas for each goal
 3. Build out a calendar of when & how you will post
- It will take some time to fill the basket
 - Share content across multiple channels
 - Try to be more focused!



Creating Visual Content



Behind the scenes . . .



Finery Bridal and Trend Boutique

March 21 at 1:30pm · 🌐

The Wanderer will be in the Cedar Rapids area on April 8th and 15th! I have had several people ask if we ever get that way and we do! We will be Wandering from 1-4:30 and would love to come visit you! Message us to set something up!



➔ Share

Recognition & awards . . .

Photos by Melissa added 3 new photos. February 14 at 4:11pm

At Pbm2 we love weddings. We love Valentines Day. We love LOVE. So, what an exciting day to learn our work was featured on the cover of the 2018 Fayette County Newspaper's Bridal Issue. The stories of three of our fabulous couples were told in the edition. Happy Valentines Day, all you love birds

Like Comment Share

Carol Metzger Swenson, Amy Boehm and 53 others Chronological

I ♥ OC **Original Cyns** shared F&M Bank & Trust's photo. September 2, 2015

Shop local, bank local

September Business of the Month:

original cyns

Receive 10% off of your purchase when you say "F&M is Fabulous!" at checkout!

F&M BANK & TRUST = Small Business

F&M Bank & Trust September 1, 2015

Original Cyns is our Business of the Month for September. Original Cyns is owned by Cynthia Schuyler and was founded in 2003. Original Cyns offers an eclectic m...

See More

Share

Recognition & awards . . .

 **Hinge Valley Junction**
February 10 at 8:20 PM · 🌐

Many thanks to those of you who voted us best of @valleyjunction! We think you're the best too 😊



Best Valley Junction Store Hinge

The Historic Valley Junction has been known for its long list of boutiques, novelty shops, art galleries and unique shopping experiences. As such, being named the Best Valley Junction Store is a high honor. That honor

  Jim Miller and 61 others 10 Comments

 **Hy-Vee (4100 University Ave, Des Moines, IA)**
Yesterday at 8:26 AM · 🌐

Congratulations to our very own Dwayne Campbell, our representative at this year's National Best Grocery Bagger Competition! Dwayne placed first in this year's competition and was named the best bagger in the nation last night! You can see Dwayne's helpful smile at our Park Avenue Hy-Vee in Des Moines.



  8 1 Comment

 Like  Comment  Share 

Call to Action posts . . .

My Home Sponsored · 🌐

👉 Instant Template For Curved & Odd-Shaped Profiles? So Easy! 🛠️

Get yours here: dopby.com/outline-gauge

Flash Sale: 50% OFF Today Only 🕒

50% OFF

FOR MARKING PRECISE TILE CUTS

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50% OFF TODAY ONLY

Shop Now

Porch Light Coffeehouse 2 hrs · 🌐

🎄🌟 Giveaway! 🌟🌟🌟🌟🌟

Day 18

Only one week until Christmas! Are you done with your shopping? For today's giveaway, tell us, when do you start your Christmas shopping?...

See More

day 18 giveaway!

Lori Wegman-Morey and 67 others · 82 Comments

Weather related . . .

One Block Over shared a photo.
February 2 at 11:43 AM · 🌐




Six more weeks of Quilting!

Minnesota Quilters, Inc.
February 2 at 11:02 AM · 🌐

👍 Like Page

Gravy Home Goods
February 17 at 10:18am · 🌐

You'll stop traffic with this vintage weathered couch. Super comfy!



👍 Like 💬 Comment ➦ Share

Sarah Bolles Thompson and 231 others

3 Shares

Comment on this post...

Gravy Home Goods SOLD 1
Like · Reply · 4d

Erin Smith How much is this beauty? 1

Classes & workshops. it's about the *Experience!*

Mix and Mingle

(First in a series of creative gatherings with successful regional entrepreneurs)


Thursday Feb. 21st
6-8 PM at JB Knacker in Gilbert

**learn to make a signature cocktail and enjoy charcuterie*


\$30 per person
Price includes gift bag, food, and beverage
*21 and over




Call (515)233-2600 to register

 **One Block Over** added an event. February 21 at 4:11 PM

Create wonderful bags to carry your projects. Class is taught by Deb Steere. Class fee is \$20 per person plus materials. Call One Block Over quilt shop to reserve your spot. 563-422-3822



SAT, MAR 9 AT 9 AM
Project bags class

 You like One Block Over

Adorable kiddos & animals . . .

Stacy McCune commented on this.



Rachel Hanken

February 20 at 9:40pm · Instagram · 🧑🏻



👍 Like

💬 Comment



Onion Grove Mercantile shared Iowa Photo Company's post.

Yesterday at 12:15pm · 🌐

Every photo from Iowa Photo Company is so beautiful. I feel so honored to have the little Onion Grove Mercantile baby blanket included in this sweet session.



Iowa Photo Company added 2 new photos.

Yesterday at 11:28am · 🌐

👍 Like Page

Baby Caine is SO SWEET! Isn't he just adorable?!

Blanket: Onion Grove Mercantile
Backdrop: Roses and Ruffles

👍❤️ 20

1 Comment

👍 Like

💬 Comment

➦ Share



Local shop small support. . .

 **Cenex** August 13 at 5:53 PM · 🌐

Small businesses put the home in hometown – one of the many reasons why our Cenex stations are proud to be locally owned. To celebrate our fellow small business owners, we're coming to Open 4 Business, Iowa's statewide small business grant competition from the Iowa Economic Development Authority, Tuesday, Aug. 28 in Waterloo! Join us at our free afterparty featuring homegrown country star JAY ALLEN! More info coming soon! Main Street. Powered Locally.📍



👍 🥰 🍷 Susan Watson, Jim Miller and 565 others 6 Comments 67 Shares

👍 Like 💬 Comment ➦ Share 🧑🏻

 **Orange Possum** January 3 · 🌐

Share if you haven't been 🍷📍

Not to brag or anything..
But I haven't been to Target at all this year.

👍 🥰 🍷 Emily Little and 65 others 7 Comments 39 Shares

Highlight your customers or locally made products . . .

The Market
7 hrs · 🌐

Okay we are going to say it... our customers are the best. 🎉

We love getting to know each person who walks into our doors, and our staff enjoys helping them find the right pieces to fit their home(s). These wonderful ladies took a trip together from Waterloo. They heard about our store and couldn't wait to check it out. We can't wait to see you all again. 😊




14

Like Comment Share

Onion Grove Mercantile
3 hrs · 🌐

It's #FollowFriday! I'd love to direct your follows to four of the wonderful Iowa companies who allow me to carry their awesome products in the shop. Milkhouse Candles, located in Osage, creates all those heavenly scents you enjoy at OGM!
Nora's Naturals, of Dubuque, blesses us with all natural skin care and beauty products made right here in the Heartland.
Rada Cutlery, based in Waverly, produces, hands down, the best cutlery on the market. Each piece, carefully handcrafted will last generations.
Kate Brennan Hall Illustration, Cedar Falls, injects a beautiful whimsy into her small batch handmade goods, including the fun hand towels you'll find at OGM.



Service & professional businesses . . .

 **Bank 1st**
January 8 · 🌐


Vending machine rejecting your bill? Microwave it!

It takes 4,000 double folds before a bill will tear. It takes far fewer folds for a vending machine to reject your bill – but you can fix that by popping it in the microwave for about 20 seconds to crisp it right up.





  Lynn Ann Lauer, Troy Schott and 13 others

1 Comment 5 Shares

 **Woodard Insurance Service Co.**
February 28 at 8:01 AM · 🌐





Interesting points to consider.





THESILVERLINING.COM

How winter weather affects your car and things to watch for
Just when you think you've seen your last snowfall or cold spell, Mother...

 Like  Comment  Share 

Health care & hospitals . . .

 **Gundersen Palmer Lutheran Hospital and Clinics** shared a photo. February 13 at 9:17 AM

Julie Eischeid Creery & Jessica Wegner braved the Iowa weather last week to accept our HSI award for winning the Medium Workplace nomination!



Healthiest State Initiative is at Ron Pearson Center. February 11 at 2:59 PM · West Des Moines · 

  Like Page

Gundersen Palmer Lutheran Hospital and Clinics - winner of the Medium Workplace Award!

   Jessica Wegner, Judy Roach and 51 others 7 Comments

 **Gundersen Palmer Lutheran Hospital and Clinics** March 2 at 9:36 AM

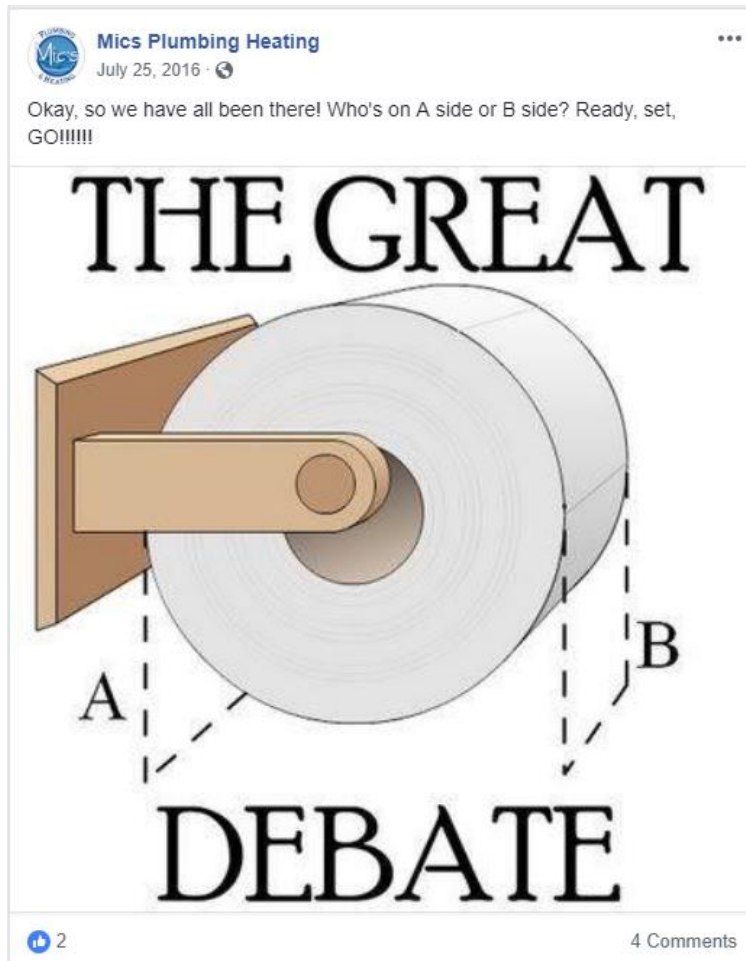


Congratulations Julia & Juan.
Welcome Dulce Maria!
February 27, 2019~ 8 lbs 5 oz ~ 19"

GUNDERSEN
PALMER LUTHERAN
HOSPITAL AND CLINICS

  Edith Ann Langerman and 14 others

Keep it light and fun . . . Be creative with your content!





How to Start Making Business Videos DIY - Write, Shoot, Edit with Mike Tringe

CreatorUp!

2 years ago • 4,947 views

Want to promote your business with professional looking videos, but can't afford to hire out a pro to help make them? Learn how to ...

Offers phenomenal SEO & marketing

- Great for how-to-videos (recipes, repairs, decorating)
- Product demonstrations
- New product arrivals
- Short & sweet is best
- Used to drive customers into your store
- Create a channel just for your business





Video Ideas:

- Live video – what's happening right now
- Interview series – employees, customer, partners
- Favorite products & how to use them
- Demonstrations on how to use, fix, install products
- Your favorite thing to do in your business



Video Ideas:

- Turn your top 5-10 customer inquiries into videos
- Great for products that require assembly
- Customers get immediate assistance
- Make sure Audio quality is excellent
- YOU become the go-to expert in your field!!



The makeup you wear to achieve professional results doesn't have to be full of harmful chemicals & cost you a fortune.



Root

Subscribe 345

- Home**
- Videos
- Playlists
- Channels
- Discussion
- About
-

All activities ▾

Root uploaded a video 1 week ago



Root Macy Mineral Blush Swatch

by Root
1 week ago • 29 views
Macy Mineral Blush: <http://www.rootpretty.com/products/macy-mineral-blush>

Root uploaded a video 1 week ago



Root Punch Love Mineral Blush Swatch

by Root
1 week ago • 27 views
Punch Love Mineral Blush: <http://www.rootpretty.com/products/punch-love-mineral-blush>

Related channels

The Green Bunny
[Subscribe](#)

Natural Beautiful Life
[Subscribe](#)

AESTHETIKA
[Subscribe](#)

Teri Miyahira
[Subscribe](#)



Hannah Ray J

4 mins · Instagram · 🌐

Glad the rains came and made the backyard creek rise...good to get on the water in February. Even if there were ice jams and chilly temps.

@jackson.kayak #wernerpaddles #astral #shredready #dbp #crawdaddyoutdoors #rawhero



2 Views



Like



Share



Hannah Ray J is at 📍 Charles City Whitewater.

December 25, 2017 · Instagram · 🌐

Christmas boat n surf. 🌲 ❄️ 🏠 #jacksonkayak #badfishsup #wernerpaddles #charlescitywhitewater #coloradoriversurfco #rawhero #nocoastsup #crawdaddyoutdoors #dbp #landlockedsurfing



778 Views



Like



Share

Crawdaddy Outdoors – Waverly



Hannah Ray J shared Charles City Whitewater's video — at

Charles City Whitewater.

January 10 · Charles City ·

I know this one! the CEDAR RIVER!!!

#charlescitywhitewater



16,244 Views

Charles City Whitewater is at Charles City Whitewater.

January 10 · Charles City ·

Like Page

Yesterday on Jeopardy!....Would you have gotten this question correct?!

Charles City Whitewater is also fun for kayaks, SUPs, surfboards, inner tubes and more. Come visit us sometime!

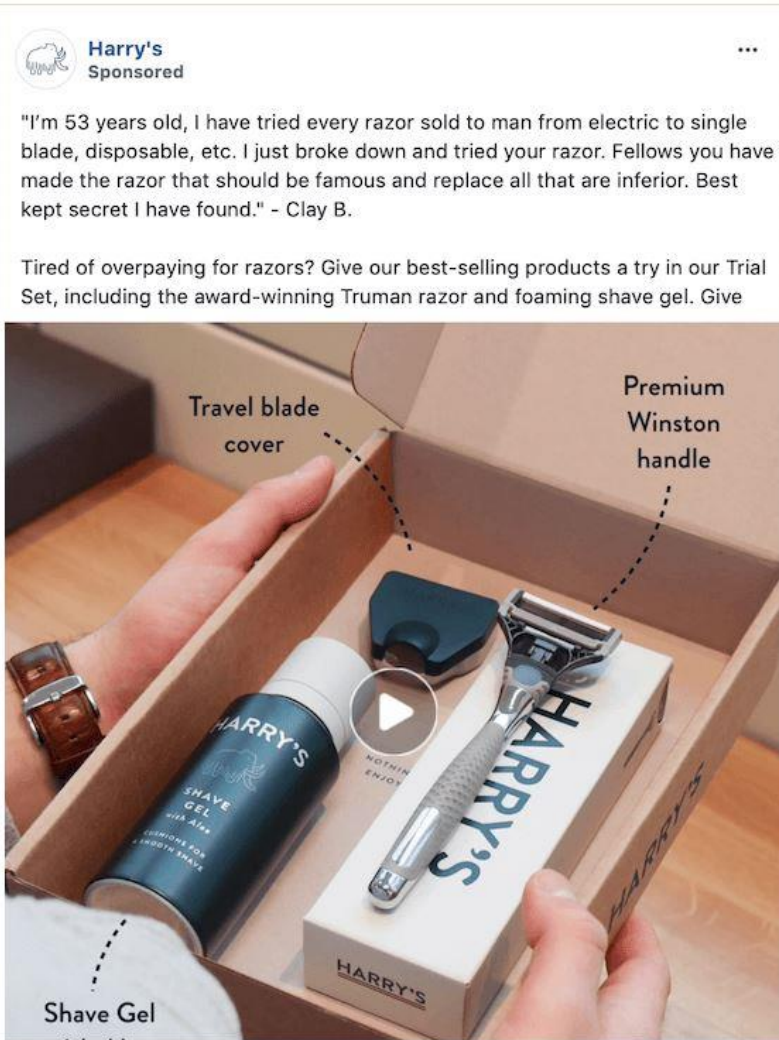
#CharlesCityWhitewater #ThisIsIowa

Like

Share

Harry's uses content throughout their entire ads funnel. They often run Facebook ads with videos that showcase their products. According to AdEspresso, video ads boost engagement (compared to images), which helps drive down ad costs.

Become a problem
SOLVER!!



The screenshot shows a Facebook post from Harry's, marked as 'Sponsored'. The text of the ad reads: "I'm 53 years old, I have tried every razor sold to man from electric to single blade, disposable, etc. I just broke down and tried your razor. Fellows you have made the razor that should be famous and replace all that are inferior. Best kept secret I have found." - Clay B. Below the text, it says: "Tired of overpaying for razors? Give our best-selling products a try in our Trial Set, including the award-winning Truman razor and foaming shave gel. Give". The video thumbnail shows a person's hands opening a cardboard box containing a travel blade cover, premium Winston handle, and a can of Harry's Shave Gel. A play button icon is overlaid on the video.

Augmented Reality Apps

With **Leo AR**, you can create augmented reality movies on your iPhone or Android phone.

With augmented reality, you can add things to the movie that aren't there in the real world and record as if they are. After you find a virtual animated item you like in the app, you tap it and then tap where you want it to appear in your movie. Your camera remembers where the objects are as you record. You can even touch or move these items, which include animals, signs, or smiley faces.



After you drop these objects into the video using the app, you can then use the app to record a video of yourself walking around and interacting with these animations. The app captures the sound in your video, too.

The Leo AR app is free and available for **iPhone** and **Android**.



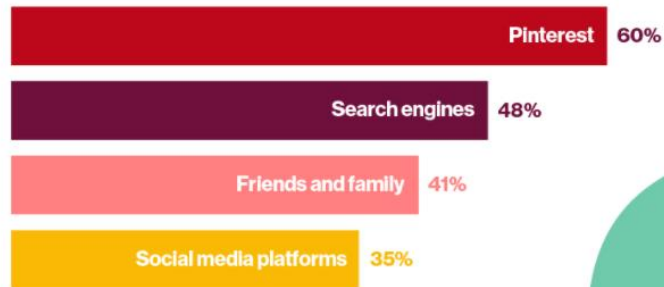
follow me on

Pinterest


Pinit!

Shopping starts on Pinterest

Where do Pinners get ideas for what to buy?!



72%

say Pinterest inspires them to shop when they aren't actually looking for anything!

70%

discover new products on Pinterest!





Unfollow

Anders Ruff and AR Workshop

30,134 Followers

324 Following

www.andersruff.com
Charlotte, NC / AR Workshop offers hands-on DIY Workshop locations around US! Book a workshop: www.arworkshop.com Visit our DIY Party blog & shop: www.shop.andersruff.com



Boards Pins



AR Workshop Boutique DIY Stud...
86 Pins



Custom Wood Plank Signs Home...
24 Pins



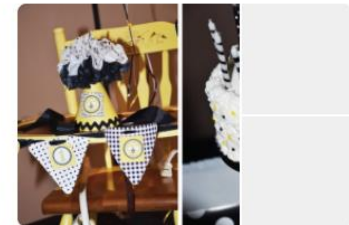
Custom Home Decor Pillows
17 Pins



Centerpiece Box Customized AR ...
5 Pins



Floral Watercolor Design Techniq...
6 Pins





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Root

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Natural & Organic Beauty Products + All Things Pretty. Our products are vegan, cruelty free, gluten free, paraben free, affordable and non-toxic.

31
Boards

821
Pins

8
Likes

422
Followers

30
Following

Pretty Press

Root



21



Follow

Pretty Smarts

Root



18



Follow

Root Men

Root



8



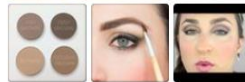
Follow

Root Brows

Root



11



Follow

Root Gift Guide

Root



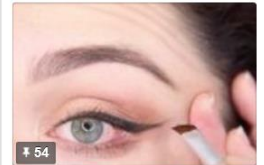
24



Follow

Pretty Tips

Root



54



Follow

<https://www.pinterest.com/rootpretty>



funky cowgirl

All Pins

Home

Explore

Robin

9+

Products

Cowboy Boots

Gypsy

Shops

Fun

Classy

Etsy

Flip Flops

Turquoise

Dresses

Old Gringo

Catalog

Shirts

Love

Necklaces

Upcycled Clothing

Jeans

Tunics



Summer fun.. Let's do this. Tees and Tanks.



New Year's Eve Outfit: Time to start planning your NYE...



\$38.00 L&B White Leopard boyfriend jeans LB109 Size 4 thru plus 24.



Tops-Funky Fashions - The Funky Cowgirl



Among the Willow Wagon. Funky-fun fashion with a western...



MM Ranchwear "Taiven" Belt !!! Photos by Debbie Porter!!!



GORGEOUS...



BE FIERCE...



Bandera Sky-cowgirl jewelry, cowgirl pearls, bling, concho...



Just in and fabulous..



Puff saucer, Puff mix, Round and Saucer



THE FUNNY COWGIRL! Raise Em Up



Funky Cowgirl – Fort Madison



Follow

LITTLE PRAIRIE GIRL

18,677 Followers

17,196 Following

littleprairiegirl.com
Cedar Falls, Iowa



Boards Pins Tries



Books Worth Reading
565 Pins



For the Home
146 Pins



Favorite Places & Spaces
0 Pins



christmas
791 Pins



christmas crafts
271 Pins



spring decorating



jewelry
167 Pins



summer
33 Pins



Barns
469 Pins



outdoor decorating
856 Pins

www.pinterest.com/nataliemeester/jewelry/

Little Prairie Girl – Cedar Falls





Instagram

- 400M active **DAILY** users
- Very visual
- Usage has doubled in the last 2 years



Snapchat

- 188M active daily users
- 71% under 34 years old
- Good for younger demographic

How to Use *Instagram* For Business

Instagram is a real-time photo sharing network that makes it easy for your business to become more visible.

[Download Now](#)



gravyhomegoods

Follow



452 posts 2,089 followers 759 following

Gravy Home Goods

Vintage, salvage, and handmade home decor store. Open every Friday, Saturday, and Sunday. 630 Main Street, Jewell, Iowa.

facebook.com/gravyhomegoods

Followed by figandfrolic, broadstreetmarketiowa, junkjubilee + 3 more



Fall 4 Junk



Table



Benches



?



Highlights

POSTS

TAGGED





jethrosbbq Follow

468 posts 3,047 followers 1,149 following

Jethro's BBQ
World Famous Slow Smoked Meats 🍖🍗
NEW App - Order Online Today! #jethrosbbq
bit.ly/2MFBZvf

- Lakehouse ...
- NEW App! ...
- Jambalaya...
- Pork Chop ...
- Ames 🏠
- Bacon B...
- Jake's Stea...

POSTS TAGGED







Mobile Apps



Distrx is a new app that is completely geared toward Main Street Communities across the country. Cedar Falls was fortunate enough to get in on testing of this app and we want to share it with you. It is very easy, you download the app for free from the [Apple Store](#) or [Google Play](#), you will need to sign in and it will find your location, Cedar Falls will pop right up. There are currently 35 locations included on our downtown app from Cup of Joe to Spotlight Boutique and Salon. The great thing about this app is that it does include other communities including Waterloo who just came on board not to mention several throughout the country. Download the app today and experience all it has to offer.

Resources to get you started

- Each network has it's own tips & tools
- Google “How to ...”
- Social Media Examiner
- Local service providers
- Host a workshop locally
- Peer to peer business groups





HOME FREE UPDATES PODCASTS CONFERENCE SOCIETY EVENTS REPORTS STARTING ABOUT

How to Set Up a Shop Section on Your Facebook Page

By [Kristi Hines](#)
April 4, 2016

[Print](#)

Does your business sell products?

Have you considered setting up a shop on Facebook?

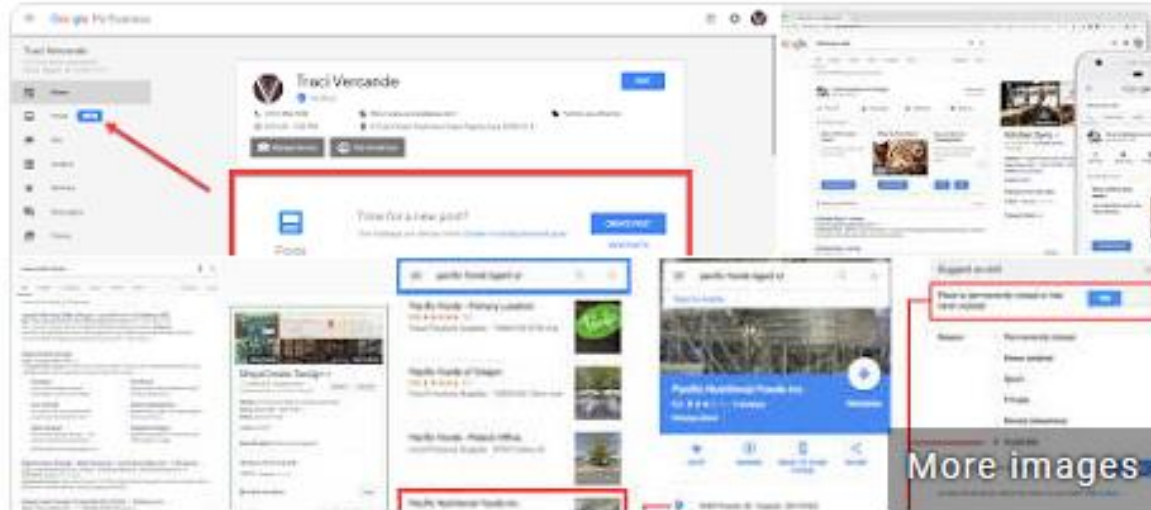
Facebook allows you to add a Shop section to your Facebook



Browse Categories



Join 450,000+ of your peers! Get our latest articles delivered to your email inbox and get the FREE Social Media Marketing Industry Report!



Google My Business listing

Create a **Google My Business Listing**

Step 1: Log into the **Google** Account you want associated with your **business** (or create a **Google** Account if you don't already have one). Step 2: Go to **google.com/business** and select "Start now" in the top right-hand corner. Step 3: Enter your **business** name. Apr 27, 2018

[The Ultimate Guide to Google My Business - HubSpot Blog](https://blog.hubspot.com/marketing/google-my-business)
<https://blog.hubspot.com/marketing/google-my-business>

How to Improve Your Facebook Ads During a Holiday Season



by **MARTIN OCHWAT**

/ OCTOBER 23, 2019

/ [LEAVE A COMMENT](#)



671
SHARES

Do you run seasonal Facebook ads during Christmas, Hanukkah, or any other holiday season? Wondering how to run more successful holiday ad campaigns?

In this article, you'll discover how to warm up an audience and deliver holiday-themed Facebook advertising campaigns.



12 Techniques to Reduce Your Facebook Ad Spend



by **LUKE SMITH**

/ OCTOBER 2, 2019

/ LEAVE A COMMENT



966
SHARES

Do you want to reduce unnecessary spending on your Facebook ads? Looking for a way to audit your work?

In this article, you'll discover how to assess and improve your Facebook ad campaign performance—from first click to landing page conversion.



This week's news



Webinar: Get started with ads

Learn our official best practices for successful campaigns on Pinterest. Whether you're new to Pinterest Ads or just looking for a refresher, this webinar has helpful tips to get the most out of Pinterest.



Holiday retail: Wrap up these Pins

Get ready for holiday shopping—see what's trending in retail apparel and home so you can plan your Pins for the holiday season.

9/12 at 9:30 am PDT

[Register now](#)



Holiday CPG: Serving up holiday Pins

Get the scoop on how consumer-packaged goods businesses are using Pinterest to help customers get ready for the holidays.

9/14 at 9:30 am PDT

[Register now](#)



Holiday travel: Pins, planes, trains and automobiles

Tune in to learn how to meet the holiday travelers of Pinterest at every step of their journey.

9/20 at 9:30 am PDT

[Register now](#)

Note: These webinars will be recorded and available for viewing [here](#) within a

Best Practice Tips . . .

- Know which channels your customers use
- Publish on those channels (87% of marketers use social media as a part of their strategy)
- Think about posting on Saturday or Sunday (40% - 50% fewer posts so less competition in the news feeds!)
- Social Listening – answer questions (Respond to a complaint ASAP)
- Encourage happy customers to post what they like about your product or services (70% of consumers trust brand or product recommendations from friends)
- Good quality photos & videos

Social Customer Service

- Address customer queries
- Address complaints
- Find potential customers
- Customer testimonials

The best marketing you can have is existing customers who tell others about a great experience . . . **Brand Advocates**

Online customer complaints: Keep it fun!



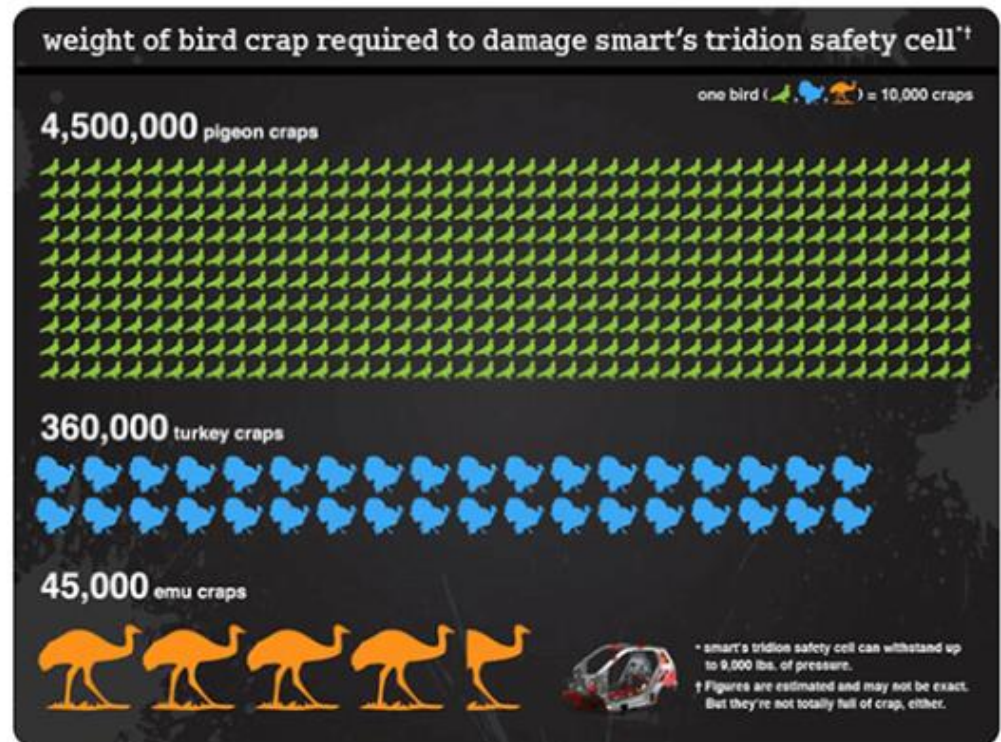
Official smart USA

@smartcarusa

Follow

Replying to [@smithsonian](#)

Couldn't have been one bird, [@smithsonian](#). Sounds more like 4.5 million. (Seriously, we did the math.)

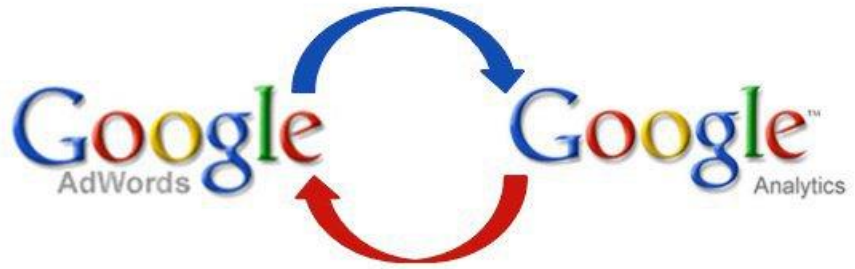


Best Practice Tips . . .

- Follow the 60 -30 -10 Rule
 - 60% content you **SHARE**
 - 30% content you **CREATE**
 - 10% promotional or **CTA** (Call to Action)
- Call to Action
 - Tell them what you want them to do!
 - Sales, special offers & events
 - Give-aways, likes and shares

Best Practice Tips . . .

You MUST look at your analytics!



Get Started TODAY!

- Be professional
- Be “real” in building your brand
- Be consistent!!
- Good quality photos
- Avoid lengthy posts
- Focus on engagement
- Schedule posts – 10 minutes per day
- Use posts to drive customer loyalty





Contact Information

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