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STAFFORD
STONE



SMART
RETAIL
ONLINE

OUR
BEAUTIFUL
BOROUGH



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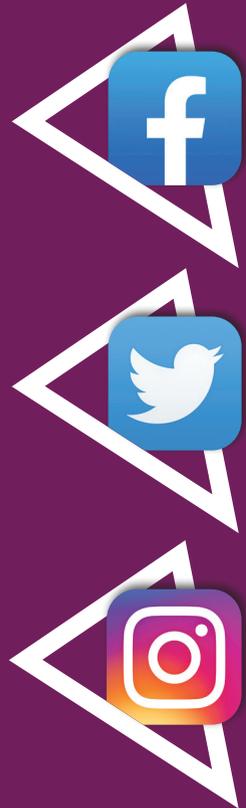
STARTING WITH THE ESSENTIALS

There are plenty of reasons to get your business online. Having a website gives your business instant credibility and makes it easier for customers to find you 24/7. You'll be able to reach more of them and communicate more effectively – spreading brand awareness, increasing sales and building trust.

While your website is a foot in the door of online retail, using social media at the same time opens your business to a whole new world of opportunities.

You should consider using well-established social media channels with a large following, but first ask yourself *'what channels are your customers using?'* and *'what channels are your competitors using?'* Then decide what kind of content you want to create as certain formats may be more suited to particular channels than others.

For most high street retailers, selecting from Facebook, Twitter and Instagram will cover most needs.



**HANDS
FACE
SPACE**

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business.facebook.com



FACEBOOK FOR CUSTOMER ENGAGEMENT

Businesses of all sizes can create a Facebook Page for free. Keep your customers updated with regular stories, posts and events. Encourage transactions with call-to-action buttons and offer customer service through Messenger. Create or join a Group to let more people know about, or engage with, your Page. And by using a combination of free and paid advertising tools, such as Boosted Posts, you'll be able to reach even more prospective customers. Be sure to visit Marketplace too where you'll be able to list products.

SOCIAL MEDIA TIPS

CREATE A STRATEGY FOR EACH RELEVANT SOCIAL MEDIA PLATFORM

BE CONSISTENT AND FOCUSED WITH YOUR MESSAGING

KEEP MESSAGES SHORT, SWEET AND CONVERSATIONAL

REASSURE CUSTOMERS WITH COVID-SAFE MESSAGING – THINK #HANDSFACESPACE

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business.twitter.com



SOCIAL MEDIA TIPS

USE 'HASHTAGS', I.E.
#OURBEAUTIFULBOROUGH,
BUT NO MORE THAN TWO OR
THREE AT A TIME

USE PHOTOS, ANIMATIONS
AND/OR VIDEOS WHENEVER
POSSIBLE

JOIN IN WITH ONLINE
COMMUNITIES AND INTERACT
WITH YOUR CUSTOMERS

SHARE APPROPRIATE
CONTENT CREATED BY
OTHERS – SHARING IS CARING

TWITTER FOR TOPICAL DISCUSSION

Learn the latest, real-time trends and invest in social listening by signing up to Twitter, a platform which connects you and your business with what's happening in the world every day. Build your brand awareness and grow your business by building a strong organic following – no money required! Conversations thrive on Twitter. Connect and engage with new customers, network with partners, hear from your followers and get valuable feedback by running polls and asking questions.

OURBEAUTIFULBOROUGH.CO.UK

#OURBEAUTIFULBOROUGH

business.instagram.com



INSTAGRAM FOR THE IMAGE CONSCIOUS

Instagram is a photo and video sharing app used by customers who want to get inspired, find and explore interests, share passions and create connections. You can help them by turning your own free Instagram business account into a virtual shopfront where they can discover your website or shop, make a reservation, book tickets or take other specific actions. The Promote button will allow you to reach more people while you can also access insights about your business profile and how well your posts are performing.

SOCIAL MEDIA TIPS

SHOW THE PERSONAL SIDE
OF YOUR BUSINESS – SHARE
PICTURES OF YOUR TEAM

INVOLVE YOUR ENTIRE TEAM.
ENCOURAGE EMPLOYEES TO
CONTRIBUTE WITH CONTENT

MAKE USE OF YOUR DATA.
'INSIGHTS' TELL YOU HOW
WELL YOUR AUDIENCE IS
INTERACTING WITH YOU

HAVE FUN! IT'S YOUR
BUSINESS SO BE CONFIDENT
WITH YOUR CONTENT

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IT'S TIME TO SHARE OUR STORY

Stafford Borough Council are actively encouraging retailers and business owners to engage with customers even when the shutters are down. Social media offers you a great chance to showcase your virtual shop window and to continue building those all-important customer relationships. So join us online and remember to use the new hashtag – #ourbeautifulborough – on all your photos, stories and promotions.



European Union
European Regional
Development Fund



HM Government