



FINE FOOD & DRINK

STAFFORD BOROUGH

OUR
BEAUTIFUL
BOROUGH

SELLING FOOD & DRINK VIA SOCIAL MEDIA

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. Using social media at the same time opens your business to a whole new world of opportunities. 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.



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FACEBOOK

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.

www.facebook.com

TWITTER

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.

www.twitter.com

INSTAGRAM

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 shop front 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.

www.instagram.com

YOUTUBE

By utilising YouTube as part of your marketing strategy you're also increasing the authority of your website, so Google will rank all your pages higher in search results. Consistently creating video content opens the door to new visitors who would never come across your business any other way. Videos with a personal touch help to increase conversions. People buy from those they trust, and that trust is built by you relating to them on an emotional level. Research shows if you drive traffic to a landing page with a video of a person in the company speaking about the product or service, it can dramatically increase your list of leads and sales.

www.youtube.com

TIKTOK

From chefs concocting mouthwatering meals to sommeliers pouring a fine wine, TikTok enables you to share inspiration with online followers in the shape of fun-infused three minute short videos. The informality of TikTok opens a whole new level of connection with your target audience. For business owners, one of the most important things you can have is exposure - the more exposure you have, the better chance you're going to have in retaining customers, getting new ones, and building overall brand awareness.

www.tiktok.com

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. Use photos, animations and/or videos whenever possible. Show the personal side of your business – share pictures of your team. Encourage employees to contribute with content. Have fun! It's your business so be confident with your content.



HM Government



SOURCE: HUBSPOT / HOOTSUITE