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Social Media for Retail Dealers

Social Media Marketing Best Practices | 2019





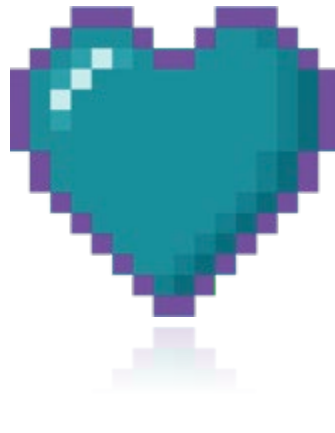
Agenda



Why Social?



Addressing
Common
Concerns



Getting the Most
Out of Social
Media



Content



Q&A



Why Should My Store Use Social Media?



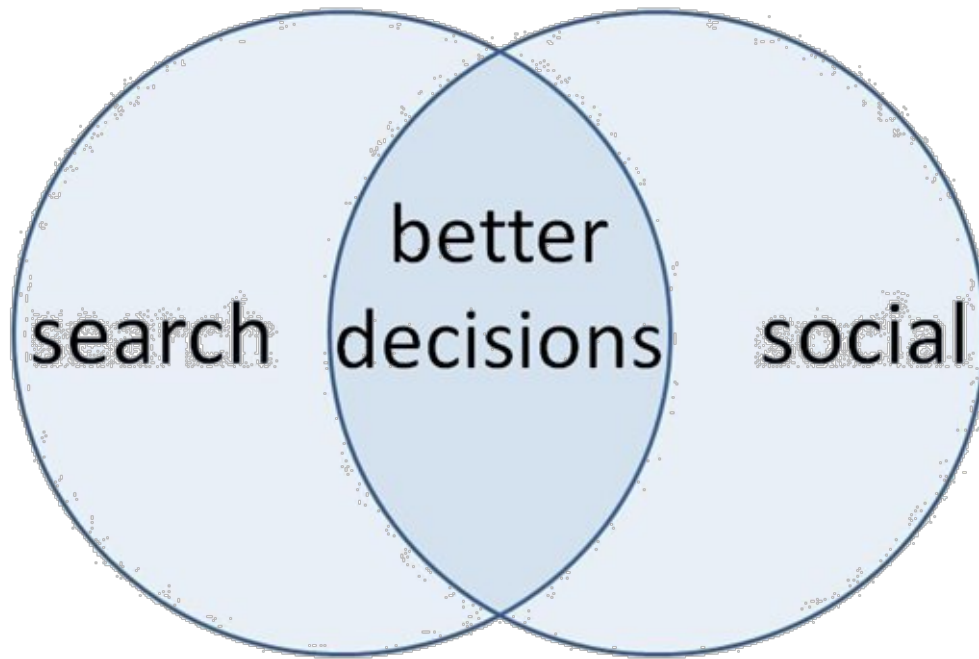
Word of Mouth



Social media is a form of Word of Mouth (WOM) marketing. It keeps you top of mind with customers, who influence their friends, neighbors and others.



Why Should My Store Use Social Media



By incorporating people's social connections, search engines are trying to help them make the best decisions possible.



Concerns About Social Media



We Don't Have Time

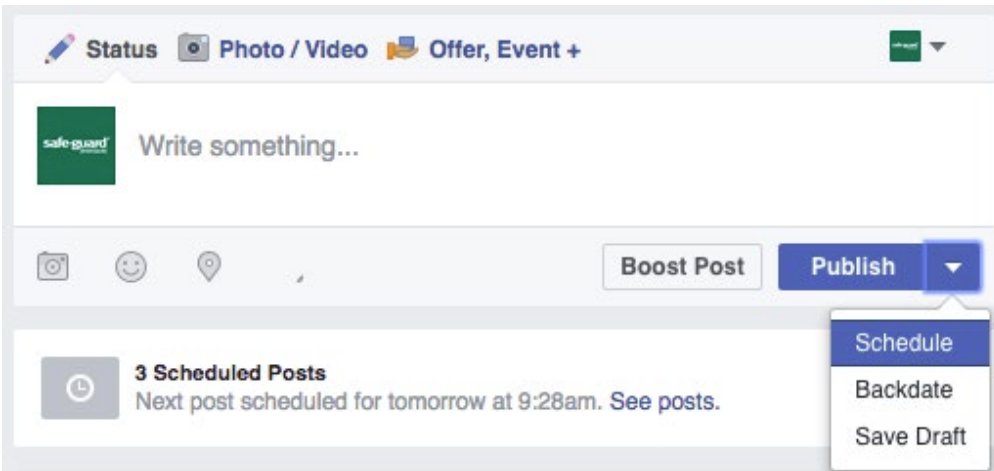


- By setting aside one hour per week, **you can schedule all the content for seven days.**
- Checking social media for messages is like checking voicemail in the morning. Ten minutes to check on messages and respond to posts received.
- Make sure to only create as many profiles as you can maintain.
 - For example, if you have multiple locations, you may be well served to create one profile for the business, and then call out location-specific events and promotions when applicable.



Facebook Scheduler

- The Facebook Scheduler is baked right into your brand page; schedule posts all at once to maximize time.
- Images can be attached
- Promoted posts can be scheduled





How Much Should We Post?



- Post at least once a day but not more than twice
- Posting more than 3x a day will typically cause an uptick in un-“Likes”
- Check out the “Posts” section on the Facebook “Insights” tab to find out when the majority of your page’s fans are online and schedule posts accordingly



People Will Ask Questions



- Don't just ignore – respond!
- Responding to a customer is an opportunity to connect with them
- Have canned responses in your tool kit to help provide timely responses



Negative Customers Will Post



- Respond to all posts, even the grumps
- Monitor for response to your comment
- Try to move customers to call, email or Facebook private messaging
- Posts can be hidden, so only the person who posted and the page admin can see the post
- Ban users when necessary



To Ban or Not to Ban?

Now this is only visible to the person who wrote it and their friends.

[Unhide](#) · [Delete](#) · [Report](#) · [Ban Barbar Horn](#)

- Banning a user permanently removes their ability to post on your wall, though you can “unban”
- Use freely with spammers
- Avoid using as a customer service response
- Only for when users are posting incorrect, inflammatory or inappropriate content

MORE

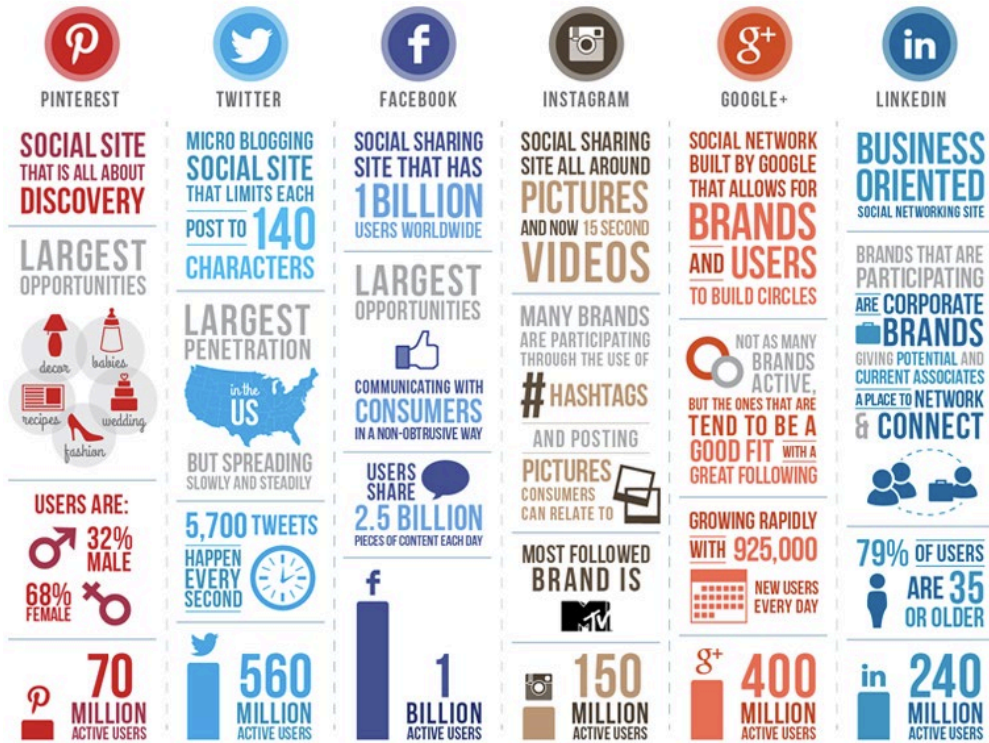
Merck Animal Health Official Retail Expert



How Your Store Can Get the Most Out of Social Media



So Many Platforms...



- Understand who is using which platform
- Create only as many profiles as you can maintain
- Be informed about advertising costs, which vary platform to platform
- For most stores, Facebook is the best place to start


Designed by: Leverage - leverageemagenmedia.com



Cross-Platform Content


TheHorse.com
July 4 at 8:00am · 🌐

What precautions, if any, do you take when feeding your horses a new batch of hay?



[Save](#) [Like](#) [Send](#) ...

Tips for Feeding New Hay
Be sure new hay is dry and free of dust and mold, and always introduce it to horses' diets slowly.
THEHORSE.COM



Saved from [thehorse.com](#) [Visit](#)

Comments ▾

The Horse saved to **Feeding Horses** 3d
Tips for Feeding New Hay - TheHorse.com | Be sure new hay is dry and free of dust and mold, and always introduce it to horses' diets slowly. #horses #horsehealth #hay #feedinghorses #TheHorse

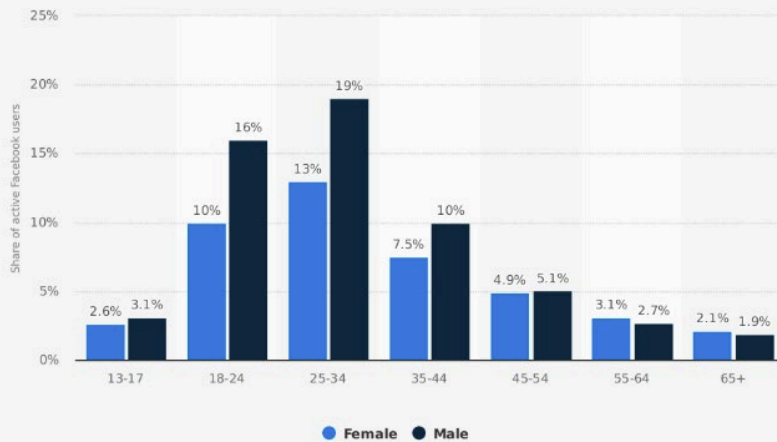
Think cross-platform:

- A great way to save time and be active is to use content across platforms.
- The customer's horse, pet or livestock photo you share on Facebook is also perfect for Instagram and Twitter!



About Facebook

Distribution of Facebook users worldwide as of April 2019, by age and gender



Sources

We Are Social; Hootsuite; Facebook;
DataReportal
© Statista 2019

Additional Information:

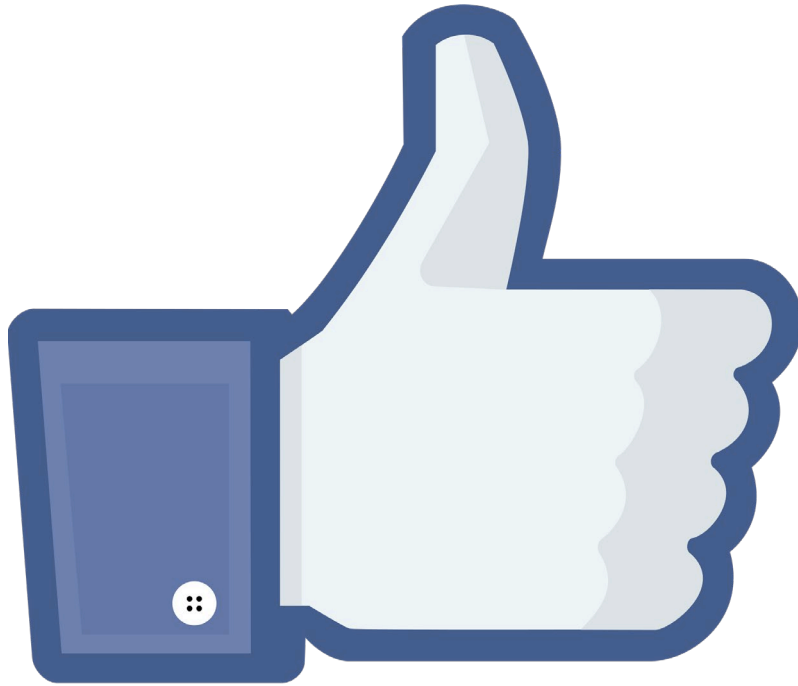
Worldwide; Facebook; DataReportal; April 2019; 13 years and older; based on addressable ad audience

FACEBOOK AUDIENCE INSIGHTS:

- 53% are female; 47% male
- 72% of FB users are age 50-64
- 88% of online users age 18-29 are on FB
- A first priority for any practice setting up a social media presence is to understand its page audience demographics



Getting Liked



- When you first join, send an email out to staff and friends asking them to “Like” the page
- Add link to take-home information for customers
- Create regular content that inspires people to share
- Create a Facebook ad campaign

Though optional, Facebook ads are the #1 source for Likes



Why Getting Liked Matters

Post Details


Reported stats may be delayed from what appears on posts

Safe-Guard Equine
Published by DK Stewart [?] · May 26 · ✨

Vaccine Spotlight: Herpesvirus

Both Equine Herpes Virus-1 (EHV-1) and Equine Herpes Virus-4 (EHV-4) spread via coughing horses, by direct and indirect contact with nasal secretions. In the case of EHV-1 abortions, infection can spread via aborted fetuses, placenta and fetal/placental fluids. Horses can have latent infections and may not show clinical signs but may experience reactivation of infection and shed the virus when stressed. Those factors compromise efforts to control these diseases and explain why outbreaks of EHV-1 or EHV-4 can occur in closed populations. Clinical signs include fever, lethargy, anorexia, nasal discharge and cough.

Vaccination is the most effective and economical way to prevent against these diseases. Get vaccinating right. Learn more at www.getvaccinatingright.com.



24,731 people reached

View Results

1.3K

15 Comments 201 Shares

Like Comment Share Hootlet

24,731 People Reached		
1,678 Reactions, Comments & Shares		
1,402 Like	1,353 On Post	49 On Shares
18 Love	16 On Post	2 On Shares
18 Wow	17 On Post	1 On Shares
8 Sad	5 On Post	3 On Shares
28 Comments	18 On Post	10 On Shares
204 Shares	201 On Post	3 On Shares
891 Post Clicks		
206 Photo Views	52 Link Clicks	633 Other Clicks
NEGATIVE FEEDBACK		
4 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

- People who “Like” your store’s Facebook page (aka Facebook followers) are now eligible to see your store’s Facebook posts
- If one of those Facebook followers likes, comments on, or shares your post it then has a chance to be seen by their Facebook friends

This is how social media word of mouth works.



Facebook Advertising

Campaign: Choose your objective. Switch to Quick Creation

What's your marketing objective? Help: Choosing an Objective

Awareness	Consideration	Conversion
<ul style="list-style-type: none"> Brand awareness 	<ul style="list-style-type: none"> Traffic 	<ul style="list-style-type: none"> Conversions
<ul style="list-style-type: none"> Reach 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Engagement 	<ul style="list-style-type: none"> Catalog sales
	<ul style="list-style-type: none"> App installs 	<ul style="list-style-type: none"> Store traffic
	<ul style="list-style-type: none"> Video views 	
	<ul style="list-style-type: none"> Lead generation 	
	<ul style="list-style-type: none"> Messages 	

- Facebook Advertising is how pages grow and get noticed
- Campaigns can be run for as little as \$1 per day
- Grow not only page Likes, but engagement as well!

Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

Post engagement
 Page likes
 Event responses

Campaign Name

Create A/B Test A/B test your creative, placement, audience, and delivery optimization strategies

Campaign Budget Optimization Optimize budget across ad sets

Campaign Budget

Actual amount spent daily may vary.



Facebook Advertising

Suggested Page

 **Safe-Guard Equine**
Sponsored

Love horses? Like our page for the latest in horse health and wellness!



Safe-Guard Equine
Product/Service
164,592 people like this



Refresh preview • Report a problem with this preview

 **Safe-Guard Equine**
Sponsored · 🌐 ...

If your canine companion is the outdoorsy type, Safe-Guard® (fenbendazole) can help keep them protected! With it's 4-in-1 protection, Safe-Guard® Canine Dewormer treats and controls roundworms, hookworms, ... [More](#)



SAFE-GUARD-FOR-DOGS.COM
Safe-Guard® | Better safe than sorry

  186 2 Comments 12 Shares

 Like  Comment  Share

There are 3 basic types of Facebook ads:

- Right Column Ads
- News Feed Ads
- Promoted Posts



Promoted Posts


Post Details

Safe-Guard Equine
Published by DK Stewart [?] · April 23 at 8:30 AM · 🌐

Spring Vaccine Spotlight: Tetanus

Tetanus is not a contagious disease but is the result of Clostridium tetani infection of puncture wounds (particularly those involving the foot or muscle), open lacerations, surgical incisions, exposed tissues such as the umbilicus of foals and reproductive tract of the postpartum mare.

Tetanus toxoid is a disease included in the core equine vaccines list of the AAEP vaccine guidelines indicated for use in all horses. Tetanus toxin affects t... [See More](#)



Performance for Your Post

16,775 People Reached

3,485 Reactions, Comments & Shares

2,608 Like	2,468 On Post	140 On Shares
392 Love	371 On Post	21 On Shares
32 Wow	31 On Post	1 On Shares
9 Sad	9 On Post	0 On Shares
65 Comments	48 On Post	17 On Shares
382 Shares	381 On Post	1 On Shares

498 Post Clicks

246 Photo Views	0 Link Clicks	252 Other Clicks
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NEGATIVE FEEDBACK

10 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

- Facebook Promoted Posts are also called Boosted Posts
- Promoting (or boosting) a post increases the likelihood that it will be seen on Facebook newsfeeds



Promoted Posts Restrictions

Boost Post ● Not Approved | [Delete Promotion](#)

Your Boosted Post's Reach May Be Lower
You may reach fewer people because there's too much text in the post image. Facebook prefers images with little or no text in boosted posts and ads. [Get guidance](#) on reducing image text.

OVERVIEW EDIT PROMOTION

Ad Not Approved
Your post is still published on your Page, but it is no longer boosted because it doesn't follow Facebook's Advertising Policies.

Order Summary

- You are targeting **men and women, ages 18 - 65+** who live in **1 location** and have **9 interests**.
[Show full summary](#)
- This promotion ended **44 days** ago.
- Your total budget for this promotion is **\$30.00**.

Want to make a change? [Edit Promotion](#)

Safe-Guard Equine
Sponsored ·

Safe-Guard® (fenbendazole) can help protect your canine companions, too!

With its 4-in-1 protection, Safe-Guard® Canine Dewormer treats and controls more worm types than any other over-the-counter deworming...
[More](#)

Safe-guard | Better safe than sorry
Canine intestinal worms can infect your family. Prot...
[safe-guard-for-dogs.com](#)

Charisse Moser and 6 others


Like Comment Share

- Use images with less than 20% text
- Keep in mind that logos and slogans are also counted as text
- To stay within the 20% guidelines, use the grid tool



Targeting Users

Boost Post


Your customers are on Facebook.
Boost your post so they **know about your business.**

AUDIENCE

People who like your Page [?]
 People who like your Page and their friends [?]
 People you choose through targeting [?]

General ▾

[Edit Audience](#) | [Create New Audience](#)

Location:
United States

Interests:
Pony, Show jumping, Rodeo, Cutting (sport), English ri...

Age:
18 - 65+

Target Facebook Ads and Promoted Posts by:

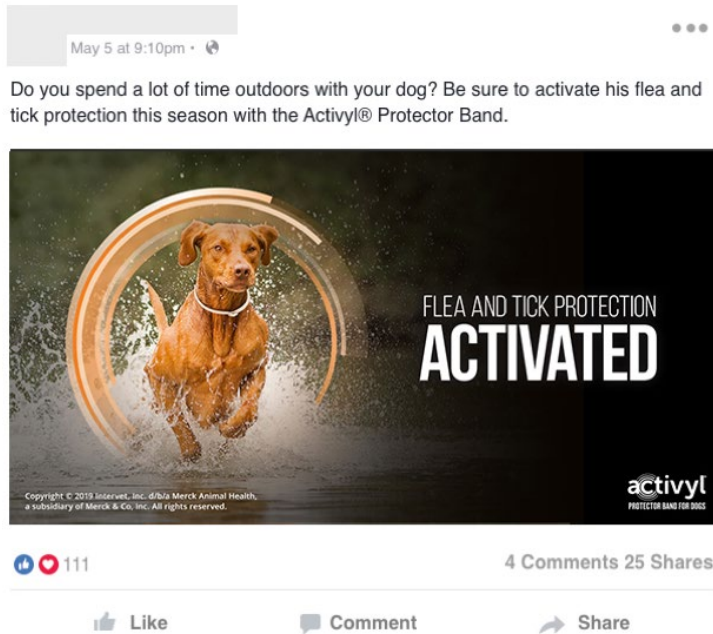
- City and surrounding radius or zip code(s)
- Gender, age, workplace
- Likes and interests
 - Horse, pet, livestock ownership
 - Other pages (TheHorse.com and AA-EVT)



Wondering What Your Store Should Say on Social?



Image-Fused Content



Images are essential:

- 87% of a Facebook page's engagement happens on posts with images
- Facebook posts with less than 250 characters get 60% more engagement



Video Content

Video Content is Trending Up

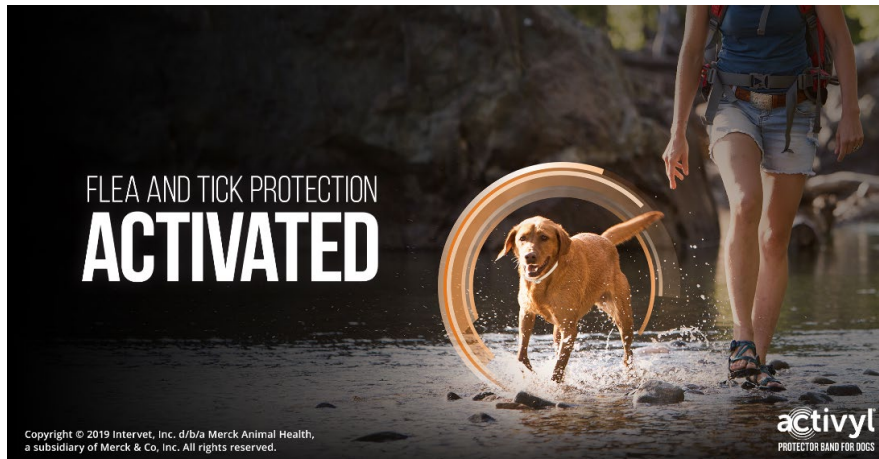
- Video posts get more shares than any other type of post
 - Average 89.5 shares
 - Social Media Today, Feb. 5, 2019
- Average engagement rate for Facebook video posts is 6.01%
- Videos with captions increase viewing time by an average 12%
 - AdEspresso by Hootsuite, December 2018



What People “Like”

Content people like:

- Video content
- Image-based content
- Information that is relevant to your area
- Product offers
- Staff highlights (with their horses or pets, of course)
- Store specials or sales
- Featured products





Friendly Reminders

Maximize growth potential in beef calves



RALGRO[®]
(zeraⁿol)

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- Facebook updates, Twitter posts and other social messaging can help remind customers to check out seasonal products



Engaging Content



Safe-Guard Equine

Published by DK Stewart [?] · July 11 at 10:43am · ✱

Case of the Mondays? This might help. Here are the Editors' Picks from the 2016 Fly Mask Mishap reader submission contest with TheHorse.com.



2016 Fly Mask Mishap Contest: Editors' Picks

Readers submitted photos of their horses' worn, torn, and destroyed fly masks. Here are some of our favorites.

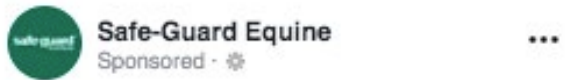
THEHORSE.COM

Content designed to engage:

- Inspirational stories
- Charitable work
- Funny videos, adorable images
- Fun posts



Customer's Pet & Animal Images



It's National Dog Day! How will you celebrate with your canine companions?
#NationalDogDay



311 5 Comments 25 Shares

Like Comment Share

Refresh preview • Report a problem with this preview

Adorable content presents itself everyday!

- You can handle customer images in a number of ways:
 - Asking to share pictures taken by staff
 - Sharing pets posted to wall
 - Signed release at time photo was taken in store



Customer's Pet & Animal Images



Best practices for sharing images:

- Be very cautious about using an image with children with animals. You only want to encourage children engaging with animals in a safe manner.
- Credit the owner with first name, last initial
- If they shared on your wall, leave a comment letting them know you used their photo!



Celebrate Pet Holidays

Day or Month	Pet Celebration/Awareness/Holiday/Event
January 22	National Answer Your Cat's Question Day
February	National Cat Health Month
February 20	National Love Your Pet Day
February 22	National Walk a Dog Day
March 23	National Puppy Day / Cuddly Kitten Day
March 28	Respect Your Cat Day
April 10	National Hug Your Dog Day
April 11	National Pet Day
April 26	National Kids & Pets Day
April 27	World Veterinary Day
May	National Pet Month
May 5-11	National Pet Week National Be Kind to Animals Week
May 11	National Dog Mom's Day
May 11	National Animal Disaster Preparedness Day
May 30	International Hug Your Cat Day
June	National Pet Preparedness Month
June 2-8	Pet Appreciation Week
June 4	Hug Your Cat Day
June 8	Best Friends Day
June 9	World Pet Memorial Day
June 17-21	Take Your Pet to Work Week
June 17	Take Your Cat to Work Week
June 21	Take Your Dog to Work Week

June 21	Dog Party Day
June 24	Cat World Domination Day
July 11	All-American Pet Photo Day
July 15	National Pet Fire Safety Day
July 31	National Mutt Day
August 4-10	International Assistance Dog Week
August 5	Work Like a Dog Day
August 8	International Cat Day
August 10	National Spoil Your Dog Day
August 17	National Black Cat Day
August 22	National Take Your Cat to the Vet Day
August 26	National Dog Day
September	National Service Dog Month
September 22-28	National Dog Week
September 28	World Rabies Day
October	National Pet Wellness Month
October 4	World Animal Day / World Pets Day
October (1st week)	National Walk Your Dog Week
October 9	National Pet Obesity Awareness Day
October 13-19	National Veterinary Technician Week
October 29	National Cat Day
November	National Senior Dog Month
December	National Cat Lovers' Month
December 2 & July 31	National Mutt Day
December 15	National Cat Herder's Day

Content designed to engage:

- Fun posts that celebrate pets
- Pet parents love to share photos of pet





Celebrate Horse Holidays

Day or Month	Horse Celebration/Awareness/Holiday/Event
January 21	National Hug a Horse Day
March 3	National Horse Protection Day
March 14	National Ag Day
April 10	National Farm Animals Day
April 26	National Help a Horse Day
April 27	World Veterinary Day
May 5-11	National Be Kind to Animals Week
September (3rd week)	National Farm Animals Awareness Week
September 28	World Rabies Day
October 4	World Animal Day
October 12	National Farmers Day
October 13-19	National Veterinary Technician Week
December 13	National Day of the Horse

Content designed to engage:

- Fun posts that celebrate people's love for their horse



Celebrate Livestock Holidays

Day or Month	Livestock Celebration/Awareness/Holiday/Event
January 11	National Milk Day
March 1 or 21	National Pig Day
March 14	National Ag Day
April 10	National Farm Animals Day
April 27	World Veterinary Day
May	National Beef Month
May 5-11	National Be Kind to Animals Week
May 22	National Goat Day
June	National Dairy Month
June 1	World Milk Day
June (2nd to 3rd Saturday)	National Dairy Goat Awareness Week
June 10	International Black Cow Day
June 12	National Dairy Goat Awareness Day
July 22	National Beef Day
September (3rd week)	National Farm Animals Awareness Week
September 28	World Rabies Day
October	National Pork Month
October 4	World Animal Day
October 12	National Farmers Day
October 13-19	National Veterinary Technician Week

Content designed to engage:

- Fun posts that celebrate livestock and those who raise them



Keep your “eyes on the enterprise”
in how you think about social.
**Be nimble, responsive and
accountable.**

MORE

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Thank You

