



IT'S YOUR TIME TO SHINE ONLINE!

Connect with your customers through meaningful content.

With Crystal Vilkaitis

Momentum!

**I'm Rooted in Retail and in
Social Media**

the
MAIN STAGE



Ariana Huffington



Nathan Turner



Tiana Velewood



Bethenny Frankel



Jade Hicks



Crystal Viskits



It's my passion to help
you be **more visible.**



OVERVIEW

- Why social media doesn't get done
- The Attention Economy
- Social Media Routine
- Newest updates to top platforms
- How to overcome social media resistance
- The Retailer's Roadmap to Simplified Marketing





Why social media **doesn't get
done**/get done well?

1. RESISTANCE

- Limited resources
- Lack of expertise
- Fear of failure
- Didn't work in the past
- Over-reliance on word-of-mouth
- Technology
- Comparing ourselves to others



2. NO PLAN

Fail to plan, plan to fail.



3. NO SYSTEM



I BELIEVE TO SUCCEED YOU NEED:

- **Clarity** on what you want to achieve
- **Courage** to take action
- **Commitment** to a plan
- **Consistency** through a system
- **Help!** A team to support you





Social can be simple!

The Attention Economy

A decorative graphic in the top right corner consisting of a light blue L-shaped line that transitions into a darker blue chevron pointing downwards and to the right.

The average human
has an attention span
of just **8.25 seconds**
according to recent
studies - **4.25 seconds**
less than in 2000.

Source: Cross River Therapy

**The average person
picks up their phone
more than 1,500 times
a week - that's once
every 5.5 minutes!**

Source: Cross River Therapy

A decorative graphic in the top right corner consisting of several overlapping blue geometric shapes, including a large 'L' shape and a chevron, in varying shades of blue.

**The phone takes up, on
average, 3 hours and 16
minutes of someone's day.**

Source: Cross River Therapy

GET IN BED WITH YOUR CUSTOMERS!





You need to **capture the
attention** of your customers.

BUY NOW! BUY NOW! BUY NOW!

- Interruption!
- Like everyone else
- Forgettable



THE SOCIAL MEDIA ROUTINE

1. Clarify
2. Commit
3. Manage
4. Amplify
5. Learn
6. EVOLVE



1. CLARIFY



2. COMMIT

“You can’t build a reputation on what you are going to do.”

- Henry Ford



3. MANAGE

RETAILER'S ROADMAP TO SIMPLIFIED MARKETING



Build a Strong Foundation:
Build a superstructure on a strong foundation.



Create Meaningful Content: Connect with customers 24-7 with scroll stopping posts.

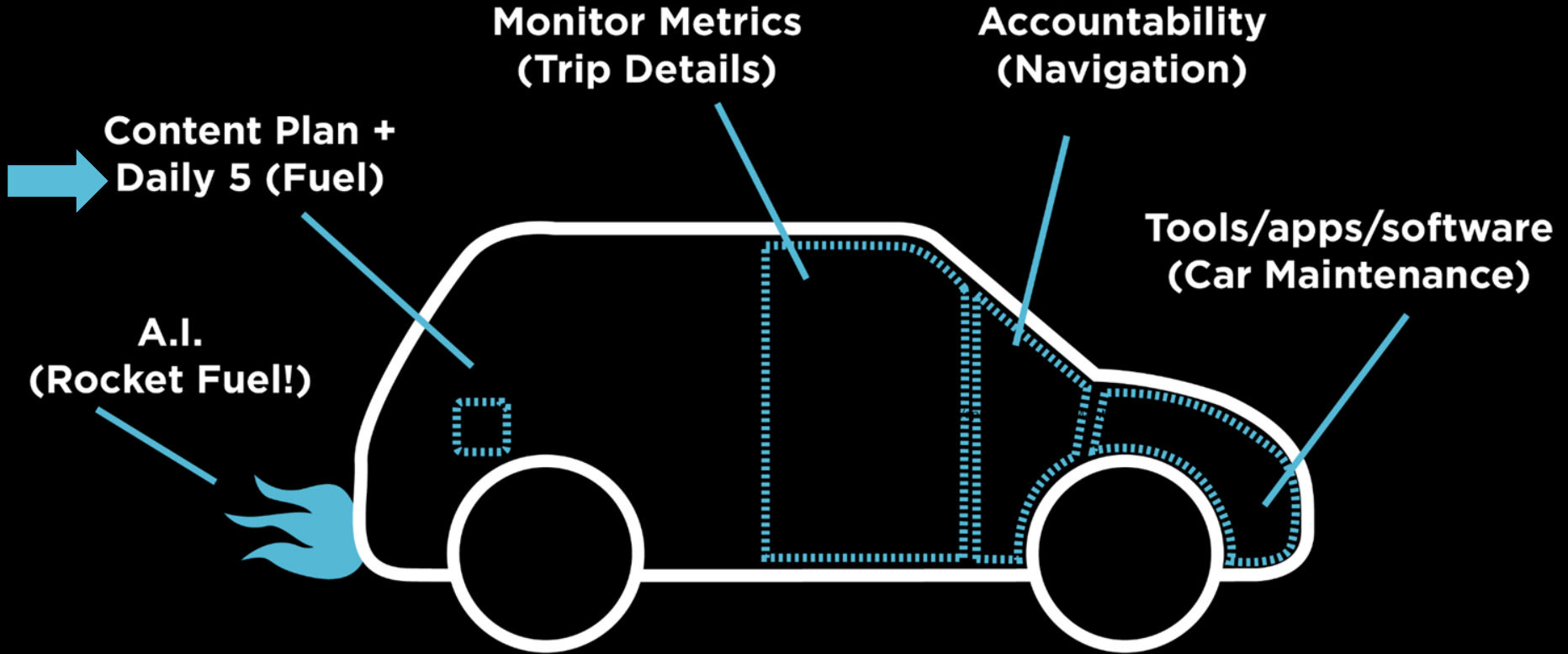


Streamline Processes:
Ongoing systems to maintain consistency and save time.



Amplify Your Results:
Grow your efforts and scale your business.

MANAGING



The Daily 5

- 
1. Think of your favorite customer

The Daily 5

- 
1. Think of your favorite customer
 2. Be you!

The Daily 5

- 
1. Think of your favorite customer
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 3. Jump right in

The Daily 5

- 
1. Think of your favorite customer
 2. Be you!
 3. Jump right in
 4. S.H.A.R.E.

S.H.A.R.E.

- 
- S - Story
 - H - Human
 - A - Arrivals
 - R - Relevant
 - E - Events

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The Daily 5

1. Think of your favorite customer
2. Be you!
3. Jump right in
4. S.H.A.R.E.
5. Engage

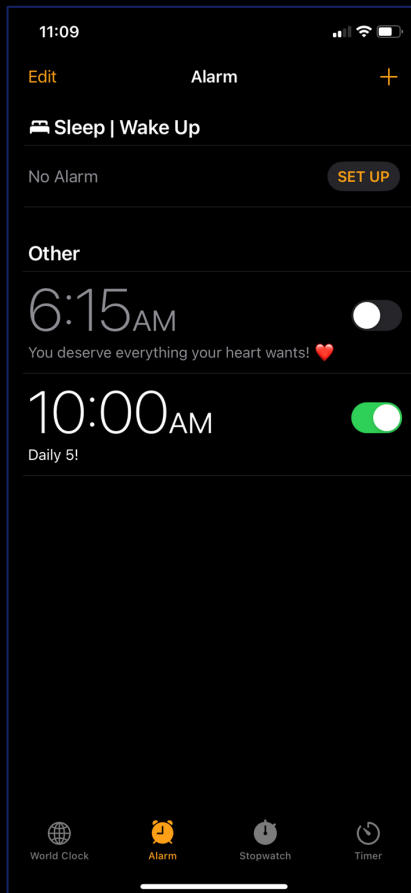


THE DAILY 5

1. Think of your favorite customer (PCGs)
2. Be You!
3. Jump right in!
4. S.H.A.R.E
5. Engage



CREATE A CUE



Approach Your Marketing as a **System**





See it - Clarity

Do it - Action

Repeat it - Habit - create real change

This is simple. But it's not easy.

4. AMPLIFY

- 
- A blue hexagonal graphic with a gradient, transitioning from light blue at the top to dark blue at the bottom, positioned on the left side of the slide.
- Different content types

4. AMPLIFY

- 
- Different content types
 - Increase frequency

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 - More platforms

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- UGC (User-generated content)



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- UGC (User-generated content)
- Paid advertising



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- More platforms
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- UGC (User-generated content)
- Paid advertising
- Team



#5: Stay Up-To-Date



INSTAGRAM

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- A blue hexagonal graphic with a gradient, transitioning from light blue at the top to dark blue at the bottom, positioned on the left side of the slide.
- Post to the grid everyday

INSTAGRAM



- Post to the grid everyday
- 6 stories/day

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 - Favorites vertical videos, no black borders

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 - Not pushing Reels as much if they're created in Capcut or from TikTok

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- Use Green Screen filter, Polls, AMA



INSTAGRAM

- Post to the grid everyday
- 6 stories/day
- Favorites vertical videos, no black borders
- Not pushing Reels as much if they're created in Capcut or from TikTok
- 3 hashtags, 5 tops
- Use Green Screen filter, Polls, AMA
- Be a good citizen



TRENDS



crystalmediaco

Following Message + ...

1,991 posts 4,620 followers 2,907 following

Crystal Media
Advertising/Marketing
We help indie retailers ✨ shine online ✨ through social media education and ads management.
💙
Listen in weekly to the Rooted In Retail podcast 🎧
www.crystalmediaco.com/subscribe + 4
Followed by oohlalamb, cvdwatson, glynmawrthelocal + 196 more

Trend Report

Press

The CM Team

Insider

Marketing Ti...

Blog

FACEBOOK

- 
- A blue hexagonal graphic with a gradient, transitioning from light blue at the top to dark blue at the bottom, positioned on the left side of the slide.
- Post weekly/daily Reels

FACEBOOK

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- Post weekly/daily Reels
 - Daily Stories with Engagement Stickers

FACEBOOK

- 
- Post weekly/daily Reels
 - Daily Stories with Engagement Stickers
 - Reels coming to Groups

FACEBOOK

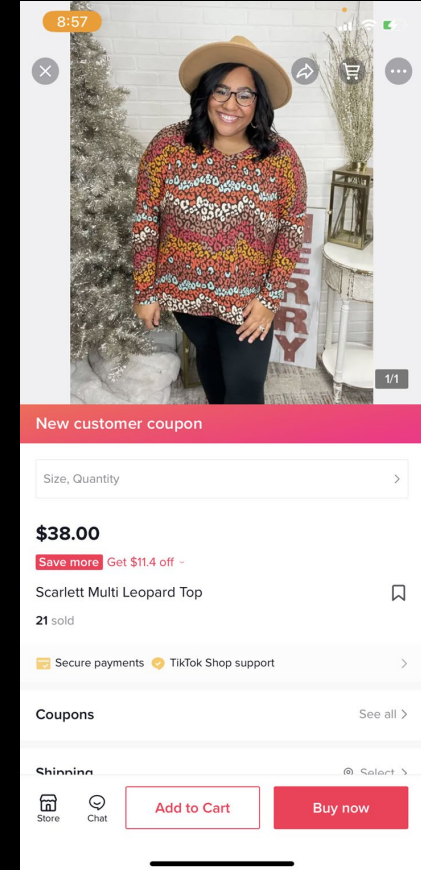
- 
- Post weekly/daily Reels
 - Daily Stories with Engagement Stickers
 - Reels coming to Groups
 - Leverage Ads

FACEBOOK

- Post weekly/daily Reels
- Daily Stories with Engagement Stickers
- Reels coming to Groups
- Leverage Ads
- @everyone in Groups

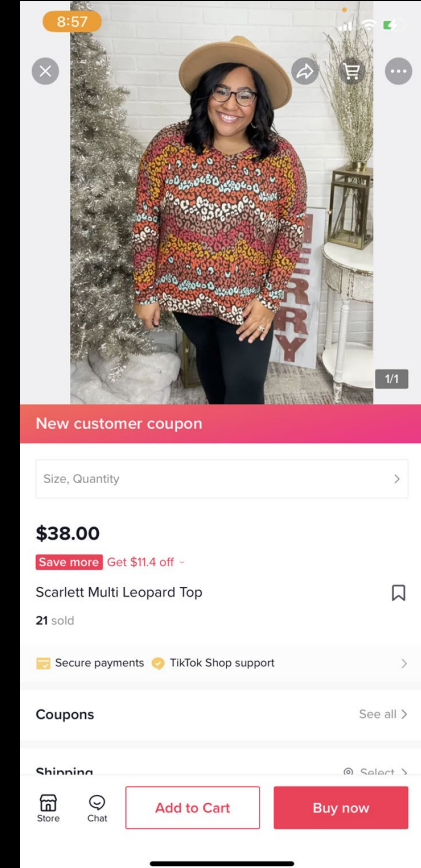
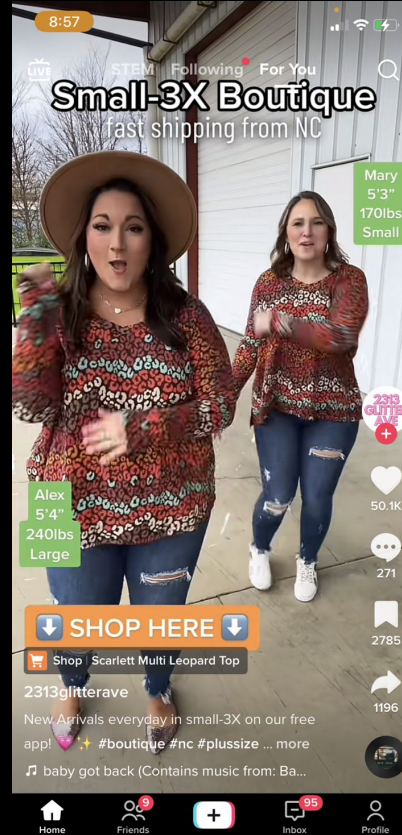
TIKTOK

• TikTok Shopping



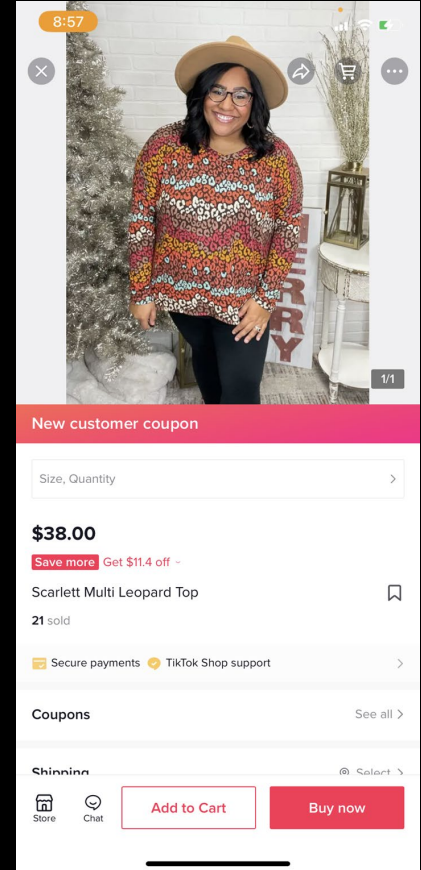
TIKTOK

- TikTok Shopping
- At least daily feed posts



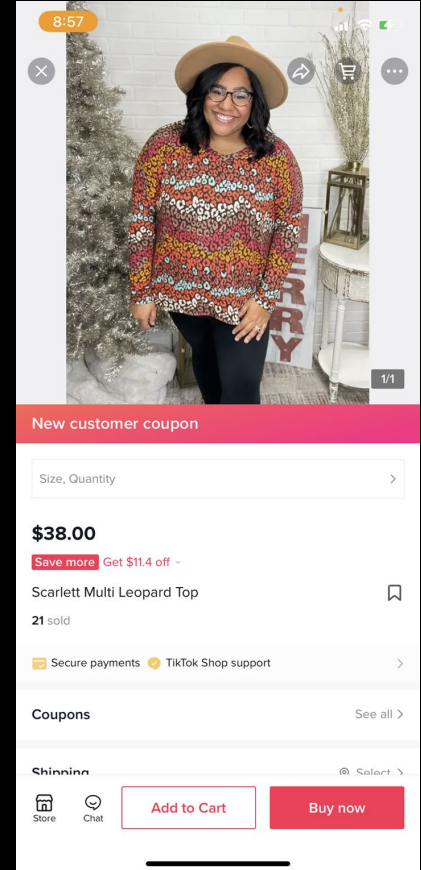
TIKTOK

- TikTok Shopping
- At least daily feed posts
- Carousels



TIKTOK

- TikTok Shopping
- At least daily feed posts
- Carousels
- Always new Trends and Challenges



5. STAY UP-TO-DATE

crystalmediaco.com/rise

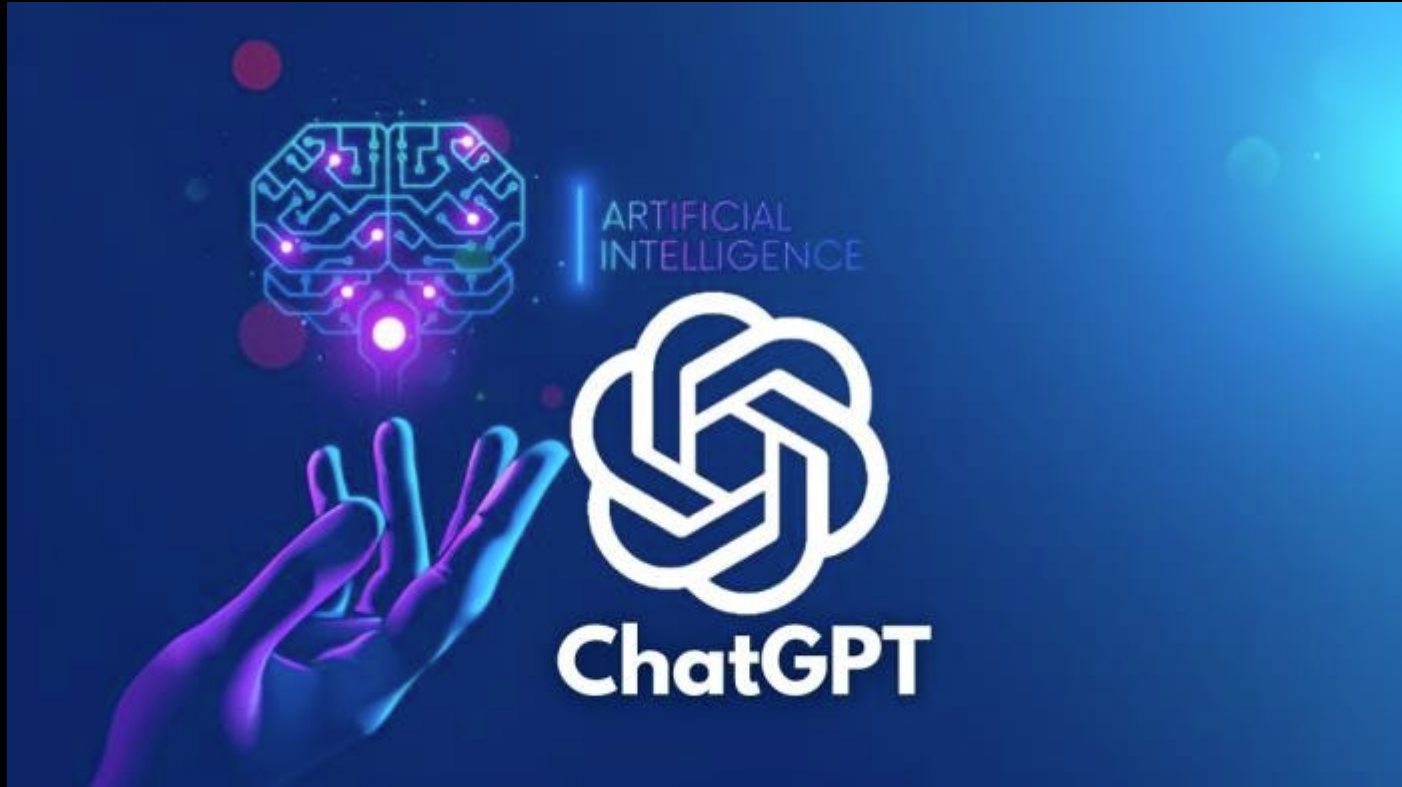


6. EVOLVE

***“We won’t recognize
marketing in two years.”-
Mark Schaefer***



YOUR NEW EMPLOYEE: Assistant, Content Creator, Copywriter and More





Growth
Mindset

THE SOCIAL MEDIA ROUTINE

1. Clarify
2. Commit
3. Manage
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WHAT HOLDS RETAILERS BACK?

- Resistance
- No plan
- No system
- No accountability
- Lack of knowledge
- Lack of support



The **#1 Thing** Holding
Retailers Back...



RESISTANCE
= FEAR



FEAR OF...

- Success
- Failure
- Visibility
- The Unknown
- How we'll look/sound
- Messing Up
- Technology

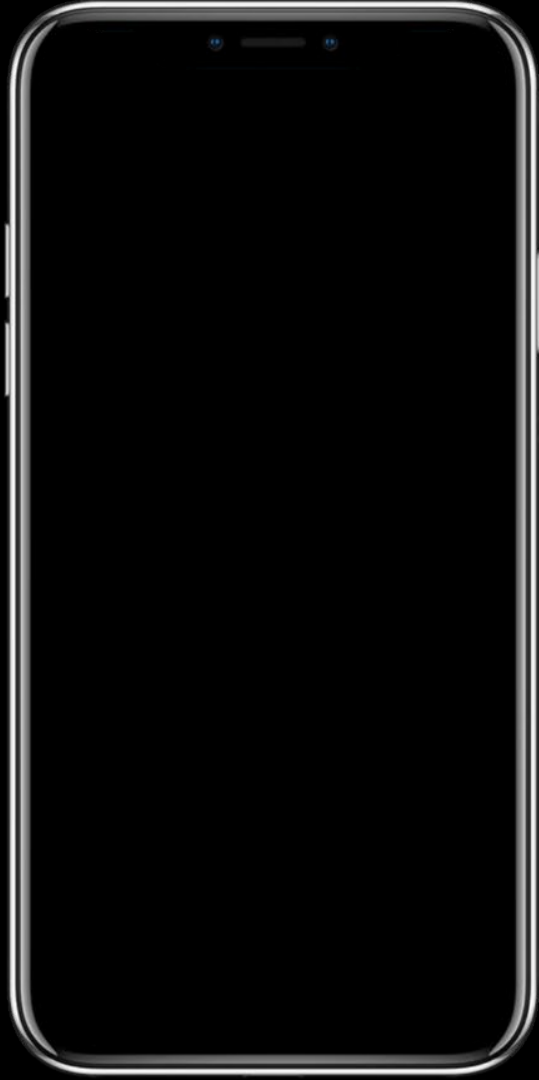


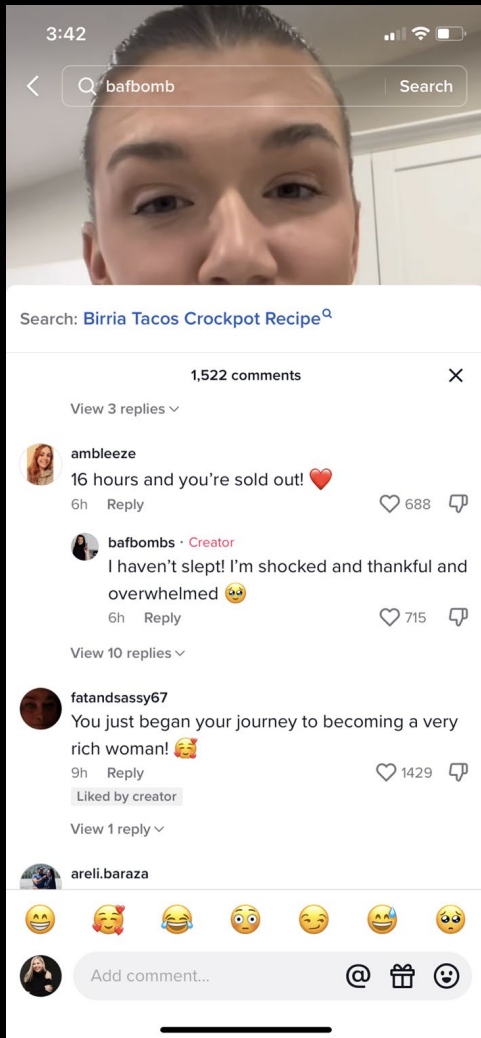
You have everything
you need to
effectively market
your store.



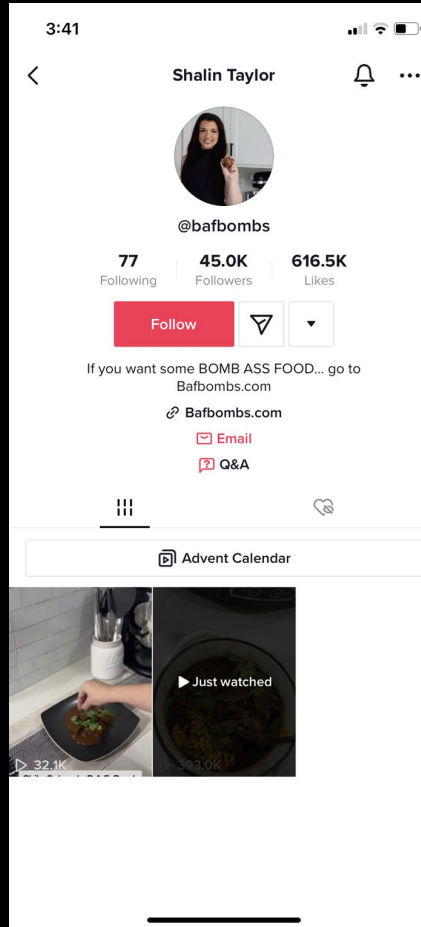
The Past 24 Months...







THE POWER OF TIKTOK





If you could **4x, 5x, 1000x** your
business using social media,
could you find **two hours** a day
to do it?

BUT...

- I'm not ready yet.
- I don't have the time.
- I don't have the money.
- I'm doing too much.
- I'm too overwhelmed.



Overwhelm vs. Priorities



“I’LL DO IT WHEN”

- My website is ready.
- I lose a little weight.
- I get a new phone.
- I finish the course.
- I hire someone.
- I order a ring light.



RESISTANCE KEEPS US STUCK

- 
- Limited resources

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- Lack of expertise

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- Imposter Syndrome



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Fear can make us dim
our **light**.



It's your time to
shine!!





Why not me?



Why not me?

What if it does work out?

Crystal Uncorked  Claimed



By **Crystal Vilkaitis** crystaluncorked.com

 Podcasts

 RSS

 Web

 Email



PODCAST



SEARCH EPISODES



COMMUNITY 0



PODCASTER



EMBED



EDIT

Listen Score 

LS **29**

Global Rank 

TOP **10%**

Why not me?

What if it does work out?

Rooted in Retail ✓ Claimed



Crystal Vilkaitis crystalmediaco.com

 Podcasts

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 Email

last updated: yesterday

 **PODCAST**

 **SEARCH EPISODES**

 **COMMUNITY** 0

 **PODCASTER**

 **EMBED**



Listen Score 

LS **32**

Global Rank 

TOP **5%**

TO SUCCEED YOU NEED:

- 
- **Clarity** on what you want to achieve
 - **Courage** to take action
 - **Commitment** to a plan
 - **Consistency** through a system
 - **Help!** A team to support you

It doesn't start with
confidence, it starts
with **courage.**



Confidence doesn't
mean you're superior,
it's a quiet inner
knowledge that you're
capable.

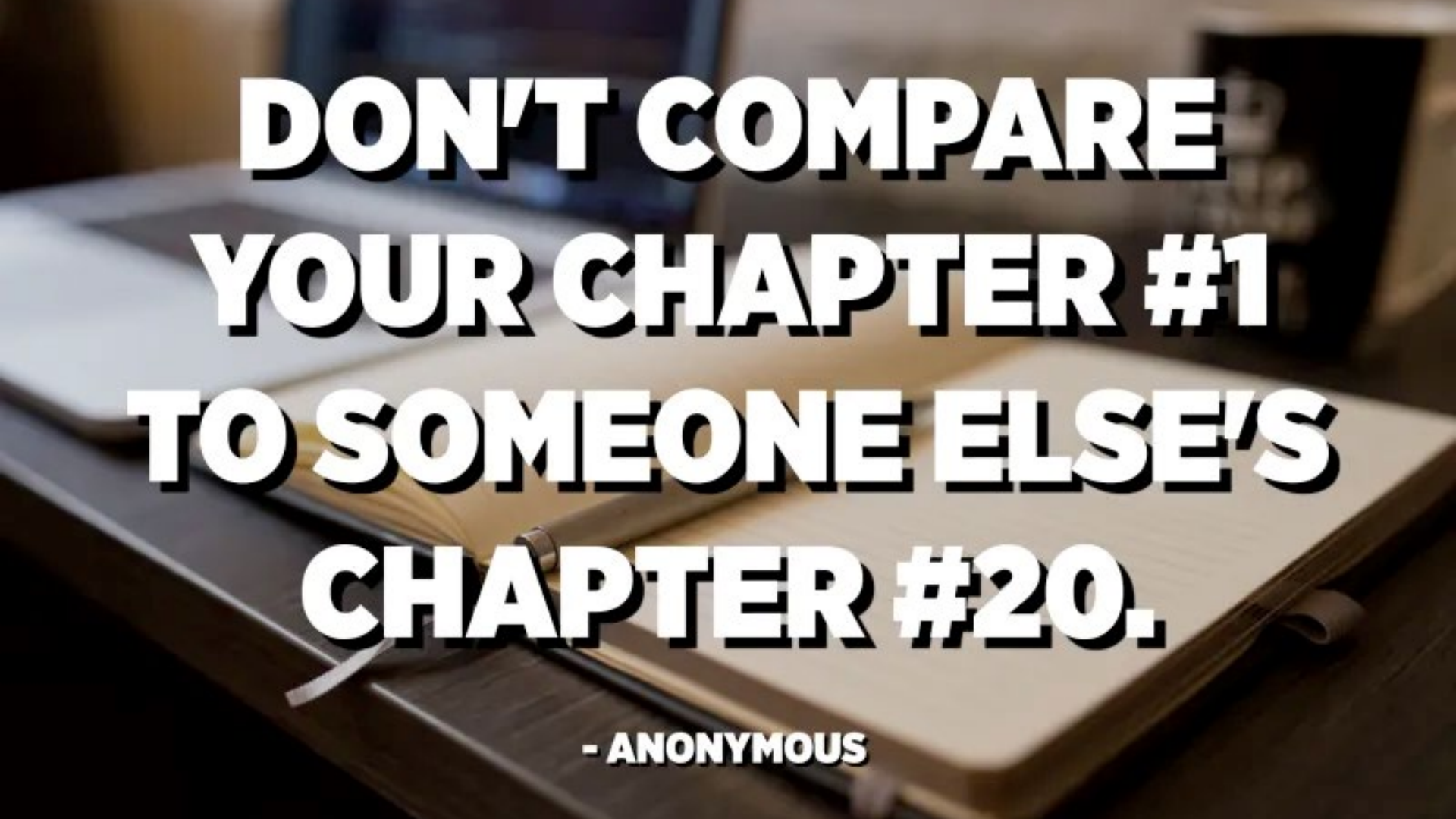


PLAY ▶

SP

00:00:00





**DON'T COMPARE
YOUR CHAPTER #1
TO SOMEONE ELSE'S
CHAPTER #20.**

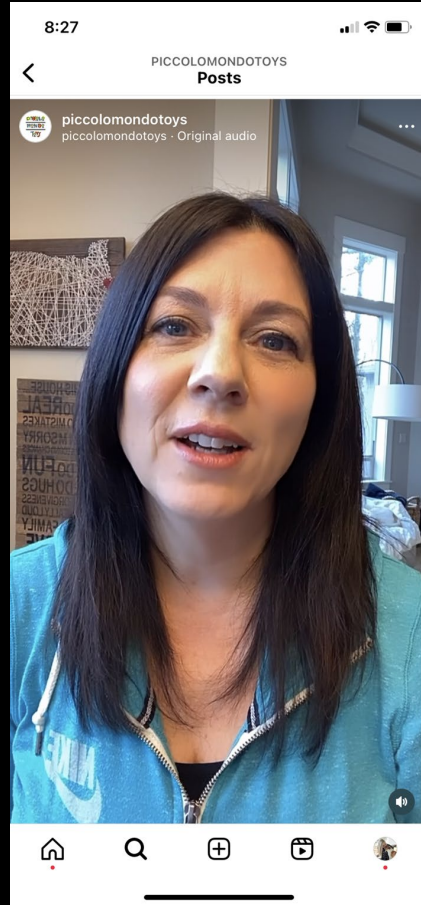
- ANONYMOUS

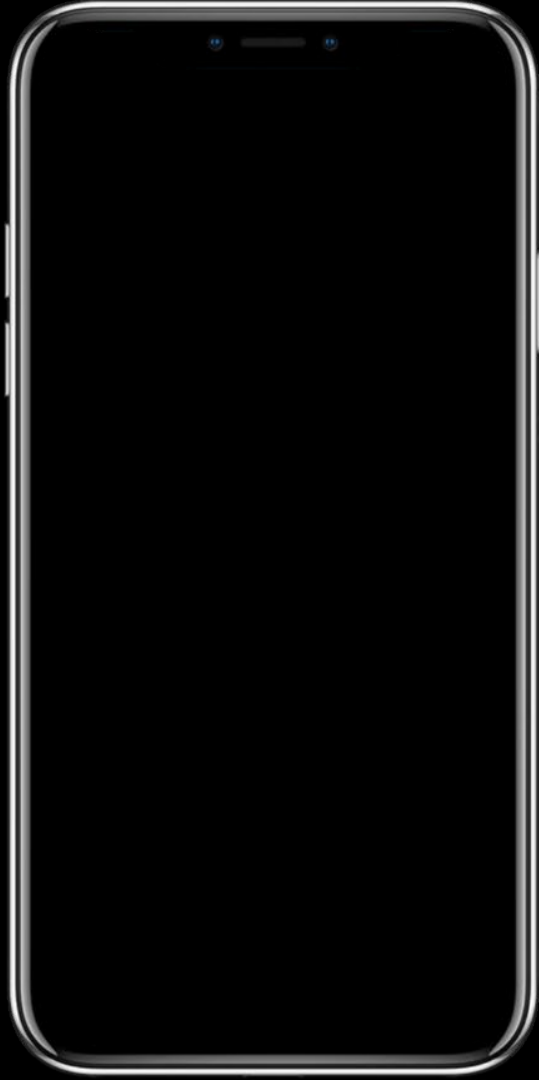
Get **comfortable** with
the uncomfortable.



If you're not showing
up, you don't **exist**.









piccolomondotoys

Portland, Oregon



piccolomondotoys Why are frogs so happy? 🐸 They eat whatever bugs them. 😊 Catch this replay for a lively conversation about the Fascinating World of Insects 🐞 Butterflies 🦋 & Frogs 🐸 on Toy Talk Tuesday. 🎉

👉 You'll get to meet our live caterpillars 🐛 on their way to becoming beautiful butterflies and learn about the life cycle of 🐞🦋. We'll also be showing you our latest toys, best selling book & plush.

👉 Plus, we're giving away a \$25 store credit to one lucky viewer so be sure to comment, share or make a purchase to be entered to win. 😊 A winner was announced during the live event 🎉 and another will be announced during our next Toy Talk Tuesday live event on Tuesday, April, 18th at 8pm. 🎉🐞🦋

Edited · 2d



kerws.onthego I need to come by to your store this weekend! Two birthday parties to go to! 🥰🥰 love shopping local with you!



19h Reply



thirstypoehoenix Insect Lore Ladybugs a win/win! 🥰 so cute! Kathleen shaking the box 🤗



181 views

2 DAYS AGO



Add a comment...

Post

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 - **Help!** A team to support you

**Commitment to
yourself.**





Rusty Sutton

April 25, 2022 · 🌐

...

I received exciting news today. Almost two years ago, I was contacted by Facebook to join a new group they were starting called Leaders Network, which came with a few perks, including a photoshoot at our shop one week before the shutdown in 2020 and a few other things. I was invited to this group because they had noticed our Facebook pages and IG. Today I received my invitation to attend Meta Gather 2022 in Washington DC! All expenses paid! I'll meet with some of our political leaders and meet other business leaders from the group. This is a great networking opportunity for our store. I thank everyone at [Crystal Media Co](#) for teaching me how to leverage this platform to get noticed by locals and others. You never know who is watching, and as a story [Crystal Vilkaitis](#) tells of her days at Snap Retail, if she had not shown up for a meeting, things could have turned out a lot different. (She talks about this in one of the video tutorials in the insider portal.) I hope this inspires folks to use this platform and ask themselves what else is possible.



Sheryl Sandberg is in Downtown Raleigh.

June 9, 2022 · 🌐

...

It was great meeting small business owners in Raleigh.

The pandemic was hard for small businesses and that was evident from the owners I heard from today. But entrepreneurs — like Rusty Sutton and Drew Temple, co-owners of [The Green Monkey](#) — are resilient people. They had to close their café and gift shop during Covid, so they pivoted online and started hosting Facebook Lives to connect with their customers.

I loved learning how they not only weathered the storm but found new ways to grow using Meta tools.

Thank you [North Carolina Chamber](#) for hosting us. I can't wait to see what you all do next!



444

41 comments 18 shares

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- **Consistency** through a system
- **Help!** A team to support you



It's my passion to help
you be **more visible.**



A top-down view of a person's hands writing in a spiral notebook on a desk. A laptop is open to the left, and a white mug sits in the top left corner. The scene is dimly lit, with the primary light source highlighting the hands and the notebook. The overall tone is professional and focused.

Introducing the

RETAILER'S ROADMAP TO SIMPLIFIED MARKETING

Your Path to Retail Success and the Exact System Used by Retailers and
Their Social Media Managers to Increase Traffic and Profits

RETAILER'S ROADMAP TO SIMPLIFIED MARKETING



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Build a superstructure on a strong foundation.



Create Meaningful Content:

Connect with customers 24-7 with scroll stopping posts.



Streamline Processes:

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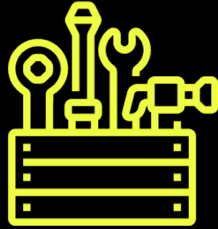
Amplify Your Results:

Grow your efforts and scale your business.

THE ROADMAP WILL...



Save you
lots of time



Equips you with
what you need



Guides you
step-by-step



Answers your
questions

RESULTS FROM THIS TRAINING



Additional customers in the store per day



Highest attended event in 12-year history



Breaking sales record + beating projection



Increase in YOY profits in 3 months



Going from \$800K - \$4M in 3 years

“

"Through the training, my social media has exploded and continue to do so, giving me new customers. I can truly testify that social does sell. And with Crystal's help and guidance, it sells a lot! Thank you!"

-Susan James, Owner, Mountain Lake Campground and Pence Springs Flea Market, Summersville WV



RETAILER'S ROADMAP TRAINING COURSE

VALUE:

\$4,997



RETAILER'S ROADMAP TRAINING COURSE

VALUE:

~~\$4,997~~



YOUR INVESTMENT TODAY:

~~\$4,997~~

ONE PAYMENT OF ONLY

\$1,497

includes Lifetime Access!

BONUS:

***A VIP Ticket to EVOLVE 2024,
April 28-29 in Denver, CO!***

Value: \$2,297



7:04

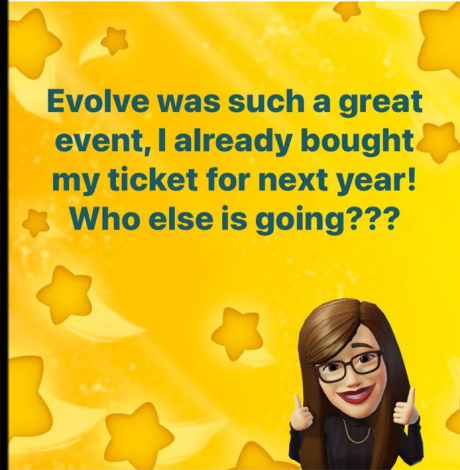
facebook



Crystal Media Insiders



Jae C Hunt Lelew · 36m · 📷



You



Love



Comment



Send



Crystal Vilkaitis

🎉🎉🎉 and next year is going to be epic too!! So excited to see you there Ja... See more

Like Reply



Comment as Crystal Vilkaitis



Home



Friends



Marketplace



Profile



Notifications



Menu

CONFERENCE SPECIAL:

- The Retailer's Roadmap Training Course, Value \$4,997
- A Ticket to EVOLVE 2024, Value \$2,297

VALUE: \$7,294

TODAY'S INVESTMENT: \$1,497

SAVE \$5,797

CONFERENCE SPECIAL:

Scan to **Save \$5,797**
Expires October 27th



TODAY'S INVESTMENT: **\$1,497**



CRYSTAL VILKAITIS



@CrystalMediaCo

@CrystalVilkaitis

