

Social Media Success!

**How Independent Retailers
are Driving Traffic, Sales, and
Profits with Social Media
(with Case Studies!)**

Steph Bechard, Crystal Media



The Long Game vs. The Short Game



The Social Selling Mindset





Helping retailers grow through social media.

Digital marketing that drives more traffic, sales
and profits for your store.



We help retailers grow in several ways!



**Social Media
Ads Management**



**Local Business
Listings**

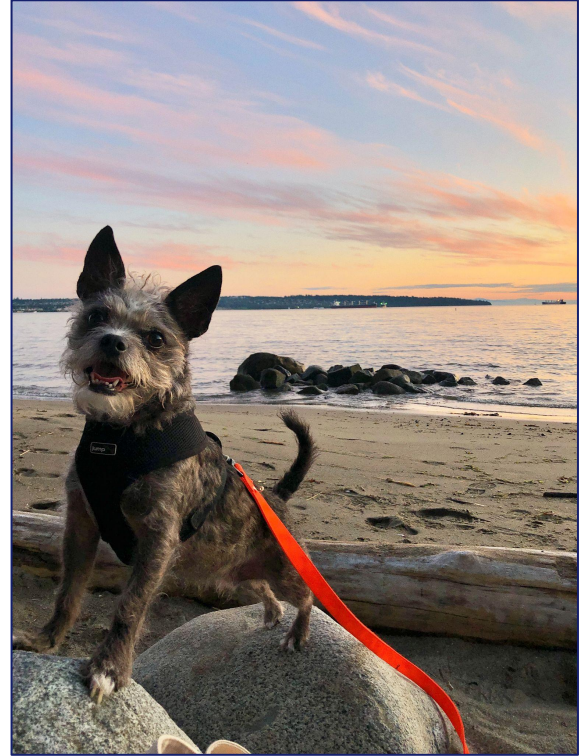


**Social Media
Training**



**Speaking
Engagements**

About Me



Setting Goals



Most businesses don't set social media goals and do not create strategies.

- “Social media doesn't work”
- “I don't know if social media is worth it”
- “Seems like a waste of time”

specific

measurable

achievable

relevant

timed

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Examples of SMART Goals:

- Increase average purchase price by 10% by the end of 2023
- Do a weekly FB Live starting February 1st and test for 3 months
- Grow email list from 500 to 5,000 qualified leads by the end of the year

Focus on Building Dependable and Undependable Audiences

- Dependable – you own this audience.
 - Email Addresses
 - Cell Phone Numbers
 - Addresses
 - Website Traffic
- Undependable – you don't own this audience.
 - Facebook Likes
 - Instagram Followers
 - TikTok Followers
 - YouTube Subscribers

Reverse Engineering Goals to Create Specific Tactics

Real Client Example! Clothing Boutique

- Goal: Increase sales for storewide sale
- Access channels: Facebook, Instagram, Email
- Tactics to support:
 - FB Album of items on sale
 - Daily posts leading up to sale (6 days in advance)
 - Promoted posts on FB/IG to PCGs (\$20)
 - Sent email announcing sale to their list
- Results:
 - Highest sales day ever in 13 years of business

Don't Overcomplicate!

- Pick a few goals
- Pick 1-2 tactics
- Schedule to-do's
- Implement and publish
- Monitor
- Track
- Repeat?

Example of Monthly Goals:

- 15% increase in (quality) Facebook Followers
- Book an influencer partnership with an influencer that has over 10K followers
- 1 Reel per day on Instagram
- At least 5,000 video views/month
- 25% of referral website traffic from social media

Getting Started:

- Pick top 3-5 business goals
- Create social media goals that will support your business goals
- Get staff involved! They might have some creative goals that can help uniquely build your business.

How retailers are driving traffic, sales and profits using social media:

Building a Brand



Brand Building



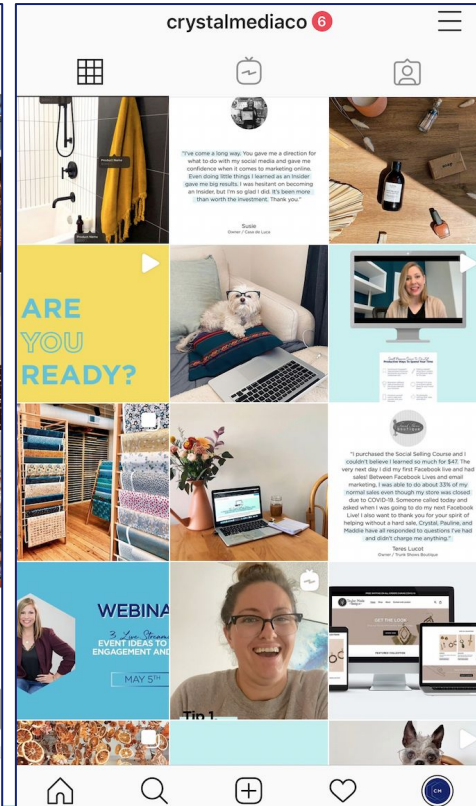
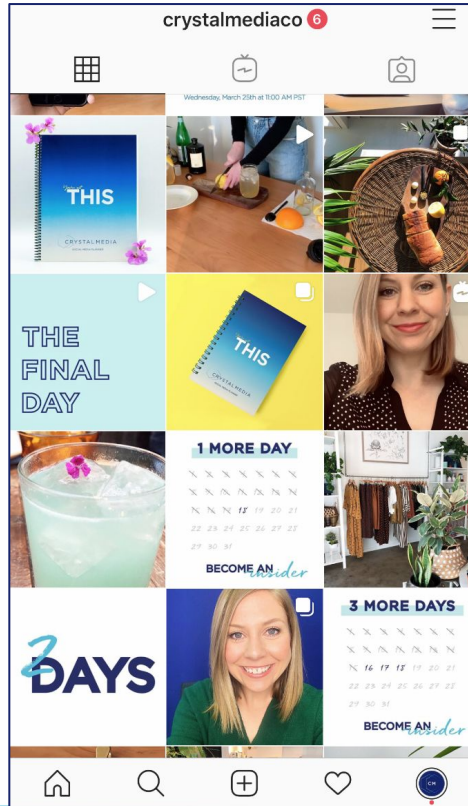
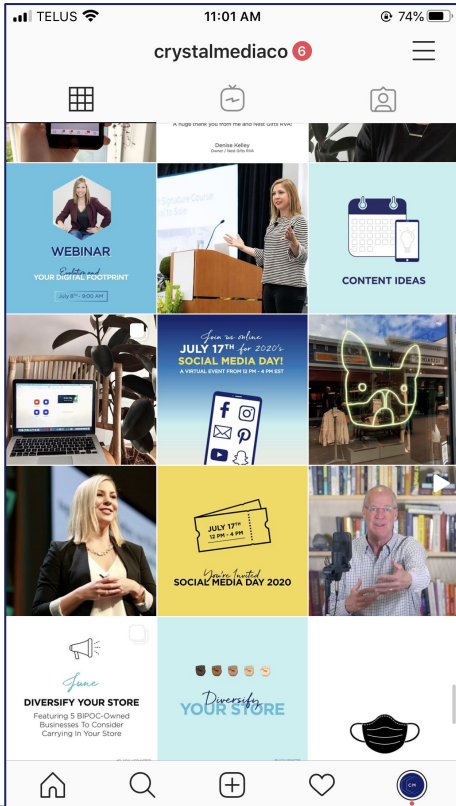
Brand Building



Brand Building

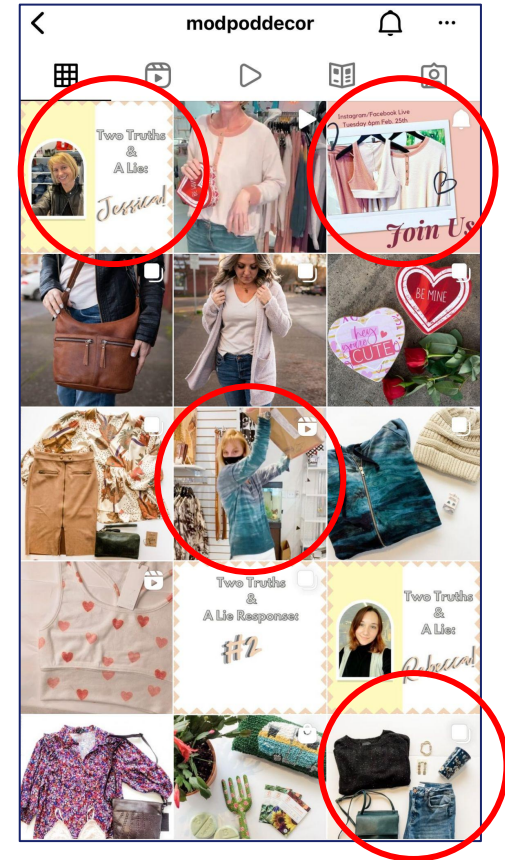
1. Stick to your brand personality (be you!)
2. Use content pillars
3. Add in *branding*

Brand Building (@CrystalMediaCo)



Brand Building: ModPod Decor

- Product photos/videos
- The owner (Jessica Klein)
- Content of the team
- Flatlays of product
- Events



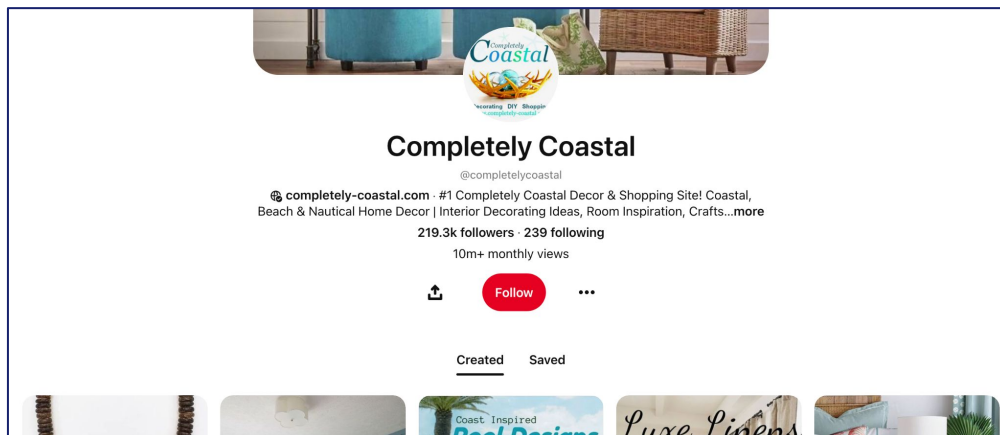
How retailers are driving traffic, sales and profits using social media:

Pinterest

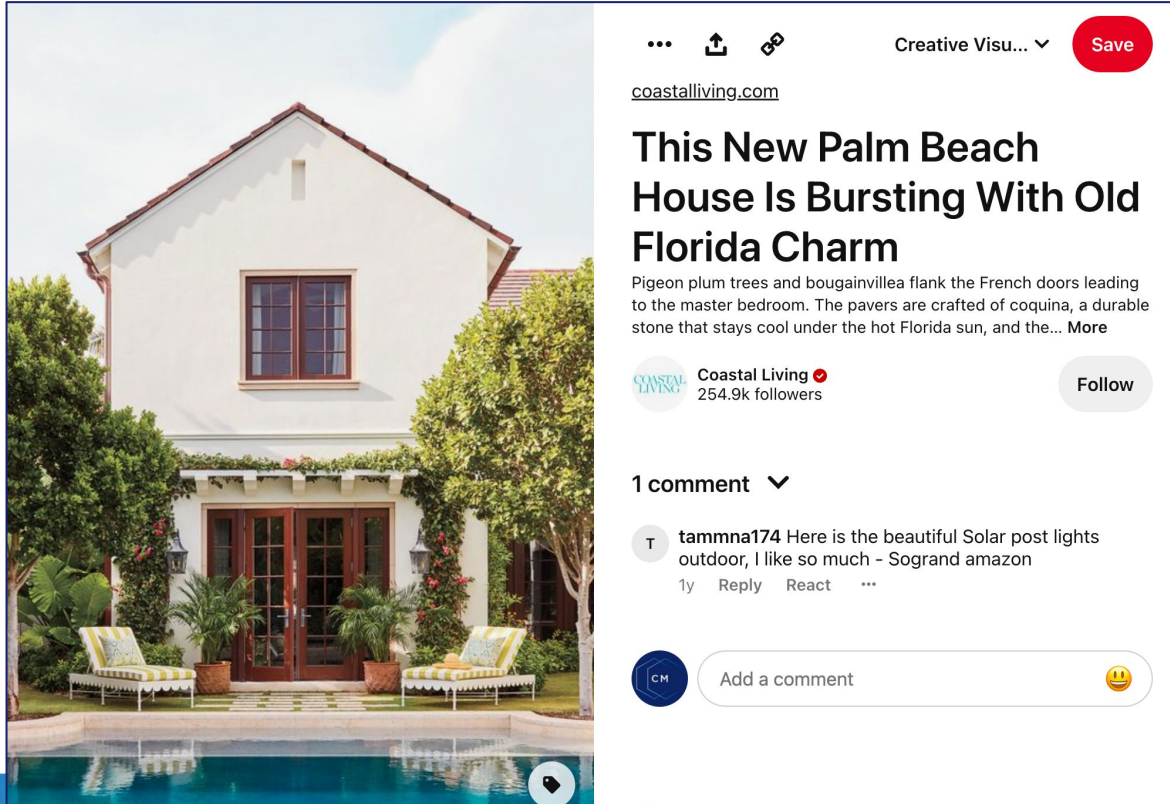


Pinterest

- Users have 5X higher purchase inten
- Optimized for link-clicks
- Pins are long lasting- 3 month shelf-life



Magazine Quality Pins

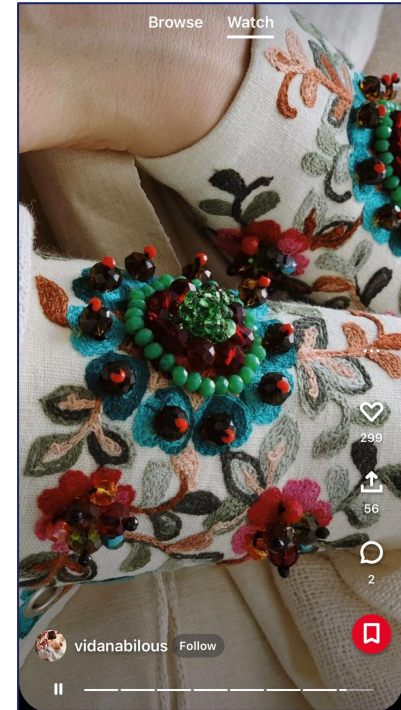
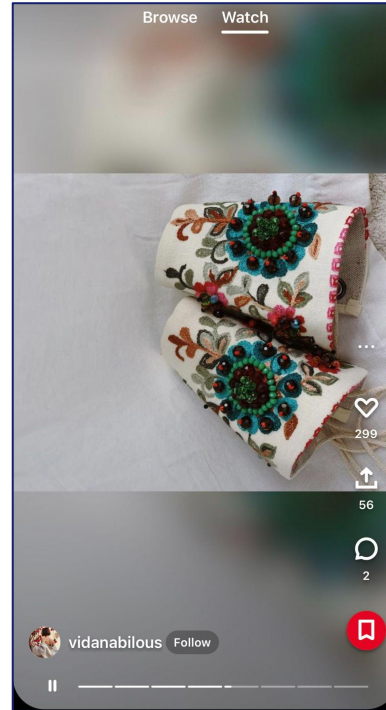
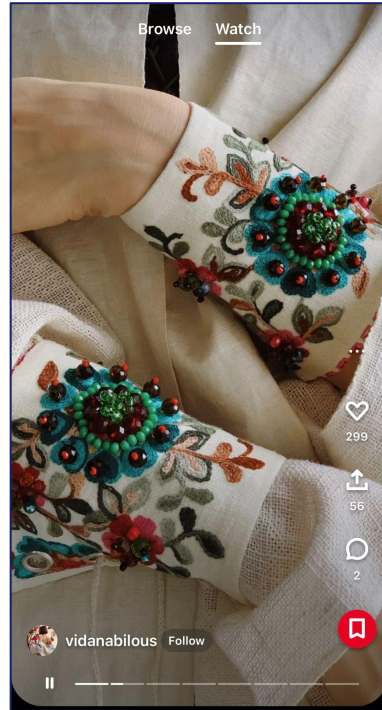


Long Pins (1000 x 2100 Pixels)



COASTAL CHIC model home tour

Idea Pins (Story Pins)



Rich Pins



Creative Visu... ▾

Save

thenewenglandtradingcompany.com

\$34.95

Nautical Buoy Pillow, Bolster Pillow, Blue, Black and Off White with Numbers

The New England Trading Company - Nautical Gifts &...

Visit

Product Details



Introducing the Buoy Shaped Bolster Pillow! This unique pillow is perfect for adding authentic style to your coastal décor. Crafted from painted canvas with a distressed look and feel, it has a wonderfully nautical charm. The Buoy Shaped Bolster Pillow adds unique texture and charm to your sofa pillow choices, or boosts the style of a single armchair. Toss several in a basket for added character. 15.5" x 9". Create your own cozy coastal nook when you pair it with our Summer Place and Summer House Throw Pillows.

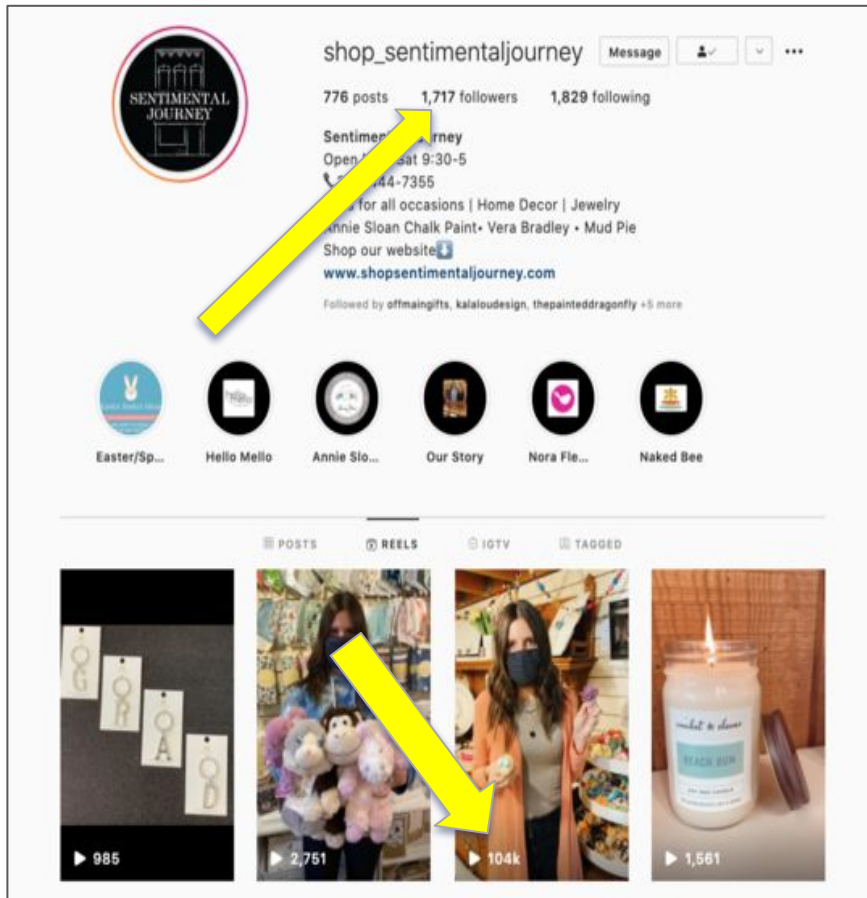
How retailers are driving traffic, sales and profits using social media:

Short Form Videos



Short Form Video

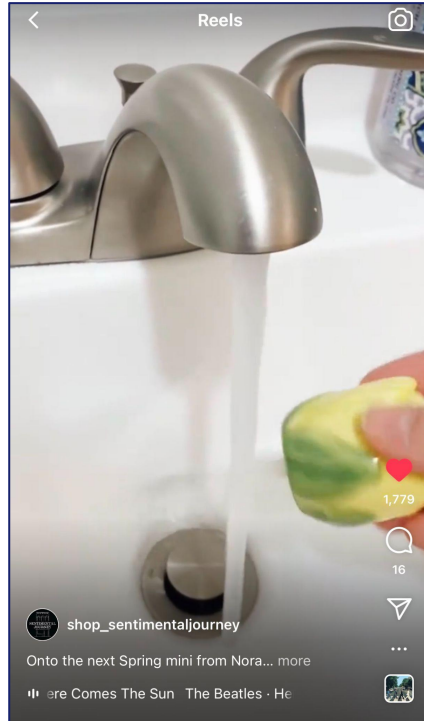
- **92.1%** of people who access the internet do so using their mobile devices
- **82%** of people visiting a videocentric platform hold their phone vertically
- **50% increase** in potential audience for Facebook Reels ads from Q3 to Q4
- **22.9 hours**/month on average for global users



Short Form Content:

All Organic Reach!! (104K Views!)

What They Do Right:



- Cover photo w/ a person
- Us trending music
- Using the IG Reels Text Tool
- Using several short video clips to make one Reel
- Product How-To video that is relevant with the seasons
- Using relevant hashtags
- Added the Reel to profile
- Consistency!

**Many people can't see success
until they see it work.**



Presley Paige on TikTok



shoppresleypaige

shoppresleypaige



Following

441 Following 17.3K Followers 430.2K Likes

PARTY WITH US!

IRL fayetteville, ar or online 24/7 ✨

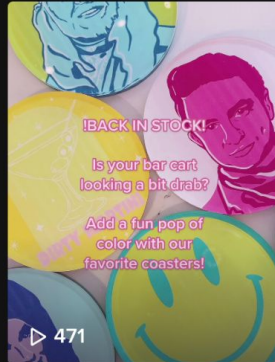
www.presleypaige.com

Videos

🔒 Liked



spookiest little rice krispie ...



Our favorite coasters are B...



presley paige goes spook...

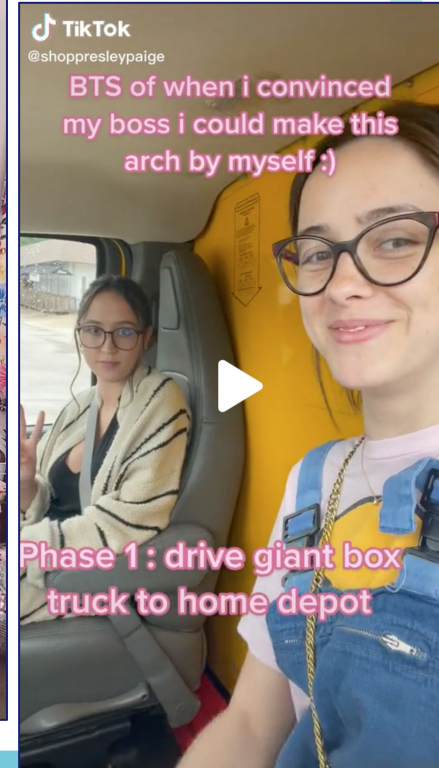
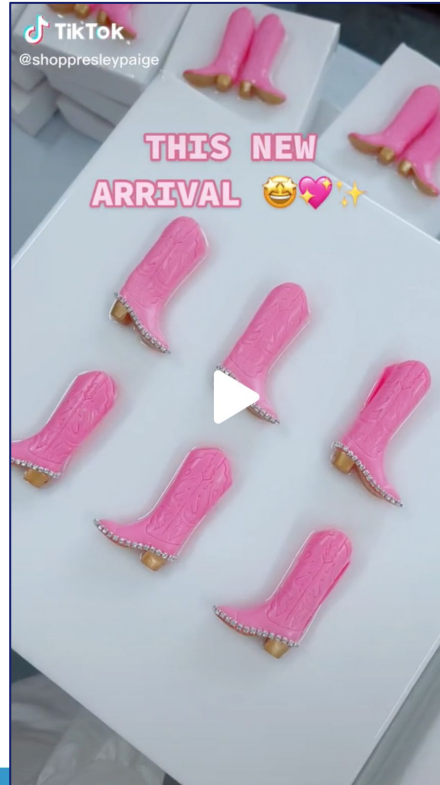


#eventdecor #tulle ...



behind the scenes of our h...

Presley Paige on TikTok



Presley Paige on TikTok



Barbara Sanchez

I LOV

1-17



Zenspire Designs

first time seeing your videos and page and i loooooove



Kelley Douglas

Well THIS SPARKS JOY! 🥰



1-17

Reply

1



1-17

the globe! 🥰

1-19

Reply



Where are you located!!?!?

1-17

Reply



Thrasher48

everything I got her from your
e personal handwritten note



1



Umm I think I need to order something from here?!

Love the name btw 🥰

1-19

Reply



1



• **Creator**

Thank you!!! Presley is my dog! 🐶

1-19

Reply



1

What They Do Right:

- Trends
- Use storytelling in their videos
- Feature owner/staff/humanized content in the videos
- Behind-the-Scenes
- Regularly engage with the audience in the comments & via Video Reply
- Branding is always evident in their social posts
- Consistent!
- Authenticity!

Turn everything into a short form video



How retailers are driving traffic, sales and profits using social media:

Live Selling





Comment: "Sold 100"



\$2.50

465 total



Follow Loved by Loveless to know when they go live.

17.1K followers

Follow



Loved by Loveless was live.

January 20 at 4:45 PM · 🌐

GOOD GIVEAWAYS TONIGHT!!!

GOOD GIVEAWAYS TONIGHT!!!

👍❤️ 24

127 Comments 1.2K Views

👍 Like 💬 Comment ➦ Share 📺 Live

Comments

Hide

Most relevant ▾



Lisa Hollmann ❤️👤 · 8:34
Sold 102 pink

Like · Reply · Page responded privately · 5d



Patti Murphree Howell · 4:48
Do you ship?

Like · Reply · 5d



Patricia Wylene Worthy 👤👤 · 43:11
Sold blush xl

Like · Reply · Page responded privately · 5d



Melodie Joy · 41:05
Is the Cottontail bed and breakfast sign for sale ...

Like · Reply · 5d



Julie Mashburn 👤👤 · 45:48
I LOVE that!!❤️

Like · Reply · 5d



Julie Mashburn 👤👤 · 43:13
I love the blush!

Like · Reply · 5d

1



Write a comment...



**\$17,000 90-Minute
IG Live!**



Live Selling

- At start dive right in!
- Tell people how to buy multiple times throughout video!
- Promote before, during and after
- Check Insights for optimal times to go Live

Live Selling - Cooper's



Kiersten Butler Stahl

11 hrs



Thank you so much for all of your training, [Crystal](#)!

I checked my insights per one of your videos and saw most of my customers are on Facebook and Instagram between 7-9 pm. I normally do a Facebook Live every Tuesday at around 9:30 am.

I decided earlier today I was going to do a live tonight and sent it out to my ManyChat subscribers (also info I learned about from you!) and did a post asking followers to tune in.

I had the most people on with me that I have ever had (at one time about 60!)! They asked questions, interacted, AND placed orders!! I talked for an hour and 25 minutes...I told them I don't think I've ever talked that long in my life 🤪

They said they had a great time, and I had a great time as well! And again, you were right...it does get easier the more you do it and the more you realize it works! As of now, we've had 1200 views! Thank you always for the training and the "push" to do better! ❤️

Facebook Group - Farmhouse Wares & Decor



- 450 members within a few weeks
- Group growing daily
- "Deal of the Day"
Monday through Friday

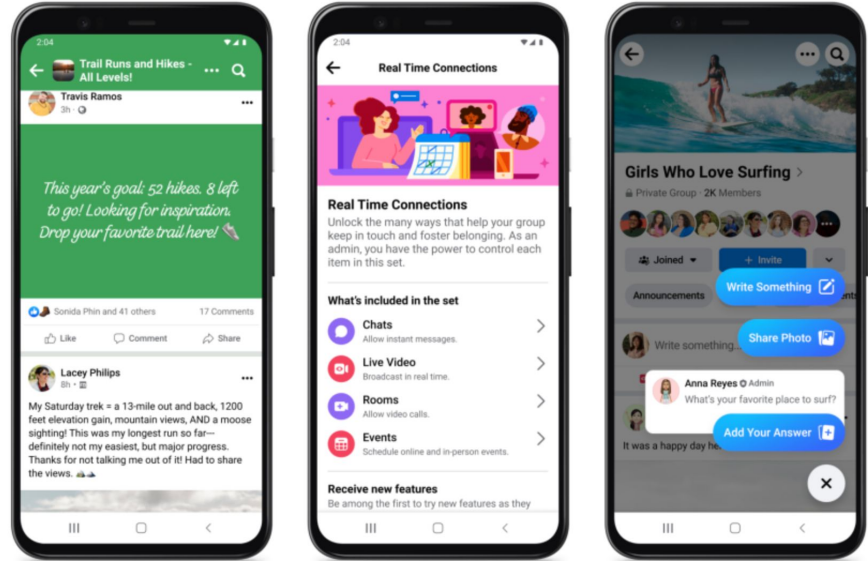
“Doing these “deals” has increased our weekly revenue an average of \$850!! Thank you for your Facebook Group Training, Crystal, and all that you do for us Insiders!!”

**Kiersten Stahl /
Farmhouse Wares and Decor**



How To Use Facebook Groups

- Share exclusive discounts or sales
- Special rewards
- First to shop new products
- Build community

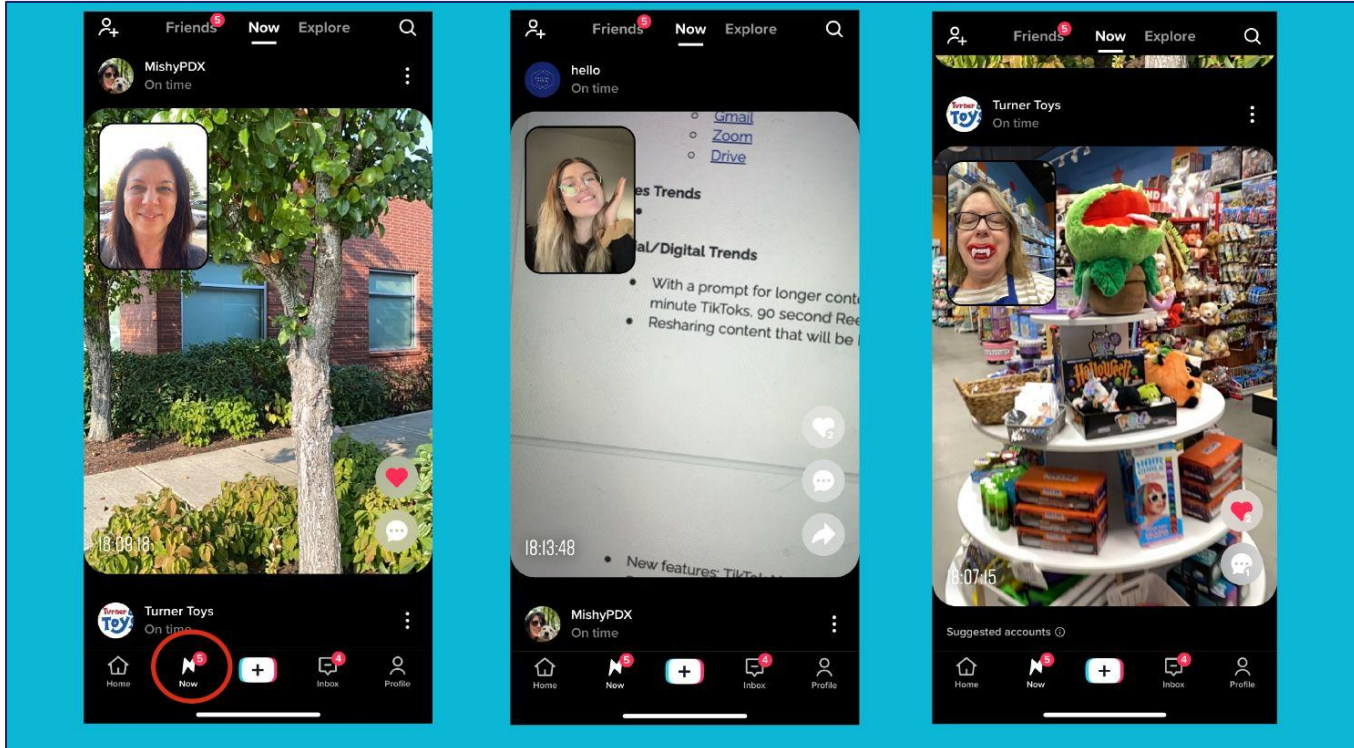


How retailers are driving traffic, sales and profits using social media:

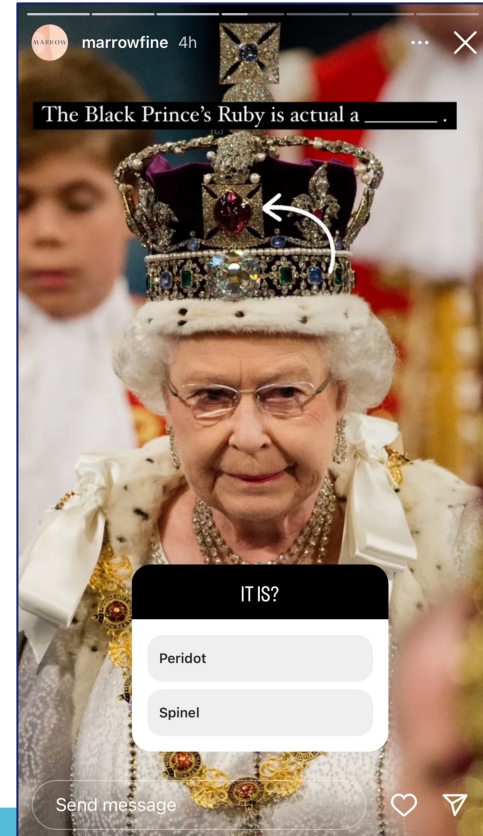
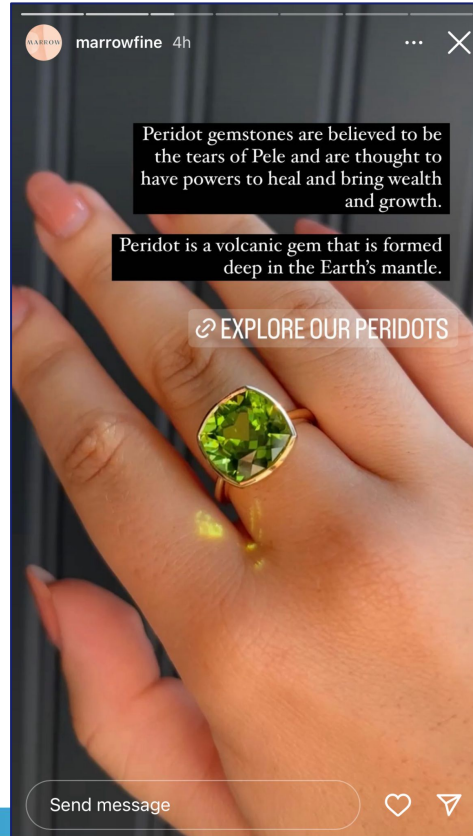
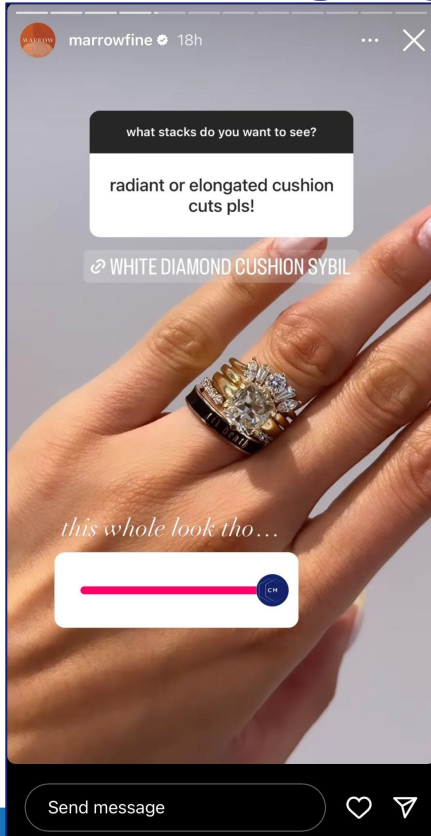
New Features



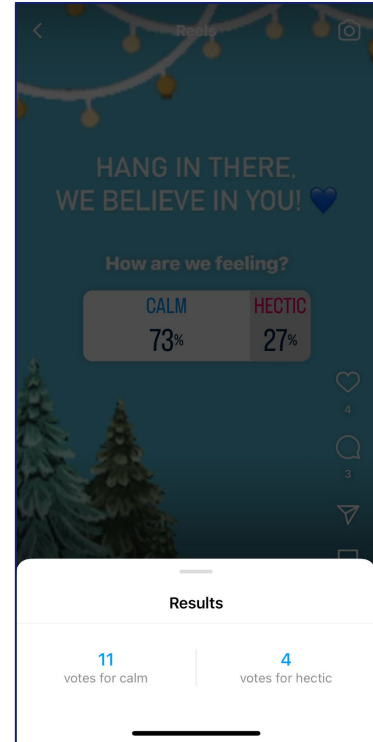
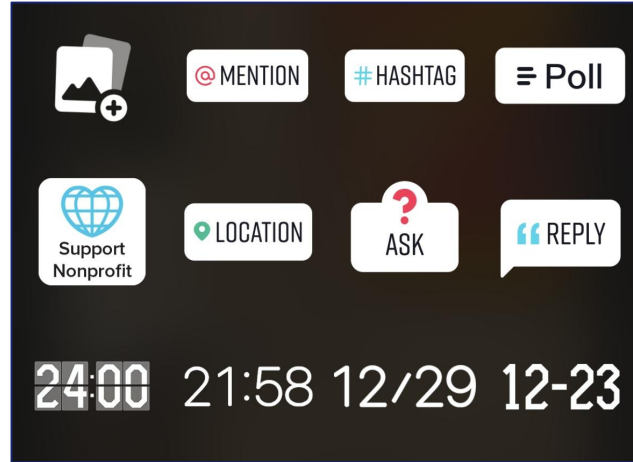
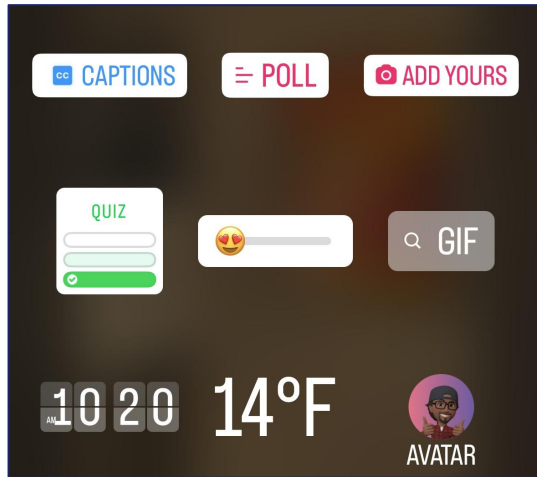
TikTok Now



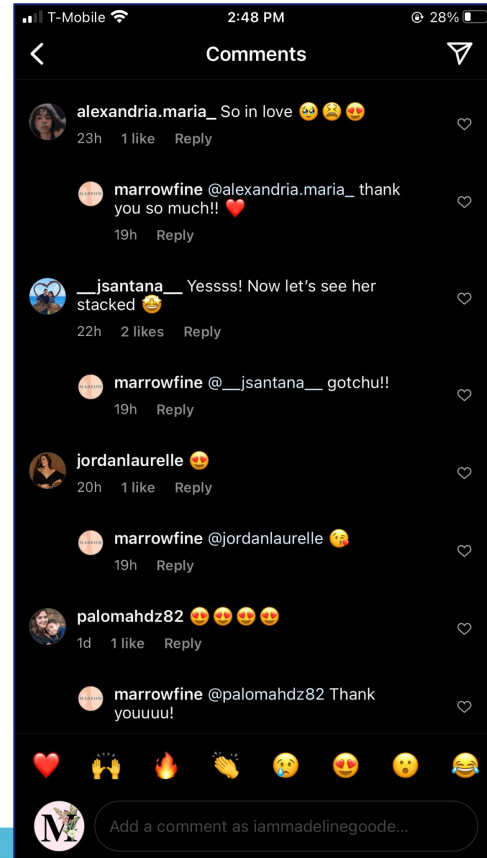
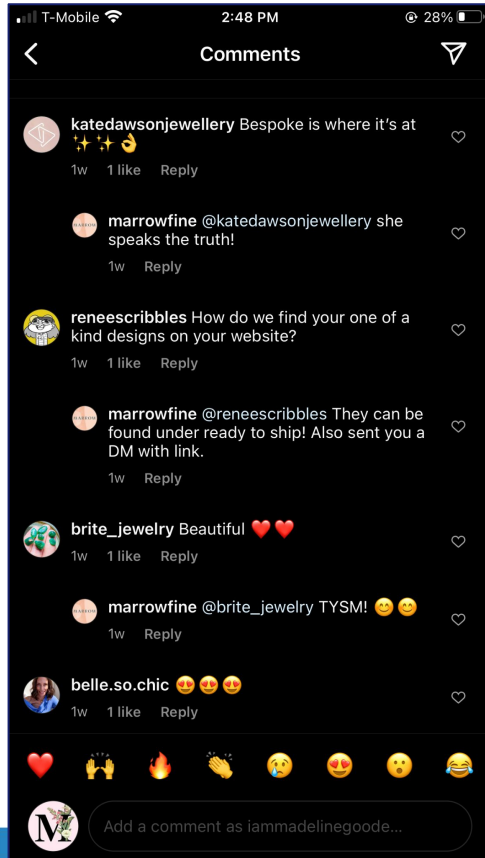
Engagement Stickers - Stories



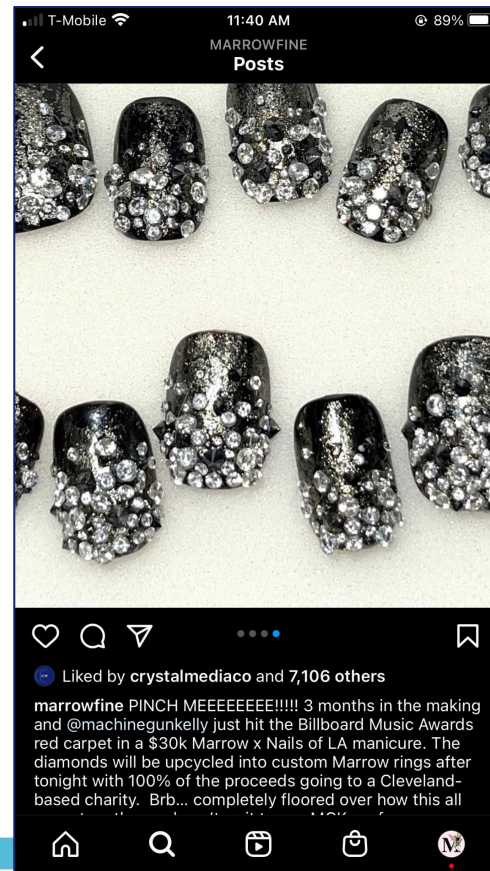
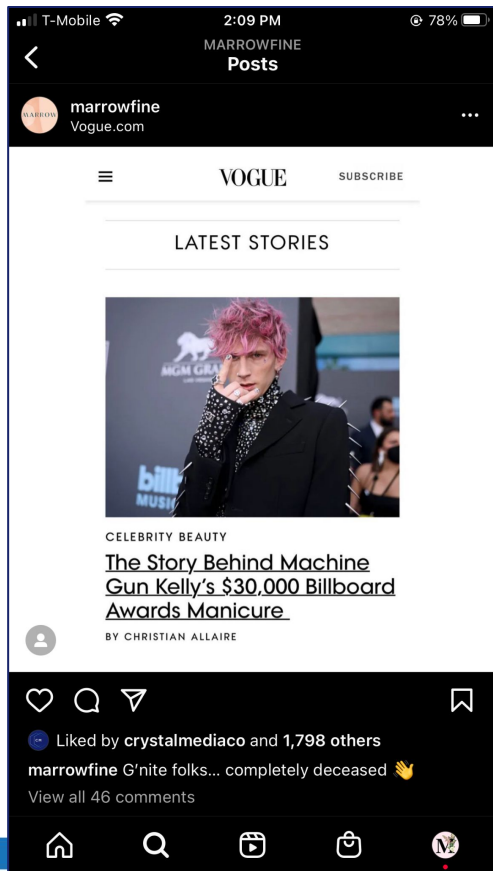
Engagement Stickers - Reels & TikTok



Marrow Fine - Jewelry Store



Marrow Fine - Designed for MGK!



New Features

- Pinning posts to your profile on Instagram, and pinning Reels to the top of your Reels
- Posting Photos on TikTok
- Leaving comments on Facebook Stories
- Adding music to your Instagram photos
- Add Yours Sticker in FB Stories
- Adding keywords to your Instagram posts

How retailers are driving traffic, sales and profits using social media:

FB & IG Ads



Advertise!

On average, only 1-5% of your audience sees your content organically.



Blooming Boutique - FB & IG Ads



**Blooming Boutique**
Sponsored · 🌐

Miss our Live sales? No worries! All the products we feature Live are on our site. 🎉
Shop them today!

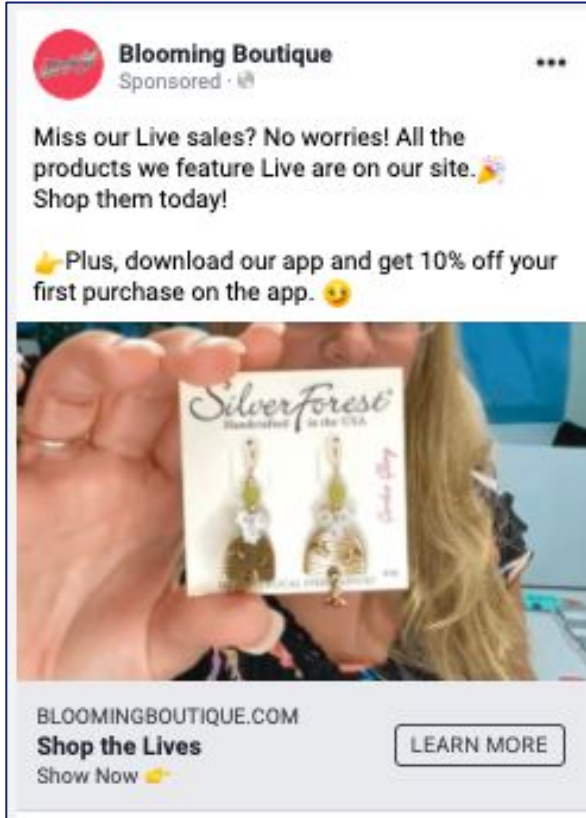
👉 Plus, download our app and get 10% off your first purchase on the app. 😊



BLOOMINGBOUTIQUE.COM
Shop the Lives
Show Now 🎉

[LEARN MORE](#)

Ads Success

A Facebook advertisement for Blooming Boutique. At the top left is the Blooming Boutique logo, a red circle with a white flower. To its right is the text "Blooming Boutique" and "Sponsored · 🌱". In the top right corner are three dots. The main text reads: "Miss our Live sales? No worries! All the products we feature Live are on our site. 🌸 Shop them today!". Below this is a line: "👉 Plus, download our app and get 10% off your first purchase on the app. 😊". The central image shows a person's hand holding a small card for "SilverForest Handcrafted in the USA" which displays two earrings. At the bottom left, it says "BLOOMINGBOUTIQUE.COM", "Shop the Lives", and "Show Now 🌸". At the bottom right is a button that says "LEARN MORE".

Blooming Boutique
Sponsored · 🌱

Miss our Live sales? No worries! All the products we feature Live are on our site. 🌸
Shop them today!

👉 Plus, download our app and get 10% off your first purchase on the app. 😊

BLOOMINGBOUTIQUE.COM
Shop the Lives
Show Now 🌸

LEARN MORE

- \$125 budget
- 20 purchases
- \$3,612.75 in sales
- **Return on Ad Spend:
28.90**

The Italian Dish - FB & IG Ads

The Italian Dish
Sponsored · 🌐

Make your list. Check it twice. Buy early! Get 10% OFF all VIETRI holiday 🍷 products September 23-27! Visit our website to shop the selection before it's gone. 🍷



THEITALIANDISH.COM
VIETRI presale!
10% off holiday collections 🍷

SHOP NOW

👍 Ann Kernan and 15 ... 2 Comments 1 Share

👍 Like 🗨 Comment ➦ Share

The Italian Dish
Sponsored · 🌐

Make your list. Check it twice. Save the date & buy early! 🌲 VIETRI Holiday products are 10% OFF online & in-store! Stock up on all your holiday entertaining needs. 🗨 Respond "Going" or "Interested" to let us know you won't miss this sale!



THU, SEP 23
Holiday Pre-Sale at The Italian Dish

INTERESTED

👍 Mima Erickson and 14 others

👍 Like 🗨 Comment ➦ Share

"The Holiday Sale was fantastic- we almost doubled sales from last year! Plus it was so great seeing both existing and new customers utilize the website to purchase. I really appreciate all of your help with the social ads."

- Emilie Gleason

What You Need to Know:

- It's about the long game, not the short game (Social Selling Mindset!)
- Set SMART goals & track your efforts!
- Be you online!
- Get comfortable with Short Form Content & be consistent!
- Follow best practices and stay on top of these - don't become irrelevant
- Advertise all content (Live video)!
- Be engaging to earn engagement

Need More Help?



Rise & Shine Email Newsletter

**Want Free Social
Media Tips Every
Monday?**

Heck yeah!





Rise & Shine Newsletter:



THANK YOU

hello@crystalmediaco.com

Learn More About CM Products:

