

## HI, RETAILER! 🙌

This marketing resource, created by Crystal Media and OneCoast, aims to take your social media and digital presence to the next level. Check all the boxes so more people check YOU out online and on social apps.

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### 📦 I HAVE A CONSISTENT BRAND ONLINE AND OFF.

My website, social media posts, emails and in-store signage all use the same logo, colors and fonts.

**RESOURCE ALERT!** Check out [Canva.com](https://www.canva.com) to help create branded graphics for online and print.

### 📦 I KNOW MY PERFECT CUSTOMER GROUPS (PCGS) AND CREATE CONTENT FOR THEM.

I've identified who they are, how to find them online, and what scroll-stopping content works.

**RESOURCE ALERT!** Learn more about PCGs at [crystalmediaco.com/intake](https://crystalmediaco.com/intake) to access a worksheet and additional training.

### 📦 I HAVE A SOCIAL MEDIA STRATEGY.

I know the who, what, when, where, why and how of my social media and anyone who helps me with my social knows the strategy too.

**RESOURCE ALERT!** Social to Sale is a training course that helps retailers create a strategy. Learn more at [crystalmediaco.com/insider](https://crystalmediaco.com/insider).

### 📦 I POST DAILY.

My customers are frequently on social media, so consistency is critical to staying top of mind and building long-lasting relationships.

**TIME-SAVING TIP!** Post daily through a Story on Instagram. It takes a minute or less and can be in the moment, with little to no design.

### 📦 I POST VIDEOS WEEKLY.

I know social media sites' algorithms love videos so I use them to feature my products, events, sales and behind-the-scenes moments.

### **I POST PICTURES AND/OR VIDEOS OF PEOPLE.**

I have a social media advantage over big-boxes because I'm part of the community and customers get to know me and my team through our social posts.

### **I RUN FACEBOOK AND INSTAGRAM ADS EVERY MONTH.**

Advertising on FB and IG is one of the most cost-effective ways to drive traffic to my store.

**PRO TIP!** Crystal Media recommends running multiple ads to multiple audiences monthly and works with retailers who have a budget of \$300-\$800+/month. Learn more about ads at [crystalmediaco.com/agency](https://crystalmediaco.com/agency).

### **MY STORE HAS OPTIMIZED LOCAL LISTINGS.**

I know my digital presence is as foundational as my physical signage. I've optimized my listings with up-to-date information, photos and the products I sell on over 60 listing sites.

**RESOURCE ALERT!** Crystal Media can do this for you with their Get Listed service. To start, find out if your business has any online errors at [crystalmediaco.com/scan](https://crystalmediaco.com/scan).

### **I PROMOTE TO SEGMENTED LISTS.**

My email lists are segmented (i.e. Birthdays, Loyalty, event attendees, brands purchased, etc.), and I target my FB and IG Ads to these groups based on demographics, interests, and engagement with my store.

### **I HAVE SUPPORT.**

I know the store owner should enlist help to manage social media and ensure the proper tools are being used to market my store.

**Resource Alert!** Crystal Media's Hiring Guide teaches how to find, train and manage a successful social media manager. Learn more at [crystalmediaco.com/insider](https://crystalmediaco.com/insider).

## **QUESTIONS?**

The Crystal Media team is happy to help at [info@crystalmediaco.com](mailto:info@crystalmediaco.com).