

Webinar Series:
Navigating These
Uncertain Times



Using Social Media as a SALES TOOL for your Pet Business

April 1, 2020

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4 Ways To Obtain A Copy of Today's Presentation



1. Download Presentation from Gotowebinar.com (Global Pet Expo Channel)
2. Download The Presentation From the **Handouts** Section of this webinar
3. Follow Links at GlobalPetexpo.org/seminars
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Why Listen To Creative Business Consulting Group?WE KNOW PET RETAIL



- 30 Years Pet and Retail Experience
- Experienced Pet Business Strategist, Inventory Planner And Profit Improvement Specialist
- Experienced Pet Industry Marketer
- Contact: (617) 437 -9191
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How Consumers Feel About Going Places Has Dramatically Changed Since Coronavirus Outbreak

US Internet Users Who Are Currently Avoiding vs. Will Avoid Public Places/Travel if the Coronavirus Outbreak Worsens in the US, Feb 2020
% of respondents

	Currently avoiding	Will avoid
Public transportation	49.3%	73.1%
International travel (e.g., vacations, business trips)	47.4%	68.2%
Shopping centers/malls	47.2%	74.6%
Movie theaters	41.9%	66.6%
Medical centers/hospitals	38.9%	50.6%
Community centers	35.5%	56.9%
Restaurants/bars/coffee shops	35.3%	60.5%
Shops in general	32.7%	52.7%
Sports events	32.0%	58.8%
Other entertainment/leisure venues	21.6%	40.7%
Schools/colleges	21.1%	39.3%
My workplace	11.1%	17.0%
Other	2.4%	1.4%

Will It Have Long Term Effects About How Consumers Shop At Your Pet Store?

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Life Is Easier For Your Customers Via Mobile... Does Your Pet Business Participate?

Mobile Shopping is Growing

Sales made via mobile devices increased by 15% since 2016.

73% of ecommerce sales will be made on mobile devices by the end of 2021. (Statista, 2019)

- Connecting With Family and Friends In the Time of Covid-19
- "Social Contact" With Large Groups Of People
- Browsing Mobile Apps For Product Information
- Mobile Banking
- Mobile Payments
- Mobile Shopping

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What Is Social Commerce?

Social Commerce Definition:
Using Social Media As A Channel To Offer Users Products To Purchase Directly From Their News Feed

Social E-commerce Mixes The Functionality And Ease Of E-commerce With The Popularity And Huge Audience Of Social Networking Sites



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Social Commerce 2020 - Why It Matters....



Social Commerce A Combination



- It Is A Key Component In The Great Experience When Users Love Feed Content, S-Commerce Lets Them Click Directly To The Purchase To Ensure A Smooth Journey
- It Thrives On Community Using S-Comm, Pet Retailers Can Create An Experience Users Want To Share, it Increases Repeat Purchases And Drives New Customers
- Allows Brands To Reach A Highly Engaged Audience... S-Comm Simplifies YOUR CUSTOMERS' Path To Purchase At Checkout

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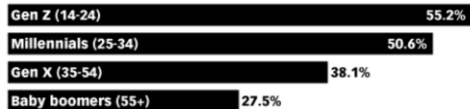
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Social Purchases ARE NOT Just For the Kids....



US Internet Users* Whose Most Recent Fashion Purchase Was Inspired by Social Media Browsing, by Generation, July 2019

% of respondents in each group



Note: among those who do half of their fashion shopping online; *63% of respondents were female

Source: Yotpo, "Fashion eCommerce Report: Consumer Trends and Strategies for Brands," Aug 23, 2019

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www.eMarketer.com

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Think of Social Media as a Window Display, Not a Mannequin



Your Social Content Is The Digital Equivalent Of A Window Display

The Goal Is To Bring Your Audience Into Your Store ... Not To Just Buy The Products That Your Mannequins (Or Puppies) Are Wearing

Good Social Content Helps Expose Your Audience To A Broader Array Of Products That You Sell, Helping Each Potential Customer Find The Right Product



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How to Use Social Commerce to Boost Small Business Revenue on Facebook



- FB Currently Accounts for 64% Of Total Social Revenue - BI Intelligence.
- Facebook Is Figuring Out How To Retain Users By Showing Them Personal And Valuable Information In Their Feeds – Using Mobile Platforms
- FB Algorithms Prioritize Posts That Are Most Likely To Get A Positive Reaction On An Individual Basis
 - It's SIMPLE – the Goal is to Keep Users On The Platform Longer -- Which Results In Them Seeing More Ads
- *The Goal For Pet Businesses Will Be to Figure Out How To Make Sure Their Ads Are In Their Audience's News Feeds*
- Key for Success Is To Use Data to Place Relevant, Engaging Ads In Front Of The Right People At The Right Time With The Right Message

Source: postplanner

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How to Use Social Commerce to Boost Small Business Revenue on Facebook - TODAY



Facebook Use Facebook Page Shops or Facebook Messenger

Create An Entire FB Shop In 4 Easy Steps

1. Use Pre-Created Templates (Or Create One Of Your Own)
2. Click On Your Pages' Shop Tab
3. Click Go To Commerce Manager To Complete Sign Up Steps
4. Upload Products To Your Facebook Shop – Start with 15-20. Build Upon It Weekly And Share The News!

Then It's Time to Sell Directly From Your Page, Manage Orders And Shipping



The Key To Long Term Success Includes Running Facebook Ads To Promote Your Products By Driving Customers To Your Pages!

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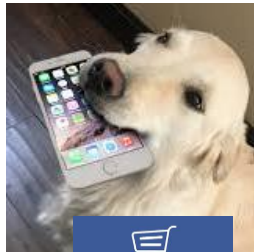
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Create A Facebook Shop Filled With Your Best – and – “MOST NEEDED NOW” - Items



Focus On Immediate Needs Of Current Customers In Your Shop – What Do Your Customers Need Now? Food? Supplements? Treats?

- Note: This MAY Be a Time To Meet NEW CUSTOMERS For Your Pet Business
- Make Sure To Use Features and Benefits On Your Shop Pages To Convert Customers Who May Not Come In the Store Regularly
- How Can You Show Value Of your Items To New Customers?
 - *SHOWCASE Improved Health, Well-Being and showcase Enhanced levels of Satisfaction – for Pets and Their Parents*

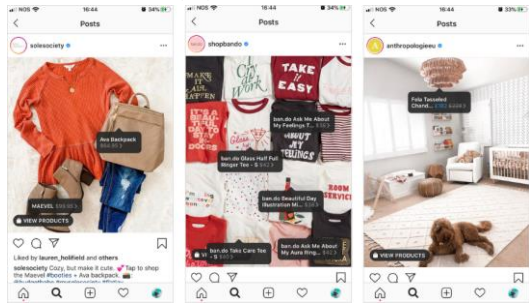


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Using Instagram For Social Commerce Three Ways to Engage - TODAY



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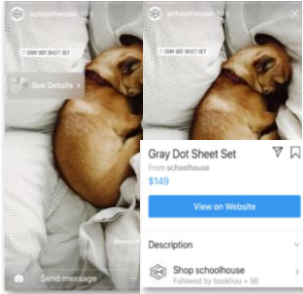
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Instagram Shopping – Connecting To Customers When They Are Browsing...Shoppable Posts

- Instagram Shopping Gives Businesses An "Engaging Storefront"
- Retailers Can Share Featured Products Through Organic Posts And Stories, Or Have People Discover Your Products In Search & Explore
- When Customer Tap Product Tags On Post and See:
 - Product Image
 - A Description
 - Product Costs
 - Direct Website Link or
 - In-Platform Shopping Tool



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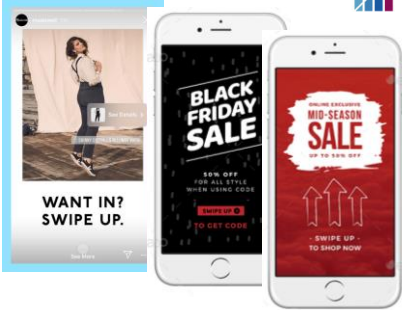
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Create Shoppable Stories – Swipe UP for Sales!

Shoppable Stories
Like Shoppable Posts--
You Can Also Make
Your IG Stories
Shoppable!

Arguably The Most
Valuable Organic Real-
estate On Instagram,
Shoppable By Tagging
Products Or Using A
Relevant "Swipe Up"
Experience



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Leverage #linkinbio As A Strong Call To Action

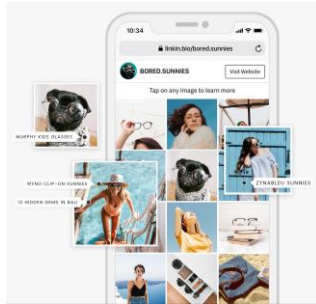


Use the Hashtag #linkinbio or use the App - Linkin.Bio

Allows Your Pet Business to Create Strong Calls-to-action By Driving Your Followers To The "Link In Bio" Section of Your Page:

Using Linkin Bio -Customers Can:

- Browse Entire Feed
- Discover New Products
- Engage With Other Branded Content (Blog Posts, etc.)



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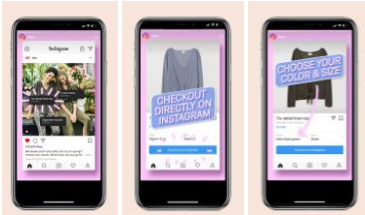
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Coming Soon.....- Instagram Check Out - To Keep Them On Your Page.....



- The Future of S-Comm Will Be To Keep Customers Engaged – And Shopping within YOUR PAGE –
- This Will allow for End-to-end In-app E-commerce Experience For Your Customers
- Instagram Checkout Allows Instagram Users To Complete Product Purchases Without Ever Having To Leave



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Using Pinterest Already? Make It A Social Shopping Experience – NOW



Pinterest Works As A Social Commerce Opportunity Because Users Are Already Used To Actions While Browsing!

- It's Built To Help Influence Future Purchases For Customers In Research And Consideration Phase – And To Position Content (and/or Products)
 - 87% Of Pinners Say They Have Purchased Something As A Result Of Pinterest*
 - 93% Of Pinners Use Pinterest To Plan Or Make Purchases*
- Engaging Pins That Provide Value To Your Audience Will Maximize Your Social Commerce Success. What Type Of Pins Add Value For Customers?
 - Useful (54%)
 - Helpful (50%)
 - Inspiring (45%)

Content Tip:

Think About How Your Content And Products Fit Across The Pinner's Journey

* Source: Millward Brown

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Even MORE Ways to Sell via Social --- Sell To Your Customers Via WhatsApp Messaging

WhatsApp will continue to dominate the mobile messaging app market.

WhatsApp > **1.6 BILLION** monthly users

WhatsApp For Business app > It allows you to connect with customers or clients directly through the app

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Looking Good (Really Good) Matters...A LOT

You've been gifted 20% off your first purchase

WE YOUR DISCOUNT NOW

A smarter, healthier pet food.

Real food • Made fresh • Delivered

High-quality Product Images Live Videos, Review Videos, and UGC Gains Attention Instantly And Hooks For Extended Engagement Between Your Customers AND Your Pet Business

S-Comm Links Purchase Desire Of The Products (Via Attractive Visuals) To The Buying Option Making The Life Of The Consumer Easier And Simpler

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What Else Can You Do To Improve Your Success with S- Commerce? Influence Your Customers

Influencer marketing will continue to GROW

While nearly half of brands use influencer marketing to increase sales, this isn't the biggest reason brands are going to continue to use it in 2020:

The average ROI for influencer campaigns is a whopping **430%**. other goals include brand promotion (**79%**), content creation (**62%**), and brand reputation (**45%**).

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Build an Acquisition Strategy Around Micro-Influencers – Think Small, AND Mighty.....



Influencers Allow Brands To Both Source Content And Increase Distribution

Gift Products To Influencers - Provide Loose Creative Guidelines Brands

Allow Micro-influencers To Do What They Do Best: Create Content And Excitement About Products That Resonate With Followers That Helps Demonstrate the Trustworthiness of your Store/Products



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Partner With Influencers And Encourage Your Community To Share Your Products



Influencers And Community — Can Be Very Powerful For Your Commerce Efforts

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Need Some Inspiration on Where to Start? 5 Types of Instagram Stories



How-to's And Tutorials
Stories' Sequential Format Makes Them Perfect For Step-by-step, How-to Style Content
Think Bite-sized Educational Content About Pets, Etc.

This Tutorial Story Breaks Down Step-by-step How To Take The Perfect Photo

Bonus Tip: Add A Call-to-action For Sharing To Get More Engagement

Sharing User Generated Content (UGC)
Many Brands Share Stories Dedicated To Their Followers' UGC Such As Tagged Customer Photos.

Stories Represent A Fantastic Place To Publish UGC If You Don't Want It To Dominate Your Main Feed. This Is Especially Important As You Don't Want Your Valuable Shout-outs From Followers To Go To Waste.

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Need Some Inspiration on Where to Start? 5 Types of Instagram Stories



Behind-the-scenes Stories

Instagram Stories Don't Have To Be Big, Polished Productions –

Creating Stories That Are Sort Of Off-the-cuff While Hosting Events Or Attending Trade Shows (like this one!) Are Great Ways To Give Your Customers Insight Into Your Pet Business and Make them "Insiders"

Take Your Followers Along For The Ride - Put The "Human/Pet" Side Of Your Business On Display

Time-sensitive Offers, Deals And Promos

Just As You'd Promote An Offer Via Instagram, You Can Do The Same Via Stories

Use Stories To Create Limited-time Deals Or Highlight A Current Sale (Note: Ask Vendors At THIS SHOW If They Want To Sponsor Some Of Your IG Offers!

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5 Types of Instagram Stories



Special Announcements

Announcements That Keep Your Followers Guessing Through Every Step Of Your Story Represents One Of The Most Creative Ways To Use The Format

Use A Story To Tease A Promotion/Event!

Use Playful Tactics To Generate Buzz and Talk About Something Going On Via A Series Of Stories (1 week)

Use Subsequent Stories To Flush Out Entire Event. Key is to Pique Your Customers Interest (1-2 Weeks)



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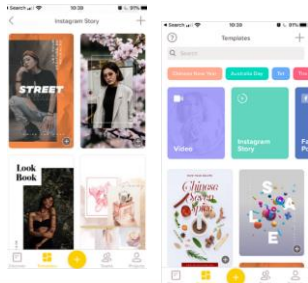
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Make IG Stories Creative, Interactive and Engaging– Thus Able to Sell MORE



Try These IG Apps For Templates, Graphics, Timing, Videos, etc.

- Over
- Storyluxe
- Unfold
- Storyboost
- Later
- InShot
- Mojo
- Canva
- Adobe Spark
- Filmm
- Patternator
- In Stories by Tezza
- CutStory
- A Design Kit
- VCSO
- Life Lapse
- Magisto
- Clipomatic



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Tips For Creating Content That Will Convert Your Customers From Browsers To Buyers



Create A Call To Action

Creating A Special Call To Action On Your Social Media Website Leading To A Dedicated Landing Page, Captures More Customers. For Instance: Put A Link On One Of Your Posts To A Devoted Landing Page With A Special Offer Or A Promotion Code.

Make People Give You Their Money

People Use Social Media To Relax And Entertain. However, If They See A Photo Of One Of Your Products And Decide To Buy It, They May Not Actively Try To Find It On Your Website.

Use Special Hashtags

Hashtags Provide Easy Interaction With Users. People Follow Hashtags They're Interested In; Use Them To Find A Wealth Of New Prospects To Follow.

Always Promote Your Products On Social Media. Make It As Easy As Possible For People To Find The Path To Buy Them

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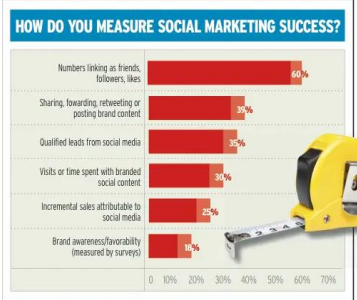
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Tips for Effective Social Commerce – Measure... And Adjust... Again AND Again.....



- The Devil Is In The Details..... Use SM Analytics To See Which Content Is Effective At Engaging Your Customers
- Check Posting Statistics– Check Variables Like Time Of What Day You Make Posts, etc.
- What Content Works Best For Your Audience?



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Final Thoughts--- New Ways Marketing WILL BE Required in 2020 – START NOW



It's Not Just You - Social Media Is Difficult. Social Media Is A Challenging Channel For Small Businesses. You Must Set Expectations and Strategies To Have Success

Optimize For The Right Things Understanding The Ways In Which Social Media Can Have An Impact On Your Business Is Your First Step. Set Goals and Budgets Around Those To Get The Results You Want!

Go Where Your Audience Is Engage Where Your Audience Is Engaged. Post More Of What Your Audience Responds To. The Key is To Provide Value All the Time

Invest In Tools To Streamline Your Process.

Build A Team That Will Help You Scale When You Are Seeing An Upward Trend In Your Numbers.

Remember that True Success Comes From Envisioning Social Media As A Thriving Ecosystem Rather Than A Means To An End!

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Need Help Creating Marketing/Sales Programs That Reach Customers For Your Pet Business?



- Do You Have A Marketing Strategy That Engages Customers Via SM?
- Do You Plan SM Content That Reaches Your Customers Effectively?
- Do You Need A Strategy To Help You SELL on SM?

CBCG Is Here To HELP!

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Mark Your Calendars: Join us For The Next 2 Sessions



Webinar Series:
Navigating These
Uncertain Times

Creating Customer Loyalty That Lasts:
Educate, Inform and Entertain to build long-term loyalty

PetStorePro®

Wednesday, April 8, 2020
11:00 AM ET



What's Next for your Pet Business?
How to plan, prepare and forecast the balance of 2020

Wednesday, April 15, 2020
11:00 AM ET

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