

# How to drive online sales using FREE methods

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AUSTRALIAN OLIVE GROWERS

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Digital Narrative

# Webinar Structure

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What can we do that's free?



Organic Social Media

Facebook  
Instagram



Email Marketing



PR and Collaborations



Questions (INTERACTIVE)

# Get the Lingo!

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**Organic** – unpaid content and posts, usually referring to social media

**Account** – YOUR social media account (i.e. your FB business page)

**Handle** – how your social media account is represented e.g. @shepherdsbake

**Natively** – posting or creating something 'in' a platform instead of creating it elsewhere and linking to it

**Influencer** – someone who exchanges favourable social media posts with their many followers, for money or products

**Database** – your list of customers, suppliers, etc with their contact details

**eDM** – electronic direct mail (email newsletter)

**PR** – Public Relations. Often refers to gaining free media coverage or 'mentions'.

**Segmented** – a sub-category of your database e.g. by geography, past spend etc.

# Free Options

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## Social Media

Content vs Engagement  
Best practice content  
Tagging and hashtagging  
Stories  
Great tools and apps



## Email Marketing

Old-school vs using apps and software  
What to say?  
Connecting to sales



## PR

Reaching out via social media  
Who do you know?



# Social Media

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# What You MUST Know About Social Media in 2020

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Social Media is no longer the Godsend it seemed to be initially for small businesses because...

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Only 3-6% of your Facebook page followers will be shown your 'free' posts on average.

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About 20% of your Instagram followers will be shown your free posts on average.

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People who have never 'engaged' with your page or account on both FB and IG are very unlikely to be shown any posts - once they have engaged, it becomes more likely.

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Facebook also penalises pages with low follower numbers, don't post often, don't interact with other accounts, post a LOT of links to other pages and always use scheduling apps.

# Content & Engagement- You Need Both!

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## CONTENT

- Video is king
- Quality images
- Interesting captions
- Offers, discounts, bundles
- Comps & giveaways
- Post constantly – aim for daily, or at least 3 times per week.



## ENGAGEMENT

- Liking other accounts as your page
- Commenting on other accounts as your page
- Tags and hashtags
- Driving comments on your posts (ask questions, encourage feedback)
- Encouraging reviews

# Best Practice Content



Fewer text-overlaid images especially for Instagram which is a **VISUAL** medium. Put text in comments, keep your feed free from text as much as possible.



Use **VIDEO!**  
Video is 'arresting' in that it stops people scrolling, and forces them to look. On IG, short videos can go on your feed and longer videos on IGTV.



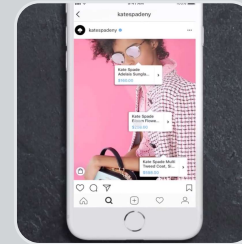
Use FB and IG **STORIES** to get around the algorithm! These have much higher visibility, try to use frequently. See next slide for how to!



Use some **STOCK** photos if you're short on your own photos, but don't overdo it – accounts full of only stock photos don't encourage loyal followings



Use clever, connecting, 'real voice' **CAPTIONS** and add 5 relevant hashtags. Look for which hashtags pop up (these are most used)



If you have an eCommerce store connected, **TAG** your products in it so people can shop your feed. Also tag in any people or brands in the image.









Mix it up – **DON'T** do all 'sales' posts, include some interesting posts for followers to enjoy.

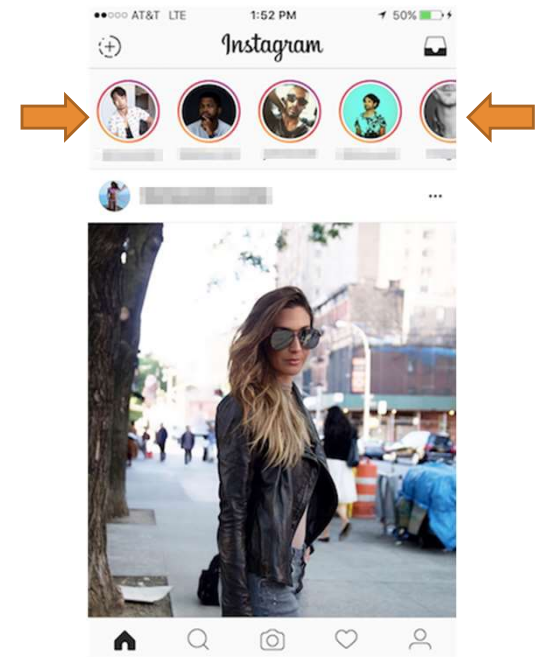


# What's the Story?

Stories appear on both Facebook and Instagram at the top of the feed. They are not subject to the same algorithm which determines 'who sees what' as your regular posts are. They are more visible, and only last for 24 hours. Perfect for sales, competitions and images/video that aren't 'quite' good enough to post on your regular feed!

To share a photo or video to your story using the Instagram app:

1. Tap  in the top left of your screen or swipe right from anywhere in Feed.
2. Tap  at the bottom of the screen to take a photo, or tap and hold to record a video. To choose a photo or video from your phone's library or gallery, swipe up anywhere on the screen.
3. Tap ,  or  to draw, add text or a sticker to your photo or video. To remove text or a sticker, drag and drop it on  at the bottom of the screen.
4. When you're ready to share, tap **Your Story** in the bottom left.



# Great Tools to Use for Social Media



Pixlr

Free online photo editing tool

[www.pixlr.com/x](http://www.pixlr.com/x)



Canva

Online simple design tool for banners, text-overlaid images etc.

[www.canva.com](http://www.canva.com)



Hootsuite

Online scheduling app from \$19 per month

[www.hootsuite.com](http://www.hootsuite.com)



InShot

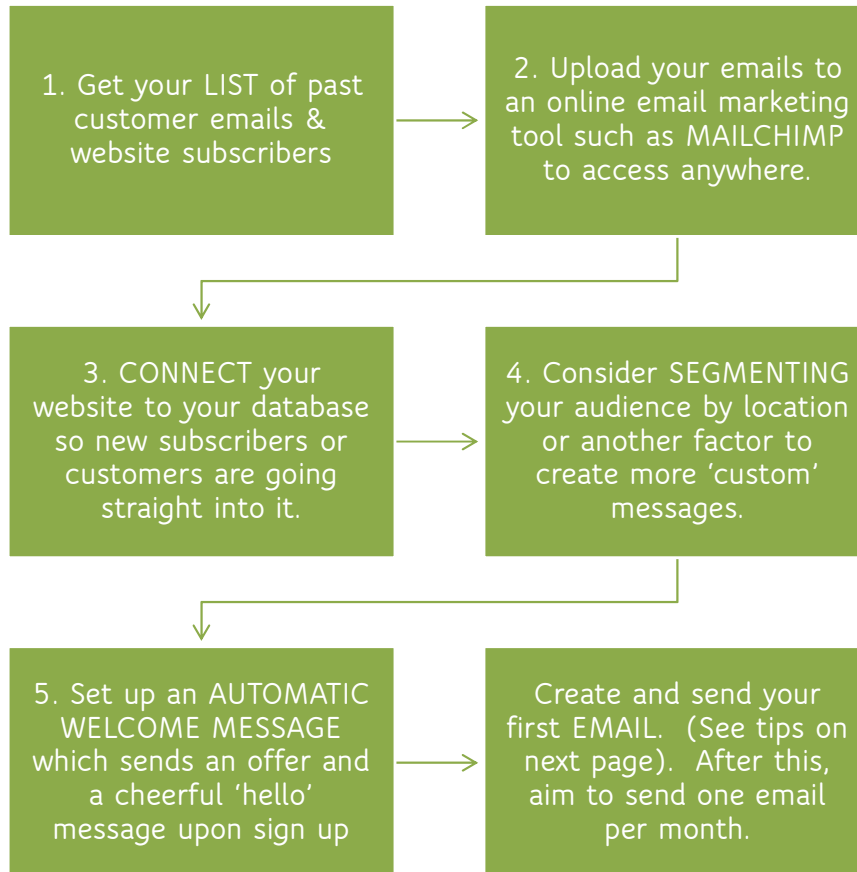
Free (with ads) video editing app for Apple and Android – best available for professional videos

Find app in Playstore or Appstore



# Email Marketing

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## Path to Email Excellence!

Program	Cost	Notes
Mailchimp	Free up to 2000 subscribers then \$29 per month	Easy to use, integrates with most websites, has phone app to work on the go. Can resend emails which weren't opened. Best for people just starting out in email marketing or only plan to send to small lists of subscribers
Campaign Monitor	\$9 per month basic plan, \$23 for regular plan	Campaign Monitor is a more "powerful" program with a more comprehensive user interface than Mailchimp. Can be a bit 'much' for small businesses?
Constant Contact	Plans start at \$20 per month, but most people will need the \$34 per month plan.	Not as great at styling the look of email, and for the cost it isn't ideal for small businesses. Integrates with Shopify.

## Email Management Tools – Your Options

# Great elements to include in emails...

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A SPECIAL OFFER (E.G.  
\$10 OFF, BUY ONE GET  
ONE FREE)



INTERESTING 'NEWS'  
FROM YOUR BUSINESS  
E.G. ANY AWARDS  
WON, NEW STOCKISTS  
ETC



A COMPETITION OR  
GIVEAWAY WHICH THEY  
NEED TO ENTER ON  
WEBSITE OR SOCIAL  
MEDIA



A BLOG ON YOUR  
WEBSITE (HELPS TO  
DRAW TRAFFIC TO THE  
SITE!) ESPECIALLY  
GOOD IF IT'S ABOUT  
TOPICS OF INTEREST  
E.G. PROVIDENCE, HOW  
YOU CAME TO OWN  
THE BUSINESS ETC.



YOUR SOCIAL MEDIA  
LINKS AND  
ENCOURAGEMENT TO  
FOLLOW.

Beautiful, clear header banner

Interesting, topical blog (summary with link)



### Commemorate Anzac Day at Home this Year.

While we're unable to show our support at an Anzac Day march, attend a Dawn Service or play two-up at the pub this year, it's still important to many of us that we commemorate Anzac Day on Saturday, April 25th. So, we've pulled together this short [blog](#) of our favourite ideas to help you get in the spirit, all without needing to leave your home. We've also created a special **Anzac Day Value Pack** full of traditional favourites to share on the day - it's available both in store and [online](#).

#### Our Anzac Day Value Pack includes;

- \* 1 x 6-pack of handmade Anzac Biscuits
- \* 1 x box of Lamb Shank & Red Wine Pies
- \* 2 x White Sourdough loaves (perfect for Vegemite on toast & bacon sarnies!)

Click below to shop online or see where your nearest Shepherd's store is to shop our full range in person...

Shop Online (with FREE Delivery)

Where is My Nearest Shepherd's Store?

Call to action buttons

**TOP IDEAS TO MARK ANZAC DAY AT HOME**  
🍷 Feast on traditional Aussie goodies like Anzac biscuits - bought or homemade.  
📺 Watch the Dawn Service streamed live on TV.  
👨‍👩‍👧‍👦 Make Anzac Day craft with the kids.  
🎮 Play a game of Two-Up in the backyard.  
**CLICK [HERE](#) TO READ OUR FULL BLOG.**



Anzac Day Value Pack  
A\$40.00

View



Anzac Biscuits - 6 Pack  
A\$6.90

View



Products to buy with buttons

Lamb Shank & Red Wine Pie 270g (Box of 4)  
A\$24.00

View



OZ Premium Meat Pie 270g (Box of 4)  
A\$20.00

View



White Traditional Sourdough 780g  
A\$6.00

View

For more information and to stay up to the moment, follow us on social media at the links below. We look forward to bringing you our handmade, artisan food to put a smile on your face and brighten your day.



Social Links

# A sample...



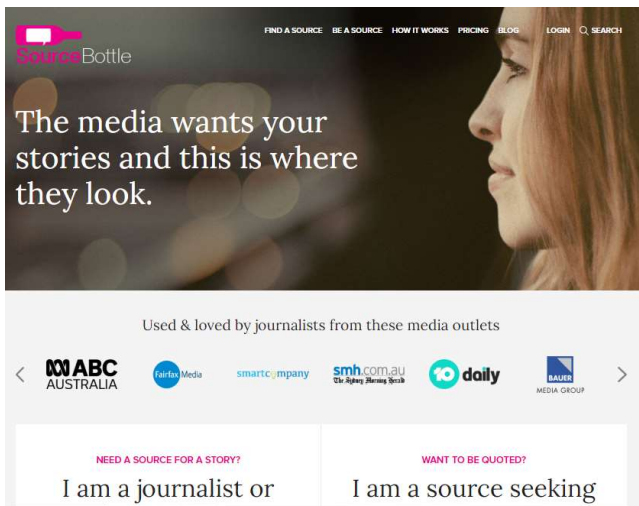
# PR & Collaborations

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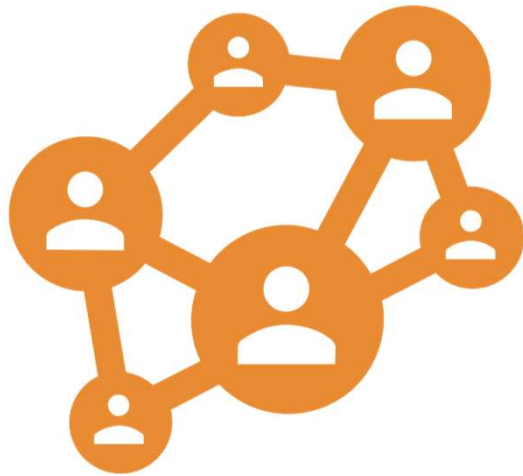


# Some ideas to get FREE attention

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1. **Source Bottle.** This website (which you can sign up for daily or weekly alerts from) connects journalists, bloggers and publishers with business owners and regular people. They have callouts for comments on a wide variety of subjects every day.
2. **Send a Press Release.** A sample of a press release is on the following slide. Simply type in word, save to PDF, attach to an email and send off to local and regional publishers, food writers and any other relevant media contacts you may know, or be able to uncover.
3. **Influencers.** Some 'up and coming' influencers (people with large followings on social media who post about brands in exchange for goods and services) will share favourable posts about your business in exchange for free products. Write a short list of people – e.g. chefs, travel writers, food bloggers etc – who match your brand personality, and who would appeal to your target audience. Contact them via social media and simply ask if they'd like to try your product, and if they enjoy it, would they be so kind as to share a post featuring it?



## Collaboration Ideas

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1. Team up with a related but not competing brand to create a giveaway together (e.g. a hamper or prize pack). Both promote it through all of your channels, and make 'following' your accounts and tagging/sharing the post a condition of entry. E.g. could be other food providores, serving ware, cookware, recipe books etc.
2. Reach out to other people you know who manage websites (i.e. other small business owners) and arrange to cross-promote on your sites and via social media. Offer to interview them for your blog, share a recipe you've created, or write a short article in return for the same.
3. Consider combining your product with another to create a shared product, which you can both promote. An e.g. is an olive oil infused with truffles. Consider carefully who you reach out to, to ensure they are as keen as you and will help to cross-promote the product!