

Create simple social media content

Engage with your community and attract new customers to your store



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On social media, your followers are the best advertisers for your store. In a 2021 survey, to the question “what have you done on social media in the past month?” 45% of the respondents answered ‘liked company posts’ and ‘followed companies’, and 30% answered ‘shared company posts’.

Creating attractive content on your Facebook page or WhatsApp broadcast messages is key to engage with your followers. If they enjoy it, they are likely to share your posts with their family and friends who could be your next customers. Being recommended by people will bring credibility and trust to your supermarket or wholesale store.

In the previous articles, we explained how your store can benefit from the rise of eCommerce and how to easily set up your social media accounts. Today, we will explain how to create engaging content on social media to attract more followers and gain new in-store customers.

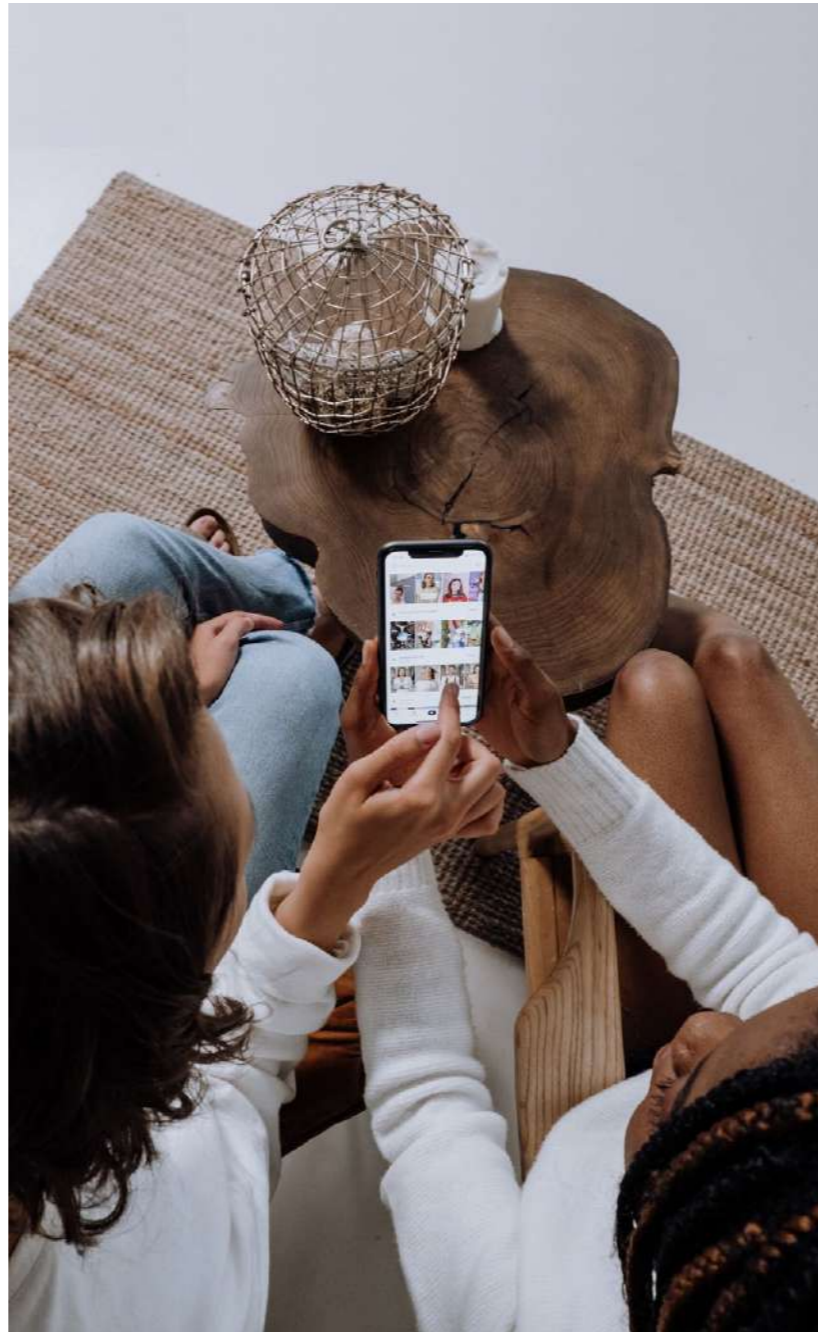


Image courtesy of Cottonbro, Pexels

Create various types of posts to keep your followers engaged

Your content is engaging if it makes a user to stop scrolling and to take the time to interact with it. In concrete terms, engagement is an action by a social media user that shows his interest in your content. On Facebook it can be likes, comments, and shares.

Engaging content creates a community that reacts positively to your social media posts. It is precisely this feeling of belonging, this special relationship that you will create with your audience, that will allow you to convert your community of followers into customers.

For this reason, engagement is the lifeblood of your business online ... it allows you to get feedback from your followers and the more engagement you get, the more likely Facebook will show your content to other users who correspond to your customer target and enable you to grow your community.

Engaging content is different from one page to another, because each customer target can be different. When you begin on social media, the rule is to try and learn. Create diversified content to



engage your community, but also to find what the best content is for your audience. There is so much content you can post on your social media.

Let's give you some examples:

- **Information posts.** Social networks have become search engines. When you are looking for information about a shop, it is natural to go to their Facebook page. That's why informative posts about your business are important. Keep your community updated about your opening hours, your location or any changes that could happen related to your business.
- **Products posts.** Promote your products by highlighting them on a post in your social media accounts. You can highlight their price and advantages, but also give some tips about how to use it. For example, if you sell food products, you can highlight some of them by sharing recipe ideas with your community.
- **Puzzles and surveys.** You can play with your community with puzzles or surveys. It is a very efficient way to exchange with them and learn to know them better. The better is to play with your products. For example, you can invent a puzzle to make your community find the price of a product. Or you can post a survey to know which one of your products your community prefers. This type of content will engage your community. To go further and have a maximised engagement rate, you can offer a prize to the winners.



Image courtesy of Ketut Subiyanto, Pexels

- **Promoting your shop.** Your social media accounts are the windows of your shop online. Publishing photos of your storefront, your employees and your shelves is a good way to promote your store. Moreover, it will give credibility to your business and make people want to come and visit you. You can also share in a post the positive reviews you received from customers.

All of these types of posts correspond to three objectives you must keep in mind when you create content. Your posts must make people ...

- interact with you
- know you better, or
- visit your store and buy your products.

Combining these objectives is the key to producing engaging content.

How can you easily create some content for these posts?

You can begin with taking photos with your smartphone and publishing it with a short text. It's simple, free and efficient.

If you want to go further, you can use graphic design tools like Canva (<https://www.canva.com>). It's a free and simple website to create designs for your business. You can also contact a digital marketing agency or a graphic designer to help you in creating content.

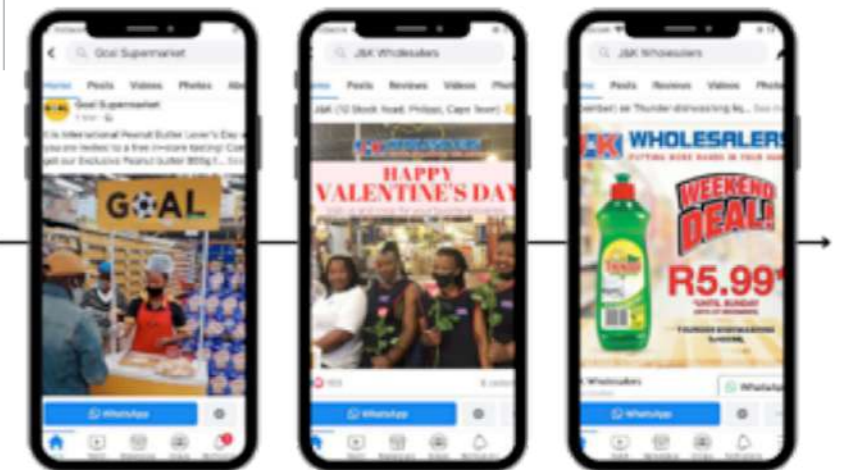




Image courtesy of Pixabay, Pexels

Create better content

Learn from your followers' feedback and their engagement with your posts

The first step was to try different types of content on your social media account. Now that you know what you can try, the second step is to learn from your trials.

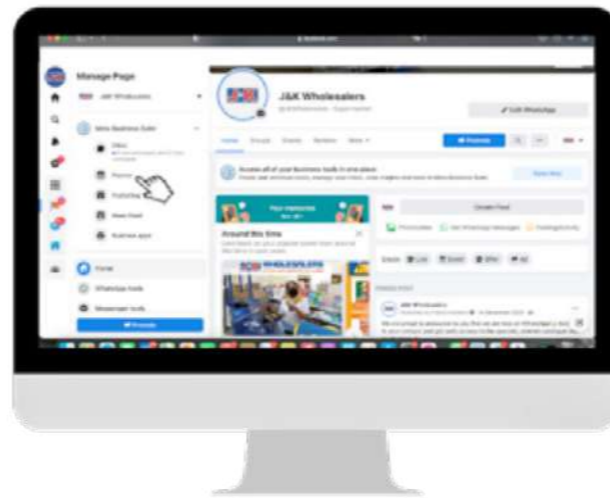
Looking at the results of each of your posts is really important to know what the content your community prefers is. On Facebook, consult the Insights page to check the performance of your posts, there is a lot of information available.

The reach, the reactions and the engagement rate can tell you if your post worked or not and which one worked the best.

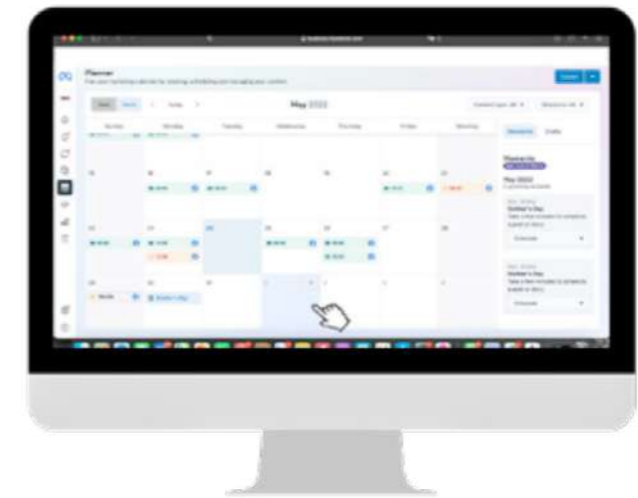
Testing different texts and visuals for the same post is also a good way to know how to adapt your content to your community. For the same post idea, you can create several visuals and see which one works the best. For example, test to advertise your specials with three different posts:

Tutorial for scheduling a post on Facebook using the planner feature.

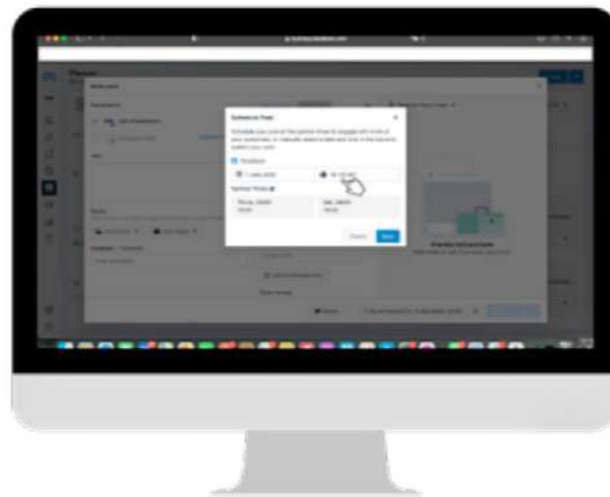
Step 1 **Go to 'Planner'**



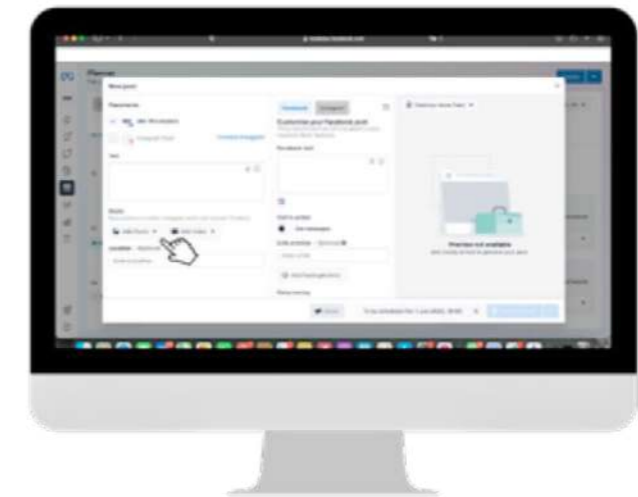
Step 2 **Click on the day you want to post**



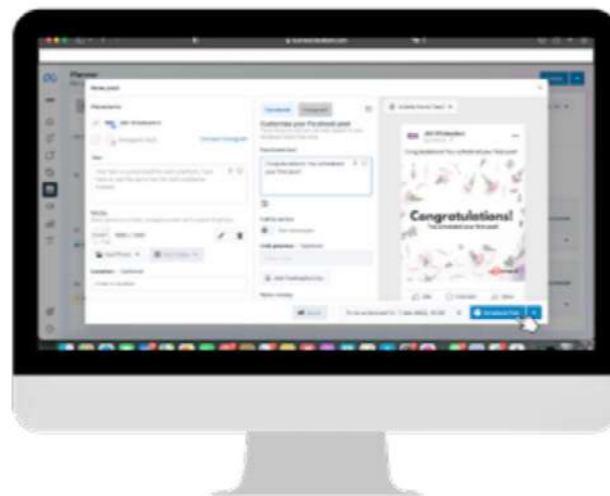
Step 3 **Choose the hour and click on save**



Step 4 **Download your image and write a text**



Step 5 **Schedule the post**



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- a text post only with the list of products and prices,
- a post with a text and one visual presenting all the products on special
- a post with a text and photos of each of the products on special.

The insights of these posts will tell you what your community prefers and what is more efficient. To best adapt your content to your audience, listen to your followers and interact with them.

In a Facebook post or in your WhatsApp broadcast, you can directly ask your community what they are interested in (what items they would like to have on special next month, for example). And if they see that you take their opinion into account they will be more willing to engage with your page and recommend you.

You must build a relationship with your community. To do so, here is another bit of advice ... don't forget to answer the comments and messages you received and be as reactive as you can!



Image courtesy of Tracy le Blanc, Pexels

Be consistent and post regularly to remain interesting and attract more followers

Creating engagement is also a question of regularity. No one is interested in following a page which gives content only once a month. You must show to the users that your page is active and post often to remain attractive.

Planning your activity is essential to save you time and be as efficient as you can. You can directly use the planner feature on Facebook to automatically post your content for you at a date you choose in advance.

If you are not comfortable enough with the Facebook planner you can use a traditional calendar on your phone or on a paper to make sure you don't forget to post regularly. The perfect quantity of posts is at least two per week.

To conclude, the content you share on social media is a very efficient way to connect easily with your customers and their contacts. Social media can reach a very large audience for free and you can easily track your performance, it has therefore become more efficient than paper leaflets and newspaper ads.

The more content you produce and post, the more effective you will become.



Image courtesy of Mikotoraw Photographer, Pexels

Indeed, you will learn more about your customers' interests with every post you publish. Take this opportunity to create better posts and offers that will attract more followers and customers.

Next month, we will share with you how to boost your reach on social media by organising a digital marketing campaign. It will enable you to reach even more potential customers and attract more customers in-store. **SR**

Shop-it offers turnkey and managed online stores to supermarkets and wholesalers in Africa, as well as digital marketing services to grow your sales.

