

Create online offers

Generate more traffic in your store



By Arnaud Blanchet
Founder and CEO
of Shop-it

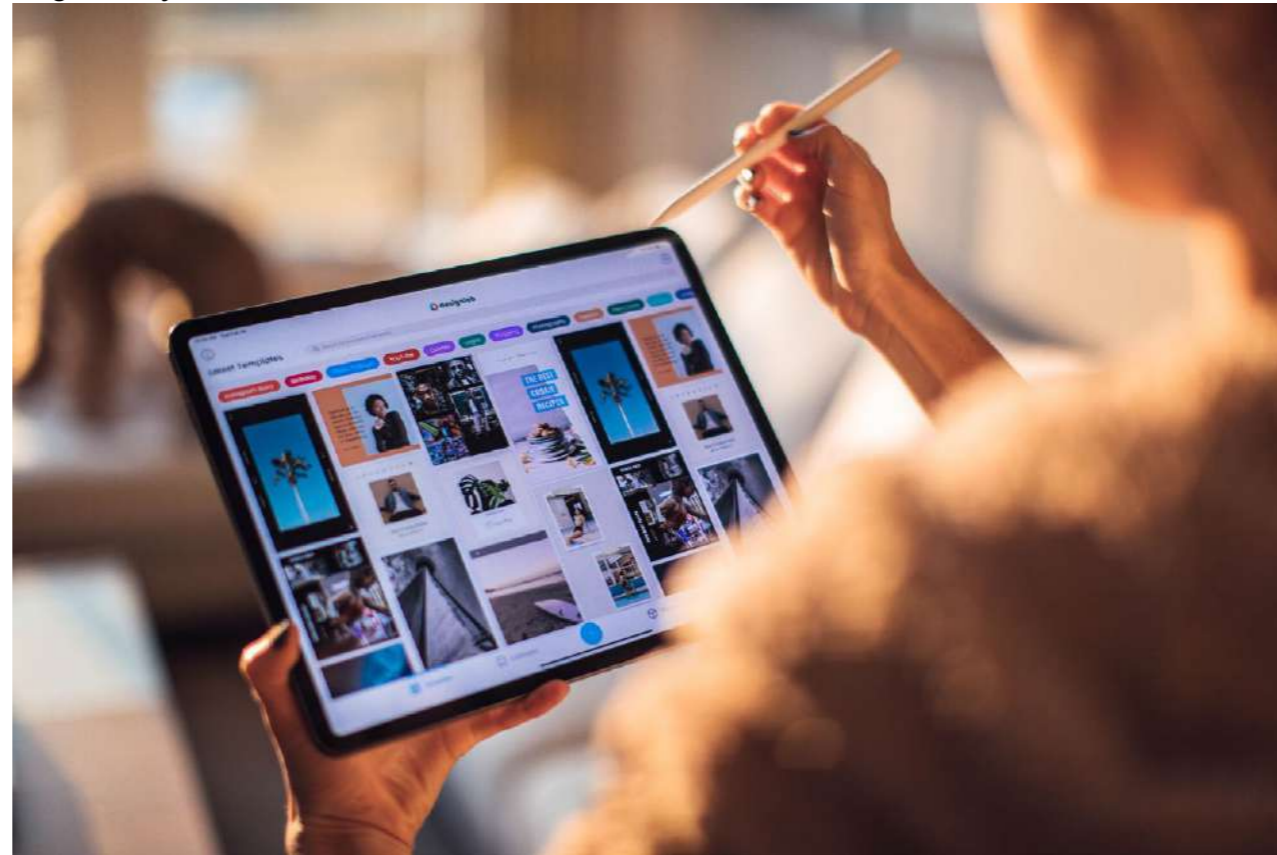
Today, we will explain how to drive your community from your social media accounts to your store tills!

In our previous articles this year, we explained how to set up social media accounts for your stores and how to create simple content in order to be visible online and attract new potential customers. By now, you should have a Facebook page, a WhatsApp account and a Google My Business account for your wholesale or retail store and you should have started to create content that you share on these accounts. If you are not there yet, have a look at the articles on these subject in the back issues of Supermarket & Retailer.

Those steps were just the beginning of your digital marketing strategy. Now that you started building an online community for your business, it's time to direct your followers to your stores and generate sales.

We previously said that 56% of internet users in South Africa say that their purchases are influenced by social media. Therefore, creating online offers that stand out is key to attract new customers. In this article, we share practical tips and examples

Image courtesy of Roberto Nickson, Pexels



to create online offers that generate traffic in your store and convert your social media followers in customers!

Your followers on social media are potential customers

The first reason to share online is because your community is expecting it! The users who follow you on social media made the decision to stay informed of what happens in your stores.

Of course, they are looking for practical information, like your opening hours, or your store addresses but, more importantly, they are interested in what you sell and the deals you offer. Followers are what marketers call 'qualified target' or 'warm leads'. In other words, they could easily become customers.

“ Sharing offers with these potential customers can be the trigger they need to visit your store. ”

Start with sharing online your month-end specials

You probably already offer month-end specials to your customers. These promotions are an excellent starting point to create an online offer ... just post the digital copy of your promotion

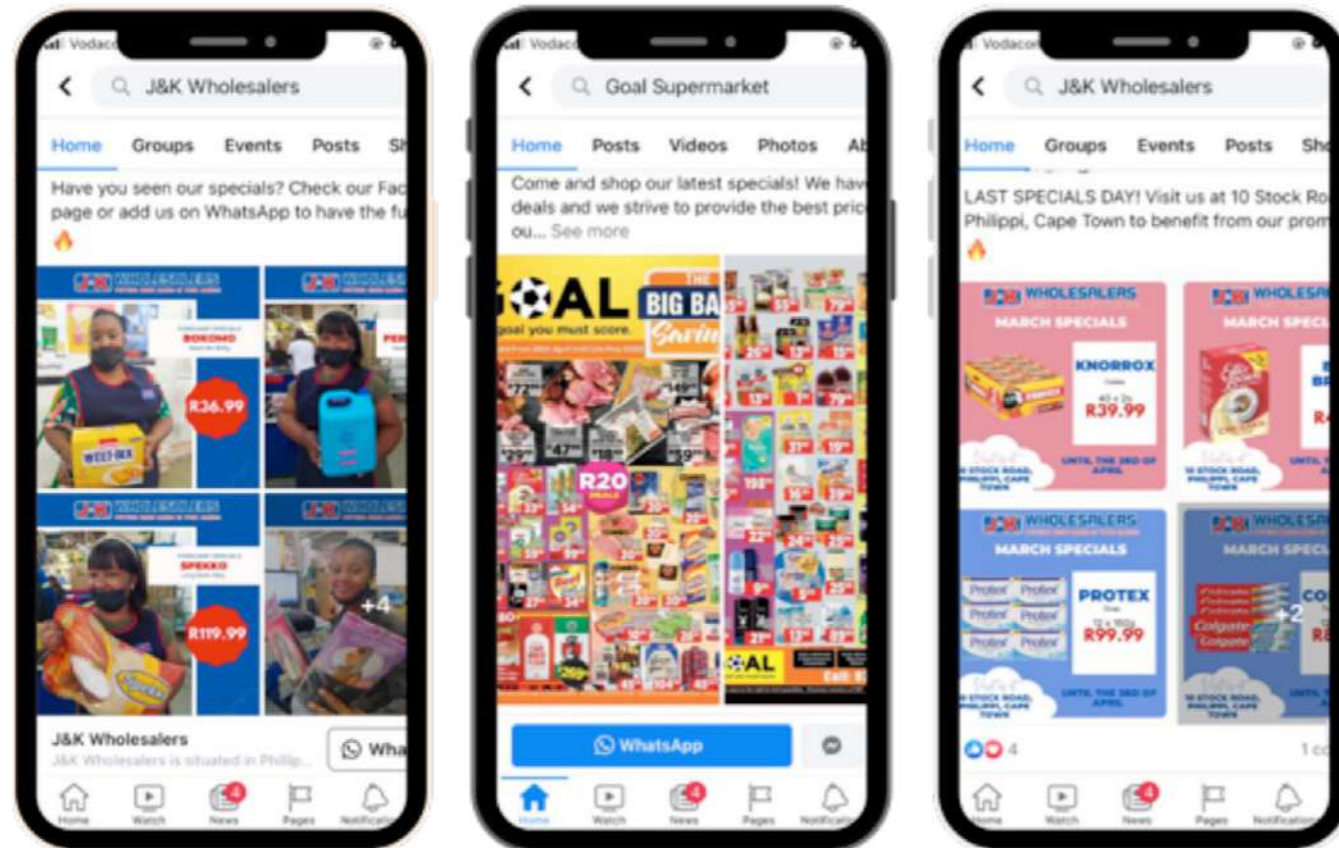




leaflet on your social media accounts. It's free and it can reach as many people as the printed copies you display in store and the ads you pay for in local newspapers.

Here are a few tips to make the most of these specials ...

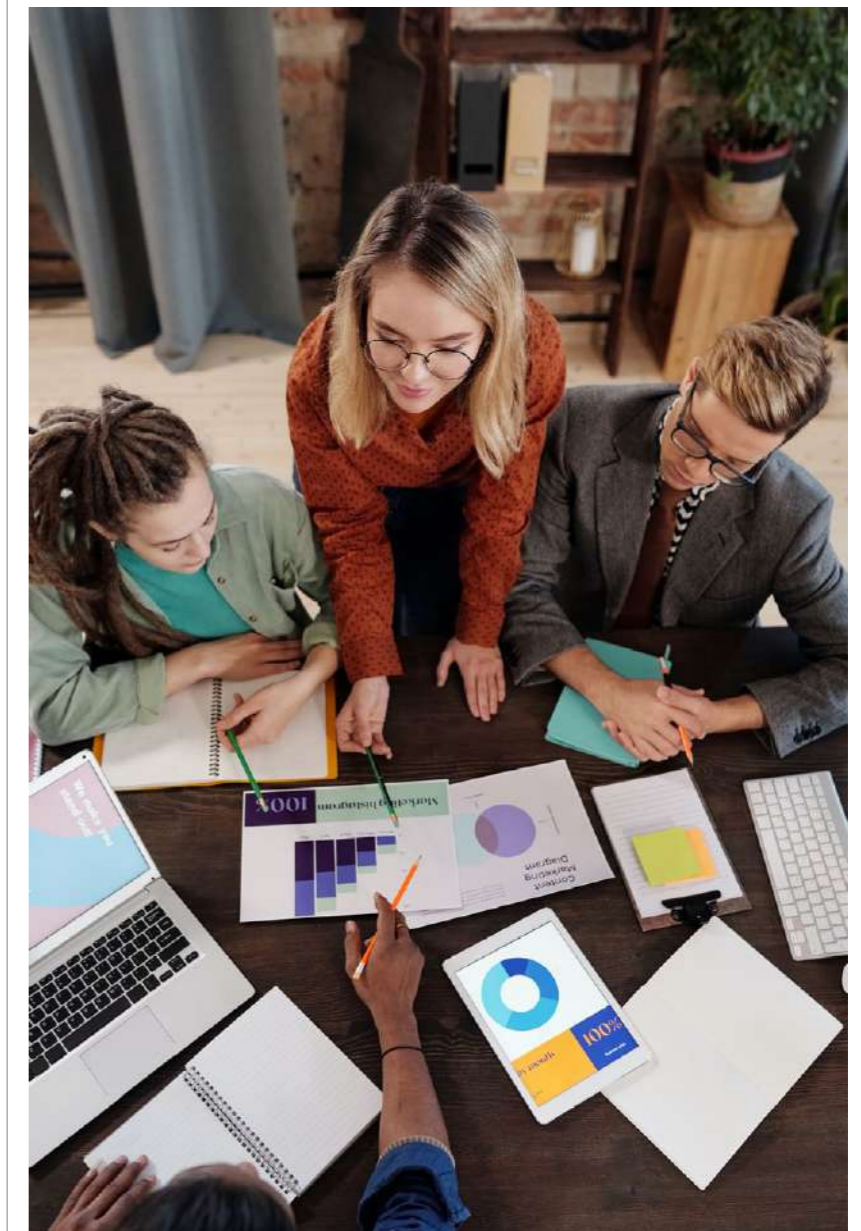
- Make it easy for your followers to see the specials: post images that will display directly on your Facebook page or WhatsApp messages and not links to a web page or files to download.
- Some of your followers might have never visited your store. Make it easy for them to find you by indicating very clearly on your specials your address and directions to get there.
- Make sure to always use good quality photos. It should not be pixelized. Don't hesitate to take the pictures directly with your phones: photos of your staff members holding the items on special with a big smile always work well!



“ Create some exclusivity for your followers. For example, by sharing the specials a day earlier with them on WhatsApp. ”

Create flash offers on social media to reach more followers and attract them in-store

Customers always value a good deal. Social media enables you to easily, rapidly and freely share your deals with a large audience in just a few minutes. Take advantage of this possibility to create flash offers that will only last a day or a weekend and that will bring you more followers and will attract customers in-store.



Images courtesy of Mikael Blomkvist, Pexels

For example, you can offer one-day only discounts on items with a close expiry date. You can also create a flash offer on the day of the week when you usually have fewer customers. Or you can highlight a loss leader that you sell at a very attractive price compared to your competitors.

Simple posts for these offers will be the best: a nice photo with the item on special, the price, and the product description with quantity are enough. You don't need to have any graphic design skills to prepare these posts: simplicity and attractive prices are what count.

Don't hesitate to announce some of your flash offers a few days in advance, using teaser posts to make sure that people are prepared and can get organised to visit your store.

Image courtesy of Alphatradezone, Pexels



Sharing an offer on your social media accounts has two benefits ...

- It will make more people want to follow you and will widen your online community
- Then it will attract people to your brick-and-mortar shops or online store and will increase the number of customers in your store.



“ Sharing your monthly specials, your flash deals, and exclusive offers on your social media accounts will not only grow your online community, but it will start having an impact on the sales in-store. ”

Offer some exclusive deals to your online followers

Don't hesitate to create discounts that are only available to your social media followers. It will strengthen your online community as it will make them feel special and it will attract more customers to follow you online to benefit from these offers.

You can, for example, indicate on your Facebook page that you will offer an exclusive discount to your WhatsApp followers to increase the number of people in your database. You can then send the exclusive offer as a broadcast message.

To benefit from the exclusive offers, customers should have to show the visual offer (that can include a barcode if you want to register a specific discount in your POS system) at the till.

Such exclusive deals are also a way to measure the influence of your social media channels on your sales. By analysing the number of people who took advantage of the exclusive deals you offered to your online community, you can assess the efficiency of your online presence.

Getting online is not only good for your store visibility, it should also contribute to your bottom line. Share your best online specials with us at hello@shopitapp.co and we will help you to grow your sales online. In our next article, we will explain how to boost the reach of your posts by using paid ads on Facebook in order to attract even more customers. **SR**