

F.J. Reid's
25 YEARS **FASHION ADVANTAGE**
"The voice of today's small retailer"

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STORE SPOTLIGHTS:
Wincy's
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Giblin' Post
Plus Fashions

2014 Retail Retreat Photo Album

August 2014

On the road to becoming a

REMARKABLE RETAILER

Facebook.com/RemarkableRetailer

REMARKABLE RETAILER
118 N Main
Buhler, Kansas 67522
TELEPHONE
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JOIN RR
ON FACEBOOK



Becoming a *REMARKABLE* FACEBOOK Marketer



BUILD YOUR TRIBE!

Whether you are in a retail fashion business, restaurant, service industry, are a butcher, baker or candlestick maker, one of the most important responsibilities that you have is to continually build relationships with your clients. When used professionally, Facebook is a great tool to have in your Marketing Toolbox.

A business without a TRIBE is like a fish out of water. If I had to choose the most important thing to spend my time on in any small business, it would be to invest time, money and energy into building that group of true fans...they are the cheerleaders who want you to succeed and will bring you new clients throughout the years. When you are willing to invest in this smaller group of people, they will reward you with years of loyal patronage, and will spread the message of your business for you.

BE CONSISTENT!

Like any other Marketing Tool, you must commit to using Facebook consistently. Our retail store, Adrians Boutique in Buhler, Kansas has built a following of over **5,000 Fans on Facebook**, and this is in a town of only 1,200 people! Of course, that did not happen overnight, it happened because we consistently share a wide variety of posts and remind people to join us on FB on a regular basis.

PLAN AHEAD!

Use Facebook's scheduling tool to Pre-Populate your posts. This looks like a clock and can be found on the tool bar under the Status Update box.

POST OFTEN!
We post **5 - 7 times**
PER DAY!

Only a small percentage of your Facebook Fans are seeing your posts at any one time.

Use a variety of posts to engage your clients!

Pre-Populate Posts throughout the day and evening.

What to Post?

- Recipes
- Links to Articles
- Tips & Tricks
- Holiday Related
- Quotes
- Product Photos

Build your TRIBE!

Request your

FREE E-Book

on Facebook Marketing!

Vicki@RemarkableRetailer.com

Join Remarkable Retailer

on Facebook!

REMARKABLE RETAILER

FACEBOOK MARKETING...Build Your Tribe!

GROW YOUR LIST ORGANICALLY!

Grow your Facebook Following organically... promotions that are just to get “LIKES” do not create relationships with your clients. I would much rather have a smaller number of Fans who are truly engaged with us, than thousands of fans who only clicked “LIKE” to win an iPad or some other promotion.

KEEP IT SOCIAL!

Resist the urge to post photo after photo of product on your Facebook site. I think this is the Number One Mistake that retailers make. Our clients are mostly women, so we use a variety of posts to keep them coming back and sharing content from our site. Here are some ideas of what to post:

- Recipes...*We call recipes the Universal Language of Women*
- Invitations to Facebook Only & Other Events
- Expert Fashion Advice...*Yes, YOU are an expert!*
- Tips & Tricks for wearing Scarves, Leggings, Jewelry, etc.
- Photos of your Clients & Staff having FUN in your store
- Inspirational Quotes & Links to Interesting Articles or Videos
- Community Events
- Links to other *non-competing* local businesses
- And YES, Product Photos, Videos and information!

PLAN YOUR WORK...WORK YOUR PLAN!

It's **nothing fancy!** I use a little yellow notebook from Office Max to plan out each week's Facebook posts. We go through and schedule “Gives” such as Recipes, Video Links, Tips & Tricks, etc. sprinkling them throughout the week, before I put in product and sales related posts. This helps to remind me to keep things social! I always leave “holes” in the schedule to pop in real time photos of our clients or staff having fun, tasting some of our gourmet samples, or trying on a new line of clothing.

FREE Facebook Marketing E-Book

Check out Remarkable Retailer's E-Book on Facebook Marketing provided **FREE** for TJ's Fashion Advantage subscribers! This is full of tips and ideas to grow your store's Facebook following. See sidebar to order.



Vicki Adrian has 30+ years experience as a hands-on, owner of Adrian's Boutique, is a savvy email and social media marketer and helps entrepreneurs around the country take their business to the next level.

An aspiring Podcaster and Blogger, she preaches Relationship Marketing wherever she goes and loves to bring retailers together to share business & marketing ideas to help them grow their businesses.

She is on a quest to become a **REMARKABLE RETAILER**, and would love you to come along on that journey.

Request your
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