

SOCIAL MEDIA AS AN OPPORTUNITY

KIND & JUGEND 2020

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WHICH PLATFORM IS THE RIGHT ONE FOR ME?

Analyze your business:

- Is there an onlineshop?
- Can I find you at Google my Business?
- Are you still visible online?
- What do you do for customer loyalty?
- Do you offer vouchers?
- etc.



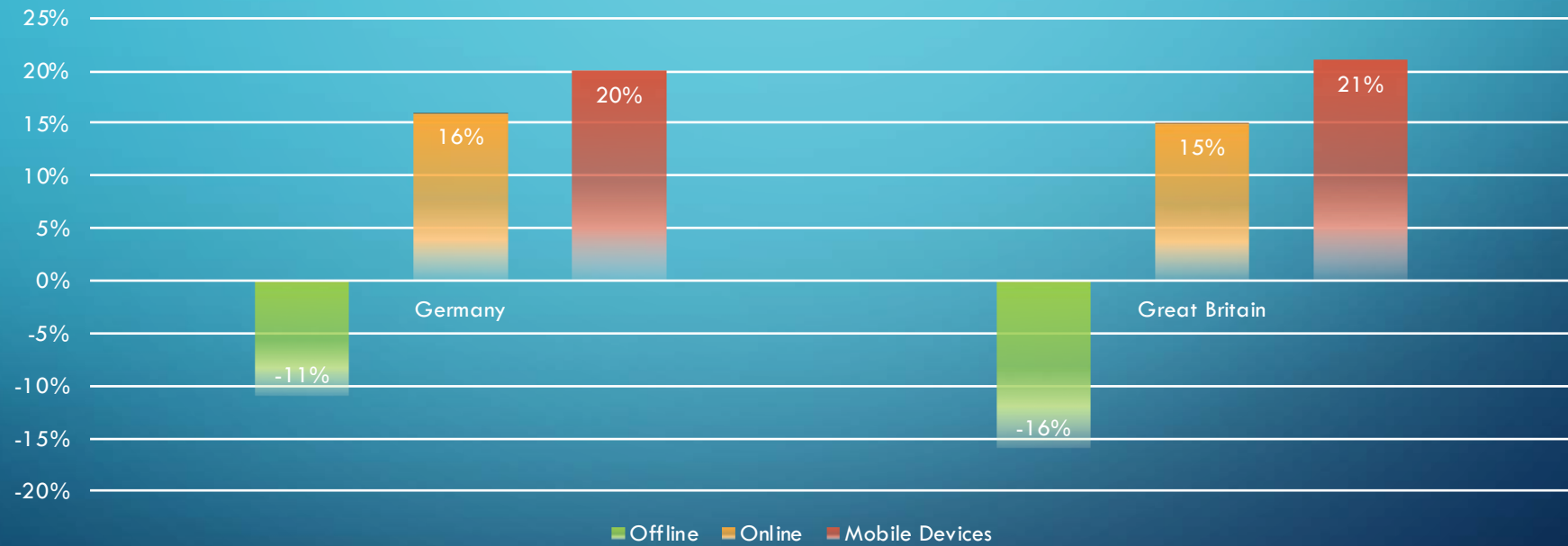
ANALYSIS OF CUSTOMERS



- Who are your customers?
- Where are your customers?
- Facebook?
- Instagram?
- Etc.

CHANGES BY COVID-19

FORECAST FOR RETAIL SALES IN 2020



QUELLE: E-COMMERCE 2020 FORECAST VON EMARKETER, VERÖFFENTLICH AM 11.06.2020

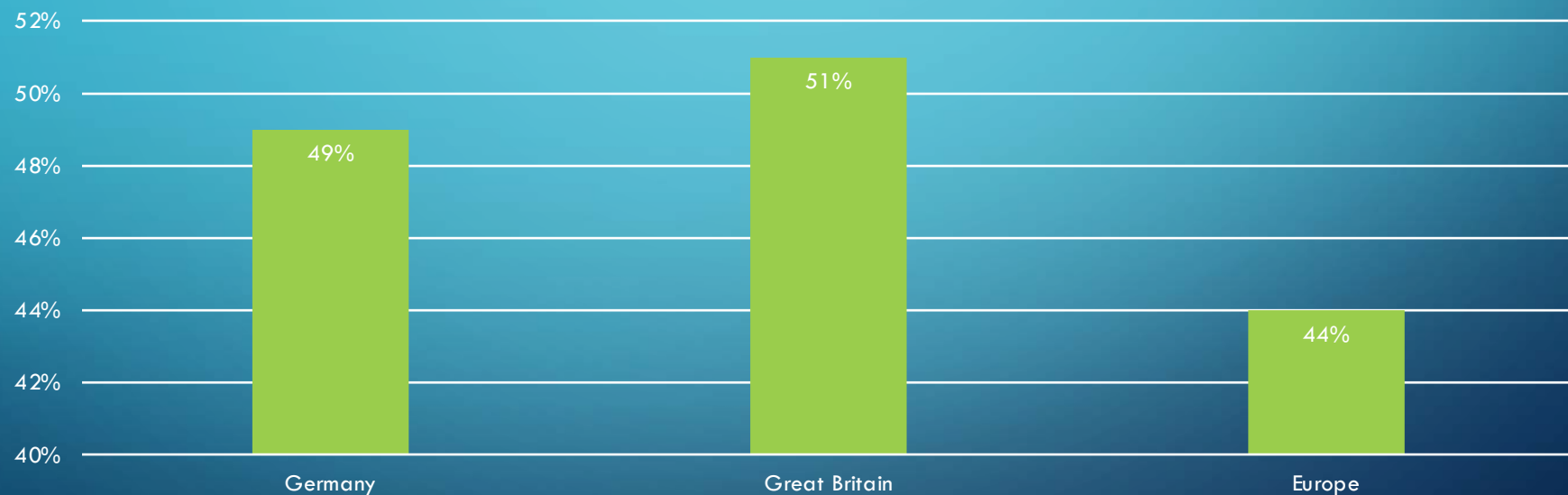
REASONS FOR THE CHANGE

- Closure of the stores
- Currently, people do not feel as comfortable in public and highly frequented places as they used to.



CUSTOMERS GO SHOPPING SPECIFICALLY TO SPEND AS LITTLE TIME AS POSSIBLE IN STORES

% of people who do not shop in stores as often



QUELLE: GWI COVID-19 TRACKER WAVE, 03.05.2020

NEW OPPORTUNITIES FOR RETAILERS

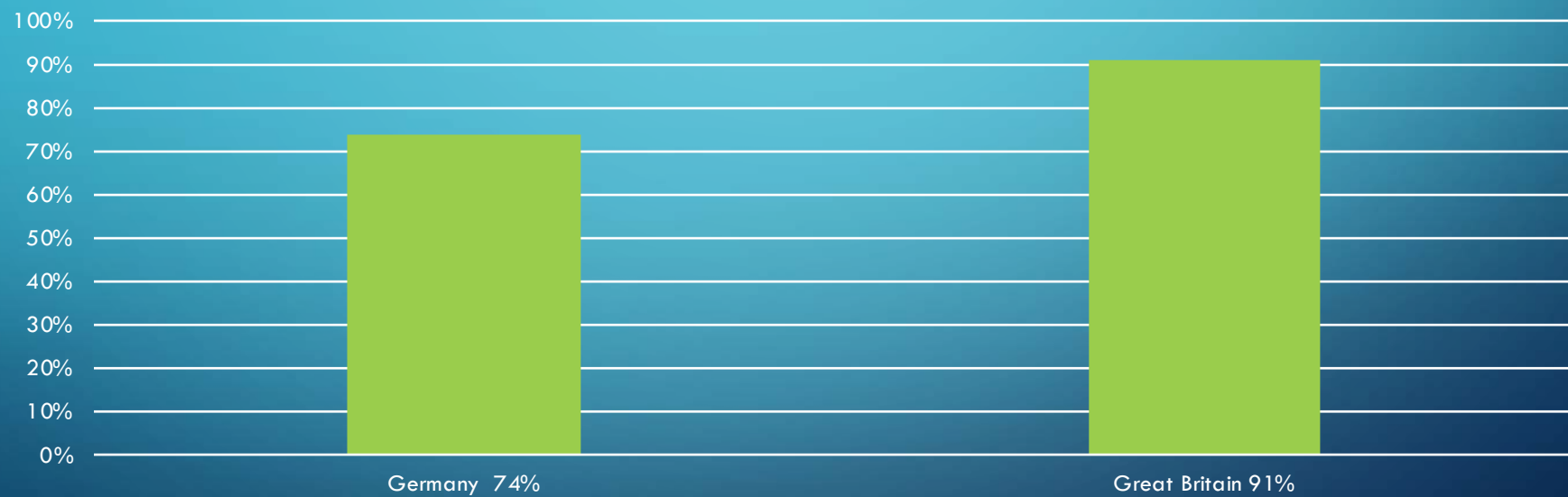
MODIFICATION OF THE SALES STRATEGY

- Using social media as a digital shop window
- Using content to approach the customer
- Modify service: Click & Collect
- Offer telephone advice at certain times, which can be booked via social media
- Etc.



GROWTH IN CLICK & COLLEKT CUSTOMERS

More collections in the shop



QUELLE: MCKINSEY COVID CONSUMER PULSE, 15.-23.06.2020

START YOUR CHRISTMAS STRATEGY EARLY WITH FACEBOOK, INSTAGRAM & WHATSAPP



- Create a content plan for the October - December 2020
- Pre-produce content 1-2 weeks
- Offer WhatsApp Business for direct customer contact
- Stay authentic
- Generate interaction

USE THE CALL-TO-ACTION BUTTON ON FACEBOOK

direct customers to the offers or invite them to write a message

or: **CALL NOW**

Customers can click on it and start a call



SIMPLY CREATE YOUR OWN CONTENT WITH APPS

TOP 10 CREATIVE APPS

PHOTO ENHANCING



ADOBE PHOTOSHOP EXPRESS

Edit photos and apply borders, frames, and filters



ADOBE SPARK POST

Transform photos with design and animation templates



PICLAB

Add text, borders, and overlays



PLOTAGRAPH*

Turn any still photo into a video or Gif



RIPL

Layer animated templates on top of photos

VIDEO ENHANCING



VIDEOSHOP

Combine photos and videos, experiment with stop-motion, resize and edit videos



QUIK

Apply video templates, text overlays, and music



INSTAGRAM STORIES

Add text, drawings, and stickers to videos



BOOMERANG

Create short looping videos



LEGEND

Add animated text to a photo or video

THANK YOU 🙏

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