Retail Bakers of America
Social Media Marketing Strategies for Bakeries
How do you use Social Media and is it Working?

Bernadette Shanahan-Haas
Retail Bakers of America
Overview

• The Stats – Who’s Your Audience
• Frequency – When & How Often
• Tools & Measurement – Is It Working
• What Your Profile Says – Make A Face
• Establish Your Social Media Goals – Yes, You Need Them
• Organize and Delegate – You Can’t Do It All
The Stats

Social Media is one of the most effective channels to connect with your audience.

- 75% of male and 83% of female internet users are on Facebook
- Female internet users are more likely to use Instagram than men, at 38% vs. 26%.
- 81% of millennials check Twitter at least once per day.
- Most Instagram users are between 18-29 years old.
- Snapchat reaches 41% of 18 to 34-year-olds in the US.
- Facebook continues to be the most widely used social media platform, with 79% of American internet users.
- More than 56% of adults use more than one social media platform.
- 69% of adults use at least one social media site

Source: https://www.bluecorona.com/blog/social-media-statistics-2017
The Stats

You have to look at the stats on FB they will show you who is looking at your page and ads, this way you can customize your ads to hit a certain audience, age, sex, income and area. I have found FB advertising especially effective when customers can pay online for a product. That is the best money spent, do not discount your product your are not Walmart.

Dobra Bielinski, Owner
Delightful Pastries Inc, Chicago IL
Who is your customer?

- Age
- Gender
- Nationality
- Marital Status
- Income

Dig in...Learn More!

- Facebook Polls
- Survey Monkey
- Constant Contact Surveys
We use Facebook and Instagram daily. I usually post once a day on each, sometimes twice. I also try to post at the statistically measured ideal posting times which has made a difference in the metrics. I am trying to work on upping our Twitter game as well. I did create a Snapchat account for us because I wanted to make sure we kept our name. However at this point I don't think it's something we're going to use.

Kenneth Jarosch, President
Jarosch Bakery Inc in Elk Grove Village IL
Frequency

You know who you want to reach, now how often do you want to reach them?

Strike A Balance

**Facebook**
As a general rule, posting twice a day is the way to maximize clicks and engagement on your content.

**Twitter**
1-5 tweets a day will not take too much time, will increase audience engagement.

**Instagram**
According to Forbes.com, for Instagram it’s not the quantity of posts, but the consistency of your posts. If you are doing one post per day, stick to doing that.

“If you post too infrequently, your audience will forget that you exist and you will quickly fade into the deep dark recesses of their minds. However, if you are posting too often, you will become a complete nuisance and they will dread seeing your posts overcrowding their feed.”

Neil Patel
Forbes.com
Measure

Is this working? What tools are available to measure the success of your social media campaigns.

TweetDeck is a dashboard application for management of Twitter accounts. Like other Twitter applications it interfaces with the Twitter API to allow users to send and receive tweets and view profiles.
Measure

Is this working? What tools are available to measure the success of your social media campaigns.

**Facebook Insights**
- See what your reach is, both paid and organic.
- Check on video posts.

**Insights on Facebook** is a dashboard application for management that allows you to track campaigns.
Measure

Is this working? What tools are available to measure the success of your social media campaigns.

Streamline the Social Media Process with programs like Hootsuite

Hootsuite's features at a glance

- **Scheduling**
  Schedule unlimited messages across all your social networks.

- **Collaboration**
  Work as a team by assigning messages so they get to the right people in your business.

- **Engage with customers**
  Be a part of the conversation and never miss when people are talking about your brand.

- **Security**
  Two-step authentication ensures your brand and social networks are protected.

- **Analytics**
  Track your social media campaigns so you can improve ROI and grow your business.

- **Listening**
  Track your brand, what customers are saying about you, and your competition.

- **Schedule unlimited messages**
- **Analytics**
- **Collaboration**
- **Additional Security**
- **ONE STOP SHOP**

Retail Bakers of America
Measure

Is this working? What tools are available to measure the success of your social media campaigns.

We actually "Boosted" a post for The National Bakery Day/47th Anniversary Celebration! We were absolutely floored by the results we received! We paid $20.00 to boost a post with the following results: 67,772 People Reached; 972 Likes; 650 Comments; 1,010 Shares. Those 1,010 Shares also reached a mind boggling amount of people. We will absolutely do this again.

Sherri Thigpen, Owner
Paul's Pastry Shop, Picayune MS
Profile Perfection

What Your Profile Says – Make A Face or a Statement

Retail Bakers of America
1. Make your Facebook picture the full 180-by-180 pixel resolution that Facebook allows. The picture should be clear, crisp and not blurry. Because the picture is not large, it should be close up enough that viewers can understand what it is.

2. Secure a professional photograph. Splurge on a professional photographer as need be or get the picture expertly edited.

3. Choose a profile picture that represents your brand. Viewers should automatically connect the two. If you have a strong, well-known logo, this can be your profile picture, or you could use a picture of your product or another pertinent image.

4. Consider placing your own photograph as the picture. You want potential customers to relate to you, and such a photograph can help.

5. Make the picture inviting with an intrinsic call to action. If you are selling a product, show it in its best light, both literally and figuratively.

6. Update your profile picture when necessary. You do not need to keep the same photograph for all time, although you do not have to change it.

How to Make a Better Profile Picture by Suzanne Rose, http://smallbusiness.chron.com
1. Hashtag Heaven
Use searchable terms for your company hashtags...be consistent!
#NationalBakeryDay
#RBAMember
#KeepYourDoughLocal

2. Use Whatcha Mamma Gave You
Have fun with social media and use videos. One bakery that does Facebook Live right is Hanish Bakery in Red Wing, MN. Bill calls himself the “Bun Man” and posts lively videos as he walks through the bakery. He talks about his staff, his products, his specials, the holidays, etc.
https://www.facebook.com/hanischbakery/

3. Have a Homebase
Customers still go online and search, they don’t just use social media. Make sure where you are sending them is a reflection of your brand. Don’t disappoint!
Create SMART Social Media Goals
One common goal-setting technique is to be SMART. This can be an excellent guideline for creating goals that work for your Bakery!

SMART is an acronym for:

• **Specific**: Your goals should be clear, simple and defined.
• **Measurable**: This is where analytics come in. You want a goal that has one or more metrics.
• **Achievable**: Is it achievable or is it not possible within your resources?
• **Realistic**: With your current resources of time and money, is it possible to achieve your goals?
• **Time sensitive**: Every goal needs a time frame, whether it’s one year or several months.

https://sproutsocial.com/insights/social-media-goals/
Yes, you need Social Media Goals! Manage them as a Team.

**Mission**
- Why are we doing this?

**Social Media Goals**
- Awareness
- Increase Sales
- Increase Loyalty

**Tactics**
- Videos
- Pictures
- Holiday
- Special Sale
- Loyalty Program
- Rewards

**Results**
- Clicks, Shares, Likes, Comments
- Actual dollars increase w/in timeframe
- New followers, create loyalty program

**Retail Bakers of America**
1. Create a spreadsheet of your social profiles
2. Centralize ownership of passwords
3. Create Goals and establish objectives
4. Add the frequency you would like to have for each account.
5. Who is responsible for the account.

Create a Social Media Audit & Template in Excel

<table>
<thead>
<tr>
<th>Social Network</th>
<th>URL</th>
<th>Responsible for Account</th>
<th>Password</th>
<th>Objective</th>
<th>Followers</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

It doesn’t need to be complicated. KISS – Keep it simple silly!
Create a Content Calendar

<table>
<thead>
<tr>
<th>Network</th>
<th>Time</th>
<th>Content Type</th>
<th>Topic</th>
<th>Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>7:00 AM</td>
<td>New Blog Post</td>
<td>Silent Video</td>
<td>Are you optimizing your video for viewing without sound? You should be.</td>
</tr>
<tr>
<td></td>
<td>10:00 AM</td>
<td>Curated Content</td>
<td>New Features</td>
<td>Infinite Snaps, loops, and a magic eraser? Woah.</td>
</tr>
<tr>
<td></td>
<td>12:00 PM</td>
<td>Video</td>
<td>Music Resources</td>
<td>Don’t risk your video being removed or your account killed. Here’s the full list of free resources: <a href="http://ow.ly/rzjkS30hHqZ">http://ow.ly/rzjkS30hHqZ</a>.</td>
</tr>
<tr>
<td></td>
<td>3:00 PM</td>
<td>Promotion</td>
<td>Product Launch</td>
<td>Liftmetrics Hootsuite Impact: New name and offerings to help you measure and maximize ROI: <a href="http://ow.ly/ixG38klqN">http://ow.ly/ixG38klqN</a></td>
</tr>
<tr>
<td></td>
<td>5:00 PM</td>
<td>Live Video</td>
<td>News Update</td>
<td>A lot happened of social media updates happened this month. Let us know your reaction to these ones.</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>6:00 AM</td>
<td>New Blog Post</td>
<td>UTM Parameters</td>
<td>You don’t need to be a programmer to track key indicators of ROI like website traffic, leads and conversions.</td>
</tr>
<tr>
<td></td>
<td>9:30 AM</td>
<td>Curated Content</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>11:45 AM</td>
<td>Video</td>
<td></td>
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<tr>
<td></td>
<td>1:30 PM</td>
<td>Promotion</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>4:15 PM</td>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>5:45 AM</td>
<td>New Blog Post</td>
<td>Instagram Hacks</td>
<td>So, you think you know everything about Instagram? We bet you don’t know these 44 hacks: <a href="http://ow.ly/akf30c5d00">http://ow.ly/akf30c5d00</a></td>
</tr>
<tr>
<td></td>
<td>7:15 AM</td>
<td>Curated Content</td>
<td></td>
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<td></td>
<td>10:30 AM</td>
<td>Video</td>
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<tr>
<td></td>
<td>1:00 PM</td>
<td>Promotion</td>
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<tr>
<td></td>
<td>3:45 PM</td>
<td>Evergreen Blog Post</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>7:30 AM</td>
<td>Original Image</td>
<td>Logo Cookies</td>
<td>Owl we want to do is eat these cookies. How many Owls do you see? ** Post... we opened a new nest in Toronto last week (and Owly is having a hoot of a time)! @TAGGY</td>
</tr>
<tr>
<td></td>
<td>9:45 AM</td>
<td>Curated Image</td>
<td>Owly Toronto</td>
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<td></td>
<td>12:30 PM</td>
<td>Video</td>
<td></td>
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<td>2:15 PM</td>
<td>Boomerang</td>
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<tr>
<td></td>
<td>5:45 PM</td>
<td>Story</td>
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</table>

1. Keep special holidays on the calendar.
2. Remember events such as National Bakery Day.
3. Celebrate your staff with pictures/videos.
4. Organize location of all posts so nothing is forgotten.
5. Be diligent on your calendar!
In "brief," we employ our niece, Jamie, to keep our website current, create signage for the store to promote our weekly/monthly specials, and to be the face of Jarosch Bakery on social media.

She posts regularly on Facebook. She does her best to reply to comments and questions. She has had goofy "contests" over the years. Recently she asked people to post their cat pictures. Not sure why. But it got people talking and was fun. A few weeks ago, she asked customers which of two of our coffee cakes they preferred. We received about 100 replies, maybe more. While close, one of them was the favorite. Those results dovetailed into another question to customers about four different potential flavored fillings for that winning coffee cake. Again, lots of feedback. The customers chose chocolate buttercream, so that next weekend, we made and sold a bunch of that "new" coffee cake. All of this happened within about two weeks. Really cool.

Kenneth Jarosch, President
Jarosch Bakery Inc, Elk Grove Village IL
The RBA created social media madness just for you!

https://www.facebook.com/retailbakersofamerica/videos/10154836696667554/
Q&A Time
Let’s Talk...What’s Working?

Retail Bakers of America