



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

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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

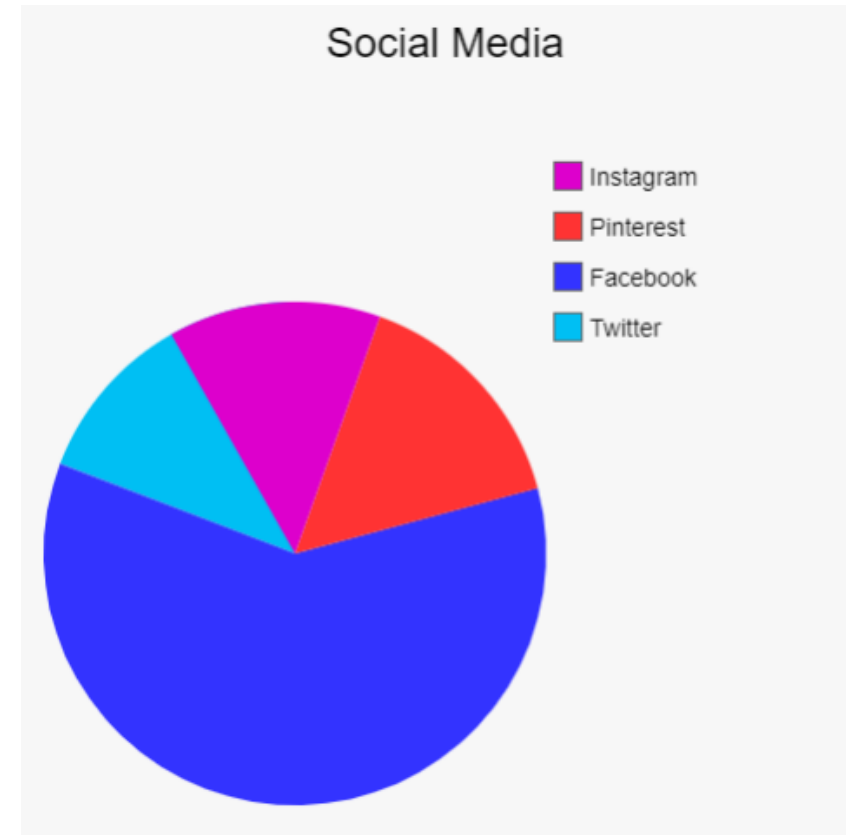


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The Stats

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>

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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

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The Stats

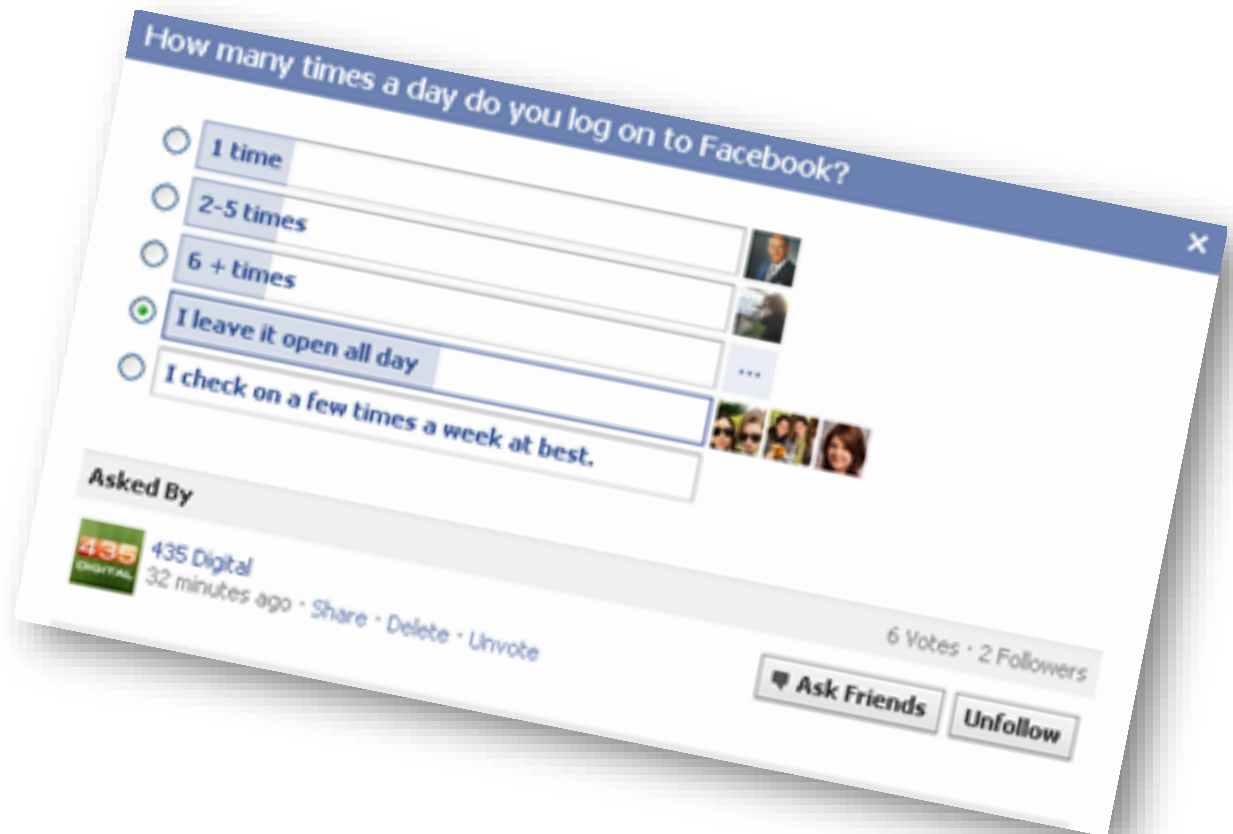
Who do you want to reach via social media?

Who is your customer?

- Age
- Gender
- Nationality
- Marital Status
- Income

Dig in...Learn More!

- Facebook Polls
- Survey Monkey
- Constant Contact Surveys



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Frequency

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



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

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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



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Measure

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

The image shows a screenshot of the TweetDeck application interface, which is a dashboard for managing Twitter accounts. The interface is divided into four main columns: 'User', 'Scheduled', 'Notifications', and 'Home'. The 'User' column shows tweets from the account '@RetailBakers'. The 'Scheduled' column shows tweets scheduled for future posting. The 'Notifications' column shows notifications from other users. The 'Home' column shows tweets from the account's home feed. Red arrows point from various parts of the interface to text labels on the right side of the image:

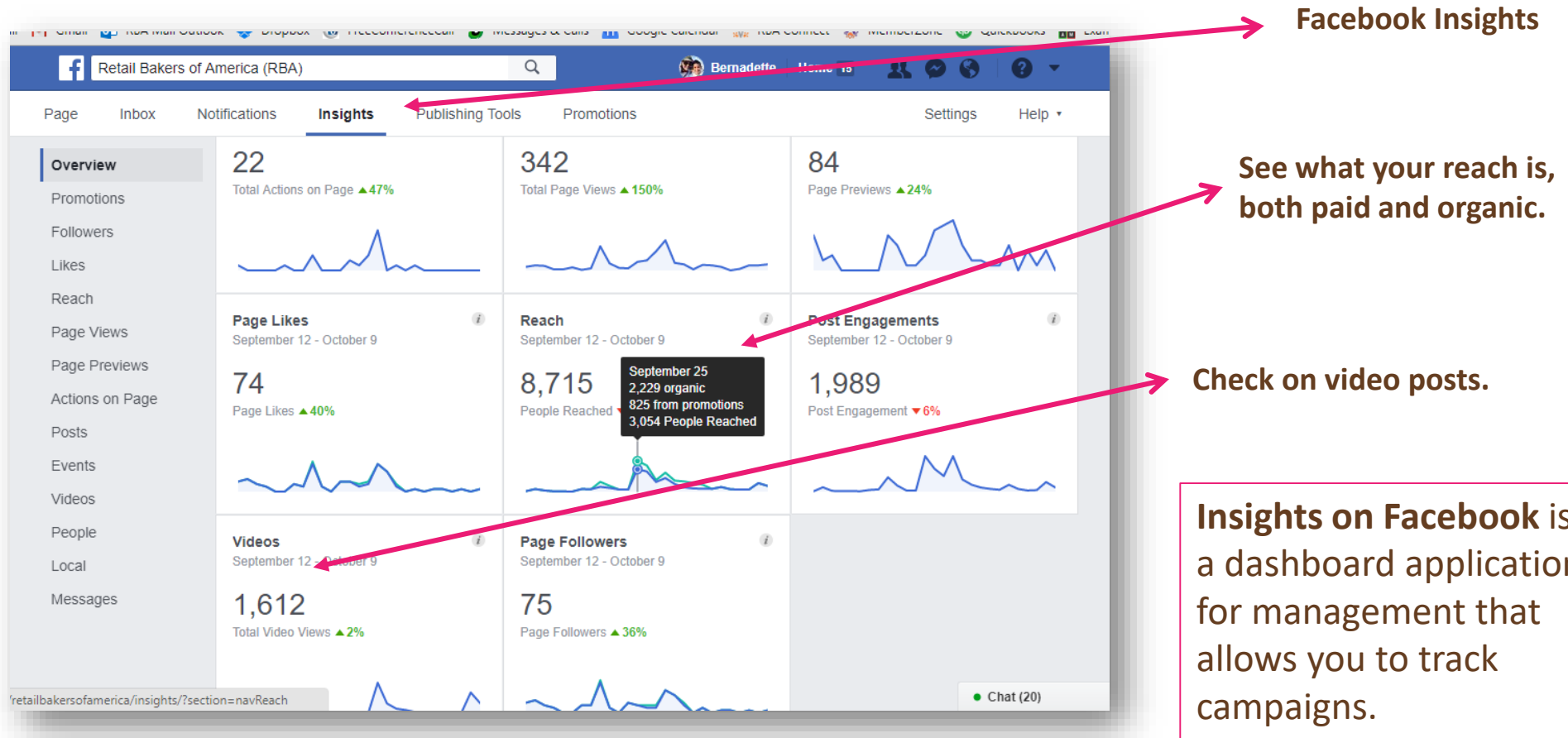
- An arrow points from the 'New Tweet' button to the label 'Schedule your Tweets'.
- An arrow points from the 'Scheduled' tab to the label 'Schedule your Tweets'.
- An arrow points from the 'Notifications' tab to the label 'Get all notifications'.
- An arrow points from the 'Home' tab to the label 'How many times were you mentioned?'.
- An arrow points from the 'Messages' tab to the label 'Reply to messages'.
- An arrow points from the 'Settings' gear icon to the label 'Easily access your Twitter settings'.

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.

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Streamline the Social Media Process with programs like Hootsuite

Hootsuite's features at a glance



Scheduling

Schedule unlimited messages across all your social networks.



Engage with customers

Be a part of the conversation and never miss when people are talking about your brand.



Analytics

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



Collaboration

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



Security

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



Listening

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

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

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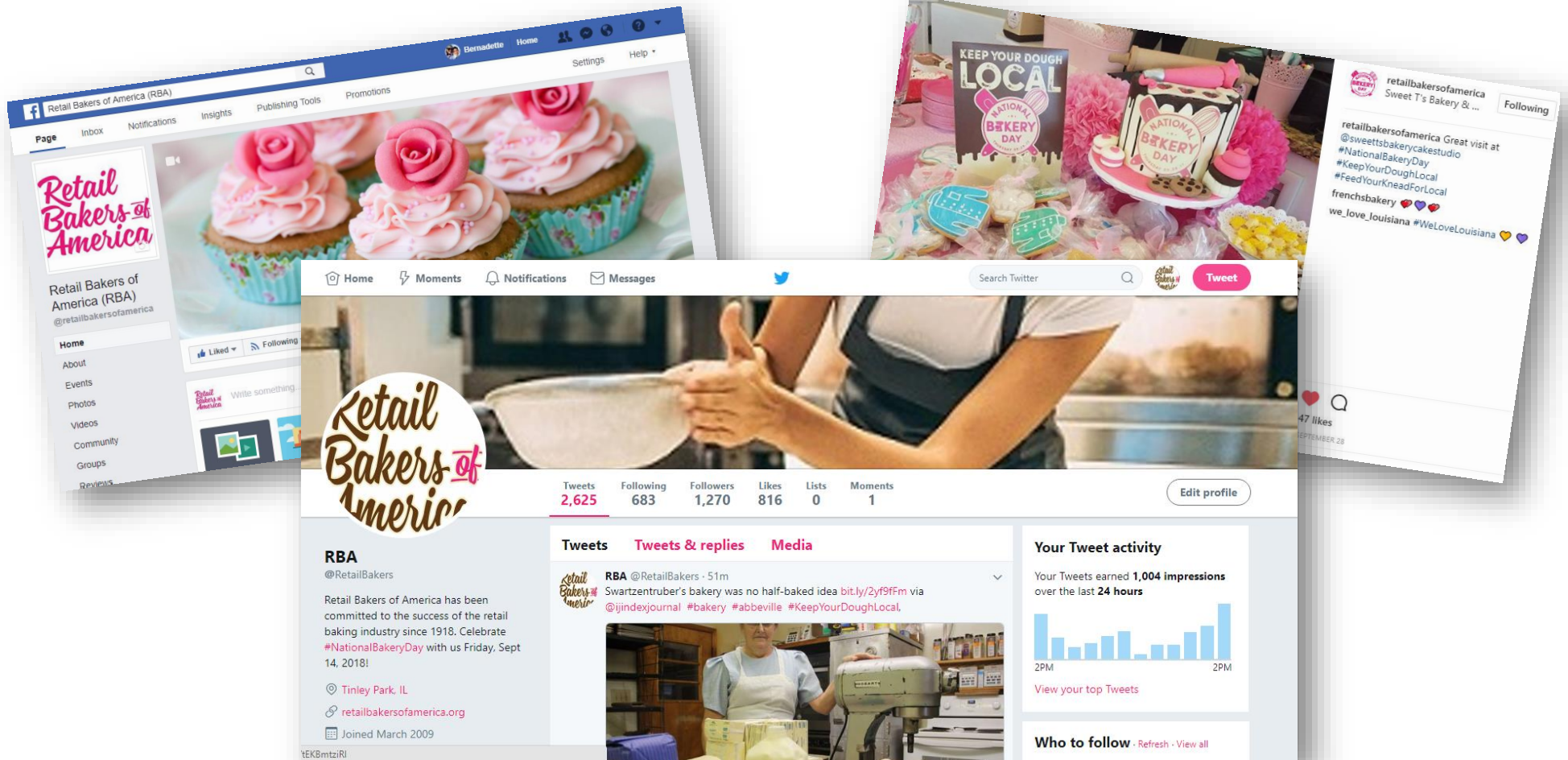
We actually "Boosted" a post for The National Bakery Day/47th Anniversary Celebration! We were absolutely floored by the results we received! We paid \$20.00 to boost a post with the following results: 67,772 People Reached; 972 Likes; 650 Comments; 1,010 Shares. Those 1,010 Shares also reached a mind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

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

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Profile Perfection

What Your Profile Says – Make A Face or a Statement



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Profile Perfection

What Your Profile Says – Make A Face

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>



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Profile Perfection

What Your Profile Says – Make A Face

1. Hashtag Heaven

Use searchable terms for your company hashtags...be consistent!

#NationalBakeryDay

#RBAMember

#KeepYourDoughLocal

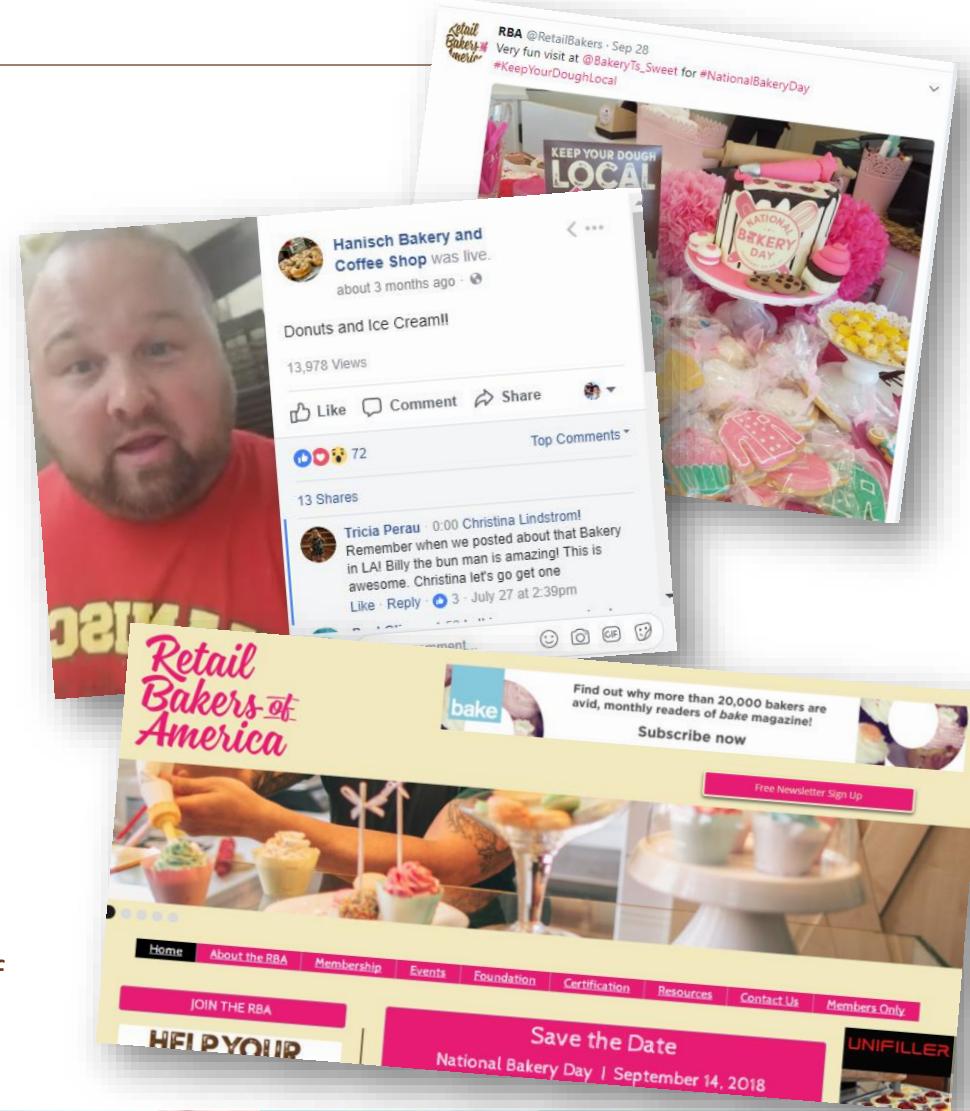
2. Use Whatcha Mamma Gave You

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/hanishbakery/>

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!



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GOALS

Yes, you need Social Media Goals! Manage them as a Team.

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/>



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GOALS

Yes, you need Social Media Goals! Manage them as a Team.



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ORGANIZE

It doesn't need to be complicated. KISS –Keep it simple silly!

Create a Social Media Audit & Template in Excel

Social Network	URL	Responsible for Account	Password	Objective	Followers	Frequency

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.



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ORGANIZE

It doesn't need to be complicated. KISS –Keep it simple silly!

Create a Content Calendar

Network	Time	Content Type	Topic	Copy
WEEK 1: MONDAY, DATE				
FACEBOOK	7:00 AM	New Blog Post	Silent Video	Are you optimizing your video for viewing without sound? You should be.
	10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.
	12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources: http://ow.ly/zjkS30bHujZ :)
	3:00 PM	Promotion	Product Launch	Lifemetricx 📊 Hootsuite Impact 📊 New name and offerings to help you measure and maximize ROI: http://ow.ly/nvXc530bKlqN
	5:00 PM	Live Video	News Update	A lot happened of social media updates happened this month. Let us know your reaction to these ones.
LINKEDIN	6:00 AM	New Blog Post	UTM Parameters	You don't need to be a programmer to track key indicators of ROI like website traffic, leads and conversions.
	9:30 AM	Curated Content		
	11:45 AM	Video		
	1:30 PM	Promotion		
	4:15 PM	Education		
TWITTER	5:45 AM	New Blog Post	Instagram Hacks	So, you think you know everything about Instagram? We bet you don't know these 44 hacks: http://ow.ly/aktF30c5d00
	7:15 AM	Curated Content		
	10:30 AM	Video		
	1:00 PM	Promotion		
	3:45 PM	Evergreen Blog Post		
INSTAGRAM	7:30 AM	Original Image	Logo Cookies	Owl we want to do is eat these cookies. How many Owllys do you see? **
	9:45 AM	Curated Image	Owly Toronto	Pst... we opened a new nest in Toronto last week (and Owly is having a hoot of a time!) like @taggio
	12:30 PM	Video		
	2:15 PM	Boomerang		
	5:45 PM	Story		

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!



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Delegate

You can't do it all...ALONE!

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



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The RBA created social
media madness just for you!



<https://www.facebook.com/retailbakersofamerica/videos/10154836696667554/>

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Q&A Time

Let's Talk...What's Working?



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