

Retail Guide



05

**Ways to Inspire Offline
Sales on Social Media**

Social Equals Sales

Social media is mandatory in today's retail environment. Just ask your customers.

Forty-seven percent of [consumers cited social as a driver of purchases](#).

Meanwhile, social interaction inspired 44 percent of consumers to spend more with a brand.

But we're sure you already knew that. After all, your competitors do.

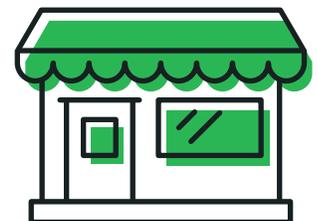
Ninety-one percent of retailers, from beauty and apparel to electronics and home goods, [have a presence on at least two social channels](#). Sixty percent can be found on five channels.

The question is: How does social presence translate to in-store sales?

Signing on with social, investing in staff and software, and using the word "hashtag" in everyday conversation (God help you) is no guarantee of increased brick-and-mortar buying.

Fortunately, a few tweaks to your social strategy can indeed turn your digital following into flesh-and-blood foot traffic.

Here's five ways to make it work.



1. Spread the Word

If you want people to visit your stores in person, you have to hammer home details about your physical locations. Lucky for you, social is an ideal way to promote brick-and-mortar stores.

Create and post content with specific locations in mind, especially if you have multiple shops in a city or across several cities. Los Angelinos don't want to hear about a sale only New Yorkers can enjoy and vice versa. **Remember: [geolocation marketing is your friend.](#)**

Also be sure to take advantage of dynamic advertisements when investing in paid social ads. For instance, Facebook makes it easy to create ads that feature local product availability, pricing details and special promotions all based on a user's geographic location. Consumers can even get directions to your nearest store from within the application.

Social is a megaphone for your retail business—don't forget to speak up!

2. Incentivize In-Store Visits

Give people a reason to hoof it to your stores. Campaigns, contests and customer rewards programs that require individuals to visit a brick-and-mortar location are all excellent ideas, and social is the ideal way to get the word out.

You can also make social an integral part of these strategies, such as by offering discounts to in-store shoppers who post Instagram pictures of themselves wearing or using your products.

Keep in mind not all incentives have to involve giveaways. Purveyor of prescription eyeglasses and sunglasses Warby Parker added [artist-designed photo booths](#) to its retail locations, letting customers snap pics of themselves while trying on new frames. Unsurprisingly, the selfie-generation was pleased.

Not only did this idea encourage people to shop offline, customers could receive digital copies of their photos to share online later, translating to ser-generated content for the brand in addition to free advertising.



3. Open Your Ears

Social listening makes it easy to uncover online conversations you may be missing, such as by tracking variations on your business's name or the types of products you stock. Tools like Sprout Social's Smart Search enable you to find conversations using specific keywords and filter them based on geographic location.

Nearby consumers tweeting about products you sell? Reach out and turn conversations into cash.

There's no limit to what you may discover. Just look at Adore Me, a women's intimates retailer based out of New York City. Through social listening, the company [found out its fans and followers were interested](#) in modeling opportunities. Cut to a contest that helped Adore Me find the new face of its brand and boost its social footprint.

Added bonus? Staying plugged in to what people are saying about your brand online can help you resolve customer issues. [Call-out culture](#) is here to stay, and leaving negative comments unresolved can bleed your bottom line.

4. Leverage Live Streaming

Live video breaks through online clutter.

For example, it's no secret [Facebook updated its algorithm](#) to give special treatment to live video. In short, if you're streaming on Facebook Live, you're more likely to be seen on the network.

More importantly, social users flock to live videos in droves. Viewers spend triple the amount of time watching Facebook Live videos as they do watching non-live videos. They also [comment 10 times as often](#) when compared to pre-produced videos.



Live videos create a sense of urgency among viewers, and you can use them to drive people to your brick-and-mortar locations. Have an in-store sale kicking off? Stream it and update people on what products are going fast. Running a promotional giveaway? Fire up your camera and tell social users to visit the store for a chance to win.

A human being in action resonates far more than a banner ad.

5. Include Influencers

Social influencers—individuals with large online followings—can drive the same buying frenzies usually inspired by movie and pop stars. [Eighty-six percent of marketers](#) invested in influence marketing in 2016, and 94 percent said it worked.

Leveraging popular personalities in local communities to act as brand ambassadors is an excellent way to bring positive attention to your business and get others to emulate preferred shopping habits.

[Identify influencers that make sense for your retail business](#) and build a relationship. You want individuals who can visit your brick-and-mortar locations and share their experiences with their followers online.

Offering some type of referral program to influencers, such as discounts based on how much foot traffic they send to your locations, is one way to create such an arrangement. Just remember the Federal Trade Commission [requires influencers to disclose brand relationships](#) in the content they create, including social posts.

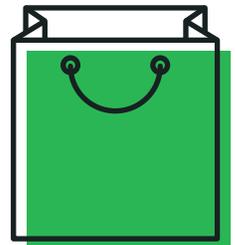
Reap Social Rewards

Eighty-one percent of the U.S. population has at least one social media profile. There's no arguing social strategy is essential for modern retailers.

That said, there's a big difference between cultivating fans online and driving in-store sales.

Consumers are ready to spend, but competition for sales is fiercer than ever. The digital world has opened the door to new retail models, cutting into brick-and-mortar market share.

If you want your piece of the in-store sales pie, it's time to put social to work. Your balance sheet will thank you.





Social Media Engagement, Publishing & Reporting Solutions

Sprout Social is designed to help your retail business make a splash on social media and boost its bottom line. Our social media management platform has helped numerous retail brands supercharge their social strategies, including Casio, Buffalo Exchange, Jockey, Adore Me, Build-A-Bear, David's Bridal and many more.

Available via web browser, iOS and Android apps, Sprout Social enables retail brands to more effectively communicate on social channels, deliver messaging to target audiences and provide exceptional customer service.

Headquartered in Chicago, Sprout is a Twitter Official Partner, Facebook Marketing Partner, Instagram Partner Program Member and LinkedIn Company Page Partner.

Start a free 30-day trial at sproutsocial.com.