FINE CHEESES
GOURMET FOODS

• FROMAGE •

and BISTRO • SINCE 2014

REFERENCE BOOK

THE PRACTICAL GUIDE TO DIGITAL STRATEGY

TABLE OF CONTENTS

PART 1

BEST PRACTICES & PRINCIPLES

CONSISTENCY & PERSEVERANCE

CONSISTENCY

A good practise to follow when running your social media is to continue to post regularly and consistently in order to maintain customer awareness.

The customer is the most important component to any business, especially a small business that requires daily sales.

This is why it is important to be conscious of the customers' needs throughout the entire process.

PERSEVERANCE

In the social media game, it is natural to be put off by less likes and traffic for any given week. Rather than becoming unsatisfied, motivate yourself by these shortcomings.

Also, look forward to your long term goal, to increase business reach over a larger period of time to people that will ultimately become customers for your business. This is done by consistency and listening to your customers' feedback, i.e., in the comment sections of your social media which can gauge future content posted.

"Also, look forward to your long term goal, to increase business reach over a larger period of time to people that will ultimately become customers for your business."

BEST TIME TO POST & PERSONALITY

BEST TIME TO POST

Another factor in sustaining a successful social media presence is to post at set time periods. Often during the evening is when most people are on Instagram, Facebook, and other social media applications. Not to mention, mornings (i.e., 9 to 11 a-m) can be a high traffic time for specifically Fromage as well. This can be beneficial for B2C (Business to Consumers) content when a business sells products directly to the buyer like Fromage.

After analyzing Fromage's Facebook insights for the past week (October, 19th), the peak time for daily followers online usually spans from between 4 to 6 p-m. Typically 5 p-m being the highest peak time to post throughout the week. Our team has also investigated all of Fromage's published posts in the last three months and determined what date and times have the best organic reach (how much the posts are naturally being viewed on followers' news feeds).

The content with the most traffic was posted on the days of: Tuesday, Wednesday, Thursday, and Friday. Your best posting times vary from 8:45 a-m to 9:30 a-m, 12:00 p-m to 12:45 p-m, 1:20 to 2:00 p-m, 6:00 p-m to 8:15 p-m this takes into consideration reach and engagement (i.e., likes, comments, shares, and more).

> **TUESDAY, WEDNESDAY, THURSDAY, FRIDAY**
>
> **8:45 am to 9:30 am,**
> **12:00 am to 12:45 pm,**
> **1:20pm to 2:00 pm,**
> **6:00pm to 8:15 pm**

A PERSONAL TOUCH

A useful tactic that shows effectiveness in social media is posting content not mainly related to the topic at hand; it reveals to the viewer that you are not just about the business but can be relatable in other aspects.

This tactic has already proved beneficial for Christine Patton's activity on her Instagram page with her variety of posts.

These include; hiking, views of scenic waters, and environmental content. She is encouraged to continue this way of posting because it seems to please her customers, the desire for all businesses.
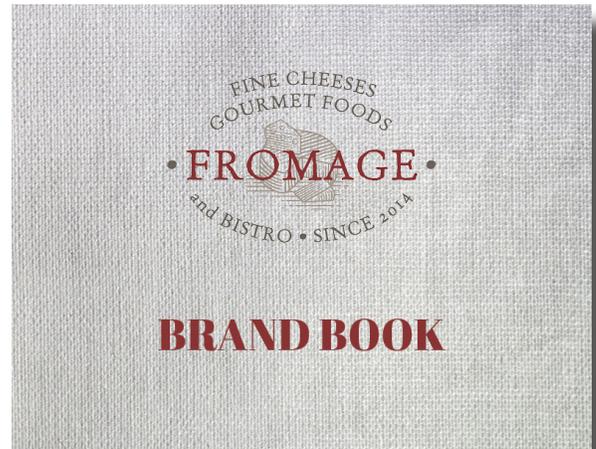
BRAND BOOK

What is a Brand Book?

A brand book helps codify the brand identity of your business.

We have made a Brandbook for you that covers colours, typography, and logo treatment (appropriate and inappropriate ways to utilize a logo).

FROMAGE BRAND BOOK

Download Here

OR Scan this QR Code

PART 2

CONTENT CREATION

TEMPLATES & APPS

CREATIVE CONTENT

Content creation is an essential part of maintaining a robust social media following. A common misunderstanding is that "lots of output will result in greater traffic and engagement."

In most cases, it doesn't necessarily translate into stronger commerce and higher activity. A better alternative to stand by is Quality over Quantity. From a social media standpoint, a strong social media page consists of meaningful and relevant content to attract and retain followers.

TEMPLATE PACKAGES

We have prepared a Canva Template Package for you, that you can edit yourself to create endless designs for your needs.

THIRD PARTY APPS

We have compiled some very user-friendly and compelling content creation apps to help you.

Rule of Thirds & Call to Action

Rule of Thirds

In photography, the rule of thirds is a type of look when an image is divided evenly into thirds, both horizontally and vertically, and the subject of the image is placed at the intersection of those dividing lines, or along one of the lines itself.

Composing your posts in thirds, or at the very least, groups of three is an effective way to achieve a polished look because Instagram's layout is built around an aligned arrangement of three images/videos per row.

This also ties into the idea of colour composition/layout on Instagram and why planning posts matter. To maintain brand consistency, following specific colour composition and layout practices can also make for a great looking page.

> ## Reminder: You can break the rules once you are familiar with them.

Call to Action

A popular content creation add-on used is called "Call to Action." This gives the user an instant way to get in contact with your business, shop, or learn more. There are a couple of ways you can set it up and use it yourself.

One way is through asking the user to click on the "Link in the bio," which is the link imputed in a businesses' biography section of their page.

Another way is through posting or boosting on Facebook. You have the option to add a Call to Action button, which could read out: "Shop Now," "Call Now," "Learn More," "Send Message," etc.

Once the button is clicked, it will redirect the user to a website, phone number, or the Messenger app. For any business, it is essential to look back and analyze what content does and does not work out, which, for the most part, is done quite well by Christine Patton. This can be done by checking the level of engagement in both Instagram and Facebook Insights.

CANVA: Template Package & Tutorial

CANVA

(Website, App)

Design all manners of marketing collateral including social media posts, cards, flyers, and presentations.

Make content using drag & drop, with thousands of layouts, graphics, and other assets made available to you.

FROMAGE CANVA TEMPLATES

We have prepared a package of templates designed for Fromage that you can edit to suit your needs. Access them through one of the options below. You must login to your canva account to access these.

CANVA TEMPLATES

https://www.canva.com/folder/all-designs

OR Scan this QR Code

CANVA HOW-TO-VIDEOS

We made a How-To-Video for CANVA, please view them using the link or QR code below.

VIEW HERE

OR Scan this QR Code

APPS FROM INSTAGRAM

BOOMERANG

(App)
With a few apps and a little creativity it's easy to create eye-catching ads using just your phone. Boomerang is an app that lets you create fun looping videos perfect for showcasing your products.

LEARN MORE

HYPERLAPSE

(App)
Create smooth time-lapse videos where shaky footage is fixed for you.

LEARN MORE

LAYOUT

(App)
Create layouts and collages by remixing your photos. Tap to mirror, flip or replace images, hold and drag to swap them, pinch to zoom in or out, or pull the handles to resize.

LEARN MORE

OTHER APPS

InVideo

(App)
You can use templates to form videos while also being able to alter text and add your own elements Here is a quick animated Instagram post mockup for Fromage, **check it out here.**

LEARN MORE

Ripl

(App)
You can add music and animations to the pre-made templates Lots of access to Shutterstock images You can connect directly to social media accounts and post right then and there (able to add captions and choose which social media(s) to post to) It takes your photo(s) and makes it into a quick animated video Costs $9.99 monthly. Check out this **example made for Fromage.**

LEARN MORE

LEGEND

(App)
Animate text. Not yet available in Canada.

LEARN MORE

PART 3

GIVEAWAYS

Giveaway I

When hosting a giveaway, it is essential to consider what platform you want the giveaway to be on. In Fromage's case, either Instagram or Facebook. Running the same giveaway on both media may be a little difficult to monitor and maintain, so it is recommended to run an Instagram or Facebook contest.

Additionally, understanding the right time to run a giveaway for your business is essential. It can be an excellent time to run a giveaway when business is slower than usual or if you are at your peak engagement. For Fromage, we understand November is a slower time for business and this would be a great time-frame to run a sweepstake.

Also, the central aspect of a giveaway is the prize. The struggle is to figure out a reasonable prize for the giveaway that will intrigue the users and not cause a hardship to your business, i.e. how expensive the gift(s) will be. Christine Patton seemed very interested in the idea of giving away secondary products, gifts (ex. cheese knife set), gift certificates, etc., which we feel are all great and affordable options.

Boosting a giveaway/sweepstakes is also a necessity in order to get the most engagement out of your giveaway and reach the most people. If you choose to follow a sweepstakes format, there are usually instructions to enter that require some form of engagement. These include; likes, comments/tags, follows, and shares. Meaning, if you boost a giveaway, you will have a far greater probability of increasing new followers, especially if there is a requirement to tag friends in the comments that will later follow and repeat the same process.

Another good tip is promoting the giveaway when it's happening. A benefit is to add Instagram/Facebook stories to promote the giveaway/sweepstakes. Not only that, but prior to the giveaway, you can tease it with social media stories as well to entice your followers.
It is also natural for business owners to be busy during their weekly schedules. This causes a roadblock in getting things posted, especially if there is a peak time when you should be posting.

Giveaway II

As you learn more about scheduling posts, you'll find it's an easy method to time your content. It will cancel those nagging thoughts you have when you can just plan a month's worth of posts in one sitting.

However, if you have multiple pages such as a carousel type post, i.e. "slides" to your giveaway then, a scheduling application like Hootsuite or Later will require premium versions. One page per post otherwise.

To expand more on the carousel format, you can design it in such a way to compile three or four images that explain; instructions, prize information, deadline, etc. For example, on slide one, you commonly see the giveaway intro/graphic as well as a photo of the prize to catch the viewer's attention. What you are basically creating here is a clever thumbnail.

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**Giveaway Ends
November 30th**

WINNER ANNOUNCED ON DECEMBER 2ND AT 7PM EST

MAXIMUM OF 3 ENTRIES PER PERSON

NO SPAM COMMENTS

Next, after the viewer has found slide two, you can add prize information (i.e., photo, value, and description of the prize(s)). Afterward, you would want to outlay the instructions or terms and conditions for entering on slide three.

> **"Do not forget to carefully read feedback by users to improve future contests if and when applicable."**

Lastly, on slide four you would like to mention the end date and the date when the winner will be chosen.

After the giveaway has run its course, the host should consider putting the contestant's names that tag two friends in a random comment picker to make the sweepstakes work. Once a winner is randomly chosen, Christine Patton, in this case, should verify that they followed the contest instructions, i.e., followed the account, liked the post, and tagged two friends. If not, select again as they didn't follow instructions.

There is also the option of getting contestants to send screenshots once they have completed the giveaway instructions. However, it is not recommended in this case because it could be less effective for a small business like Fromage and cause the direct messages to overflow.

Do not forget to carefully read feedback by users to improve future contests if and when applicable.

Mid-November 2020 Campaign

The Campaign

November is a slow month for Fromage, so we decided to schedule the Instagram giveaway for 14 days, starting from November 17th until November 30th.

The giveaway is scheduled on Hootsuite, as Later is unable to schedule videos on their free plan. With a 14 day duration, Christine Patton can rest assured that nobody will forget about the giveaway. Not only that, but with the ability to post reminder Instagram Stories, she can always keep her followers up to speed.

We have gone with a reasonable $50 gift certificate prize, and this should entice followers to enter. To add to that, the instructions are relatively straightforward and are meant to increase engagement to Fromage's page by users, following, liking, and tagging two friends. After the giveaway is finished, Christine Patton can use a random comment picker to decide who wins fairly.

After verifying if the winner has followed the instructions, Christine Patton can direct message the winner with more details on how to claim their prize as well as post an Instagram Story showcasing the winner.
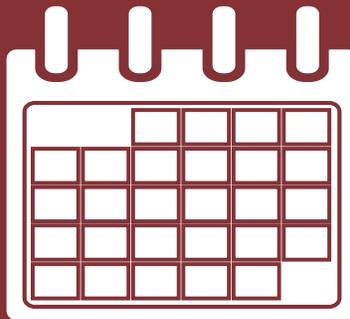
Please remember to check Later to monitor the scheduled image posts for this Campaign.

And remember to check Hootsuite to monitor the scheduled video posts fro this Campaign.
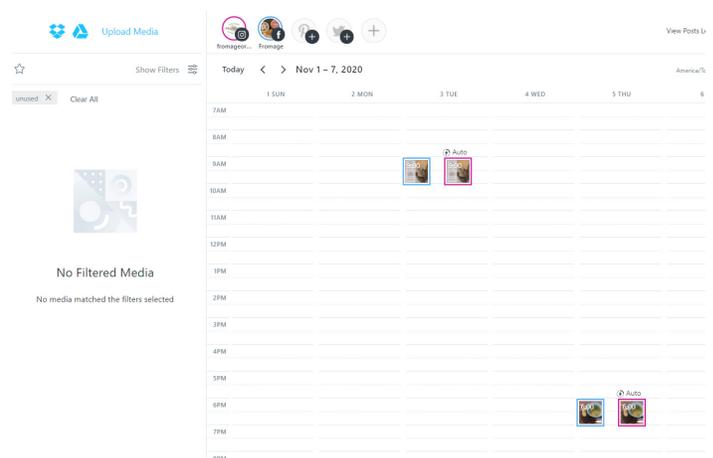
PART 4

SCHEDULING & FACEBOOK

LATER

What is LATER?

Visually plan your social posts, publish automatically, and get tailored insights to help you reach more people.

Features Linkin.bio to drive traffic from Instagram.

https://later.com/

LATER HOW-TO-VIDEOS (select a video)
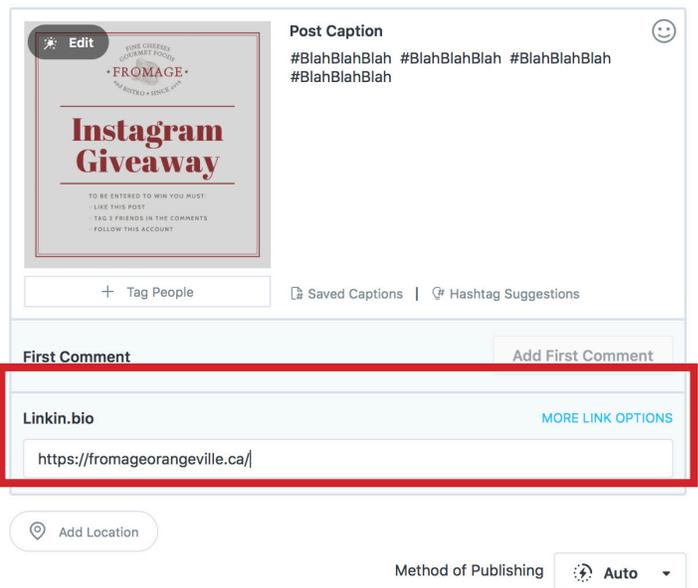
LATER

Overview

LATER

Linkin.bio

VERY IMPORTANT (and not covered in video)

When uploading posts where you want to sell a product, remember to include a url destination for that post in the Linkin.bio input box.

Cheat Sheet: Later

1. Use Saved Captions to save time.

Save time on writing hashtags and descriptions for your most common types of posts and products by writing captions you can save and insert into any future post.

Using Saved Captions
1. Create a post
2. Click Saved Captions
3. Click + to create a new caption
4. Enter your caption and save

2. Use the Visual Instagram Planner to maintain the overall colour composition of your Instagram posts.

LATER.COM has an Instagram Planner that shows you a real time preview of what your scheduled future posts look like on Instagram. This helps you consider the COLOUR composition of your posts. If you squint your eyes, you will see that your posts tend to have a dominant colour. And that all of these posts together form patterns of colours. Instagram posts are arranged in columns of threes, and you can plan different ways of arranging your posts so that they look appealing.

How to Use Visual Instagram Planner
1. Go to Calendar > Preview
2. Set up Quick Schedule
3. Drag & drop media to schedule
4. Rearrange scheduled posts
5. Save

3. Set up a Linkin.Bio to sell effectively through Instagram.

Instagram does not allow hyperlinks in each individual post description, which makes it difficult to sell products. Instead, you are forced to remind consumers to "click link in bio", which refers to the single link you are allowed to include on your Instagram description. However, if you use Later. com's linkinbio feature, you can create a COPY of your instagram that lets a customer find what product they were looking at, and click on it to take them to that product's page on your website, OR anything else. Any link you can think of.

How to Use Linkin.bio
1. Set up Linkin.bio
2. Add Linkin.bio to Instagram
3. Select a post to add a link

4. Let Later.com find the Best Time to Post for you.

Enable Best Time to Post to let Later.com help you determine the best times to post, based on the data it has collected from the performances of your past posts.

Best Time to Post
1. Select a single Instagram profile
2. Click the gear icon at the top right of the Calendar
3. Enable Best Time to Post

HOOTSUITE

What is HOOTSUITE?

Light up your channels by "Planning," "Creating" and "Scheduling Posts" ahead of time.
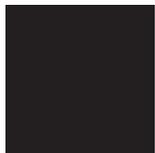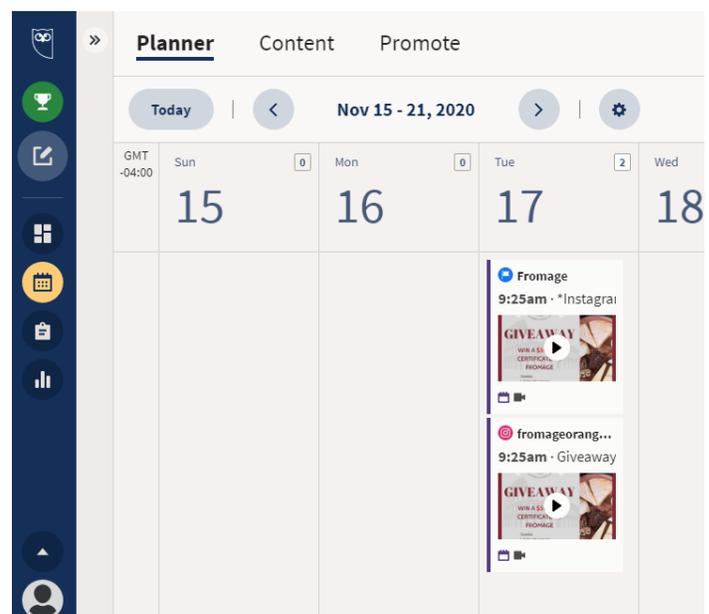
(Facebook/Instagram/Youtube/Twitter Posts)

https://hootsuite.com/

HOOTESUITE HOW-TO-VIDEOS (select a video)

HOOTSUITE

Intro & Set-Up

HOOTSUITE

Scheduling

Cheat Sheet: Hootsuite

Plan
You can view and manage all your social media content all in one simple calendar. Now you are able to think about your posts with less stress and strategize for future content posted.
Planning gives the owner an overview of published and scheduled content across all of their networks using the built-in planner on Hootsuite. Easily map out campaigns and fill content gaps when necessary.

Create
Hootsuite makes it easy for your business to create beautiful, engaging posts for every social network and allows you to create content efficiently. Create engaging, accurate, and on-brand posts using Composer. Get access to your asset libraries, stock media, image editing, and frictionless video publishing. This will auto-adjust the bitrate, height, and width to match each network's requirements for all your important posts.

Schedule
Keep your social presence active 24/7 by utilizing Hootsuite's auto scheduling feature, this will fill the gaps in your calendar. This will relieve social media anxieties you have, so you can focus on other business matters instead.

Inbox
Engage with customers across public and private social channels all in one place.
Manage all incoming messages easily and effectively.

Customer questions will not overwhelm you as Hootsuite's inbox helps you monitor messages from different networks in a single stream. Filter out the messages that need attention, dismiss the ones that don't. Give accurate and timely responses to comments that you feel require it.
Streams
Monitoring activity and engagement across all your media networks will help you maintain a strong social presence.

Looking at streams will also help you find out if the content you are posting is effectively reaching your target audience, or if you need to make the appropriate changes to fix lower viewership.

https://linktr.ee

Use it anywhere
Take your Linktree wherever your audience is, a single page used to help fans discover all your important content, just a click away.

Link to everywhere
Linktree is the central platform for your latest; video, article, recipe, store, website, social media post, and everywhere you are online.

Easily managed
Creating a Linktree takes seconds. Use a simple drag-and-drop editor to effortlessly manage your content.
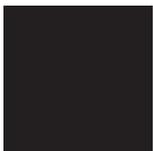
FACEBOOK (Boosting, Ads, Events, Insight)

https://www.facebook.com/
FromageOrangeville

facebook

FACEBOOK HOW-TO-VIDEOS (select a video)

FACEBOOK

Boosting Posts

FACEBOOK

Advertising

FACEBOOK

Events

FACEBOOK

Insights