

Gone are the days of neglecting your online marketing.



Want to Get Inspired?

Boutique Window, who offers online marketing for independent retailers, offers some insight that they share with their retailers. For up-to-date support and other ways to help your store, visit BoutiqueWindow.com.

1. Make your merchandise look stunning.

Take pictures of your merchandise using natural light and photograph alternate views to show off special features or style variations.

2. This or that?

Post a photo collage of two different products to get customers' opinions on what type of merchandise they prefer.

3. Build the hype for a big upcoming sale or special event.

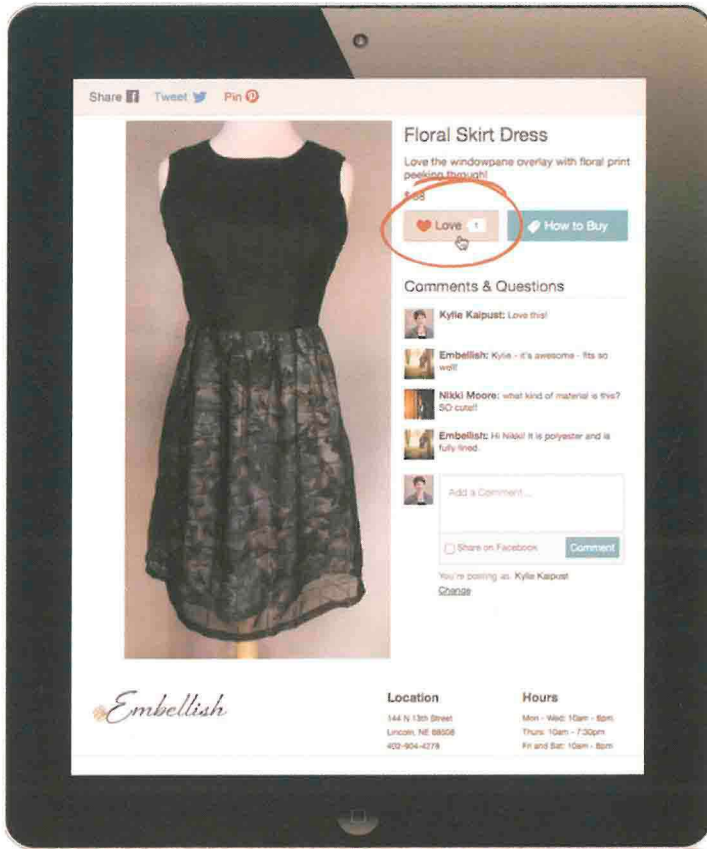
Post details of what to expect in the weeks ahead and share photos of merchandise that will be included in the deal.

4. Going, going, gone!

Share a "last call" post when you're down to limited sizing and availability of a specific item. It's a great way to push your remaining inventory!

Make it Easy to Share

Word of mouth is the best form of advertising, so create share-worthy content and watch your shoppers do the advertising for you! Make it easy for shoppers to like, tweet, and pin photos of your merchandise from your website so they can show off your merchandise and your store to their family and friends.



Invite Interaction

Engaging with your shoppers on social media is key to maximizing your exposure. Make sure your posts include an image, a link back to a relevant page on your website and encourage shoppers to comment to take full advantage of all possible interactions.



Keep it interesting by showcasing your merchandise in unique ways throughout the week. For example, you can feature merchandise from a well-known brand with a trivia question or create an outfit to encourage multi-item purchases. Ask questions to learn valuable feedback from your shoppers.

Stumped on what to share? It can be hard to come up with clever and timely content on a daily basis. Find and follow companies that inspire you.

Contributed by Courtney Rodgers from Boutique Window, an online based company that supports retailers in uploading and editing their photos to their websites and via social media, as well as provides other marketing support. Discover more of what Boutique Window can do for your business at BoutiqueWindow.com.

Why Isn't Everyone Seeing My Posts?

This is a common frustration amongst small business owners. Although you may have a high volume of people who like your Facebook page, only a small percentage of them are going to actually see your post in their News Feed. This is because of Facebook's algorithm that predicts what the most important stories are for each user. The News Feed algorithm responds to certain signals to determine which stories to show. These signals include:

- How often a person interacts with the store (by liking, commenting, sharing, or clicking on links).
- The number of interactions the store's post receives from everyone, particularly the person's friends.
- How much a person has interacted with the type of post in the past (ex: text updates, photos, links, or offers).
- Whether or not others are hiding posts or reporting them as spam.

Remember... Successful online marketing is all about engagement. Creating content that your shoppers want to interact with and share with their friends is key to growing your audience and getting better exposure for your store.