**Training already completed**

* Filming video
* Framing a shot
* Buffer overview

Training Session Outline

Saturday March 16th

# Overall Strategy

**Overarching Goal**: Bring new customers into the store to make a purchase

4 main strategies to build Frank’s online brand and drive traffic to store on FB and IG

1. **Product Spotlighting**: Use pictures of featured products to bring people in to see new products
2. **Spotlight Staff Knowledge**: Interview, video, or picture different aspects of what to look for in the quality of a diamond, ring, sizing, etc.
3. **Spotlight Historical Artefacts**: Show off the history of Frank’s Jewellers through the years with different artefacts and pictures that differentiate the business from competing big box chains. Show the family of the family business.
4. **Spotlight Love Stories**: Film, interview, and picture stories of different couples who have purchased with Franks over the years. See what you can gather: Perhaps you can show the couple with wedding pictures from a while back vs. today, film them telling their story etc.
5. **News? Trends? One-offs? Miscellaneous?**

All of these strategies aim to build a community selling the meaning and sentiment of the diamond as opposed to selling the diamond itself. By distinguishing Frank’s brand, we can then engage and work on customers to become loyal brand advocates, so they can eventually contribute their own testimonials to get word of mouth for the business spreading online.

# Branding

**Brand Voice**

Genuine, matter of fact, with a touch of humor. Non-binary.

**Customer Persona**

Techno Taylor

**Frank’s Logo**

* We repositioned Frank’s original logo to fit the circular shape requirements for FB and IG photos. We haven’t used them for the IG profile because we wondered if the grey font would be too cold of a colour scheme with the white interface of IG
* It’s available in the Google drive for use though!

**Hashtags**

#befrank #franksjewellers #kwawesome #uptownwaterloo #shoplocal #engagementrings

Content Ideas

Based on the strategy above, we have been posting content that covers the four main pillars that define the brand of Frank’s Jewellers. However, there is always room to expand on it and try new things!

1. **See Content Ideas doc here:**
   1. <https://docs.google.com/document/d/1m8xwwhkRNtAmtRT7SVwZFwWXbyIQYkyYiI0UQ2-FsJk/edit>
2. **Instagram Stories**
   1. What’s important here is be consistent with updates. You don’t need to have an IG story posted every day, so choose how many times a week you feel comfortable posting (2-3 spaced out might be a good goal)
   2. IG stories don’t need to be perfect posts. Aim for real time, topical content (ex. New arrivals, or something relating to pop culture/holidays etc.).
   3. Repost stories to IG Highlights to keep on your page forever!
      1. Highlight segments: repairs, collections, rings, and soon “Love Stories”
      2. Eleni has uploaded the IG icons onto the Google drive that are for your use.3 of the 4 icons are on the IG page. The last icon is in the shape of a heart. It would be used to highlight the love stories Frank’s has helped make happen #befrank (Contact Eleni for more info!)
3. **Love Stories: Ask your happy customers!**
   1. Ask your customers to check out/follow @FranksJewelers on IG and FB
   2. Ask customers to leave a review
   3. **Ask customers to share a post of the engagement/ring and tag us!**
   4. Share a business card at the end of a transaction to spread awareness of the social platforms

Let’s Practice Buffer!

**Upload 1 week’s worth of content on buffer with use of social calendar**

Social Calendar link: <https://docs.google.com/spreadsheets/d/1oRb_CuqGpzpAbLCL19oyyfHYAPvSWWjcX8Vp204Aebk/edit#gid=1526236675>

**Buffer login credentials:**

Email: [devon@franksjewellers.ca](mailto:devon@franksjewellers.ca)

Password: Franks2019

Pictures:



Analytics

**Instagram Insights:**

* Activity, Content, Audience

**Facebook Insights**

* Insights, Posts

**Databox**

* Analytical dashboards for Web, FB and IG
* Each dashboard is automatically emailed beginning of each month
  + You will receive 6 emails a month
    - 3 Monthly report (FB/IG/Web)
    - 3 Year To Date reports (FB/IG/Web)

|  |  |
| --- | --- |
| **Monthly reports** | **Year To Date reports** |
| All stats for a single month | All stats from Jan 1, 2019 to the present day |
| Compared to the “previous period” | Compared to the “same period last year” |
| Ex: March 2019 vs Feb 2019 | Ex: Jan 2019-Mar 2019  vs Jan 2018-Mar 2018 |

**\*\*Notes**

* FB > Year To Date
  + Look at the improvement compared to last year!
* IG > Year To Date
  + Since Frank’s IG was created in 2019, the Year-To-Date reports won’t include a comparison “same period last year:
* Web > Year to Date
  + There is not many options available for comparison avaible.

Databox Login - to be changed at a later date! Right now, connected to scope gmail. Can disconnect later.

Link: <https://app.databox.com/databoards>

Email:

Password:

Best Practices for Social Content Creation and Implementation

**Consistency**

* It’s best to keep things static that are contributing to results. For example: we know that history posts on Thursdays do well, so maybe we can create the expectation that Frank’s audience can expect a history post every Thursday at a specific time
* Make a schedule of how many posts and IG stories/week you know you can keep up with. It’s not about how much, but how much quality content you can realistically keep up with

**Useful Hashtags and Engagement**

* Hashtags can help create extra buzz around a specific post, and your account
* Be sure to use hashtags that are relevant both to the post itself, and in the fact that people are frequently engaging with that hashtag
* Be sure to engage with posts, especially locals, that use similar hashtags by liking or commenting on their posts, or even following them if they’re a consistent supporter
* If people engage with a post, engage with them

**Following Accounts**

* Following locals that follow Frank’s is crucial to making sure we’re expanding our audience frequently. If they like some of our posts, like some of theirs
* Watch out for bots or those looking to plug their own brand - they’ll generally be following a lot more people then are following them
* Unless they’re consistent engaging, avoid following people back who follow thousands of people - chances are they’ll never see your posts to engage with them anyways

**Buffer**

* Use the insights from FB and IG as a guide of when and what to post, as seeing WHEN your audience is on is as crucial as WHAT content they are mostly likely to consume
* Scheduling based on day themes would likely help with know what to post: such as product wednesday’s or history fridays etc.

**Photo’s**

* Make sure they’re consistent, high quality photos, which can be accomplished with good lighting and a smartphone

**Videos**

* Good sound is the most important investment you can make, and there are plenty of affordable options from amazon
* Be concise. If it’s something that might be longer, consider making it into a series of IG stories

**Timeline**

* Remind people you exist by not just having consistent, weekly posts, but also by liking the photos of people you follow - especially if you have recently posted, have posted, or are about to post
* If someone you follow is sharing something in poor taste - unfollow them! Following someone who posts in poor taste can be interpreted as an endorsement

**Other important things to consider**

Resources:

Instagram:

How to use instagram stores: <https://www.shopify.ca/blog/how-to-use-instagram-stories>

How to get more followers:

The dos and don’ts of instagram in 2019: <https://www.impactbnd.com/dos-and-donts-of-instagram>