

SOCIAL MEDIA

TIPS FOR SUCCESS

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KNOW YOUR GOALS

DEFINE SUCCESS.

What does success look for you?
This may change as you become more familiar with social media.

This doesn't need to be hard and complex. It can be as simple as posting 3X a week.

WHY USE SOCIAL MEDIA?

COMMUNICATION AND BRAND BUILDING

Social media is nothing but a communication tool. That is essentially what marketing, social media is. It's communicating with your customers what is going on in your business.

Think of social media as your digital window. What are you showing today? What's special? What's new?

TELL A STORY

YOU BUILD LOYALTY BECAUSE YOUR CUSTOMERS *LIKE YOU*.

Many times we think we need to tell an amazing story from beginning to end.

In reality, it's as simple as going live on Facebook story while you build your bouquets, posting a picture with a deal going on (buy one get one) or sharing a story that touched you that week.

CHOOSE YOUR PLATFORMS

It can feel overwhelming trying to choose which social media platform to focus on. All you need is 1 or 2. We recommend Facebook or Instagram as a start.



VIDEOS ARE THE FUTURE

DON'T BE AFRAID

Photo and video continue to be the food for the social platform algorithm. It's important to utilize this as much as you can.

Put your phone, digital camera, whatever you have on your table and film yourself, coworker/employees (with consent) making their bouquets. It's easy as that!

BE CONSISTENT

Showing up is half the battle. This means posting CONSISTENTLY. Once a day, three times a week, whatever it is, be consistent with it.

But also, give yourself grace. It's not the end of the world if you didn't post that day or week!

PM ON FACEBOOK WITH QUESTIONS OR CONCERNS!
LBR CUSTOMERS ONLY: JOIN US IN THE FLORAL COMMUNITY GROUP