



GALLOWAY GLENS

Landscape Partnership

Galloway Glens and Business Gateway Dumfries & Galloway 'Business Academy':

Driving Footfall to your Retail Business through Social Media.

Based on an event held at
The Market Inn, 10th October 2019.

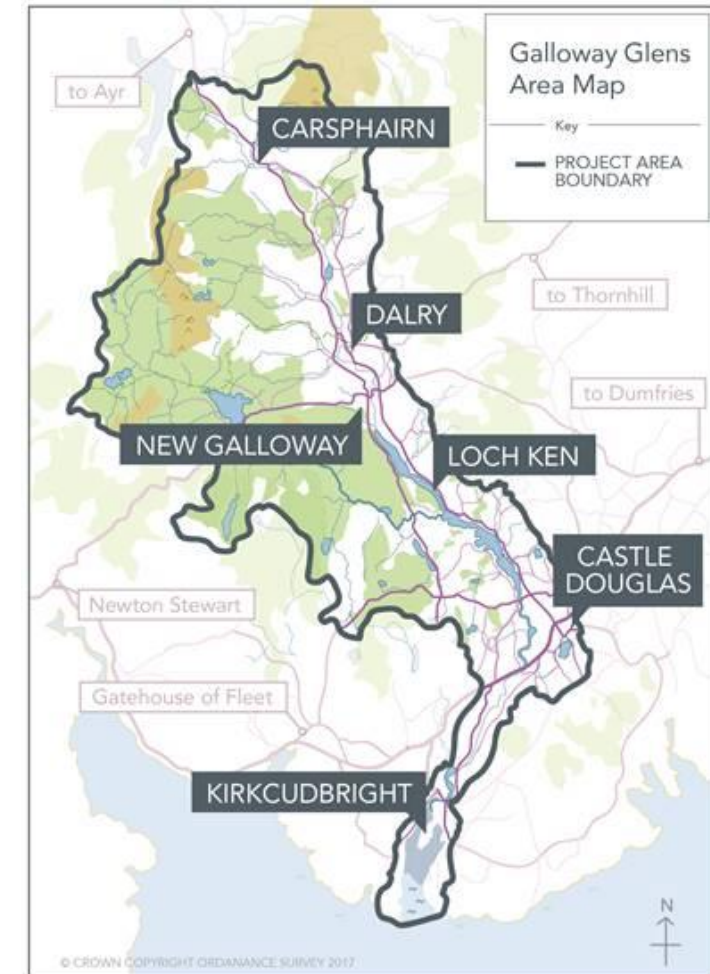


The poster is a vertical rectangle with a dark blue background. At the top, there are logos for Galloway Glens, the Heritage Fund, Dumfries & Galloway, and Business Gateway. Below these logos, the text "2019 Business Academy" is written in a large, bold, white font. Underneath that, "RETAIL BUSINESSES" is written in a slightly smaller, bold, white font, followed by "DRIVING FOOTFALL THROUGH SOCIAL MEDIA" in a smaller, white font. A horizontal line separates this from the event details. The event details are written in a white font: "Thursday 10th October, 5:30-7pm, The Market Inn, Castle Douglas". Below this, there is a section for booking information: "Book through Helen Keron:", "helen.keron@dumgal.gov.uk", and "07827 306 866". In the bottom right corner, there is a white button with the text "FREE EVENT" in a bold, black font. A small orange triangle in the top right corner contains the text "EVENT 7" in white.



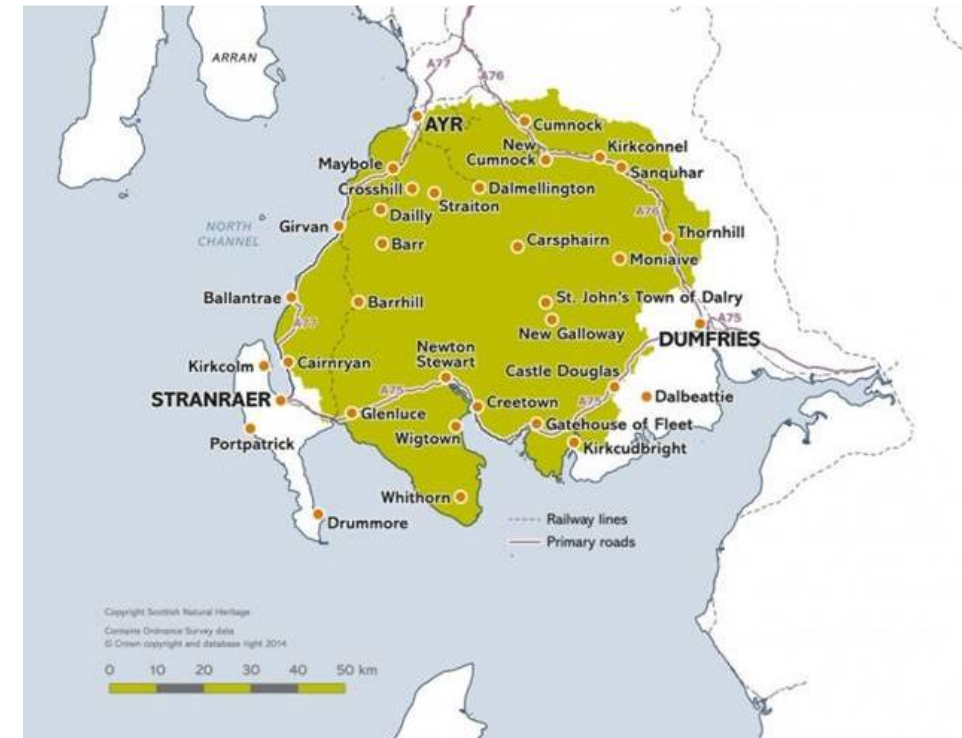
The Galloway Glens Landscape Partnership Scheme

- 35 projects across the Galloway Glens area over the next 4 years.
- The GGLP area covers the Glenkens, Castle Douglas and Kirkcudbright.
- 'From Source to Sea' – follows the route of the Ken and Dee rivers.
- Funded by the Heritage Lottery and other partners, including Dumfries & Galloway Council.
- All GGLP projects are aimed at connecting people with their heritage and supporting sustainable rural communities.



Galloway and South Ayrshire Biosphere

- This area is so special, UNESCO designated it as a Biosphere in 2012. (1 of only 2 Biospheres in Scotland.)
- You can use this in your marketing, depending on your product.
 - UNESCO Biosphere
 - Dark Sky Park
 - Galloway Forest Park
 - Loch Ken
 - Solway Estuary
- All of these will attract different niches of customers and can provide you with inspiration.



Presentation 1:

Social Media for your High Street Business

Katy Coltart, KC Creative - Graphic Design & Creative Marketing



KC



WHAT IS SOCIAL MEDIA & WHY IS IT IMPORTANT FOR MY BUSINESS?

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time.

Social platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales. With more than three billion people around the world using social media every month, it's no passing trend.

The ability to share photos, opinions, events, etc in real-time has transformed the way we live and, also, the way we do business. Retailers who use social media as an integral part of their marketing strategy usually see measurable results. But the key to successful social media is to not treat it as an extra appendage or something you just throw up or resent doing but to treat it with the same care, respect, and attention you do all of your marketing efforts.

You wouldn't throw an advert into print without first checking the image, logos and wording and social media is no different.

One of the biggest mistakes retailers make is to open up accounts on every social media platform they think is relevant and then leave them alone with no activity.



TALK ABOUT YOUR CUSTOMER RATHER THAN ABOUT YOU

One big mistake retailers make is to use social media to talk about what is important to them rather than talking about what is important to the customer. As a retailer, you may think it is great to shout that you have a sale going on; and in some regards, this would be true. But, if that's the only reason you are getting involved in social media it won't be beneficial.

Your goal should be to provide content that is relevant to your customer and engage with them to the point that they want to share your post with others.

If you use social media you need to engage with your customers, involve them in a dialogue, and ask them for their opinions.

Maybe post a picture of two items you are considering carrying in your store and ask customers which one they like best. This creates a dialogue which can lead to shared posts which then leads to engaged followers.

BUSINESS VS PERSONAL

Using a business page for any of your social media accounts gives you great access to features not available on personal accounts.

It allows you to tell your brands story, quickly give people your contact details, opening hours and location.

It allows you to put your brand front and centre. More so than google search listings and text ads.

The screenshot displays the Facebook business page for 'Nith Valley Eggs'. The page layout includes a top navigation bar with links like 'Page', 'Ad Centre', 'Inbox', 'Creator Studio', 'Manage jobs', 'Notifications', 'More', 'Settings', and 'Help'. Below this is a header section with 'Liked', 'Following', 'Share', and 'Contact Us' buttons. The main content area is divided into several sections: 'About' (with a map and 'Find Us' information), 'GENERAL' (with category, name, and username details), 'HOURS' (showing 'Open now 09:00 - 17:00'), 'BUSINESS INFO' (with links to edit business details, founded in 2008, and mission), 'ADDITIONAL CONTACT DETAILS' (with email and website links), 'MORE INFO' (with an 'About' section and founding date), 'STORY' (with a photo and 'Our Story' text), and 'TEAM MEMBERS' (with a list of team members and an 'Add yourself as a team member' button). The left sidebar shows the page's profile picture, name, and various menu options like 'Home', 'About', 'Photos', 'Reviews', 'Videos', 'Posts', 'Community', 'Jobs', 'Promote', and 'Visit Ad Centre'.

Page Ad Centre Inbox 42 Creator Studio Manage jobs 1 Notifications More Settings Help

Liked Following Share ... Contact Us

About Edit Page Info

FIND US

Newton Wood
Thornhill, Dumfries and Galloway Get Directions

m.me/nithvalleyeggs

Call 07766 008019

GENERAL

Category Food service distributor Edit

Name Nith Valley Eggs Edit

Username @nithvalleyeggs Edit

HOURS

Open now 09:00 - 17:00

BUSINESS INFO

+ Edit business details

Founded in 2008

Edit business types

Mission
To continue to develop new and exciting ways to get our fresh free range eggs from our woodland farm straight to the consumer.

ADDITIONAL CONTACT DETAILS

info@nithvalleyeggs.co.uk

http://www.nithvalleyeggs.co.uk/

Edit Other Accounts

MORE INFO

About
Nith Valley Eggs is a woodland farm near Thornhill, Dumfries and Galloway that bring farm fresh, free range eggs straight to you.

Since starting in 2008, Stuart Rutherford, owner of Nith Valley Eggs has gone from strength to strength. As a runner up in the Best Small Business Awards from t... See more

Founding date
2008

STORY

Our Story

Since starting in 2008, Stuart Rutherford, owner of Nith Valley Eggs has gone from strength to strength. As a runner up in the Best Small Business Awards from the Princes Trust in 2010, Stuart has continued to grow the business with his woodland farm now home to 13,000 free range hens. His eggs have been voted among the top 5 for quality in Scotland...

+ Finish your story to tell people more about your business.

TEAM MEMBERS

These people manage the Nith Valley Eggs Page and have chosen to have the Page appear on their profile and their name and profile picture shown on the Page.

Add yourself as a team member

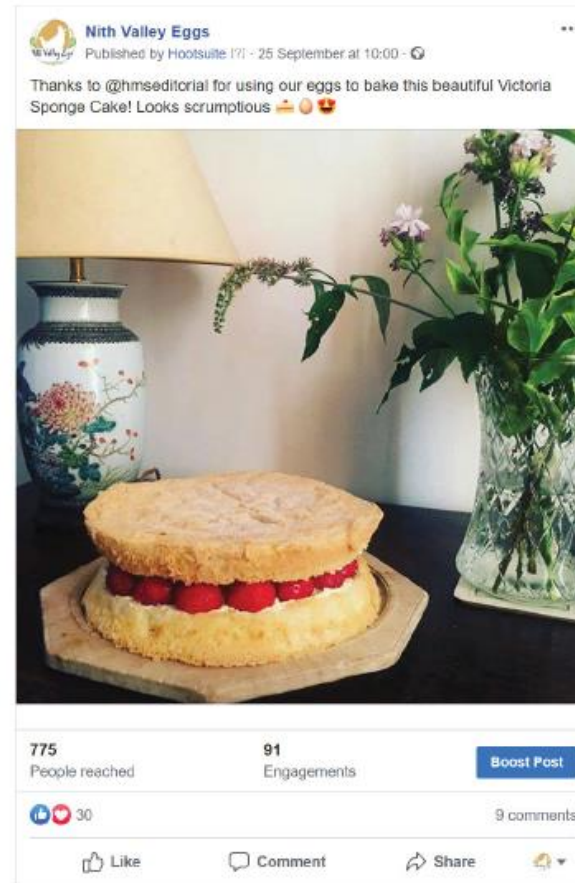
USING HIGH QUALITY IMAGES AND CONTENT TO ENGAGE CUSTOMERS

- Images are key
- Give customers a benefit rather than a sale
- Ask questions
- Engage with the comments
- Invite people to link your page
- Keep the photography on brand
- Think about tone of voice
- Use emojis!



USE SOCIAL MEDIA TO BUILD A COMMUNITY WITH YOUR SUPPLIERS AND YOUR CUSTOMERS

- Use tags
- Use bullet points
- Use links
- Use Instagram Stories for an ongoing narrative
- Ask your followers for content!
- Build a community - maybe offer something jointly.
- Ask local businesses to collaborate



USE ADVERTISING AND REMARKETING

Using social media advertising can be a cost effective way to boost your local profile

There are many different options depending on your objectives

- Add buttons and calls to action
- Add an image
- Include a catchy headline

**The Wood Fuel Co-operative**

Sponsored · ⚙️

If you live in Dumfries & Galloway, you're lucky enough to have the UK's widest selection of wood briquettes, right on your doorstep.

Buy in any amount, from one pack to full pallets
Discounted prices – even cheaper than buying online
UK's widest selection of briquettes... [See more](#)



WOODFUEL.COOP

UK's widest selection of wood briquettes - on your doorstep.

Find the perfect fuel for your fire.

[Shop Now](#)

 James Miodonski, Saffi Mitchell and 85 others

23 comments · 16 shares

 Like

 Comment

 Share



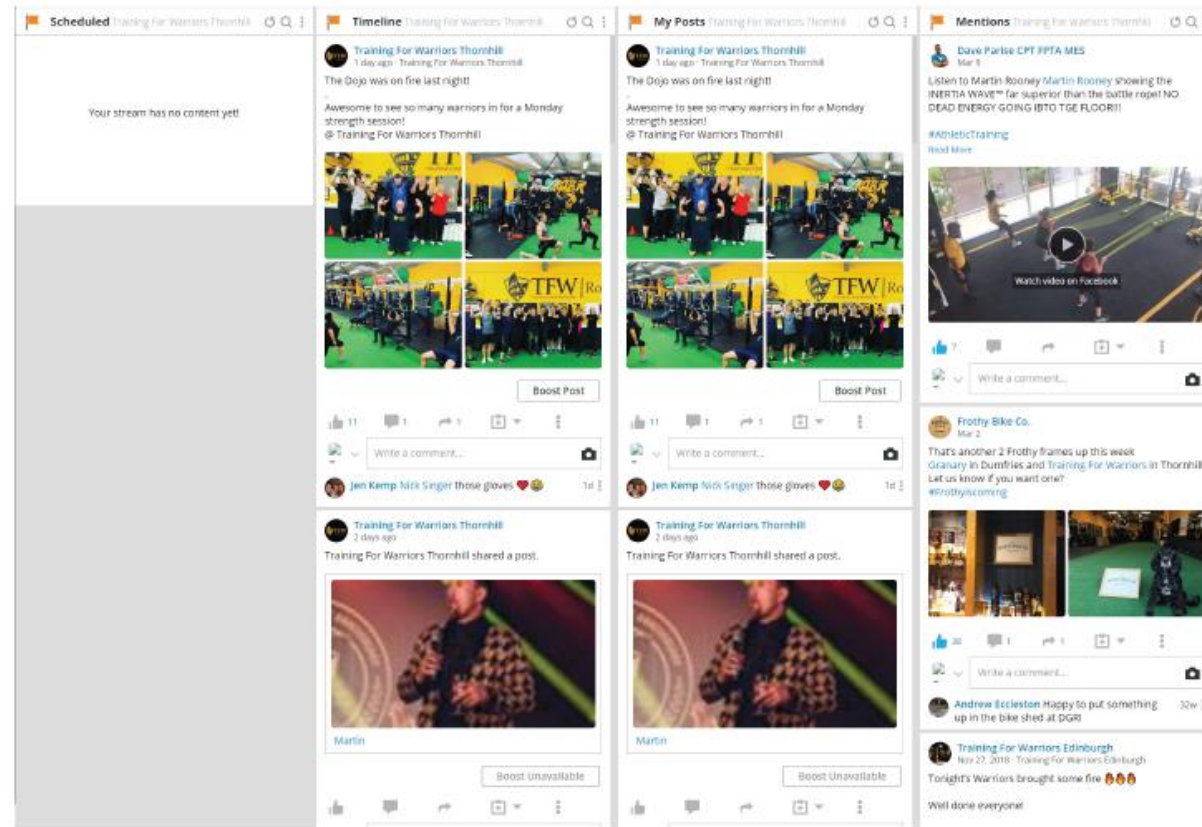
MANAGING YOUR ACCOUNTS

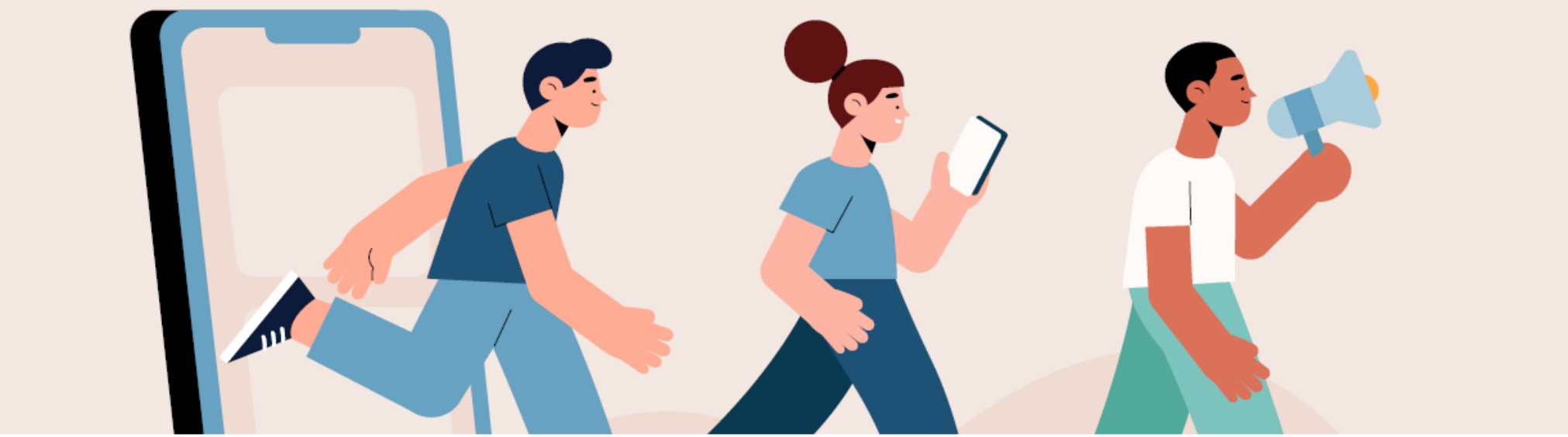
Use Scheduling - either in the App or using a 3rd party scheduling tool. This also allows you to reply to comments, shares and mentions, check your social media messages and set up advertising.

I schedule everything according to certain digital marketing themes.

Possible tools:

- Hootsuite
- Sprout
- Buffer
- Feedly





IDENTIFY YOUR AUDIENCE

- Determine Your Target Customers
- Take Stock of Your Brand and Industry
- Analyse Your Existing Traffic Sources
- Determine Where Your Competitors Live On Social
- Figure Out What Type of Content Resonates Best With Your Audience
- Determine Your Social Media Goals
- Pick Your Channels

Presentation 2:

Living in the Biosphere – what benefits could it bring your business?

With thanks to Marie McNulty, GSA Biosphere



GALLOWAY AND
SOUTHERN AYRSHIRE
BIOSPHERE

Maximising
opportunities for
business



What is the Biosphere?

- Biospheres are the **only internationally recognised ‘badge’ for demonstrating excellence in sustainable development.**
- The Biosphere brings us an **opportunity to brand and market the businesses and communities** of SW Scotland under the international banner of being a **UNESCO Biosphere**



United Nations
Educational, Scientific and
Cultural Organization



Man and
the Biosphere
Programme



What does that mean for Business

- **Creates opportunities for businesses** to align with the values of the Biosphere
- **Build on the special qualities of the Biosphere**
Tell customers and visitors your business is in it – what's special
- **Sustainability credentials can give you the edge over other businesses with a similar price and location**, - It's all about being noticed and giving a bit more.

Building business through our UNESCO Biosphere

– Tools in the Box

- Champion it!
- Biosphere Proud Supporter
- Certification Mark for Sustainability
- Biosphere Business Resources



www.gsabiosphere.org.uk



Business in the Biosphere - Business Resources

HOME CARING FOR THE BIOSPHERE LIVING IN THE BIOSPHERE BUSINESS IN THE BIOSPHERE EXPLORE THE BIOSPHERE CONTACT US

BUSINESS BENEFITS

BUSINESS RESOURCES

SENSE OF PLACE TOOLKIT

PHOTO LIBRARY

VIDEOS

OTHER MARKETING TOOLS

BIOSPHERE BUSINESSES

BUSINESS RESOURCES



A key objective of our UNESCO Biosphere is to support others who are operating in a sustainable way to use the UNESCO association to help market and promote the Biosphere, local businesses and communities.

Copyright-free Photos!

LOCAL PRODUCE



DOWNLOAD



DOWNLOAD



DOWNLOAD



DOWNLOAD



DOWNLOAD



DOWNLOAD

HERITAGE AND CULTURE



DOWNLOAD



DOWNLOAD



DOWNLOAD



DOWNLOAD



DOWNLOAD



DOWNLOAD



GALLOWAY AND SOUTHERN AYRSHIRE BIOSPHERE

The UNESCO Biosphere designation is recognition of the fantastic array of landscapes, wildlife, cultural heritage and learning opportunities that SW Scotland offers for communities, businesses and visitors to experience and celebrate in a sustainable way



Hashtags and Links

- Hashtags(#) and Links (@) are a great way of boosting the profile of your SM channels and getting new audiences.
- On Facebook, use 2 hashtags maximum, and think of them as another way for people to find your posts by searching. Consider using both branded (#GallowayGlens) and popular social community (#ShopLocal) tags.
- On Twitter and Instagram, people tend to use shorter captions and more hashtags – go for it!
- Some useful Hashtags:

#myhighstreet

#shoplocal

#SWC300 (@VisitSWScotland)

#ScotBiosphere

#VisitDG

#SWScotland

@MeetTheStreet

@CastleDouglasDF

Presentation 3:

Marketing Options & Accountancy Software

John King, Business Gateway



Driving Footfall to your Retail Outlet

Business Gateway

- Free impartial advice
- 1:1 Advice on starting and growing your business
- Workshops
- Networking Opportunities
- Social Media
 - www.bgateway.com
 - www.facebook.com/businessgatewaydumfries
 - www.facebook.com/inspiringentrepreneur
 - www.planningtostart.com

What kind of person buys these cars?



Profiling

- Who is your customer?
 - Age, race, sex, education, work, location
 - Life stage, relationships
 - Income and spending power
 - Social media, TV, newspapers, radio, you tube
 - Hobbies, interests
 - Brands and websites they like
 - Challenges they face
-
- What problem do they need to be solved?

Unique Selling Point

- What is your Unique Selling Proposition?
- Why would I buy from you?
- What is different from your competition bricks and mortar and online?
- How easy is it to copy your USP?
- Who is your customer?



Original Source Mint & Tea Tree Shower 250ml

View all [Original Source](#)



Packed with Natural Stuff it takes 7927 Mint Leaves to make one bottle of skin tingling Original Source Mint Shower Gel. Perfect to kick start your day.

[More Product Information](#)

[Better than 1/2 price on selected Original Source](#)

£1.05 was ~~£2.29~~

42.00p per 100ml



[16 Reviews](#)

1

Add to basket

Add to wishlist

Check store availability

Town, postcode

Check



Related Items

Price

- Target margin
- Competitive pricing
- Positioning - economy vs premium
- Promotions
 - Price
 - Bundling
 - Added value

Promotion on Facebook

- Make sure all your business details are included
- Set up messenger and respond quickly
- Plan and post regularly
- Like and share competitions
- Post engaging content not just sales content – 80/20
- Add a like button to your page
- Facebook advertising
- Cross promote from Instagram and Twitter



Content For Facebook



- **80% - Educational or Entertaining**
- **20% - Call To Action**

Educational / Entertaining

- **Quality 3rd party content**
- **Your blog**
- **Industry news**
- **Case studies**
- **Video / Facebook Live**
- **People in the organisation**
- **How to guides/Hints & Tips**
- **Behind the scenes**
- **Community News**

Call To Action

- **Buy now**
- **Visit us**
- **Watch the video**
- **Contact us**
- **Book now**

Planning Strategy

- Are there events through the year that can affect sales
- New Year / Valentines / Easter / Mothers Day / Fathers Day
- May Day / St Andrews Day / Christmas / Birthdays
- Highland Games / Big Burns Supper
- Charities – Movember, Macmillan Coffee morning, blood bikes
- Sales times – January, end of season.

Planning Strategy

- Write a story about each event
- In your Blog publish the story in its entirety
- In your Facebook publish selected paragraphs
- So from one document you can fill your social media



Creatomatic

Yesterday at 15:01 · 🌐

6pm ITV/Border TV tonight to catch our esteemed client and friend James from Farm Boy Brews.

James' Galloway based, high quality coffee business centres around raising awareness and supporting a truly great cause and one we're super, super proud to help in whatever way we can.

And, if these aren't compelling reasons enough, he's a top bloke to boot.

Check out Farm Boy Brews Facebook page to learn a wee bit more - <https://www.facebook.com/FarmBoyBrews/>



Farm Boy Brews

12 August · 🌐



Inspired by personal experiences, "Depresso Espresso" will be a limited edition espresso blend that will help raise awareness and money for mental health charities and projects here in the UK.

I knew when I started Farm Boy Brews, that I wanted to put mental health at the very core of whatever I did, and I hope that Depresso Espresso will be the first in the line of many projects that will help raise awareness and funds for an important cause that is very close to my heart.

If you have any questions, want to know more about Depresso Espresso or know of a great charity or project that could benefit from some support, get in touch!



Public Relations (PR)

- How do you get a free mention in the Press or TV
- Comment on the news
- Sponsor an event
- Speak at an event
- Become the go-to expert
- Nurture and manage your contacts
- Use Facebook, Instagram, to get noticed

PIMS (Profit Impact of Marketing Strategy)

- **Posh way of saying ‘did you get value for money?’**
- **If you have a newspaper advert, did it increase sales?**
- **Sponsorship of the pet show, did sales increase?**
- **Always ask “where did you hear about us?”**
- **If you get no tangible return, don’t do it again**





- All information correct at the time of publication (Oct 2019)
- The Galloway Glens and Business Gateway D&G do not endorse any of the companies featured in this resource and have not explicitly checked their facts.
- The Galloway Glens is proud to be part of the GSA Biosphere.
- With many thanks to all our speakers.
- For more information, see www.gallowayglens.org or contact Helen Keron, Education and Community Engagement Officer, on helen.keron@dumgal.gov.uk.
- We do hope this was useful to you!