

smiirl

**GENERATE MORE
BUSINESS THROUGH
SOCIAL MEDIA.**

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INTRODUCTION



What is Smiirl?

We are a French company that produces and commercializes connected objects designed for other businesses. These objects help businesses grow their social media presence from inside their stores.

Our team is made of unique jack of all trades who happen to be social media experts 😊

What's this white paper for?

We intend to give you the tools to help you generate more business through social media.

You'll also see a brief but breath-taking overview on businesses and how they use social media to generate business; and get precious insights on why you need to create your own social media marketing strategy.

And then you'll be given a few ideas and examples on how to strategize like a pro. We hope you'll find this useful and you'll be able to take your business to the next level!

Smiirl

WHY YOU NEED TO BE ON SOCIAL MEDIA ?

OVERVIEW Facebook & Instagram

Facebook is the most powerful social network in the world with 1.55 billion active monthly users and 74% of them use it daily.

Yeah, these are big numbers 😊

And Instagram comes in a very close place with 1 billion active monthly users. Fun fact for you: 80% of these users follow businesses, and 75% of them take action after seeing one of their posts.

See all this potential right here, it must give you a few ideas, right?

Whatever the size of your company, you at least need to be on Facebook and start engaging with your consumers.

Here are some key figures:

- ♦ 76% of businesses have a social media profile.
- ♦ But only 52% of small businesses say they actively use social media.

And yet,

- ♦ 2 in 3 U.S. citizens are actively using Facebook!
- ♦ People are 57% more likely to buy from a local business they follow on social media.
- ♦ 97% of consumers aged 18-34 read online reviews before they go to a local business.
- ♦ 78% of American consumers have bought retail products they discovered first on Facebook.

→ I THINK YOU GOT IT, IF YOU HAVE NOT PUT A SOCIAL MEDIA MARKETING STRATEGY INTO ACTION YET, YOU'RE MISSING OUT ON A GARGANTUAN BUSINESS OPPORTUNITY.

The potential to grow your business through these social media networks is endless. So here are just some of the ways social media marketing can improve your business.

**« Every post and
status you share is
an opportunity
for you to convert
users into customers. »**



THE BENEFITS SOCIAL MEDIA MARKETING WILL BRING TO YOUR BUSINESS

First of all, almost everybody is on social media. So, if you want to be close to the people, be able to interact with them, you gotta find them where they are.

All these people want – all we want – is to interact with human beings and find new, exciting and interesting things every day. Social media platforms offer you an easy way to engage in a conversation with their users by just creating interesting and regular content.

→ EVERY POST AND STATUS YOU SHARE IS AN OPPORTUNITY FOR YOU TO CONVERT USERS INTO CUSTOMERS.

Be a part of the conversation

Whether or not you're active on social media will not change the fact that people will talk about your business. Poor customer experiences are really dangerous if you're not active on social media as a business, because they're invisible to you until it's too late.

Customers share their feedback, good and bad, and you need to be aware of it. All these conversations are an immense source of knowledge and growth potential for your business, so you'd better get onboard to actually be where the discussions takes place and manage them yourself.

Getting a good feedback is always cheering. Plus, you capitalize on the testimonies of your satisfied customers to get **more customers** and have the happy ones come back for more.

But when it's a bad feedback, don't get too upset. Every hustle is an opportunity to grow. Now, you can discover and understand something that happens to be a real pain for your customers and adapt to what they really want. You'll turn your worst detractors into worshipers by really listening to their issues and solving them.

You know, there's a **really thin line** between hatred and love.

Build a happy community around your brand

Social media marketing gives you the perfect means to build a passionate community around your brand. There's just no better way to encourage people to promote you than helping them to connect with like-minded people.

By creating a community around your brand, you're also creating long-term relationships with, and between, customers. The happier the community is with you, the more they'll talk about your products/services and encourage people to do the same. The love will be exponential! 🥰❤️

Make your Fans happy, and then let them speak for you. Happy customers will become your best brand ambassadors and recommend you on every platform!

→ SOCIAL MEDIA MARKETING RECORDS HIGHER CONVERSION RATES

Get yourself some good quality leads

Quality content that showcases your products results in more traffic to your business. People see your posts while you're giving them every reason to click on your products. And the beautiful thing about that kind of traffic: those prospects already know you, so they're much more likely to purchase your products or services than someone who just ended up on your website with no knowledge about your business.

→ NOTE THAT 71% OF FACEBOOK USERS ARE MORE LIKELY TO BUY A PRODUCT FROM YOU AFTER A POSITIVE SOCIAL EXPERIENCE. 😊

Boost your SEO

It's no longer enough to only optimize your site and blog, Google gives stupendous consideration to a company's social media presence when determining search rankings. So, if you want your site to appear on top of the search, get active on social media and have people talk about your business.

Thanks to being active on social media, people will find you more easily. Actually, it might be good for you to know that a little over 75% of people who search for nearby businesses visit them that very day. And **3 out of 10** of those searches result in **actual purchases**.

GENERATE MORE BUSINESS THROUGH SOCIAL MEDIA



AND FROM INSIDE YOUR STORE!

THE BEST PEOPLE TO TARGET ON SOCIAL MEDIA? THE ONES WHO ALREADY LOVE YOU.

PEOPLE FROM INSIDE YOUR STORE ALREADY LIKE YOUR PRODUCTS – YOUR STORE – YOU AS A PERSON. AND THAT’S THOSE PEOPLE WHO WILL BRING ENGAGEMENT ON SOCIAL MEDIA, GIVE YOU MORE BRAND AWARENESS BY TELLING THEIR FRIENDS ABOUT YOUR BUSINESS, AND THEN COME BACK FOR MORE.

HOW TO INCREASE YOUR VISIBILITY

Social media increases brand recognition

It's pretty easy here, to get brand recognition, you need to be visible. If people have never seen your products, they won't recognize them.

What could be a great platform to showcase your products and your brand? You already know the answer: it's social media of course 💡

Implementing a social media strategy will significantly increase your business visibility. You don't need to post content every hour of every day. If you invest only a few hours a week, you'll still do wonders for your visibility. You should at least take the time to post interesting content and engage with your community.

→ OH, 91% OF MARKETERS CLAIMED THAT DOING JUST THAT HAD SIGNIFICANTLY INCREASED THEIR BRAND EXPOSURE.



« 91% of marketers claimed that doing just that had significantly increased their brand exposure. »

ENGAGEMENT IS WHAT YOU NEED

Concentrate on Social Media Engagement

People who are interested in what you do and what you have to say will spread the good word, like your faithful apostle. And your community will grow bigger, not randomly or virtually, but magnified with people who want to be a part of your community. So, when getting more visibility, you also need to focus on getting more engagement.

That's why you need to implement a social media strategy!

→ LEARN ABOUT WHAT YOUR COMMUNITY LIKES AND WANTS TO KNOW MORE ABOUT, AND THEN GIVE THEM EXACTLY THAT.

To create engagement around all that, there's really only one way to go at it. Interact with your followers. Ask them questions, create competitions, get them involved and most importantly, make them feel like they belong!

So be sure to create compelling social media campaigns that will significantly increase your audience's engagement alongside your business visibility. Because engagement really is the key ingredient behind every prosperous social media strategy.

Need an example? Let's look at our good friend Oliver. Oliver created Oliver's Brighton, a wizarding shop that's all about the Harry Potter universe.

Oliver directly asks people what they want, throws on competitions every week, and does a couple Facebook lives a month. It doesn't take him much time, and just by interacting with his audience, and being close to them, he managed to get an average engagement rate of 5% on Facebook (versus 2% for the industry). And by asking people's opinions, he's even got videos with hundreds, sometimes thousands of comments.

People love his contents, and they say so! He's now got more than 10,000 Fans on Facebook only one year after he opened his shop, and more than 1,500 5 stars reviews thanks to that



A RECIPE FOR MORE LOYALTY

Social media improves brand loyalty

→ FOLLOWER NUMBERS MAY INCREASE NEW FOLLOWERS' PERCEPTION OF YOUR BRAND, BUT IT'S THE LOYAL FOLLOWERS WHO REALLY ADD VALUE.

Loyal social media followers are actually high potential brand advocates, they're your Graal. Forbes states that 62% of millennials say that they are more likely to become a loyal customer if a brand engages with them on social networks.

Plus, loyal followers tend to be loyal customers (and the other way around). Once they're hooked to your social media accounts, they'll let people know and come back for more. Those people bring revenue not only by buying your products/services, but by inviting other people to do so. And again. And again.

A good way to transform your audience into loyal followers and customers: offer them discounts, exclusive products/services and sneak peeks at your new products. Social media provides the best platform for that. So use it 🙌

**« No matter what
you're doing,
consistency is key! »»**

OUR TOP 3 TIPS FOR YOU

1. Post Content Regularly and Consistently

There are 2 rules when posting content on social media. Post content regularly and create a universe that is coherent with your brand and your tone.

→ NO MATTER WHAT YOU'RE DOING, CONSISTENCY IS KEY!

Keep your audience interested in your business by providing them regular quality content, that's as easy as abc. To put it simply, you're way more inclined to be interested in something that's consistently cool, than something awesome you've only seen once somewhere but can't really remember what it was exactly.

So identify what type of content your audience likes, turn your ideas into reality and then give your consumers what they actually want to see.

2. User Generated Content

"User generated content (UGC) refers to any form of content created by unpaid contributors."

Using content from your consumers is always a good idea, it shows your product working in a new environment, and at the same time, it shows that people loved it enough to share it with their own communities.

The consumers these pictures belong to will feel a sense of reward, like they're part of the brand. It's that feeling of belonging that you want to radiate on your social media accounts.

Plus, as a prospect, which are you more likely to respond positively to; a photo created by a corporate picture or a photo that is shared by a person that you know?

Yeap, you got it 👉

3. Be Human, Be Authentic

This may actually be our best advice: be authentic. Don't try to be someone you're not. Once you've found your tone, stick to it!

People **want** to have a conversation with businesses, but they want these conversations to be between humans. People prefer to do business with other people, and not dehumanized organizations.

Be proud to show that your business is led by humans and not robots that always say the same thing.

Social media is the best platform to turn your regular corporate profile into a humanizing group of human beings that people can actually relate to.

→ THERE, YOU HAVE IT; PORTRAY A POSITIVE BRAND IMAGE, LISTEN TO YOUR CONSUMERS, ANSWER THEM, FIND WHAT THEY LIKE AND RELEASE RELEVANT CONTENT ACCORDINGLY.

In return, this will boost your social visibility and engagement, drive more traffic and most importantly; increase conversions! 📈

**TAKE YOUR BUSINESS
TO THE NEXT LEVEL WITH
A REAL SOCIAL MEDIA
STRATEGY FROM INSIDE
YOUR STORE**



**+20% QUALIFIED LIKES IN
ONLY 1 MONTH***

***ACCORDING TO OUR LATEST CUSTOMER SURVEY 🥰**

Smiirl Counters are interactive POS advertisings that display your Likes count in real time; your customers will love to like it and see it update live!

A terrific ice-breaker really 😊 it'll bring you so much closer to your customers.

9.1 on Trustpilot ★★★★★

★★★★★

Accessory
Depot

As a small business owner every purchase i make for my business has to be absolutely necessary and justified, and all i can say is that this product is just that. Keeps my customers engaged in the store and our likes count has now started to go up faster. Thanks for a great product.

REFERENCE NUMBER : 71668

★★★★★

Sound Truck
and Trailer
Repair

We @sttrwa love our new Smiirl counter!! We have received over 350 new likes this week alone!!! We have been stuck in a rut trying to figure out ways to get likes and this is a fun way for our company and customers to experience new likes first hand together!!!

REFERENCE NUMBER : 69517

★★★★★

Tim Roark

Excellent and quality product ! Don't wait to buy one! From the start of my order to now, I have been fully satisfied with the customer support, shipping time, quality of the counter, and boost in «likes» I have had with Smiirl! I was a little sceptical at first because of the cost, but once I placed the order, everything was super easy to setup and the quality of the counter is much better than I expected. The customer service answered me back quickly for the 1 question I had within 24 hours of sending the request and were very polite and helpful. We have had the counter for about 2 weeks now and have already trippled if not quadrupled our normal «likes» we get per week! Don't think of it as an expensive object, think of it as an expense for advertising! It works!

REFERENCE NUMBER : 65680

Sold to more than 20,000 businesses in 60 countries.

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