



Your Store's Name

Today

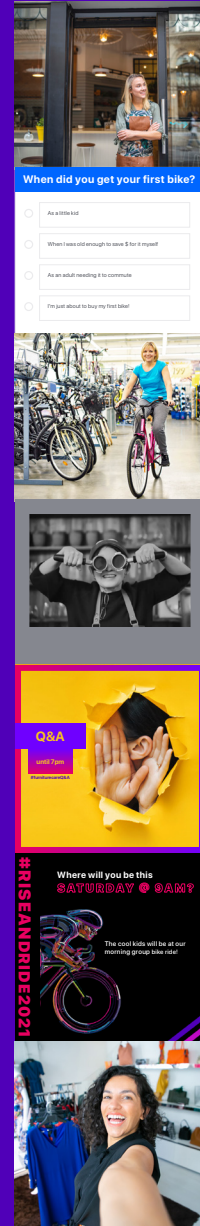


## 7 FREE SOCIAL POSTS FOR RETAILERS TO PROMOTE THEIR BUSINESS.

One of the challenges of keeping your social media feeds active and interesting is thinking of what to post. We get it — you're busy! When you need a quick idea, choose from the post ideas on this list to promote your retail store!

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### 1. YOUR STOREFRONT.

If you run a brick-and-mortar local business, a photo of your storefront is a great way to make someone say "I recognize that place!" and remember it when they're out and about.

**Example:** We're open — come on in, even if it's just to say hello!



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## 2. FOLLOWER POLL.

People love interactive content. The more you make your posts about them, the more likely they are to engage.

**Example:** When did you get your first bike?

-As a little kid

-When I was old enough to save \$ for it myself

-As an adult needing it to commute

-I'm just about to buy my first bike!

# When did you get your first bike?



As a little kid



When I was old enough to save \$ for it myself



As an adult needing it to commute



I'm just about to buy my first bike!



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### 3. CUSTOMER OF THE WEEK.

Ask a regular customer if you can take their photo, tag them, and say a little bit about their loyalty to your business.

**Example:** Meet @name! He/she/they have been coming in regularly for a year now and says it's their favorite way to start the weekend.



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#### 4. PHOTO CAPTION CONTEST.

Post an unusual or interesting photo of something in or around your store and ask followers to caption it. Offer a small piece of swag or other low-cost prize.

**Example:** Caption this! Best answer by 3:00pm gets one of our new stickers.



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### 5. Q&A.

This takes a little time commitment but can build significant engagement and loyalty. Assign a subject matter expert to take questions and answer in real time. Use a hashtag to keep track.

**Example:** Ask our upholstery expert all your toughest care and cleaning questions live until 7pm!

[#furniturecareQ&A](#)



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## 6. EVENT POSTS.

Anytime you host an event, you should post photos before, during and after. Create a hashtag. Repeat any crucial information (date, cost, etc.) in the image AND the supporting copy.

**Example:** Where will you be this Saturday at 9am? The cool kids will be at our morning group bike ride! Sign up here [link]. [#RiseAndRide2021](#)



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## 7. USER GENERATED CONTENT.

Ask your customers to take selfies browsing your store or using one of your products. Make sure they tag you so you can find them easily and reshare with your own caption.

**Example:** Thanks for stopping by today, @name! We hope you enjoy your new \_\_\_\_\_.



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**BONUS: BRAND-GENERATED CONTENT**

The brands you carry probably push out tons of high-quality content with professional photos of products you stock. Mix their posts into your schedule on a regular basis to take advantage of their efforts and make a great impression on your followers and fans.

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