

*Social Media tips from one of our very own vendors, Amy at Treat Yo' Self!

1. Try to gain **genuine** "likes" and "followers." **Let it happen organically** because the individual really has an interest in what you have to offer. Don't be pushy or do giveaways just to target increased page likes. Giveaways are great, but when I do them it's usually for those that have already shown interest in my business or supported it one way or another.
1. **Be consistent.** Don't post 5 times in one day and then not again for weeks. Try to post at least once a week. It doesn't have to be anything too invested either. A simple picture and short description are great! I like to keep mine funny, I feel people are drawn to humor when it comes to social media.
2. My IG (Instagram) skills are not great and I'm trying to improve on that, but if you have a FB and IG page you can link them so when you post to IG it automatically posts to your FB...which can save time and keep things consistent.
3. When it comes to IG I try not to post about local pre-order sales I am doing or I at least suggest they check out my FB page to find more info about pricing and local pickup. I don't have a lot of followers on IG but the ones I have are mostly not local.
4. I paid to have a FB post boosted once and I didn't feel like it did any good so I don't have any advice on that. *good rule of thumb is- will your **return on investment** equal what you paid? Meaning- if you spend \$20 on boosted ads, do you expect to get at least \$20 back in sales?
5. I tried using **Google Forms** once for online ordering and found that I like to just keep my own Excel spreadsheet instead. There are benefits to Google Forms, I'm just a spreadsheet nerd...haha! However, that can still lead to mistakes and you have to be very organized.
6. **Online payments** I've used are PayPal (which will charge you around a 2% fee I believe if used to pay for goods and services) and Venmo (which isn't actually supposed to be used for businesses but I've come across people that don't have a PayPal. Venmo does not charge fees. I also have a square reader and can take payment that way electronically if necessary.
7. I do have an **Etsy shop**, but it's on "vacation" right now. I know a few other vendors use Etsy as well. It's a great tool to have an online shop, especially if you're not tech savvy enough to create your own website. There are fees involved, but they are minimal and you just price your goods accordingly so that it will cover those fees.
8. I've never used **Facebook Marketplace**, but I think some other vendors have.
9. Currently I am doing **porch pickup for sales**. I have a small metal table outside my front door on the porch and I put their items in a bag with their name on it for them to

pick up. They tell me what day and around what time they will stop by and I have it ready for them. It's worked great so far and is a "no contact" alternative. All orders must be prepaid, but I know some people also use jars for people to put cash in if they want to pay that way.

10. I don't have a **newsletter or emailing list** but I know some other vendors do, so it may be something other people want to look into starting.