



**Queen Street Commons  
Small Business Series  
Lunch & Learn**

**Suzanne Scott  
Village Pottery**

January 11<sup>th</sup>, 2012

# About Us: Suzanne Scott

- Playing in clay since '89
- Family of Entrepreneurs
- Business Tourism Grad
- Entrepreneur



# About Us: Village Pottery

- Est. 1973 by Daphne Large
- New London - “Anne’s Land”
- Studio, Gallery, Shop & Gardens
- Longest running pottery shop in PEI



# Why are businesses using social media?

- Minimal Cost
- Opportunity to provide customer service directly
- Targeted
- Increase traffic to website
- Generate leads
- Monitor & manage your brand

Do you have any social media success stories to share?

# Why I started using social media

- Lack of quality online craft shops
- Few artists using social media on PEI
- How I could contribute to the business
- There was an opportunity



# First Step



- Research
- Learn from others
- Found my “voice”
- Test it out



# Next Step...

## Village Pottery Gets Social



- Meanwhile creating new website & planning the big reveal...

# The Big Reveal

- Launch Website & Giveaway
  - Online Shop
  - Blog
  - Gallery



And then...

Etsy

# 4 Steps to Successful Social Media

Find Interested People



Deliver Quality Content



Capture Information

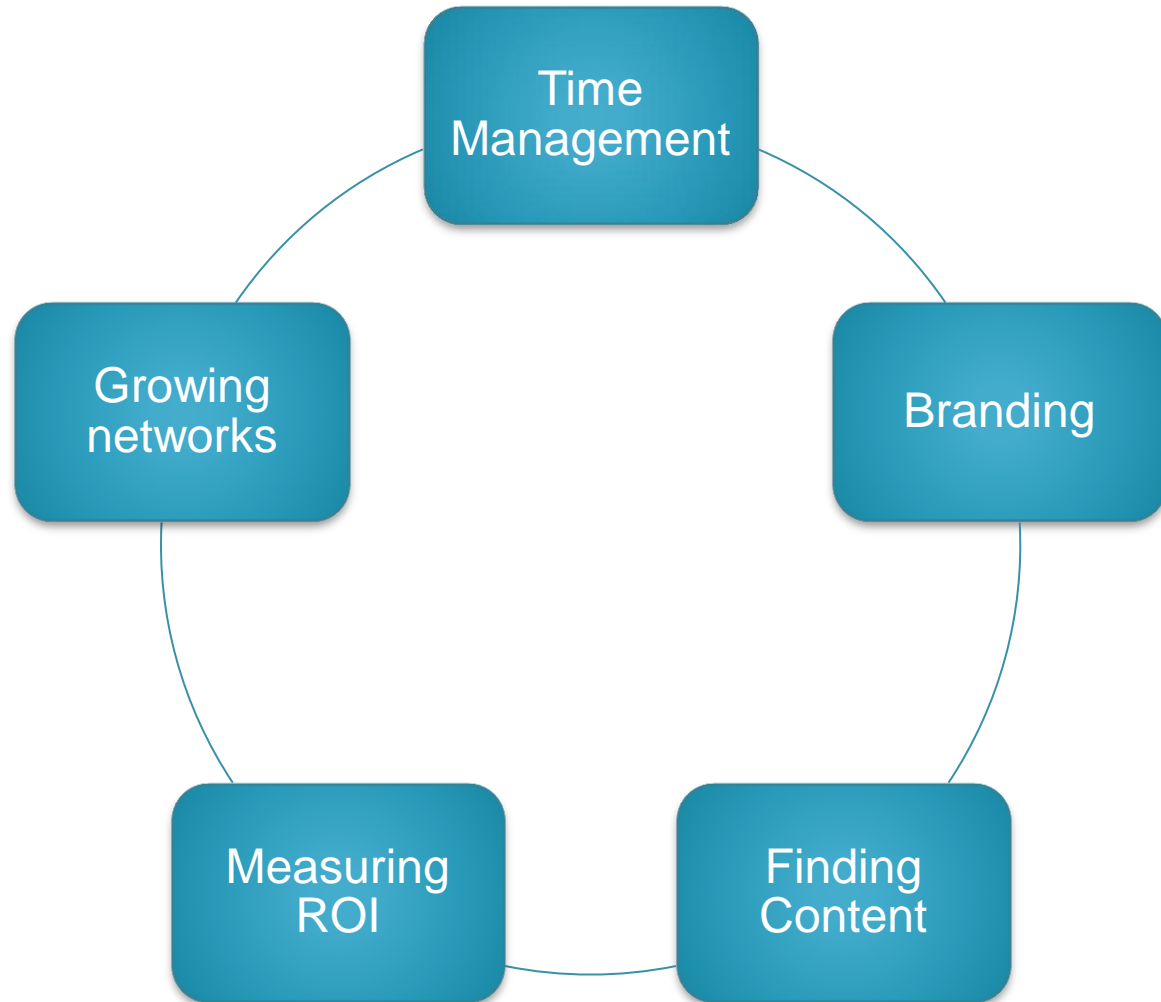


Stay in Touch

# Advantages



# Social Media Challenges





# The Hectic Schedule of a Social Media Manager



**5:30 AM—12 PM**

**✉ CHECK**  
Immediately checks e-mails missed during the five hours of slumber.  
**Remember:**  
The social media world never sleeps.

**👁️ SCAN**  
Scans news feeds for interesting articles, blog posts or videos to share.

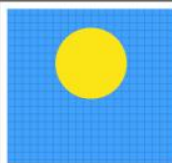
**🐦 TWEET & RETWEET**  
Writes interesting tweets and retweets other relevant links to continue the passing on of ideas.  
Times the tweets to automatically go out while in meetings, at lunch & drinking home.

**📰 PUBLISH**  
Publishes a blog entry or status update based on the latest news. Shares the published material with friends, coworkers and industry big names.

**?... FOLLOW UP**  
Follows up with the sales team to see if they've delivered the customer testimonial video.

**🗨️ REPLY**  
Engages with the community by diligently replying to messages or comments.  
Checks alerts for positive or negative mentions of the brand's product or service.

**BRAND AMBASSADORS, CONTENT MANAGERS, EVANGELISTS.** These are all words that are often used to describe the constantly evolving social media manager of today. In order to be a successful one, he or she must take on a pretty demanding schedule of constant updates, meetings and tweets—all the



**🍴 LUNCH**  
Goes to lunch with another social media manager to discuss the latest scoop in the social media sphere.  
Remembers to check in on *@ourquora*.

**📹 REC & UPLOAD**  
Records an impromptu video with the CEO, department managers and fellow employees, and uploads it to YouTube.

**✍️ WRITE**  
Writes another blog entry.

**💬 SKYPE**  
Skypes into a conference about corporate microblogging.

**🔄 REVISIT**  
Revisits the usual social media haunts for follow-ups and supervises periodically throughout the day to make sure things are going smoothly.

**📺 PRESENT**  
During the weekly department meeting, provides a crash-course presentation on the importance of RSS feeds, Facebook and Twitter.

while maintaining an effective online presence. Here we offer a glimpse inside a hardworking social media manager's day...



**📊 REVIEW**  
Reviews traffic volume, bounce rates and other relevant metrics on Google Analytics.

**📅 SIGN UP**  
Registers and marks calendar for the next anticipated Social Media Strategies Summit.

**🕒 SCHEDULE TWEET**  
Schedules tweets to go out overnight to promote your brand to night owls and those in other countries.

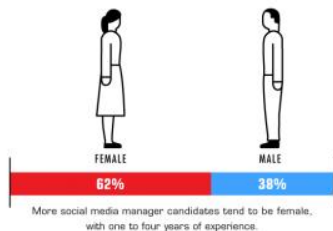
**📧 CHECK**  
Checks e-mail one last time on the smartphone before going to bed.



## So You Want to Be a Social Media Manager...

Did that snapshot of a frenzied social media manager's schedule look enticing to you? See below if you're out for it.

**SALARY RANGE:**  
**\$34,432 — \$56,571**



### Good Social Media Managers Are...

- OUT-OF-THE-BOX THINKERS
- INFLUENTIAL
- PURPOSE-DRIVEN
- ATTENTIVE
- ADAPTABLE



# Solutions to Social Media Challenges

## Time Management

- Tweetdeck, Hootsuite
- Limit yourself
- Keep a schedule

## Branding

- Define your business
- Listen to your customers
- Stick to the message

## Finding Content

- Keep it real
- Variety (videos, articles, photos)
- Focus on building trust, not selling

## Growing Networks

- Be selective
- Watch trends
- Maintain the tried and true

## Measuring ROI

- Analytics
- Be specific
- Quality not quantity
- “Like a Business Card”

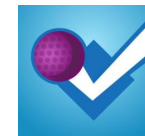
# Tricks of the trade

- Twitter vs. Facebook



- Etsy Shop vs. Own Online Shop
- Least expected: Instagram,

Foursquare



# Results

- ✓ Sales up 25% in 2011
- ✓ Online sales 5% of total revenue
- ✓ New customers/target market reached
- ✓ Nation wide promotion 
- ✓ Transformed from seasonal to year round
- ✓ Pottery shipped internationally 

# Recommendations

- ✓ Integration
- ✓ Online compliments offline
- ✓ Create a buzz: Giveaways
- ✓ Go all in
- ✓ Your time is valuable

# Questions?

