

AT
HER
TABLE

*The small business
social media post planner*

hey you congrats!

By downloading this guide to planning your social media posts you're one step closer to being more purposeful and effective with your marketing. I like you already.

You're clearly a small business owner on the path to claiming back your time and moving your retail business forward with gusto.

Planning your posts, on whichever platform you prefer, will mean you stop wasting your valuable time wondering what to say (believe me, I know I've been there too) and sharing under-par posts that don't do anything to help grow your business or your brand.

I've designed this easy to follow list of social media posts to help you plan out your social media ahead of time. It's here to help you be more strategic and effective with your social media marketing with each and every post you share.

Each post type has prompts you can use to help build engagement with your small business and create content that will serve your audience. Mix them up and use the ones that work best for you and align with your brand.

By understanding what you're posting a month in advance you can have your images ready to go ahead of time, your captions typed out and never again feel anxious about posting something because you feel you ought to. Doesn't that sound good?

I hope you give it a try.

As always, I'm rooting for you,

Emma x

The posts you can share...

1. THE INSPIRE POST

Make your audience sigh with an inspiring post. It could be the way you've styled a product so wonderfully they can't resist it. Or perhaps a tale about how your service has affected one of your customers. This isn't about a sales pitch but a story - invite your audience in to share in its transformation.

2. A HELP POST

We all need a helping hand. Think about your customers' problems and pain points. How can you solve them? What can you share about your business products that could help? This could be a 'how to' or a lesson you've learned to help them solve their pain points.

3. POSE A 'DID YOU KNOW?' POST

Your customers don't know everything about your business. It's unlikely they've read every word on your website, they probably haven't looked at every product or know all the services you offer.

Don't be afraid to keep reminding them and help them understand more about you and what you have that can serve their needs. It needn't be all sales led either - you can talk about the way you wrap your products or how long you've been in business, or why you started out with your shop. Let them get to know you better.

4. SHARE A CUSTOMER REVIEW POST

You know what's more powerful than you saying how great your products and services are? Your customers saying it for you. Be sure to share great feedback and lovely reviews of your products with your audience.

5. ASK FOR A DECISION POST

Small businesses have a gazillion decisions to make, so why not ask your audience to help you make them? Not only does it help them feel really part of your community but it can give you great insights into what they like and need to help shape your designs and plans for the future.

Ask for feedback on colour choices or if you have a collection of designs ask them to vote for their favourite.

6. THE BEHIND THE SCENES POST

Sharing aspects of your work or snippets of the developing of your products is a lovely way to help your customers trust you and get to know your brand better.

Consider sharing the team that creates them or those lovely folks that work in your shop. If it's just you, don't fret, a pet who keeps you company, your work space and tools are all great aspects to share too.

7. YOUR VALUES POST

One of the things that small businesses have over the big boys is your sentiment and value. Why not share your story about why you sell the products you do. If you create ethical and sustainable products be sure to explain that and emphasise its importance to you.

By regularly explaining your values and how they flow through the products and services you sell can create real connection and engage your audience setting you apart for your values and approach.

The posts you can share...

8. MOST WANTED POST

What are your most wanted pieces? Your best sellers that are flying out. Make sure your audience knows all about now the key pieces your customers are choosing. Knowing that your customers are enjoying them and using them gives confidence to others yet to try out your super wares and adds a feeling that they had better hurry to be part of this 'in the know' gang.

9. A SCARCITY POST

None of us like to miss out and if there are limited numbers of your pieces it's wise to let your audience know this.

Be mindful not to overuse this though or it loses its impact and certainly don't make this one up. No-one should be misled into buying your products. It's not ever going to make you long term sales or build up trust in your audience if you tell them fibs.

10. THE NEW COLLECTION POST

Tell them what's new. When you have new products be highlight them and explain why they are so useful and helpful to your audience. Try to think not just about the practical details of a product but explain how they can enhance your audiences day-to-day.

Let them to see the product in their home or how it can help their family and it will resonate so much more.

11. THE SERVICES POST

Do you offer bespoke services, such as personalisation or gift wrapping? Posting about extra lovely services you can provide will help your customers understand they are buying from a small business with a human touch.

12. THE CUSTOMER STORY POST

If your customers share photos of your products, absolutely use these if they work with your brand. Seeing real people use a product adds a level of sincerity and authenticity to your pieces and helps your audience imagine them in their own lives. I always like to ask before I use a post from a customer, it's not strictly necessary, especially if they have tagged you in their image, but I think a bit of courtesy goes a long way.

13. A BLOG POST

If you are adding regular content to your blog (which I hope you are) then don't forget to share snippets on your social media. One good blog can create multiple social media posts and by serving your customers encourage them to visit your online shop.

14. THE SALE POST

If you offer discounts and sales of course you want to share them on your social media. Make it clear what the offer is and you can consider using a specific offer code so you can track where your sales are coming from.

The posts you can share...

15. THE MAILING LIST POST

If you have a mailing list (and please tell me that you do) another useful post is to let your audience know about the benefits of being in it. An introductory discount perhaps or access to sales before anyone else? Try to do this once a month to encourage folks across from your social media onto your mailing list so you can email them directly rather than just rely on your social posts.

16. THE GIVEAWAY POST

Running a giveaway is a lovely way to reward your audience for being with you and highlighting a lovely product or service you offer. Not only is a brilliant for encouraging engagement but if you ask your audience to tag other people who they think will also like your brand, it can help you build your audience too.

17. AN OPINION POST

We all love to give an opinion, so use this as a way to encourage conversation with your followers and learn a lot about them too. Try to use open ended questions rather than something that can have a yes/no answer. For instance, "Do you spread the cost of buying your Christmas gifts early or do you wait until December to start your list?"

18. AN ASK ME ANYTHING POST

Position yourself as the expert and encourage your audience to ask you questions to help them with a problem they may be facing. If you sell gorgeous gifts prompt them to ask you about their gift dilemmas - such as what the best present for a picky teen?

19. THE SEASONAL POST

Tap into the seasons and show how your products can be used to elevate the moment. They help build a timely connection and put your products front of mind.

20. THE INFLUENCER POST

By working alongside a well chosen influencer you can get super content for your posts and reach a wider audience. It pays to find someone wisely though, think about who has already genuinely connected with your business or someone who you think would really love to work with you and approach them. It really make sthe posts so much more impactful.

Depending on their influence and reach they may be happy to provide you with photographs and posts in exchange for a gift and some may have a set fee. Be sure to define what you hope to get out of the collaboration up front so you both know what the deal will be.

Example month of planned posts...

The inspire post	The did you know? post	The help post	The new in post	The blog post
The values post	The customer story post	The inspire post	The ask me post	The giveaway post
The review post	The behind the scenes post	The giveaway reminder post	The help post	The bestsellers post
The seasonal post	The blog post	The values post	The mailing list post	The opinion post
The decision post	The inspire post	The behind the scenes post	The scarcity post	The ask me post
The blog post	The seasonal post	The customer story post	The help post	The behind the scenes post