Web & Social Best Practices for Small Business

Presented By:

edb | ECONOMIC DEVELOPMENT BOARD TACOMA PIERCE COUNTY WASHINGTON STATE, USA

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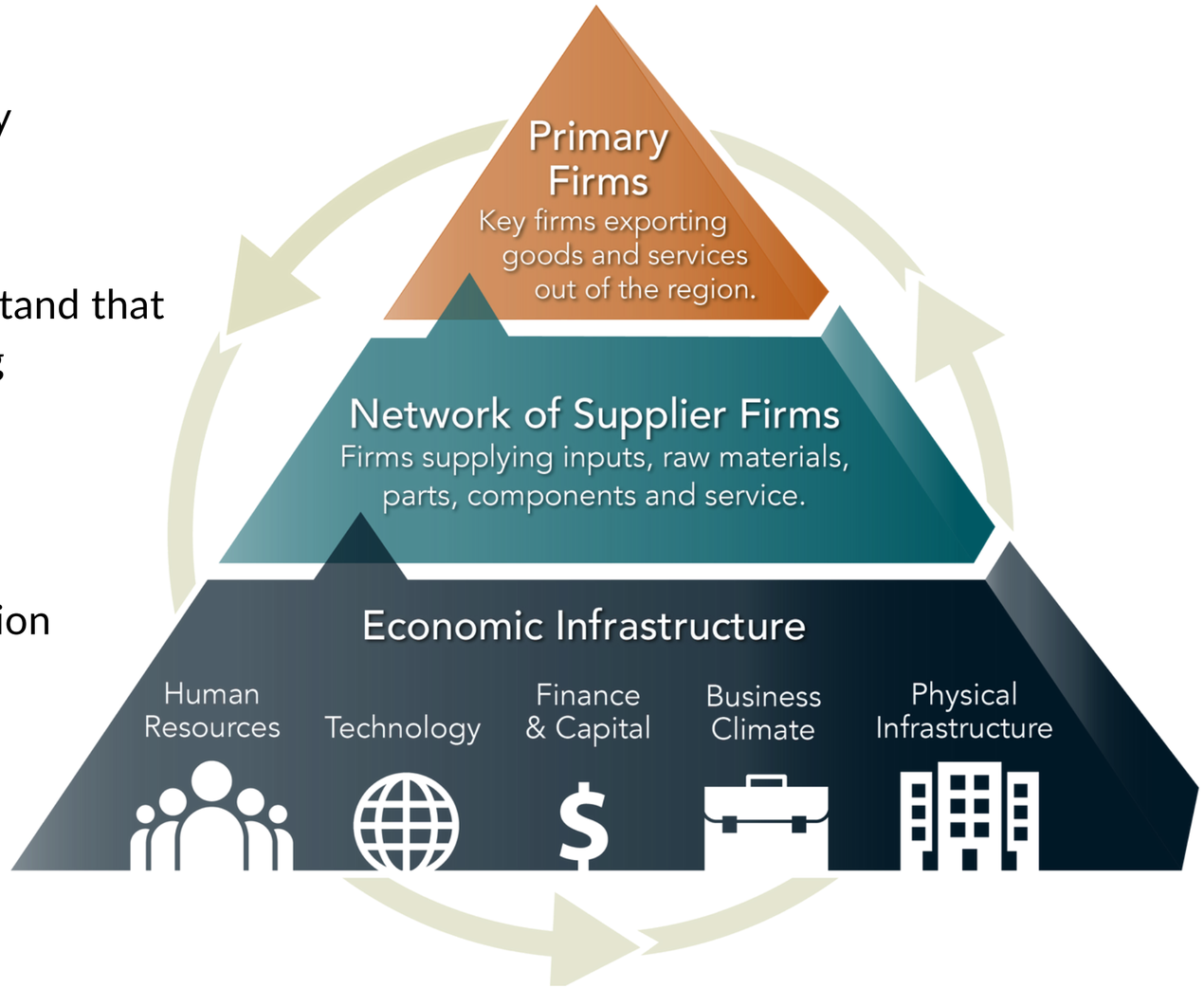
INTRODUCTION

The EDB is looking for new ways to support Pierce County Businesses as they respond to COVID-19.

While the EDB focuses on larger primary firms, we understand that it takes the entire "pyramid" to have a healthy and thriving community.

With that in mind, the EDB has teamed up with many partners from across Pierce County to create an introduction to some of the online platforms and web development resources to help small businesses reach customers.

We hope that this basic information will help you get started and find new ways to reach customers looking to shop local.



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COVID-19

On March 16, 2020 Gov. Jay Inslee signed a proclamation temporarily restricting restaurant, entertainment, and recreational facilities.

While the retail and restaurant community has rallied - meeting customer's needs through eCommerce and deliveries - we know more help is needed.

You can find details on evolving state and federal business resources as they become available on our live webpage www.edbTacomaPierce.org/COVID-19.

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SOCIAL MEDIA AT A GLANCE

Get the best results by using the right platform for the content you are producing.

Facebook - Best for sharing live videos, and curated content such as company news and status updates.

YouTube- Instructional videos, vlogs, and company updates.

Instagram - High resolution photos, quotes, stories.

Twitter - Best for quick updates, and news.

LinkedIn - Jobs, company news, and professional content.

TikTok - Ultra quick videos and entertainment content.

Resource - Buffer.com Blog

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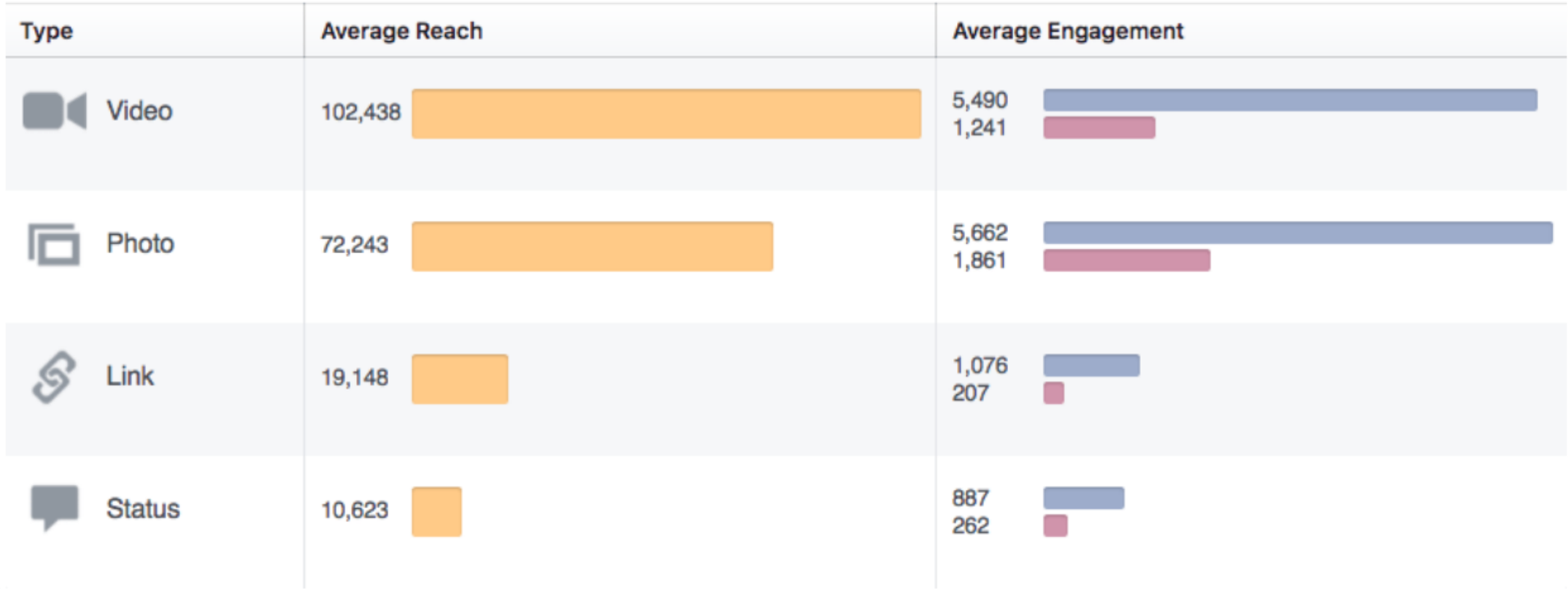
CONTENT BREAKDOWN

The success of different post types based on average reach and engagement.



Resource - Buffer.com Blog

Data collected from 68 million Facebook posts.

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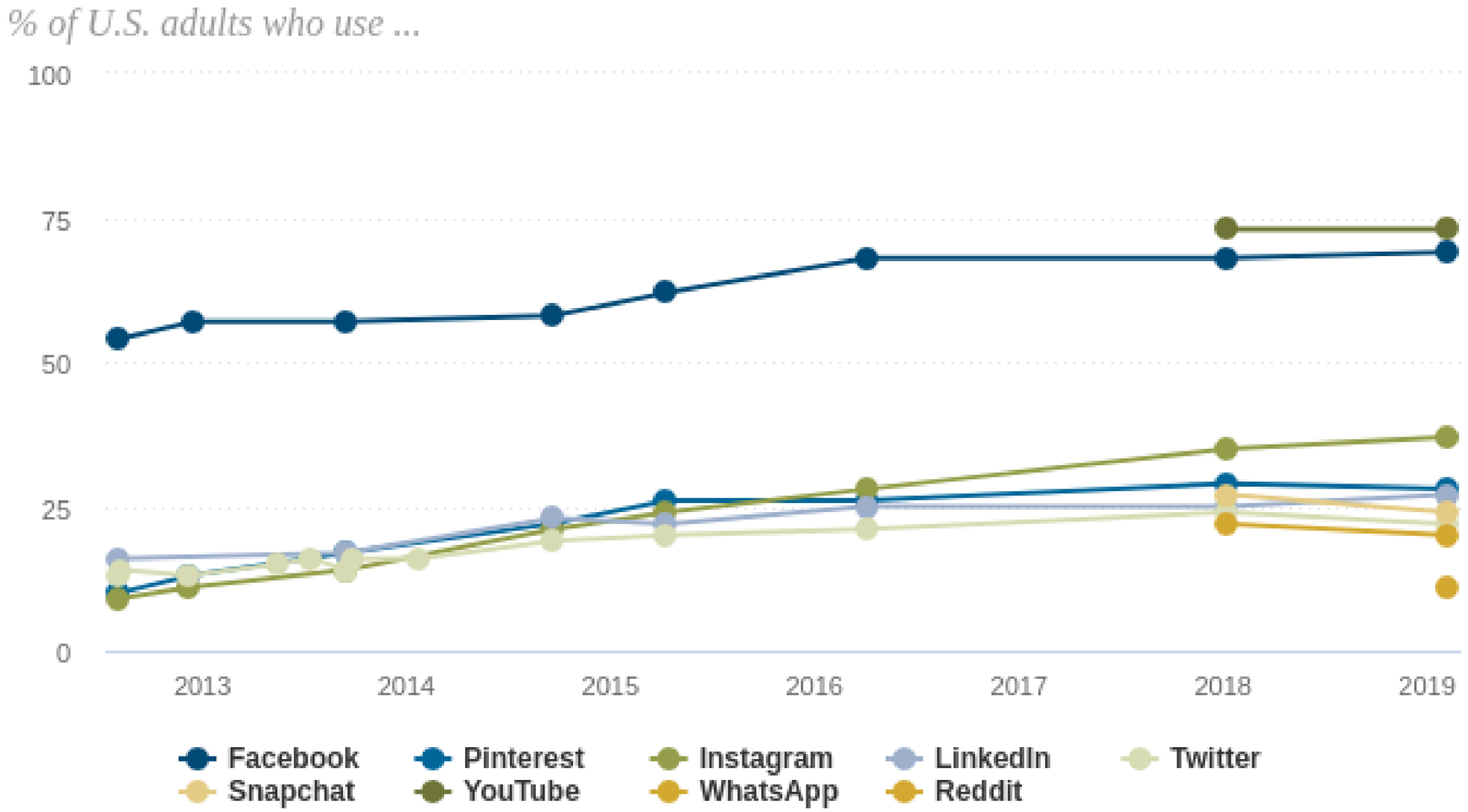
Which social media platforms are most popular



Resource - Pew Research Center

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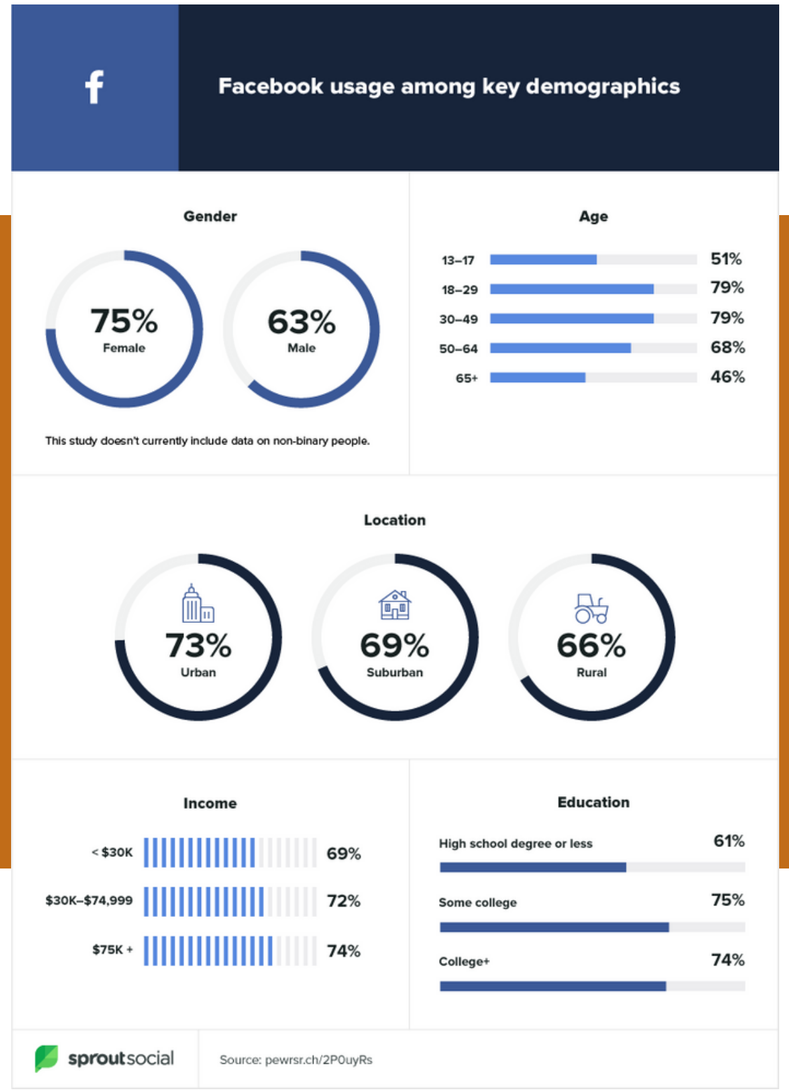

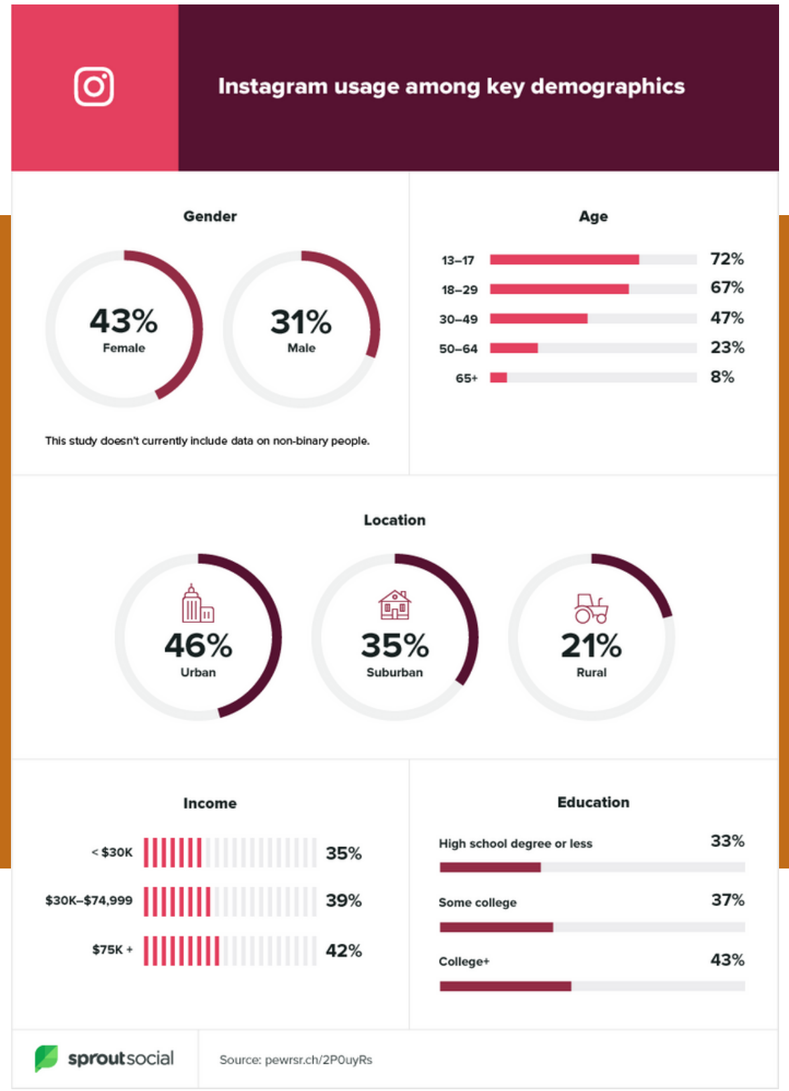

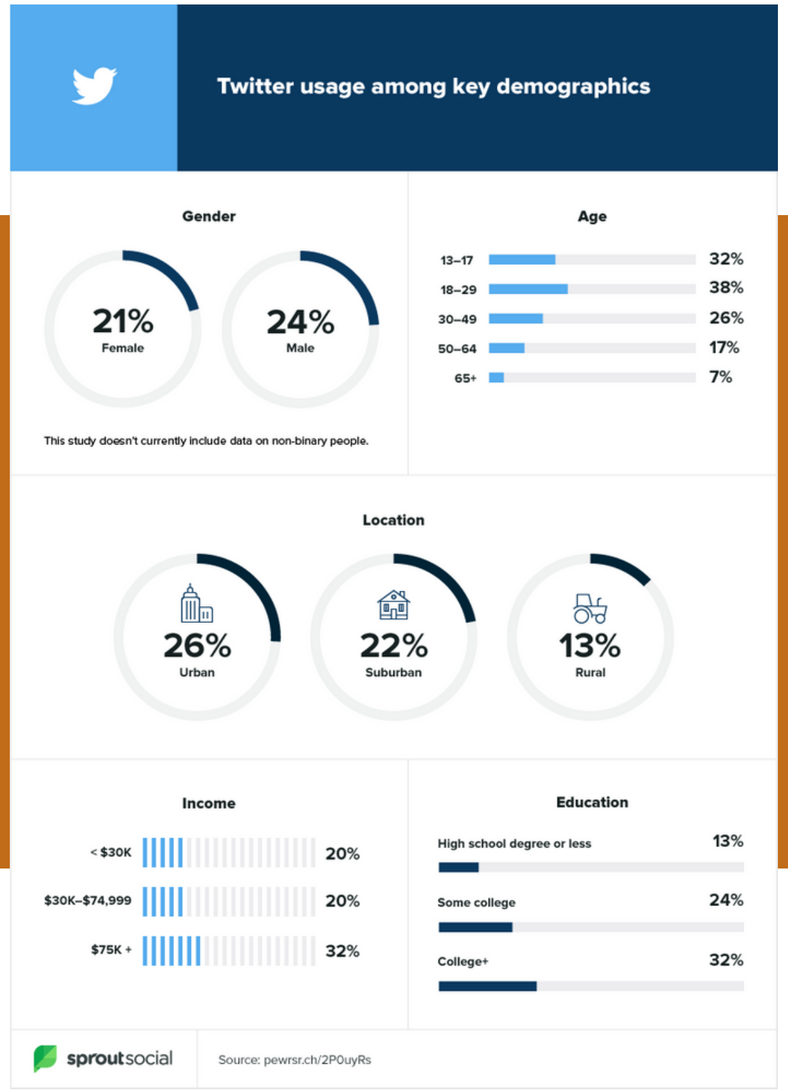

Resource - Sprout Social

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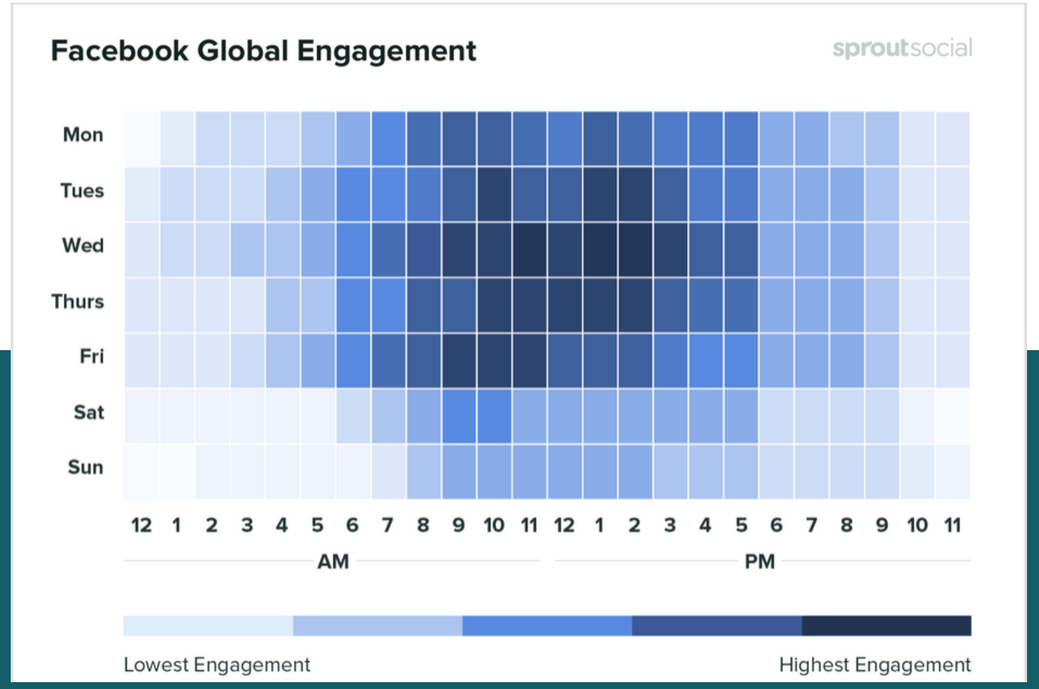

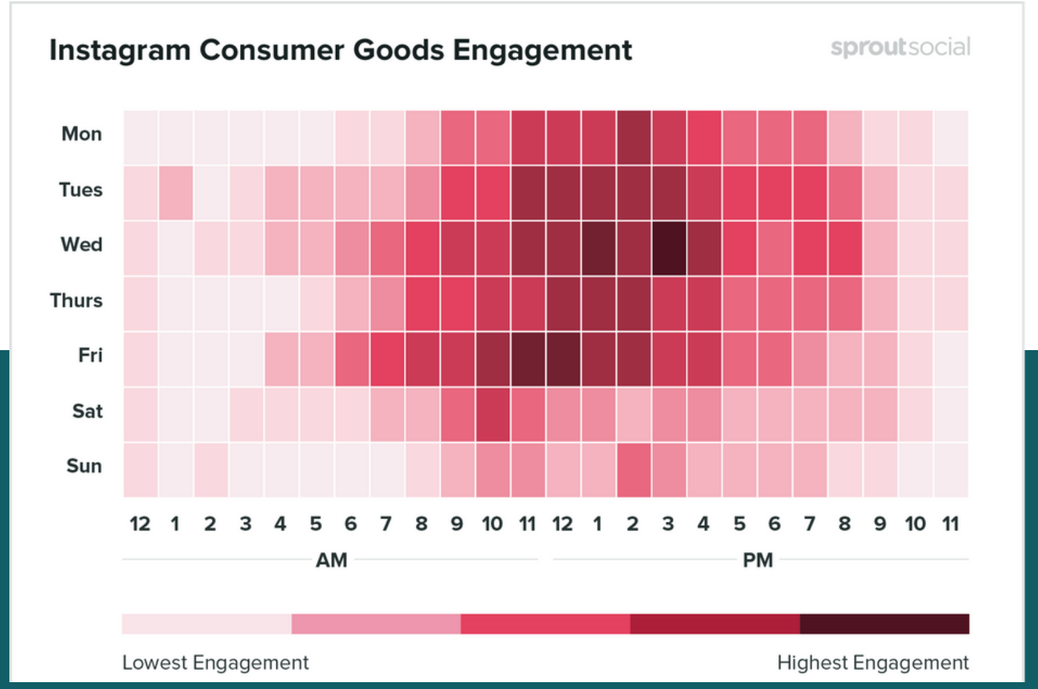

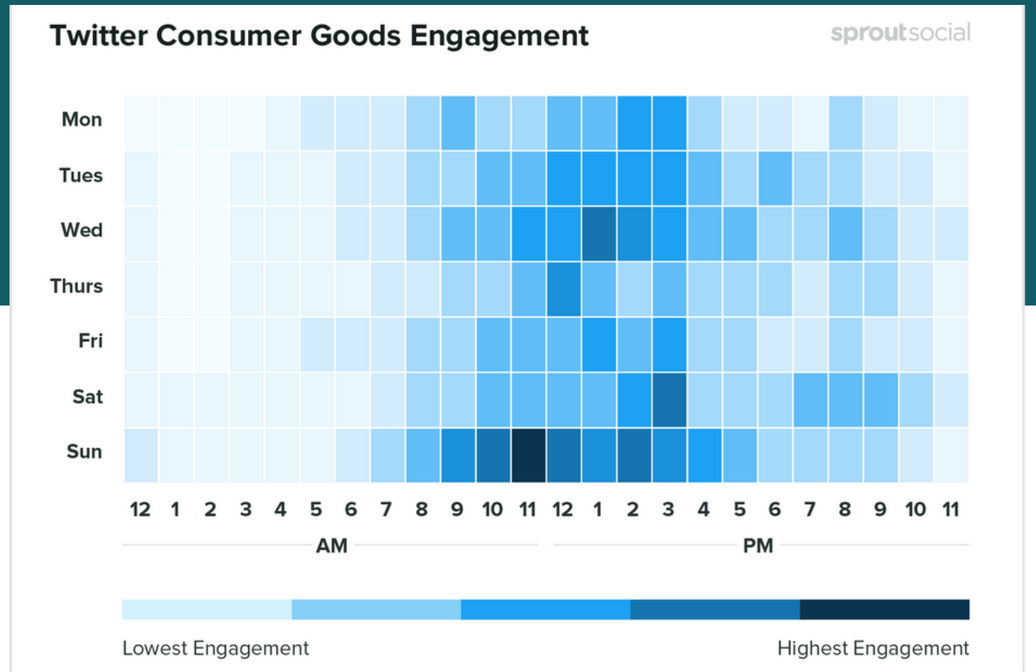

Resource - Sprout Social

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INFORMATION GUIDES

- Setting up business profiles.
- Guide to social media image sizes.
- Best time to post on Instagram Twitter & LinkedIn.
- Which platform is best for your business type?
- A guide for retail businesses.
- A guide for restaurants & bars.

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GEOTAGGING

The process of adding a geographical location to a photo or post. If you open an account as a business account you will be able to create your own geotag for your business.

Find how to geotag or use your location here!

POPULAR GEOTAG & GEOTAG IDEAS

- PIERCE COUNTY, WA
- CITIES & TOWNS
- YOUR BUSINESS LOCATION
- PARKS & ENTERTAINMENT LOCATIONS

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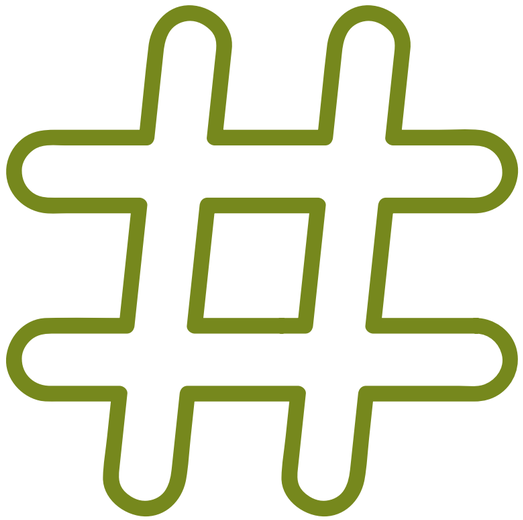
HASHTAGGING

Using the # symbol followed by a word or phrase to create a tagged post that allows users to easily find information specific to that topic.

Find how to hashtags and the most popular hashtags in 2020 here!

POPULAR PIERCE COUNTY HASHTAGS & IDEAS



PierceCountyWA
TacomaWA
TacomaWashington
Tacoma
TacomaEatsLocal
Puyallup
ShopLocalTacoma

PuyallupWA
LakewoodWA
JBLM
SouthSound
SouthSoundProud
SouthSoundEats
TalentLivesHere

It is always helpful to # your location, and combine # with the use of geotags!

COMMUNITY ENGAGEMENT

Through the use of hashtags, we are encouraging small business, retail, bars and resturants to use the following...

#OpenForDeliveryPC

In addition, we are encouraging companies to customize these to make them work best for community. For example, #OpenForBusinessTacoma or #OpenForBusinessPuyallup! We believe these hashtags will help to promote a channel for shoppers to know what is available, learn about deals and sales, and shop local!

BUILDING A WEBSITE

Not a coder? No Problem! These companies will host your website and work in a "plug and play" fashion, making it easy to drag and drop your way to a modern and easy to use virtual storefront. Many of these options have free trials or starter free versions!

- Wix
- Duda
- Host Gator
- Squarespace
- GoDaddy
- GoDaddy
- WordPress
- Strikingly
- uCox
- Simvoly

Resrouce - PC Magazine

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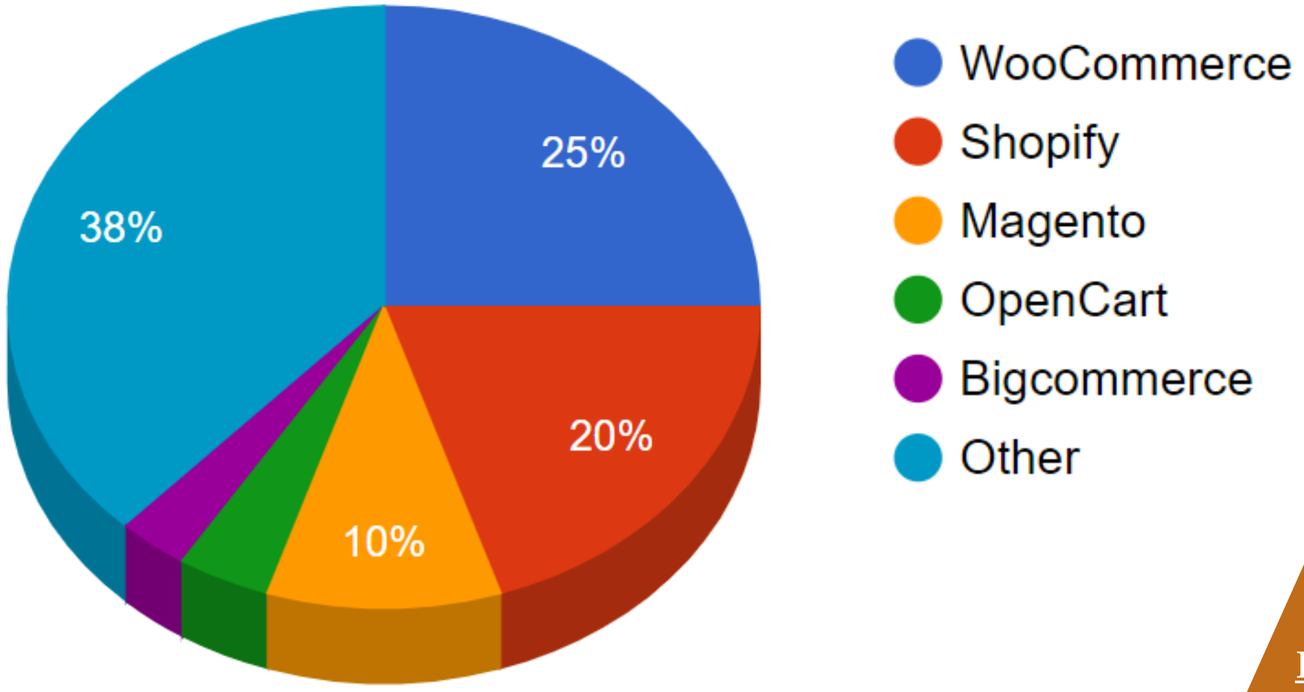
E-COMMERCE PLATFORMS

A full website not for you? You can still create a sleek shopping experience for your customers with these ecommerce platforms.

Best eCommerce platforms of 2020

- Shopify
- WooCommerce
- WordPress
- BigCartel
- Magento
- OpenCart
- Bigcommerce
- Weebly



Resrouce - Codeinwp.com

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OTHER E-COMMERCE

Makers in Pierce County may be familiar with a website called Etsy. This is a site that allows you to create a virtual storefront to sell goods. Unlike regular websites pricing and product specifics are often negotiated via messages.

There are other websites like Etsy out there, to learn more click here!

Did you know that you could also use social media as your ecommerce platform? Facebook and Instagram have both created ways to allow purchasing through app. Below are some helpful links for getting started!

Facebook Marketplace Basics & Step by Step Instructions

Selling on Instagram with Shoppable Posts & Getting Started Instructions for Businesses

Posmark Best Practices

Video comparing various other platforms - Ebay, Poshmark, Mercari, Etsy, Depop, Facebook Marketplace and Instagram.

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DELIVERY SERVICES

Below are 10 food and other quick delivery companies. Click on the company to be directed to their business sign up page.

- Grubhub
- Doordash
- UberEats
- Postmates
- InstaCart
- Delivery.com
- Seamless
- goPuff
- Shipt
- Deliv

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SENDING PACKAGES

Some eCommere platforms allow you to use their shipping services. While a little pricey, this can be a great introduction to eCommerce selling. If you are ready to take on shipping independently, check out some of these companies and informational videos:

Beginner's Guide to Ecommerce Shipping & Fulfillment

Shipping Routine Video - Large Shipment

international Shipping 101 Video

Outsouring Shipping for eCommerce Video

- USPS
- Stamps.com
- Shippo
- FedEx
- Ship Station

Resource - PC Magazine

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OTHER BEST PRACTICES & IDEAS

- Salon or barber shop owner? - Create a YouTube channel with must have products you are selling along with tips and tricks on maintaining your style at home

- Consider making curated "to go" boxes
  - Restaurant - make a take and bake option for people skip delivery and to help people feel like they're cooking.
  - Retail - can you create activity packs to help provide a break from TV watching?

- Maker or crafter? - Consider making a Twitch (live streaming) channel or YouTube channel to show your working process.

Have other ideas or best practices that your businesses is doing? Please share with us!

EVEN MORE IDEAS!

Here are some ideas of ways to keep your staff productive while business is slow:

- Staff professional development through online training
- Work on building your social media and web presence
- Cleaning up and building your Customer Relationship Management (CRM) software.
- Revisit and update your strategic plan to increase sales.
- Focus on customer relations and reach out to your previous customers with an email, phone call or post.
- Take advantage of government resources - links found on www.edbTacomaPierce.org/COVID-19 or on Make it Tacoma's website.
- Be creative, don't give up!

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MAKE IT TACOMA

Pierce County

For questions or more information, please contact us!

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For COVID-19 updates please go to our website, www.edbTacomaPierce.org/COVID-19.

Please join the EDB and Tacoma-Pierce Chamber of Commerce every Monday, Wednesday and Friday for business Q&A on COVID-19.