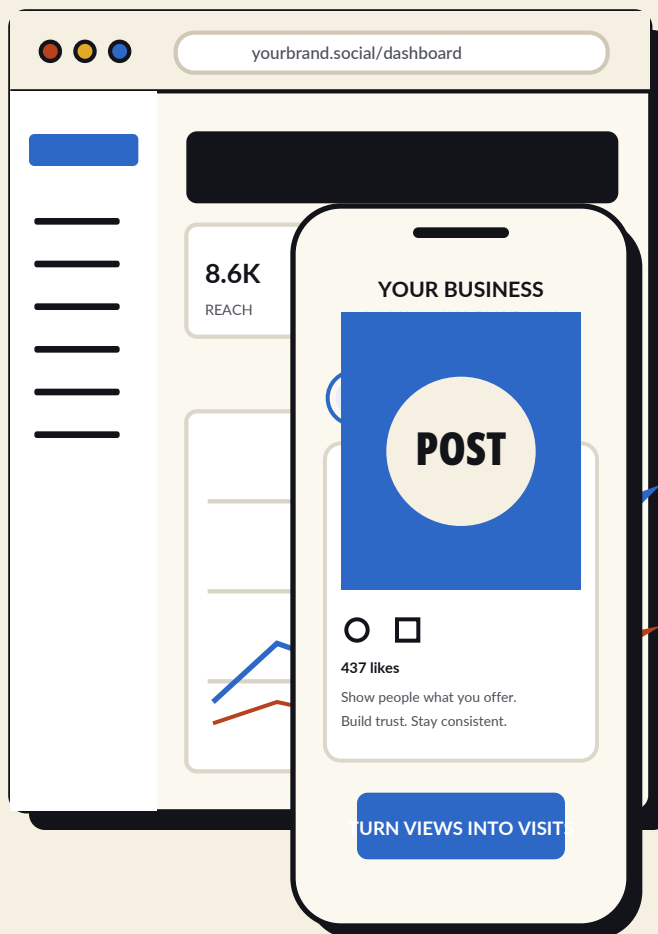


BUILT FROM REAL LOCAL RETAIL EXPERIENCE

HOW TO SOCIAL SMALL BUSINESS

A practical guide to reaching local customers, building trust and turning engagement into in-store visits.



01 – THE ALGORITHM

RELEVANCE IS EARNED THROUGH ACTIVITY.

Social platforms decide whether your content is relevant enough to show more people. The fastest way to influence that decision is to create activity around your page and your posts.

01**Use interactive tools.**

Polls, questions and slider tools give people a reason to pause and participate. More time spent with your content can help signal relevance.

02**Launch every post.**

Ask your team, friends or family to like, comment and share right away. Early engagement shows the platform that people are responding.

03**Stay consistent.**

Social media rewards pages that stay social. Use a mix of Reels, videos, carousels and Stories throughout the week instead of disappearing between promotions.

THE SIMPLE RULE

The more people interact with your page, the more opportunities the algorithm has to show them your future content.

02 — FOLLOWERS TO CUSTOMERS

VIEWS DO NOT PAY THE BILLS. CONVERSATIONS DO.

Followers become customers when you consistently touch base, make the first interaction personal and stay visible inside the local community.

01

Welcome new followers

Send a short message using their name. Briefly share your story, your local connection and the perks you offer.

02

Keep it easy to repeat

Save the message in your phone notes. Copy, paste and personalize the name so your team can stay consistent.

03

Work the local community

A few times each week, leave genuine comments, reply to Stories and engage with people who tag local gyms or healthy-eating spots.

04

Ask customers to tag you

People buy from people. Repost customer tags so future shoppers repeatedly see real people using and enjoying your products.

WELCOME MESSAGE EXAMPLE

"Hey [Name] — thanks for following! We are a local business built to help our community. Stop in anytime and ask us about our current perks."

\$1.80 RULE

Search within your niche and leave thoughtful comments. Each comment is your "two cents" — repeated enough times to create local visibility.

03 — WHAT DO I POST?

SHOW THE COMMUNITY WHAT YOU OFFER.

A strong local page does more than advertise. It teaches, demonstrates, spotlights people and gives the community a reason to participate.

01

Brand spotlight

Video or multi-photo post

02

Product breakdown

Story photo or video

03

One-sip review

Taste tests and reactions

04

Customer spotlight

Feature real customers

05

Customer reviews

Turn proof into content

06

Helpful information

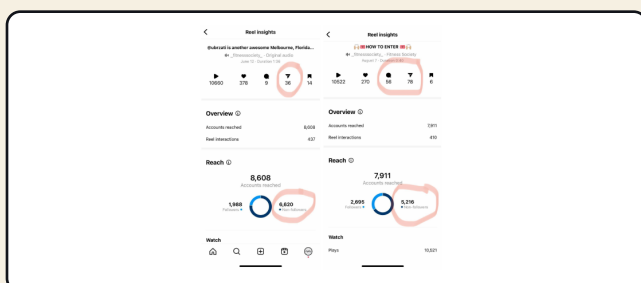
Teach before you sell

07

Local team-ups

Collaborate and cross-post

TWO POSTS THAT EXPAND REACH



COLLAB POST

Publish with another local business so the post appears on both pages and reaches their audience.

GIVEAWAY POST

Use comments, likes and shares as entry actions, then add an in-store purchase entry.

04 — EXPAND YOUR REACH

GO LIVE. TAG PEOPLE. OWN YOUR AREA.

Use the platform tools that put your name in more places: live notifications, tagged pages, location feeds and community groups.

01

GOING LIVE

Every couple of weeks, walk viewers through the store and cover new products or promotions. Even a small live audience creates another brand impression.

02

TAGGING + GEO TAGGING

Tag relevant products, people and locations. Your post may also appear on their page or inside the location feed.

03

FACEBOOK LOCAL GROUPS

Share a genuine storytelling post into local groups. Community-first stories often outperform direct promotional copy.

KEY TIPS

- Interact with customers
- 3–5 Stories each day
- 3 feed posts each week
- Make engagement the priority
- Ask customers to tag you
- Trade a free drink for a repost