

# Retail Brand Online Presence First Steps

## Brand Story

Create a Brand Story in a form of few sentences that you will be using throughout Social Media

## Establish a Social Media Calendar

Other steps and best practices are described in the book "Digital Retail Marketing" by Dario Sipos

## Create Social Media Accounts

LinkedIn, Twitter, Pinterest, YouTube, Facebook, Google My Business, Instagram

LinkedIn, Twitter (recommended minimum)

Any network where Team members are willing to participate in engaging or creating content

Brand

Management

Team Members

## Create and Post Content

Brand Content

Publishes content by Social Media Calendar

Management Content

Publishes content that positions them as thought leaders

Team Members Content

Publish, and engage with Brand Content and the Management Content

## RESULT!

1. Marketing & Sales Working Together
2. Complementing Each Other's Efforts
3. To Listen to & Engage with Prospects
4. Using Social Media & Network to
5. Generate leads & Execute Sales

Social Marketing

Social Selling