

Getting Started with Social Media — Bakeries

The background is a collage of various social media marketing related images and text. It includes the title 'The DIY Social Media Marketer' in a stylized font at the top center. There are several instances of the 'BOOST Your Sales' logo. A central text box asks 'Where do you start?'. Other visible text includes 'The Ultimate Hospitality Research and Purchasing Platform and Marketplace.' and 'The DIY Social Media Marketer'. The collage also features various photos of food, drinks, and social media interface elements.

Are you unsure about the modern world of online and social media marketing?

Are you a small business on a tight budget?

Here are 5 suggested steps for setting up your own social media presence

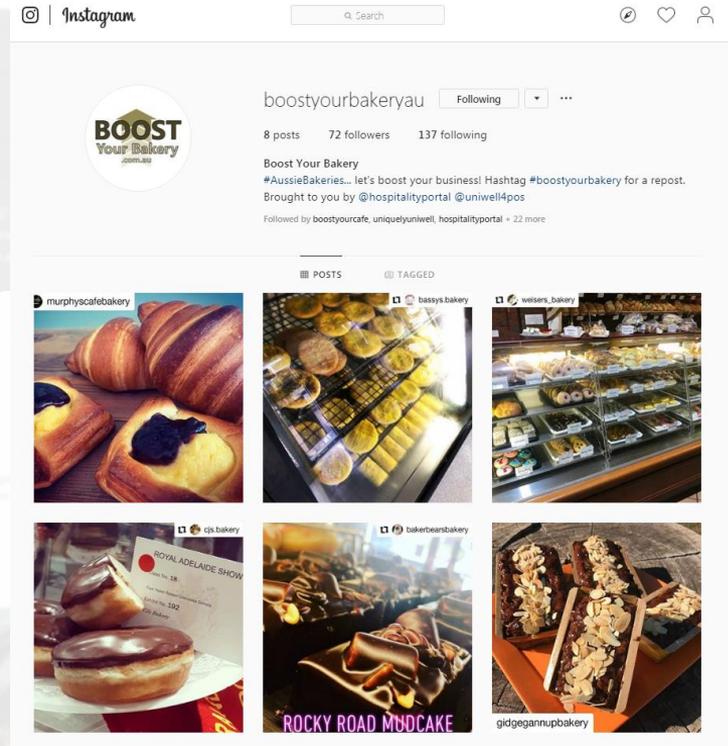
Step 1 – Choose Your Platform

There are some benefits to using **Facebook**, including being able to set up ‘Events’ and share links to your website.

However at this time, **Instagram** is the most popular and effective platform for bakeries, cafés and other hospitality venues:

- More visual, providing a snapshot of your venue and products
- Targets a younger audience who regularly use mobile devices
- Is easy to maintain and add relevant content

We'll focus on Instagram in this brief tutorial

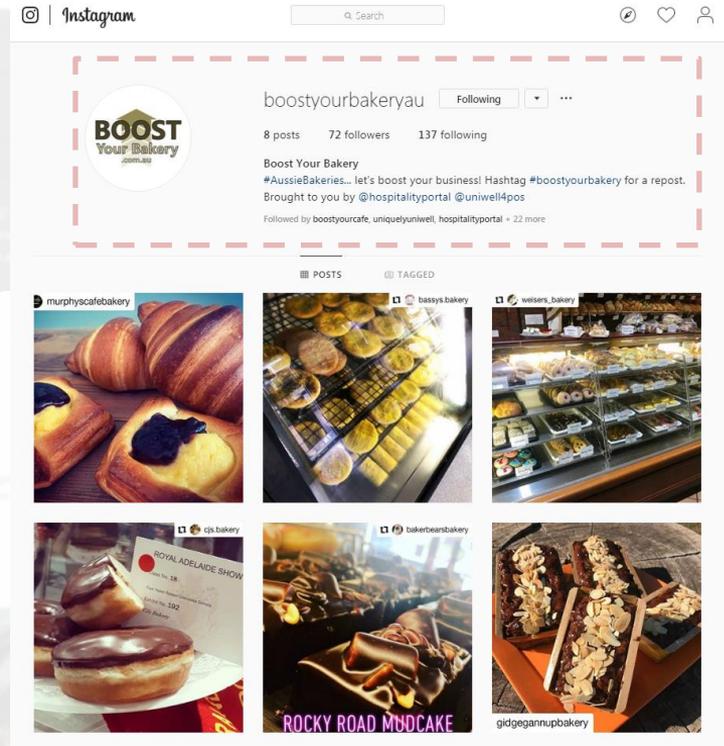


Step 2 – Set Up Your Profile Properly

Your Instagram profile provides an instant snapshot of your business. Make sure it conveys useful, attention grabbing information such as:

- Your bakery name
- Location and opening hours
- A brief note about your specialty
- Your website address if you have one (or a link to your Facebook or Google Maps listing)
- Use your logo, a photo of the shop or an eye-catching feature as your profile photo

An incomplete profile sends a negative message and can turn viewers away...



Step 3 – Start Building Your Network

Start building your audience by following the social media accounts of local individuals & industry-related organisations, businesses & websites:

- Local businesses, councils & community groups
- Industry associations & trade magazines
- Government depts & small business groups
- Key suppliers
- Industry advisers & consultants
- Relevant social media collaborators & bloggers
- Other bakeries
- Broader interest groups you support



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THE PROVEN PROCESS

BAKING BUSINESS

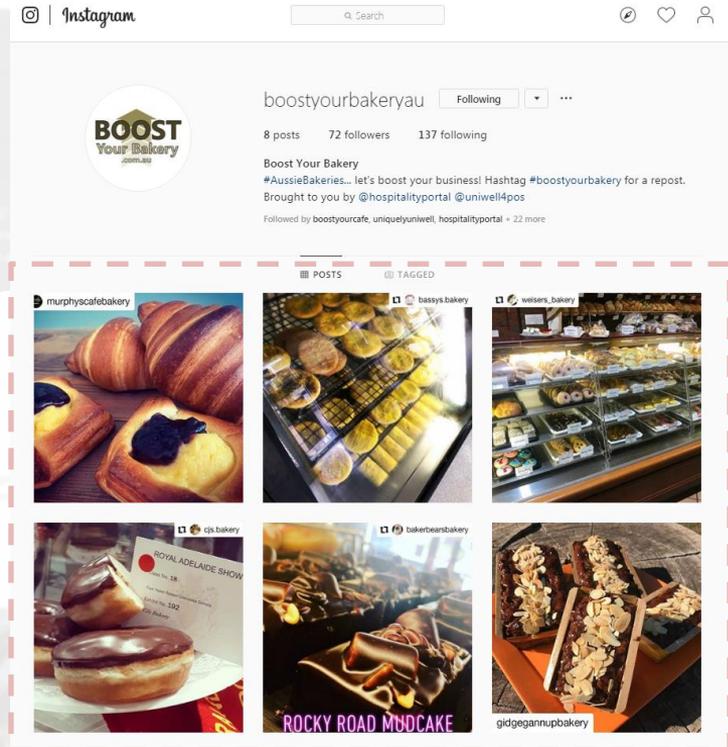


Australian Government
Department of Jobs and Small Business

Step 4 – Start Posting Regular Content

To get your Instagram presence started, plan to add at least 3 photos initially. Here are some tips about what to post and how often:

- Plan your posts in advance
- Vary your content – product shots, photos of your shop, local scenery or points of interest
- Use a variety of **#hashtags** to increase the likelihood of your post being found
 - Localised – eg. #bondibeach #goldcoast
 - Business – #sydneybakery #adelaidecafe
 - Fun – eg. #bestcustardtartever
- Post something at least once a week, though as frequently as every day or two is better

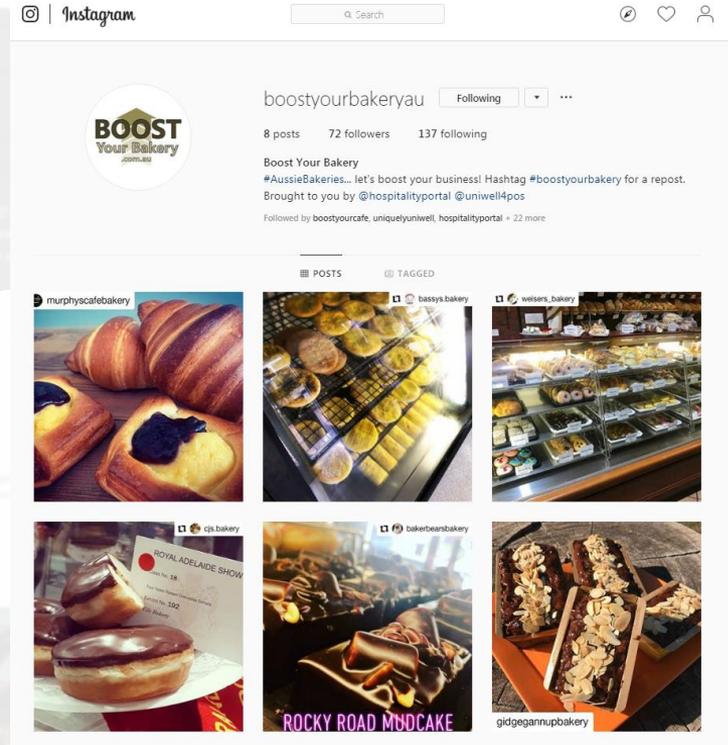


Step 5 – Interact → Connect → Post → Repeat

An effective social media presence includes regular activity:

- Keep looking for accounts to follow, increasing the scope of your social network
- If you receive new followers, 'follow back' (if the account is legitimate & appropriate)
- When someone likes your content, look them up & reciprocate (if they have a public profile)
- If you receive positive comments, 'like' them and thank the contributor

Schedule a couple of hours each week planning and maintaining your Instagram presence



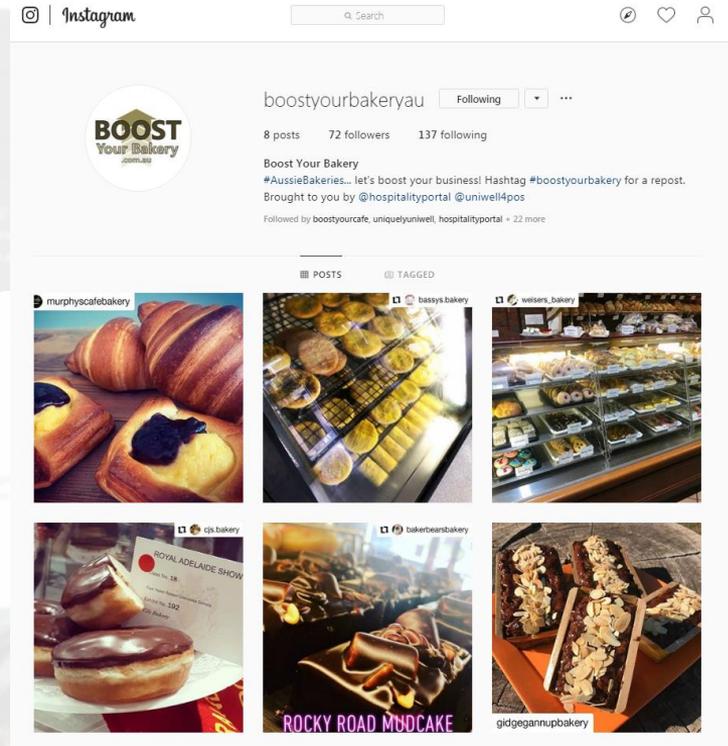
There's more to it... but this is a solid start!

Of course, successful social media marketing can be far more complex than these 5 basic steps...

- Should you use a professional photographer?
- Is paid social media advertising worth it?
- What about engaging a marketing company?

And you can consider these questions as you learn and develop your marketing plans

But in the meantime, you can set up & maintain a meaningful social media presence that will attract customers and show off your bakery...





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