

A RETAILER'S GUIDE TO
SOCIAL MEDIA

Sponsored by:



NRHA

North American Retail
Hardware Association



HARDWARE
Retailing

How are Businesses using it?



Baltimore City crime updates

Follow Baltimore Sun crime reporter Justin Fenton on [twitter](#)

9/16 at 11:45 am: justin_fenton: Sending again: police confirm a doctor has been shot at Hopkins, is in critical condition, the suspect has barricaded himself on 8th floor

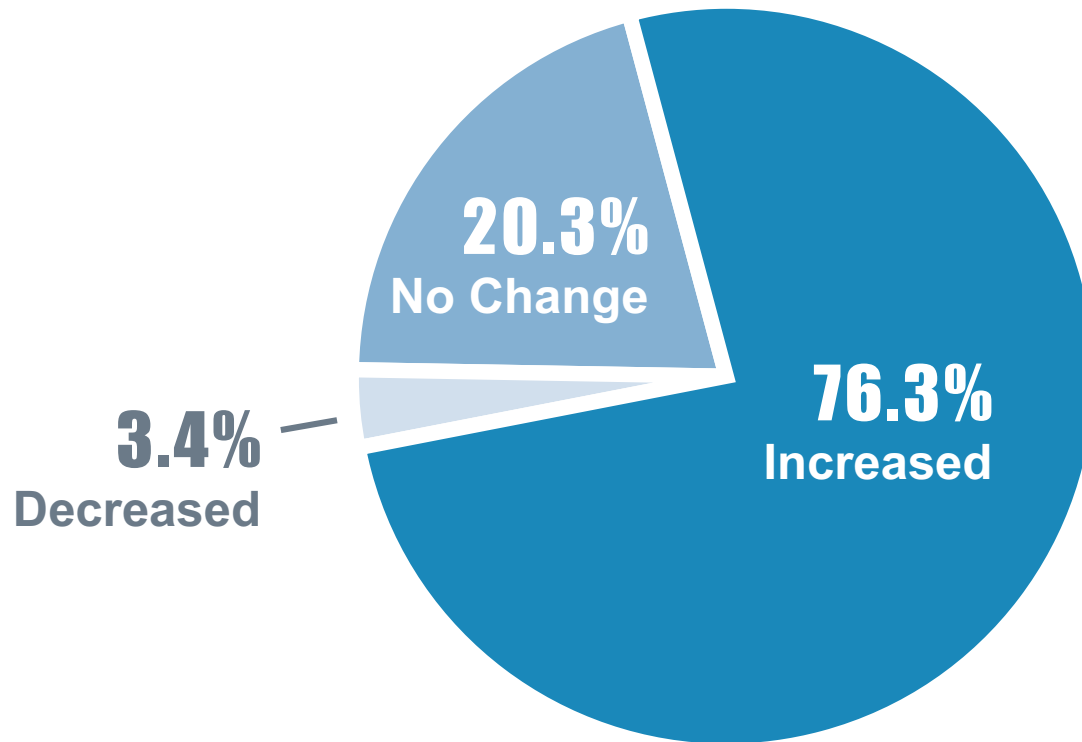
9/16 at 11:44 am: justin_fenton: @justin_fenton sorry, that should be the suspect is barricaded in room

9/16 at 11:39 am: justin_fenton: RT @runADAIRun: @justin_fenton yes, we got a text warning us to

>> Most recent updates

Retailers Using Social Media

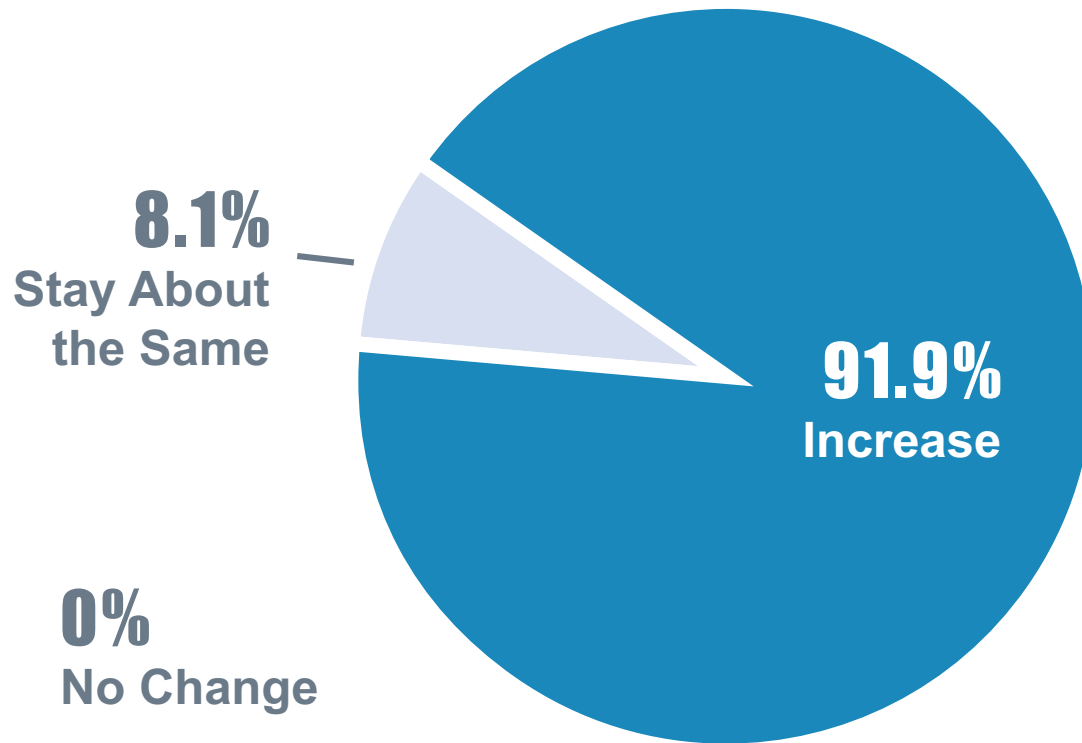
How Has Your Use of Social Media Changed Over the Past Several Years?



Source: NRHA and Hardware Retailing Magazine, Advertising Survey, 2010

Retailers Using Social Media

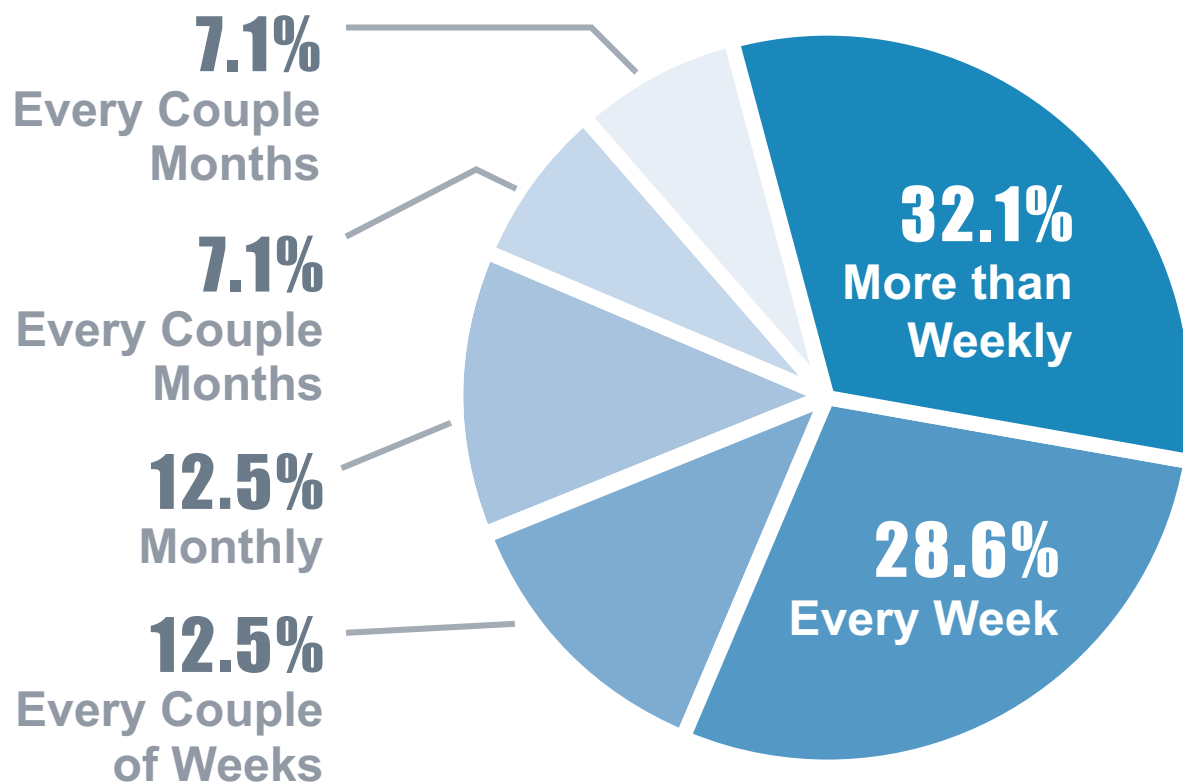
How Will the Use of Social Media
Change in the Future?



Source: NRHA and Hardware Retailing Magazine, Advertising Survey, 2010

Retailers Using Social Media

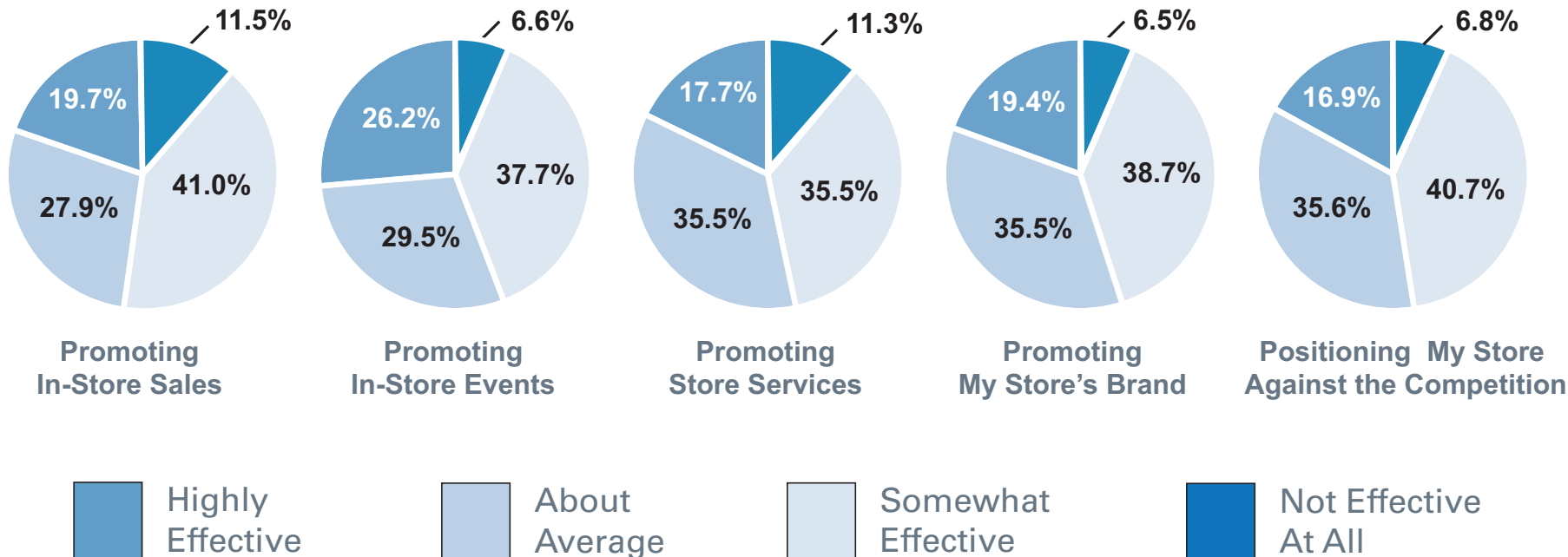
How Often Do you Engage in Social Media as a Business Strategy?



Source: NRHA and Hardware Retailing Magazine, Advertising Survey, 2010

Retailers Using Social Media

How Effective Do You Feel Social Media Advertising is at the Following?



Source: NRHA and Hardware Retailing Magazine, Advertising Survey, 2010

Social Media Landscape



Calendar

•Create assignments to clarify mission, goals and communication.

•Set guidelines for expectations.

•Regularly review success of your implementation.

	A	B	C	D	E	F	G	H
1	2010 Social Media Calendar							
2	Month: August		Month: September		Month: October		Month: November	
3	Week Days		Week Days		Week Days		Week Days	
4	Week of: August 1-31		Week of: Sept. 1-30		Week of: October 1-31		Week of: Nov. 1-30	
5	Goal: Four Twitter Posts on respective themes		Goal: Four Twitter Posts on respective themes		Goal: Four Twitter Posts on respective themes		Goal: Four Twitter Posts on respective themes	
6	Erin-New Product Features		Erin-New Product Features		Erin-New Product Features		Erin-New Product Features	
7	Jaime-Loss Prevention		Jaime-Loss Prevention		Jaime-Loss Prevention		Jaime-Loss Prevention	
8	Emily-Employee Training		Emily-Employee Training		Emily-Employee Training		Emily-Employee Training	
9	12 Twitter Posts Total		12 Twitter Posts Total		12 Twitter Posts Total		12 Twitter Posts Total	
10	3 Facebook Posts Total		3 Facebook Posts Total		3 Facebook Posts Total		3 Facebook Posts Total	
11	Focus: Education		Focus: Marketing		Focus: Retailer Support		Focus: General Business/Economy	
12	Theme:		Theme:		Theme:		Theme:	
13	Loss Prevention-Ernie		Social Media-Erin (B2B), Jaime (B2C)		Operational-Jaime		We will all focus on this general topic. With Emily focusing on promoting the webinar in November.	
14	Employee Training-Jaime		PR/Advertising/Webinar-Emily		Vendor Relations-Erin			
15	New Product Education-Erin				Employee-Emily			
16					12 Twitter Posts Total			
17					3 Facebook Posts Total			
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For example:

Focus: September: Marketing

Themes:

Erin-B2B Marketing

Jaime-B2C Marketing

Emily-PR/Advertising

How social media has changed B2B marketing...<http://bit.ly/bYoV36>

9:39 AM Sep 15th via TweetDeck

Twitter is the most popular business social media platform.

<http://bit.ly/9f9GsL>

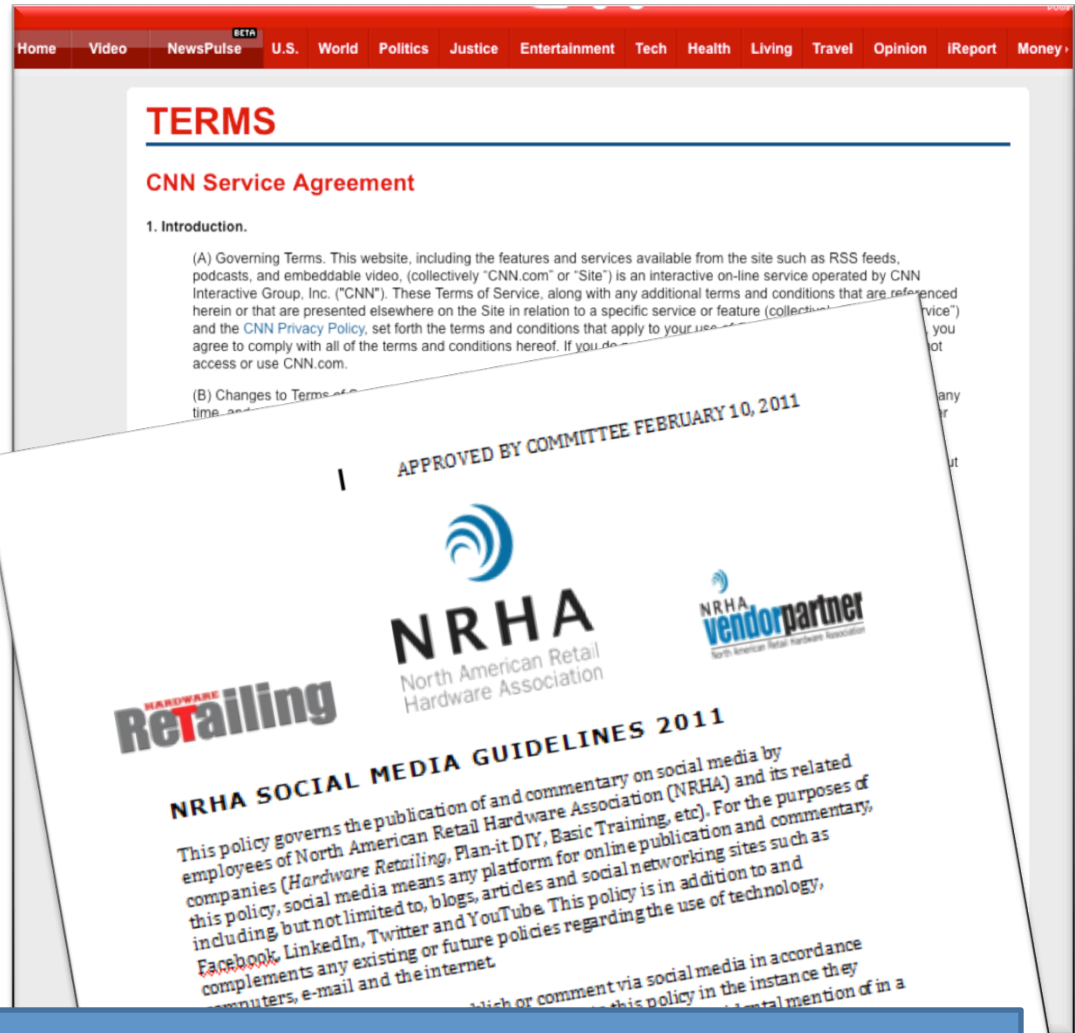
12:28 PM Sep 7th via TweetDeck

Figuring out your ad budget for 2011? Then don't miss NRHA.org's Advertising webinar Sept. 28 at 2pm (EST). Tweet me with any questions!

7:50 AM Sep 15th via TweetDeck

Policy

- **Establish Internal Terms, Community Guides and User Content Agreement.**
- **Post these guidelines on website to establish what your expectations and goals are.**
- **Check out the March issue of *Hardware Retailing*.**



“By not having a social media policy, you are putting yourself and business at risk. Give your employees a fence, so they can play in the yard.”

-Chuck Gose, Social Media Expert, Indy S.M. Breakfast

Setting up Social Media
Before engaging in work related social media use, employees must obtain the permission of their direct reports and the Social Media Committee is to be informed of the new account in order to properly manage it.

Dissection of Popular Social Media Formats



Anatomy of Twitter

- 140 characters or less to get your point across.

- Think of it as a constant stream of messages.

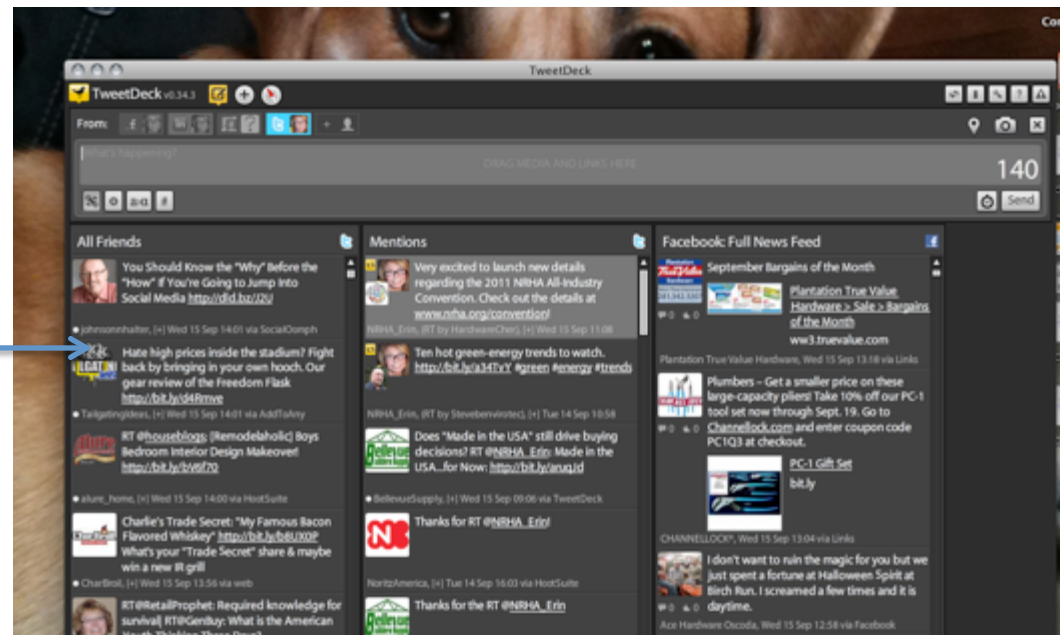
- Features short links, hashtags, RT and Reply.

- Functions as a great vehicle to push people to websites and other social networking sites (Facebook, YouTube).

- Perfect as a networking tool and relationship builder.

- We use TweetDeck to help manage the constant interaction.

- Must constantly interact on Twitter in order to not be lost among other Tweets. High upkeep and maintenance.





Strengths

- Customer loyalty and personal connection to brands
- Able to disseminate information easily
- Easy to use as a tool to find internet trends
- 140 character limit
- Real time news

Weakness

- 140 character limit
- Tech-savvy channel

“I think the question is less about *whethersocial* media is appropriate and more about *howit* is most appropriately used.”

- Jamie Lee Wallace, 20 Support Cases for Using Social Media in B2B Marketing



Individual

facebook Search Home Profile Account

Emily A. Groen is reminding you to sign up for NRHA's ABC's of Advertising webinar on Sept. 28 at 2pm (EST). Learn how to make every ad dollar count! on Tuesday

Wall Info Photos

Write something...

Attach:

Filters

Emily A. Groen is reminding you to sign up for NRHA's ABC's of Advertising webinar on Sept. 28 at 2pm (EST). Learn how to make every ad dollar count! Yesterday at 8:52am · Comment · Like

Emily A. Groen Confused about advertising? Mark your calendars for Sept. 28 at 2pm EST. NRHA is hosting the "ABC's of Advertising" seminar. Register at www.nrha.org

NRHA | North American Retail Hardware Association | NRHA.org

www.nrha.org
NRHA's product knowledge training programs for employees give store associates the information they need to be prod the start. We offer training programs in core hardware and...

September 10 at 2:52pm · Comment · Like · Share · Flag

Nrha Jaime Koch Market season is upon us! Are you ready NRHA Katlin Foley will be heading to Vegas this week for the Value Market and Emily A. Groen is hitting up Blish-Mize in a c week!

Send Emily A. a Message
Poke Emily A.

Follow me on Twitter!
@NRHA_Emily

Information

Fan Page

facebook Search Home Profile Account

North American Retail Hardware Association (NRHA) In the October issue of Hardware Retailing, we profile a retailer who started a niche for customers growing medical marijuana which was recently legalized in their state. Let us know what you think! on Friday clear

Wall Info Photos Discussions Links Events >> +

What's on your mind?

Attach:

North American Retail Hardware Association (NRHA) + Others

North American Retail Hardware Association (NRHA) Just Others Settings

NRHA
North American Retail Hardware Association

Edit Page
Promote with an Ad
Suggest to Friends

Helping independent hardware and home improvement retailers to become better and more profitable merchants.

Information

Founded:
1901

Insights See All

75 Monthly Active 1 leave

North American Retail Hardware Association (NRHA) In the October issue of Hardware Retailing, we profile a retailer who started a niche for customers growing medical marijuana which was recently legalized in their state. Let us know what you think!
September 10 at 11:12am · Comment · Like · Promote

Chris Hughes Store tour!?! lol We were thinking about doing a home brewing section, but being as close as we are to Michigan, maybe we should reconsider? :)
September 10 at 5:23pm · Like · Delete · Flag

Write a comment...

North American Retail Hardware Association (NRHA) Jobless claims are at a two-month low

Jobless claims drop to two-month low - Business - Eve on the

Create an Ad

Connect With More Friends

Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads

Chat (4)

facebook

Anatomy of the Individual Page

- Statuses spur conversation or inform of NRHA events.
- Newsfeed documents “friends” activity.
- Lets others get to know the association’s different personalities.
- Ability to “friend” and “like” stores and retailers.
- Link to Fan site.
- Dynamic Community: Videos, Photos, Real-time Updates.
- Suggest “friends” to other users.
- Live chat to answer questions.



facebook

Anatomy of Fan Page

- Fan Page is for company/organization support
- Brand Unification
- Provides Marketing Analytics
- Immediate Blogging Capabilities
- Individual pages toss to NRHA page for unified message
- Free Event Marketing

The screenshot shows the NRHA Facebook fan page. At the top is the Facebook navigation bar. The page header includes the NRHA logo and name. Below the header, there are tabs for Wall, Info, Photos, Discussions, Links, Events, and a plus sign for more options. The main content area features a post from the NRHA about medical marijuana legalization, dated September 10 at 11:12am. Below this is a post from Chris Hughes about a store tour. The right sidebar contains a 'Create an Ad' section, 'Facebook Pages' information, and 'More Ads'. At the bottom right, there is a 'Chat (3)' button.

The screenshot shows the event page for the '2010 NRHA Convention and Awards Dinner'. The event is scheduled for Monday, July 19, in Savannah, GA. The page includes a photo of a fountain and a video thumbnail. The event details are listed as 'Meetings - Convention' and 'Savannah, GA'. The event is titled '2010 NRHA Convention and Awards Dinner'.



Strengths

- Free to build
- Facebook pages are indexed in search engines
- A Page can have multiple administrators
- Analyze Traffic
- No Fan Limits
- Ability to send messages to all of your fans at once
- Tabs have their own URL

Weakness

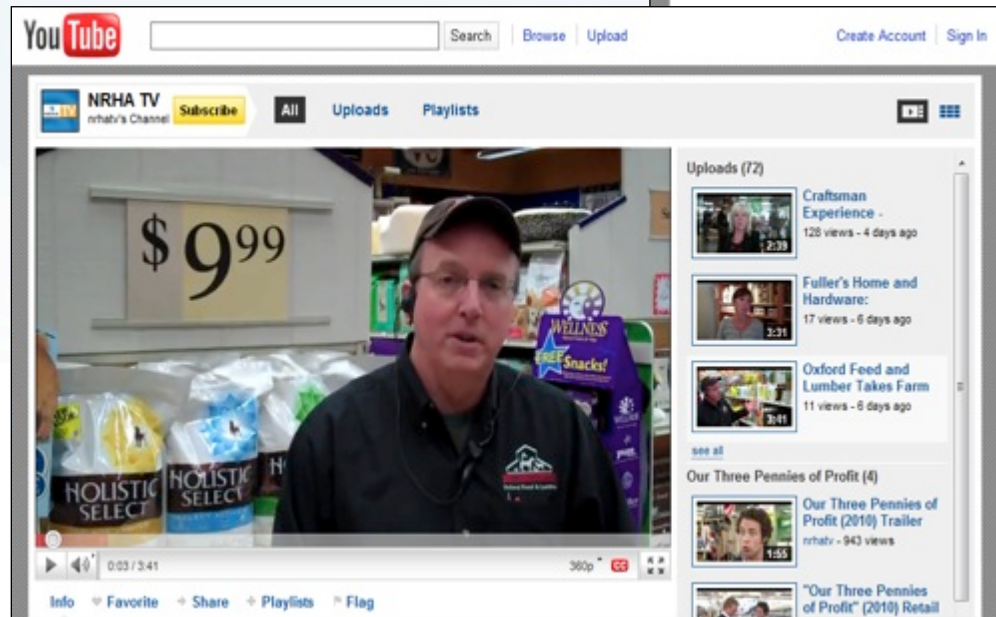
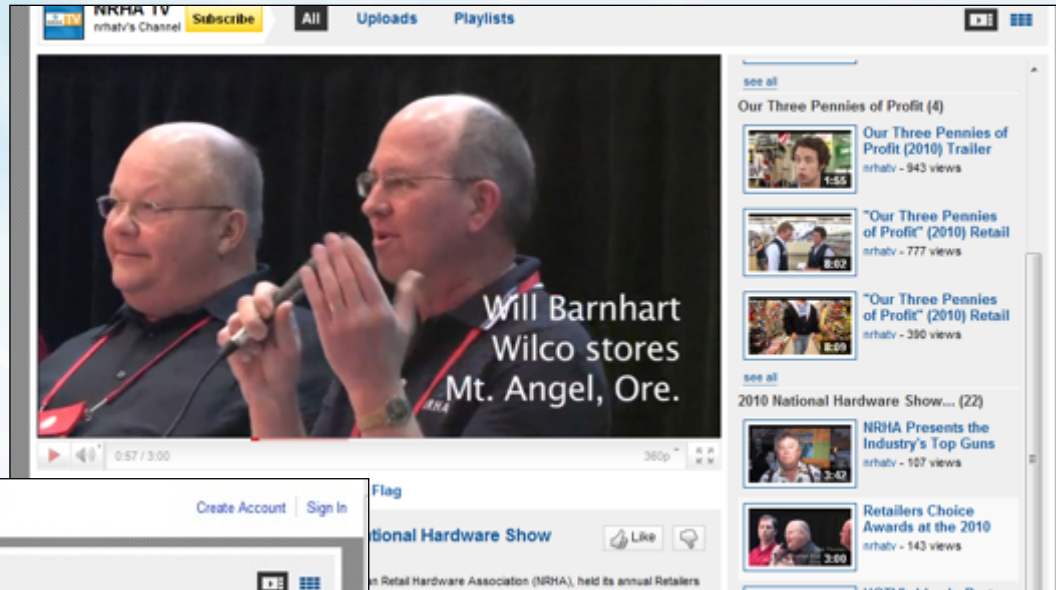
- Limitations to customizing
- Pages cannot post to fan Profiles
- Membership has it's privileges

“Social media is where the conversation is, it’s where your customers are, and it’s where your competition is. Get in on it.”

- Glen Gilmore, Gilmore Business Network Founder



YouTube is a social media site that allows users to upload user-created videos. The site is becoming increasingly popular by major companies for business use.



20,000 Views
Since February 2011
(Doubled Since March of Last Year)

Web Integration

Social Media Enhances Web Content

Provides a rich content and social experience to our web users.

Allows customers to stay more connected to your store.

Most sites are free.

Creates opportunity for one-on-one human interaction.

We're here to "talk to" not "speak at" users.

Stay Connected to Your Industry



Newsletter

The industry delivered. Get NRHA and *Hardware Retailing* news, hot products, web exclusives, and video in your inbox.

[Subscribe to Newsletter](#)



NRHATV on YouTube

Featuring independent retailers nationwide, NRHATV on YouTube provides an intimate, inside look at some of our industry's most innovative operations.

[Watch Now](#)



Twitter

See what's going on around the industry, [click here to see Who's on Twitter](#).

Also: [@hardwareretail](#), [Store Tweets](#), [Staff Tweets](#)



Facebook

Fun, behind-the-scenes photos, videos, forums and blogs from the NRHA and *Hardware Retailing* magazine on [Facebook](#).

Social Media Best Practices

1. Useful content, not sales pitch
2. Become a genuine and active member
3. Keep it brief and simple
4. Provide your opinion, not just facts
5. Be honest and open
6. Link to other social content, don't speak in a vacuum
7. Be consistent and responsive

Social Media Best Practices

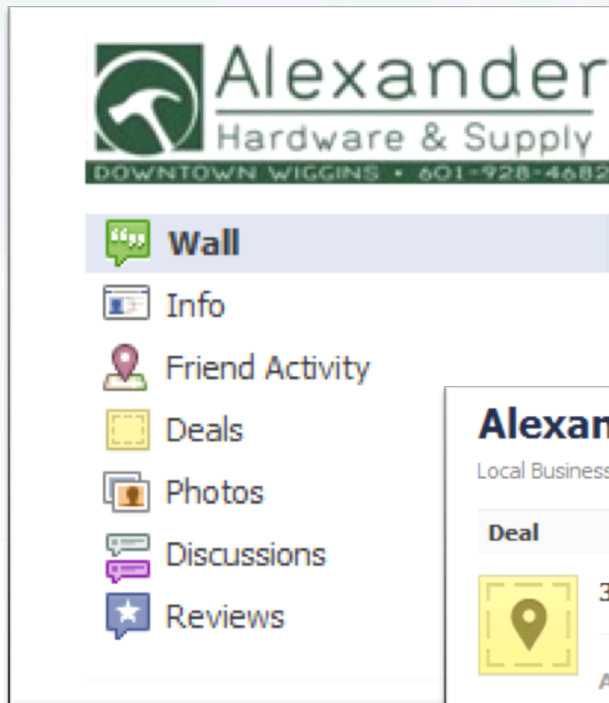
8. Prepare to **let go** of control
9. Make social media part of your **signature**
10. Provide / solicit executive support for social media
11. **Know** what you're talking about
12. Always be transparent
13. Post **frequently**
14. Add value
15. **Listen** and Respond

Frequently Asked Questions

What Are You Doing?

Should I advertise?

“Should I put my circulars, events and fliers on my social media site?”



Will I Lose Control?

“Anyone can write on my site. What if someone says something bad about our company or steals our ideas?”



Mike Tuckey

my drills started to play up on me now i cannot remove the drill bit had it drilling on hammer and now the chuck just clicking and now i cannot remove bit its still under one year old but did not fill in the guarantee but have proof of purchase can you help it is a £500 drill and is to good to throw away....

February 13 at 12:20pm • Like • Comment • See Friendship



Makita Industrial Power Tools If you purchased the drill in the UK, please contact Makita at +44-(0)1908-211678

Tuesday at 9:36am • Like

Write a comment...

Do I Need Dedicated Staff?

“How do I keep up with and regulate these sites regularly?”



How Do You Monetize Social Media?

- 300,000+ business have a presence on **Facebook**
- Dell Sold \$300,000 worth of computers on **Twitter**
- Only 18 percent of **TV campaigns** generate a positive ROI
- 25 percent of Ford's marketing is on **digital/social media**



Thank You!

Jaime Koch

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