

YOUR PINK FRIDAY

DIGITAL MARKETING & CONTENT HANDBOOK



BROUGHT TO YOU BY
LOOK LOCAL FIRST





TABLE OF CONTENTS

I

ABOUT LOOK LOCAL FIRST & LLF DAY

A brief dive into who we are, what we do, and how to get involved. We'll also touch on our 2024 Look Local First Day

2

CAPCUT BASICS

A brief overview of Capcut editing basics to help you create and edit reels

3

PINK FRIDAY DIGITAL MARKETING STRATEGY

A comprehensive digital marketing strategy that includes a timeline & social media tips to promote your involvement in Pink Friday

4

30 DAYS OF CONTENT IDEAS

A comprehensive list that includes 30 boutique-focused content ideas to boost brand awareness and elevate boutique's social media presence



LOOK LOCAL FIRST



@LOOKLOCALFIRST



WWW.LOOKLOCALFIRSTVP.COM



ABOUT US

Look Local First

Founded by ViziPay in 2019, Look Local First is a non-profit focused on supporting, empowering, and uplifting small business owners, while educating consumers on the power of supporting local & small businesses more than one Saturday a year.

Our goal has always been to cultivate a community of small business owners, community builders, and consumers who believe in our message.

Look Local First is all about moving local-minded consumers and lovers of small business from words to action, in fun, easy, and engaging way. By providing tips & tricks to easily include shopping small and supporting local in consumers everyday routine to hosting small business networking events that provide a safe space for entrepreneurs to connect and collaborate - we strive to cast a net of love for local and small businesses as large and as wide as we possibly can.

Amplifying the voices of the small business community is a mission we can all rally behind! The small businesses we love and support are owned by our friends, our neighbors, our family, and individuals who that have the best interest of our communities in mind at all time.

As we continue to grow, we strive to continue spreading our message and finding new & innovative ways to be a true resource for our community.

We hope you find the information in this handbook useful as you head in to the busiest time of the year!

Thank you,
The Look Local First Team

LOOK LOCAL FIRST DAY



WHAT IS LOOK LOCAL FIRST DAY?

Powered by VizyPay, Look Local First Day, celebrated on November 18th of each year, is a culmination of our movement, officially empowering people to support unique small businesses and recognize our local entrepreneurs for the good they put back into our community.

This year, we have partnered with The Boutique Hub to celebrate Look Local First Day and Pink Friday. This guide was created as part of that partnership. We will also be hosting a partnered podcast episode with the Boutique Hub on our in-house series, "Let's UnWine."

In addition to our online efforts, we will be hosting a Holiday Kick-Off event on November 16th, 2024, to launch our small business resource center & our small business holiday shopping directory. We will have a family-friendly bash that will include a variety of local and small business vendors, photos with Santa, and more! To join the fun, follow along on our social media and check out YouTube Channel, VizyPay, to watch the upcoming "Let's UnWine" episode!



LET'S TALK ABOUT

CAPCUT BASICS

FOR BOUTIQUE OWNERS

A BRIEF OVERVIEW OF CAPCUT EDITING
BASICS TO HELP YOU CREATE AND EDIT
REELS

@LOOKLOCALFIRST

INTRODUCTION

WHAT IS CAPCUT?

CapCut is a free video editing app that uses AI features to help users enhance their short-form content, such as Reels and TikTok videos. It can be used on mobile phones, tablets, and desktops. CapCut offers an extensive library of templates, a user-friendly interface, audio tools, fonts, and more. It also helps creators stay up to date on trending sounds and templates.



WHY REELS & TIKTOK?

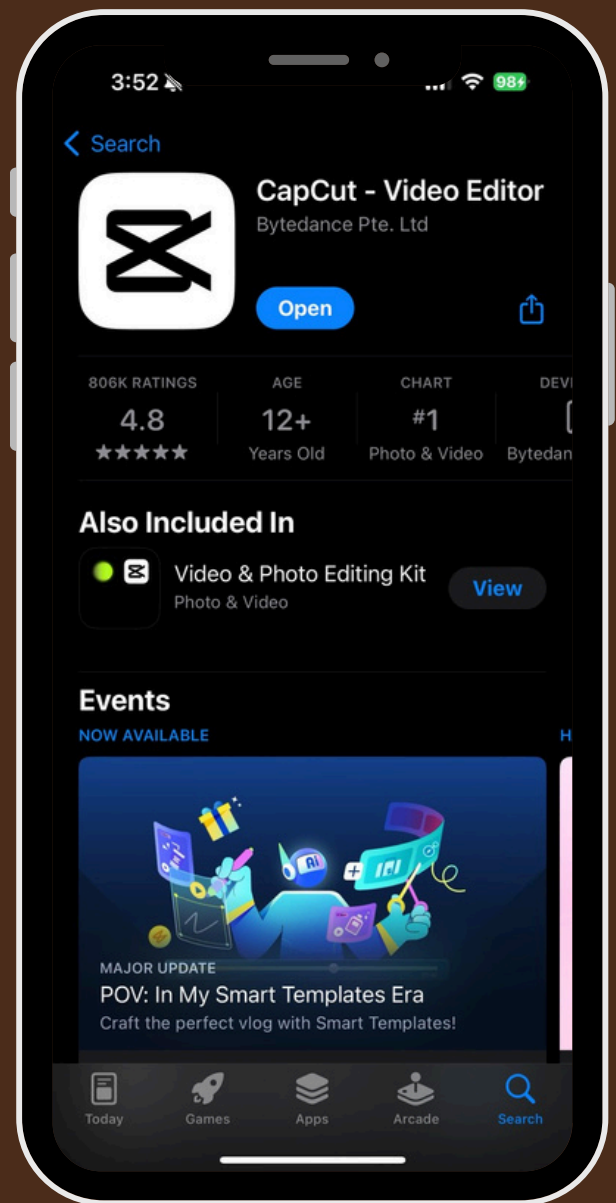
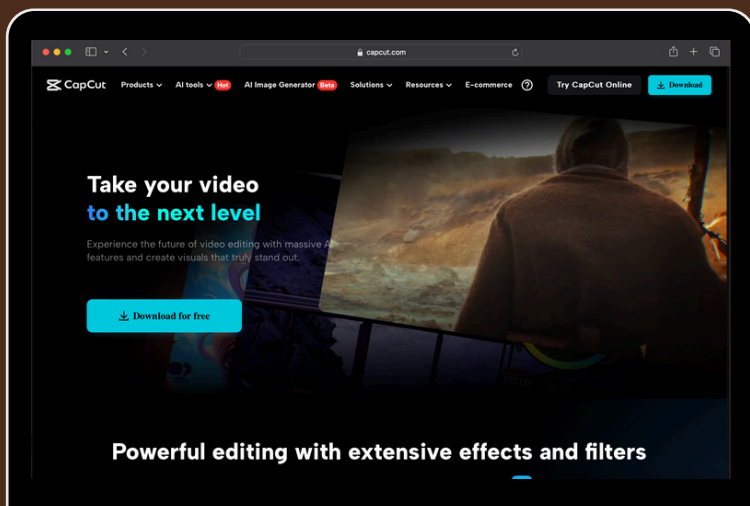
Small businesses should use Reels and TikToks as part of their social media marketing strategy because these platforms offer high engagement rates and the potential for viral reach. Short-form video content is incredibly engaging and favored by algorithms, which means that even with a small following, a business's content can reach a wide audience. The platforms are particularly popular among Gen Z and Millennials, making them ideal for targeting younger demographics. The viral nature of Reels and TikToks can significantly boost brand awareness, helping businesses to quickly and effectively build their online presence.

Additionally, Reels and TikToks provide a cost-effective way for small businesses to showcase their personality and creativity. Producing short videos is less expensive and time-consuming than creating longer content, and businesses can achieve substantial organic reach without relying heavily on paid advertising. These platforms also offer interactive features and opportunities for user-generated content, which can foster a sense of community and loyalty among customers. By engaging directly with their audience and participating in trends, small businesses can humanize their brand, drive traffic, and increase sales.

LET'S GET STARTED

STEP ONE : DOWNLOAD & INSTALL CAPCUT TO DESKTOP OR MOBILE DEVICE

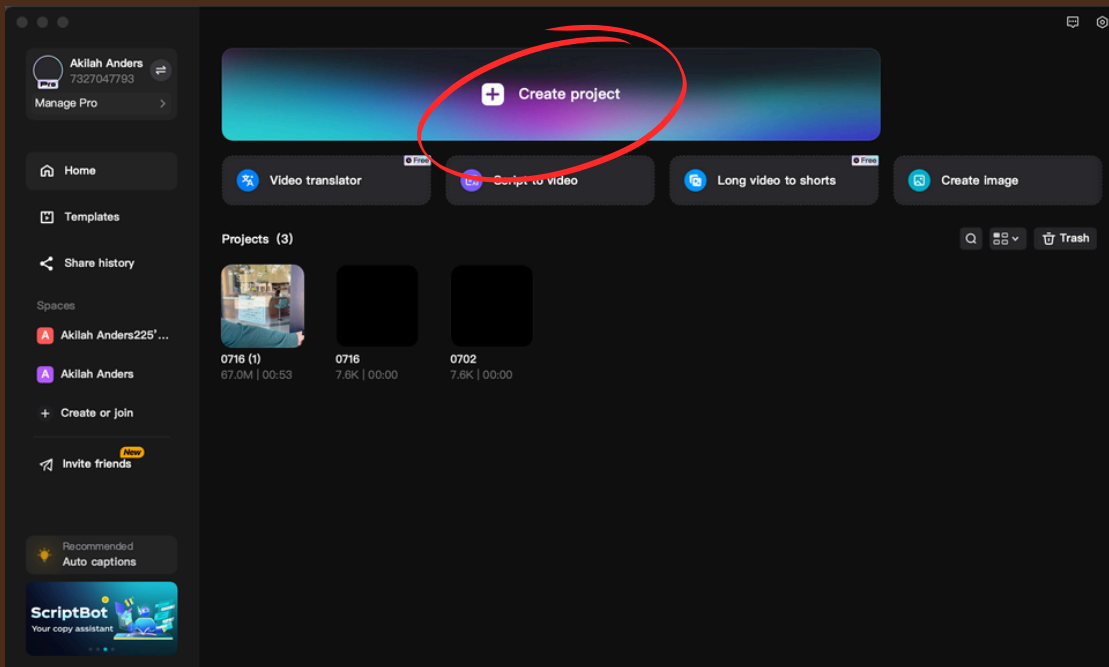
1. Go to your app store
(Google Play Store for Android or App Store for iOS)
2. Search for "CapCut" and download the app
3. Install and open the app



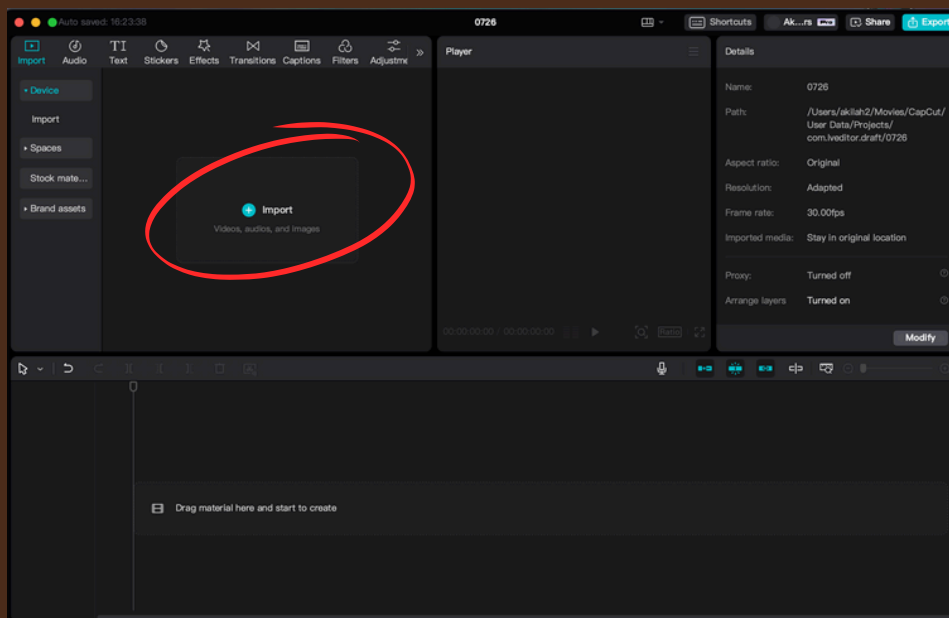
CAPCUT BASICS

STEP TWO : START A NEW PROJECT

1. Open CapCut and tap on the "Create Project" Button.



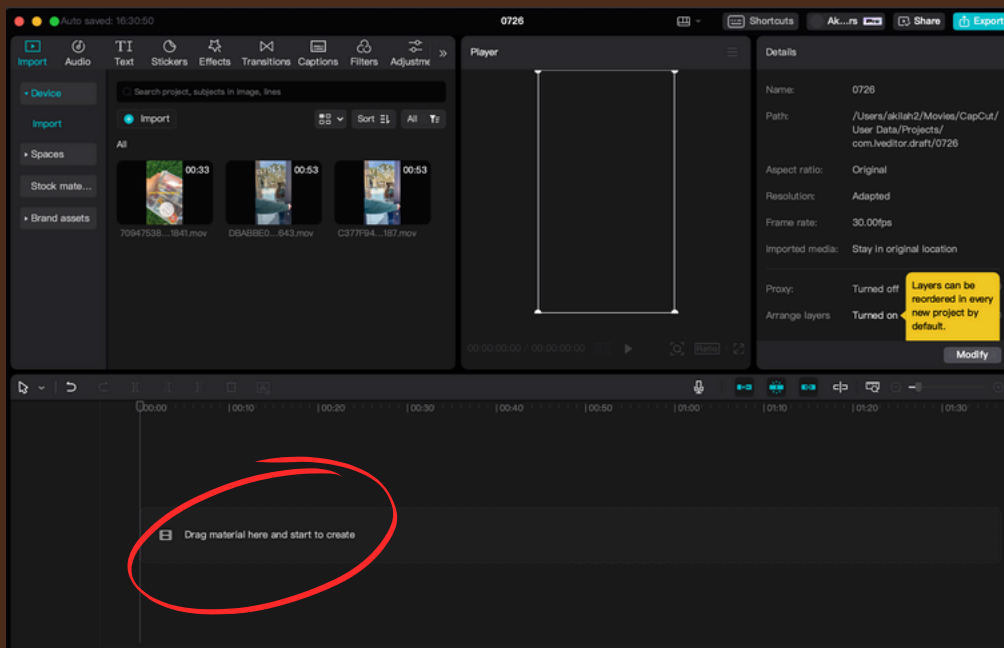
2. Choose the video clips & photos you want to include in your project gallery and import them.



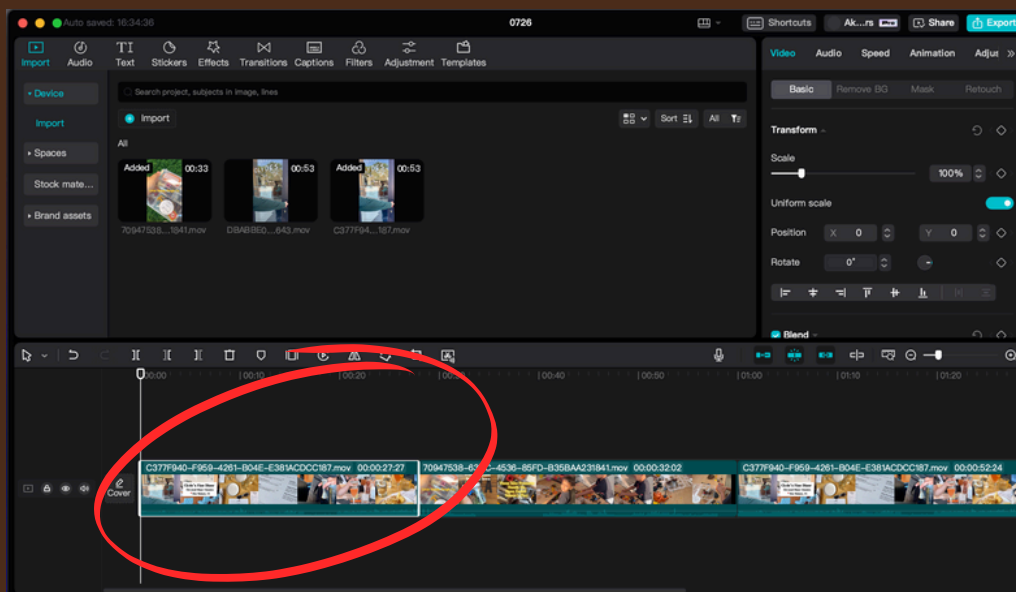
CAPCUT BASICS

STEP THREE : ARRANGE & TRIM CLIPS

1. Drag and drop clips to arrange them in the desired order



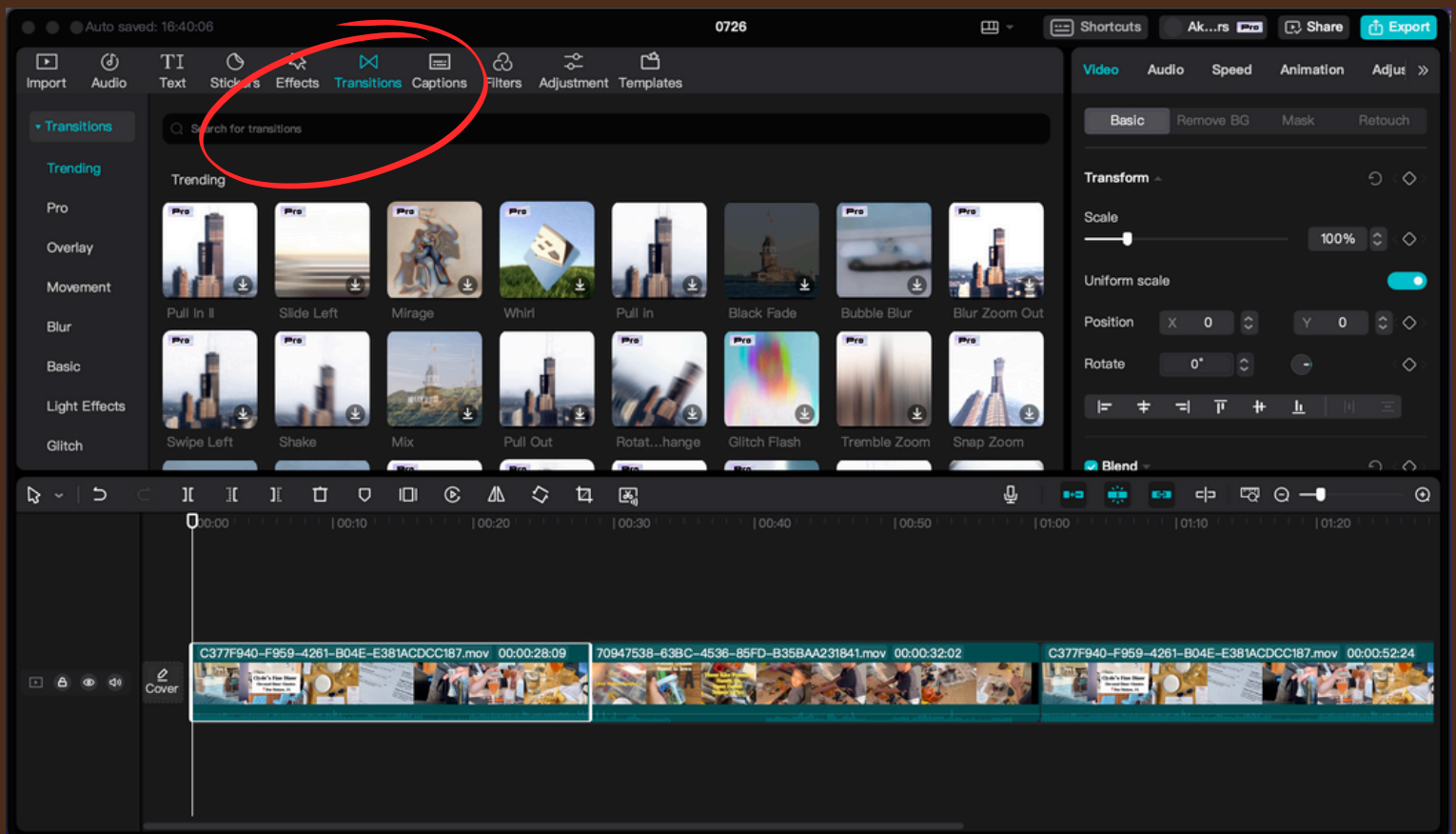
3. Tap on a clip in the timeline to select it. Use the white handles to trim the start and end of a clip.



CAPCUT BASICS

STEP FOUR : ADD TRANSITIONS

1. Tap on the small, white box between to clips. Select “Transitions” on the shortcuts bar in the upper left hand corner

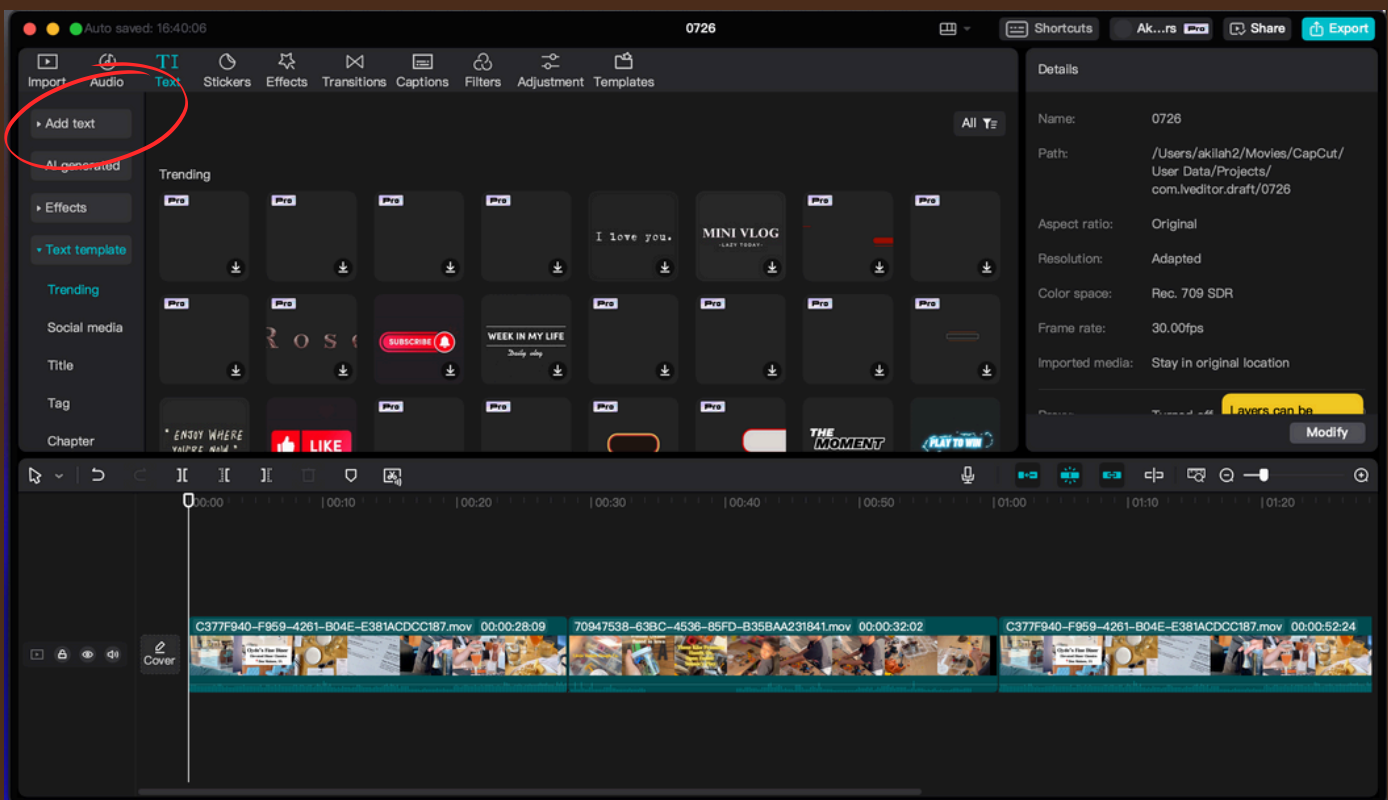


2. Select the transition from the menu and adjust it's duration as needed.

CAPCUT BASICS

STEP FIVE : ADD TEXT

1. To add text to your video, select the “Text” button on the shortcuts bar.



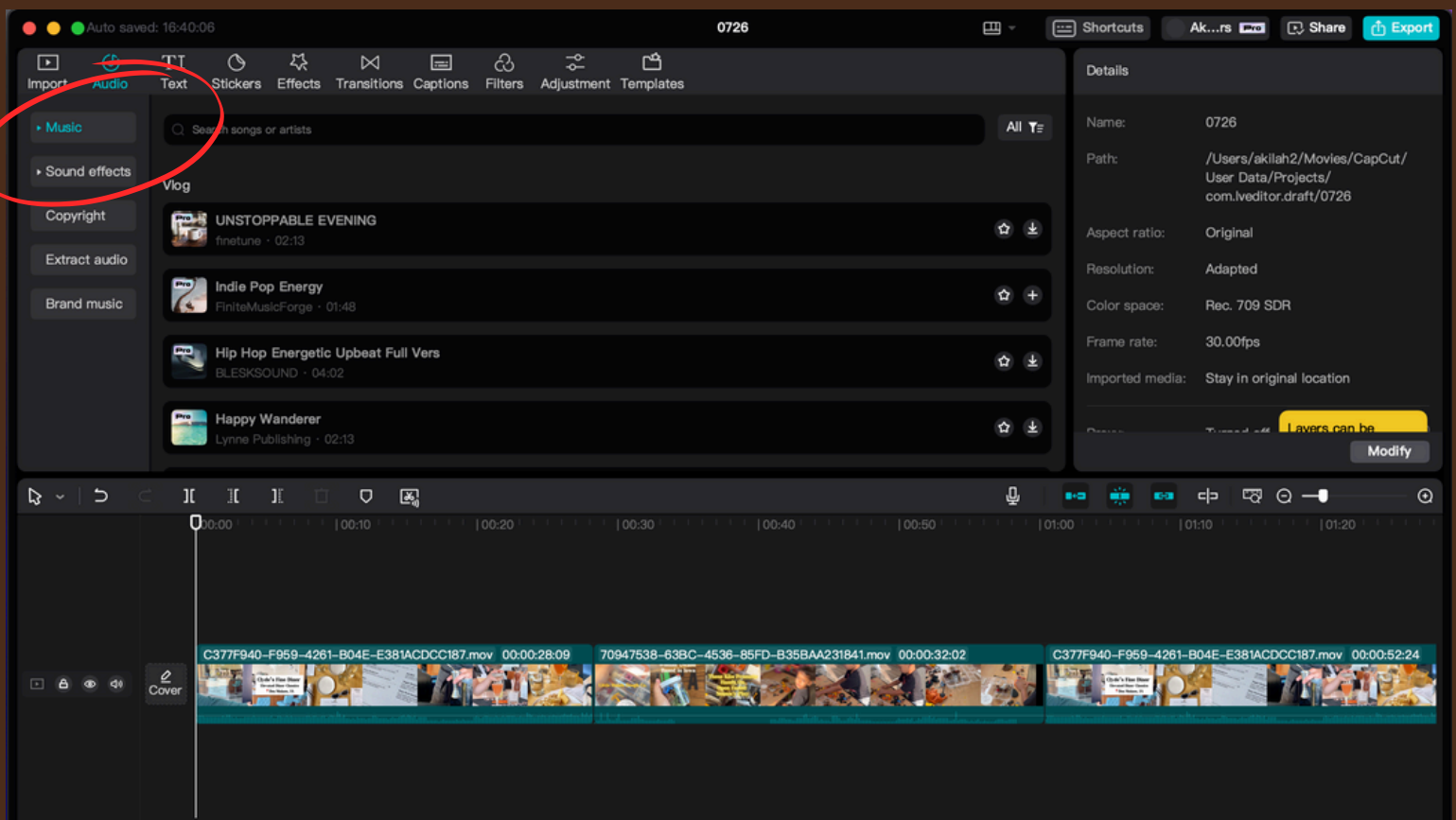
2. Type your text, choose a font, color, and adjust the size and position.

3. You can also add stickers by selecting “Stickers” on the shortcuts bar. Select the sticker you want to add and drop into your desired clip.

CAPCUT BASICS

STEP SIX : ADD MUSIC & SOUND EFFECTS

1. To add music or audio to your video, select "Audio" on the shortcuts bar and select your desired audio.

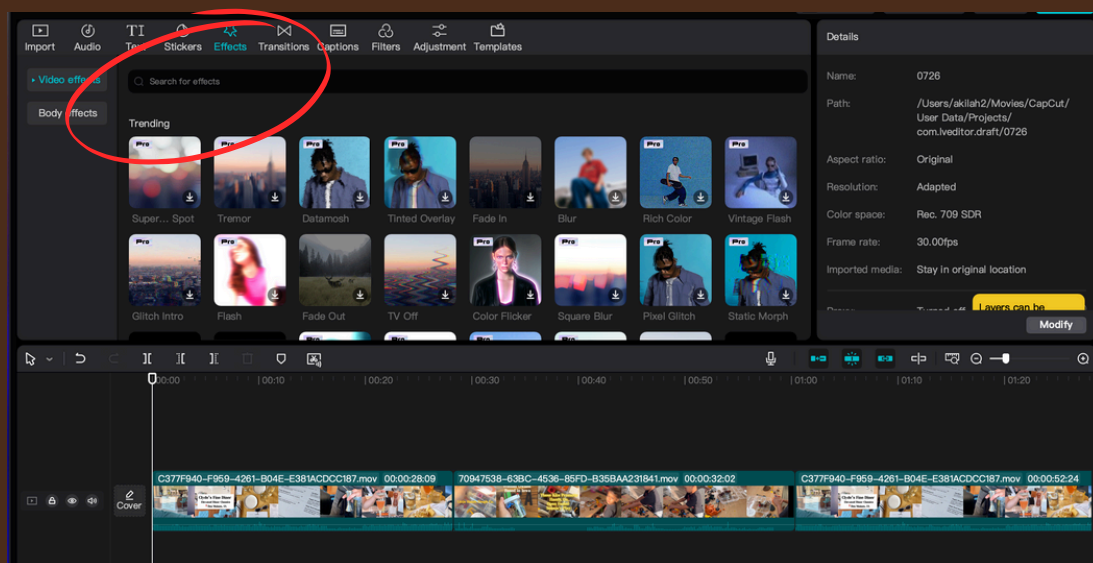
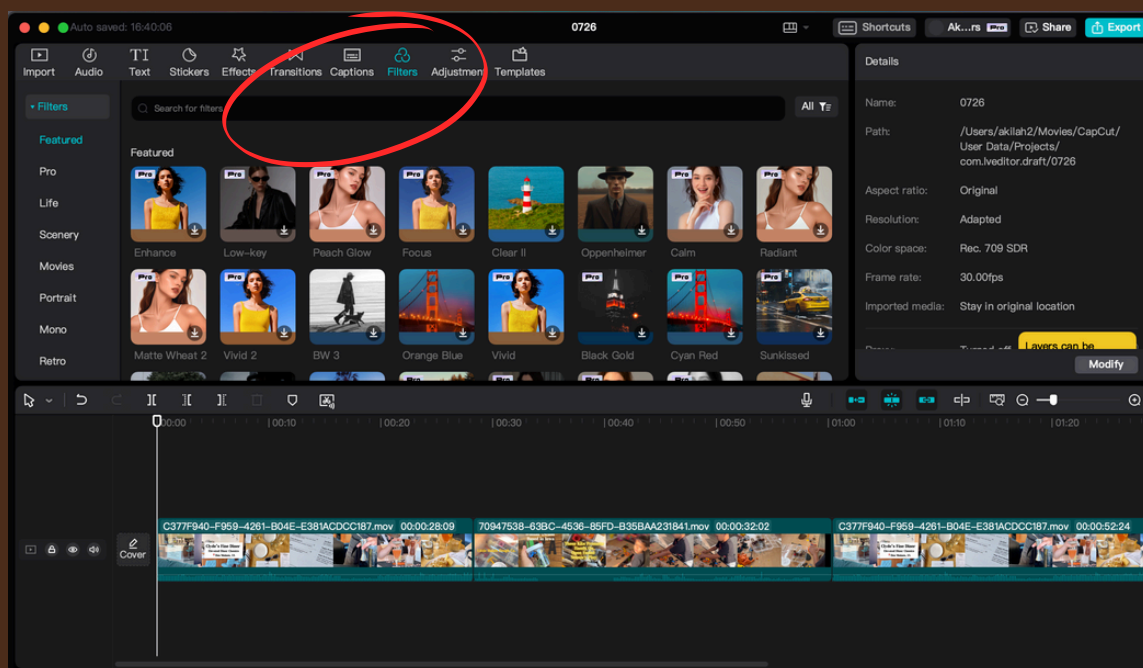


2. To add sound effects to your video, select "Audio" on the shortcuts bar and select your desired sound effect.

CAPCUT BASICS

STEP SEVEN : APPLY FILTERS & EFFECTS

1. To add filters to your video, select the “Filters” on the shortcuts bar and select your desired filters.

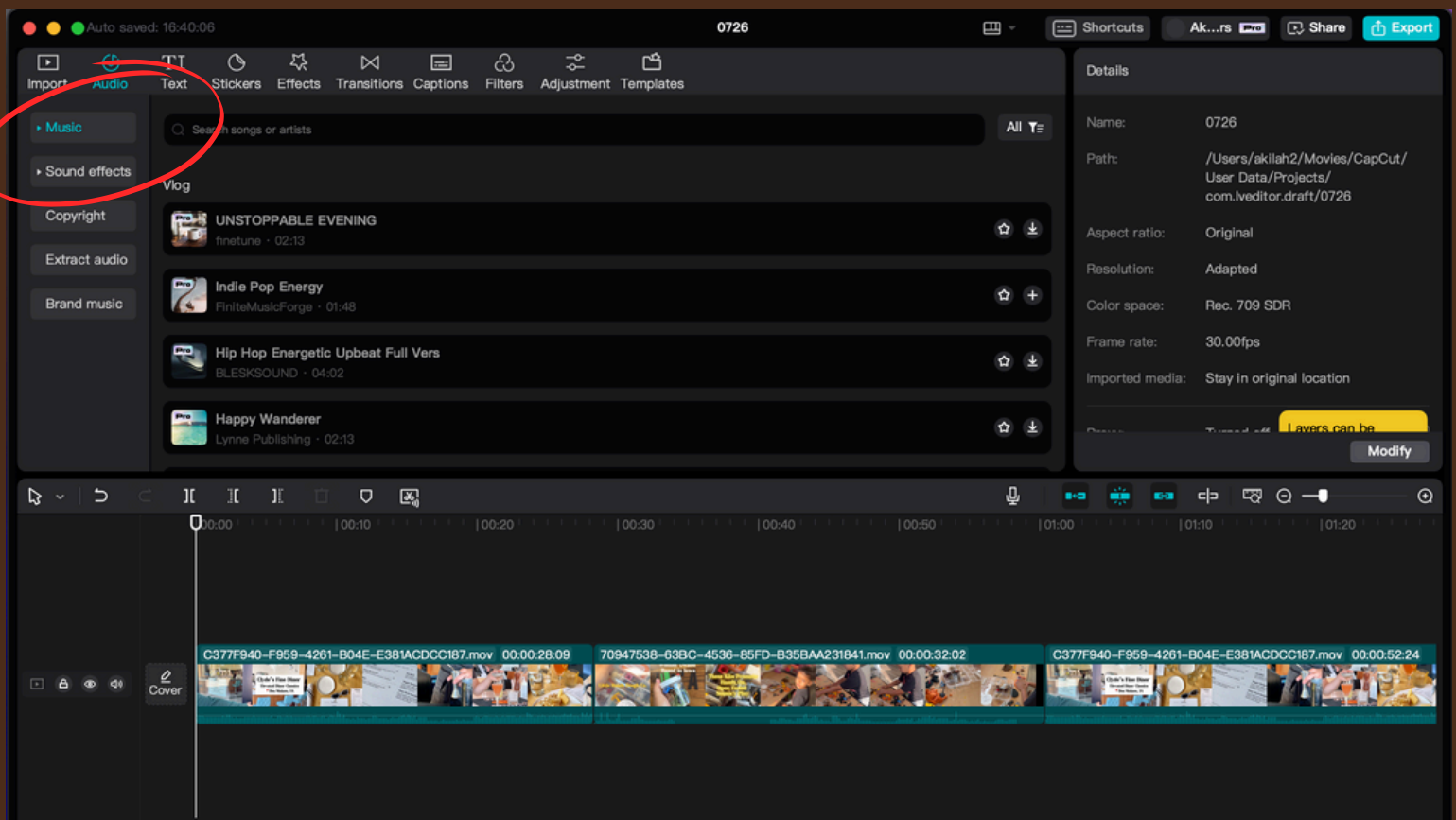


3. To add sound effects to your video, select “Audio” on the shortcuts bar and select your desired sound effect.

CAPCUT BASICS

STEP EIGHT : REVIEW AND EDIT

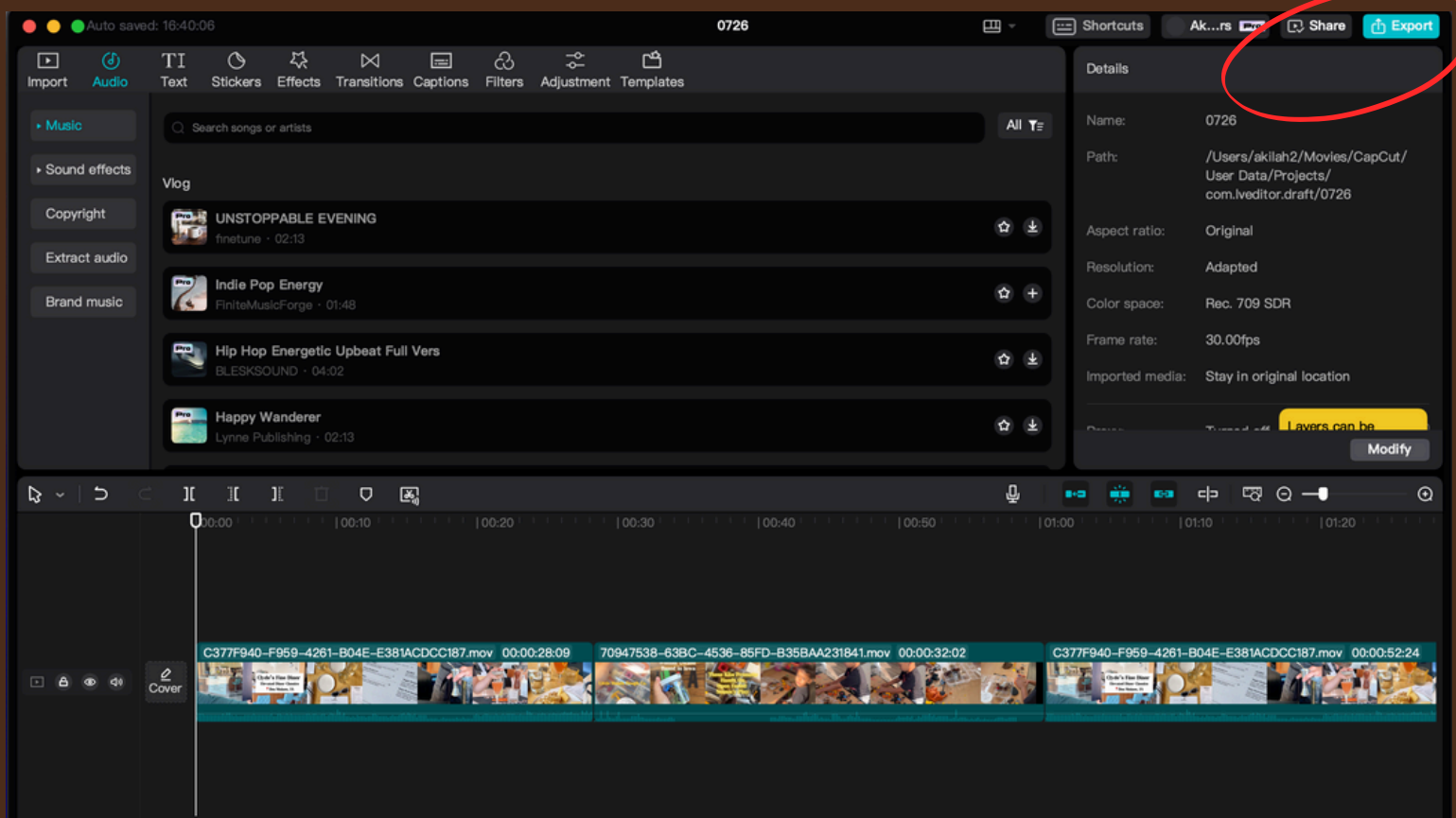
1. Tap the play button and review your edited video.
Make any final adjustments by trimming the



CAPCUT BASICS

STEP NINE : EXPORT YOUR VIDEO

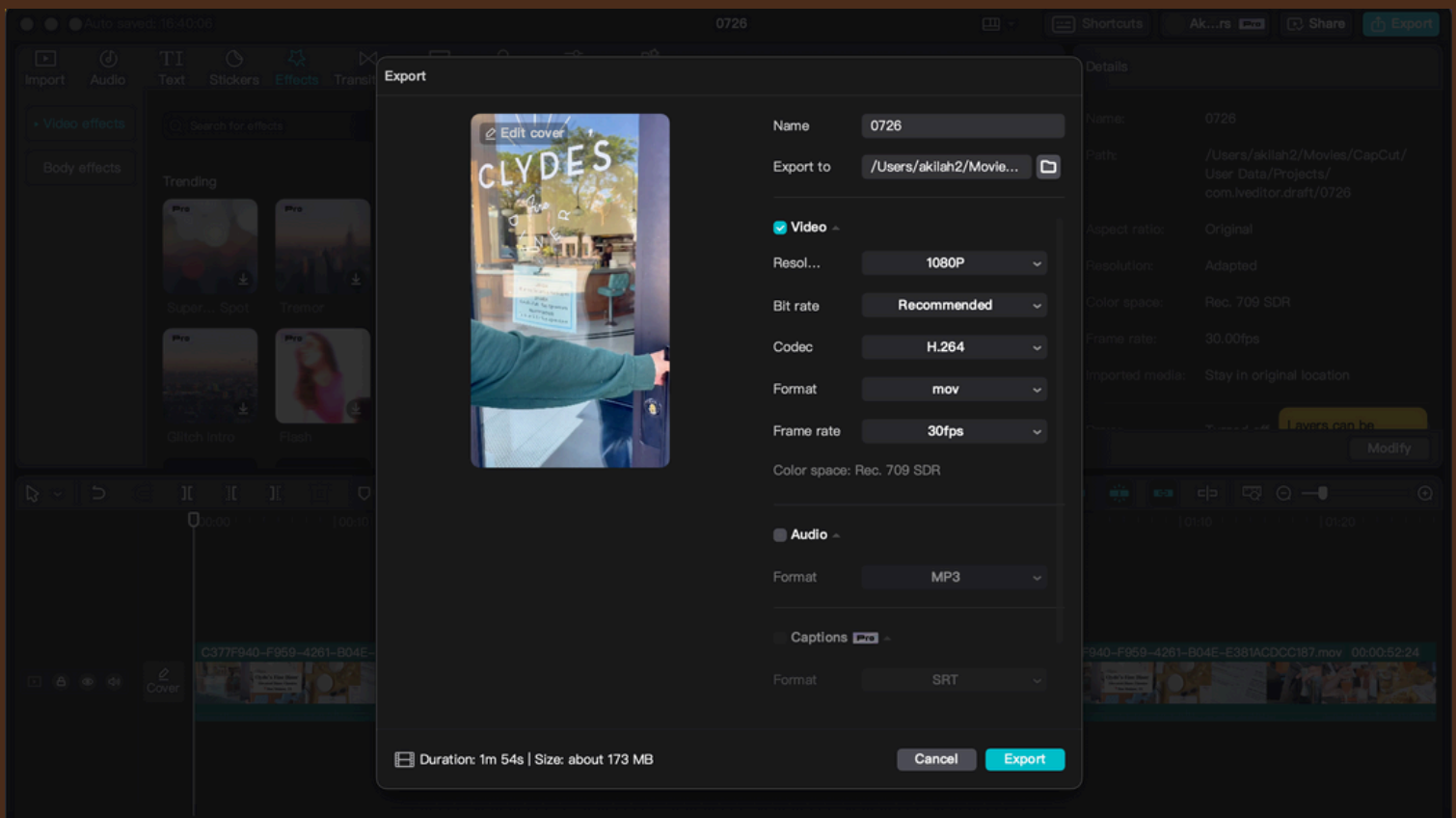
1. When you're satisfied with your edits, tap the "Export" button on your shortcuts bar.



CAPCUT BASICS

STEP TEN : CONFIRM THE SETTINGS & SHARE

1. Choose the resolution and frame rate for your export and then tap "Export". From there you can share your video on your desired platform.



PINK FRIDAY SOCIAL MEDIA STRATEGY

4 WEEKS BEFORE PINK FRIDAY



- Announce your participation in Pink Friday across all social media channels. Be sure to highlight what Pink Friday is, how your audience can participate, and the date.
- Send an email blast to your subscribers, including the information above.
- Share a sneak peek of special offers, exclusive products, and BTS of preparation.

3 WEEKS BEFORE PINK FRIDAY



- Share information on the benefits of shopping small during the holiday season, using social media and email.
- Showcase different pieces and products available in your boutique on Pink Friday.
- Start a countdown to Pink Friday on your social media and include a countdown in emails leading up to Pink Friday.
- Tease special offers and exclusive items.

2 WEEKS BEFORE PINK FRIDAY



- Share any special deals or offers that will be available during Pink Friday. This can be done via social media and email. Your email should include sneak peeks of new arrivals or items exclusive to Pink Friday.
- Share behind-the-scenes preparations. Include sneak peeks of new pieces/products arriving.
- Share a customer testimonial to build credibility with your audience and show that you appreciate your customers.
- Announce giveaways/contests if you are hosting one. Be sure to include rules.

THE WEEK OF PINK FRIDAY

- Send an email to your subscribers with a clear call to action.
- Share stories, photos, or reels of final preparations and boutique set-up, and highlight any deals and giveaways/contests.
- Be sure to share daily reminders via social media.

PINK FRIDAY



- Email your subscriber list, including any exclusive codes they may need to shop for deals online. Be sure to include a link to your website.
- Make a social media post to celebrate Pink Friday. Remind your audience of any deals and encourage them to come shop with you.
- Remind your audience of any giveaways or contests you may be hosting
- Share live videos, posts, and stories across your social media throughout the day. Remember to highlight customer purchases, interactions, and popular pieces and products.
- Encourage customers to share photos of their shopping trips or hauls with a special hashtag and tag your business. Be sure to share their posts.

AFTER PINK FRIDAY



- Post a thank you message to everyone who supported your boutique with highlights and photos from Pink Friday. Ask for feedback or suggestions for future items or events.
- Send a thank you email to your subscribers with a recap of Pink Friday and any special offers for future purchases. You can also include a link to a survey for feedback.
- Announce winners for any giveaways or contests and contact winners.
- Continue to share photos from Pink Friday throughout the week.

SOCIAL MEDIA TIPS



- When you share or schedule content, quickly search for the best days of the week to post and the best posting times. This will help boost your social media engagement.
- Take advantage of hashtags related to your industry and your area. Create a hashtag specific to your boutique that your audience can use. Example: #LookLocalFirst #DesMoines #PinkFriday #Boutique
- Tailor your content to the platform you are sharing it on. For example, if you are posting on Instagram, post a link to your boutique in your bio instead of your caption. If you post on Facebook, include a link in your caption.
- Engage with your audience and peers. The best way to receive organic engagement is to give it. Make it a goal to like 5 posts, comment on 5 posts, and reply to 3 stories each day. This will quickly expand your audience.
- Reply to comments and messages as quickly as possible. Post business hours so your audience knows when to expect a reply.

30-DAYS OF BOUTIQUE CONTENT

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
SHARE A TIP ON HOW TO STYLE A SPECIFIC PIECE YOU CARRY	POST A BEFORE & AFTER LOOK FEATURING ONE OF YOUR PIECES	SPOTLIGHT A CUSTOMER WEARING SOMETHING FROM YOUR BOUTIQUE	SHARE A THROWBACK FROM YOUR BOUTIQUES EARLY DAYS	SHARE TIPS ON SELF CARE INCLUDING A COMFY FIT FROM YOUR BOUTIQUE
DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
HIGHLIGHT A NEW ARRIVAL	SHARE AN INTERACTIVE POLL RELATED TO CURRENT FASHION TRENDS	SHARE AN INSPIRING QUOTE FROM YOUR FAVORITE ENTREPRENEUR	POST A REEL SHOWCASING YOUR CURRENT FAVORITE LOOKS	POST AN INTERACTIVE STORY ASKING YOUR AUDIENCE WHAT THEY WANT TO SEE IN YOUR BOUTIQUE
DAY 11	DAY 12	DAY 13	DAY 14	DAY 15
HIGHLIGHT A BEST SELLER	POST A REEL SHOWING MULTIPLE WAYS TO STYLE A SPECIFIC PIECE	SHARE A POPULAR FASHION TREND FROM THE PAST THAT'S MAKING A COMEBACK	POST A REEL TRYING ON NEW ARRIVALS	HOST A LIVE STYLING SESSION ON INSTAGRAM, TIKTOK, OR FACEBOOK
DAY 16	DAY 17	DAY 18	DAY 19	DAY 20
SHARE YOUR WEEKLY MANTRA	GIVE TIPS ON HOW TO TAKE AN OUTFIT FROM DAY TO NIGHT	SHOWCASE A COMPLETE OUTFIT	ASK FOLLOWERS TO SHARE THEIR CURRENT WISHLIST FROM YOUR BOUTIQUE	SHARE STYLING TIPS FOR ACCESSORIES
DAY 21	DAY 22	DAY 23	DAY 24	DAY 25
HIGHLIGHT A PIECE WITH LOW SALES	POST A REEL OF THE DAY IN THE LIFE OF A BOUTIQUE OWNER	SHARE A PIECE THAT NEVER GOES OUT OF STYLE	TEASE NEW ARRIVALS	SHARE RECENTLY RESTOCKED ITEMS
DAY 26	DAY 27	DAY 28	DAY 29	DAY 30
HIGHLIGHT AN EXCLUSIVE DEAL OR UPCOMING SALE	SHARE A CUSTOMER REVIEW	SHARE STYLING TIPS FOR SEASONAL ITEMS	POST A REEL OF CUSTOMER OR STAFF TRYING ON CLOTHES IN-STORE	SHARE THE INSPIRATION BEHIND YOUR BOUTIQUE

TO OUR BOUTIQUE HUB FAMILY

We hope you found our Pink Friday Digital Marketing & Content Handbook helpful. We also hope you have an amazing holiday season & that Pink Friday is a major success! Please feel free to connect with us. Our information is below! Wishing SOLD OUT for all you!

-Look Local First & VizyPay



LOOK LOCAL FIRST



@LOOKLOCALFIRST



WWW.LOOKLOCALFIRSTVP.COM

ABOUT VIZYPAY

FOUNDED BY SMALL OWNERS FOR SMALL BUSINESS OWNERS

VizyPay was established by two entrepreneurs that understand first-hand the pain points business owners have faced in payments far too long. That's why we're dedicated to supporting the small business community with flexible payment solutions needed to grow your business, backed by real customer support and simple, transparent pricing.

We believe the payment industry should be filled with merchants and sales partners who feel their voices are heard and understood; no more one-sided relationships only benefitting those writing the contracts.

When you partner with #TeamVizy, you enter a relationship comprised of payment experts who believe in earning your business each day and strive to provide the support your business deserves as if it were our own.



VIZYPAY



@VIZYPAY



WWW.VIZYPAY.COM



SUPPORTING SMALL BUSINESSES THROUGH EVERY ERA



SUPPORTING SMALL BUSINESSES THROUGH EVERY ERA



2024 BOUTIQUE HUB SUMMIT

SUPPORTING SMALL BUSINESSES THROUGH EVERY ERA



SUPPORTING SMALL BUSINESSES THROUGH EVERY ERA

