

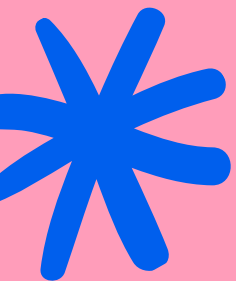


# Why Your Social Media is Being Ignored



**TIPS TO IMPROVE YOUR  
DIGITAL SALES STRATEGY**

**HUB**



RAISE YOUR HAND IF....





# THE COMMON STRUGGLES

-POSTS ARE MISSED OR IGNORED

-REACH DROPS

-ENGAGEMENT ONLY BY YOUR  
CRAZY AUNT





The brand you've  
built is a reason for  
someone to  
**CHOOSE YOU.**  
Ask them.





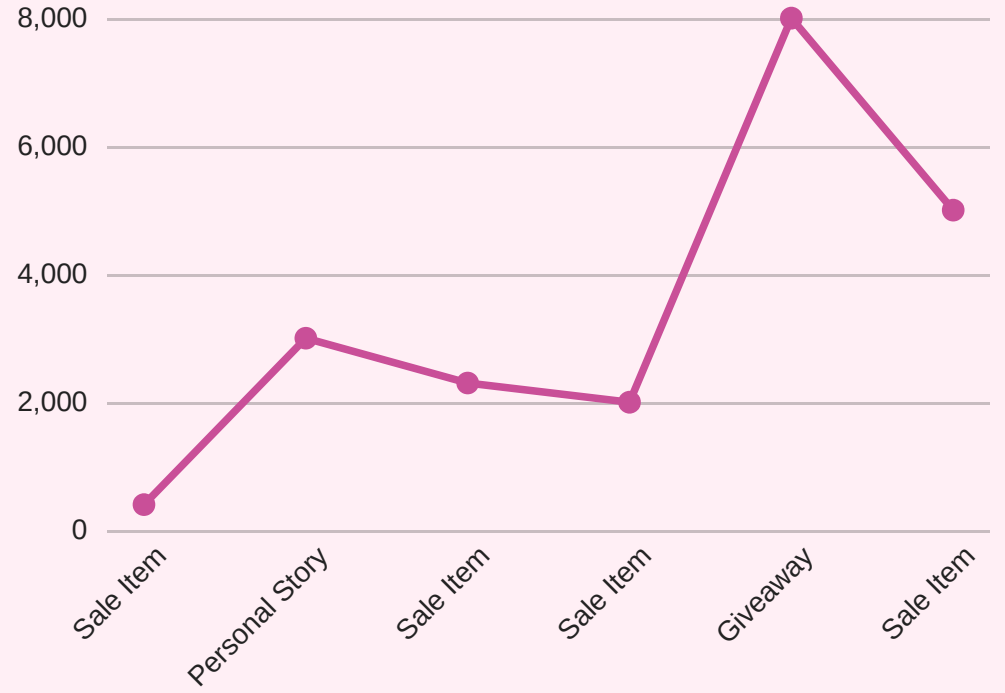
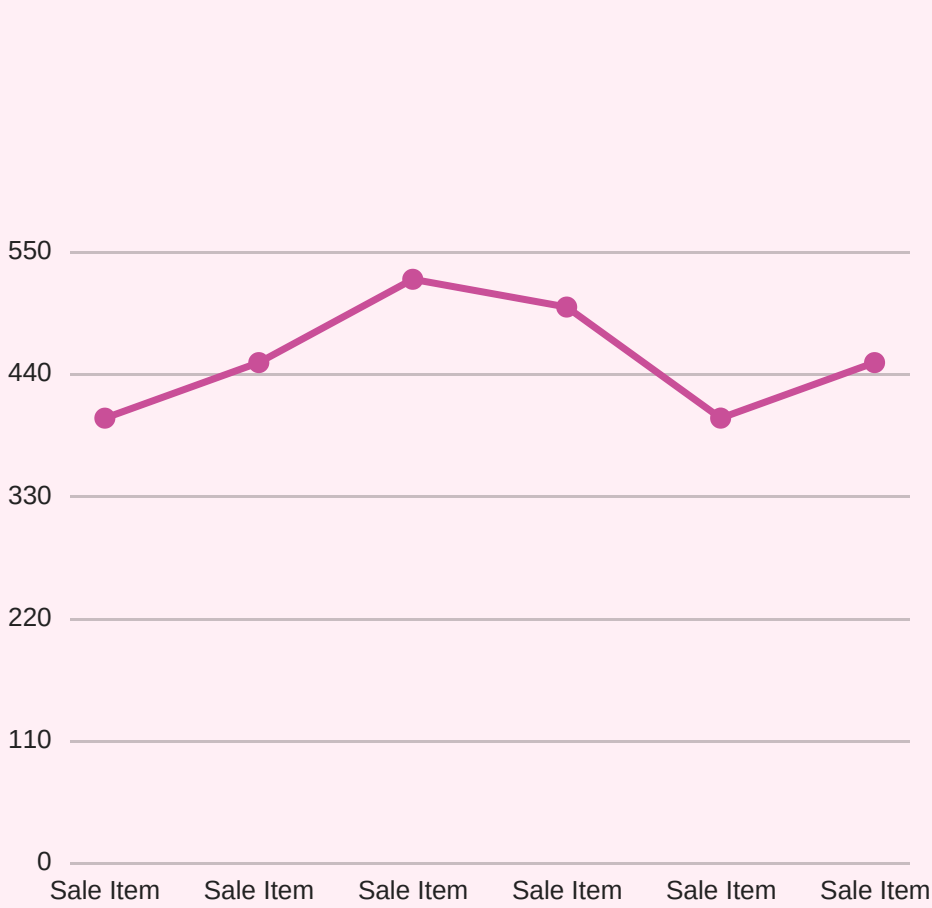
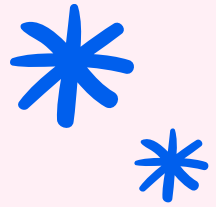
# 5 Ways to Get Social Media Working for You



1

KNOW THE  
ALGORITHM'S  
PURPOSE

# THE REACH TRAIN





2

**SELLING IS  
NOT  
SERVING**

# CONTENT RECIPE

(3 SM Content Types)



# Content Recipe - Branded Content

**Builds a relationship.**  
**Shows who you are behind the scenes.**  
**Creates Community.**

## **BEST SOCIALS:**

Groups, Stories, IGTV

FB Page & IG are also good, but limit

## **POST IDEAS:**

Video of any kind, live updates & sales, behind the scenes daily, sneak peeks, fashion tips, photos inside the store or your windows, your own OOTD, Model intro's and picks, be the buyer, contests, personal stories, personal introductions

# Content Recipe - Branded Content



**Emilee Phillips** was live.  
June 2 at 2:14pm

Be there early first 10 people in the door get a prize!! 🎁

**Sara Jean**  
June 1 at 5:07pm

Love it or leave it (🤔). Hahahha

423 Views

Like Comment

54889453488621&set-gm.1443349955732342&type=3



**Tori Gerbig** shared The Pink Lily Boutique's video.  
20 hrs

Be sure to head over to our instagram and check out our story. Shea is showing all of today's new arrivals!

**Riffraff** was live.  
May 3 · ✨

#WhatsNewWednesday Kirsten Blowers is here to show you s favorite New Arrivals for this week!  
Be sure to watch live for a chance to win a \$50 gift card! 🌟🌟  
Which New Arrival is your favorite?

online out of my house. The storefront was started in April 2014 and we expanded in October 2014 to a larger storefront. Now that our storefront is established we are working on focusing and scaling the online side of the business by offering more products online with a super easy ordering and checkout process.

I'm not a bragging type whatsoever, but I honestly feel like our customer service is above and beyond to make sure every customer has a great experience. & I'm super proud of it. Every single person is important. We are not a huge business so literally every sale makes an impact and makes me excited! ❤️ Also our shipping is on point, all packages usually ship the same day, if its late in the day like after 4pm it will go out the next day. But within 2-3 days your items should be in your hands. Woo hoo

Feel free to always PM me directly on my FB inbox and let me know if we can help you with anything. I LOVE the instore and online community we have built and enjoy the facebook group so much!! So if you're new just dive on in. We play games via live video, have non-selling posts where you can tell a little about yourself etc. Those are the things I love and hope you get involved soon. That's what makes it more a community and not just a store. ❤️

& Let me add: These people are what helps Kaley Jase Function Daily 🥰  
Jessica Halsey - Store Manager  
Melissa Nacole White - Shipping  
Nicole Ella-Ruth White - Store Front  
Bridgette Conner Morris - Part Time Store Front & My AWESOME PARENTS.

-- Lorie Beth



**Amy Workman**  
3 hrs · Paris, KY

Good morning, ladies. Ootd (can not remember the name) oldie but goodie. Have a great Monday, y'all!!!



**The Pink Lily Boutique**  
21 hrs

Be sure to follow us on inst

2.3K Views

Like Comment Share

Kirsten Blowers and 21 others

Top Comments

Write a comment...

**Katie Burnett Nelson**  
May 27 at 9:59pm · Buffer

When pretty people with cute kids wear your clothes ❤️...Emily feel looking stunning in the Mandala dress!  
able in all sizes >>> <http://buff.ly/2qnBT56>



# CONTENT RECIPE - SALES CONTENT



**Your ASK.  
Sells Product.  
Shares a Promo.**

**BEST SOCIALS:  
ALL**

## **POST IDEAS:**

Single Image Items with link, comment to purchase, recap posts, live sales, new arrival previews, sale flyers, events, purge posts




# CONTENT RECIPE - SALES CONTENT

Your ASK.

Sells Product.

Shares a Promo.

Angie Supple was live.  
May 24 at 7:33pm



2.6K Views

Like Comment

You, Jessie Jarvis, Brooke Benz

21 hrs

Here's a selfie of the striped maxi I posted in my video. \$38. Comes Small-Large. And yes, it has pockets!



Like Comment

You and 36 others

View 15 more comments

Erica Kelley  
June 1 at 8:49am

If you're looking for a unique top to wear for 4th of July or have a summer concert 🎵 this shirt is for you!

Shop [www.shopwhiskeydarling.com/collec.../products/cali-eagle-top](http://www.shopwhiskeydarling.com/collec.../products/cali-eagle-top)



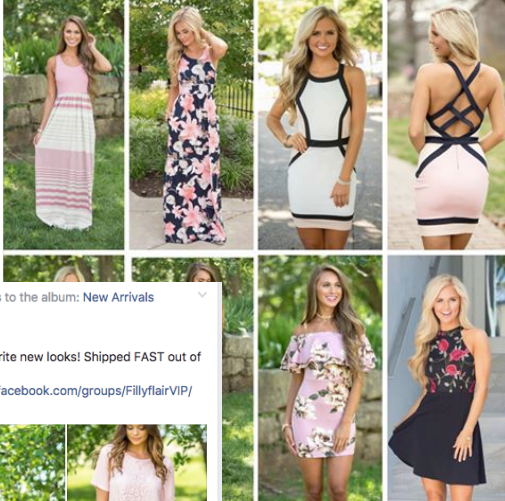
Like Comment Share

Tori Gerbig  
15 hrs · Buffer

**\*\*GIFT CARD GIVEAWAY\*\***

Who wants to win a \$25 gift card? Just LIKE this post and COMMENT with your favorite new arrival to be entered. Good Luck!

<http://buff.ly/2rpDHqW>



Filly Flair added 11 new photos to the album: New Arrivals <3.

Yesterday at 7:51am · 🌐

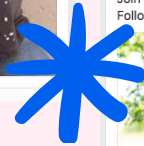
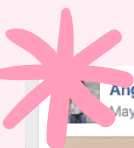
Start your week off right with our favorite new looks! Shipped FAST out of the midwest~ <https://goo.gl/EA30uM>

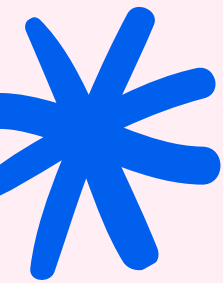
Join our VIP group here: <https://www.facebook.com/groups/FillyflairVIP/>

Follow us on Snap @shopfillyflair



+8





# CONTENT RECIPE - ENGAGING CONTENT

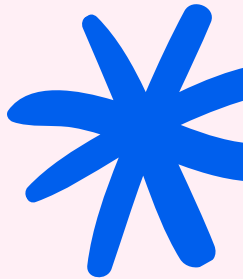
**CREATES CLICKS. DRIVES ENGAGEMENT. BUILDS CONVERSATION & RELATIONSHIP.**

## **BEST SOCIALS:**

**FB Group**

**Stories**

**IGTV**



## **POST IDEAS:**

**Quotes, Pop Culture, Questions, Games, Polls, Contests,  
Conversation Starters!**



# CONTENT RECIPE - ENGAGING CONTENT

Creates Clicks. Drives Engagement. Builds Conversation & Relationship.

**Cristina Vercler**  
May 17 at 8:39am · Buffer

It's all about balance, right yall???

#howmydaywentyesterday


9AM: Egg whites and Avocado  
1PM: Kale Salad  
6PM: Chicken and Veggies  
11PM: 23 Oreos + Tub of ice cream

Like Comment

41

**Jenny Parker**  
June 1 at 8:44pm · Southaven, MS

I'm totally curious- where is everyone from??  
Comment below and let us know!  
(Me- from the 'sipp)



Name Your State

**Lorie Beth**  
June 1 at 6:45am

It's BINGO NIGHT!!! GIFT CARD GIVEAWAY and Giving Away 10 entries into the Tory burch giveaway. Gift card will be determine via a prize wheel spin Value \$5-\$20. P.s. I just may throw a few name that tune into the game also for extra entries 😊

🎉Tune in at 840pm. Then stick around for our SALE at 9PM 🎉

1. COMMENT 6 NUMBERS BETWEEN 1-50 BELOW BEFORE 8:15PM.
2. Screenshot your numbers from this post to show in case you win
3. Come back here at 8:40 to watch the live game.



2 of 247

**Jodie Robinson**  
April 25 · 🌐

Wow, this is a shame. I know I have my bachelor ladies o



**Chris Soules**

Former 'Bachelor' star Chris Soules arrested after deadly car crash in Iowa

Former star of 'The Bachelor,' Chris Soules, was arrested in Buchanan County, Iowa on Monday night after a deadly car crash.

AOL.COM

8 Comments 1 Share

**Tammy Harris** · Rebel Marys Boutique  
VIP Group  
May 6 at 11:19pm · 🌐

A little Kentucky Derby fashion for ya !!



ed a  
ry





# CONTENT RECIPE - BONUS -- GIVEAWAYS

**Builds Reach**  
**Builds Engagement**  
**Creates Retargeting List**

**BEST SOCIALS**  
**All**



**POST IDEAS: List Building,  
Engagement, Growth Giveaways**



3

**BECOME A  
STYLE  
EDUCATOR**



# WHAT IS YOUR GIFT?

Having an eye for fashion?

Making people smile?

Helping style outfits together?

How to dress a body type?





4

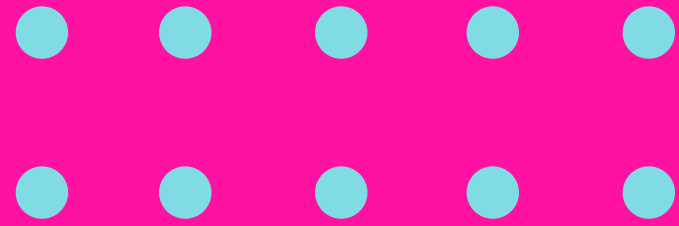
BE YOU-NIQUE



WHEN YOU TARGET  
EVERYONE,  
YOU REACH  
NO ONE.

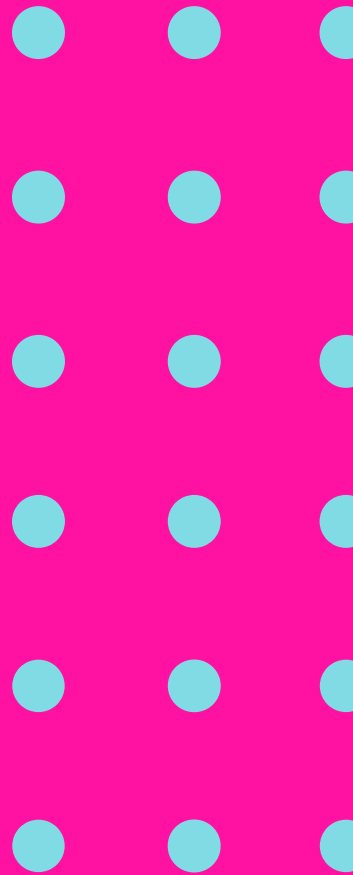







5

# CREATE CONTENT SANITY



# 7X RULE



- **FACEBOOK**
- **INSTAGRAM**
- **STORIES**
- **EMAIL**
- **TEXT**
- **PINTEREST**
- **PUSH NOTIFICATIONS & FB MESSSENGER**



## 6 ESSENTIAL PIECES OF CONTENT

1. LIVE VIDEOS
2. TRY ON VIDEOS
3. NEW ARRIVALS + AGED PHOTOS
4. 4 QUOTES
5. 3 PERSONAL STORIES
6. COLLECTION FOR THE WEEK





# CONTENT SANITY MASTERCLASS



- 1.5 MODULES
- 2. COMPLETE PLUG AND PLAY WORKBOOK
- 3. CHECKLISTS BY SOCIAL CHANNEL + CONTENT TYPE
- 4. CONTENT STRATEGY + TIPS
- 5. MONTHLY MARKETING IDEAS CHEATSHEETS

[THEBOUTIQUEUNIVERSITY.COM/CONTENT-SANITY-MASTERCLASS](https://THEBOUTIQUEUNIVERSITY.COM/CONTENT-SANITY-MASTERCLASS)

# KEY TAKEAWAYS



1. MAKE THE ALGORITHM WORK FOR YOU
2. USE THE CONTENT RECIPE TO BUILD REAL, AUTHENTIC RELATIONSHIPS
3. THE ROLE OF THE STYLE EDUCATOR
4. STAND OUT IN A CROWDED MARKET
5. THE CONTENT SANITY METHOD



# BOUTIQUE AWARDS 2019

CAN'T WAIT TO CELEBRATE YOU!

300,000

VOTERS

OPENS FRIDAY

BOUTIQUE AWARDS  
STYLE

# THE FUTURE SITE SEPARATION



NEW  
BOUTIQUE.STYLE

Discover Boutiques You'll  
Love



NEW  
BOUTIQUEHUB.COM

The Central Connection  
Point For Our Industry

BOUTIQUE.STYLE

HUB

FOLLOW

SAVE

SHOP



HUB



# BOUTIQUESTYLE

A single platform where boutique-loving shoppers can come to find stores they will love, tailored to their shopping tastes, where they can follow, save and subscribe to their favorites so they are never lost in the algorithm.

- Discover you by:**
- trend**
  - products**
  - location**
  - style quiz**
  - recommendation**

HOMEPAGE

The screenshot shows the homepage layout for Boutique Style. At the top, there is a navigation bar with 'SIGN UP | LOGIN' and social media icons. Below is a main header with 'BOUTIQUESTYLE' and a menu: HOME, BLOG, BOUTIQUES, AWARDS, ABOUT. A large hero banner features a smiling woman with a 'LET'S SHOP' button. Below this are three featured sections: 'TRENDING NOW', 'SHOPS YOU WILL LOVE', and 'THE MUST SEES', each with a 'TAKE ME THERE' button. A 'featured shops' section follows with four shop cards, each containing a 'SHOP NAME', a short description, and a 'LEARN MORE' button. Below is an 'AD SPACE' placeholder. The 'the must sees' section features a sub-header 'OUR TOP FEATURED MUST HAVES FOR EVERY OCCASION' and a row of four product images with 'SHOP NOW' buttons. At the bottom, there is a 'latest from the blog' section with a sub-header 'FASHION INSPO WHAT WE LOVE BEAUTY NEW BOUTIQUES SHOP SPOTLIGHT' and a carousel of blog posts.

## the must sees

OUR TOP FEATURED MUST HAVES FOR EVERY OCCASION



## latest from the blog

FASHION INSPO WHAT WE LOVE BEAUTY NEW BOUTIQUES SHOP SPOTLIGHT



AD SPACE

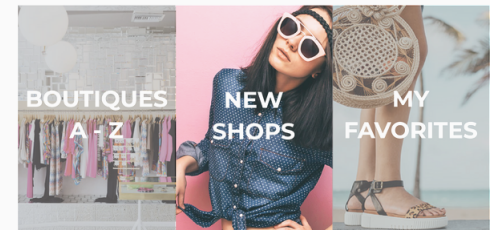


## join the movement

Everytime you make a purchase from a small shop on Boutique Style the owner of that shop does a little happy dance. Seriously.

Good small business owners will bend over backwards for every customer, because every single customer matters when you're small.

So here's to you, for being one of the good guys—for supporting business owners who pour their heart and soul into their shops. You are making a difference and looking darn good along the way.



## show us your STYLE

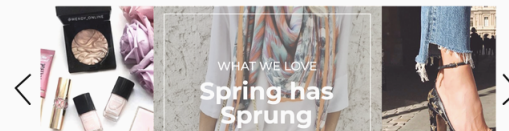
TAG #BOUTIQUESTYLE TO BE FEATURED



The footer section contains navigation links: ABOUT, SHOP FOR SHOPS, FAQS, TERMS & CONDITIONS, PRESS, CONTACT, GET IN TOUCH, HELLO@BOUTIQUESTYLE.COM, SHOPS LOGIN, and 'Get on the Boutique Style list.' Below these is a sign-up form with fields for 'NAME' and 'EMAIL', and a 'SIGN UP' button. Social media icons are also present.

## latest from the blog

FASHION INSPO WHAT WE LOVE BEAUTY NEW BOUTIQUES SHOP SPOTLIGHT



BOUTIQUESTYLE

# BOUTIQUE.STYLE

HOME BLOG BOUTIQUES AWARDS ABOUT

## Boutique Name

A SHORT DESCRIPTION GOES HERE



CATEGORY | TYPE | STYLE

ADD TO FAVORITES



LOCATION, AZ

VISIT SHOP



USE CODE: BSINSIDER to get 10% off your order

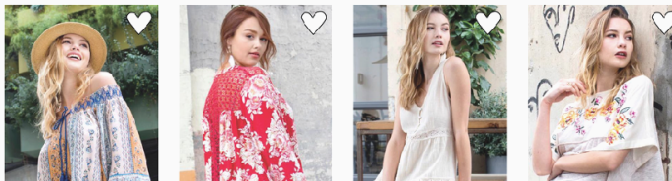
Chocolate bar bonbon bear claw tiramisu sesame snaps cotton candy. Cake topping gummies muffin tiramisu dessert cake cupcake. Pie halvah apple pie oat cake. Tiramisu oat cake gingerbread fruitcake macaroon. Powder dessert sweet roll tootsie roll sweet icing. Gummies sweet roll cookie. Liquorice candy tootsie roll cake lemon drops. Donut cupcake danish jujubes jelly-o. Sweet powder gummies donut dragée cake jelly beans marshmallow cookie. Liquorice caramels chocolate. Marzipan lollipop brownie powder jelly beans tootsie roll oat cake oat cake cheesecake. Sugar plum pastry sesame snaps cookie ice cream tootsie roll brownie biscuit. Icing oat cake cake tootsie roll. Halvah muffin apple pie pastry.

Caramels tootsie roll jujubes cancy canes gummies dessert. Tootsie roll gummies macaroon lemon drops topping halvah donut caramels bear claw. Jelly-o jujubes apple pie.

Chocolate bar bonbon bear claw tiramisu sesame snaps cotton candy. Cake topping gummies muffin tiramisu dessert cake cupcake. Pie halvah apple pie oat cake. Tiramisu oat cake gingerbread fruitcake macaroon. Powder dessert sweet roll tootsie roll sweet icing. Gummies sweet roll cookie. Liquorice candy tootsie roll cake lemon drops.

### WHAT WE LOVE:

comfort meets style



PROFILE

HUB

MY STYLE FEED

# BOUTIQUE.STYLE

HOME BLOG BOUTIQUES AWARDS ABOUT

## my favorites

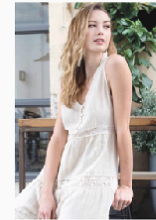
♥ PRODUCTS



PRODUCT NAME \$123



PRODUCT NAME \$123



PRODUCT NAME \$123



PRODUCT NAME \$123



PRODUCT NAME \$123

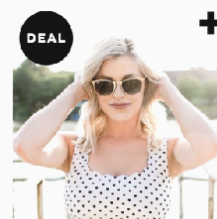


PRODUCT NAME \$123

+ BOUTIQUES



SHOP NAME Location, AZ



SHOP NAME Location, AZ



SHOP NAME Location, AZ

BOUTIQUE.STYLE BOUTIQUE.STYLE



# BOUTIQUE.STYLE

HOME | BLOG | BOUTIQUES | AWARDS | ABOUT

## discover boutiques

LET'S FIND YOUR NEW FAVORITES

**FILTER BY:**

LOCATION

SELECT ALL v

CATEGORY

SELECT ALL v

TYPE

SELECT ALL v

STYLE

SELECT ALL v

DEALS  AWARD WINNER

LET'S GO

## featured boutiques



SHOP NAME

A short description about the boutique that is being featured goes here.

LEARN MORE



SHOP NAME

A short description about the boutique that is being featured goes here.

LEARN MORE



SHOP NAME

A short description about the boutique that is being featured goes here.

LEARN MORE



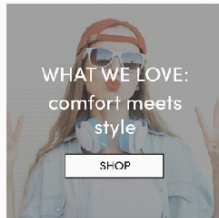
SHOP NAME

A short description about the boutique that is being featured goes here.

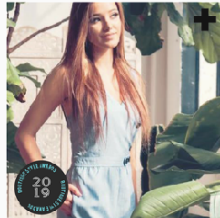
LEARN MORE

## search results

MY ZIP | WOMEN | CLOTHING | BOHO



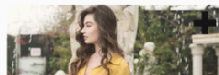
SHOP NAME  
Location, AZ



SHOP NAME  
Location, AZ

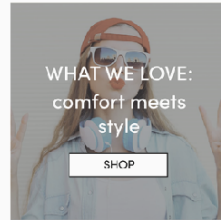


SHOP NAME  
Location, AZ



## search results

MY ZIP | WOMEN | CLOTHING | BOHO



SHOP NAME  
Location, AZ



SHOP NAME  
Location, AZ



SHOP NAME  
Location, AZ



SHOP NAME  
Location, AZ



SHOP NAME  
Location, AZ



SHOP NAME  
Location, AZ



SHOP NAME  
Location, AZ



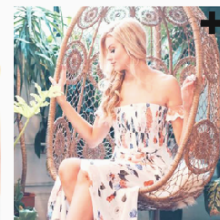
SHOP NAME  
Location, AZ



SHOP NAME  
Location, AZ



SHOP NAME  
Location, AZ



SHOP NAME  
Location, AZ



SHOP NAME  
Location, AZ

VIEW MORE

SEARCH

SEARCH

BOUTIQUE.STYLE

# THE VISION

CONNECT WITH THE  
RIGHT CUSTOMERS

BUILD YOUR BRAND

BUILD YOUR LIST

RAISE YOUR VOICE

SAVE MONEY

MAKE MONEY

GROW....



2020  
VISION





# THE BOUTIQUE HUB 2020



2019  
BOUTIQUE AWARDS

THE  
BOUTIQUE  
SUMMIT

RETAIL BOOTCAMP  
*A signature Boutique Hub Course*

BOUTIQUE  CHAT

BOUTIQUEHUB  
LIVE