

HOW TO POST IN THE BRANDS GROUP!



Want to write a post that will get your brand noticed in the Hub Facebook Group?
Make sure to include these 6 things!

1. Name of the brand. Introduce yourself and what brand you are representing.

Don't assume the boutiques know what brand you are representing. Since most members in our group have joined under their 'personal' name - they have no idea what brand you work with. Tell them!

-----> "Hey Hubbies- it's Samantha here from "A Really Great Brand!"

Pro-Tip: Include the name of your business on the photos you post. A boutique can reference it when they screenshot it to purchase later.

2. What are you selling? Describe what products you have.

Even if it seems obvious to you, it might not be obvious to others. Provide a short product description.

-----> "Today I am excited to share our newest matching pajama and robe sets for families. Hello Christmas Fam Jams!"

3. Current availability/ship time. Is this a pre-order item or is it ready to ship? (RTS)

Be upfront about shipping. Manage expectations so you can under-promise and over-deliver.

-----> "These items are for pre-order only. They will ship 9/1-10/1."

Remember pre-orders can come in later than expected so include that in the description.

4. Cost & minimums. How much are your products? What minimums are required?

Do they come in singles or do you require packs? How many items do boutiques need to order?

-----> "These pajamas are sold in singles, but require a minimum order of \$200".

5. Shipping costs. How much is shipping?

Do they get a break on shipping if they order more inventory? Many people will spend a little more to get a discounted shipping rate.

-----> "Spend \$400 and your order ships for a flat rate of \$40!"

6. Photos- What does the product look like?

Include high-resolution, full-color photos. 3-7 great, eye-catching photos are what you need to stand out from the crowd. Include lifestyle photos and flat lays. The more details, the better it sells.

Keep in Mind:

Time is money, if a boutique has to complete multiple steps and follow multiple links to find out the price and availability of the product you posted- they might keep scrolling. The more information you can provide upfront, the better! Make shopping easy!