

Curbside Pickup and Social Media

We have done some research on how you can use social media to your advantage when it comes to selling your products. One of the easiest and most creative ways to do so, is Facebook Live. I am going to walk you through a couple of steps to make this go as smooth as possible! Please find the video of the following step-by-step process on our website.

Step 1 – Send out a Facebook Post at the beginning of the week. Let your followers know that you will be having a Facebook Live Sale on Thursday at 10:00 am and be sure to include the instructions on how your Facebook live sale will work. See the sample below:

“Attention Followers of Kayla’s Boutique! We will be hosting a Facebook live event where some of our newest items will be on display and up for grabs. Remember, these seasonal styles only last for so long; snag them while you can! Our live event will start at 10:00 am on Thursday.”

How the sale will work: *We will have all clothes on display and will walk you through the selections. Each article of clothing will have a number attached. When you see something you want, please comment with the number of the item and include your email address (to send the invoice to) and a pickup time! Once that is done, we will email the invoice to you. You will be asked to pay online and meet outside the store at the designated pickup time. Someone will bring your items to your car at that time.*

You can also schedule a post to occur on the day of the event at 8:00 am. This gives your followers one last reminder to hop on before your Live Event starts!

Step 2 – Put numbers on the items you have for sale (if you are a clothing store, put the available sizes or say something like, “Please inquire about available sizes.”) This gives your viewers an easy way to get what they want without any confusion on describing the item. For example, you may have three different shirts available in the color black. Therefore, it wouldn’t help you or the buyer if they said, “I want the black shirt in large!” Rather, each shirt has a number and gives your buyer more control to say, “I want shirt #67, in a size large, please! Invoice to: kswanson@itascadv.org. I will be there to pick up at 1:00 pm this afternoon.”

Step 3 – Go through your entire sales rack and end the live event! Once the event ends, gather all emails and orders to send out invoices as soon as possible. Once you have sent the email and received the payment, ensure that you are able to confirm the pickup time, pickup location and make of vehicle with the customer. Once that information is confirmed, you are ready for the pickup stage!

Step 4 – Upon customer arrival, take all precautions to bag their items and deliver them safely.

There are so many creative ways to use Social Media as an outlet for curbside pickup sales! It can be as simple as taking pictures of new items and posting them to let your followers know that they are available at any time. All it takes is a quick comment, message or phone call. We want to help you succeed in all areas of business. If you need any help with social media sales, please let us know! Our Marketing Specialist, Kayla Swanson, is available via email or phone. Please contact her with any questions at kswanson@itascadv.org. She will set up a phone-call with you to help walk you through your next steps!

Information for Buyers in the Curbside Pickup Process

- Please remember to be respectful to all retail employees throughout this process. This is new to everyone and they are trying their hardest to deliver their goods and services to you in the safest and quickest way possible.
- In today's health crisis, it is important to keep the safety of you and the employee at the forefront of your mind. The least amount of contact is best when it comes to curbside pickup.

Helpful tips from Dr. Len Horovitz from Lenox Hospital in New York City, New York:

- If available, always pay online
- Let the employees put your items in your trunk. Remember to pop your trunk from the inside so you don't have to get out of your vehicle. Once you see the employee bringing out your order, just simply roll down your window to let them know that your trunk is open, and items can be placed there.
- When you return home, disinfect the packages with a cleaner that has at least 60% alcohol content.

Curbside Pickup and What it Can Do for your Business and your Community

In an article by Entrepreneur, they list many ways that curbside pickup can help not only your business, but your community.

Curbside Pickup in retail:

- Offers a safer alternative to in-store shopping through today's growing health concerns.
- Allows you to use up existing inventory and prep for new inventory.
- Keeps employees hired.
- Keeps employees and customers safe.
- Lifts spirits with some social interaction (from safe distances).

To access the full article, follow the link: <https://www.entrepreneur.com/article/348674>.