

THINK LOCAL | SHOP LOCAL



**SURREY**  
**STRONG**



Learn about the **SurreyStrong** campaign and how to improve your reach on social media with our

## **Social Media** Toolkit

BROUGHT TO YOU BY





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## INTRODUCTION

# What is #SurreyStrong

This is an initiative to encourage the public to shop local and support one another. After over 2 years of the pandemic business owners and consumers are tired, burnt out and feeling hopeless.

This campaign will be used to ignite pride and perseverance in this great city and inspire a **'village mentality'** for all the business owners and consumers of Surrey so we can stay strong and help our city overcome the current challenges and unplanned setbacks we are all facing. We are better together.

The badge of #SurreyStrong reinforces that. When you see the #SurreyStrong **sticker** on a storefront or the **#hashtag** on someone's social media feed, it is a reminder that they are with you. The #SurreyStrong community is a safe place where we put aside our differences, care for our neighbours and work together to become SurreyStrong.

## The power of hashtags.

When used strategically, **hashtags** can provide you with a ton of benefits on social media. They can be used to get your content in front of a bigger audience, raise awareness about your brand, target a very specific group of people, and boost your SEO. **#SurreyStrong** will be used to bring out a sense of community on social feeds all across Surrey. The Surrey Board of Trade will be sharing the stories of local business owners and their triumphs over the last few years as well as showcasing the importance of continuing to shop local.

## Join #SurreyStrong. It's easy.

1. Request a #SurreyStrong sticker and put it up in your store and/or download the digital version and place it in the footer of your website
2. Download our Launch Post image and Social Media Templates to overlay on your post images and let your followers know together you are #SurreyStrong
3. Optional: Join the Surrey Board of Trade #SurreyStrong Giveaway to increase followers and boost engagement



YOUR CAMPAIGN ASSETS

# Show your pride



## #SurreyStrong Sticker

Help create awareness and pride amongst your customers by displaying a branded sticker on your windows and website.

### For shop windows

Order your #SurreyStrong stickers by emailing [info@businessinsurrey.ca](mailto:info@businessinsurrey.ca)

*\*Also available in Chinese, Tagalog, Punjabi. Please request a specific translated version if you wish.*

### Digital version for websites

Download the digital version of the #SurreyStrong sticker here and place it in the footer of your ecommerce website if you have the capabilities. [Download it here.](#)

## Social Media Templates

We are proud members of the Surrey community and want to share that together we are #SurreyStrong. The Digital Toolkit provides a **Launch Post image** as well as **12 Social Media templates** that can be placed as an overlay on top of images or Stories through the Canva app or whichever photo editing app you prefer. Post an image or Story using our curated social media templates along with #SurreyStrong to join the community. The #SurreyStrong hashtag will be a great way to raise awareness for your business, products or services.

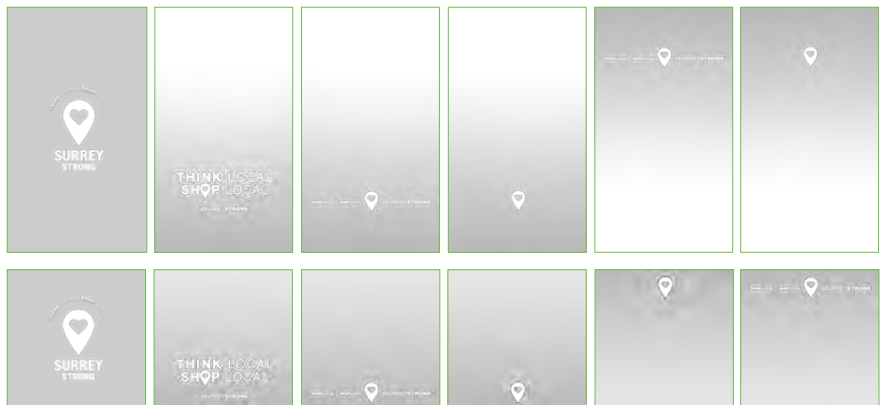
Download the Social Media templates [here](#).

Watch an easy video on how to use Canva to create these simple posts [here](#).

### Launch Post image



### Template Overlays



**NOTE:** Be sure to **post the Launch Post image first** along with the following caption. After that feel free to post your normal post images with the template overlays provided to help increase awareness and inspire your followers to be SurreyStrong.

We're **Surrey Strong**. We're better together. When we look out for our neighbours and support local business we all win. For more information go to @sboft.



## INSPIRING THE PUBLIC

# Promotional Giveaway

We're inviting Surrey businesses to be a part of our 4 week Instagram giveaway, kicking off in April. Social media giveaways are a powerful tool to help increase marketing efforts by driving engagement, establishing brand awareness and to create buzz for your business.

The prize will consist of **products sourced from local businesses**. The Surrey Board of Trade will also contribute a **\$500 gift card**. If you'd like to contribute to the giveaway, please send an email to [info@businessinsurrey.ca](mailto:info@businessinsurrey.ca) by March 11, 2022 with what you would like to provide for the giveaway and we can arrange for pickup.

*All businesses who provide items for the giveaway will be mentioned/tagged in the giveaway post as participants.*

## Example Giveaway post

**Run dates:** April 1 - May 2nd

### 📣🌳 #SURREYSTRONG CONTEST ALERT 🌳📣

We've teamed up with some amazing local businesses to gift you the ultimate #SurreyStrong package.

#### THE PRIZE

- \$500 Gift card from @sboft
- Each item to be listed, tagging the partnering business.

#### HOW TO ENTER

1. Follow each participating business above
2. Like this post
3. Tag 3 friends in the comments below 🙌

🔥 **Bonus entry:** Snap a pic when you see the #SurreyStrong sticker online or at a store and tag @sboft for FIVE entries!

The contest will run for 4 weeks and will close at midnight on May 1st, with the winner being announced via @sboft story on May 2nd. Good luck to all those who enter!

#### Fine Print

- \* This contest is not sponsored, endorsed, or administered by Instagram.
- \*\* The winner will be contacted directly by the @sboft account. Any other account is a SCAM account and is not to be trusted.
- \*\*\* All entrants must be residents of British Columbia, Canada.

#giveaway #surreyboardoftrade #surreystrong #surrey #contest





## DIGITAL LEARNING

# Social Media Tips

The following content  
is brought to you by

**blue/meta**

If you're not yet utilizing social media as a means to growing your business, then we have some information that will help get you started. And if you are using it, we hope this helps improve the results of your efforts.

## “Which social media platforms should I use?”

The world of social media is often a blessing and a curse for small businesses. It can open your business up to exposure across your entire target audience. At the same time, there are so many platforms out there, it's hard to know which ones to use. It is important to select the platforms that make the most sense for your business.

Don't be afraid to start with only one or two. Choose those that are the most relevant for your business. Remember it's better to focus your resources where you believe they will be most effective and produce the best results. **Here is a quick guide on which platform is best for your business:**

### INSTAGRAM

This purely visual platform is ideal for showcasing your brand, your products and even your services. It's perfect for storytelling and should always be considered if your focus is on building brand awareness and/or growing a dedicated, loyal following.



If you think you would benefit from the added activities of social media influencers – people who can create interest and help drive sales through creative content – you should know that Instagram boasts an extensive influencer community. By partnering with members of this group, their sponsored posts increase your chances of reaching targeted, relevant audiences and creating new customers.

As with any social platform, Instagram is a great place to source organic user-generated content (UGC) that reference your company, team members, specific products or services. UGC refers to original content – text, images, videos, even reviews – that's been created by people instead of brands. Used properly, UGC builds trust and loyalty and has multiple applications across different platforms.

One of the more recent features added to Instagram relates to e-commerce, which opens up opportunities for brands that are focused on converting audiences into customers.



## FACEBOOK

One of the most widely recognized, widely used social media sites among all the platforms, Facebook is the go-to channel of choice for many brands when it comes to sharing videos, photos, company updates, team bios and other content. Like Instagram, it's a platform where brands can build awareness, trust and authenticity.



Due to its longevity in the social media market, Facebook has continued to evolve and now offers some of the most sophisticated advertising and marketing tools available for businesses. And, like Instagram, it also has extensive e-commerce features as well.

Any brand with a presence on Facebook should make use of the platform's powerful analytic tools that provide deep insight into the profiles of their followers and customers. This kind of informed insight can help tailor messaging and online activities.

Another feature that sets Facebook apart from other social media channels? It has an incredibly advanced suite of community forums like Facebook Groups, Messenger Rooms and Live Events. Each of these forums opens up additional opportunities for companies and brands to connect even further with their audiences.

## TWITTER

With its implied sense of immediacy and importance, Twitter is a platform typically used by brands for sharing short snippets of information like quick messages, company update and public announcements.



If one of your key focuses is on customer service and/or support, Twitter is an engaging, responsive platform ideally suited for this purpose. Indeed, because the platform connects in real time, it's often the top choice for those companies seeking to provide a continuous stream of news, updates and other resources that their followers will find both relevant and useful. At the same time, it's also a great tool for receiving and gauging immediate, one-way feedback from customers.

## TIKTOK

If you think TikTok is a platform geared for teens, you might want to reconsider. While it's a relatively new player to the social media channel market, TikTok still packs a solid marketing punch for those brands who have embraced it.





Video driven, video focused and video centric, TikTok is the place to find informative, entertaining, creative content. It's perfect for demonstrating how a product works, how something is made, product launches or previews, going behind the scenes, providing tips, hints, hacks or how-tos and joining trending challenges (some with fundraising efforts behind them).

While the platform's typically younger audience is well-suited for companies who are looking to market to Gen Zs, brands have been sitting up and taking notice that this demographic is shifting as more millennials are joining than ever before.

## YOUTUBE

### Have a long-form video that needs a home? Think YouTube!



Educational content, step-by-step instructions, detailed demonstrations, even interviews, tutorials and total transformations ("before" and "after"): all of these and more would be perfectly suited for living on YouTube. Because it allows for long form videos (up to a maximum file size of 128G or 12 hours), YouTube stands head and shoulders above the other platforms in this regard.

As expected, because long form video content takes significantly more resources to create, if you're consider this platform, you should expect to spend more time and energy here. But your efforts will pay off with potentially big results.

One thing to keep in mind: because YouTube is most often thought of as a search engine, anyone who has specifically searched for and found information from a brand on a specific topic means they will very likely be interested in that company and, as a result, will be highly motivated to engage further.

## PINTEREST

### Want to drive traffic to your company's website? Is your audience primarily composed of women? Consider adding Pinterest to your social media channels.



This "visual discovery" platform, like YouTube, is often viewed as a search engine. It's well suited to reaching and curating new audiences that have a pre-established interest in your products or services. And because Pinterest is completely "clickable", browsers can become customers with just one click of the mouse.

How does it work? On Pinterest, users "pin" images they like to "boards" that reflect their personal values, interests, beliefs and causes. These images are backlinked to the various resources, product pages, blog articles and other related content from across the web. Pinned images are always highly engaging and visually appealing.

From a brand perspective, creating boards with curated pins that run the gamut across things like products, services, people and more can be incredibly beneficial. Not only do you make it easy for your audience to find something that they're interested in, but you're also providing a means for increasing traffic to your website and converting leads.





## LINKEDIN

For those brands looking to engage audiences on a more professional level, LinkedIn is the platform of choice.



With over half of the users being male and a strong business focus, LinkedIn is primarily viewed as a network-building platform that does double duty as a talent recruitment tool for many companies.

LinkedIn is an ideal channel for showcasing organizational culture, company updates, thought leadership articles, media coverage, blog posts and other similar activities.

## DIGITAL LEARNING

# Email Tips

## Using email marketing to build & benefit your small business

No matter what industry you're in or which sector of the market you're hoping to gain a foothold in, making email marketing an integral part of your overall marketing plans is good for business.

Strategically-executed email marketing can provide significant returns for your company by improving customer relationships, building your brand, increasing leads and driving revenue.

### Other benefits include:

- Improved customer retention
- Better insights into customer profiles
- Promoting new products or services to interested audiences
- Staying top of mind with thought leadership content, which also improved brand recall
- Better sales through loyalty and rewards programs
- Access to measurable, data backed ROI



## “I THOUGHT EMAIL MARKETING WAS DEAD”

No way. Even with the advent of social media platforms, research indicates that audiences still prefer to receive marketing information from their favourite brands via email.

And when you consider the ROI potential behind email marketing – for every dollar spent, \$44 is returned – well, it makes even more sense to include this relatively easy, inexpensive method of communication with your customers.

## “WHERE DO I START?”

One of the simplest, most effective ways to get started is to ensure easy sign up to your email list. Include a sign-up form on your homepage. Put it in your email signature or as a quick sign off in any articles you write.

Remember that people typically need a reason to do something. They want to know that their actions will be rewarded.

- You can achieve this by offering an incentive for them to subscribe to your list.
- This can be in the form of what is commonly known in marketing-speak as a “content upgrade”, where you provide something of perceived high value that’s also relevant to your potential audience (exclusive offers, discounts, e-books and other useful content).

## “WHAT’S SEGMENTING?”

We recommend that you break up (segment) your email lists into groups or subsections – people who would benefit the most from targeted, high-quality content that they would see as being the most relevant for them.

- Think of these groups as people with similar needs (“I’m looking for children’s clothes”) or interests (“I love taking weekend hikes in the mountains”).
- You can also segment according to age, gender and location as well as purchase history, brand loyalty and engagement.
- Segmenting improves your click-through rate (CTR) – an important statistic for determining the quality of your content and the effectiveness of your overall email marketing campaign.



## “NOW WHAT DO I DO?”

This is where you decide what your email strategy will look like, which is often simply determining what kind of content you want to send to your email subscribers (segments) and how often (frequency).

You should have a good idea of what you want to achieve, what kind of actions you want your intended audiences to take as well as the kind of content that you think they will want to receive.

- Keep in mind their needs, interests, likes and dislikes.
- Ask yourself how they might benefit from your email?

Some of this information will be partially pre-determined by the type of business that you're in and your product/service offering. Regarding frequency, it's best to start with a monthly email newsletter.

### **Some types of emails that you can send include:**

- Promotional (special offers, sales)
- Seasonal (holidays, special events)
- Personal (for loyal customers or VIPs)
- Transactional (one-off emails relating to a transaction)

*Don't forget about the subject line: this is the first thing that your intended audience will see so it needs to be engaging enough to encourage further exploration.*

## “ONCE I HIT SEND, I'M DONE...RIGHT?”

Nope, you still have some work to do. You want to know how your email performed right? Did it go to the right people? Was what you sent them useful and relevant enough for them to open and read further? If you included a promotional offer, how will you know if your audience is using it?

Once you've sent out an email campaign, you need to analyze its performance. How do you do that? The beauty of email marketing is that, when compared to other digital marketing channels, you gain instant access to a full complement of information that you can then apply to help improve subsequent email campaigns.

What are the most critical metrics or performance markers that you should be aware of?

Besides the five listed below, you also want to track the conversion rate, which is the percentage of your email subscribers who complete the desired action requested of them.



## Five of the most common email performance metrics

**Open Rate** – percentage of total recipients who opened your email campaign

**Click Rate** – percentage of recipients who clicked at least one link in your email campaign

**Click-Through Rate (CTR)** – percentage of recipients who clicked a link but applies only to those who opened your email

**Unsubscribe Rate** – percentage of recipients who “opted out” of your emails in a campaign

**Bounce Rate** – percent of emails that fail to deliver and were returned by a recipient’s server

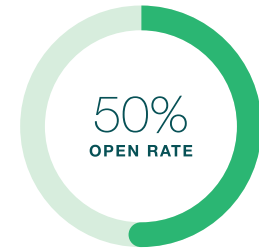
### LET’S EXPLAIN THOSE TERMS A LITTLE MORE

#### OPEN RATE

Percentage of total recipients who opened your campaign.

**Open rate (%)** = (number of opens / number of emails delivered) \* 100

If **100** contacts receive your email but only **50** open it, your open rate is **50%**.



#### CLICK RATE

Percentage of recipients who clicked at least one link in your email campaign.

**Click rate (%)** = (number of recipients who clicked a link in an email / number of emails delivered) \* 100

If **100** contacts receive your email and **20** of them click one of the links, your click rate is **20%**.

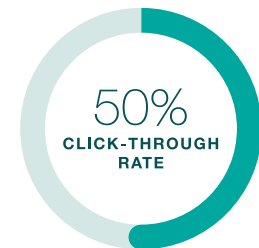


#### CLICK-THROUGH RATE

Percentage of recipients who clicked a link in your email but only for those who opened it.

**Click-through rate (%)** = (number of recipients who clicked a link in an email / number of opens) \* 100

If you send an email to **100** contacts, **50** of them open it, and **25** of these openers click a link, your click-through rate is **50%**.



#### UNSUBSCRIBE RATE

Percentage of recipients who clicked to unsubscribe from your emails in a campaign.

**Unsubscribe rate (%)** = (number of contacts who unsubscribe / number of emails delivered) \* 100

If **100** contacts receive your email and **5** of them choose to “opt out” from future emails, your unsubscribe rate is **5%**.





## BOUNCE RATE

Percentage of emails that fail to deliver because they were returned by the recipient's server.

**Bounce rate (%)** = (number of failed deliveries / number of emails sent) \* 100

If out of **1,000** emails, **5** of them bounce then the bounce rate is **0.5%**.



### There are two types of email bounces:

**Soft Bounce:** represents a temporary delivery failure such as when a recipient's server is down or their mailbox is full.

**Hard Bounce:** indicates that the email cannot be delivered because an email address is incorrect or no longer exists.

## CONCLUSION

# Be the difference

This is an opportunity for us all to be our best selves. Be the difference in your community. Support local businesses. Look out for your neighbours. Be friendly to people wherever you go. Together we can be more. Together we can be #SurreyStrong.

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For questions about this toolkit, please email [info@businessinsurrey.ca](mailto:info@businessinsurrey.ca)

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