



SOCIAL MEDIA MARKETING GUIDE

FOR RETAIL SHOPS



Best Practices for Instagram, Tiktok, Pinterest & Facebook

GROW YOUR SHOP. ENGAGE YOUR
AUDIENCE. SELL MORE

WWW.BOUTIQLY.IO

Introduction

LET'S GET YOUR BUSINESS WORKING FOR YOU

- WHY SOCIAL MEDIA MATTERS FOR INDIE RETAILERS
- GOALS: VISIBILITY, COMMUNITY, CONVERSIONS
- TIPS FOR BATCHING CONTENT, USING BRAND VOICE, AND STAYING CONSISTENT



Instagram Best Practices

BUILD BRAND IDENTITY & COMMUNITY

BEST PRACTICES:

■ POST 3–5X/WEEK: MIX OF REELS, CAROUSELS, AND STORIES - CONSISTENCY IS KEY

■ USE BRANDED HASHTAGS + 3-5 NICHE TAGS (EX: #SHOPLOCAL, #BOHOBOUTIQUE)

■ STORIES DAILY: BTS, POLLS, VENDOR TAGS, RESTOCKS, SHOW PERSONALITY!

■ REELS: DISPLAY SETUPS, UNBOXINGS, STAFF RECS, BTS, REAL LIFE ESCAPISM

■ USE ALT TEXT + CAPTIONS FOR ACCESSIBILITY

■ LINK IN BIO STRATEGY: LINKTREE, SHOPIFY LINK OR PERSONAL INSTAGRAM BTS

Instagram Metrics to Track

TIP: USE INSTAGRAM INSIGHTS WEEKLY. IDENTIFY WHAT CONTENT GETS MOST SAVES & SHARES AND RECREATE THAT STYLE.

REACH

MEASURES HOW MANY UNIQUE USERS SAW YOUR CONTENT. INDICATES BRAND AWARENESS.

ENGAGEMENT RATE

(LIKES + COMMENTS + SAVES + SHARES) ÷ FOLLOWERS. TRACKS CONTENT QUALITY & APPEAL.

SAVES & SHARES

SAVES = FUTURE INTENT. SHARES = STRONG EMOTIONAL RESONANCE. BOTH BOOST THE ALGO.

STORY VIEWS & TAPS

SEE WHAT KEEPS VIEWERS WATCHING OR WHERE THEY EXIT. ADJUST STORYTELLING STRATEGY.

PROFILE VISITS

SHOWS INTEREST IN YOUR SHOP AND LIKELIHOOD TO CONVERT TO A FOLLOWER OR SHOPPER.







WEBSITE CLICKS

CRITICAL CONVERSION METRIC—DRIVES TRAFFIC TO YOUR SITE OR ONLINE SHOP.

TikTok Best Practices

**REACH NEW AUDIENCES WITH CREATIVE,
LOW-LIFT VIDEO**

BEST PRACTICES:

-  **HOOK IN FIRST 2 SECONDS: “WATCH THIS
DISPLAY COME TO LIFE...”**
-  **USE TRENDING SOUNDS, BUT ADAPT TO YOUR
BRAND**
-  **BEHIND THE SCENES, VENDOR INTROS, DAILY
SHOP LIFE, NEW-IN, SILLY LIFE SCENES**
-  **POST 3–4X/WEEK CONSISTENTLY**
-  **DON’T WORRY ABOUT POLISH—AUTHENTIC >
PERFECT**
-  **RESPOND TO COMMENTS WITH VIDEO REPLIES**

Tiktok Metrics to Track

TIP: USE TIKTOK ANALYTICS TO REVIEW YOUR TOP VIDEOS AND REPLICATE HIGH-RETENTION INTROS AND FORMATS.

VIDEO VIEWS

GAUGES HOW MANY PEOPLE SAW YOUR CONTENT. HELPS YOU IDENTIFY TRENDING FORMATS.

WATCH TIME

LONGER WATCH TIME = STRONGER CONTENT. TIKTOK PUSHES VIDEOS THAT HOLD ATTENTION.

SHARES & SAVES

SAVE = VALUE. SHARE = VIRALITY. USE BOTH TO MEASURE INTEREST AND REACH POTENTIAL.

COMMENTS

ENGAGEMENT SHOWS TIKTOK YOU'RE SPARKING DISCUSSION—GREAT FOR REACH.

FOLLOWERS GAINED

TRACK GROWTH PATTERNS. DID A VIDEO LEAD TO A SPIKE IN FOLLOWERS OR SALES?

CLICK-THROUGHS

IF USING A LINK IN BIO (LINKTREE, SHOPIFY), TRACK CLICKS TO MEASURE CONVERSION.

Facebook Best Practices

REACH LOYAL SHOPPERS & LOCAL AUDIENCE

BEST PRACTICES:

- POST 3–4X/WEEK WITH A MIX OF ANNOUNCEMENTS, PHOTOS, AND EVENTS
- USE FACEBOOK EVENTS TO PROMOTE WORKSHOPS, EVENTS, POP-UPS & MARKETS
- ENCOURAGE REVIEWS + TAG HAPPY CUSTOMERS
- LINK INSTAGRAM CONTENT AUTOMATICALLY— BUT CUSTOMIZE CAPTIONS
- UTILIZE FACEBOOK GROUPS FOR VIP CUSTOMERS WITH COUPONS AND SPECIALS

Facebook Metrics to Track

TIP: FACEBOOK STILL REACHES YOUR OLDER AND LOCAL AUDIENCE. PAIR POSTS WITH EVENTS OR GIVEAWAYS FOR TRACTION.

POST REACH

WHO SAW YOUR POST ORGANICALLY. SHOWS HOW WELL YOUR CONTENT PERFORMS NATIVELY.

ENGAGEMENT

LIKES, COMMENTS, SHARES = SIGNALS OF INTEREST AND CONTENT QUALITY.

PAGE VIEWS

TRACKS HOW MANY PEOPLE VISITED YOUR SHOP'S FACEBOOK PAGE.







EVENT RESPONSES

USEFUL FOR IN-STORE MARKETS, POP-UPS, OR SALES—TRACK RSVPS AND INTEREST.

Pinterest Best Practices

DRIVE LONG-TERM DISCOVERY & WEBSITE TRAFFIC

BEST PRACTICES:

-  **PIN ORIGINAL CONTENT: PRODUCT PHOTOS, GIFT GUIDES, DISPLAYS**
-  **USE KEYWORD-RICH PIN TITLES + DESCRIPTIONS**
-  **CREATE SEASONAL BOARDS: “FALL GIFT IDEAS,” “WHIMSICAL WINDOW DISPLAYS”**
-  **UPLOAD PRODUCT PINS DIRECTLY FROM YOUR SITE/SHOP**
-  **USE IDEA PINS FOR STORYTELLING**
-  **PIN CONSISTENTLY: 5–10 PINS/DAY (USE TAILWIND IF NEEDED)**

Pinterest Metrics to Track

TIP: USE PINTEREST TRENDS TO PLAN SEASONAL BOARDS THAT ALIGN WITH SEARCH SPIKES (E.G., “HOLIDAY GIFT GUIDES”).

IMPRESSIONS

HOW OFTEN YOUR PINS APPEAR IN SEARCHES OR FEEDS—GREAT FOR VISIBILITY TRACKING.

OUTBOUND CLICKS

DIRECT TRAFFIC TO YOUR STORE/SITE. ONE OF THE HIGHEST-CONVERTING PINTEREST METRICS.

SAVES /REPINS

INDICATES FUTURE PURCHASE INTENT AND RELEVANCE.

TOP PERFORMING PINS

KNOW WHAT DESIGN/PRODUCT/STYLE GETS THE MOST ENGAGEMENT.

Content Calendar + Ideas

TIP: REPURPOSE, REPURPOSE REPURPOSE! REMIX AND REUSE TO MAKE YOUR CONTENT GO FURTHER.

SAMPLE CONTENT CATEGORIES:



PRODUCT FEATURES



CUSTOMER LOVE & REVIEWS



**LOCAL VENDORS OR NEIGHBORHOOD
BUSINESS STORIES**



SHOP AESTHETICS



COMMUNITY AND EVENT SHOUTOUTS



COLLECTION PREVIEWS AND LAUNCHES



STAFF HIGHLIGHTS



UNBOXING, BTS