



NATIONAL
CONVENIENCE DISTRIBUTORS

CONVENIENCE STORE

**CONTENT MARKETING STRATEGY
& SOCIAL MEDIA TIPS**

2022



MEET YOUR TEAM

The Marketing Team at National Convenience Distributors shares decades of marketing experience. We are passionate about serving our customers with strategic marketing know-how. From digital to point of sale materials, we understand the needs of our convenience store partners and enjoy supporting and watching them grow.

We are so excited to share our content marketing strategy and social media tips for 2022. We look forward to helping our convenience retailers grow through new strategies and channels.

CONTENT MARKETING BY THE NUMBERS

WHAT ARE THE TOP 4 PRIORITIES FOR CONTENT CREATORS?

1

CREATE MORE
ENGAGING
CONTENT

85%

OF VIDEOS ON FACEBOOK
ARE WATCHED WITHOUT
SOUND. WAIT. WAIT.
WHAT DID YOU SAY?

2

FIGURE
OUT WHAT
CONTENT IS
EFFECTIVE

50%

OF INTERNET USERS
HAVE REPOSTED A
PHOTO OR VIDEO THEY
CAME ACROSS ONLINE

3

CREATE
VISUAL
CONTENT

3x

INFOGRAPHICS ARE
"LIKED" ON SOCIAL MEDIA
3X MORE THAN ANY
OTHER TYPE OF CONTENT

4

FIND MORE
WAYS TO
REPURPOSE
CONTENT

\$234

BILLION
WILL BE SPENT ON
DIGITAL MARKETING
CONTENT IN 2023

MANAGE YOUR CAMPAIGN PLAN WITH MARKETING PLAN STEPS



HOW TO DEVELOP YOUR SOCIAL MEDIA CONTENT



CATER TO YOUR AUDIENCE

Put yourself in your potential customers' shoes and try to figure out what they would want to get out of a social post from your business.



CONSIDER A CAMPAIGN

Rather than doing one-off posts, consider creating a campaign that is drawn out over a period of time. Campaigns are more involved than regular posts and they're usually centered around a particular theme or event.



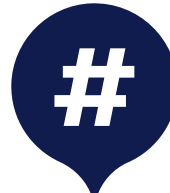
MAINTAIN A CONSISTENT VOICE

Just like you want to have a consistent brand and look for your business, you should establish a uniform voice for your social marketing. You need to figure out what your character or persona is.



UTILIZE VIDEO

If you're marketing on YouTube, video will be critical to your efforts. But don't forget that videos are also enormously popular on Facebook, Instagram, and other channels.



INCLUDE HASHTAGS

Using hashtags as a way to categorize your content allows people to discover your posts, and helps you connect with people over shared interests.



OFFER INCENTIVES

The more concrete and valuable your incentives, the more likely it is that your audience will respond enthusiastically. Discounts and rebates are always a good idea.



ENCOURAGE ACTIVITY

Getting people to respond to your post or campaign by actually doing something is a great way to inspire interest and engagement.

THE ULTIMATE GUIDE TO

CREATING EFFECTIVE ADS ON FACEBOOK

Top 5 Things to Keep in Mind



your audience



timing



ad appearance



your budget



content

Getting Started the Easy Way

1

PROMOTE YOUR PAGE

One of the quickest, easiest ways to get in on paid social media is to promote your Facebook page.

2

BOOST A POST

If you want more people to see a post you can expand its reach with the Boost Post button.

Keep your videos about 15 seconds. The first seconds count. People scroll quickly.



Facebook Ad Formats

VIDEO • PHOTO • SLIDESHOW • CAROUSEL
DYNAMIC PRODUCT ADS • COLLECTION

Before publishing your ads, plan out where you're directing links & clicks.

THE FUN AND FLEETING WAY TO BOOST YOUR BRAND

INSTAGRAM STORIES

Instagram Stories provides an endless amount of enjoyment and entertainment for personal Instagrammers, but if you've got a business, it can play a major role in your social media promotional efforts.

1

BEHIND THE SCENES

One of the best ways to utilize the immediacy & informality of Instagram Stories is to give your followers a behind-the-scenes glimpse of your business in action. Try to build a narrative with your images rather than just cobbling together a bunch of random pics and videos.

2

MARK A MILESTONE

Just like people have birthdays and anniversaries, businesses celebrate milestones, too. A move to a bigger office, the addition of a new product, the retirement of a beloved employee—these kinds of things make great fodder for Instagram Stories.

3

HOW-TO & DEMOS

A great way to get up close and personal with your product or service is to create a demo. Social media is rife with these little nuggets of how-to because people love to get something substantial out of their scrolling experience.

4

HOLIDAY DEALS

Holidays usually only last a day. So what better way to celebrate than with a slideshow that'll disappear in 24 hours? Instagram stories is perfect for rejoicing on well-known holidays like Independence Day, Square Dance Day, or Eat a Red Apple Day.

5

ANNOUNCEMENTS

Making important—or not so important—announcements with Instagram Stories is a clever way to get attention & capitalize on the immediacy of the platform. Announcements might include the addition of a new product lineup, hiring a key employee, or forming a partnership with a related business.

REMEMBER The story images don't become a permanent part of your Instagram feed. You have the freedom to experiment with more raw, playful, and daring content.