



Social Media Marketing for Dealer Stores

Best Practices, Step-by-Steps and Free Resources!



What can I gain from using social media?

1. Increase website traffic and store visitors

- Social media sharing is an easy and efficient way to direct customers to your store (website or retail). You can share in-person events, highlight products, and store discounts, real-time.

2. Increase brand awareness

- Brand awareness is a metric that captures how likely people are to be aware of your brand. The more people talking about you online, the greater your brand awareness.

3. Create a space for customer engagement and interaction

- Social platforms allow customers a space to ask questions and show what they're interested in. It also allows you the opportunity to poll or ask them feedback.

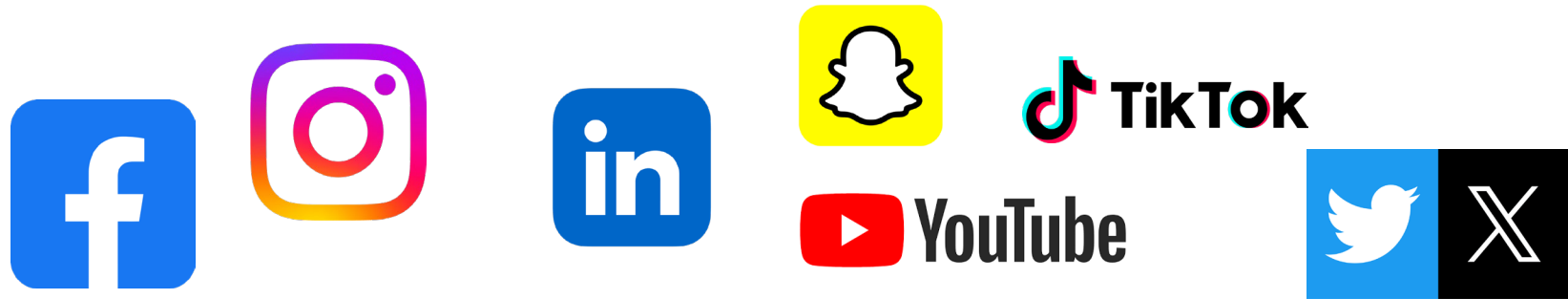
What platforms are available on social media?

There are many platforms to choose from. The best way to decide which platform to use should be dependent on your target audience and overall goals.

Do you want to build brand awareness with younger consumers? Do you want to support existing customers with education and video help content?

- Facebook
- TikTok
- Snapchat
- Twitter (X)
- LinkedIn
- Instagram
- YouTube

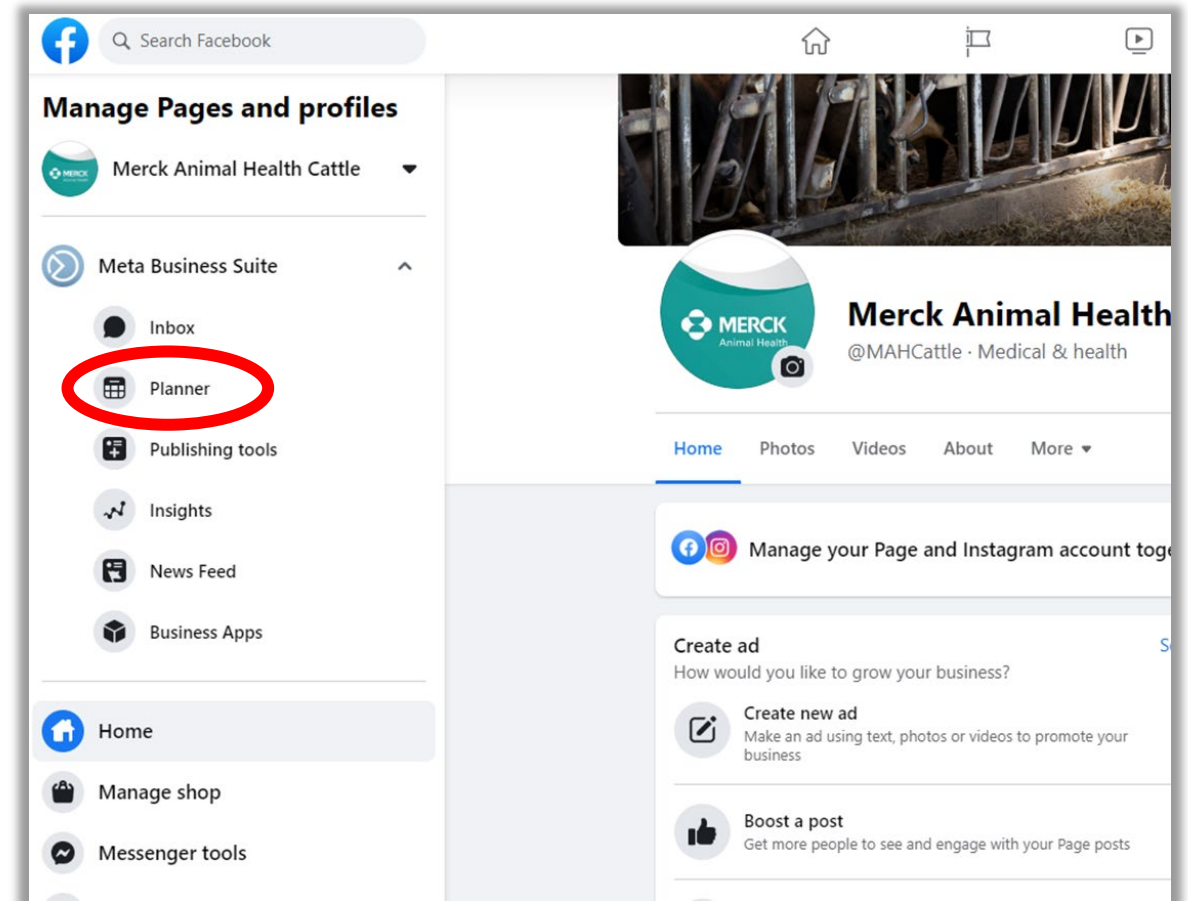
Our advice? Stick to one or two platforms. Social content can be repurposed for several accounts, but curating one strong account is better than mediocre content on several platforms.



Common concerns about using social media

1. We Don't Have Time

Platforms like Facebook and Instagram make it easy to schedule posts up to a month in advance in the 'Planner' tool.*



*The planner tool is only available in a page that is set up as a business. Convert your personal profile to a business page using Facebook's conversion wizard.

- Inside the Planner, you can schedule posts for your Facebook account, Instagram account or **both, at the same time!**

The screenshot displays the Facebook Planner interface. At the top, it says 'Planner' and 'Plan your marketing calendar by creating, scheduling, and managing your content.' Below this, there are navigation options for 'Week', 'Month', and 'Today', along with a calendar view for 'September 2023'. A 'Labor Day' event is highlighted. A 'Schedule a post or story' button is visible on the left. A modal window titled 'Schedule post' is open, showing options to schedule a post for Facebook on 'Sep 4, 2023' at '10:00 AM'. It also displays 'Active times' for 'Today, 8/23 7:00 PM', 'Tomorrow, 8/24 7:00 PM', and 'Fri, 8/25 7:00 PM'. The modal includes 'Cancel' and 'Save' buttons.

Facebook provides guidance on when your audience is most active online.

- Upload photo or video & add accompanying text.
- Preview the post before scheduling.
- See your posts in a weekly or monthly view.
- Easily reschedule, delete or modify posts as needed.

The image displays three overlapping screenshots of the Facebook interface. The top screenshot shows the 'Create post' form for 'Merck Animal Health Cattle'. It includes a 'Post to' dropdown, a 'Media' section with a 1080 x 1080 photo and an 'Add photo' button, and a 'Post details' section with a text area containing the message: 'Today, we honor the cattlemen, women, and farmers around the country for working 365 days a year to feed our great nation. We know the work never stops, but we hope you get to relax and enjoy #LaborDay'. The middle screenshot shows a 'Facebook Feed preview' of the post, featuring the Merck Animal Health logo, the text, and a large image of a red tractor in a field with an American flag. The bottom screenshot shows a 'Planner' view for September 2023, with a calendar grid highlighting 'Labor Day' on Monday, September 4th. Below the calendar, several post thumbnails are visible, including the one being created.

Common concerns about using social media

2. People Will Ask Questions

- Take the opportunity to engage with legitimate questions and comments. Hide vulgar or inappropriate comments.
- Responding to an individual online can be seen as a positive customer service experience.
- Social platform algorithms like posts that perform well and drive lots of interaction. The more people that comment on your post, the more likely it will be seen by other followers and accounts.
- Have canned responses in your toolbox to provide timely responses.

Common concerns about using social media

3. I Don't Know What to Post

- Social media posts can be product focused, people orientated, funny, or a little bit of everything!
- Some ideas for posts can include:
 - Information that is specific to your store (store specials, job openings, employee spotlights, hours changing, etc.)
 - Customer pets and animal images
 - Charitable work
 - Behind-the-scenes
 - Featured products or brands
 - Video content
 - Friendly reminders (branding season, deworming, flea/tick reminder, etc.)

Need more ideas for posts?

Download FREE pre-made social graphics and captions from Merck Animal Health: [MORE Social Media Assets](#)

	<p>Keep your herd healthy, happy, and parasite free with this killer line up of ear tags and pour-on Ectoparasiticides! Purchase in store or online at [insert link].</p>	
<p>ALLFLEX® Social Assets</p> <p>DOWNLOAD</p>	<p>#CattleProtection #ParasiteFree #MerckAnimalHealth #CattleCare</p>	
<p>Level up your herd's external parasite protection game with these ear tags and pour-on Ectoparasiticides! Visit [insert link] to purchase now or stop by the store to purchase in person.</p>	<p>#CattleProtection #ParasiteFree #MerckAnimalHealth #CattleCare</p>	
<p>Shield your cattle from harmful external parasites! Lice, flies, ticks, grubs, and mites can transmit diseases such as pinkeye and anaplasmosis. Protect your herd by shopping Ectoparasiticides in store or online at [insert link]</p>	<p>#CattleProtection #ParasiteFree #MerckAnimalHealth #CattleCare</p>	

<https://www.merck-animal-health-usa.com/retail/social-media>

Helpful tips to make social work for you

- Share content 2-3x a week, or at minimum, once a week.
- Save time on frequently asked questions by setting an auto-reply in your direct messages. Ex – store hours, locations, how to contact you, etc.
- Include a hashtag in your post to connect content to a specific topic, event, theme, or conversation.
- Use emojis! 🧑🏻‍🦱🐾📌 Facebook posts with emojis received 57% more likes and 33% more comments and shares.
- Try engaging your followers with virtual polls or photo competitions.
- Holiday posts are easy and well received! Ex - #LaborDay or National Beef Month.

Livestock & Companion Animal Holidays

Specific dates may change year to year*

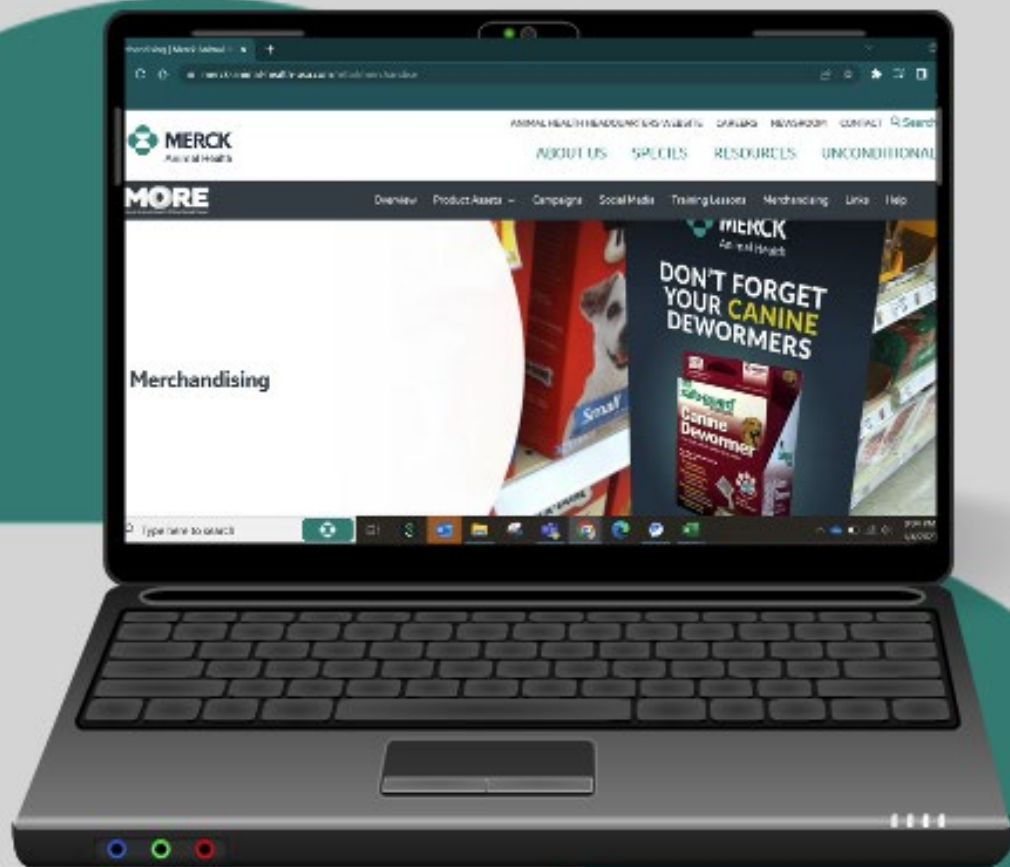
Month *	Celebration/Awareness/Holiday/Event
January	National Milk Day Cheese Lover's Day National Hug a Horse Day
February	Spay/Neuter Awareness Month National Cat Health Month National Walk a Dog Day National FFA Week/Day
March	National Pig Day National Ag Day National Puppy Day National Poultry Day
April	National Heartworm Awareness Month National Hug Your Dog Day National Pet Day World Veterinary Day National Prime Rib Day
May	National Beef Month National Goat Day Derby Day National Hamburger Day Lyme Disease Awareness Month National Rescue Dog Day
June	National Dairy Month World Milk Day National Trails Day National Cheese Day
July	National Day of the Cowboy National Farriers Week National Mutt Day Lost Pet Prevention Month
August	National Dog Day National Immunization Awareness Month International Cat Day National Bacon Lover's Day
September	National Farm Animals Awareness Week World Rabies Day National Dog Week
October	National Pork Month American Cheese Month World Animal Day National Farmers Day National Veterinary Technician Week National Pet Obesity Awareness Month
November	National Pet Diabetes Month National Senior Dog Month
December	International Day of Veterinary Medicine National Cat Lover's Month National Mutt Day National Day of the Horse

MORE SOLUTIONS FOR YOUR STORE AND WEBSITE

A FREE RESOURCE TO HELP YOU BEST EXCEL IN YOUR MARKETPLACE



visit MoreRetailPower.com



free merchandising items for your store

consumer pull-thru offers and promos

product specs and e-comm photos

pre-made social media assets ready to post

employee training resources

Questions/Help? Contact us at RetailTeam@merck.com