

The Social Selling Mindset.

*By: Crystal Vilkaitis
Retail Social Media Expert*

social edge™

Are you ready to...

- *Have the phone ring more?!*
- *Get more people in your store?!*
- *Increase sales?!*
- *Gain confidence?!*
- *Stop wasting time on social media?!*



ACTIONS

words



Sheryl Sandberg

July 27 via Facebook Mentions · 🌐

Today we shared our quarterly results and announced that there are now 60 million businesses using Facebook Pages each month. Facebook and Instagram have become the mobile presence for businesses around the world — and we are grateful that businesses large and small are using our products to connect to their customers.

Two of my favorite examples from this quarter — Clothing company [Shinesty](#) used Facebook and Instagram ads to reach 18-35 year olds. They drove a 14x increase in year over year sales — helping them expand from 2 to 26 employees in just 18 months. And [Lighting Etc.](#), a third generation family-owned business in Fort Worth, Texas used Facebook and Instagram ads to target 25-45-year-old homeowners interested in interior design within 35 miles of their showroom. They attribute the 40% increase they've seen in revenue this year to their Facebook and Instagram ad campaigns.

To all the business owners on Facebook, thank you for letting us be a small part of your story. You inspire us every day — and we'll never stop working for you. — with [Mark Zuckerberg](#) at [Facebook HQ](#).

👍 Like 💬 Comment ➦ Share

👍❤️👹 19K

Top Comments ▾

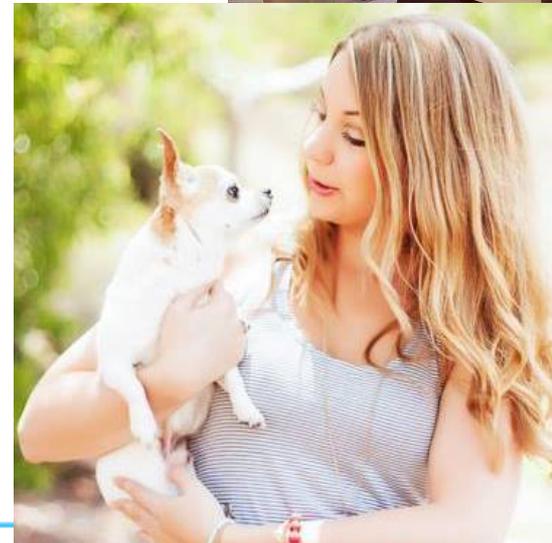
674 shares

454 Comments

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Crystal Vilkaitis

- *Social Media: 10 Years*
- *Exclusively Retail: 7 Years*
- *Founder of Social Edge: The best place online for retailers to learn social media.*



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Seminar Overview

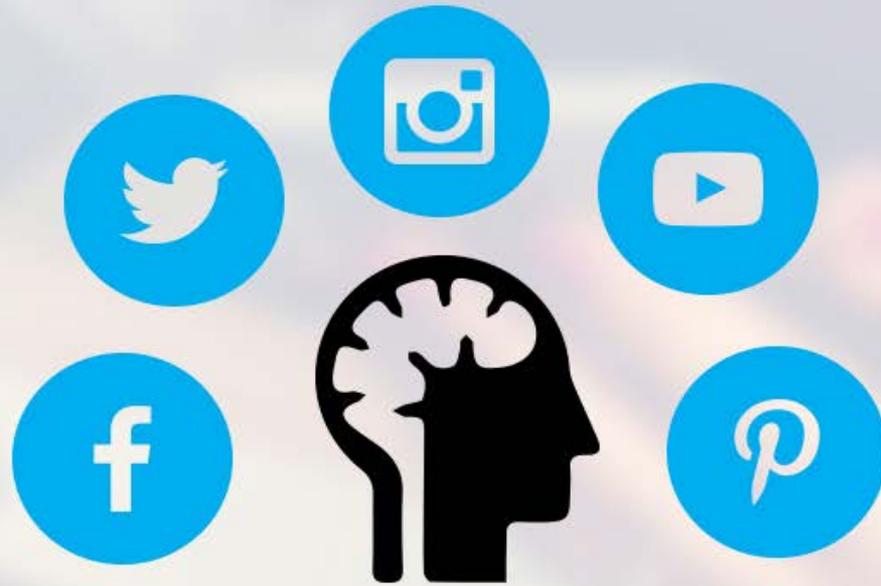
- What the Social Selling Mindset is
- Florist social media success examples
- Case studies of retailers: Goals, tools used, results
- How to take today's seminar further with your own social media

**Doesn't Have the
Social Selling
Mindset**



**Has the Social
Selling Mindset**





The Social Selling Mindset

A photograph of three people in a restaurant setting. A man in a red shirt is on the left, a woman with glasses and a yellow scarf is in the middle, and a man with a beard in a plaid shirt is on the right. They are all looking towards the left side of the frame. The background is a warm, wooden interior with hanging lights.

THE SOCIAL SELLING MINDSET

SOCIAL =
Humanize
Conversations



City Line Florist

April 29 at 2:38pm · 🌐

Happy Weekend! Meet Nicole 🌟 She is 4th generation here at City Line Florist. Every day she gets to work alongside her mother and uncle (Susan & Carl) both co-owners of the shop. Her favorite flower changes on a monthly basis but this month it seems to be a tie between Peonies & King Protea. Nicole is usually in the office working on our lovely website & making sure we are posting fabulous pictures on our social networking sites. Pop in to say hello & see all the pretty blooms nicole gets to work around. . 🌸🌺🌻

#flirtyfleursigclass #citylineflorist #familybusiness #4thgeneration #trumbulct



Like Comment Share

111

Chronological

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starbrightnyc

Starbright Floral Design

Follow

216 likes

2w

starbrightnyc Playing around with some purple anemone today! Hows everyones Wednesday going? Bet we could make it better! We've still got some @unforgettablethemovie gear up for grabs! All you have to do is just come by and say hello. Hope to see you here! #starbright #starbrightnyc #flowerstagram #style #glam #flowers #flower #florist #nycflorist #florists #anemone #manhattan #love #spring #chelseanyc #events

willsolomonstudios Cool!

marjorywarrenboutique Oh wow this is stunning!

Log in to like or comment.



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figfleurs
Fig Fleurs

Follow

41 likes

4w

figfleurs Day one of the rest of our amazing lives as we inspire each other. We hope to inspire you too! 🌱🌸🍀

.
. .

#newbeginnings #friendship
#dreamcometrue #flowers #success
#girlpower #happy #connecting #live
#love #figfleurs

samozbalt I'll be calling you this week for a wedding contract !

figfleurs Woohoo! So looking forward to working with you Sam. Thanks Lauren for the great referral 💕🌸

ellepea_ very exciting.

nancychassie I am so excited for the two of you 🎉🌸🌱💕

ssemenak It's going to be amazing awesome fabulous incredible!!

Log in to like or comment.



THE SOCIAL SELLING MINDSET

SELLING =
Products
Price
Customer Service



ottawa_flowers

Follow

ottawa_flowers Now this is what I call a #rose #bouquet!
Created by #Ottawa #Flowers for Pavel & Andria's #wedding #anniversary. Congratulations!
Like, share or let us know if you would like one :)
#roses #rosebouquet #ottawaflorest #ottawawedding #ottawabride #ottawaflorest
www.ottawaflorest.com

daniellielouise Love love love!
tamitude13 Absolutely Gorgeous 🥰
choco_lak Looks nice @ottawa_flowers



2,155 views

1 HOUR AGO

Add a comment...





starbrightnyc
Starbright Floral D...

Following

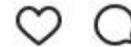
starbrightnyc Happy #NationalBestFriendsDay to all the best friends out there! Spoil them with all the love in the world to show them how much you appreciate them!!! (or send them a beautiful arrangement of flower like this one 🥰) #nationalbestfriendday #bestfriend #bestfriends #flower #flowers #florist #florists #nyc #ny #manhattan #starbright #starbrightnyc #badassflorist #style #love #glam #event #centerpiece #seasonal #events #eventplanning #badassflorist #flowerstagram

vedazzling Happy floral arrangements

mrosa02 @meemich 🥰🥰🥰

meemich @mrosa02 Rosie! Why aren't you resting!!

mrosa02 @meemich I napped 3x. I am obsessed with their flowers. ps. Might bw



139 likes

JUNE 8

Add a comment...



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Winston Flowers

April 19 at 1:27pm · 🌐

Join us on Saturday, April 22 from 10am-2pm at Winston Flowers & Garden (11 Florence Street, Newton) for a Bulb Garden Workshop! Engage in a fun hands-on session and learn to plant your very own bulb garden with one of our talented designers. This is a perfect activity for both parents and their children! Each group will create a petite garden they can take home to watch bloom and grow. Tickets are \$120 per planting—and you can call 617-244-7873 to reserve your spot. Space is limited. Children under 12 must be accompanied by an adult.



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Alex's East End Floral Shoppe

February 12 · 🌐

Alex himself is welcoming everyone to shop for their special someone at Alex's East End Floral! Check out the variety!

We're ready, are you? Call or order online to place your order at 412-687-4128 or www.alexflowers.com



Social + Selling

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293 Views

A person is sitting at a wooden desk with a laptop. Their hands are in a meditative pose (Anjali Mudra) on the desk. The background is a blurred office setting. A blue banner is overlaid on the top of the image, and a blue box is overlaid on the left side of the image.

THE SOCIAL SELLING MINDSET

MINDSET =
Attitude
Learning
Trying
Commitment
Confidence



Gardenias Floral

August 4, 2016 · 🌐

Lonely bouquets going out today ! Try to find one !#gardeniasfloral



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Gardenias Floral added 3 new photos.

August 4, 2016 · 🌐

Good luck finding the lonely bouquets! Let us know if you find one. #gardeniasfloral



👍 Like

💬 Comment

➦ Share



👍❤️ 67

Chronological ▾

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A woman with her hair in a ponytail, wearing a white lab coat, is shown in profile talking on a mobile phone. She is in a laboratory or office environment with a laptop and papers on a desk in front of her. A large blue semi-transparent box is overlaid on the image, containing the main title text.

THE SOCIAL SELLING MINDSET CHANGES THE CULTURE

Which bucket are you in?







Anna's Flowers added an event.

April 6 · 🌐



APR

16

Anna's Flowers 42nd Birthday Party

Apr 16 - Apr 17 · Kingsville, ON, Canada

92 people interested · 38 people going

★ Interested

2,929 people reached

Anna's Flowers Results:

- Workshops sell out
- **“We added 6 more workshops to meet the demand!”**
- **“We had a line of 70 before we opened, and at one point a line of 200 people at check out!”**
- Weekly in-store traffic, check-ins and reviews

Anna's Flowers Results:

- Consistent themes





Anna's Flowers was live.



on Wednesday · 🌐

Our newsletter is out... click the link below!
Geraniums are on sale! We would love to see you!



5,391 Views

👍 Like 💬 Comment ➦ Share



👍❤️😱 154

Top Comments ▾

14 shares



Anna's Flowers · 0:42 Check it out! 😊🍯🌿
<http://mailchi.mp/.../we-can-hardly-bee-leaf-it-its...>

Like · Reply · Commented on by Anna Flora [?] ·
May 31 at 1:49pm · Edited



Laurie Hopkinson · 0:00 Do you still have the
giant ferns and how much are they?

Like · Reply · Message · 🍷 1 · June 1 at 8:23pm



Write a comment...





Anna's Flowers

Published by Anna Flora [?] · March 10 at 3:00am · 🌐

"What's Growing On?"
50 Shades of GREEN! 🌱



7,573 people reached



Boost Post

4.2K Views

👍 Like 💬 Comment ➦ Share



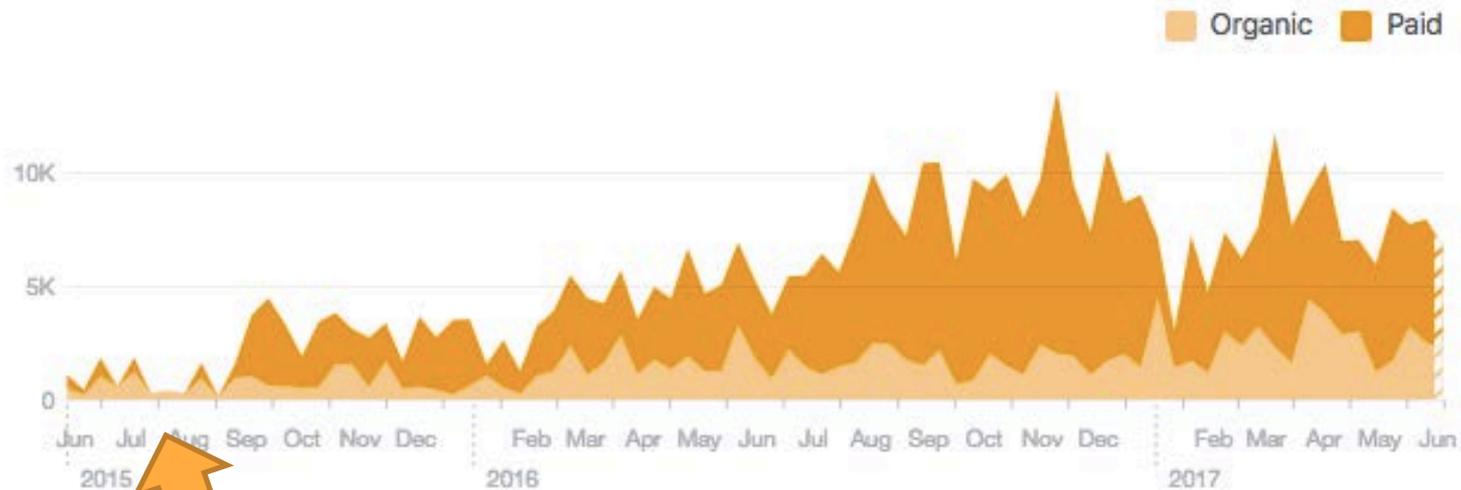
👍❤️ Lori Cziraky, Suzanne Sartor and 110 others

Top Comments ▾

The power of ads.

Total Reach

The number of people who were served any activity from your Page including your posts, posts to your Page by other people, Page like ads, mentions and checkins.



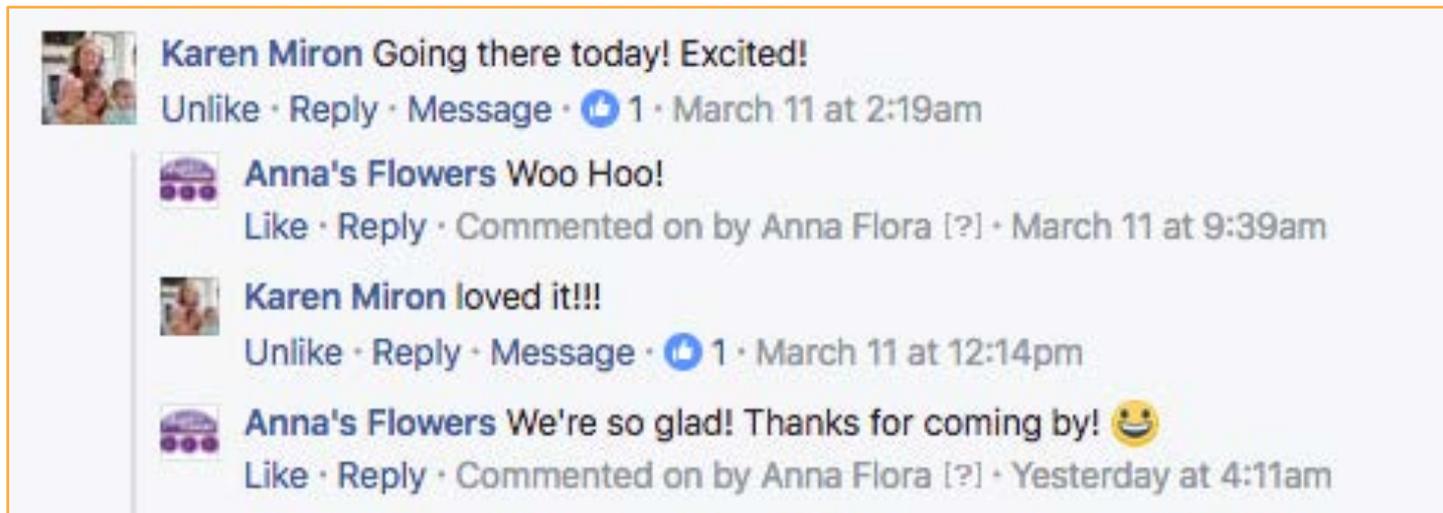
BENCHMARK
Compare your average performance over time.

Organic

Paid

Video Tools

- Ripl
- Legend
- Animoto.com



Editing and Creating Videos

- Wave by Animatron
- Starts at \$39/month



Video Content Ideas

- New product arrivals! Unboxing, wearing items, demo/how to use it
- Timely (take a step further – add a coupon)
- Live from events
- Something unique or special about you, your store
- Sale or event info

Video Content Ideas

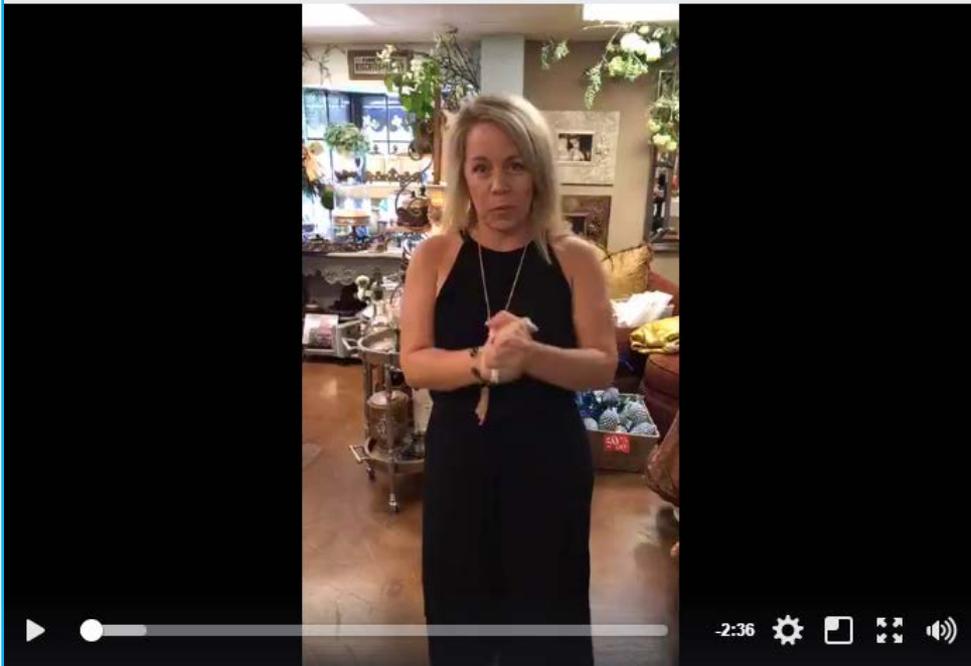
- Product shots from weddings
- Deliveries of the week
- Flower care tips
- Preserving flowers
- Current bridal trends

Content Ideas for Lives

- Local events/local info/local businesses
- Contests - details, last chance, winner(s)
- Behind the scenes & markets
- Staff favs, popular arrangements
- Interviews – customers, staff, brides, store owner, local influencers, partners, growers
- FAQs

Content Ideas for Lives

- DIY arrangements using loose flowers
- Flower facts
- Gift guide
- Prom style previews
- Behind the scenes at your growers
- Go along on a delivery
- New seasonal arrivals



Lary's Florist & Events was live.

Like Page

July 17 at 12:54pm · 🌐

Wanted to show you the difference between Lary's Florist's flowers and our competitors.

3K Views

Like Comment Share

74

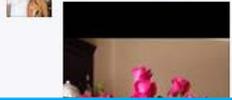
Top Comments

13 shares

9 Comments

Write a comment... [emojis]

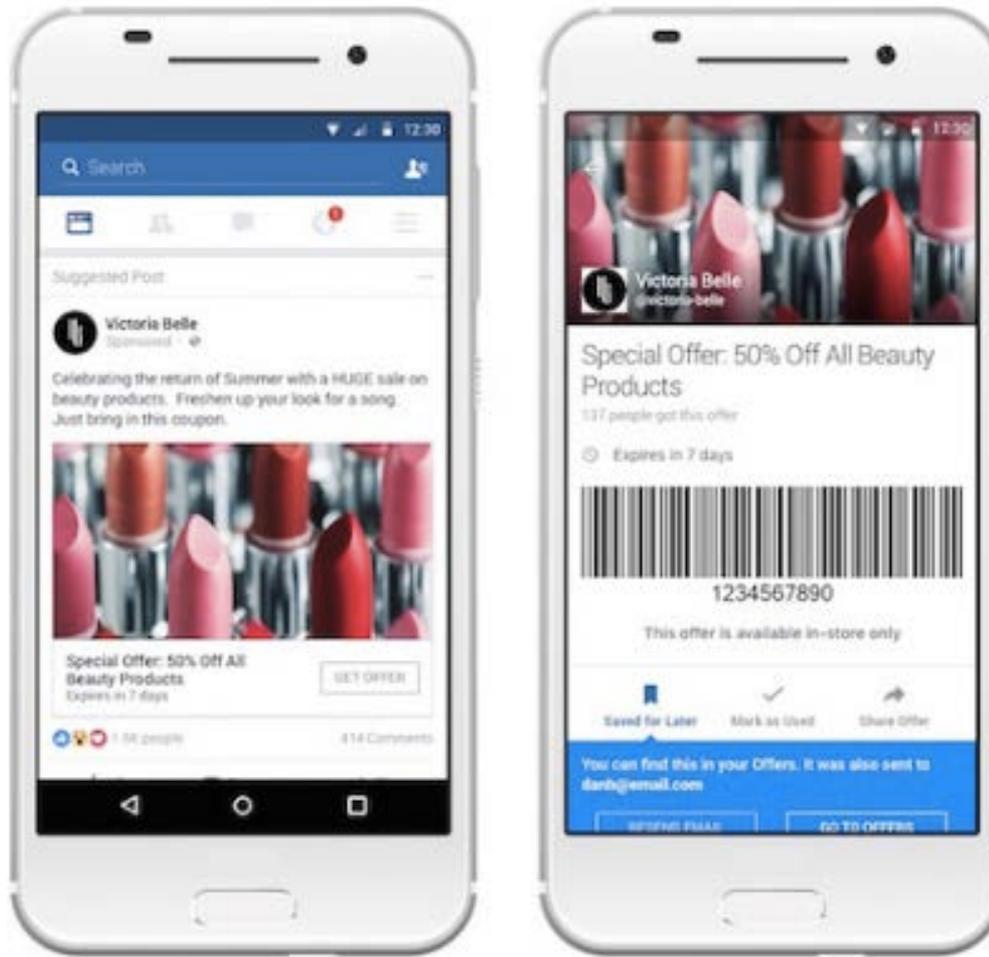
Karen Norman Matte · 0:00 The best flowers! My sweet son got these for me ❤️



Cloud Nine Pajamas



Offer Ads



Offer Ads

 **Offers** Send me a notification when there are new discounts

Get Notified About New Offers
1-800-Flowers.com doesn't have any offers right now, but we can let you know when they do.

Get Notified



Offer Ad Results:

- Spent \$500 on a Facebook Offer Ad
- = 35 sales; over \$7,000
- Customers in store weekly from social media
- Customers call to put items on hold
- After using social media, they eliminated other advertising channels!





Mountain Lake Campground & Cabins added 25 new photos to the album: Serenity Point.

Published by Susan Goodyear James [?] · February 27 · 🌐

Our new Lakefront Wedding Venue



9,433 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👤👤👤 Janette Hylton, LuAnn Brown Dalton and 473 others

Top Comments *

252 shares

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Cheryl Deal Could I get a list of your prices please? My email is cdeal8806@gmail.com

Like · Reply · Message · March 25 at 6:16am · Edited



Mountain Lake Campground & Cabins Sure we will send it today. We will do our best to work with you on anything we can so if you have any questions just contact us at 304.872.6222 after you receive the email. Thank you

Like · Reply · Commented on by Susan Goodyear James [?] · March 25 at 6:18am

↳ View more replies



Cassie Mullens I would love to get a list of all the prices if you could email them to a that would be great!!! cedwards8913@gmail.com

Like · Reply · Message · March 17 at 5:46pm



Mountain Lake Campground & Cabins Sure someone will send it tomorrow. Thank you!

Like · Reply · Commented on by Susan Goodyear James [?] · March 17 at 5:48pm



Savanna Byers Could you email me details on prices?

Like · Reply · Message · March 4 at 8:04am



Mountain Lake Campground & Cabins Sure just send me an email and I would be happy to.

Like · Reply · Commented on by Susan Goodyear James [?] · March 4 at 8:07am



Matt Kasner What is the cost to rent the place?

Like · Reply · Message · 1 · February 27 at 3:21pm



Mountain Lake Campground & Cabins If you would send me your email or mailing address I would be glad to send you pricing.

Like · Reply · Commented on by Susan Goodyear James [?] · February 27 at 3:54pm

↳ View more replies



Nick Roberts This would be a great place for a magic show !

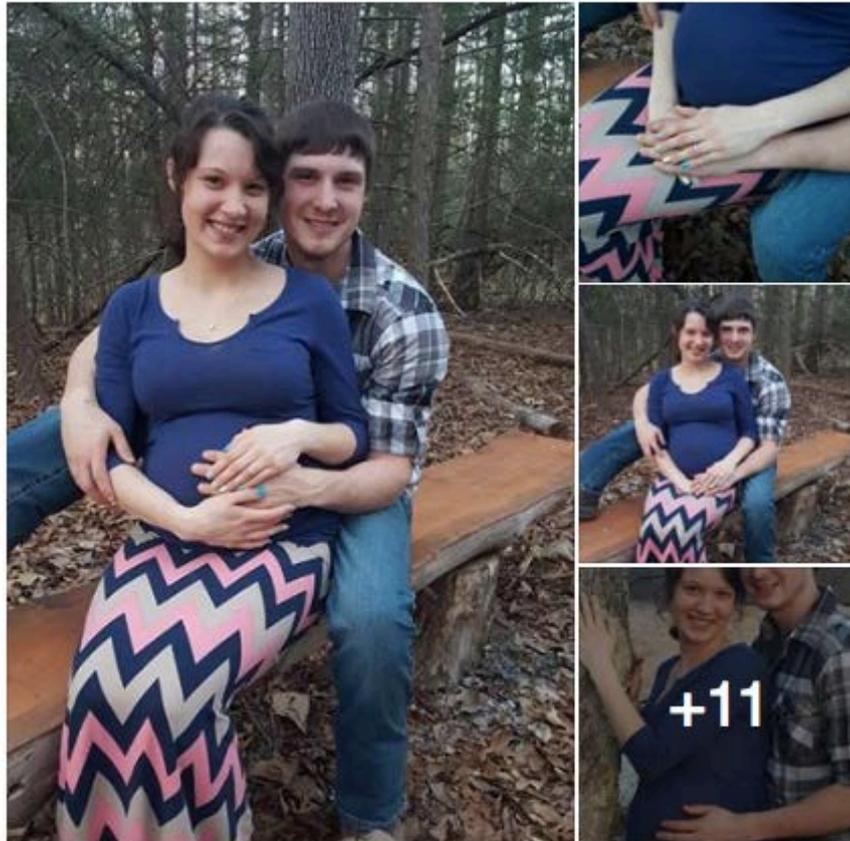
Unlike · Reply · Message · 1 · March 2 at 7:34am



Mountain Lake Campground & Cabins added 14 new photos.

Published by Susan Goodyear James [?] · March 24 · 🌐

Our first proposal at serenity point!! Congratulations to the future Mr. And Mrs. Jesse Currence! Thank you for choosing us to be apart of this special moment!



4,714 people reached



Boost Post

👍 Like 💬 Comment ➦ Share

👤 Rena Runyon, Shayla Raine Amick and 144 others

Top Comments *

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Mountain Lake Campground & Cabins

Published by [WeddingWire](#) | 7 | · 9 hrs · 🌐

Thank you so much for such a nice review and it was truly our pleasure hosting you!



See Serenity Point @ Mountain Lake Campground & Cabins reviews on [WeddingWire](#)

My husband and I recently got married at Serenity Point on June 4, 2016. We held our reception at their reception site immediately after. We do not have enough...

[WEDDINGWIRE.COM](#)

*“I HAVEN’T BEEN THIS EXCITED
SINCE MY HUSBAND AND I MADE
OUT FOR THE FIRST TIME!”*



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12th Street Shoes

Published by Jody Proctor Finnegan [?] · June 21, 2015 ·

Happy Father's Day Shoe Lovers!!!



114 people reached

Boost Post

Like Comment Share Hootlet

Jen L. Nance



12th Street Shoes

Published by Jody Proctor Finnegan [?] · December 4, 2015 ·

Finally, finally, finally!!!! The Lemon rain boots are in! How stinking cute are these???



1,862 people reached

Boost Post

Like Comment Share Hootlet

Melloney Karen Ward, Laura Anderson Polnasek and 83 others Chronological

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12th St. Shoes Success!

*“We had our busiest event in
12 years.
We were slammed!”*

Best Ad for Retailers:

- “Most Recent” *Engagement -> Post*





Taylor Bradakis Sumrall

Yesterday at 6:56am

Our store just had one of the social media moments Crystal talks about..... brought in a new product these "hey y'all" hats. Put them on social media and boosted with my most recent ad campaign and sold out in one day! Having to reorder already. This was a small scale test since we started with about ten hats but the power of social media is there and it's impact can be huge! Now our next goal is to make this happen once a week! 🤔👏



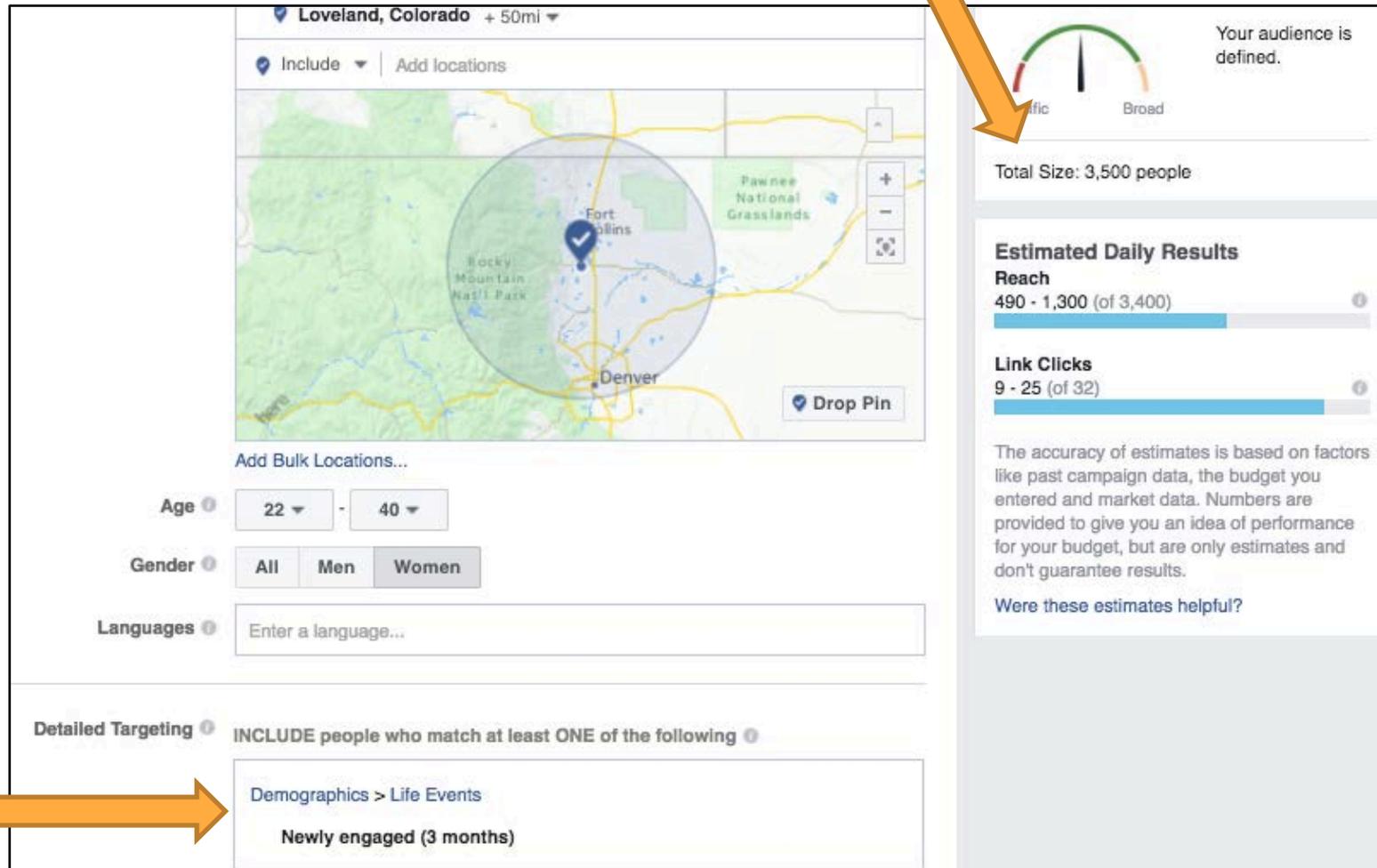
**A few targeting options
available:**

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Warm Audience = People who know you

- Website traffic (website custom audience)
- Email list
- Current Fans/Likes
- Create lookalike audiences out of the above

Detailed Targeting:



Location: Loveland, Colorado + 50mi

Map: Shows a map centered on Fort Collins, Colorado, with a 50-mile radius. Landmarks include Rocky Mountain Nat'l Park and Pawnee National Grasslands. A blue pin is placed on Fort Collins. A "Drop Pin" button is visible at the bottom right of the map.

Demographics:

- Age:** 22 - 40
- Gender:** All, Men, Women
- Languages:** Enter a language...

Detailed Targeting: INCLUDE people who match at least ONE of the following

- Demographics > Life Events
- Newly engaged (3 months)

Summary:

- Your audience is defined.
- Targeting: Specific
- Total Size: 3,500 people
- Estimated Daily Results:**
- Reach:** 490 - 1,300 (of 3,400)
- Link Clicks:** 9 - 25 (of 32)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Website Custom Audience

 **Gatherings Floral Studio**
Sponsored · 

Planning To Tie The Knot?



Perfect Flowers For Your Perfect Day

Good news. Turns out, you don't have to be a Pinterest Goddess to find the perfect wedding flowers. Welcome to Gatherings, a floral studio that helps you get married in style.

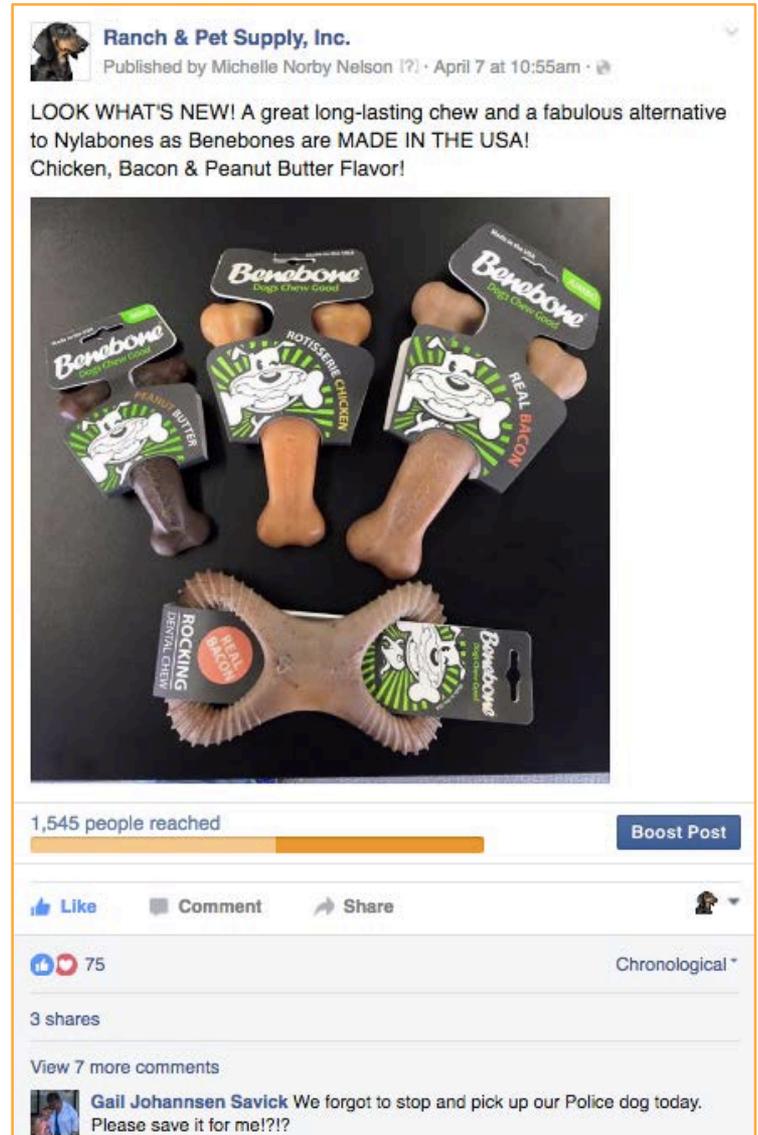
JOIN US FOR A CONSULTATION LIKE NO OTHER

[Learn More](#)



The Pet Authority Results

- “I have never had a new product move that fast when I put it on Facebook.”
- 6 more people on average a day



Ranch & Pet Supply, Inc.
Published by Michelle Norby Nelson [?] · April 7 at 10:55am · 🌐

LOOK WHAT'S NEW! A great long-lasting chew and a fabulous alternative to Nylabones as Benebones are MADE IN THE USA! Chicken, Bacon & Peanut Butter Flavor!



1,545 people reached

Boost Post

Like Comment Share

75

Chronological *

3 shares

View 7 more comments

Gail Johannsen Savick We forgot to stop and pick up our Police dog today. Please save it for me!?!?

The Pet Authority Results:

“What did I do different?

Social Media is it.

*Oh, and I also cut my regular
advertising that I do on the radio by
\$1,000 in April!”*

Skirt



skirt

Spent	\$25	\$0	\$130	
	2014	2015	2016	2016 vs. 2014
	with Ads	without Ads	with Ads	
Fans				
Video View				
Likes				
Shares				
Comments				
Spent				
Revenue				
Growth				

skirt

Spent	\$25	\$0	\$130	
	2014	2015	2016	2016 vs. 2014
	with Ads	without Ads	with Ads	
Fans	5,600	8,500	14,000	150%
Video View				
Likes				
Shares				
Comments				
Spent				
Revenue				
Growth				

skirt

Spent	\$25	\$0	\$130	
	2014	2015	2016	2016 vs. 2014
	with Ads	without Ads	with Ads	
Fans	5,600	8,500	14,000	150%
Video View	8,187	2,548	42,500	419%
Likes				
Shares				
Comments				
Spent				
Revenue Growth				

skirt

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Fans	5,600	8,500	14,000	150%
Video View	8,187	2,548	42,500	419%
Likes	320	89	679	112%
Shares				
Comments				
Spent				
Revenue Growth				

skirt

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Video View	8,187	2,548	42,500	419%
Likes	320	89	679	112%
Shares	6	1	27	350%
Comments				
Spent				
Revenue Growth				

skirt

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Video View	8,187	2,548	42,500	419%
Likes	320	89	679	112%
Shares	6	1	27	350%
Comments	32	20	70	119%
Spent				
Revenue Growth				

skirt

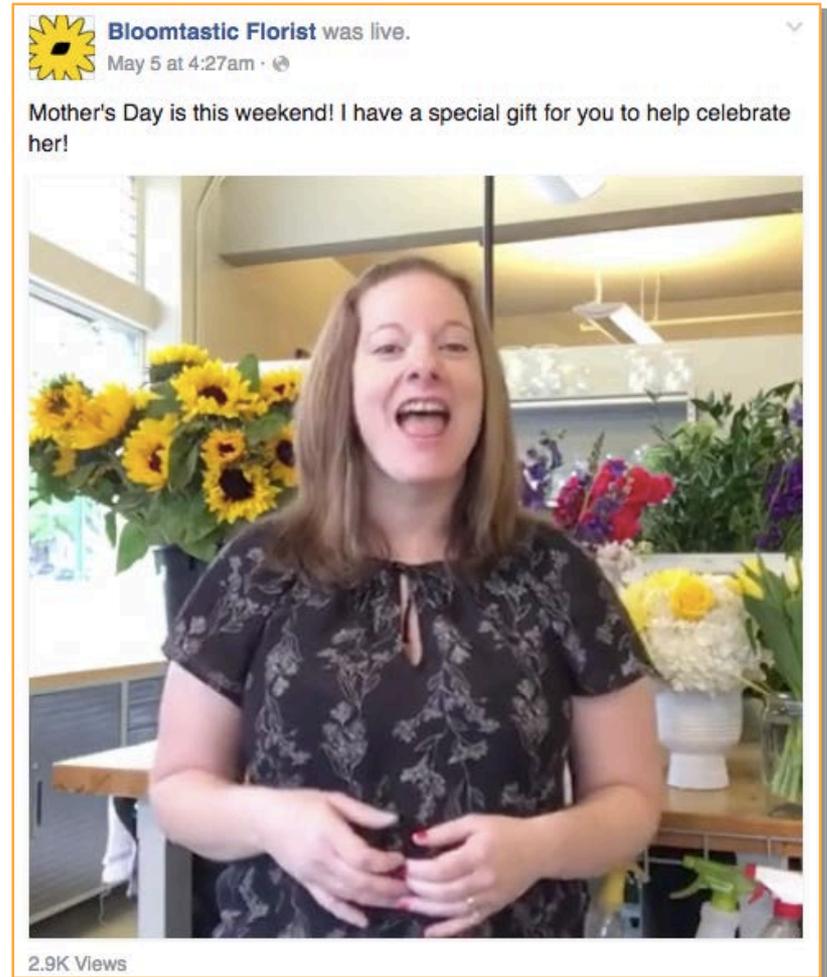
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skirt

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Shares	6	1	27	350%
Comments	32	20	70	119%
Spent	\$25	\$0	\$130	420%
Revenue Growth		-9%	31%	19%

Facebook Live + Ads

- Spent \$100 to promote
- “We ran out of flowers!”
- 32 orders
- Just under \$3K in sales



Target Customers Who Have Engaged/Watched a Video

Create a Custom Audience ✕

Engagement ⓘ Choose a content type Browse

In the past ⓘ

- People who viewed at least 3 seconds of your video**
- People who viewed at least 10 seconds of your video
- People who have watched at 25% of your video
- People who have watched at 50% of your video
- People who have watched at 75% of your video
- People who have watched at 95% of your video

Audience Name

Back Create Audience

What do all these retailers have in common?



What's next?

If you're ready to transform your social media, enroll in Social to Sale.



A proven *step-by-step* process to increase sales using **social media**

*social*edge™

**Doors closed September 20th, but
we're keeping them open for the
SAF Boston Profit Blast!**

START HERE

1: TRACK
INTRODUCTION

2: THE SOCIAL SELLING
MINDSET

3: FINDING YOUR
SOCIAL MEDIA
MANAGER

4: TRAINING YOUR
SOCIAL MEDIA
MANAGER

5: MANAGING YOUR
SOCIAL MEDIA
MANAGER

6: TRACK
INTRODUCTION

7: YOUR PERFECT
CUSTOMER GROUPS
(PCGS)

8: THE RESEARCH
BEHIND YOUR
STRATEGY

9: SETTING & REACHING
GOALS

10: SAY IT, DESIGN IT &
SELL IT: OPTIMIZING
YOUR CONTENT

11: BUILDING YOUR
EXPOSURE & AUDIENCE
THROUGH PAID AND



1 I completed this lesson, woot woot! (Check the box to track your progress.)



Take your notes here

What to expect:

- A complete social media strategy
- A trained & savvy social media manager
- Posts that actually get engagement
- Larger, raving audiences
- A tracking system to monitor results
- Decreased cost per spend on Ads
- Sales from social. Social to Sale!

SOCIAL TO SALE BONUSES



social media
in **5 HOURS**
(or less!)

SAVE TIME AND BE
EFFICIENT ALL WHILE SEEING
RESULTS WITH SOCIAL.



the ultimate
social media
RESOURCE GUIDE

ALL THE APPS & TOOLS YOU
NEED, IN ONE PLACE.



220 retail
post ideas for all
MAJOR HOLIDAYS

UNIQUE & FRESH IDEAS TO
STAND OUT ALL YEAR.



done-for-you
CONTENT
(posts & graphics)

SAVE TIME & STAND OUT WITH
GRAPHICS & POSTS FOR
EVENTS, SALES, HOLIDAYS
& MORE.

YOUR INVESTMENT: Only \$1,997!

ENROLL NOW



Social to Sale Training Program: \$6,500

Bonuses: Over \$2,000

Clarity, Confidence & Crystal: Priceless!

TOTAL VALUE: Over \$8,500

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SAF Partner Offer: Save 20%!

YOUR INVESTMENT: Only ~~\$1,997!~~ **\$1,597** SAF MEMBER PRICE

Social to Sale Training Program: \$6,500

Bonuses: Over \$2,000

Clarity, Confidence & Crystal: Priceless!

TOTAL VALUE: Over \$8,500

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60-Day Money Back Guarantee

Lifetime Access + Automatic Updates

Investment: Pick the Best Option

One Payment of \$1,597

Three Payments of \$597

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Plus, You'll Get 3 Months of Social Edge VIP, for Free!

- 2 Q&A Sessions/Month
- Monthly Hot Seats
- Additional Training & Accountability
- Private Facebook Community + Support



Offline Conversion Tracking & Traffic Tracking



**We don't have a choice of whether
we do social media.**

**The choice is how well we do social
media.**

Take Action on Your Social Media!

Thank you!

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