SOCIAL MEDIA MAKEOVER GUIDE

PREPARED FOR

ABC OPTICAL

100 YEARS OF Zyloware SINCE 1923

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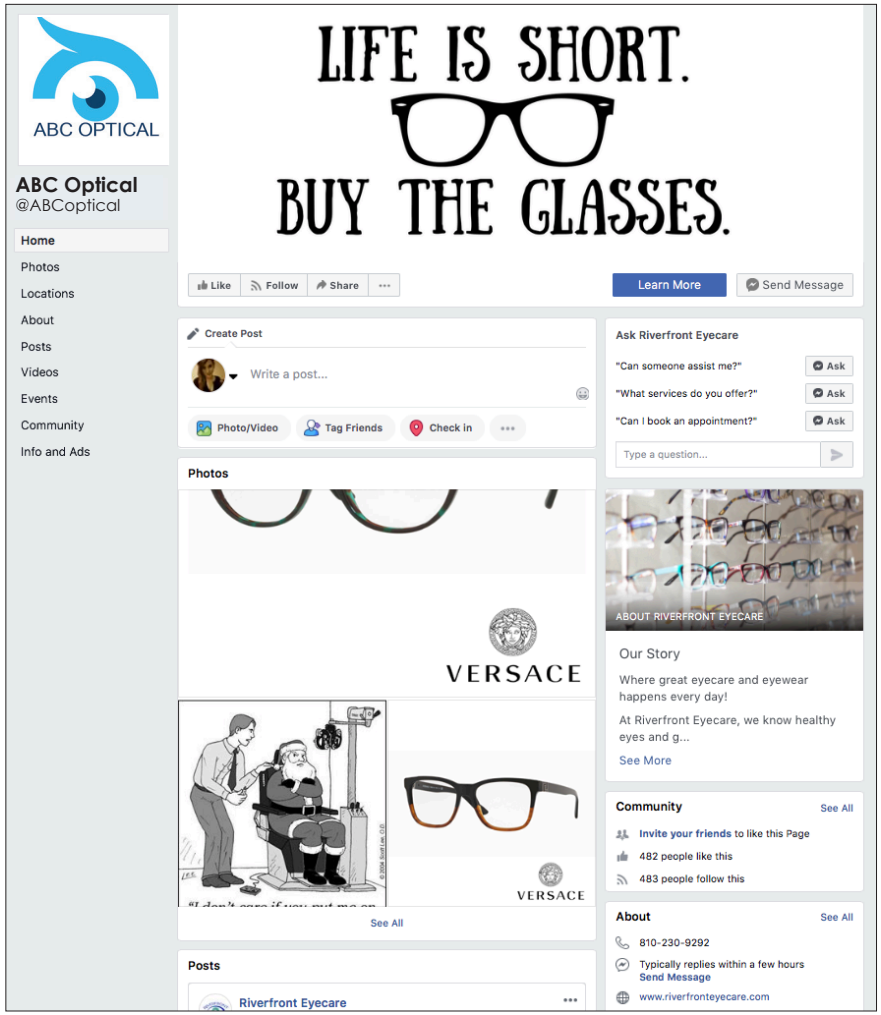
FACEBOOK REVIEW

STATISTICS

- 482 Likes
- 483 Followers

HOME PAGE CONSIDERATIONS

1. **Cover Photo:** Your cover image made us laugh, but consider content that reflects your business! You could use an image of your building exterior or your staff. Season-themed covers are also a fun way to show off the latest frames at your store.
2. **Contact Information:** Great job listing your contact info! Encourage customers to stop by your store by listing your store hours as well.
3. **Connect with Us:** Hand out business cards and magnets with your social media handles so your patients can easily find your accounts!
4. **Reviews:** Reviews are an excellent way to interact with your patients and get authentic feedback about their experience. Encourage customers to review your Facebook page at their next visit!
5. **Facebook Tabs:** Tabs are a great way to make your Business page more customer friendly. Add a "Services" tab to highlight the services you offer or a "Shop Tab" to feature the frames that are available to purchase. [How to Manage Your Facebook Tabs.]



*Data taken from December 2018 posts

INSTAGRAM REVIEW

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STATISTICS

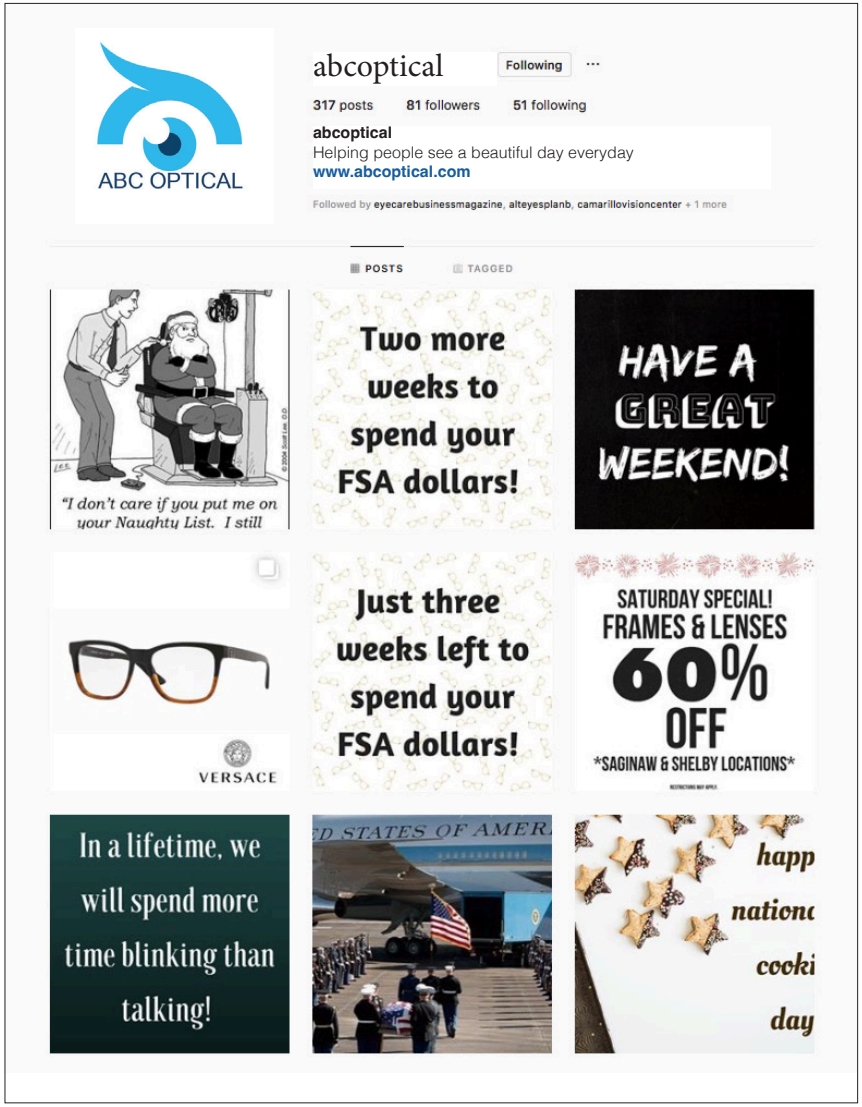
- 317 Posts
- 81 Followers
- 51 Following

PROFILE CONSIDERATIONS

1. **Hashtags:** Great job including a short bio and your website! Add one or two unique hashtags to your business that your customers can share when posting!
2. **Instagram Stories:** You post frequently on Instagram, which is a great way to engage your audience. Try Instagram stories as well! Content like "What is a comprehensive eye exam?" explains the importance of annual eye exams and could bring you new business.

   Other concepts for Instagram stories:

   - Document company events such as trunk shows
   - Host a Q&A session with an eyecare professional
   - Show off the latest styles of the season
3. **Create a Theme:** Try to use consistent fonts and layouts when you post on social media. Cohesiveness is very appealing to your audience.



*Data taken from December 2018 posts

TWITTER REVIEW

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STATISTICS

- 246 Tweets
- 24 Followers
- 87 Following
- Last Active March 2nd, 2017

PROFILE CONSIDERATIONS

1. **Give Your Business a Presence:** Take advantage of linking your business on your Twitter page! List a short company bio, your website, and add a call-to-action button.
2. **Increase Your Twitter Activity:** It's easy to stay active – short phrases, quotes and jokes are very engaging. Running low on time? Retweet content from your followers!
3. **Grow Your Audience:** Follow other eyecare professionals, optical influencers, brands that you carry and accounts that reflect your business values. Optical magazines also supply great content that you can share from your account!

*Data taken from December 2018 posts

CONTENT

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CONTENT IDEAS

1. **Giveaways:** Everyone loves a good contest, and what better way to build your following and bring in more customers than to have a giveaway. We recommend kicking off the summer with a sunglasses contest. To get even more traction, consider boosting your contest post. Links: How to Run a Facebook Contest. How to Boost a Facebook Post
2. **Inspirational Messages:** To keep your content specific to eyecare, you can find quotes that mention eyes and include an image of a frame that's offered at your location, or even just a beautiful image of eyes.
3. **Share a Blog Post:** Resharing blogs or interesting articles that are relevant to your customers is a great way to show that your business keeps up with eyecare and eyewear trends. Find great articles to share on social media through Zyloware's blog!
4. **Trending Topics:** Find potential topics that your customer will talk about. For example, if you know your customers will be watching the latest football game, post content around this and ask which team they'll be supporting. It's a fun way to interact with your audience.
5. **Behind-the-Scenes.** Behind-the-scenes photos humanize your business and help you stand out from the competition. People want transparancy. More businesses have opened up to this idea and are seeing great engagement for these type of posts.

ADDITIONAL RESOURCES

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LINKS

- Facebook Business: 15 Optimization Tips (2018)
- Hootsuite: Hootsuite is a social media scheduling tool that can help you schedule your posts in advance to your social media platforms. How to Use Hootsuite in 13 Minutes
- Unsplash: Unsplash is a database of gorgeous, high-resolution, watermark-free images that are free to use. You can use the search engine or browse collections. Once you find an image you want to use, you can either download it or save it in your own collection for future use.
- Facebook for Business: The Ultimate Facebook Marketing Guide
- How to Schedule a Post on Facebook
- A Beginner's Guide to Facebook Analytics
- Canva: Canva is a tool that can help you create beautiful images for your social media channels without Photoshop. It's also free and easy to use. Canva Tutorial: Create Easy and Beautiful Graphics
- How to Design Social Media Images for Brand Recognition
- Social Media Examiner

Have some other need?

Just let us know and we'll be happy to work with you in achieving your marketing goals.

CONTACT INFORMATION

ZYLOWARE EYEWEAR

8 Slater Street, Port Chester, NY 10573 USA

+1-914-708-1200

Marketing@zyloware.com

www.zyloware.com • www.WeAreZyloware.com

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