

# How to create a **Click & Collect Service**

Keep your retail business trading during lockdown 2.0.



## WHY CREATE A CLICK & COLLECT SERVICE

Boris Johnson's announcement of a second national lockdown in England is forcing all non-essential retail businesses to shut their doors for 4 long weeks from Thursday 5<sup>th</sup> November. For many independent businesses, the timing of the lockdown potentially means missing out on vital trade during the all-important run up to Christmas.

**“The retail trade gets a 32% boost during the festive period – offering a click and collect service means your business doesn't have to lose out because of lockdown.”**

The good news is the government has confirmed traditional bricks-and-mortar businesses can continue offering a click and collect service throughout the lockdown. This means your customers can order products online or over the phone and then come to the shop to just pick their orders up, so you can continue trading during lockdown.

Of course, if you don't have an online shop already set up, you might think you can't offer a click & collect service. But don't be fooled – there are plenty of ways to promote and sell your products as a click and collect service quickly and easily. Better yet, by taking advantage of many of the platforms you may already use you don't have to fork out to get started. How? With the power and flexibility of social media.

### WHO ARE WE?



Mmunic are a digital marketing agency based in Chester, specialising in email marketing, website design and social media management for businesses of all sizes in a wide range of industries. As a digital business, we've been really fortunate to be able continue working remotely throughout COVID-19, so we've put together this guide free of charge to do our bit in offering help and advice to businesses nationwide stay trading throughout the pandemic.

## SELLING THROUGH SOCIAL MEDIA

If you use social media in a personal capacity, the chances are you've seen product ads or sponsored posts all over the place. When clicked, most of the time they take you through to a website to complete your order.

Happily, you don't need to pay to promote your posts or have an online shop on your website to start selling through social media. Customers can contact you through comments or direct messages to arrange purchase and collection. On top of this, getting set up takes no time at all – you only need a social media profile for your business (which is free to create if you don't already have one) and your smartphone or digital camera for taking attention-stealing photos of your products to add to your posts.

### WHAT SOCIAL MEDIA PLATFORM YOU SHOULD USE

The key question is, with so many social media platforms out there, which is the best to use? While each social network has its own benefits for businesses, without doubt, we recommend Facebook as the main platform for retail businesses.

Facebook is the most widely-used social network in the world and enables you to connect with customers in a variety of ways – including through Pages, Groups and indeed, to the followers of your personal and business timelines. Other users can also share your posts to their own timelines, and if you are looking to advertise, doing so on Facebook typically offers the best return on investment of any social media platform.

### MAKING THE MOST OF SUPPORT FROM YOUR LOCAL COMMUNITY ONLINE

The first lockdown back in March saw a surge in community support for local businesses and services like never before – most of which fuelled social media. For example, Clap for Carers and rainbows in windows both began as viral posts online.

We wholly expect another brilliant wave of community spirit arising from lockdown 2.0, particularly with shoppers still hoping to buy local in the run up to Christmas. Use social media to connect with these keen customers in lockdown by searching for and joining Facebook groups for your town or community. Many local Facebook groups will also allow you to share your business's posts on them – but be sure to check the group rules or pop a message to the group admin to ask first.

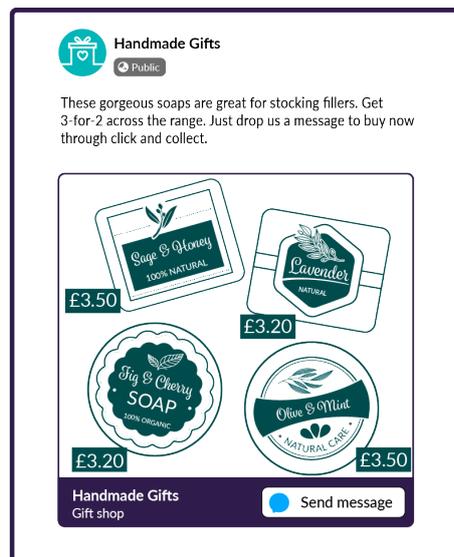
# HOW TO CREATE YOUR PRODUCT POSTS

Social media can be a fast-moving, crowded place, so your product posts need to grab users' attention quickly and encourage them to purchase now.

## IMAGES AND PHOTOS

Using eye-catching, clear photographs or – better still – short videos of your products in your posts is most appealing way to sell your products. You don't need the skills or equipment of a pro-photographer to take great pictures: just your smartphone and some good lighting. Be careful of editing your images or videos too much with filters and effects as well – your photo should be a true reflection of the product your customer will receive.

If you have more than one product in a single image, consider adding text to the image to show pricing or information about each product. You can easily add text to images using the inbuilt photo editor on your smartphone or tablet. Alternatively, to show off more than one product in a post, you could add multiple images or videos of your product as an image carousel or gallery.



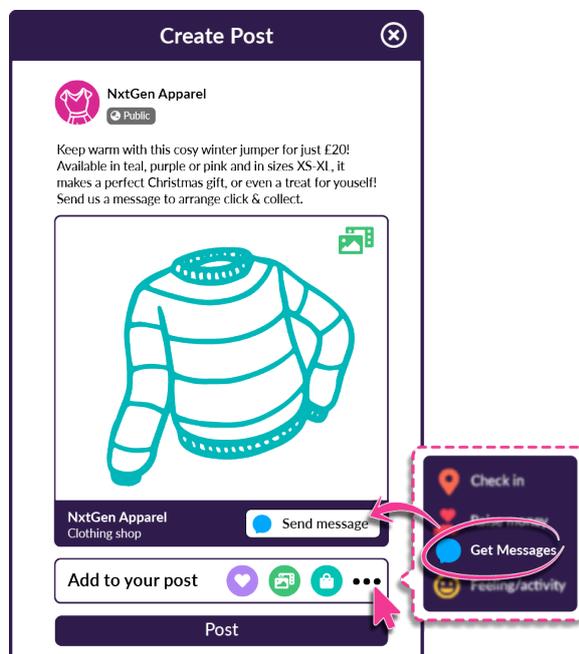
## POST DESCRIPTION

In your post description or text, you should include key information about your product. For example, colour choices, sizes or if it's only available in limited quantity. Most importantly, make sure to include how much it costs!

## MAKE IT EASY FOR CUSTOMERS TO ORDER: INCLUDE A CALL TO ACTION IN YOUR POSTS

Naturally, you'll want to make it clear how customers can purchase from you using your click and collect service. Although Facebook and Instagram are rolling out the ability to set up link your account to an online shop, or even create product catalogues on their own platforms, the simplest way to get started with your click and collect service is by taking orders through direct message ('DM').

On Facebook, you can add a Send Message button as a call to action on your posts that have a single image or video on them. This makes it really easy for customers to send a message about your product immediately after seeing your post.



Thanks to Freepik for source material used in the images created for this page

## HANDLING THE PRACTICALITIES

Offering a new click and collect service will naturally throw up some additional hurdles other than how to market your products. Here's some additional advice for how to manage the practicalities of your click and collect service.

### TAKING PAYMENTS

When offering click and collect, your main payment options are cash on collection or online in advance. While cash may be the simpler option, the pandemic has caused many businesses and customers alike to prefer contactless methods of payment – including online payments.

If you already use a point-of-sale card machine in your physical store, check with your provider to see if they offer an online payment portal in your current package. If not, consider setting up a PayPal Business account. PayPal is one of the most familiar payment merchants on the market and offers you a link to send to customers to make payment. Your customers don't have to have their own PayPal account to buy from you, but if they do, they'll be able to make their payments to you quickly and simply through a trusted name.

### COMMUNICATING WITH CUSTOMERS

Having a reliable line of communication with your customer is essential for offering click and collect. Many high-street brands use automated emails, texts or calls to inform customers about their order status. However, the message service provided by Facebook Messenger and Instagram Direct is a readily accessible communication channel between you and your customers when getting started. You can use it to answer questions, confirm orders, share your payment link, and then arrange for collection all in the same place.

### OFFERING COLLECTION, DELIVERY OR BOTH

If you plan on selling mainly to customers local to your business, it's worthwhile prioritising collection from your store over offering a delivery service. Not only will it mean lower overheads for your service, but it means you'll likely be able to fulfil your orders quicker.

However, for customers who can't get out to come to your shop (perhaps because they're vulnerable or self-isolating), consider the feasibility of offering a personalised, COVID-secure local delivery service - either free of charge, or for a nominal fee.

If you need to offer a delivery service for customers further afield, you'll need to account for the cost of postage and packaging – and the best way for you to get your parcels to the courier for delivery. Use an online courier service calculator (such as the one provided by Royal Mail) to get an estimate for postage. And of course, be sure to mention any additional delivery charges when promoting your products and communicating with your customer.

### RETURNS

If your business would normally accept returns for products bought in store, you'll need to be able to accept returns on products bought through click and collect as well. If you have any returns, you should consider 'quarantining' those products to minimise the risk of cross-contamination before that item goes back on sale. The UK government currently recommends holding returned items back from sale for 72 hours to reduce infection risk.

## PROMOTING YOUR CLICK & COLLECT SERVICE

Of course, once you're ready to start publishing your product posts, you'll want to promote them. There are a few easy ways to get started growing your social media audience without needing to pay for sponsored posts or advertisements.

### FACEBOOK GROUPS

Join local groups on Facebook, which can be very beneficial in promoting your business - if you have a physical shop in your local area, people in your community will already be familiar with your brand and will be more likely to visit your business on social media.

It's all about interacting with your community. Like, comment & share. Share your fellow local businesses and they will often return the favour back - free advertising is a win-win! The more eyes on your page, the more potential customers you get.

### PRESS RELEASE

There are more ways than one to promote your business. Try reaching out to your local radio station or newspaper to get a press release out there - all you have to do is send them a link to your Facebook page.

### WORD OF MOUTH

Lastly, nothing beats good old word of mouth, so don't forget to ask all of your friends, family and fellow colleagues to share your business page on all of their social media pages! And of course, be sure to let them know that customers can still buy from you with click and collect during the lockdown.

Don't know what to post? That's what we're here for - just give us a call!



# HOW TO SET UP YOUR BUSINESS ONLINE

If you don't have a page on Facebook or Instagram, the good news is that it's quick, simple and free to create one.

## FACEBOOK

“Increase awareness of your business with a free online presence that you can make in minutes.”

### How to create a Facebook Page:

**Step 1:** Go to [facebook.com/pages/create](https://www.facebook.com/pages/create)

**Step 2:** Click to choose a Page type.

**Step 3:** Fill out the required information.

**Step 4:** Click Create Page

And you're done! If you need any help, we're here for you, so just give us a call or an email, and we'll walk you through it.

Facebook have more information on how to set up your business page here: <https://www.facebook.com/business/pages>

## INSTAGRAM

“60% of people say they discover new products on Instagram.”

**Step 1:** Download and launch the app

Download the Instagram app for iOS from the App Store, Android from Google Play store or Windows Phone from the Windows Phone Store. Once the app is installed on your mobile phone, tap to open it.

**Step 2:** Let them know who you are

Tap Sign Up, then enter your email address and tap Next, or tap Log in with Facebook to sign up with your Facebook account.

**Step 3:** Set up a free business profile

Within the app, find Settings, then scroll down to Switch to business account. When you have a business account, you can add pertinent business information such as opening hours, a business address or a phone number.

**Step 4:** Post and follow users

Start posting content you'd like to see in your feed using relevant hashtags and start following similar accounts.

Facebook own Instagram, so they also have a great step by step guide on setting up business profiles: <https://www.facebook.com/business/profiles>



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