



A GUIDE TO PROMOTING YOUR BUSINESS ONLINE DURING COVID-19



INTRODUCTION

During these unprecedented times we know that many business have had to change and adapt. This may involve employees working remotely, moving businesses online, taking orders and payments over the phone or offering delivery services.

At EVO Payments we want to help you promote your business online. This guide will go through everything you need to know about promoting your business online from deciding what platforms are right for you, setting up your pages and developing interesting content.



1. PLAN, PLAN, PLAN

First things first, start with a plan:

- **What are your goals?**

Are you trying to sell online, just interact with you customers or build loyalty.

- **Who is your audience?**

Next thing to consider is who is your audience and where do they socialise online.

- **What platforms are right for you?**

What platforms are right for your business. We would recommend starting with Facebook, Twitter and Instagram as a starting point.

2. SETUP YOUR ACCOUNTS

Once you have decided on your audience and the platforms you will use it's time to set-up your accounts.

FACEBOOK



Setting up for Facebook page is easy! You need to set up a profile first [here](#) and from there you can create your page. You just need a name and description of your business along with a photo.

For more information on how to set-up your Facebook business page see [here](#).

TWITTER



To set your Twitter account you just sign up [here](#). You will need to choose your name and handle, write your bio and add a photo. A Twitter handle is a username that comes after @. Eg. [@EVOPaymentsUK](#). It's also a good idea to add your website to your profile.

For more information on setting up your Twitter profile for your business see [here](#)

INSTAGRAM



For Instagram you will want to set-up a business account. You can sign up [here](#). After setting up your profile you can switch your profile to a professional profile. Follow [these simple instructions](#) to switch your profile to professional.

For more information on setting up an Instagram business profile see [here](#).

YOUTUBE



To set up your YouTube account you will need a Google Account. If you do not already have a Google Account you can set one up [here](#). Once you have signed up you can create a brand channel for your business [following these instructions](#).

For information on how to sign up for YouTube see [here](#).

LINKEDIN



LinkedIn is a professional network and is more suited for B2B businesses. For the purposes of this guide we will not go into detail on LinkedIn.

For information on setting up a business page on LinkedIn see [here](#).

3. BUILD YOUR FOLLOWING

Once you have decided on your audience and the platforms you will use it's time to set-up your accounts.



EMPLOYEES

Start with your employees. Send them an email to tell them to follow, engage and interact with your new social media accounts.

Email template

Subject Line: Social Media Launch

We are launching a new [Facebook / Twitter / Instagram] page for [Company Name] to promote our content and interact with our customers. We would like to encourage you all to get involved! You can find links to our new social media pages here - [Insert links]



CUSTOMERS

Next up are your customers. Send them an email to tell them to follow, engage and interact with your new business social media accounts.

Email template

Subject line: Follow Us!

*Hi [X],
We have recently joined [Facebook / Twitter / Instagram] - we know we're late to the game!! We will be sharing blogs, news, updates and other content we think you will find useful. Follow us and get involved - [Insert Link]*



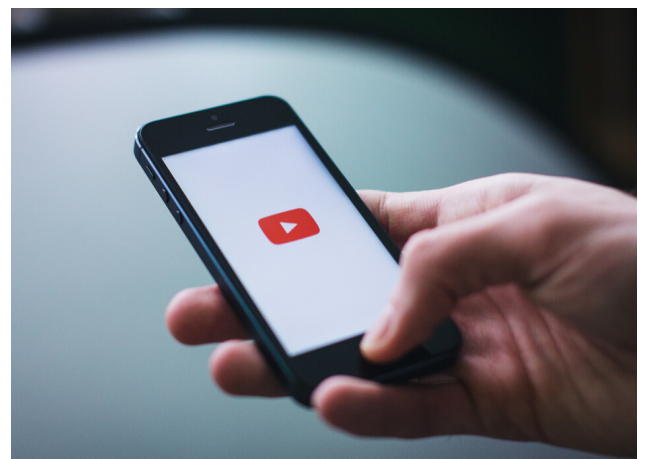
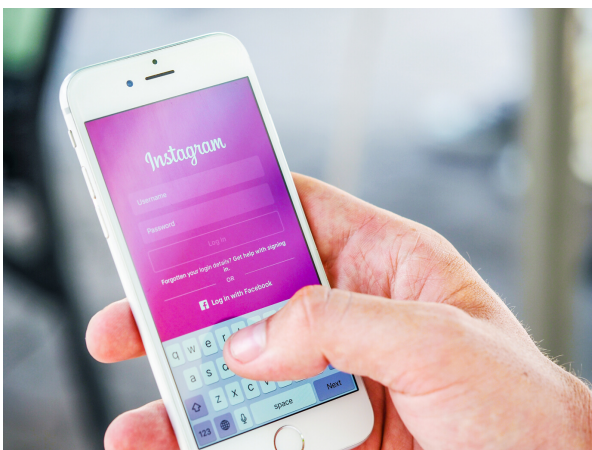
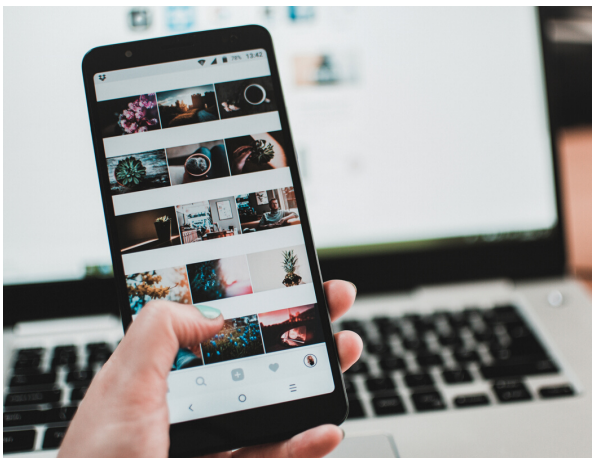
INFLUENCERS

Try reaching out to influencers in your industry to follow you and interact with your content. [Klout](#) can help you find out who is influential in your industry. A score of over 63 is best - get following!!

4. CREATE THE RIGHT MESSAGE

Now it's time to get posting. There are many different topics that you can post about including industry news, company news, promotions and offers and helpful content for your customers.

Social media is a great opportunity to interact with your customers so don't be afraid to inject some personality into your posts. We've outlined below some templates to get you started - you can tailor them to make them your own.





FACEBOOK

In order to create the right message on Facebook here are some tips on writing a successful post and templates that you can use in your own account

5 KEY ELEMENTS TO WRITING A SUCCESSFUL FACEBOOK POST



KEEP IT BRIEF - When writing a post keep it simple, clear and to the point. Remember users on Facebook often just skim through content. Avoid business jargon and promotional language where possible.



USE IMAGES / VIDEO - Including images and video where possible is a good idea. This can make your post eye catching. [Pexels.com](https://www.pexels.com) and [pixabay.com](https://www.pixabay.com) are a good source of free images.



THE MORE VARIETY THE BETTER - Try and use a variety of content across your posts. Organising your content into content bundles and using a content calendar is a good idea. You can use our free **content calendar template** - just create your own copy!



TIMING - As with everything timing is of the essence. When starting it's best to experiment with publishing times and see what works for your audience. For analysis on your Facebook posts to see how successful they were and who is looking at them you can use [Bitly](https://bitly.com) or Facebook Insights.



CLEAR CALL TO ACTION - Tell you audience what you want them to do. Use words like Click, Download, Order, Sign Up. Create urgency where possible eg 'Only 3 left, order now to avoid disappointment'.





TEMPLATE FACEBOOK POSTS



We're changing the way we operate here at [BUSINESS NAME] so that we can continue to provide you with delicious meals straight to your door. We are now operating as a takeaway and accepting collections and delivery. Order online here today [INSERT WEBSITE] or call us on [INSERT PHONE NUMBER]



The safety of our employees and customers is our first priority here at [BUSINESS NAME] and so we have decided to close our physical stores and operate online only. Visit us here [INSERT WEBSITE] to shop online today and we will ensure you get your home delivery safely.



Here at [BUSINESS NAME] we have had to adapt our business in line with the recent Government announcements. We now accept orders online or over the phone and operate a contactless delivery service. Visit our website here [INSERT WEBSITE] to place your order or call us on [INSERT PHONE NUMBER].



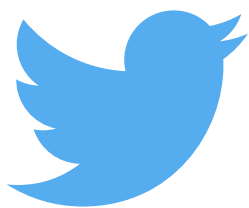
We are here to help! Our team of Pharmacists are ready and willing to answer any of your healthcare and prescription queries at this difficult time. Please share with your loved ones and anyone you know who may be cocooning, we are here to put your mind at rest. We will deliver your prescription to your door. For more information you can visit our website [INSERT WEBSITE] or call us on [INSERT PHONE NUMBER].



We have changed the way that we operate in response to Covid-19. If your car breaks down at this time call us on [INSERT PHONE NUMBER] and we will call to you to repair it.



Here at [BUSINESS NAME] we know that your pets are part of the family. We have adapted our business to keep you and your pets safe during this difficult time. We now operate a delivery service for all your pets needs. Visit our website here [INSERT WEBSITE] to place your order or call us on [INSERT PHONE NUMBER].



TWITTER

Check out our top tips on writing effective Twitter posts.

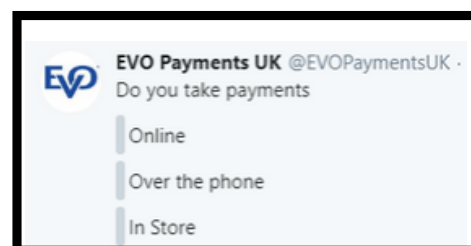
5 KEY ELEMENTS TO WRITING A SUCCESSFUL TWITTER POST



KEEP IT SIMPLE - Twitter has a character limit to its tweets of 280 characters. Make sure to keep your tweet simple and to the point.



USE MEDIA - Including images in your tweets increases engagement but video are better still where possible. You're 6 times more likely to get retweets if you include videos in your tweets. Polls are also a great way to increase engagement on Twitter. Polls are fun for your customers but are also a good way to get feedback or research.



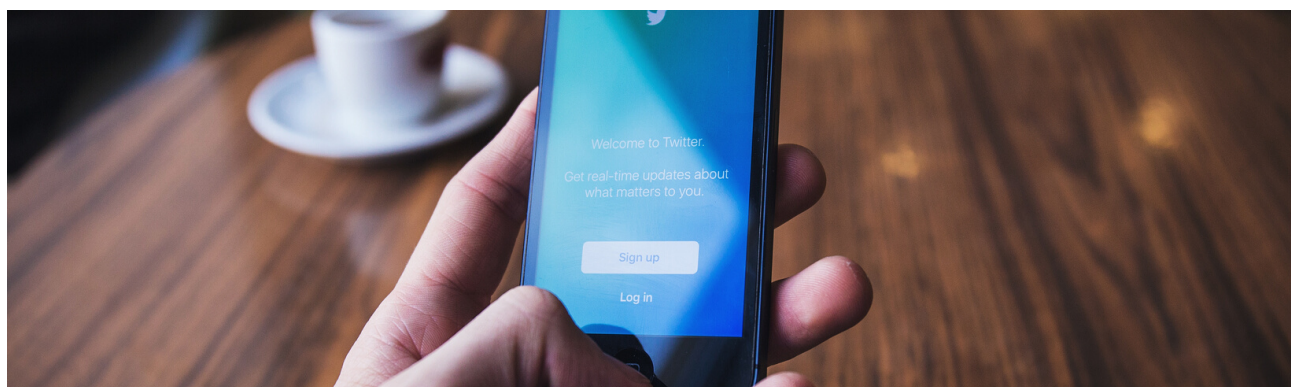
GET CREATIVE WITH YOUR CTA - Asking your followers to retweet, share or comment on your tweets will get you nowhere. Get creative with your Call to Action (CTA) and be specific. 'Follow Us', 'Download Here', 'Learn More', 'Visit Our Site' are a good place to start.



TIMING - As with everything timing is of the essence. When starting it's best to experiment with publishing times and see what works for your audience. For analysis on your Twitter posts you can use [Bitly](#) or Twitter Analytics.



USE HASHTAGS - A hashtag is used to group topics together on Twitter and users can search for content they are interested in using hashtags. Eg #cardpayments Use hashtags correctly to amplify your content. Don't overuse #hashtags - the optimum amount per post is 2. Tools like [Hashtagify](#) can be used to find relevant hashtags for your products or services.





TEMPLATE TWITTER POSTS



Delicious meals straight to your door. We are now operating as a takeaway and accepting collections and delivery only. Order online here today [INSERT WEBSITE] or call us on [INSERT PHONE NUMBER]



We have moved online! As we have closed our physical store we have moved our business online. Visit us here [INSERT WEBSITE] to shop online today and we will ensure you get your home delivery safely. Free delivery!



Has your business had to adapt during #Covid-19? We have too! We now accept orders online or over the phone and operate a contactless delivery service. Visit our website here [INSERT WEBSITE] to place your order or call us on [INSERT PHONE NUMBER].



We are here to help! Our team of Pharmacists are ready and willing to answer any of your healthcare and prescription queries at this difficult time. We will deliver your prescription to your door. For more information you can visit our website [INSERT WEBSITE] or call us on [INSERT PHONE NUMBER].



We have changed the way that we operate in response to Covid-19. If your car breaks down at this time call us on [INSERT PHONE NUMBER] and we will call to you to repair it.



Here at [BUSINESS NAME] we know that your pets are part of the family. We now operate a delivery service for all your pets needs. Visit our website here [INSERT WEBSITE] to place your order or call us on [INSERT PHONE NUMBER].

Don't forget - hashtags are important to add to your tweets. Aim to add 2 per post. To get you started here are a few suggestions:

#yourlocalarea	#hospitality	#supportlocal
#freedelivery	#fooddelivery	#repairs
#typeofbusiness	#wereinthisogether	#inbusiness
#localrestaurants	#takeaway	#inthisogether



INSTAGRAM

Here are our top tips on writing effective Instagram posts.

5 KEY ELEMENTS TO WRITING A SUCCESSFUL INSTAGRAM POST



VISUALS - Make sure you are using high quality images and visual as Instagram is after all a photo sharing social network. You can use tools like [Canva](#) to edit and create high quality graphics.



CAPTIONS - Your caption on Instagram should be kept short. Remember users tend to scroll quickly so you need to capture their attention. You should keep your caption to 125 characters where possible. Hashtags can be used also but keep it 4 max per post.



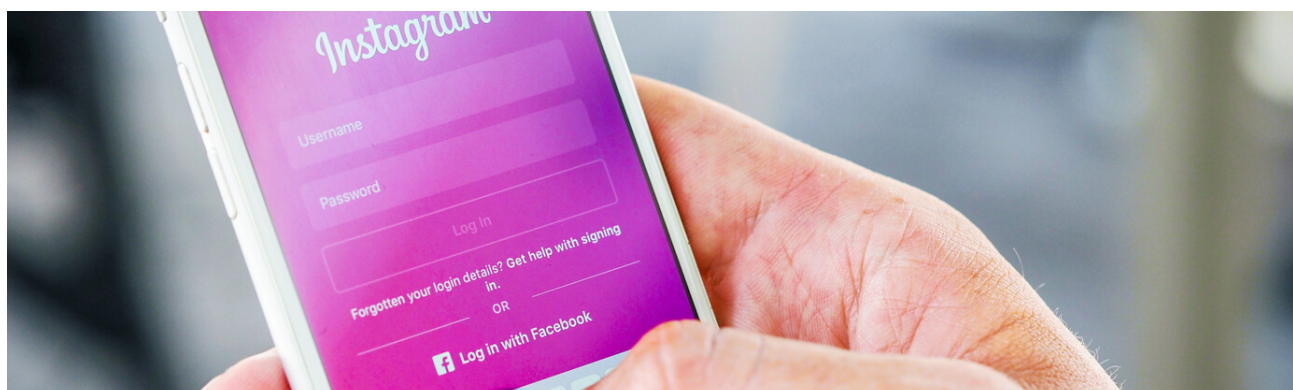
STORIES - When using Instagram don't forget about Stories. Stories appear at the top of a users timeline and they appear in a slide show format. Unlike general Instagram posts they only last for 24 hours. They do not need to be as aesthetically pleasing as general posts so can be used as behind the scenes footage.



INSIGHTS - Analyse your posts to learn more about your followers and whats working for you. Treat everything as a 'test and learn' scenario. Instagram Insights is free a tool that can be used for this. You can access this from your profile. This will also help you understand the best time to post your content.



CALL TO ACTION - Again use a clear Call to Action. This can be used in both your stories and posts. In Stories you can take advantage of the swipe up button.



TEMPLATE INSTAGRAM POSTS



Delicious meals straight to your door. Order online here today [INSERT WEBSITE] or call us on [INSERT PHONE NUMBER]. Collection and delivery only.



We have moved online! Visit us here [INSERT WEBSITE] to shop online today and we will ensure you get your home delivery safely. Free delivery!



We now accept orders online or over the phone and operate a contactless delivery service. Visit our website here [INSERT WEBSITE] to place your order or call us on [INSERT PHONE NUMBER].



We are here to help! Ask our team of Pharmacists any of your healthcare or prescription queries. Visit our website [INSERT WEBSITE] or call us on [INSERT PHONE NUMBER].



We've got you covered! If your car breaks down at this time call us on [INSERT PHONE NUMBER] and we will call to you to repair it.



We now operate a delivery service for all your pets needs. Visit our website here [INSERT WEBSITE] to place your order or call us on [INSERT PHONE NUMBER].

Tips for visuals

Your visuals on Instagram are just as important as your captions so here are a few tips on selecting the right visuals for your posts:

Use Humans - where possible use visuals of humans or your staff to make your post more relatable

Keep it simple - Don't overthink it. Simple imagery is often the most effective

Size - Your visuals should be 1080px X 1080px for the best quality

Lighting - Bright images get more likes than dark images

Showcase your products or services - where possible use visual of your actual products and services. Whether it's your best selling food dishes, deals available in store or a service your offering.



YOUTUBE

Here are our top tips for making successful YouTube videos

6 KEY ELEMENTS TO MAKING A SUCCESSFUL YOUTUBE VIDEO



RESEARCH - Do your research. Research your competitors and look at what types of videos they are making. Keyword research is also important for YouTube. Look for the best search terms to include in your video. For more information on Video SEO, [click here](#).



PLANNING - Next step is planning. Decide on what type of video you will be making - will it be animated or a live shoot? Create a script and storyboard for your video. A storyboard is comic-book style overview of your video. You can use free tools like [Storyboarder](#) to create your storyboard or you can just sketch it out.



EDITING - There are plenty of free or affordable tools available. iMovie is free video editing software available on a Mac. Some other video editing platforms include [Filmora](#) and [Movavi](#). If you are creating a animated video you can use [Biteable](#) or [Animoto](#).



INTROS AND OUTROS - Create an attention grabbing intro for your video. You must grab your viewers attention within 5 seconds. When considering your outro you should encourage viewers to take action - visit your website, call a member of your team or subscribe to your channel.



OPTIMISE - When uploading your video to YouTube don't forget to optimise it. It is very important to add your title, description and also tags. Also select an eye catching thumbnail.



ANALYTICS - YouTube Analytics lets you monitor how your video is performing. Make sure to keep an eye on this and it will help you improve your future content.



5. SHARE THE MESSAGE

You have made a plan, set-up your accounts, started to build your following and created your message. Now it's time to share the message and start to build engagement.

SHARE ON YOUR OWN PAGES

Start with your own pages.

- Share different variants of your posts across the different platforms that you are using
- Aim to post 5 times a week on Twitter and 3 times a week on other platforms like Facebook and Instagram.
- Break up your posts - don't post everything at the same time.
- Remember to try out different timings and see what works for your audience

SHARE ON LOCAL GROUPS

- Local groups on Facebook - become a member of local groups on Facebook. You can post them about your service, offers and details. You can use the search bar on Facebook to find relevant groups for your business.
- Forums & Business Communities - You can also use forums and business communities to get your message out there. These can be used also as a sounding board for advice.

SMS & EMAIL

Use SMS and email to initially get your message out there until you've built up a following.

- Mailchimp - Mailchimp is a platform for email marketing. It's very easy to use and they offer a free plan. This includes 10,000 emails a month and 2,000 contacts. You can find more information [here](#).
- TextMagic - TextMagic is an SMS marketing service. They also have a free plan - you can sign up and find more information [here](#).



EVO is one of the fastest growing and most innovative card processors in the UK. Our aim is to disrupt the payments market by providing superior payments solutions that enable our customers to grow and prosper. By offering predictable pricing and top of the range technology, we are able to provide innovative, cost effective and secure payments solutions to thousands of merchants across the country.



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www.EVOPayments.co.uk



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