

HACKNEY

ISSUE 12 | AUTUMN 2019 | hackneymagazine.com *magazine* FREE



**SUSTAINABLE
FASHION**

**INDIE
BOOKSHOPS**

**BRITAIN'S FIRST
RAILWAY MURDER**

WHAT'S ON, COMMUNITY, HISTORY, FASHION, BUSINESS, FOOD AND PROPERTY

How Hackney small businesses are using social media for marketing

78 per cent of small businesses are now using social media. Active social media users make up 3.4 billion or 43% of the world population. But can social media really do any good for small businesses?



HANA SUTTON - SUTTON AND SONS FISH AND CHIPS

We have had our fishmongers for twenty-five years, so we are lucky that we have built up a loyal customer base. Word of mouth was a large factor in promoting our fish and chip shops which led to print reviews being written. Transitioning to social media definitely helped our marketing campaigns as it gave us the chance to expand our brand and reach a wider audience.

Social media has been a great aid to our business as it helps us get the word out. A viral campaign can reach many new customers than what our targeted marketing can do. We experienced this when we launched our vegan range. With the digital age, the market is now saturated with competition that a lot of people rely on social media reviews to choose who to support – reviews can make or break a business. Running our social media accounts also allows us to interact with customers, new and returning, which gives us a connection that we never had before these platforms were available.



“Likes don’t always translate into sales.”

Having followers doesn’t always mean business is doing well. Social media isn’t an accurate portrayal of actual customers. Some people follow us purely because they support our vegan menu and sustainability initiative. Likes don’t always translate into sales. But the reviews and higher follower count does mean that more people

will see our restaurants. Marketing can’t do all of the heavy lifting and once we get the customer, it’s up to our food to do the hard work of ensuring they keep coming back.

There is no right way to do marketing, it works differently for every small and large business. We have entrusted our brand and message to a local creative agency, Insignis Media, to help us with our marketing and public relations strategies. They have been integral in getting our name out there so that we can focus on what we do best: serving the best fish and chips in London.

JESSICA BANKS - JOY YOGA

A yoga studio in Dalston, specialising in Kundalini yoga.

Social media provides another platform to share about our Kundalini yoga classes, workshops, and other special events. When we were first getting started, before we had our Dalston studio, social media - especially Facebook and Instagram - was our primary means of reaching new students.

We share information about Kundalini Yoga, dates and details about our workshops and events, and pictures of our studio and some of what's happening here. Social media is a window into what we're doing and what we're about.

Like so many things, it's quality not quantity that matters. It's more important to have a following of those who are actually interested in whatever it is that you're offering. Social media rewards engagement. It's better to have fewer followers who actually respond to what you post.

The more people react or engage with your post, the higher up it will appear in other people's feeds. And of course, at the end of the day, it doesn't matter how many people have followed your business on social media. You want people to take class or

to buy your services or products.

We invest considerable time on maintaining our social media presence. We also buy google ads. We run print ads in journals that are relevant to our target consumers, focusing on local media. We distribute post-cards around the neighbourhood.

We have a mural on our shop front which faces Dalston Lane and flyers in the window. A number of our students have found us just walking down the street. And of course, word of mouth is an essential part of marketing.

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