

Bibble&Bubble Social Media Guide



This Marketing guide has been designed to assist our Bibble&Bubble Student Teachers with building brand awareness and increasing booking enquiries for your classes.

This guide includes the following:

- Brand Guidelines for Branch Leaders
- The Importance of Social Media
- Social Content and Frequency
- Referrals, Incentives & Competitions
- How to Implement Marketing



**“Make it simple.
Make it
memorable.
Make it inviting
to look at.
Make it fun to
read.”**



Brand Guidelines (this applies to Bibble&Bubble branch leaders only)

Why does it matter?

The way we speak, present ourselves and write is extremely important to demonstrate Bibble&Bubble's personality and professionalism. A strong visual identity represented by our logo, photography, colours and typography is all supported by the way we speak, present ourselves and write, making it important to reflect who we are in everything we say and do.

Tone of voice & manner

From everything we say in our classes to what we publish for marketing, it's important to remain professional yet warm, friendly and nurturing. As experts in child development, our instructors need to present themselves as such while also having an open door style to support parents in the most friendly and welcoming manner.

Appearance

When representing Bibble&Bubble, it's important to present yourself well, keeping high standards of hygiene, hair tied back and a clean uniform.

Visual Identity

We have recently developed a strong visual identity through our logo, colour scheme, photography and graphics which is important to uphold. Although we don't expect professional photography skills, all photos must be light and bright, not grainy or blurry. We can assist with any graphics you may need.

Type of content

Informative, entertaining and relatable. It's important to share a mix of content to keep people interested and engaged. As well as class information, share posts that demonstrate your interest in child development, parenting and general wellbeing. Do not post anything that sides with one style of parenting or that may offend.

The Importance of Social Media Marketing

Social media is now an essential part of marketing for businesses. It is now commonplace for people to research a company on Facebook as a first port of call when looking into using such company, making an active presence and positive reviews absolutely vital. Not only are company Facebook pages used as a research tool to first attract customers, but by keeping the 'page likers' engaged with great posts, this will encourage repeat custom, build trust with customers who haven't yet gone ahead and will encourage referrals - the best type of marketing.

We recommend focusing your marketing efforts on your Facebook page for social media marketing as from experience, we have found this to be the most effective platform. If you would also like to use other platforms such as Twitter or Instagram, feel free, however please ensure they are kept up-to-date as no presence on these platforms is better than not updating them often enough.

Social Content and Frequency

All content posted on your Facebook page needs to be helpful and relatable to build an authentic relationship with your audience. Posts should not be spammy, deceptive or annoying. You need to understand the goals of your target audience and partner this with examples of why they would find the classes beneficial, like the examples below.

Content type:

- How baby yoga and massage benefits new parents i.e. bonding time, relaxation etc.
- How the techniques help babies i.e. muscle development, sleep, digestion etc.
- Fun quotes, memes, videos that parents can relate to.
- Practical information about class times available etc.
- Links to informative articles about child development.
- Demo videos & guides i.e. demonstrations of holds, massage techniques, class tasters.

Example posts (always pair posts with images as it makes posts more interesting and will help them stand out in newsfeeds):



Trapped wind can be extremely uncomfortable and even painful for little ones and it can be upsetting when we as parents struggle to get that wind up! In our classes, we teach preventative and proactive ways to aid digestion and relieve trapped wind which often works almost too well in our classes! Tag a new parent who would benefit from our baby yoga and massage classes.

Looking for a friendly baby class that stimulates your baby's development? Book a FREE taster class at a location near you - simply message us to book! Our classes are completely baby-led so we encourage you to feed, change and cuddle whenever is needed :) Send us a message to book your taster class - mums please tag your mummy friends who would enjoy Baby Yoga!



We know how beneficial touch is to a baby's development and it's now been proven that it has effects later in life - read more here: <https://www.sciencedaily.com/releases/2018/01/180116144027.htm>

Sharing blog posts or snippets from blog posts from your website on your Facebook page makes great content and goes a long way to showcase your expertise in certain areas.

Frequency

To ensure the audience is not overwhelmed by posts, nor miss them completely, posts should go out around 3-5 times a week. You can schedule your posts in advance using the schedule tool located on the drop down next to 'publish'.

Messages & Enquires

A lot of potential customers will contact you via Facebook to organise taster classes, book courses and inform you in case they cannot make classes etc.

Tone of voice: Although it's an informal communication platform, it is still important that you retain a professional businesses manner. i.e. Always address the person by their name and not friendly terms such as 'hun' etc.

Sign off 'Best wishes, *name* - your Bibble&Bubble Instructor

Response times: A lot of people expect quick replies and not replying for up to a day could even cost you that potential customer. It's common place for parents to explore their options and enquire to a few companies so it's vital to get back to enquires ASAP and answer all of their questions. Always offer a free taster class at a class location of their choice and follow up with them after 2 days if you have not heard back. It's important not to be seen as pushy, but a gentle reminder is always welcome.

On Facebook Business messenger it is possible to set-up automatic replies however a personal response is always preferred.

Referrals, Incentives and Competitions

Like we mentioned previously, word of mouth referrals are the best type of marketing so the more you can encourage this on social media, the better. Ways you can do this include:

- Encourage your audience to tag other parents who may be interested in our class on related posts (see above examples).
- Encourage your audience to tag other parents who can relate to funny quotes/videos. This method builds brand awareness and may pay off down the line.
- Refer a friend initiative - for example you could offer one free class to parents who refer a friend when they also book a block of six classes.
- Once parent's have completed a course or come to the end of their time due to baby now crawling etc, think about how you can retain their custom. For example, a leaflet which details toddler classes, refer a friend initiatives, reminding them to write a review, and photos of new moves to try now they are a bit older.
- Complementary guides. To encourage increased engagement and repeat course bookings; booklets, leaflets and print outs can be used to reinforce sequences, songs and movements within classes. By using a refer a friend initiative on the collateral, this will encourage parents to share them with their friends and even try a class.
- Competitions are a highly effective way of building brand awareness. The prizes can either be free classes or a hamper of baby related items or mum pamper sets as a way of thanking the mums who already attend the classes (making them even more inclined to refer a friend). Some competition examples include:

Competition time! We want to spread the good word about our baby yoga and massage classes, so we're giving away 3 free classes to one lucky parent & baby! Simply like our Facebook page, like and share this post and comment 'done' to be in with a chance of winning. Tag your friends so they can enter too!

We will select the winner at random on *enter date. This competition is in no way endorsed by Facebook. (please note this type of post would need to be boosted to reach the desired target audience)

Competition time! As a small thank you to all of our lovely parents who attend our classes, we're giving away a *chocolate* hamper - simply like our Facebook page, like and share this post and comment 'done' to be in with a chance of winning. We will select the winner at random. Competition entrants must have attended Bibble&Bubble classes. This competition is in no way endorsed by Facebook.

Paid Advertising on Facebook

Facebook adverts and boosted posts are a great way of reaching more potential customers. There are specific targeting options so you can ensure your ads reach your target audience including parents, mums to babies and specific locations.

Use the Insights tab on Facebook to review your posts and see which ones receive the most engagement. Then consider this style of post for any paid adverts or boosted posts.

How to Implement Your Social Media Marketing Strategy

Set specific time aside.

It's important to allocate time to your social media marketing efforts and not try and do it here and there. This way you can clearly analyse how much time your spending on it and adjust to meet your goals or focus on specific channels that work for you.

Make clear goals for your marketing.

Your goals for marketing should be to receive enquiries for your classes. From there, it is then up to your correspondence and their experience in the class to whether they then book.

Be patient

Marketing does take time. You cannot expect instant results, especially if it is a brand new business. Really ramp up your marketing efforts in the beginning with FREE Taster Classes and stick to your strategy going forward. Be sure to review and analyse what is working and what isn't working so you can focus your efforts on what is getting you the enquiries.

If you require any assistance in the design or implementation of the practices outlined in this guide, we have the resources to assist you. Please email heathermariepage@gmail.com

