



# Why wholesale nurseries can benefit from having social media

**Over 21 million Australians use social media and you don't need to be living under a rock to know that it's a very powerful platform to have our businesses on. However we are finding lots of our wholesale members missing out on a slice of this pie because they don't realise the benefits these platforms can have for a wholesale business specifically.**

## 01. It's free to sign up and can double as a website for those who don't have one

I'm not saying you need to replace your website (please don't), but if you haven't already got one, using Facebook, Instagram or LinkedIn is a great way to have a presence on the internet so people can at the very least find out how to contact you. If you're on the fence about it, why not just give it a try...it won't cost you anything!

## 02. Showcase your seasonal product

Let people have a chance to see what you're all about and the services you can offer to them. Wholesalers can pick their best products and use seasonality to their advantage. Let social media become a window to your store.

This is a great place to easily upload pictures that you or your customers can find at a glance. Help push through an online/phone sale where customers can have the opportunity see what they are getting without having to come and see them in person. Being able to see all your stock in one place might just help you to upsell something else too!

## 03. Get to know your trade customers

Following your trade customers on social media will help with:

- Building a relationship with them. Having an existing connection helps to build trust and make you more likely to be a wholesaler they wish to work with. Communicate, add value, give information and keep them posted about what's going on in your business. Sharing snippets of valuable information makes you look like you know what you're doing. *Make sure you keep your business profile separate from your personal one*
- It keeps you front of mind for when they are looking to place an order, or even when they are not. They won't be able to resist all those amazing stock pictures you're posting.

## WHAT TO POST

- Feature your staff
- Pro tips
- Sneak peek of your workplace
- Greenlife facts
- Showcase what you do
- Industry Awards/nominations
- Show-off products
- Special offers
- Funny stuff to make people smile
- Office celebrations

*Every fortnight in our eNews we share with members new ideas on what to post on social media. Members can also access this in the member centre part of our website.*

## WHEN TO POST

You don't have to post often. Just make sure you have something for people to see! It doesn't have to become a big job if you don't want it to be. If you're just starting out, try uploading 9 pictures and add one more once a fortnight or once a month.

Having a social presence is not only beneficial for finding new customers, but also new staff. 82% of job seekers consider an employer brand and reputation (by looking at social media/websites) before applying for a job

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If this was helpful, stay tuned for my NGINA social media masterclass happening in November. A course for those just starting out, and those ready to take their digital marketing to the next level! More details to come or email [info@ngina.com.au](mailto:info@ngina.com.au)