



Are you social media savvy?

A quick online image guide for businesses

Ville de Montréal
support network
for businesses

Montréal 

Québec 

“

**The design is
the ambassador
silencer
of your brand.**

”

Paul Rand

Social media

Every action affects your image

Regularity

Set a schedule to be sure you post with regularity. choose two social media platforms best suited to your target clientele.

Commitment

To get commitment, show commitment. Respond to all messages received and take every opportunity to be in touch with your clients/ partners.

Consistency across all channels

Throughout your website, your workplace, your social media: the message, the tone, the quality of customer service, the image — everything must follow the same line of thinking.

Network

- Treat your online network as you treat your customers and according to your corporate values.
- Pay attention to what's going on around you.
- Try to have as many brand ambassadors as possible.

Message

Your message must be clear, consistent and precise. The mode must be the same throughout (I /you voice, casual / humourous tone, professional tone, etc...). Set a guideline and stick to it.

Image

The quality of your graphics, your logo, your photos, and your videos makes a huge difference! Your sales depend on that first impression.

Sales vs ads

- Use sales a few times a year. well targeted. Ideally possible via social networks.
- Use ads at peak times to increase visibility or at quieter times to attract new customers.

Photo

The basis of social media

Instagram Muse: [Marie-Ève Dompierre//pottery](#)

 [@marieevedompierre](#)



Keep it simple!

Keep your background simple and clear to make your product stand out. If possible use natural lighting and neutral colours or colours that reflect your brand.



Include pictures of yourself in your posts.

Ideally taken by a professional.



Present your product/service as ultimately intended, after purchase.

Don't hesitate to ask for input.



Ask your viewers to help you make choices about materials, colours, purchases and services.

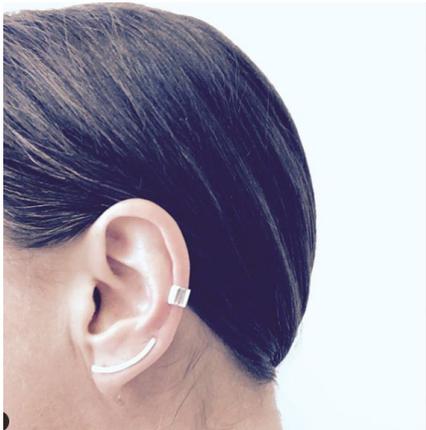
Get them involved!



Present both **polished and natural photos** of your products, alternate your communication thread for a more interesting visual effect.



Show yourself at work, with your production and purchasing processes. Take viewers backstage.



Describe where you got your inspiration. share your passions, what inspires you. Spotlight other entrepreneurs.



Thank your viewers!
A contest, a special offer, a day with you, an event.



You are allowed to make mistakes!
To err is human and it makes you real, as well as giving you the opportunity to show your viewers you know how to laugh at yourself.



Test out new products!
You have your target clientele at your fingertips. Go ahead and introduce something new, just to check out the market.



For photos of your workspace/business, keep the composition simple and focus in on your product.
Watch out for details in the background!
Pro tip: use angles that lead the viewer's eye to the subject

Analyse

And sources of inspiration

The right questions to ask yourself:

- Do my corporate communications have a visual signature and brand? If not, how can I give them a signature that makes them unique?
- Do my photos show off the product/service as intended? If not, how can they be improved?
- Are my ads well-targeted and consistent with my marketing schedule?
- should I get some help? How is my network currently doing? How is my commitment to my viewers?
- Am I meeting my sales targets? What is the feedback from my current customers? What can I do to improve my communications?

Where to go for inspiration:

Here are some businesses that have a successful visual strategy

marieevedompierre.com

miljours.studio

etatdechoc.com

cestbeau.co/fr

cantintraditions.com

arhoma.ca

bouche-bee.ca

myrosebuddha.com

larmoireaglaces.com

lovasi.ca

babasouk.ca

beside.media