

IF I RAN AN ICE CREAM SHOP

Here's what I'd post...





SELL THE FEELING IN YOUR POSTS

POST ABOUT:

- Beach days with friends
- Summer nights on the boardwalk
- First dates
- Family outings

**PEOPLE DON'T
BUY ICE CREAM.
THEY BUY
MEMORIES.**



MAKE IT SHAREABLE

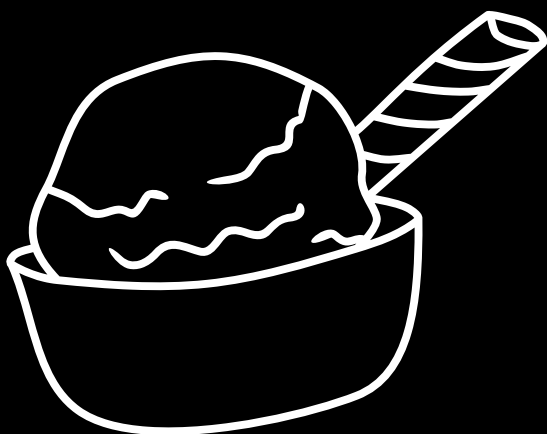
POST THINGS LIKE:

- "Your Ice Cream Order Reveals Your Personality"
- "Tag Someone Who Owes You Ice Cream"



**THE MORE
PEOPLE
INTERACT,**

**THE MORE
PEOPLE SEE
YOUR
CONTENT.**



STOP

posting your
flavors like this:



START

making it more
appealing:



Stop by and get
some ice cream



LIMITED EDITION
FLAVOR

GET IT
WHILE
SUPPLIES
LAST!



EXLER

MARKETING



**STEAL THIS IF YOU
WANT MORE
CUSTOMERS THIS SUMMER**



Follow **@ExlerMarketing** to see
what else we'd do if we were you.