Proposal: Reserve Stock Strategy for Social Media and Sales Growth

Prepared by: Srikanth | Social Media & Marketing

Summary

This proposal introduces a new way to use our in-store stock to grow our social media following and engagement, without spending extra on ads. Instead of putting all stock openly in-store, we hold back a small portion and offer it only to customers who engage with our Instagram and Facebook posts.

The Idea

Out of our total stock, we hold back a small portion (example: 10 out of 20 units) and offer it exclusively through Instagram and Facebook, only to customers who share the post and post it to their story.

Why This Works

- Completely free, no cost to the customer and no cost to us, just a change in how we offer existing stock
- Drives more shares, story posts and comments
- Higher engagement tells Instagram's algorithm to push our videos to more new people
- More reach means more free visibility, without extra ad spend
- Builds urgency ("only for our followers") which pushes people to act fast

Example

We post a product with 20 units in stock. 10 are open to everyone in-store. The other 10 are "social exclusive", claimable only by sharing the post and posting it to your story. This turns our stock into a marketing tool, not just inventory.

Question 1: What if reserved items sit unclaimed with no fixed time?

Risk: If we tell customers items are reserved for them with no fixed day or time, the item sits blocked while walk-in customers can't buy it. This is a poor experience for everyone else.

Solution

We open a limited number of reservation slots every Friday, given out on a first come, first served basis:

- Maximum 10 reservation slots per week, opened every Friday
- Once matched to a slot, the customer has 30 minutes to DM and confirm, otherwise it passes to the next person in line, this keeps urgency and attention on our page
- Confirmed slots are collected in-store on Saturday, 9:00am to 9:30am
- Codes not claimed by 9:30am are terminated and the item returns to general sale

Question 2: How do we identify and verify the customer?

Solution

1. Before opening bookings, we tell customers clearly: these are Free Bookings, no charge to enter or claim.
2. To qualify, share our post publicly, post it to your Instagram/Facebook story, and send us a screenshot as proof.
3. We verify the account is genuine, ones that are new or look suspicious (possible competitors or disruptors) are void.
4. Verified customers receive a temporary reservation code.
5. On arrival, our team checks the customer off the reservation list.

Repeat Customers

To book again, a customer must share with new people and post to their story once more, keeping the audience fresh rather than the same viewers each time.

What We Will Focus On

- High-demand, newly arrived stock only, for example bikes and bins
- One small, tightly controlled batch per week, not open-ended

Word-of-Mouth Effect In-Store

When walk-in customers see reserved items set aside and ask our team how to reserve one, that's a free, natural sales pitch happening in-store. Our team simply tells them to follow us on Instagram/Facebook to catch the next reservation post. This turns curious walk-ins into new followers without us asking for anything, pure word-of-mouth marketing.

Expected Results

- More comments and messages on Instagram and Facebook
- More active, engaged followers
- Increased retention and repeat engagement
- Steady follower growth
- More footfall and in-store sales from customers collecting reserved stock

Record Keeping

Every reservation will be logged in an Excel sheet with the following details:

Customer Name	City	Reservation Code	Product Name

Next Step

Request approval to trial this on a small batch for one week, then review the results (shares, story posts, reach, and stock collected) before rolling it out further.