



SPAR Malta is 🇲🇹 celebrating this weekend in Marsaxlokk, Malta.

July 28 · 🌐

May we take this opportunity to wish all the residents of Marsaxlokk a wonderful feast 😊

#SPARMalta #Marsaxlokk #Festa2018 #beautiful #quaint



SPAR 
INTERNATIONAL



Facebook Business Management Manual

Agenda

In today's world it is important to have a shopper centric perspective. Shoppers expect transparency, engagement and valuable information from your business. As a global responsible business you need to serve these shopper needs to be able to build a strong relationship -in times of digitalization- through online channels. With Facebook Business you can achieve that. This toolkit will specify how to set up a successful page, how to use it as a great marketing tool and gives multiple content examples to get your page going.

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WHAT IS FACEBOOK BUSINESS

Facebook

Facebook is an online social media and social networking service company and today's most popular online platform used across the globe. The platform gives individuals the opportunity to reach and interact with other individuals (users) worldwide for free. Businesses benefit in a similar way – they get the opportunity to reach and engage with shoppers (users) worldwide.

Today there are 2 billion Facebook users that are spread all around the world. Facebook connects different cultures and allows us to share content with family and friends in real time. Every second there are 20,000 people on Facebook. Facebook consists of profiles and pages, where profiles are for individual use and pages are for businesses. Pages are optimized for the need in business to communicate, distribute information and engage with shoppers active on Facebook.

Overview and general definitions

Facebook Terminology

Facebook Profile: An individual's personal presence on Facebook, mainly for sharing their social life with other users. Profiles are a collection of photos, stories, and experiences that tell each user's story. It includes a timeline, profile picture, biography, and personal information. It can be public or private, but is only for non-commercial use.

Facebook Page: A Facebook Page is a corporate profile page that helps businesses, organizations, and brands share their stories and content and connect with people. Users who 'like' your Page can get updates in their News Feeds.

Follower: An individual who has linked their profile to a page to stay up to date with the page's activities and interact with the individual, brand or business.

Overview and general definitions

Facebook Terminology

In the search bar users can search for each SPAR country.



Facebook Page: Overview of 3 SPAR Page examples

Officially Verified: not every page is able to get officially verified as the Page has to meet certain standards. For more information click here: <https://alejandrorioja.com/blog/get-facebook-verified/>

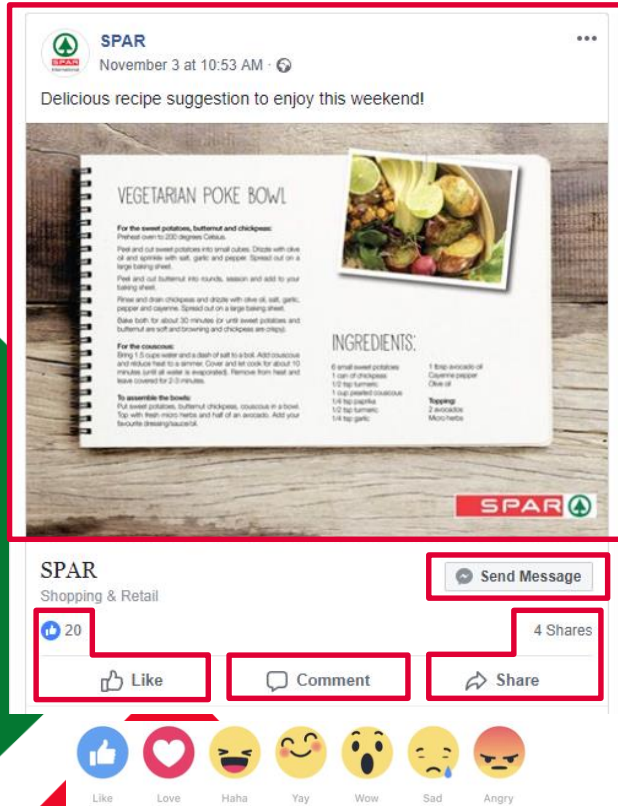
Ratings: In your privacy settings you can determine whether users can rate / recommend your service.

Like: An indication that an individual becomes a *follower* of the *Facebook Page* and chooses to stay up to date with the content and information published on that Page.



An overview is given of how many followers the page has.

Overview and general definitions



Facebook Terminology

Post: Content in form of text, picture and/or video shared on your Page.

Like: Clicking 'Like' is a way to give feedback on a post (Like, Love, Haha, Yay, Wow, Sad, Angry) and also connect with things you care about.

Message: Messages are similar to private email messages. They appear in your Facebook Inbox and can include text messages, chats, emails, and mobile messages within a message.

Comment: Every individual with a Facebook Profile is able to comment on published content.

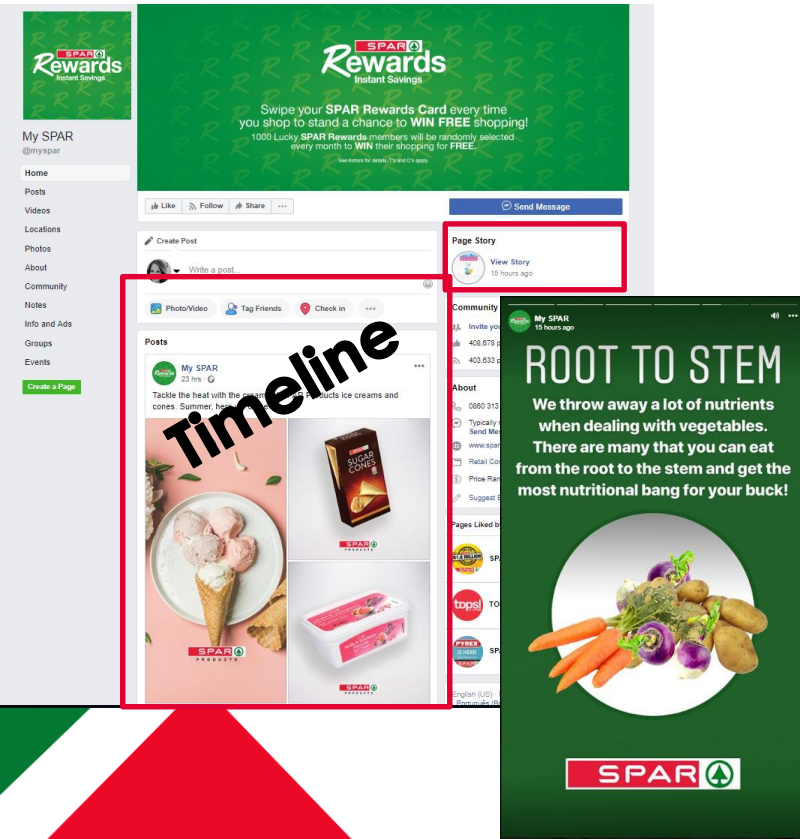
Share: The Share button lets people share your posted content while having the opportunity to add a personalized message before sharing on their timeline, in groups, or to their friends via a Facebook Message.

Overview and general definitions

Facebook Terminology

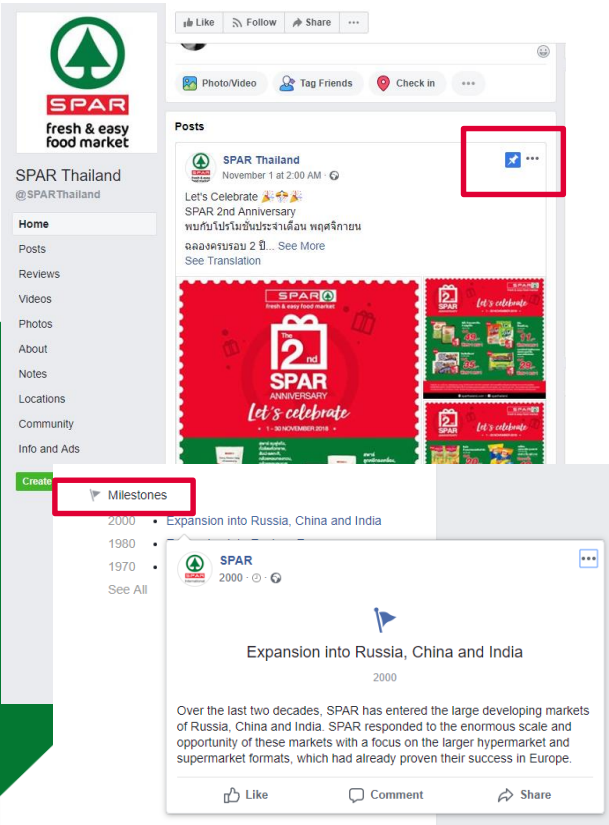
Timeline: Your Timeline is where you can see your posts displayed by date. It's also part of your Profile.

Story: Stories are short user-generated photo or video collections that can be uploaded. All *Followers* will be visually notified and are able to view the content. Stories are considered a second news feed for the social media website similar to Instagram's main feature. In a *Story* you can add visual geolocation tags to photos and videos. The content is able to be posted publicly for only 24 hours or can be sent as a direct message to a Facebook friend.



Overview and general definitions

Facebook Terminology



Pin to Top: Any post that you pin will move to the top of your Page's Timeline and a "pinned" icon will appear in the top-right corner of the post. Your pinned post will stay at the top of your Page's Timeline for seven days. After that, it'll return to the date it was posted on your Page's Timeline. Only posts created by your Page can be pinned.

Milestone: Milestones are a special type of Page post that lets you highlight key moments on your Page's Timeline. You can use milestones to share important events. They will appear in your "about" section and on your timeline.

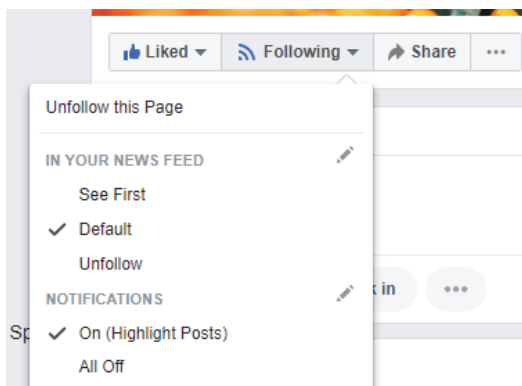
WHY USE FACEBOOK BUSINESS

The added value of a Facebook business page

1. Appearance On Followers Timeline

With your SPAR Business Facebook Page you are able to update your followers about promotions and special offers, product launches, information, competitions etc. - all of which will automatically appear on your followers timeline as you post them to yours. Those who follow your Facebook page do it voluntarily, so they show willingness to receive news from you through Facebook.

'Following' settings
can be changed

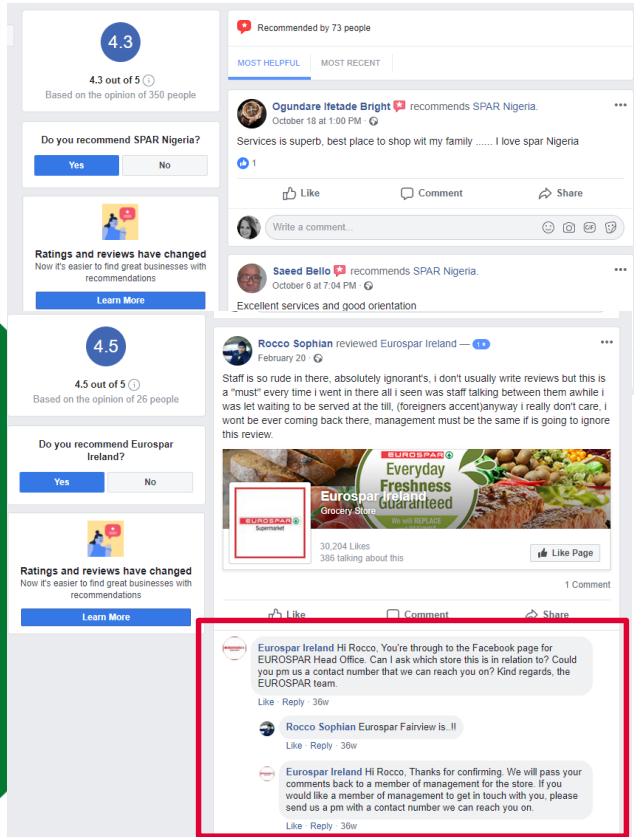


The added value of a Facebook business page

2. Get Recommended & Be Given Feedback

One of the great attributes Facebook offers, is the ability to receive feedback from your shoppers. There is a special category on your page where people can leave a recommendation or a comment. Additionally they can evaluate your company with up to five stars. When leaving a comment they can make compliments and highlight good things or even make suggestions as to what you can improve.

You also need to be alert to receive complaints through the Facebook feedback tool. In case of this, be patient, offer your help and make a statement, so that the shoppers feel understood. But make sure you respond!



The added value of a Facebook business page

3. Shopper Engagement & Build A Relationship

Building trust and credibility around your SPAR store is important. People like to be engaged with on a personal level regardless of whether it's online or offline. For many people Facebook Business Pages are perceived as more personal and inviting than company websites. Therefore, you should use your Page actively to connect and engage with your shoppers on a more personal level. You can also invite your shoppers to talk to each other online about their experiences when shopping in your store. It engages the user and makes them feel connected to SPAR, which will motivate them to show more shopper loyalty to your SPAR store.

The added value of a Facebook business page

4. Learn Who Your Shoppers Are

As a Facebook Business account owner you can use various analytics tools. By using the analytics function you can learn about your shoppers by assessing their shared interests, user demographics, shopper location, their activity and interactivity with your content and more. This allows you to gain a better understanding of who your shoppers are and how they perceive your SPAR store, but will also allow you to create an 'ideal shopper profile' to whom you can tailor your product offerings, communications and shopper service.

The added value of a Facebook business page

5. Valuable Promotional Features

With a Facebook page you have a lot of opportunities to promote your SPAR store, products, offers etc.

Photos: You can post photos of your store, products, promotions etc. Make sure that the pictures are good quality (high resolution).

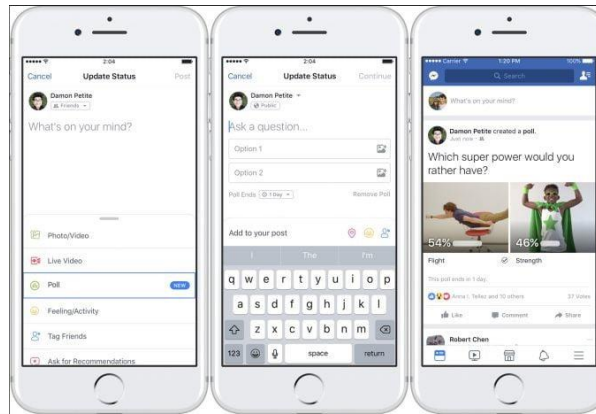
Videos: Posting videos is a good opportunity to demonstrate something to your shopper. These must be kept short.

Live-Video: Live Videos are one of the latest tools and you should definitely use them to show latest content and information - for example: a daily situation in your store or to make a virtual tour through your store.

The added value of a Facebook business page

5. Valuable Promotional Features

Facebook events: When organizing events, make use of the Facebook event tool. You can inform your audience online about this event and you can even invite them directly to this event. There are other interesting tools which you can use when doing online marketing, for example a **survey** or a **poll**, which you can ask your audience something and invite them to engage with you.



The added value of a Facebook business page

6. Drive Store Traffic

Because you create a community and drive brand awareness around your SPAR store, your followers will think about going to your store quicker whenever there is a need for something they might find in your product offer. Offering coupons and promotions of new or existing products through your Facebook appearance gives your shoppers another reason to visit your SPAR store.

The added value of a Facebook business page

7. It Is Free Marketing

Having a Facebook Business account is basically for free. A business page is public (as opposed to a profile which is private) and is shown in the results of search engines like Google, so it is basically a free online presence for your SPAR store.

Nowadays it is possible to have a budget to promote the postings. Almost all Facebook Business users promote their postings to reach a broader audience. With various settings you can define your target group, throughout your existing followers. This will enable you to reach a lot more people with your activities. For more information view toolkit focusing on *Facebook Advertisement*.

HOW TO SET UP YOUR SPAR ACCOUNT WITH FACEBOOK BUSINESS

How to start

1.

Business or Brand

Connect with customers, grow your audience and showcase your products with a free business Page.

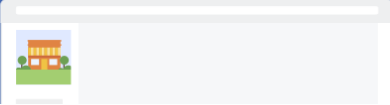
Page Name

Category

2.

Add a Profile Picture

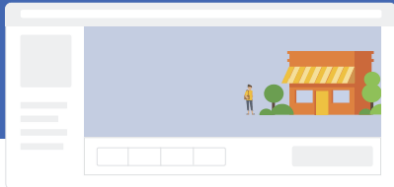
Help people find your Page by adding a photo.



3.

Add a Cover Photo

Pages with cover photos typically get more Page likes and visits.



Step 2 of 2

[Skip](#)

[Upload a Cover Photo](#)

Register for a Facebook Business Account

<https://www.facebook.com/pages/creation/>

Set-up as “SPAR Country” and Retail Company and follow the next steps, uploading a profile picture which has to be the SPAR logo (170 x 170 pixels) and a cover photo (820 x 462 pixels).

The profile photo will appear as your icon every time you comment on a post or publish in the News Feed. Square dimensions are best, and Facebook will crop it into a circular shape in ads and posts.

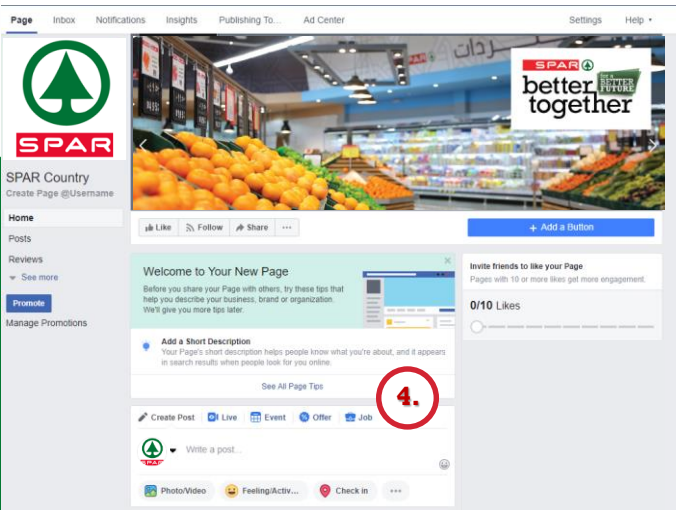
The cover photo appears across the top of your page and is a great opportunity to deliver a visual element that supports your branding, highlights a current campaign or event or highlights the global nature of SPAR.

How to start

Set up a Facebook Business Account

According to Facebook, your cover photo is displayed at different sizes on desktops and on smartphones — 820 pixels wide by 312 pixels tall on desktops and 640 pixels wide by 360 pixels tall on smartphones. If you want to use a single image that works well on both desktop and mobile, use 820 pixels wide by 462 pixels tall.

Add a short introduction about SPAR, what your vision and mission are. Additionally add the URL of your website, contact details and opening hours to the information sector of the Facebook Business page.



How to start

Set up a Facebook Business Account

5.

All of the following details will appear on the **About tab** of your Facebook Page, where you can add even more information, such as your business's story, history, ownership, awards, menu, etc.

Go to "Settings" and "Page Info" to fill out your Page information. Here is an overview of what to fill out:

Description – Let people know what your Page is about in 155 characters.

Categories – Categories can help people find your Page. Choose up to three categories.

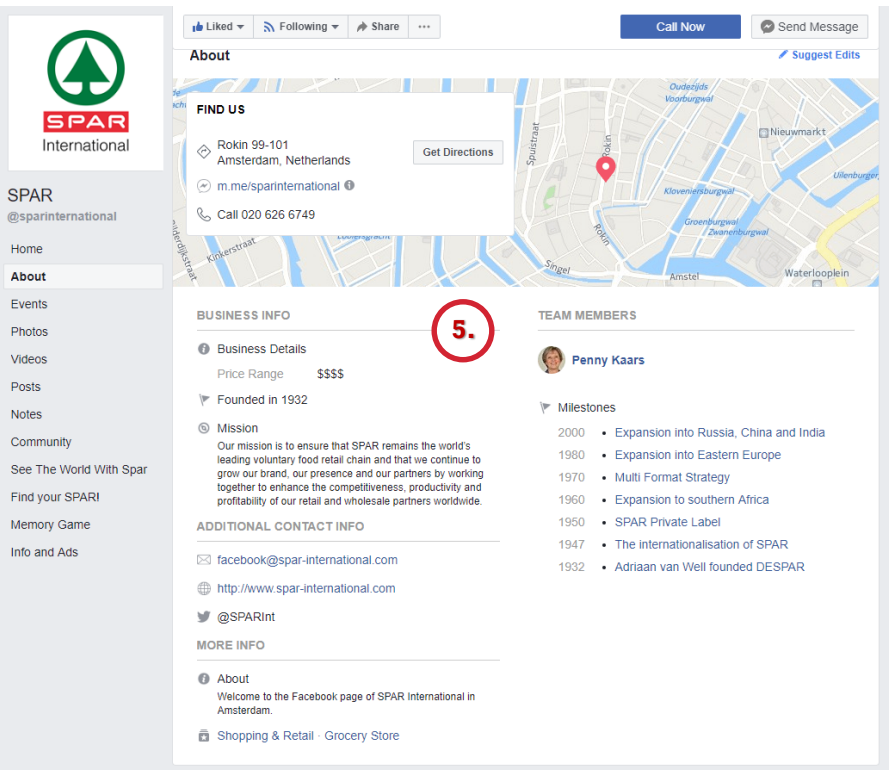
Contact information – Add a business phone number, website, and a customer service email address.

Location – Share your address here (either your office address or of your stores).

Hours – If you are only open on selected hours, state them here.

More – You can even state a price range (if you want).

About



SPAR International
@sparinternational

Home
About
Events
Photos
Videos
Posts
Notes
Community
See The World With Spar
Find your SPAR!
Memory Game
Info and Ads

About

Find Us: Rokin 99-101, Amsterdam, Netherlands
m.me/sparinternational
Call 020 626 6749

BUSINESS INFO

5. Business Details
Price Range: \$\$\$\$
Founded in 1932

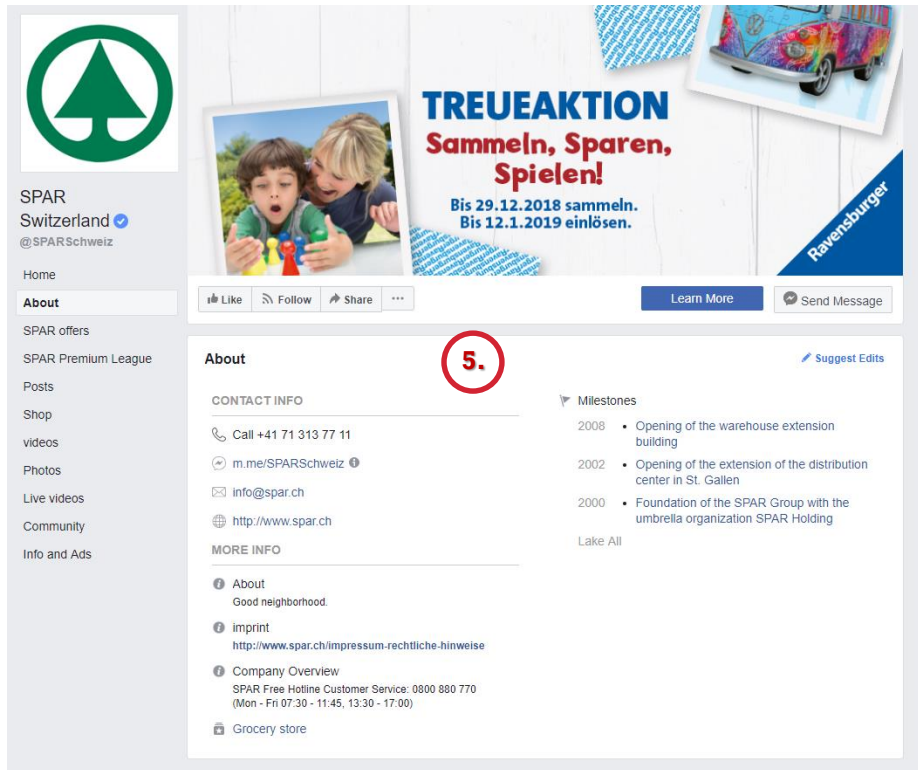
Mission
Our mission is to ensure that SPAR remains the world's leading voluntary food retail chain and that we continue to grow our brand, our presence and our partners by working together to enhance the competitiveness, productivity and profitability of our retail and wholesale partners worldwide.

ADDITIONAL CONTACT INFO
facebook@spar-international.com
http://www.spar-international.com
@SPARint

MORE INFO
About: Welcome to the Facebook page of SPAR International in Amsterdam.
Shopping & Retail - Grocery Store

TEAM MEMBERS
Penny Kaars

Milestones
2000 • Expansion into Russia, China and India
1980 • Expansion into Eastern Europe
1970 • Multi Format Strategy
1960 • Expansion to southern Africa
1950 • SPAR Private Label
1947 • The internationalisation of SPAR
1932 • Adriaan van Well founded DESPAR



SPAR Switzerland
@SPARSchweiz

Home
About
SPAR offers
SPAR Premium League
Posts
Shop
videos
Photos
Live videos
Community
Info and Ads

About

5.

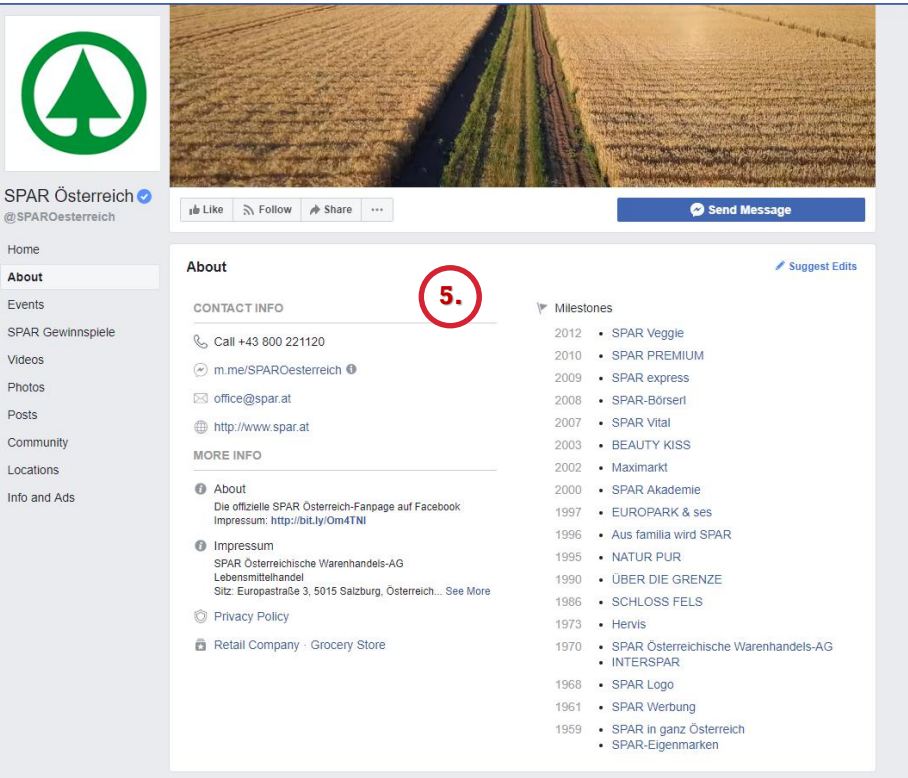
CONTACT INFO
Call +41 71 313 77 11
m.me/SPARSchweiz
info@spar.ch
http://www.spar.ch

MORE INFO
About: Good neighborhood.
imprint: http://www.spar.ch/impressum-rechtliche-hinweise
Company Overview: SPAR Free Hotline Customer Service: 0800 880 770 (Mon - Fri 07:30 - 11:45, 13:30 - 17:00)
Grocery store

Milestones
2008 • Opening of the warehouse extension building
2002 • Opening of the extension of the distribution center in St. Gallen
2000 • Foundation of the SPAR Group with the umbrella organization SPAR Holding
Lake All

TREUEAKTION
Sammeln, Sparen, Spielen!
Bis 29.12.2018 sammeln.
Bis 12.1.2019 einlösen.
Ravensburger

About



SPAR Österreich
@SPARÖsterreich

Home
About
Events
SPAR Gewinnspiele
Videos
Photos
Posts
Community
Locations
Info and Ads

Like Follow Share ... Send Message

About

5.

CONTACT INFO

Call +43 800 221120
m.me/SPARÖsterreich
office@spar.at
http://www.spar.at

MORE INFO

About
Die offizielle SPAR Österreich-Fanpage auf Facebook
Impressum: <http://bit.ly/Om4TNI>

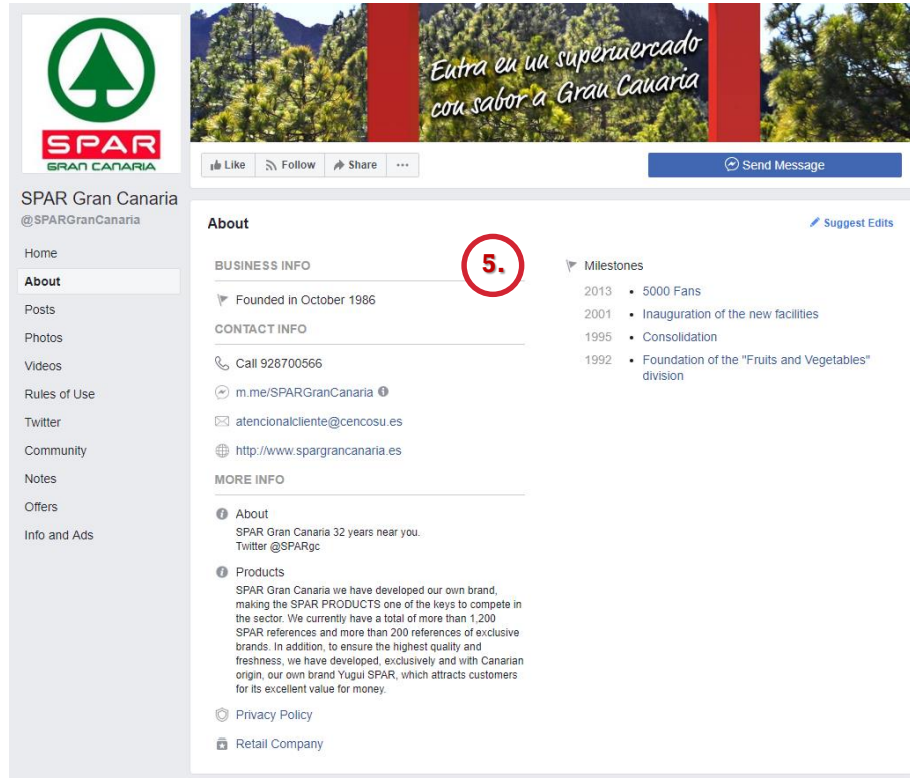
Impressum
SPAR Österreichische Warenhandels-AG
Lebensmittelhandel
Sitz: Europastraße 3, 5015 Salzburg, Österreich... See More

Privacy Policy

Retail Company · Grocery Store

Milestones

- 2012 • SPAR Veggie
- 2010 • SPAR PREMIUM
- 2009 • SPAR express
- 2008 • SPAR-Börserl
- 2007 • SPAR Vital
- 2003 • BEAUTY KISS
- 2002 • Maximarkt
- 2000 • SPAR Akademie
- 1997 • EUROPARK & ses
- 1996 • Aus familia wird SPAR
- 1995 • NATUR PUR
- 1990 • ÜBER DIE GRENZE
- 1986 • SCHLOSS FELS
- 1973 • Hervis
- 1970 • SPAR Österreichische Warenhandels-AG
- INTERSPAR
- 1968 • SPAR Logo
- 1961 • SPAR Werbung
- 1959 • SPAR in ganz Österreich
- SPAR-Eigenmarken



SPAR Gran Canaria
@SPARGranCanaria

Home
About
Posts
Photos
Videos
Rules of Use
Twitter
Community
Notes
Offers
Info and Ads

Like Follow Share ... Send Message

About

5.

BUSINESS INFO

Founded in October 1986

CONTACT INFO

Call 928700566
m.me/SPARGranCanaria
atencionalcliente@cencosu.es
http://www.spargrancanaria.es

MORE INFO

About
SPAR Gran Canaria 32 years near you.
Twitter @SPARgc

Products
SPAR Gran Canaria we have developed our own brand, making the SPAR PRODUCTS one of the keys to compete in the sector. We currently have a total of more than 1,200 SPAR references and more than 200 references of exclusive brands. In addition, to ensure the highest quality and freshness, we have developed, exclusively and with Canarian origin, our own brand Yogui SPAR, which attracts customers for its excellent value for money.

Privacy Policy

Retail Company

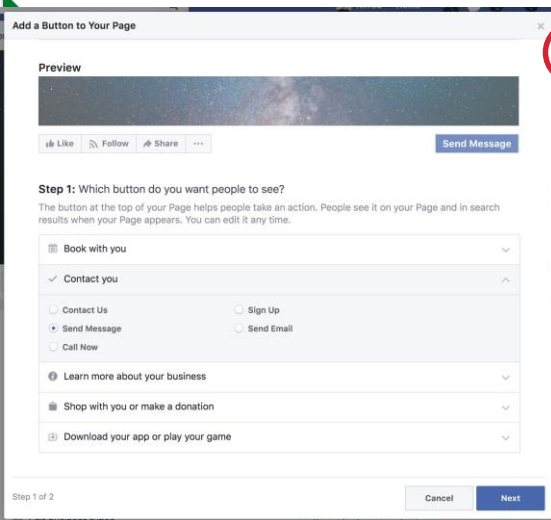
Milestones

- 2013 • 5000 Fans
- 2001 • Inauguration of the new facilities
- 1995 • Consolidation
- 1992 • Foundation of the "Fruits and Vegetables" division

How to start

Set up a Facebook Business Account

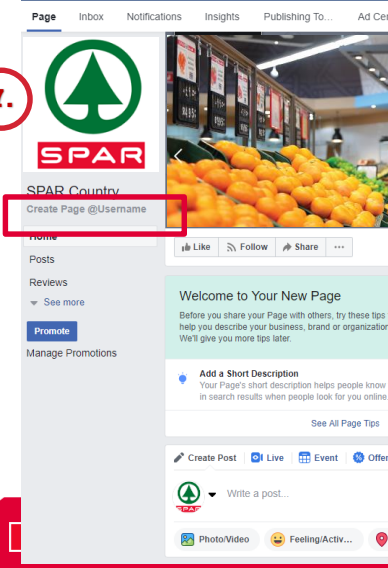
Add buttons: Every Facebook Page has a prominent call-to-action (CTA) button below its cover photo. It is a great opportunity to get your Page visitors to take an action, such as sending you a message or learning more about SPAR.



6.

Username: Create a username @SPARCountry
It'll make it easier for people to find your Page and give you a custom URL that you can share with others.
E.g. <https://www.facebook.com/SPARSriLanka/>
<https://www.facebook.com/SPARGranCanaria/>

7.



How to start

Add collaborators to your page

8.

If you plan on sharing your Facebook marketing duties with a team, you will want to grant access for various people and various roles. Here are the roles that you can choose from:

Admin – Complete and total access to everything (The creator of the page is the admin by default)

Editor – Can edit the Page, send messages, and post as the Page, create Facebook ads, see which admin created a post or comment, and view insights.

Moderator – Can respond to and delete comments on the Page, send messages as the Page, see which admin created a post or comment, create ads, and view insights.

Advertiser – Can see which admin created a post or comment, create ads and view insights.

Analyst – Can see which admin created a post or comment and view insights.

“Page settings” → “Page Roles” type in the name of any Facebook friend/person who has liked the Page or type in an email address associated with a Facebook account.

How to start

Click through rest of Settings to make adjustments

Default settings

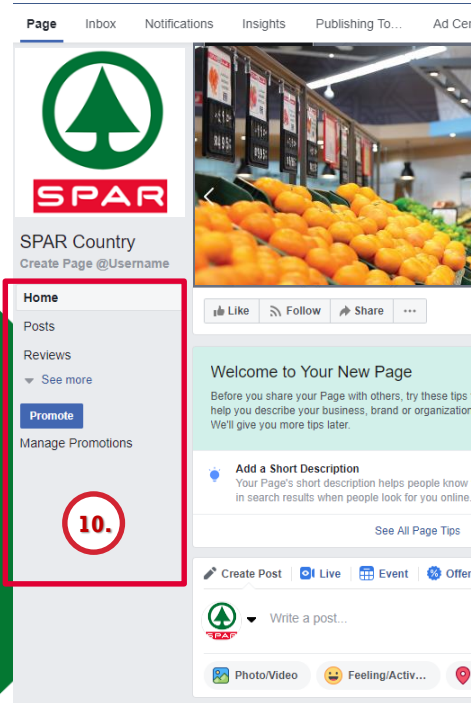
9.

Inbox Notifications Insights Publishing To... Ad Center		Settings	Help
General	Page Visibility	Page published	Edit
Messaging	Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Page Info	News Feed Audience and Visibility for Posts	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off	Edit
Templates and Tabs	Messages	People can contact my Page privately.	Edit
Post Attribution	Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Notifications	Others Tagging this Page	People and other Pages can tag my Page.	Edit
Messenger Platform	Page Location for Effects	Other people can use your Page's location for photo and video frames and effects.	Edit
Page Roles	Country Restrictions	Page is visible to everyone.	Edit
People and Other Pages	Age Restrictions	Page is shown to everyone.	Edit
Preferred Page Audience	Page Moderation	No words are being blocked from the Page.	Edit
Authorizations	Profanity Filter	Turned off	Edit
Branded Content	Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Instagram	Page Updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Featured	Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
Crossposting	Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
Page Support Inbox	Comment Ranking	Most recent comments are shown for my Page by default.	Edit
Activity Log	Content Distribution	Downloading to Facebook is allowed.	Edit
	Download Page	Download Page	Edit
	Merge Pages	Merge duplicate Pages	Edit
	Remove Page	Delete your Page	Edit

SPAR International settings (example)

General	Page visibility	Page published	Edit
Messaging	Visitor posts	Anyone can publish to the Page. Post moderation is turned on	Edit
Page Info	Allow post sharing to stories	Post sharing to stories is on	Edit
Templates and tabs	Messages	People can contact my Page privately.	Edit
Post attribution	Tagging ability	Only people who help manage my Page can tag photos posted on it.	Edit
Notifications	Others tagging this Page	People and other Pages can tag my Page.	Edit
Messenger platform	Page location for effects	Other people can use your Page's location for photo and video frames and effects.	Edit
Page roles	Country restrictions	Page is visible to everyone.	Edit
People and other Pages	Age restrictions	Page is shown to everyone.	Edit
Preferred Page Audience	Page moderation	No words are being blocked from the Page.	Edit
Authorisations	Profanity filter	Set to strong	Edit
Branded content	Similar Page suggestions	Choose whether your Page is recommended to others	Edit
Instagram	Page updates	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Featured	Post in multiple languages	Ability to write posts in multiple languages is turned on	Edit
Crossposting	Translate automatically	Your posts may show translations automatically for people who read other languages	Edit
Page Support Inbox	Comment ranking	Most relevant comments are shown for my Page by default.	Edit
Activity log	Content distribution	Downloading to Facebook is allowed.	Edit
	Download Page	Download Page	Edit
	Merge Pages	Merge duplicate Pages	Edit
	Remove Page	Delete your Page	Edit

How to start



Customize Tabs

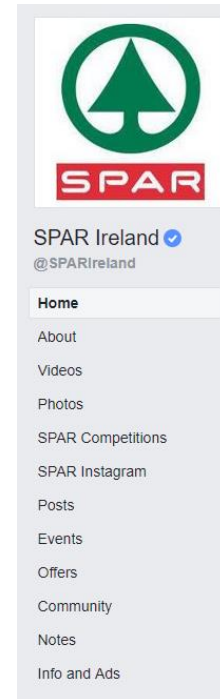
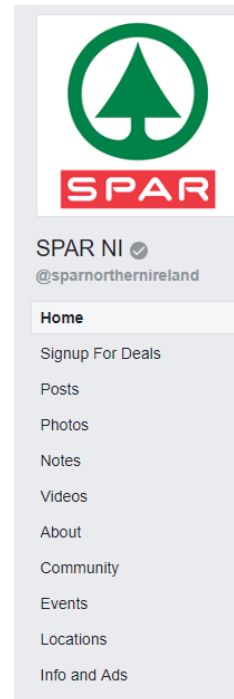
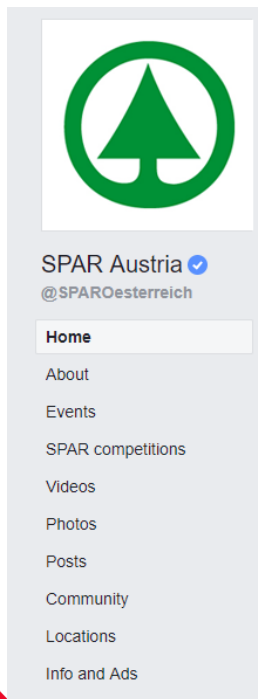
Facebook allows you to customize your Page even further. In your Page settings, there is a “Templates and Tabs” tab. This tab lets you configure how you want your Page to look like.

Tabs are essentially different sections of your Page, such as your posts, your photos, reviews of your business, etc. You can decide which tabs you want on your Page and their order on your Page.

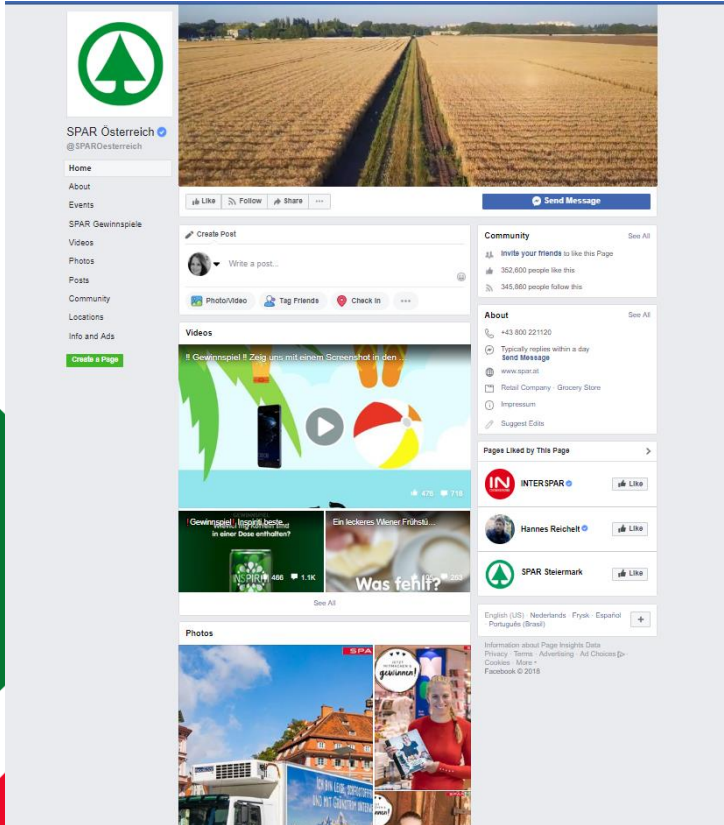
Most common within SPAR: Home (by default), About (by default), Posts, Photos, Videos, Community, Reviews, Events, Locations, Info and Ads (by default)

How it could appear

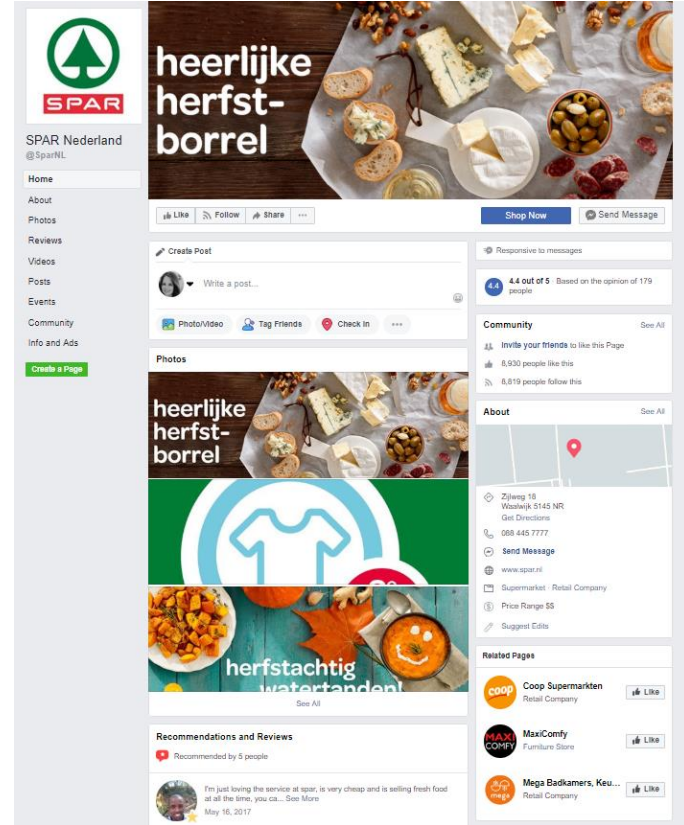
Tab Examples




How it could appear



Home



How it could appear



SPAR Ireland
@SPARireland

- Home
- About
- Videos
- Photos
- SPAR Competitions
- SPAR Instagram
- Posts
- Events
- Offers
- Community
- Notes
- Info and Ads

Like Follow Share ...

Contact Us Send Message

Search for posts on this Page

Visitor Posts

Korompai Viktoria
April 10, 2017 at 1:00 AM
Victoria Mobile Photography

8 Likes
Like Comment

English (US) Nederlands Frysk Español Português (Brasil)

Information about Page Insights Data
Privacy · Terms · Advertising · Ad Choices · Cookies · More
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Win an Xbox One S! 🎮🎮🎮
Did you know you can get Xbox subscriptions and currency in SPAR Payzone outlets? To celebrate we have 3 Xbox One S Consoles with Sea of Thieves AND a 12 month Game Pass subscription to give away!
To win simply tell us who do you play with?
T&C's Apply: tinyurl.com/xBoxCompSPAR

ENTER TO WIN

XBOX ONE S CONSOLE
with SEA OF THIEVES & a 12 month subscription to XBOX GAME PASS

XBOX subscriptions & currency available at Payzone

630 751 Comments 326 Shares

Like Comment Share

Most Relevant


Write a comment...

Alison Fox Would love this for my daughter cassie or my nephew's Dylan and Reece they are big Xbox fans and fortnight fans be perfect for them to play together liked and shared Mary Strappe Thomas Ryan John Paul Strappe
Like Reply · 3h

Nathan O'Shea I play my Xbox 360 with my brothers every weekend 🎮 it's the highlight of my week because I live away from home and we always have great fun playing FIFA 16 together 🎮 I'd love to win this Xbox 1 so I can buy some new games and create some great memories with Shane O'shea & Graham O'shea 🎮
Like Reply · 3h

View more comments 2 of 751

Posts



SPAR Gran Canaria
@SPARGranCanaria

- Home
- About
- Posts
- Photos
- Videos
- Rules of Use
- Twitter
- Community
- Notes
- Offers
- Info and Ads

Like Follow Share ...

Send Message

Search for posts on this Page

Visitor Posts

Marco Sabatini
November 3 at 2:43 PM
Hi, I'm an Italian guy I'm living in teide and I have an ex... See More

1 Comment
Like Comment

Esther Sant
November 1 at 8:05 AM
TEAM PABLO NERUDA !!!

3 Likes 1 Comment 1 Share
Like Comment

Inna German
October 25 at 3:08 PM
It seems fatal to me that they have the fruit and vegetables at the entrance of the supermarket of 7 Palmas catching the pollution

1 Comment
Like Comment

English (US) Nederlands Frysk Español Português (Brasil)

Information about Page Insights Data
Privacy · Terms · Advertising · Ad Choices · Cookies · More
Facebook © 2018

Have you seen our new brochure? 📄
Irresistible offers and, of course, the best frescoes 🍷🍷
👉 Consult here our brochure available until November 8:
<https://goo.gl/cokUrg>
See Translation

SPAR Gran Canaria
November 2 at 3:22 PM

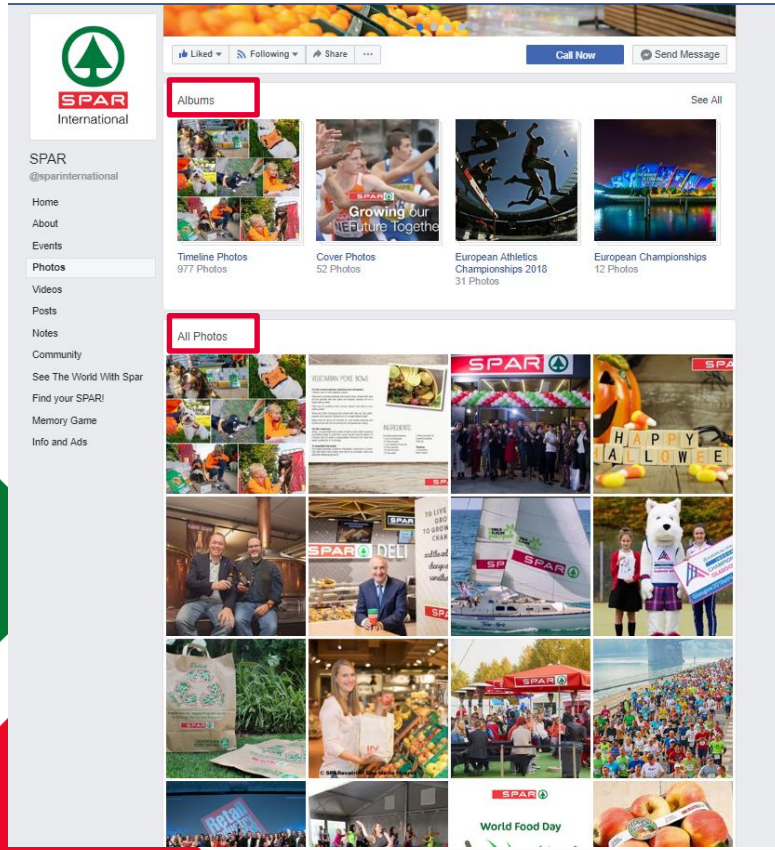
We launch 'The SPAR solidarity month' 🎉
This time we do it starting with a campaign of collaboration with the Canary Institute of Hemodination and Hemotherapy (IICH) to encourage blood donation 🎉
We give the kick-off to this initiative with donations from the #FamiliaSPAR in our central 🎉 See More
See Translation

7 3 Shares

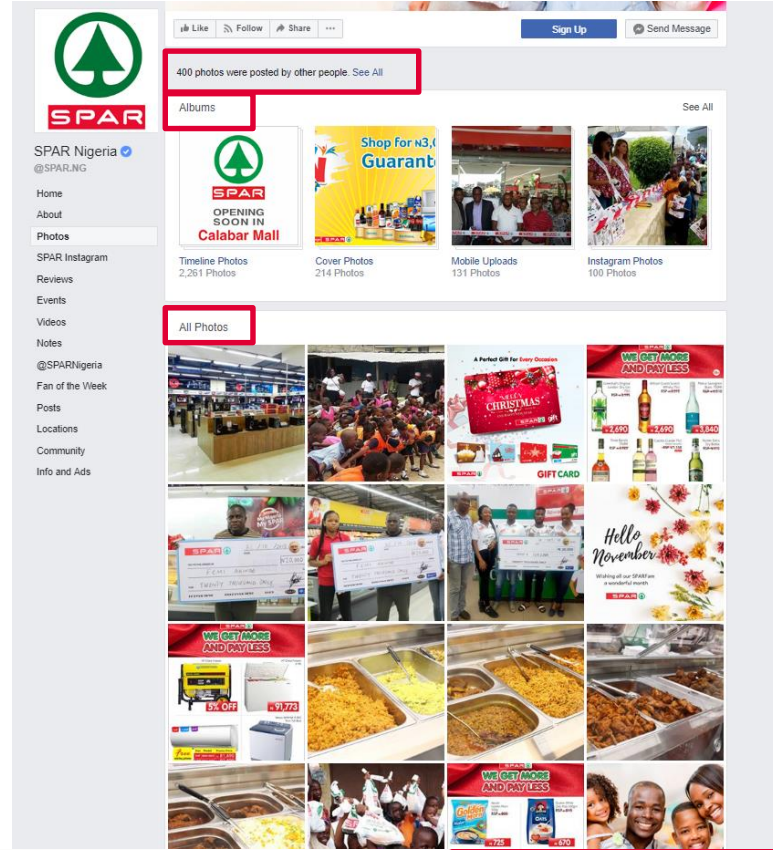
Like How Share

Write a comment...

How it could appear



Photos



How it could appear

SPAR.be
@SPAR.be

Home
About
Photos
Videos
Posts
Locations
Community
Wordsearch
Hidden word
Reviews
Info and Ads

Newest First

Search SPAR.be's videos

Playlists (1)

Cover Video's
4 videos · Updated about 2 months ago

With our Indian Summer Wines Festival you can buy 3 wines ...
97 views · September 14

Save for these beautiful & useful kitchen tools from ...
308 views · June 21

Tasty feasts - Savourouses bites
527 views · December 7, 2017

Tasty feasts - Savo
12 views · December

All Videos

Also completely in pumpkin mode? We can already ...
704 views · October 12

Moussaka
993 views · October 10

500 Duo Tickets Kinopolis
5K views · October 10

Pepper & Salt September
1.1K views · September 28

Beka Aroma
936 views · September 23

Beka Aroma
133 views · September 23

With our Indian Summer Wines Festival you can buy 3 wines ...
97 views · September 14

Cheesy Crust
118 views · September 3

Cheesy crust
1.4K views · September 3

Lunch tips
92 views · September 3

Lunchbox-tips
750 views · September 3

Indian summer
90 views · September 3

Indian Summer
670 views · December 3

Save for cast iron pots and pans from BEKA!
1.8K views · August 31

Savings action BEKA
1.8K views · August 31

Win 1 year of free Usborne ice cream!
1.7K views · December 7

Videos

SPAR
Switzerland
@SPAR.Schweiz

Home
About
SPAR offers
SPAR Premium League
Posts
Shop
Videos
Photos
Live Videos
Community
Info and Ads

Newest First

Search SPAR.Schweiz's videos

All Videos

Discover with the Emmi dialect milk the linguistic ...
5 views · October 29

You are looking for a new professional ...
348 views · October 10

We celebrate our anniversaries and openings ...
130 views · September 26

Team SPAR am Pink Ribbon Charity Walk ...
355 views · September 6

Our SPAR employee and wheelchair athlete Patricia Keller
462 views · September 3

Children's flying days Bad Ragaz
437 views · August 28

Fresh to go
521 views · June 29

SPAR Switzerland visits South Africa
2K views · March 9

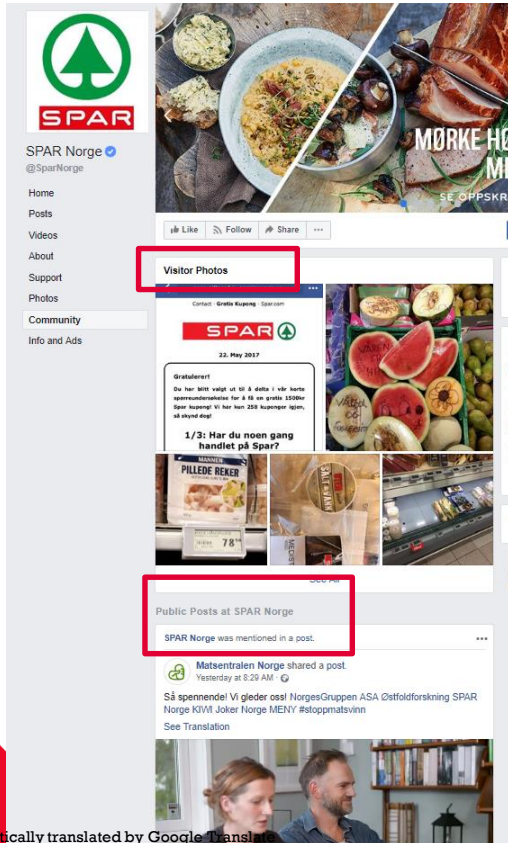
We have opened our first SPAR express in Ticino!
2.2K views · May 12, 2017

SPAR enables two drinking water projects in Burkina ...
1.9K views · February 25, 2015

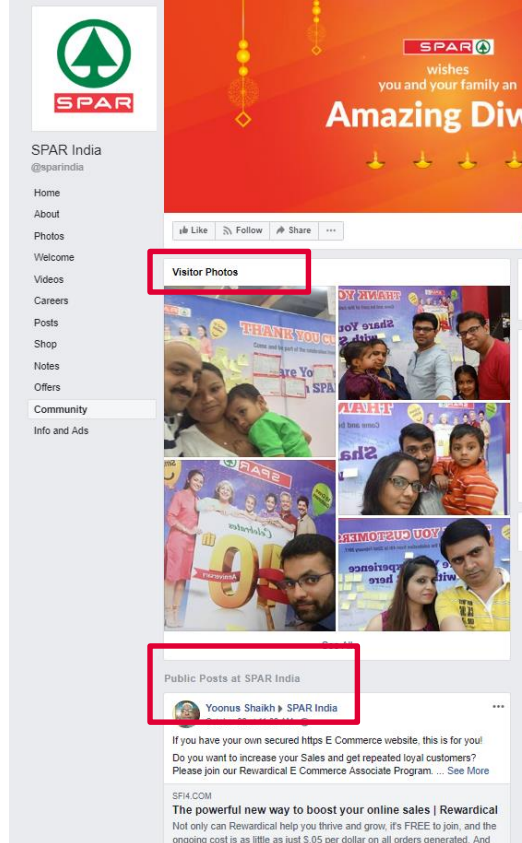
Filmpremiere Johnny English 2
October 13, 2011

TV Spot SAVE Switzerland
December 3, 2010

How it could appear



Community

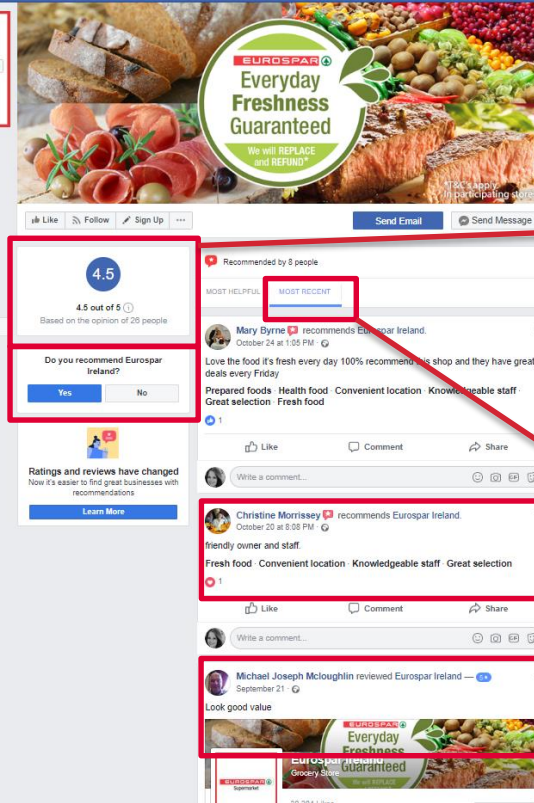
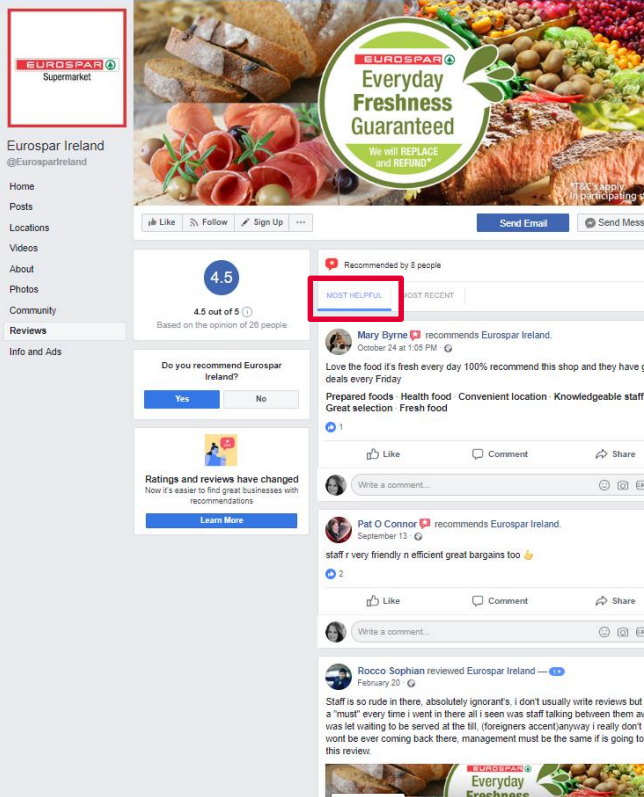


The community tab shows the following:

- ✓ Your Page has been mentioned
- ✓ Users post publicly at your wall
- ✓ Users who have “checked in” in one of your stores

How it could appear

Reviews



- ✓ Ratings are public
- ✓ 2 different rating systems
 - ✓ 1 - 5 rating system

- ✓ Yes / No recommendation

Michael Joseph McLoughlin reviewed Eurospar Ireland — 5★
September 21 · 🌐

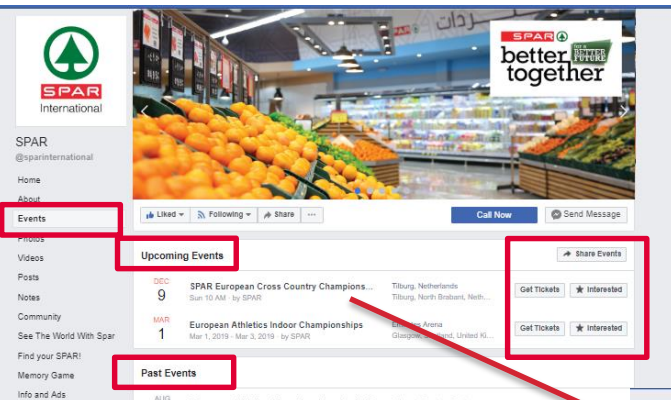
Christine Morrissey 📌 recommends Eurospar Ireland.
October 20 at 8:08 PM · 🌐

- ✓ Overview of current score
- ✓ Divided in:
 - ✓ Most helpful
 - ✓ Most recent

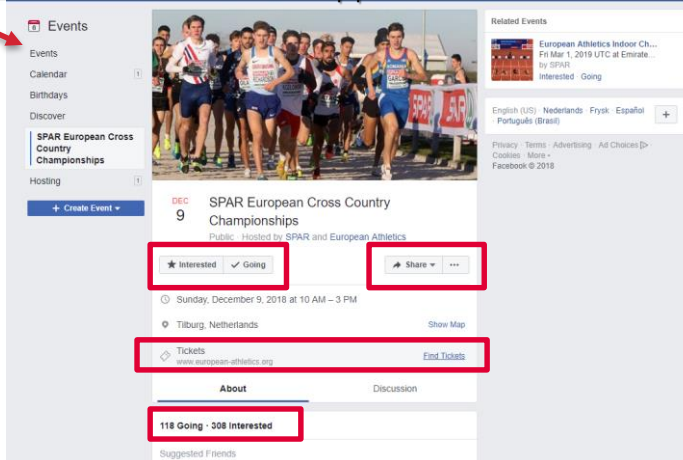
How it could appear

Events

- ✓ Overview of Past and Upcoming Events
- ✓ Link to ticket-website
- ✓ Users can indicate that they are interested in the event, which will be shown on their personal Facebook profile – which might attract more users
- ✓ Users can indicate their attendance 'going' (again shown on their profile)
- ✓ Users can share the event with their connections via messenger or timeline
- ✓ Users can actively invite their personal connections



View for shoppers:



How it could appear

Events

Default Example of Event Creation

Create Public Event

You're creating a public event that is visible to anyone on or off Facebook. You won't be able to change it to private later.

Event Host
Select the Page or profile who will host this event: SPAR

Basic Info
This info will also appear on your profile. Now you can use video to help your event stand out.

Event Photo or Video
Change Photo/Video

Event Name
Add a short, clear name (0 / 64)

Location
SPAR

Frequency
Occurs Once

Starts
11/30/2018 9:12 AM UTC+01

Ends
11/30/2018 12:12 PM UTC+01

Details
Let people know what type of event you're hosting and what to expect.

Category
Select Category

Description
Tell people more about the event

Keywords
Type and select keywords from the list of results

☐ Kid Friendly

Messaging
Let people ask you questions about this event over Facebook Messenger. Choose whether your page can receive messages about this event. OFF

Tickets
Let people know where they can get tickets for your event.

Ticket URL
Add a link to your ticketing website. On Sale Now

Options
Choose who can edit and post.

Co-hosts
Add Pages and friends

Posting
Anyone can post (reported posts and story items must be approved)
Anyone can post (all posts and story items must be approved)
Only hosts can post

Guest List
Display guest list

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Save Draft Create

How to set up an event on Facebook:

- ✓ Add all basic information – be as specific as possible
- ✓ **Category:** Depends on event, for instance “Sport”
- ✓ **Description:** Include main title, what it is, dates and location
- ✓ **Schedule:** This is the event's agenda, for instance indicate time, name of speaker and title of speech – it will appear neatly in your event description
- ✓ **Keywords:** Use keywords relating to your event so that users can find your event easily
- ✓ **Messaging:** Depends on the event; we recommend to have it turned off – otherwise maintenance might be high
- ✓ **Co-hosts:** Add a page if it is a collaboration/organized by a third party
- ✓ **Posting:** Depends on event; we recommend “only hosts can post” – prevents your event from negative and inappropriate posts

Create Public Event

Frequency
Occurs Once

Starts
11/30/2018 9:12 AM UTC+01

Ends
11/30/2018 12:12 PM UTC+01

Details
Let people know what type of event you're hosting and what to expect.

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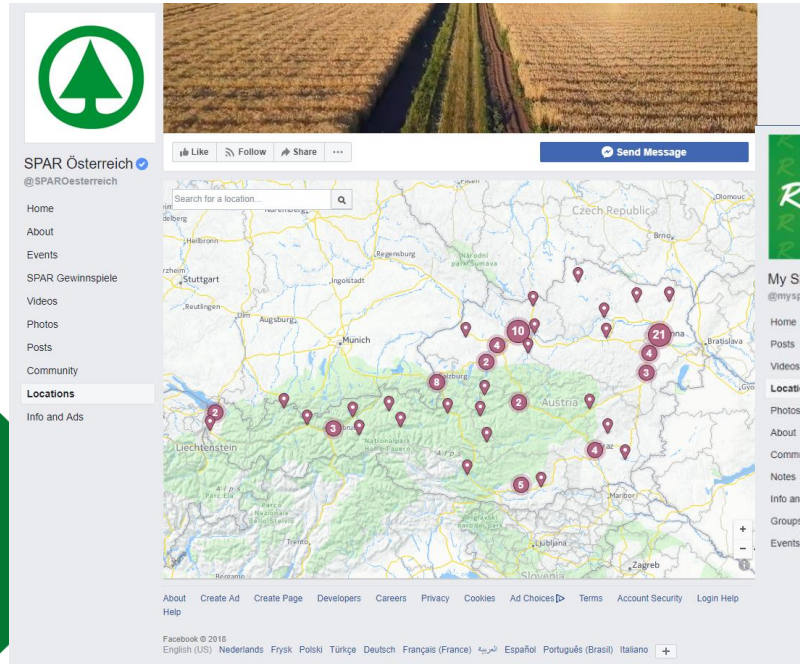
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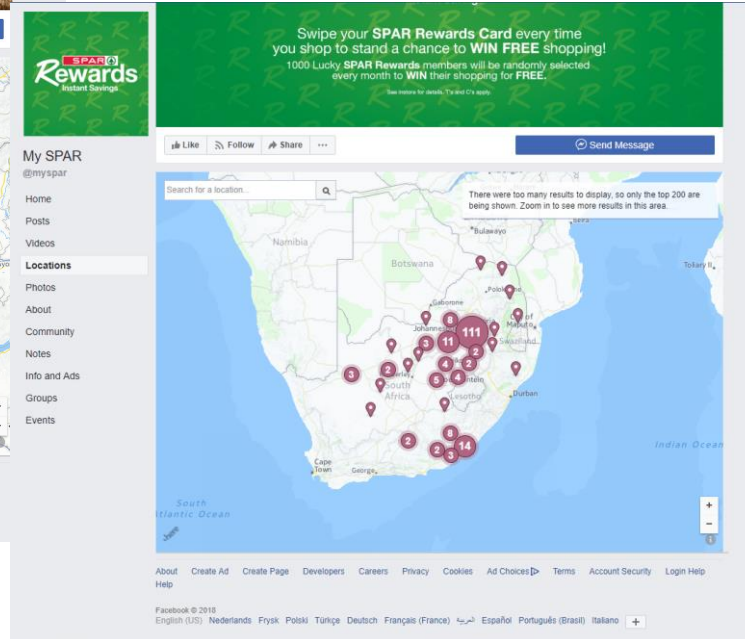
Save Draft Create

How it could appear



Locations

Shows all SPAR store locations of your area/ country



How it could appear

Info and Ads

The image shows two side-by-side screenshots of Facebook pages for SPAR. The left screenshot is for 'SPAR Nederland' and the right is for 'SPAR Hungary'.

SPAR Nederland Page:

- Active ads from SPAR Nederland:** A red box highlights a section stating: "Facebook is showing you ads this Page is currently running to provide more transparency info advertising. Offers and pricing may not apply to you. Learn more". Below this, a sponsored ad is visible with the text: "Geef je carrière een boost bij SPAR! Wil je werken op kantoor, in de logistiek, in de winkel of als ondernemer? Bij SPAR is het mogelijk! See Translation".
- Page Information:** Shows the page was created on June 24, 2010, and was previously named 'Spar'.
- Language:** English (US), Nederlands, Frysk, Esp, Português (Brasil).

SPAR Hungary Page:

- Active ads from SPAR Hungary:** A red box highlights a section stating: "Facebook is showing you ads this Page is currently running to provide more transparency info advertising. Offers and pricing may not apply to you. Learn more". Below this, a sponsored ad is visible with the text: "SPAR Magyarország isn't running any ads in your location. Choose a different location from this list to see the ads this Page is running there. Hungary".
- Page Information:** Shows the page was created on October 7, 2010, and the page name has not changed.
- Language:** English (US), Nederlands, Frysk, Español, Português (Brasil).

For transparency reasons Facebook shows all active ads created by country/region.

All paid ads are marked as 'Sponsored'

i.e. on the SPAR Hungary Facebook page, in the info and ads tab you will see all Facebook ads posted by SPAR Hungary

FACEBOOK CONTENT - TIPS & TRICKS

Tips and Tricks regarding content

Make postings regularly

Once you have set-up your Facebook page, the most important thing is to be active and regularly update it with a variety of content to keep your audience interested. Here are some quick tips and tricks to optimize the use of your Facebook page.

Make use of hashtags in your posts

Hashtags connect your content with other people talking about the same thing or looking for information about something. So, if you write a post about meal inspiration and use the hashtag, #SPARmealtips, more people will find your content. This can extend your Facebook content past your own audience, which is one of the only ways to do this on Facebook without paid media. Use industry specific hashtags and create your own if they will be relevant to your audience. Three or four relevant hashtags per post could make all the difference in finding your ideal audience.

Have a purpose

Presence is not enough. Make sure that you think about why you have a Facebook page and set some goals you want to reach with your performance. For example you want to promote your extensive product range. Your content needs to reflect that, so upload high quality pictures of specific ranges, post status updates on new ranges, or ask for opinions on a particular product you sell.

Quality content is vital

You need to keep your followers engaged in order to keep them coming back. Share relevant content on a regular basis, but don't overdo it. Three or four times a week is a good start. Ensure all visuals and videos are not pixelated. Many business users have their own strategy how, when and what they do online. Perhaps set up a content schedule, where you indicate when you will update your page. Ideally it is a mix of your own content (own thoughts, photos, events etc.) and inputs from your shoppers.

Be transparent

Be honest about your content and allow for genuine conversation about a variety of topics. People will only engage when they feel it is genuine.

Be inviting

Allow your shoppers to post their own content on your wall. Ask questions and for people's opinions about your SPAR store, the products you offer, or events you have organized in the past. Encourage them to post photos of their own, or share stories about the community your SPAR store operates in.

You also need to be alert to receive complaints through Facebook, either shared privately or publicly. In case of this, be patient, offer your help and make a statement, so that the shoppers feel understood.

Let people speak their minds

Be receptive to feedback and constructive criticism, your page gives you a great opportunity for service recovery. Try not to remove posts from your page unless they could be considered as offensive. Successful business pages listen more than they speak. Show that you are listening to your shopper's feedback and demonstrate how you are using it to improve your service.

Respond quickly

Your fans will ask questions, give your SPAR store compliments and provide feedback. Do not let this opportunity for interaction pass. Allocate time each day to respond to what they are posting on your wall. We recommend to respond within one hour, however if resources won't allow that we advise to answer not later than within one day. If people feel that nobody is reading their posts, they will lose interest and engagement will decline. It is most important to join the conversation.

How to respond to criticism

- ✓ Respond calmly and politely
- ✓ Thank them for their opinion (try not to be too formal),
- ✓ Apologize for any inconvenience ("sorry to hear that you're having problems with our product / you didn't like our services"),
- ✓ Encourage them to send you a private message (via messenger or live chat – not email as email communication usually takes a long time and might enrage your shoppers even more)

Once you **get in touch** with your shopper **in private**, handle a complaint the normal way:

- ✓ Thank them for sharing their opinion
- ✓ Try to use "thank you for taking the time to write / call us,"
- ✓ Briefly apologize
- ✓ Try to explain what happened: be clear and precise
- ✓ Explain what you are going to do and when you're going to get back to them.
- ✓ Don't forget to follow up! If shoppers take their time to post about you once, they will post again if they are dissatisfied with the solution/fix.
- ✓ A great way to gain good word of mouth is to go the extra mile for such shoppers and offer them a small gift or a discount. In this way you can often convert adversaries into advocates

Promote your Facebook presence

If you have a website, let your site visitors know that you are also active on Facebook or spread the word in your store, at events you organize and on your promotional flyers. Offering a coupon for a discount on selected products is a good way to attract new fans, or ask your shoppers in store to like you page and post why they think they should win a prize, e.g. a Christmas Hamper worth 25€

Create a community, not a sales page

Your page is not about one-way marketing, it is about interaction. You should talk **with** shoppers, not **at** them. Fans like offers and promotions, but do not overdo it. Your page is still primarily a platform where you interact with your shoppers and shoppers interact amongst each other.

Keep it fun!

Facebook is social, not corporate. Adapt to the medium and accept that you are on your shopper's turf. Use informal language and humour – everybody likes a good laugh.

Keep your audience up to date

Very important is to keep it up. Understand that interaction does not only happen when you want it, it is ongoing. Your followers will lose interest if there is no activity on your page. Remember that our SPAR brand is our biggest asset.

What content to post

Topics you can communicate

- | | |
|------------------------------|---|
| ✓ Health & Nutrition | Inform shoppers about ingredients, how to improve their healthy lifestyle and nutrients in products |
| ✓ Informative Posts | Information about SPAR stores such as new openings and opening times and SPAR assets (e.g. Gift Card, Magazine, Newsletter) |
| ✓ Campaigns | Current Marketing campaigns |
| ✓ Cooking & Recipes | Cooking inspirations |
| ✓ Community Focus | Initiatives you're involved in in the local community |
| ✓ Loyalty Reward Campaigns | Collecting stickers, rewarding shoppers |
| ✓ Shopper Engagement | Asking engaging questions |
| ✓ Sustainability | How is SPAR reducing its environmental footprint |
| ✓ Competition | Inform about participation and prizes |
| ✓ Price & Product Promotions | Price-offs, leaflets |

Example: Calendar

Eg 1. Standard Category Post Calendar for 'January'

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12 News & Promotions	13 Recipes & Nutrition	14 Community & social initiatives + Valentine's day	15 News / Did you know	16 Happy / fun & Promotions	17	18
19 News & Promotions + Recap from Community food drive on Sat 17 th	20 Recipes & Nutrition	21 Community & social initiatives	22 News / Did you know	23 Happy / fun & Promotions	24	25
26 News & Promotions	27 Recipes & Nutrition	28 Community & social initiatives	29 News / Did you know	30 Happy / fun & Promotions	31	1

FACEBOOK CONTENT BEST PRACTICES

SPAR Facebook post recommendation

All posts should have the following....

- ✓ Informative – added value information
- ✓ Targeted – interesting to your shoppers
- ✓ Engaging – chose right mechanism for your content (ask question, contest, let users vote, etc.)
- ✓ Link to SPAR Products where possible – Name SPAR products/ product line
- ✓ Transparent – ask for shopper opinions, feedback, show who won your contest, answer questions, etc.
- ✓ Link to website / URL for more content/ information if needed
- ✓ Photo / Video with SPAR logo
- ✓ Use location function, #'s, feeling, activity function or any other appropriate Facebook functions when posting to increase your reach
- ✓ Link campaigns to offline elements (products, in-store promotions)
- ✓ Make campaigns interactive/challenging
- ✓ Create short & snappy texts



'Despar Nordest

Mmm ... garlic scent, definitely one of the flavors of the summer!
We like to use it in garlic pasta, oil and chilli!
Have you ever tried it with spelt-wholemeal pasta?
In the new INTERSPAR flyer the bio spelt-wholemeal pasta, costs € 1.99 at Despar, if you prepare it send us a photo?
Look at the benefits of wholemeal pasta bit.ly/Despar-Pasta-Integrale, and if you think it's less tasty than wheat pasta, try it and tell us about your experience!



'SPAR Österreich

Our fourth gang member is a real all-rounder - P-Mint can be used as a refresher not only in drinks but also in summer salad. 🍹

P-Mint

- Refreshing
- Includes essential oils
- Refreshes your ice tea and fruit salad



- Insights about impact of garlic, mint and plums in your food and regarding your health

Some examples are automatically translated by Google Translate



- Kitchen Hack – Tips to cook potatoes the right way



- Insights of 5 ways coconuts are commonly used



- Insights about corn and how to prepare correctly

SPAR Thailand
September 28 · 🌐

Then seal any open Hgaaaa
SPAR fresh and easy food market
store service stations S. JC Power (Chom)
Ratchaburi Raaaaa the
map Click any field value: <https://goo.gl/TQxrb6>.
Do not forget to visit it.
At Par Park. There are many products to serve you.
Ready to eat, freshly baked bakery.
Organic Products, Health Products
Snacks, imported desserts
Consumer Goods
Its facilities, we have completed my ❤️

#SPARthailand
#FreshAndEasyFoodMarket
#Live easy near you
See Translation



ร้าน สฟาร์
ในสถานบริการน้ำมันบางจาก
สาขา เอสเอซี เพาเวอร์

พร้อมให้บริการทุกประเภทของสินค้า
พร้อมทั้งบริการลูกค้าด้วยความสะดวกสบาย
ภายในบริเวณปั๊มน้ำมันบางจากเอสเอซีเพาเวอร์

Excellence in Fresh Food · Passion For Quality · Outstanding Service · Exceptional Value

sparthailand.com | SPAR Thailand

4 · 1 Share

Some examples are automatically translated by Google Translate

SPAR Malta
August 30 · 🌐

Hello SPAR Sliema....
#thereforyou #7to10pm #daily




40 · 8 Shares

Like · Comment · Share

➤ Information about new SPAR store openings

SPAR Malta
September 27 · 🌐

Did you know that SPAR #marsaxlokk is.....



22 · 7 Shares

Like · Comment · Share

➤ Information about SPAR opening hours

BEST PRACTICES

Informative Post



➤ Information about SPAR gift card

➤ Information about SPAR gift card

➤ Information about availability of the new edition of SPAR Austria's 'Mahlzeit' magazine

BEST PRACTICES



➤ Announcement of Partnership

Some examples are automatically translated by Google Translate

Informative Post



➤ Jumbo & SPAR Mauritius celebrated their birthday and had special offers and events

'Jumbo & SPAR Mauritius

🎉 Birthday party 🎉 : Saturday, September 01 at 14h in SPAR stores and Jumbo hypermarkets! In the program : - Cooking and pizza workshops for children - Face painting, coloring - Tasting of cakes, popcorn and cotton candy - Games and vouchers to win!

Despar Nordest
17. August um 11:07

Non una, non due, non tre... ma ben cinque ricette con l'anguria targate Casa di vita. Ideali da gustare con questo gran caldo.

Übersetzung anzeigen



CASADIVITA.DESPAR.IT

5 ricette con l'anguria | Casa Di Vita

L'anguria è il frutto protagonista dell'estate! Gustalo in tante forme diverse,...

497 10 Kommentare 127 Mal geteilt

'Despar Nordest

Not one, not two, not three ... but five recipes with watermelon labeled Casa di Vita. Ideal to enjoy with this great heat.'

➤ Cooking inspirations – recipes

Some examples are automatically translated by Google Translate

SPAR Österreich
9. August um 10:27

No Bake Cheesecake 🍰
Mit nur wenigen Zutaten kannst du dir und deinen Freunden diesen beierigen Cheesecake zaubern. 😊 Das Rezept dazu findest du hier
<http://bit.ly/2Md4h3c>



SPAR

Mahlzeit!

750 24 Kommentare 58 Mal geteilt

'SPAR Österreich


No Bake Cheesecake 🍰 With only a few ingredients you can conjure yourself and your friends with this berry Cheesecake. 😊 The recipe can be found here <http://bit.ly/>

SPAR Switzerland
April 4

Prepare today, enjoy tomorrow: Overnight Oats are healthy, delicious and full! And best of all - you can once again press the snooze button in the morning, because the breakfast is already ready 😊

To the recipe: <http://bit.ly/2IVPSEf>

Lake Translation



Übernächtigte
SUPER FLÖCKLI

6 2 shares



- Celebrating a feast & public holiday together with SPAR



- Make community aware of special days such as 'world smile day' and celebrate together

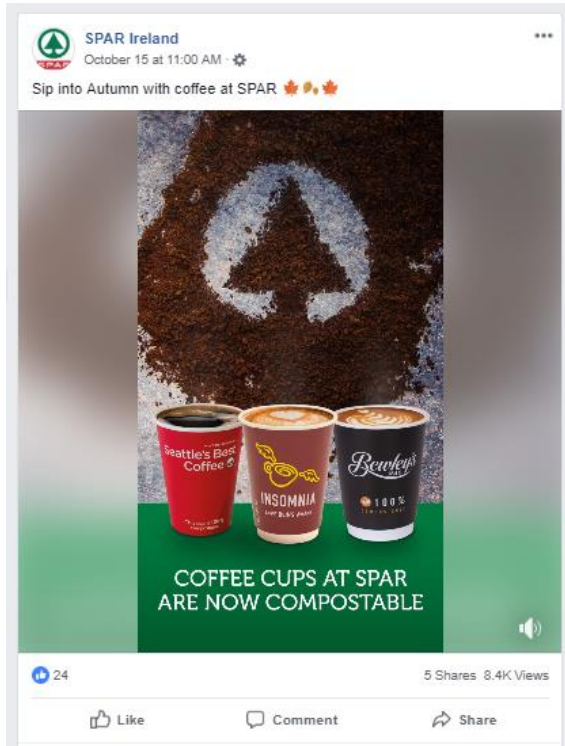


- Supporting disabled SPAR employee

- The lucky winners of a competition



- Supporting the environment with going 'plastic free' and offering alternatives to plastic bags



- Awareness of compostable coffee cups at SPAR



- Offering Fairtrade products at SPAR

BEST PRACTICES

Sustainability



- Showing how SPAR is reducing its environmental footprint – informing about waste management



- SPAR initiative regarding cleaning up our world



- How to build your own composting bin to recycle properly

SPAR.be
December 19, 2016 · 🌐

Discover the new discount coupons at SPAR and SPAR Express. Take advantage and tear them off!
See Translation

8 Likes · 12 Shares

Like · How · Share

SPAR Sri Lanka
10 Std. · 🌐

August month end flash deals at SPAR Sri Lanka!
Shop today to get these products for the best prices in town!
Valid on the 31st of August till stocks last only
T&C apply (Right to limit quantities)
Find us on Google maps by clicking this link - <https://bit.ly/2KW8mZW>

67 Likes · 1 Kommentar · 6 Mai geteilt

Eurospar Ireland
July 8 · 🌐

Check out our special offers available until 25th July 2018, while stocks last, in participating stores.

11 Likes

- Informing shoppers about discount coupons

- Informing shoppers about latest discounts and weekly specials – also in the weekly leaflet

Price & Product Promotions

SPAR Zimbabwe
7. August um 16:19 · 🌐

Coming soon to even more SPAR stores near you...
#SPARHappyHours

SPAR HAPPY HOURS!

TICK TOCK!

COMING SOON!
HAVE YOU SET YOUR ALARM?

11

SPAR Ireland
October 25 at 6:17 PM · 🌐

SPAR Spooky Savers are here 🎃👻👻
Get down to your nearest SPAR before time runs out! ⚠️⚠️⚠️
*Offers valid from 25th to 31st of October 2018 in participating stores while stocks last.

Any 2 for €3

Selected 7UP / Pepsi / Club 2ltr Range
€0.75 per lt (Zero / Sugar Free / Diet Only)

21 1 Comment 3 Shares 23K Views

Like Comment Share

Eurospar Ireland
April 8 · 🌐

Check out our special offer on Bird's Eye, Buy Any 1 Get 1 FREE! Battered Fish Fillet 400g / Crumbed Fish Fillet 400g / Crispy Chicken Dippers 770g
€5.50/€5.50/€8.10

Offer available while stocks last in participating stores.

EUROSPAR Supermarket

BUY ANY 1 GET 1 FREE

1 2 Shares

Like Comment Share

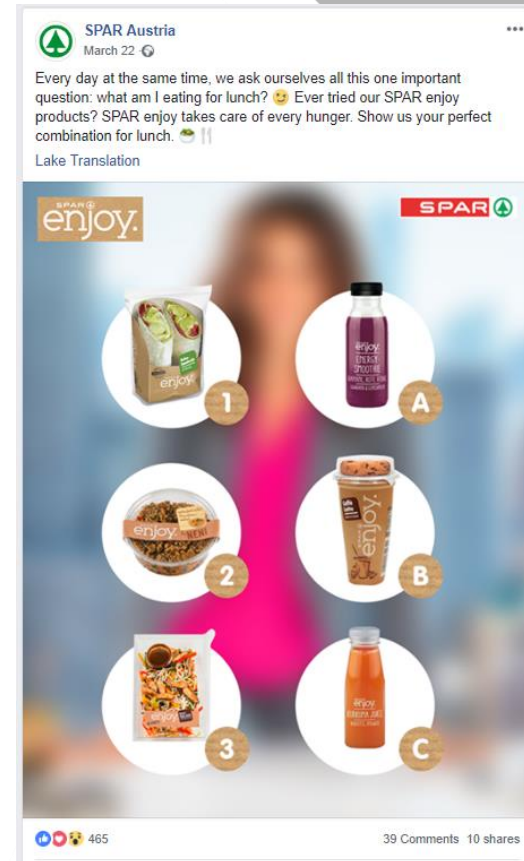
- Informing shoppers about special discount such as 'Happy Hour' (certain products half priced after a certain time) and special product promotions (any 2 for x€, buy 1 get 1 free)



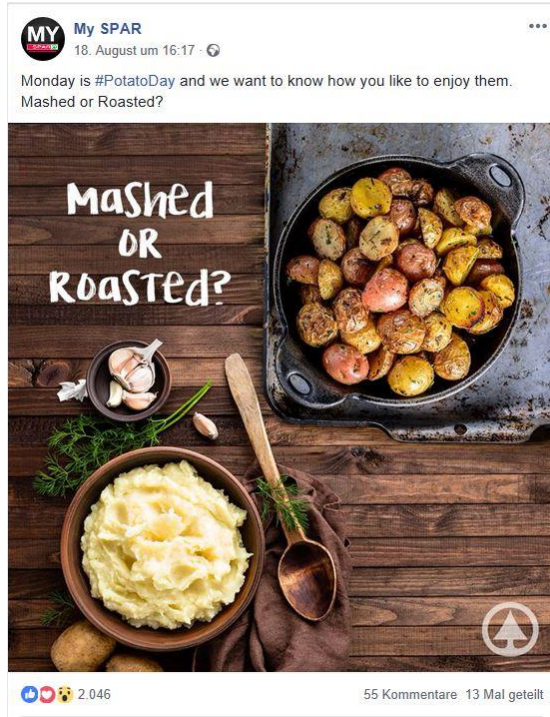
- Informing shoppers about SPAR To Go activation - here targeting students



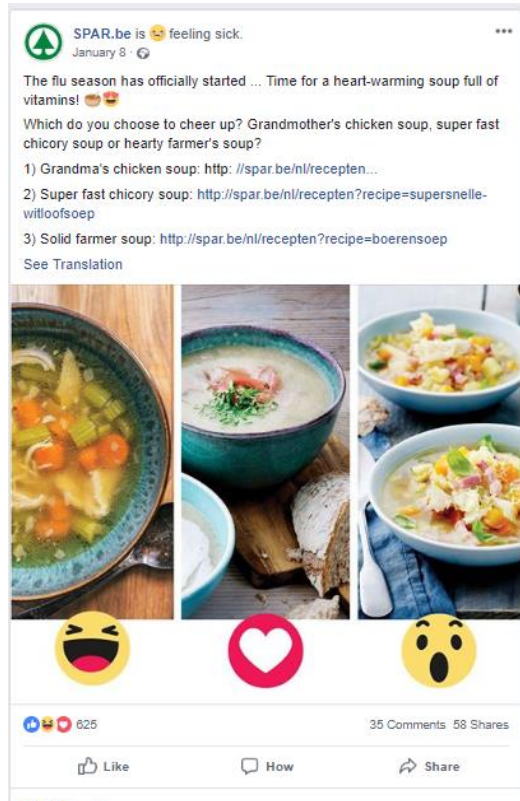
- Informing shoppers about the product launch of Maltesers Bites embedded in a contest activation



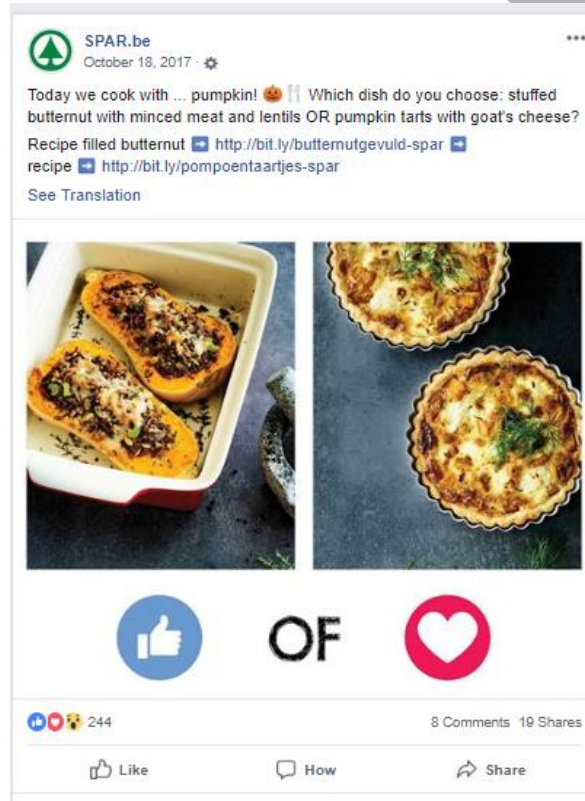
- Informing shoppers about the variety of the SPAR Fresh To Go Range and SPAR Enjoy range



- Asking a question to understand shoppers, exchange knowledge and engage with them



All 625 🇺🇸 417 🍷 112 🍷 76 🍷 20



All 244 🇺🇸 187 🍷 56 🍷 1

- Asking a question regarding certain topics or dishes, where followers are asked to vote/ answer with emojis



- Riddles and games encourage shopper engagement too

BEST PRACTICES

Competitions

SPAR Austria
July 7, 2017

You want to capture the best moments with your family and friends? Stöber online now through the SPAR meal Magazine - Urban Edition, find your favorite recipe idea. With a little luck, you will win one of 3 Polaroid Snap!

Let us know in the comments who or what will surely be on your first picture

Conditions of participation: <http://bit.ly/2fCG7i>
Closing date: 14.07.2017 at 12:00

Lake Translation



1K Comments 48 shares

SPAR Austria
June 23

! Competition !
We are looking for the SPAR ice cream 2018! Vote for your darling and win a € 50 SPAR shopping . The two ice creams with the most votes compete against each other in the final!

We wish you good luck.

Duration: 23.06. - 27.06.2018, 09:00 am Conditions of participation: <http://bit.ly/2JAuac0>

Lake Translation



3.2K Comments 178 shares

SPAR Ireland
September 3

WIN a hamper full of goodness and a €50 SPAR Voucher 🍌🍌🍌
SPAR Better Choices and Claudine Keane have teamed up to help inspire families to make more nutritious food choices while eating on the go! 🏃
To be in with a chance to win one of ten hampers of sugar and calorie free SPAR Flavoured Waters, Vitamin Waters and Flavoured Teas as well as a €50 SPAR voucher just tell us who you'd share the hamper with! 🍌
T&C's apply: <https://goo.gl/HFFwJE>... See More



741 715 Comments 355 Shares

Like Comment Share

Most Relevant

Eoghan Masterson Liked & Shared
I'd absolutely love to win this brilliant giveaway ❤️ I'd share with my girlfriend who adores these flavoured teas, but I won't tag her cause it'd be a lovely surprise 😊
F... See More

Like Reply Retweet

SPAR Ireland Congratulations to Eoghan Masterson you are a lucky winner of the SPAR Better Choices competition! Can you please check your private mails to receive your prize. Congratulations again Best wishes, the SPAR Team



Like Reply Retweet

Great example of transparency when announcing winners

- Competition with SPAR brands / SPAR communication material (here SPAR Recipe Magazine from SPAR Austria), also winning SPAR vouchers and/ or product package

Some examples are automatically translated by Google Translate

BEST PRACTICES

Competitions

SPAR Ireland
21. August um 18:00 · 🌐

Capture all of life's moments thanks to SPAR and Heineken Light! For a chance to win a GoPro Hero Session tell us what moment you would capture?
T&C's apply: <https://goo.gl/t3FJv1> Visit www.drinkaware.ie



WIN A GOPRO HERO SESSION

T&Cs apply:
GoPro, HERO, and their respective logos are trademarks or registered trademarks of GoPro, Inc. SPAR is not a participant in or sponsor of this promotion.
Get the facts. Be DRINKAWARE. Visit [drinkaware.ie](http://www.drinkaware.ie)


79 · 94 Kommentare · 31 Mal geteilt

SPAR Austria
October 13 at 11:30 AM · 🌐

! Sweepstakes !

Together with REGIO we are giving away a Delonghi ECAM 23.420 SW coffee machine ☺️
All you have to do is quite simple. ☺️
Tell us in the comments what your favorite REGIO coffee recipe in the new SPAR meal! Urban Edition is. ☺️
We're keeping our fingers crossed for you! 🍀

Deadline: October 22, 2018, 09:00 am Terms and Conditions
: <http://bit.ly/2JAuac0>



GEWINN-SPIEL

REGIO

2.8K · 4.3K Comments · 400 shares

SPAR Ireland
September 17 · 🌐

COMPETITION CLOSED! Check your inbox to see if you've won!
WIN an activity weekend for two with Fulfil! 🏆🏆🏆
Fulfil and SPAR Ireland have teamed up to give you the opportunity to win a weekend break in Delphi Mountain Resort, a month's supply of Fulfil Chocolate Salted Caramel Vitamin and Protein Bars and a fitness pack!
To win all you have to do is tell us who you'd spend the weekend with! 🏆
T&C's apply: <https://tinyurl.com/y7qro3jy>



WIN AN ACTIVITY WEEKEND FOR 2 IN DELPHI RESORT

FULFIL
VITAMIN & PROTEIN BAR

SPAR

188 · 240 Comments · 64 Shares · 3.5K Views

Like · Comment · Share

➤ Competitions in cooperation with brands or services

Loyalty Reward Campaigns

SPAR Switzerland
September 26

Join the big SPAR Switzerland action Crazy Pets! Get a cuddly toy FREE with every purchase from 35 CHF! The Crazy Pets are waiting for you in the SPAR market near you. 🐶 🐱 🐹 🐰 🐻 🐼
you can find all information here: [LINK](#)
Lake Translation



BEI JEDEM EINKAUF
AB 35 CHF
1 KUSCHELTIER
GRATIS

CRAZY PETS

CRAZY GEHT'S WEITER...

10 3 shares

Spar Slovenia
October 19 at 5:00 PM

[OFFER] ! Exclusive in Interspar and selected Spar !
Now that the autumn 🍂 knocked on the door, and the winter is slowly approaching ❄️, it is important that our skin is well cleaned, restored and fed ❤️. Did you know that on our shelves you can find GLINA BOLUS products from Komenda, which are made from 100% natural clay? Sun-dried and hand-made clay contains minerals such as silicon, iron, magnesium, calcium and potassium, and by October 23 you receive it with a SPAR plus card for as much as 25% cheaper 🥰. Learn more about products at <https://goo.gl/sQkr96>.
See Translation



GLINA BOLUS[®]
glinje na doprlo

IZDELKI IZ
100 %
NARAVNE GLINE
IZ KOMENDE

20

SPAR Switzerland
Yesterday at 9:07 AM

◆ SPAR Switzerland loyalty campaign ◆
The range of products includes ten high-quality Ravensburger games, puzzles or creative products, which are available at a loyal price. You can get a price advantage up to 53%. Discover all products here: <http://bit.ly/2yWxfvt>
See Translation



Sammeln.
Sparen.
Spielen!

53%
pro Primie
sparen!

8

SPAR Switzerland
October 31, 2016

★ SPAR Switzerland loyalty campaign ★
Today begins the action, where more fun is inevitable. From now on, collect loyalty points with every purchase, stick them on the trading card and secure sensational benefits. Everything else here: <http://bit.ly/2e1CdPR>
Lake Translation



SPAR

Treueaktion
Samstags vom 29. Oktober bis 31. Dezember 2016
Freitags vom 31. Oktober bis 18. Januar 2017

**Punkte sammeln
für noch mehr
Spielspass!**

Ab sofort Treuepunkte sammeln
und Ravensburger- oder Brio-Produkte
vergünstigt sichern.

bis zu
51%
Treuerabatt

18 5 shares

Like Comment Share

- Either collecting points or stickers (no SPAR Loyalty Card needed) to gain a loyalty reward and special discounts for SPAR Loyalty card members

SPAR Facebook Page Overview

SPAR Gran Canaria	https://www.facebook.com/SPARGranCanaria/
SPAR Ireland	https://www.facebook.com/SPARireland/
SPAR International	https://www.facebook.com/sparinternational/
SPAR Netherlands	https://www.facebook.com/SparNL/
SPAR Nigeria	https://www.facebook.com/SPAR.NG/
SPAR Malta	https://www.facebook.com/SPARMalta/
SPAR Belgium	https://www.facebook.com/SPAR.be/
SPAR South Africa	https://www.facebook.com/myspar/
SPAR South Africa (Western Cape)	https://www.facebook.com/sparwesterncape/
EUROSPAR Ireland	https://www.facebook.com/EurosparIreland/
SPAR India	https://www.facebook.com/sparindia/
SPAR Zimbabwe	https://www.facebook.com/SPAR.Zimbabwe/
SPAR Hungary	https://www.facebook.com/sparmagyarorszag/
SPAR Slovenia	https://www.facebook.com/sparslo/
SPAR Switzerland	https://www.facebook.com/SPARSchweiz/
SPAR Norway	https://www.facebook.com/SparNorge/
SPAR Croatia	https://www.facebook.com/SparHrvatska/
SPAR Thailand	https://www.facebook.com/SPARThailand/
SPAR Oman	https://www.facebook.com/OmanSpar/
SPAR Austria	https://www.facebook.com/SPAROesterreich/
SPAR Mauritius	https://www.facebook.com/jumbo.spar.mauritius/
SPAR Sri Lanka	https://www.facebook.com/SPARSriLanka/
SPAR Italy	https://www.facebook.com/mydespar/



SPAR Malta is 🇲🇹 celebrating this weekend in Marsaxlokk, Malta.

July 28 · 🌐

May we take this opportunity to wish all the residents of Marsaxlokk a wonderful feast 😊

#SPARMalta #Marsaxlokk #Festa2018 #beautiful #quaint



SPAR 
INTERNATIONAL



Facebook Business Management Manual