



RICE & BEANS

@riceandbeanscollective

HALEY HUECKMAN

OWNER



OPERATOR





HOW I STARTED

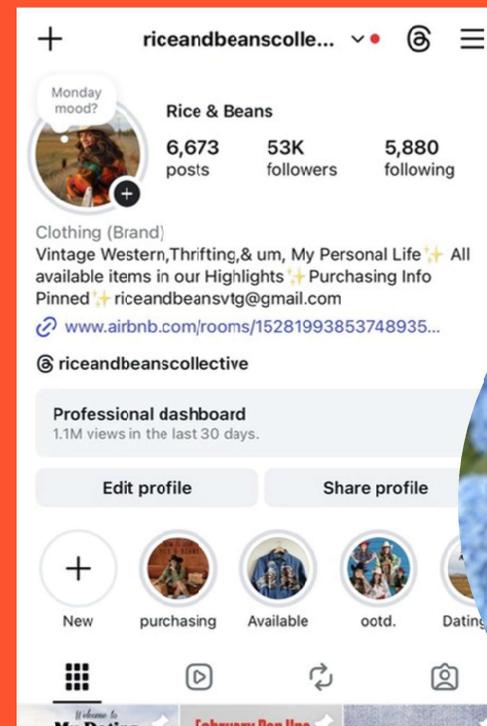
- **Background in retail and fashion**
 - Started a consignment business with my mom in 2009
 - Worked retail at Urban Outfitters
 - Set design/merchandising intern at Anthropologie
- **Graphic Design and Social Media Background**
 - College level experience in graphic design programs, ie Photoshop, Illustrator
 - Have managed over 20 social media pages (personal and professional)

PROS: FREE, lots of exposure, easy to use, been in the game for awhile

CONS: Oversaturated, hard to navigate sales, use of other apps to manage payments, algorithm, been in the game for too long



WHY INSTAGRAM?

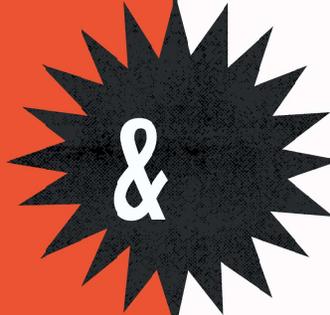


FACEBOOK

Looking for local
business?
Facebook is
good.

Looking to
reach beyond
local? Facebook
is not it.

In my humble opinion.



TIKTOK

Only until
recently have i
put much effort
into Tiktok.

Its a whole other beast.
Much wider audience. I
use TT as my "BTS". I
make no sells through it
but i can direct people to
my insta.



GET CREATIVE WITH MARKETING IN 2026

REELS/TIKTOK

TAG LOCATION & BUSINESSES

INFLUENCERS/CREATORS

FAMILIAR LOCAL FACES

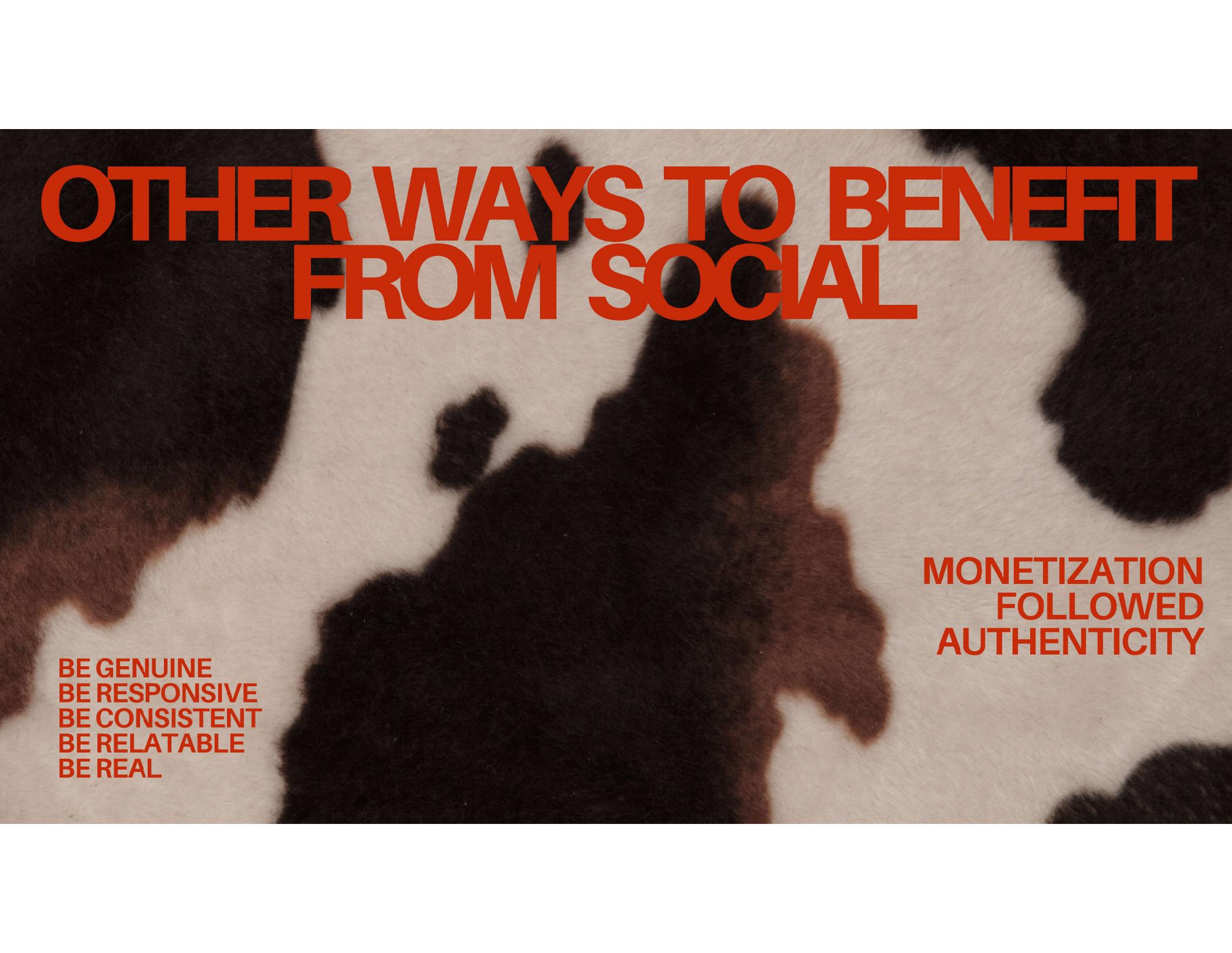
CANVA OR OTHER APPS

HASHTAGS/TRENDING AUDIO

GET PERSONAL!

BTS

COLLABORATIONS



OTHER WAYS TO BENEFIT FROM SOCIAL

BE GENUINE
BE RESPONSIVE
BE CONSISTENT
BE RELATABLE
BE REAL

MONETIZATION
FOLLOWED
AUTHENTICITY



I frequently share things about my life, the good and the bad. Some of it is business related, some of it is not. It's totally up to you what you allow your to audience see.

**SHOW SOME PERSONALITY,
AND BE GENUINE ABOUT IT**

For me, that has been a large part of my success in having loyal & repeat customers.

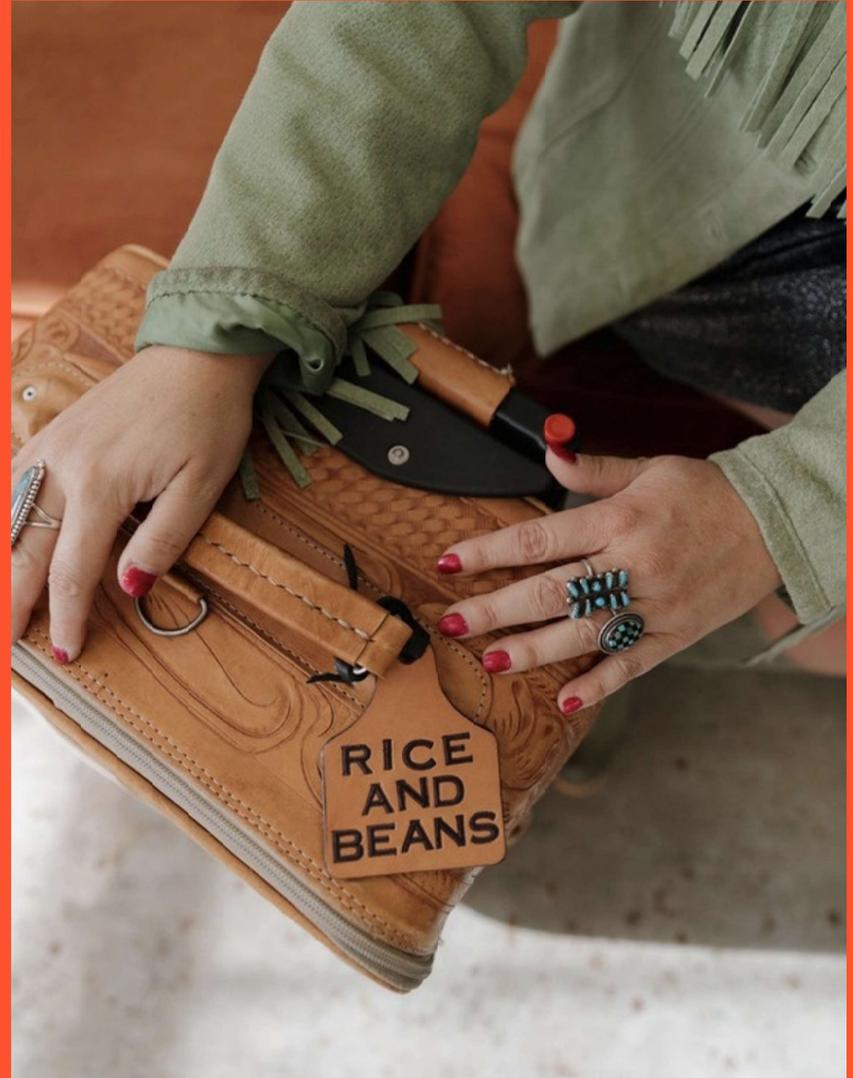
I poll my audience often. Looking for their opinions as well



Don't want to make a silly video? (reels)

You're in luck! Instagram is no longer prioritizing reels. Carousels are the focus now! Less curated, easy to read fonts.

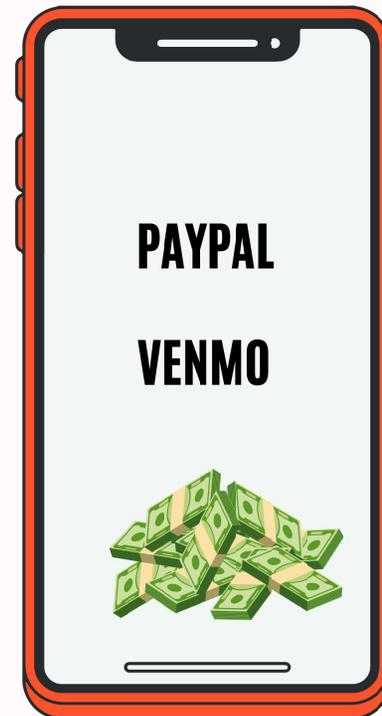
I can spend hours filming a reel. Edit for a few more and it get 4k views....or i can find a niche subject, post a few photos, add text and get 30k+ views. More engagement too!



APPS I USE



E-COMMERCE



QUESTIONS?



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[@RICEANDBEANSCOLLECTIVE](https://www.instagram.com/RICEANDBEANSCOLLECTIVE)



[@riceandbeans](https://www.tiktok.com/@riceandbeans)

GO FORTH AND USE THE INTERNET FOR GOOD.

