

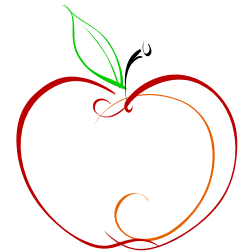
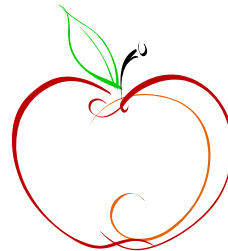
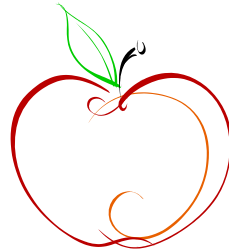
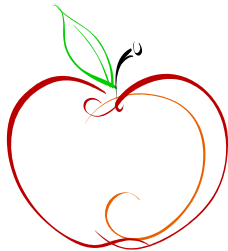
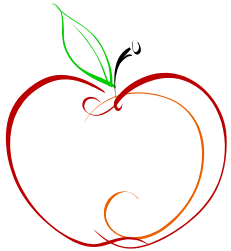
Using Social Media to Promote Your Business

Kim Magee

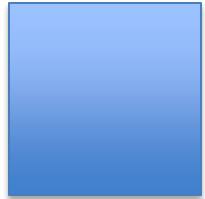


Discussion Points

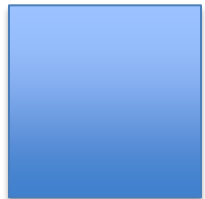
- ✓ Importance of a web presence in general
- ✓ What is Social Media?
- ✓ How you can benefit from the use of Social Media
- ✓ Ways that Agritourism can make use of Social Media



Do you currently have a web presence?



YES



NO



In Process



WEB PRESENCE



- Important marketing tool
- Dramatically increases presence
- Many people are going online to search for goods/services

77% of Americans are using the internet – of them: 81% are looking for something about a product/service

You NEED to be FOUND!

- Search engines can NOT find pictures. Although appealing to the eye, they can't be found
- Ask customers what they search for
- Use key terms relating to your good or service
- Make contact info. readily available and easy to find

Physical address with directions provided

Write out the state name / maybe include country



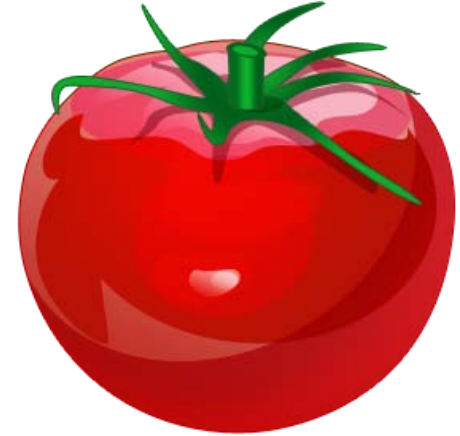
Web presence TIPS

- Keep website updated: Don't use old photos, have correct contact info., current prices & events
- Use “3 Clicks rule” – they'll leave if they don't find what they're looking for in 3 minutes.
- Use spell check
- Music? Provide on/off option
- Flash – remember that some folks are still on dial-up



FREE Web presence options

- Use established websites that post for you
- Local Chambers
- Convention & Visitor's Bureau
- www.Farmfoody.org
- www.LocalHarvest.org
- <http://www.pickyourown.org/AR.htm>
 - All of the above links connect farms with customers



Web Presence

NOT just websites

Social Media

Facebook, Twitter,
Blogs, Oh my!!!!

The new word of mouth.

According to Jane Eckert,
social media is not a fad,
but a shift in the way
people communicate.

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"But, sweetie, why don't you just
read my blog, like everyone else?"

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What is Social Media

Social Media describes the online techniques and practices people use to share insight, experiences, and perspectives with each other. Free tool to market your business and tell your story.

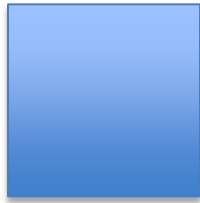


All about relationships

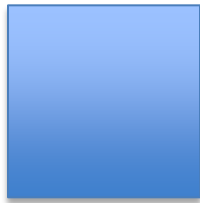
Social Media Landscape



Current use of Social Media



YES



NO

Which sites?

Internet Users

- 68% already use social media
- 33% visit to engage in product research
- 47% say social media influences their decisions
- 27% changed their minds about purchasing after reading something on social media



Top Social Media Sites

Facebook – 400 + million users

5 + billion pieces of content shared

1.5 million businesses have FB pages

Average user spends 15 hrs. 33mins./month

Twitter – 75 million users

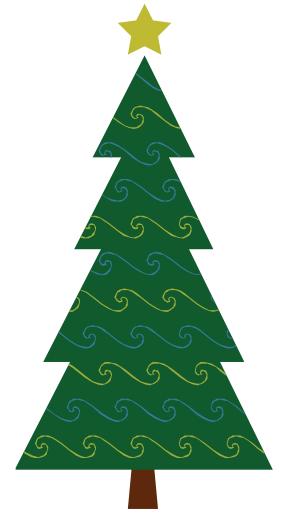
YouTube – 14.8 billion online videos viewed in
January alone

Blogger



AgriTourism Examples

FACEBOOK



- **Fox Ridge Tree farm in NC**

 - Photos of trees

 - Award won (thanks to our customers)

- **Cartner Christmas Tree Farm**

 - During off season they ask customers how their tree lasted

Agritourism Examples

YOUTUBE

- **Ganyard Hill Farm**

Created their own YouTube channel with logo and photo.

YOUTUBE:

Every minute, 20 hours of video are uploaded.

That's equally divided among male/female

You will get an embed code to put in website or email.

Agritourism Examples

TWITTER

- **Springdale Farms**

- Don't forget pie tasting this Sat. & Sun.



Twitter asks ‘what are you doing” in 140 characters or less.

50 million tweets per day are sent/received

Agritourism Examples

BLOGS

- **Blogger** – free publishing site to tell stories

www.vollmerfarm.blogspot.com



- **Wordpress**

Bethke Farms Pumpkin Patch (photos from people visiting the patch)

Linking Social Media Efforts

For maximum exposure, you'll want to be sure and link your efforts together.

Vollmer Farm does an excellent job of linking their efforts by showing all of their sites on their homepage.



Facebook Basics

- User **Profile** – individuals ONLY “friends”
- **Pages** – Public figures, businesses “likers”
- Facebook **Groups** -
non – profits, shared interests, causes

Facebook Advantages

- Send messages/updates to all likers – quick & easy
- Publicly accessible – Google search
- Usual content & import blog feed
- Multiple administrators to share workload
- Analyze traffic – captures visitor data
- No limits on # of likers
- 25 likers = personalized URL
- Communicate with customers even during off season

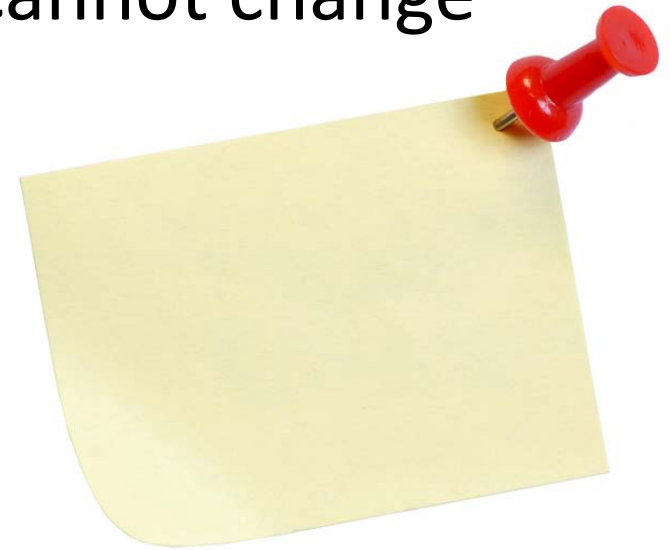
How can YOU use Social Media

- Photo contests during off season
- Provide incentives such as coupons
- Sales & promotions
- New inventory/merchandise
- Event notifications
- Store/Orchard hours
- Send birthday greetings
- Showcase your products with photos
- Morning chore photos
- Daily Dairy Facts
- Haven't seen you lately
- Thanks for dropping by
- Congrats to award winners
- Giveaways
- Tips/suggestions/recipes
- Closed for snow, death, etc.
- Solicit input from customers
- Deal with unhappy customers



HELPFUL REMINDERS

- You CAN delete posts, photos, etc. to wall. You can also ignore/ban/delete a liker
 - Don't be afraid to do this if needed
- Choose page name wisely – cannot change
- Admins MUST be likers first
- Avoid overdoing it
- Maintain your privacy



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