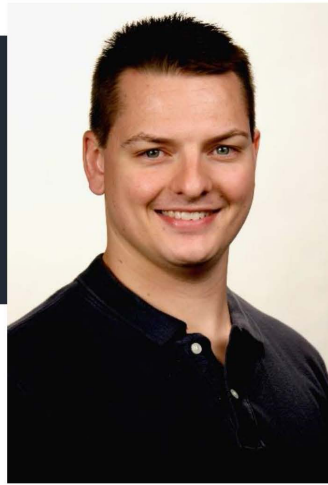




Social Media Marketing

Welcome to the Vermont Farm Show



TREVOR AUDET

Communications Coordinator

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@VTAgencyofAg



vtagriculture



Vermont Agency of
Agriculture



Vermont
Agriculture

EXPERIENCE

Vermont Agency of Agriculture, Food & Markets, Montpelier, VT

July 2017- Present

Communications Coordinator

- Work with staff to develop, create, shoot, edit and publish original content
- Manage Social Media platforms, website, online digital content
- Collaborate with state departments/agencies, nonprofits, other organizations to promote Vermont agriculture and food entrepreneurs

WCAX-TV, Burlington, VT

Feb. 2014- July 2017

Digital Media Manager

- Managed social media platforms for WCAX News
- Produced video content for web, edit and created content for Emmy Award-winning website: WCAX.com
- Connected with more than 100,000 Facebook fans through skilled live video streaming and marketing campaigns
- Produced exclusive online video, wrote extended articles, developed slideshows and produced fresh video content



think!VT

ThinkVermont.com



Content

- Marketing 101
- Must-Have Platforms
- Goals
- Building Your Audience
- Workshop
- Strategies
- Examples/Tools
- Analysis/Metrics
- Questions

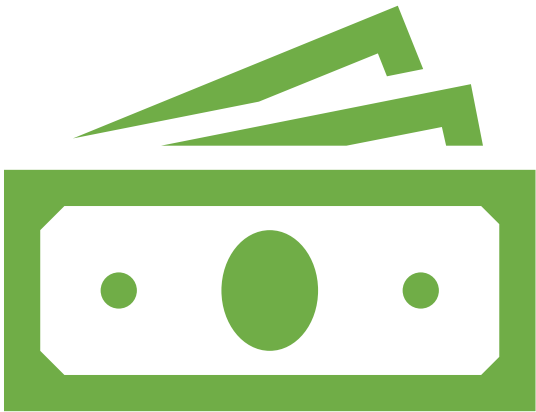
A large, irregular blue ink splash or watercolor blotch serves as the background for the text. It has a textured, painterly appearance with various shades of blue and some white highlights, giving it a dynamic and artistic feel.

Marketing 101

The 4 P's of Marketing
AKA – The Marketing Mix




The 4 P's





Classic Marketing

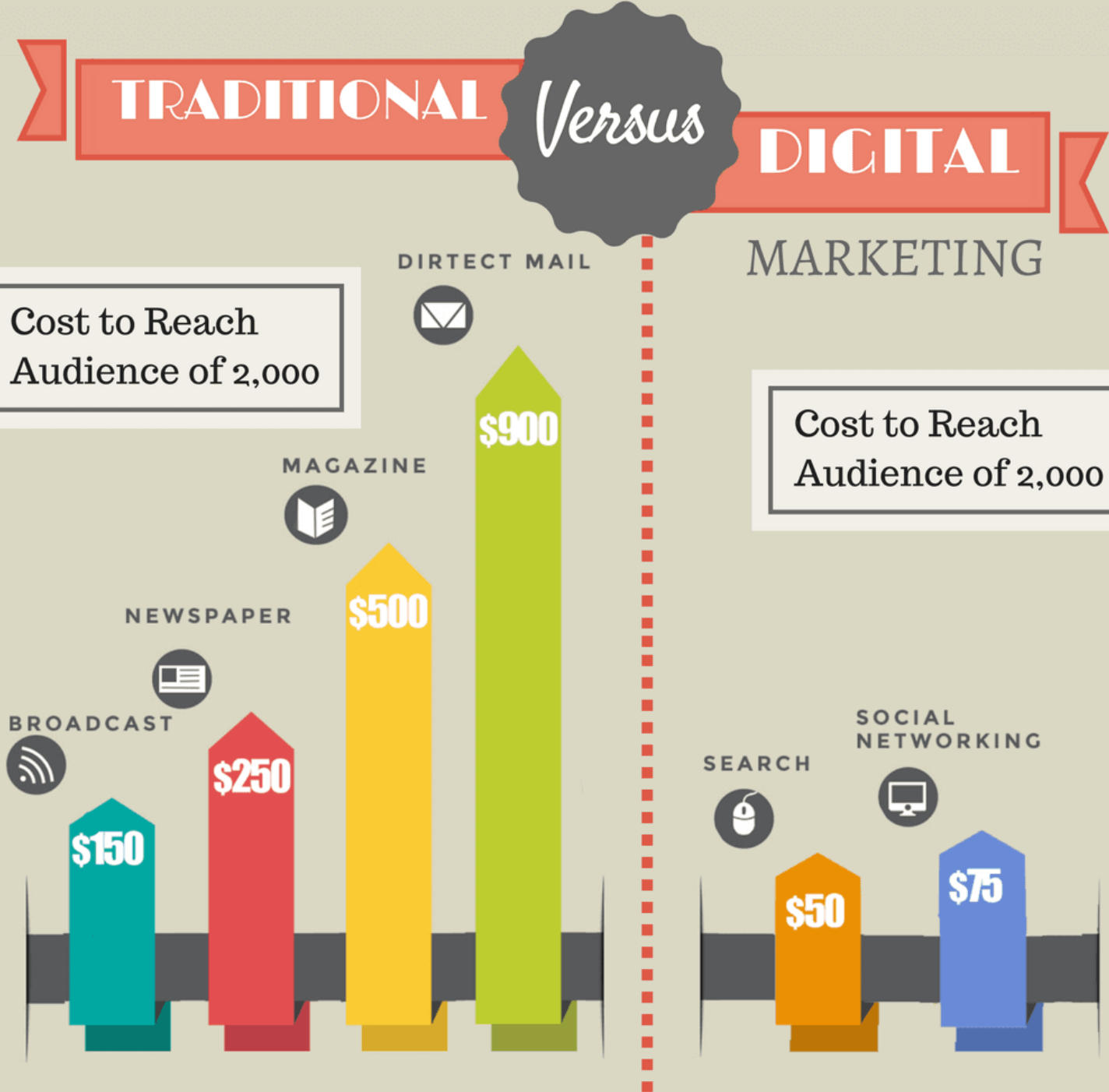
It's always relevant, it's
just the tactics that
evolve.



Traditional vs Digital

86% of people
skip TV Ads

44% of Direct
Mail never gets
opened



Social Media is
here, and it's
here to say.





Marketing Segments

- Silent Generation
- Baby Boomers
- Generation X
- Millennials Y
- Gen Z



How do I reach
my customers?

- Silent Generation – traditional media
- Baby Boomers – traditional, social, email
- Generation X - traditional, social, email
- Millennials – social, email, streaming devices
- Gen Z - social

A large, irregular blue ink splash or watercolor blotch serves as the background for the text. The splash is centered and has a textured, painterly appearance with various shades of blue and some white highlights. It is surrounded by smaller, fainter splatters and droplets, giving it a dynamic and artistic feel.

Social Media

For your Vermont small
business

General Outlook

The latest survey from the Pew Research Center shows that:

- 73% of U.S. adults use YouTube
- 68% use Facebook
- 35% use Instagram
- 29% use Pinterest
- 27% use Snapchat
- 25% use LinkedIn
- 24% use Twitter

The Three Main Channels You Should Think About

facebook



Instagram

LinkedIn



- Humanize your business
- Be part of your community
- Cost effective marketing
- Powerful for Search Engine Optimization
- 2.9 Billion active monthly users
- 204 Million U.S. users, 294 in India
- Easy story-telling platform
- **86%** of small businesses present on the platform
- **78%** of American Facebook users have discovered something to purchase via this platform.
-



Instagram

- Critical if you want to reach millennial and Gen Z customers
- You can sell direct with Shopify
- Stories are easy and need less “art – direction”
- Get a business account so you can access analytics
- 121 million users are in the U.S.
- Second most popular account, 48% of small businesses
- Users use 24 minutes a day



- Business to business; person to person
- Personal Branding
- Business referrals and networking
- This is your new rolodex
- 91% of executives use the platform as a source of content.
- 31% of businesses have it



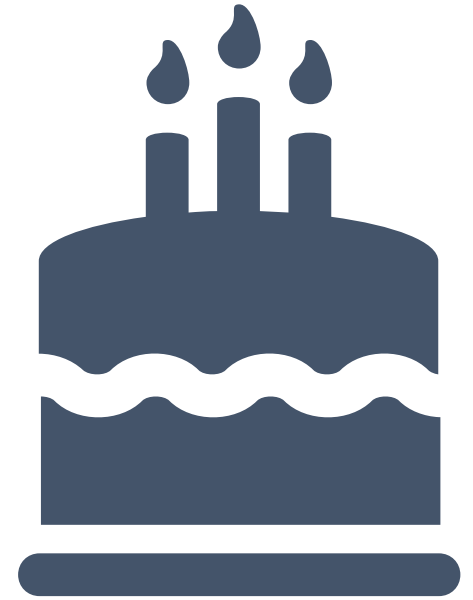
GOALS

SMART



- **S – Specific** – The more specific you can be with writing down your objective, the easier it will be to clearly see what it is you need to accomplish. Often, answering the five “W” questions—Who, What, Where, Why, and Which—can help you achieve greater specificity.
- **M – Measurable** – Can your goal be measured? How will you know when you’ve achieved your goal?
- **A – Attainable** – Another way of putting this is “realistic.” Is it possible to achieve the goal you’ve set for yourself?
- **R – Relevant** – For businesses, a relevant goal means that it has the potential to impact your business objectives, vision, or values.
- **T – Time-bound** – Give your goal a deadline

- **Increase brand awareness**
- **Higher quality of sales**
- **Drive in-person sales**
- **Improve ROI**
- **Create a loyal fanbase/build your audience**



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Building Your Audience

Golden Rules

3 Golden Rules



1. Create Content, Not Marketing
2. Educate Your Audience
3. Presentation Matters

Engaging Content



- Tell Your Story
- Be Authentic
- Be Creative
- Think Outside The Box
- Don't Make A Sales Pitch
- Sharable

- **46%** of users say they'll unfollow a brand if there's too many promotional messages.

Additionally, **41%** of users say they'd unfollow a brand that shared too much irrelevant content.

- **92%** of consumers trust a friend's suggestion over an ad.

Educate Your Audience



- Finding Interesting Info
- [BuzzSumo](#)
- Explain what you're doing
- Be Consistent

Presentation



- Looks Matter
- Adds Credibility
- Many Tools out there, no excuse.
- Canva, Adobe Spark, Photoshop, your phone



Mini- Workshop

What do your peers think is interesting?





Story Telling Techniques

1. Three-Act Structure Setup, Confrontation, Resolution

[https://buffer.com/library/
storytelling-formulas](https://buffer.com/library/storytelling-formulas)


Mike, Maple Syrup Producer, Sell Your 2019 Maple Products

**Three-Act Structure
Setup,
Confrontation,
Resolution**





Strategies



What are you posting?

- Get Your Audience Engaged
- Photos, Videos (Rich media)
- Text is also important.
- Post Links
- Make sure link photos are correctly sized
- Go LIVE!
- Tag your partners
- Hashtags (Help you track posts) important on Instagram/Twitter



When should you post?

- Facebook- The safest times to post include **weekdays from 10 a.m. to 3 p.m. (Lunch breaks, midweek)**
- **Instagram-** The safest times to post to Instagram are **Tuesday through Friday 9 a.m. to 6 p.m**



What are your
competitors
posting?

- Do a google search
- Follow them on Social
- Don't copy them, but see what's working and what's not



Stay engaged
with your
audience

- The main purpose of Social Media is to converse.
- Put in the effort
- Always respond to questions.
- You don't have to go down a rabbit hole.



Who are you
targeting?

- Once you build a wide audience, you can target specific demographics.



- **Facebook's most popular demographics include:** Women users (89%)
- 18-29 year olds (88%)
- Urban- and rural-located users (81% each)
- Those earning less than \$30,000 (84%)
- Users with some college experience (82%)



- **Instagram's most popular demographics include:** Women users (38%)
- 18-29 year olds (59%),
- Urban-located users (39%)
- Those earning less than \$30,000 (38%)
- Users with some college experience (37%)



- **LinkedIn's most popular demographics include:**Men users (31%)
- 18-29 year olds (34%)
- Urban-located users (34%)
- Those earning \$75,000 or more (45%)
- Users with college experience or more (50%)



Examples/Tools

Richardson Family Farm: <https://www.instagram.com/richardsonfamfarmer/>

Newmont

Farm: <https://www.facebook.com/newmontfarm/photos/a.569222153119545/2462705487104526/?type=3&theater>

Fat Toad Farm - <https://www.instagram.com/p/BtOTNuhhbrT/>

East Village Farm: <https://www.facebook.com/East-Village-Farm-889088437778992/>


Choinere Family

Farm: [https://www.facebook.com/permalink.php?story_fbid=2368902403137236&id=134195426607956&_xts__\[0\]=68.ARCHokuaqB4SchLC2iXaLGOsY96QyQKN3rV74k2C3_95R0-1Tb8FpyqhcmKGINbqMNTeLKYwME44b9oi3LkGUy_aQqq0DVy0HAF6RiZAbQ7pOKAiJCr74unHD4MxbZ_4HfOEtNsHchl3Yv1M4YXjW40n-HUdA8pmhLglXY3-nHv8arr5z2y_AcgUWidUwfp5NPMGcwLwZ3kxwXP7GVjuFGall1KYSNsOSAaGRDLExQxm36PNGsC2yJlykyuNIAFLNT0Kb2DAvzf-LxwruRS8-OTiAfVp0_vqlAlqriaoim8DKKDPa0npcfxBgVP8VkNr-qkunvXmXHGmvceVBpv4dEQ6w&_tn_=-R](https://www.facebook.com/permalink.php?story_fbid=2368902403137236&id=134195426607956&_xts__[0]=68.ARCHokuaqB4SchLC2iXaLGOsY96QyQKN3rV74k2C3_95R0-1Tb8FpyqhcmKGINbqMNTeLKYwME44b9oi3LkGUy_aQqq0DVy0HAF6RiZAbQ7pOKAiJCr74unHD4MxbZ_4HfOEtNsHchl3Yv1M4YXjW40n-HUdA8pmhLglXY3-nHv8arr5z2y_AcgUWidUwfp5NPMGcwLwZ3kxwXP7GVjuFGall1KYSNsOSAaGRDLExQxm36PNGsC2yJlykyuNIAFLNT0Kb2DAvzf-LxwruRS8-OTiAfVp0_vqlAlqriaoim8DKKDPa0npcfxBgVP8VkNr-qkunvXmXHGmvceVBpv4dEQ6w&_tn_=-R)

Green Mountain Barrel: <https://www.facebook.com/GreenMountainBarrel/>

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Analysis/ Metrics



What to look at in 2019?

- Reach
- Clicks
- Engagement
- Hashtag Performance



?’s

- Website platforms
- Crowdfunding
- Algorithms
- How much to invest