



Developing a Social Media Strategy

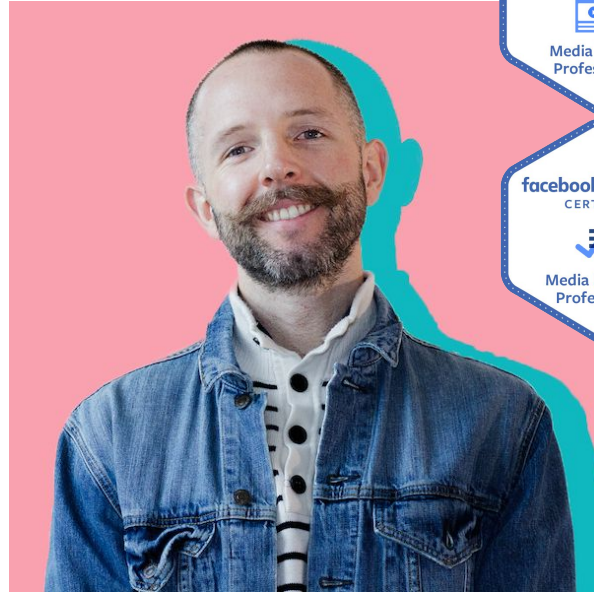
*Food & Farmers Market
Businesses*

Clatskanie Farmers Market

Who Are We?



Kate Morton
Associate Brand Manager,
Tillamook Country Smoker



Chris Orcutt
Director of Marketing,
OpenDoor Coliving



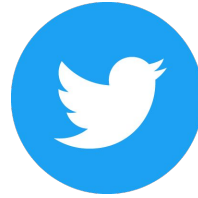
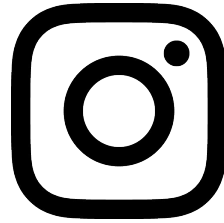
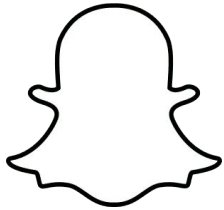
Social Media 101

The Basics



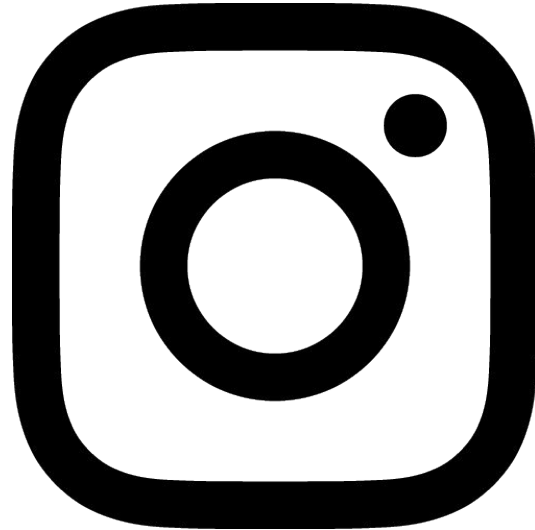
The Social Media Universe

Platforms Designed for Specific Audiences



Choosing a Social Media Platform

Focus on Facebook & Instagram



Social Media Goals

Connection Over Numbers

It's About:

- Telling your brand story
- Building community
- Connecting with current customers
- Finding & reaching new customers
- Converting online engagement into sales

It's NOT About:

- Doing what others are doing
- Getting more followers
- Getting more likes
- Getting more comments
- Posting every day

Facebook 101






A Quick Snapshot

- **There are two types of Facebook accounts (hint: you need both!)**
 - *Personal Profile*
 - *Business Page*
- **You should use the same branding across all social media platforms**
 - *Cover Image:* Choose an image that represents your brand (this is your first impression)
 - *Profile Photo:* Use an easily recognizable image such as your logo
 - *About Section:* Fill out every available field (category, address, hours, contact info, etc.)

Facebook 101

Content Distribution

1. Only 1% to 10% of your followers are shown your posts
2. More comments, likes, and shares will increase **organic reach**

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/05/2019 12:02 PM	 It's the first Thursday of the month and that			312	0 0	Boost Event
12/04/2019 6:52 PM	 Things are getting festive over here at Twin Sisters!			1.3K	53 85	Boost Post
09/30/2019 4:12 PM	 We are absolutely blown away by the amazing			4.7K	875 509	Boost Post
09/29/2019 11:00 AM	 Happy game day Hawks fans! We're keeping the			587	6 5	Boost Post
09/28/2019 3:51 PM	 Thank you everyone who has participated in			1.1K	95 43	Boost Post
09/28/2019 10:00 AM	 CALLING ALL HUSKIES FANS! It's game day and			521	5 2	Boost Post
09/27/2019 1:55 PM	 Here at Twin Sisters Brewing Company, we			850	100 65	Boost Post
09/27/2019 1:06 PM	 We've got another one coming your way!Come			555	8 5	Boost Post
09/26/2019 12:37 PM	 Here at Twin Sisters Brewing Company, we			8.2K	1.2K 651	Boost Post

Instagram 101

A Quick Snapshot

- **Download the app, sign up & create your profile**
 - Make sure to use the same branding (visuals and words) as your Facebook page
- **Switch to an Instagram business profile to get access to different features**
 - Add important business information like an address or a phone number
 - Get insights into your followers and how they interact with your posts
- **Facebook owns Instagram, which makes it easy to link your two accounts**
 - This allows you to easily and efficiently post the same content on both feeds

Content Strategy

Creating a Mix of Content

- **Posts:** Pair a variety of compelling, high quality photos with captions that are short & sweet to attract the eyes of customers
- **Stories:** Post photos or videos that may not be as visually compelling but are still interesting (note: stories live for only 24 hours)
- **User Generated:** Repost content shared about your brand by your customers by either adding to your story or asking for permission to post on your feed

Community Management

Providing Good Customer Service Online

- **Create posts that start a conversation**
 - Encourage your customers to share their story or experience
 - Like and reply to customers' comments
- **Respond to customers' questions or comments promptly**
 - If the customer has asked a question relevant to everyone, reply directly on the post
 - If the customer is upset or antagonizing, move the conversation to a DM
- **Engage other like-minded brands**
 - Like & comment on the posts of your partners, fellow farmers market businesses & other brands that your customers engage with

A close-up photograph of two hands, one above the other, holding a stream of fine, dark particles (likely sand or dust) that are falling towards the bottom of the frame. The background is dark, and the lighting highlights the texture of the hands and the falling particles. The text is overlaid on the center of the image.

Social Media 201

Community Building & Storytelling

Community Building

Balancing Brand & Marketing Content

Social media platforms are programmed to show users content from accounts they regularly engage with — meaning you must find the right balance between content that entertains your customers and content that directly markets your business.

Examples of Brand Story-Driven Content:

- Recipes for seasonal produce
- Pictures of fields, produce, and livestock
- “Day-in-the-life” stories
- Videos discussing farming practices

Examples of Marketing-Driven Content:

- Days/hours at local farmers markets
- CSA share availability
- New retail partnerships
- Event announcements

How To: Copywriting

Tips & Tricks for Creating Great Content

1. Be true to your brand's voice

- a. Remember that you're having an ongoing conversation with your community online and your customers value authenticity above all else

2. Be clear and concise

- a. Character limits vary based on the platform, but people generally don't look to social media for long-form text; instead, use short text paired with a compelling image

3. Create a mix of compelling content

- a. Don't just repeat the same message or use the same image over and over again — keep things fresh with new stories, features, announcements, etc.

4. Encourage your customers to join in the conversation

- a. Ask questions, promote community engagement, or offer a call to action

5. Proofread!

How To: Photography

Tips & Tricks for Taking Great Photos

- 1. Use a smart phone with a decent camera (iPhone 7 or higher)**
 - a. Or ask someone with a camera to take pictures for you
- 2. Get closer to your photo subject and use auto-focus instead of zooming in**
 - a. But don't get too close! Make sure there is some space around the subject still
- 3. Use wide-angle shots at an appropriate distance for landscape pictures**
 - a. Make sure there aren't any unsightly objects in the field of view
- 4. Get the lighting right and use appealing, simple backgrounds**
 - a. Morning and evening light is generally the best; avoid overly harsh sunlight
- 5. Don't put graphics over photos**
 - a. Use free online tools like Canva to create graphics with copy and photos (e.g., event flyer)






Social Media 301


Contests & Partnerships


Free Social Media Content Distribution

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Facebook & Instagram Contests


hallmarkukandireland
 11.2k followers [View Profile](#)




[View More on Instagram](#)






210 likes
hallmarkukandireland




WIN
 We have a Tuesday treat for you! You could win this beautiful bundle of Birthday cards. Simply like and comment on this post for a chance to win. The winner will be announced tomorrow, good luck.

#giveaway #tuesdaytreats #freebie #competition #happytuesday #tuesdaythoughts #cardbundle #likecenter #commenttoenter #followtoenter #birthday #birthdaycards #birthdaycard #happybirthday #gift #hallmark #hallmarkuk
 view all 143 comments


chicadegallo
 Boston, Massachusetts [View Profile](#)



[View More on Instagram](#)


121 likes
chicadegallo


CLOSED We're teaming up with @mininortilla to give two lucky winners a chance to win summer kick-off essentials. Enter for a chance to win one \$50 Whole Foods Market gift card plus a variety pack of three Mi Niña Tortilla chips sure to make the [unofficial] first weekend of the summer a fiesta to remember. To enter:

1. Like this photo
2. Follow @chicadegallo + @mininortilla
3. Tag a friend in the comments
4. Tag more friends for more chances to win [one tag per comment]




This giveaway ends Monday 5/27/19 at 11:59PM EST. Winners will be selected at random and notified via Instagram message shortly after. Open to contiguous U.S. residents only. This promotion is in no way sponsored, endorsed, administered by or associated with Instagram or Whole Foods Market.

view all 638 comments


shopkins_world
 331k followers [View Profile](#)



[View More on Instagram](#)

2,625 likes
shopkins_world

Caption this, SPK fans! (Psst, best caption will be featured on our IG Story.) Comment your captions down below!

Winner announced on 22nd March on IG Story.

T&Cs: <https://bit.ly/2HEwCwI>

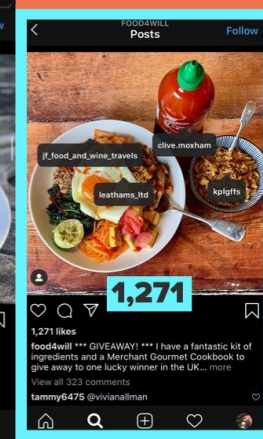
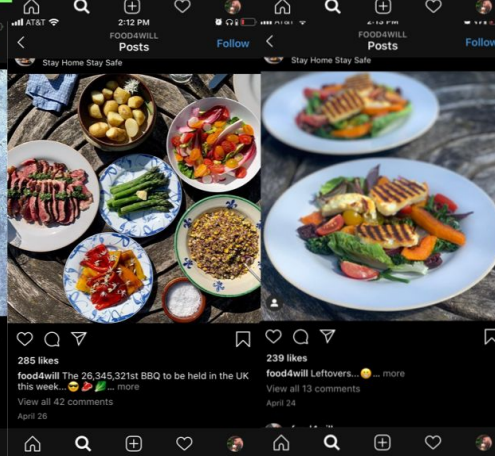
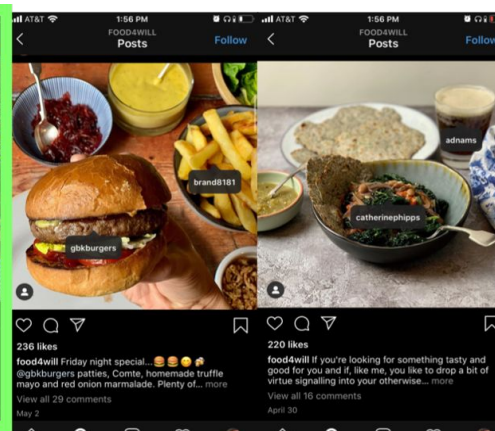
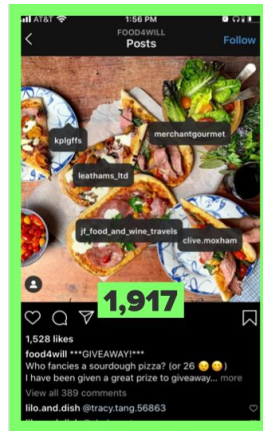
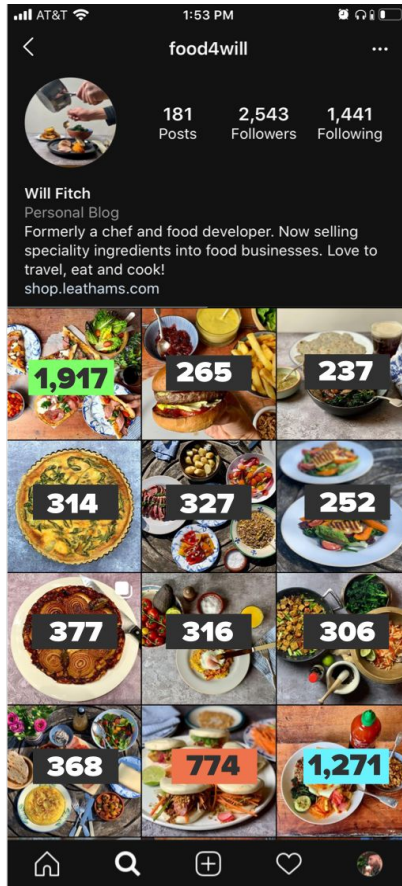
#CaptionThisContest #SPK11 #ShopkinsFamily #TheDiPastas #Shopkins #MiniPacks #SPKFans #ToyCollector #Collectibles #Toys
 view all 46 comments

Does This Actually Work?

Case Study: @food4will

1. First post on June 5, 2019
2. 2 posts per week on average
3. 0 to 2,543 followers in 11 months
4. Shot on an iPhone

Does This Actually Work?



Social Media Contests

Photos



nourishedbykale • Follow

nourishedbykale ****CLOSED****
 GIVEAWAY!!!! 🌱🥑🥒🥦🍌
 You know my love for @healthade BOOCH and @chosenfoods 🥰 I'm sooo excited to be giving 2 lucky winners the chance to win a 12 bottle case of kombucha AND oils & swag from @chosenfoods!! I use this avocado oil every single day to roast up veggies and make crispy af eggs 🍳
 TO ENTER: tag a friend in the comments!
 Bonus: what's your fave summer jam? 🍓
 mine is currently wild thoughts! 🤪
 giveaway ends this Friday 8/11



califiafarms

califiafarms 🇺🇸 partnered with two Californian brands lot of goodies. @my oatmeal cups that plant milks, creamers + even our coffee, and @honeybelleshop's natural skincare is cruelty-free + vegan. Here's how to enter 🙌
 1. Follow @mylklabs, @califiafarms + @honeybelleshop
 2. Tag 2 friends below
 US residents only. Winner will be chosen July 19th.

Load more comments

mjs5524 @fedandfit She's so cute and funny and inspires me to live a more positive life!
 annahimsa @goddessatsea

1,702 likes
 3 DAYS AGO

Add a comment...



nutritionssqueezed • Follow

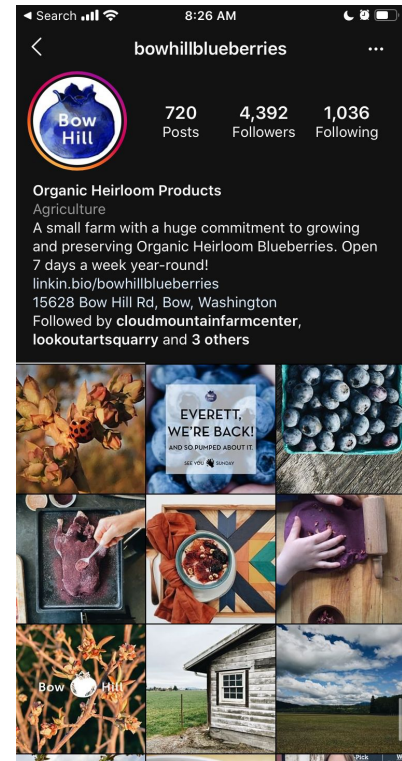
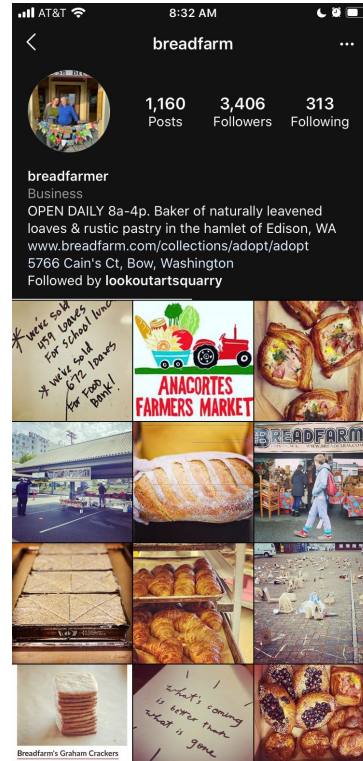
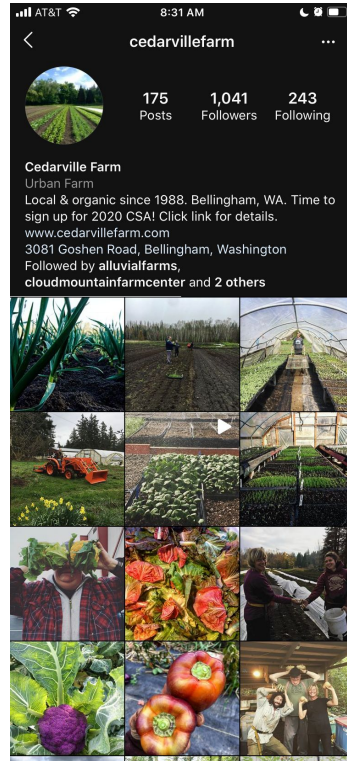
nutritionssqueezed 🎉GIVEAWAY🎉
 (closed) Chips and salsa are to Super Bowl Sunday what peanut butter and chocolate are to dessert. It isn't Super Bowl without them! 🍌
 I've teamed up with my all-time favorite salsa, @tenayosalsa and @mininatortilla to give you an ultimate Super Bowl party pack, with four jars of salsa and three big bags of chips 🍌
 I love Tenayo because it's an original salsa recipe from the town of El Tenayo, Mexico 🇲🇽 and is made with only six ingredients or less. It's a match made in heaven with some crispy non-GMO tortilla chips from Mi Niña. We're giving away three Super Bowl party packs - one winner will be selected from each page 🙌
 To enter:
 1. Follow @tenayosalsa @mininatortilla and @nutritionssqueezed

239 likes
 JANUARY 27, 2018

Add a comment...

Social Media Contests

Producer Partnerships



Social Media Contests

Restaurant Partnerships

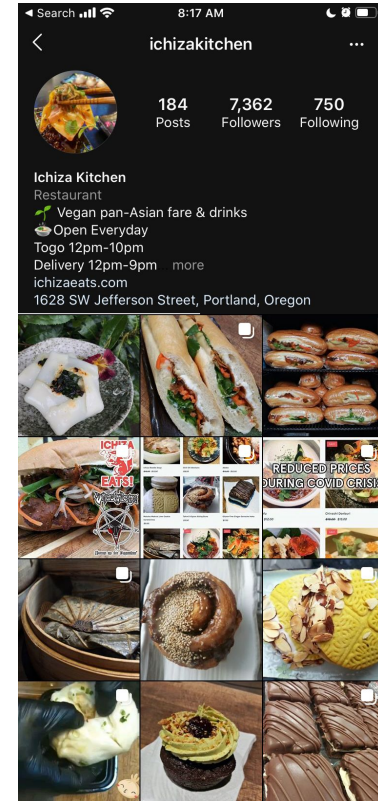
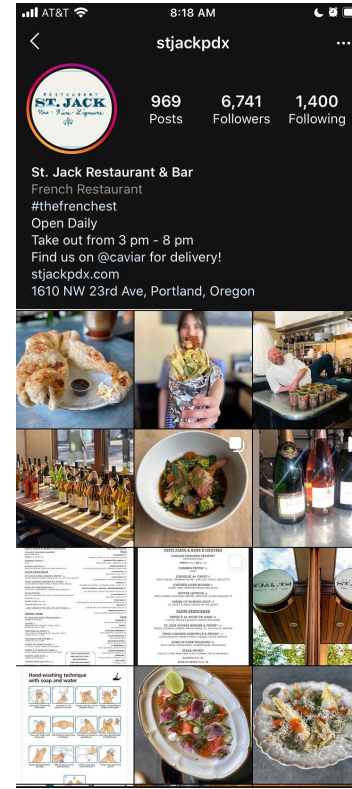
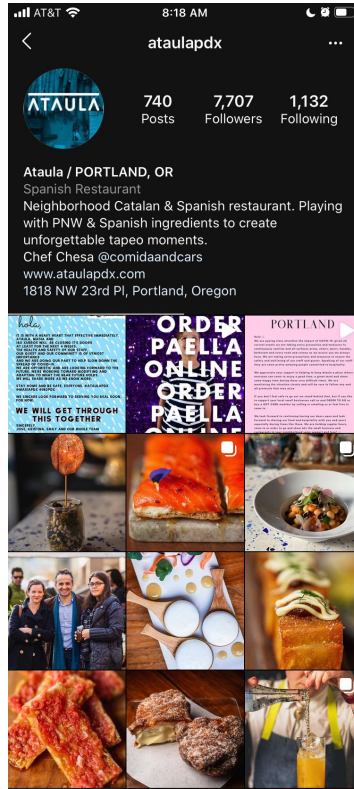


best portland restaurants

The 38 Essential Portland Restaurants, Winter 2020

See the restaurants that define Portland dining

by Brooke Jackson-Glidden | Updated Jan 7, 2020, 12:38pm PST



Facebook & Instagram Contest Rules

1. **No lotteries.** You can't ask someone to buy something to be included in the contest.
2. **Add a release.** “By entering you acknowledge that this promotion is in no way sponsored, endorsed, administered by or associated with Facebook/Instagram.”

[Facebook Contest Rules](#)

[Instagram Contest Rules](#)

Facebook Contest Rules

Allowed

1. Like this post
2. Comment on this post
3. Like comments on this post
4. Post on this page's timeline
5. Message this page

Not Allowed

1. Share this post
2. Tag your friends

Instagram Contest Rules

Allowed

1. Like this post
2. Comment on this post
3. Like comments on this post
4. Post on this page's timeline
5. Message this page
- 6. Share this post**
- 7. Tag a friend**

Not Allowed

1. Inaccurately tagging content



Social Media 302

Paid Advertising

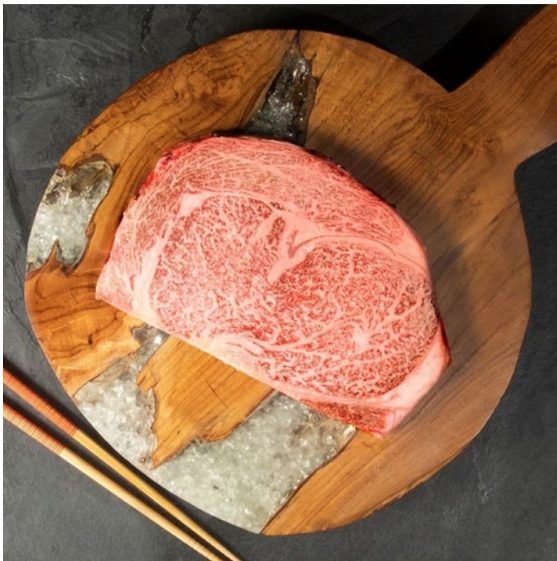
Paid Social Media



Crowd Cow
Sponsored
ID: 632045134040448

...

Get the Best Steakhouse Quality at 80% Off Steakhouse Prices, Delivered Directly to You



20% Off | A5 Wagyu + Wagyu Ground Beef 🔥
Limited Time Offer.
CROWDCOW.COM

Shop Now



Crowd Cow
Sponsored
ID: 235076474363678

...

Premium Meat Delivery Just in Time for Barbecue Season.



Eat better meat.
Straight from the farm.
CROWDCOW.COM

Shop Now



Crowd Cow
Sponsored
ID: 222425922393052

...

80% less than steakhouse prices, shipped directly to your door.



The #1 source for wagyu
Taste the Difference
CROWDCOW.COM

Shop Now

Paid Social Media

Types of Ads

Boosted Posts

-

Amplify your message
to more people

Retargeting Ads

-

Remind people to
make a purchase

Prospecting Ads

-

Introduce people to
your product

Post Boosting Demo

Paid Social Media

When to Boost

Key Takeaways














































1. Boosting is about increasing the reach of your **best performing** posts
2. Boosting is **not** about trying to make bad posts better

Action Steps

1. Boost your social media giveaway posts
2. Use \$10 budget spent over 7 days

Paid Social Media

Which Posts Would We Boost?

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/05/2019 12:02 PM	 It's the first Thursday of the month and that			312 	0 0 	Boost Event
12/04/2019 6:52 PM	 Things are getting festive over here at Twin Sisters!			1.3K 	53 85 	Boost Post
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09/26/2019 12:37 PM	 Here at Twin Sisters Brewing Company, we			8.2K 	1.2K 651 	Boost Post



Customer Acquisition 101

Building Your Customer Journey

**How do you gain
new customers?**

Customer Journey

End-to-End Walk-Through

Social Media Contest

They see your **social media contest** and enter, but don't win.

Farmers Market Free Sample

They recognize you at the farmers market and **sample** your pickled cabbage.

Farmers Market Sample Discount

You offer them a **discounted sample pack** in exchange for their feedback. You ask for their email so you can follow up in 2 weeks.

Email Follow Up & Product Discount

You email asking for their feedback and offer them a **10% discount** on a full jar of pickled cabbage.

Full Paying Customer

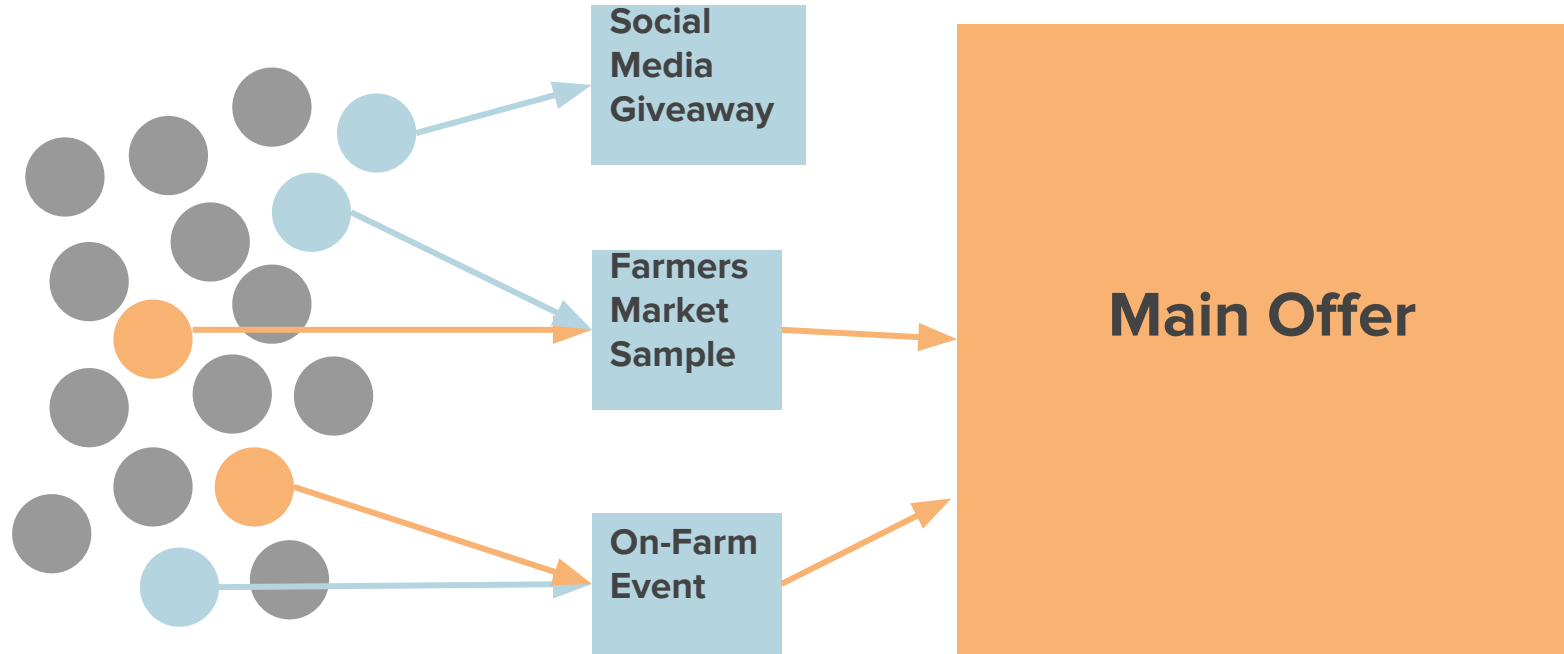
They know who you are and have tasted your products. If they like your product, now they're your customer.



Lead offers are
low-commitment products
that help sell your main
product.

Customer Journey

Using Lead Offers to Get to the Main Offer



Designing Your Lead Offers

Why Use Lead Offers

If you're still developing your product, your lead offer will give you product feedback.

If you know you have a good product, your lead offer will help you sell.

Benefits of Lead Offers

1. Have people try your product
2. Get feedback
3. Get testimonials
4. Build relationships

What Lead Offers Depend On

1. Where you're selling
2. What you're selling

Designing Your Lead Offer

Lead Offer

Free Experience

Farm Tour & Tasting

Free Product (\$15)

Chops & Bacon Sample Box

Product At Cost (\$6)

4 x 2 oz Pickled Cabbage

Sampler Box

Free Product

Samples of Different Apple

Slices

Main Offer

\$800

CSA Subscription

\$650

Bulk Pork Share

\$15

16 oz Jar Pickled Cabbage

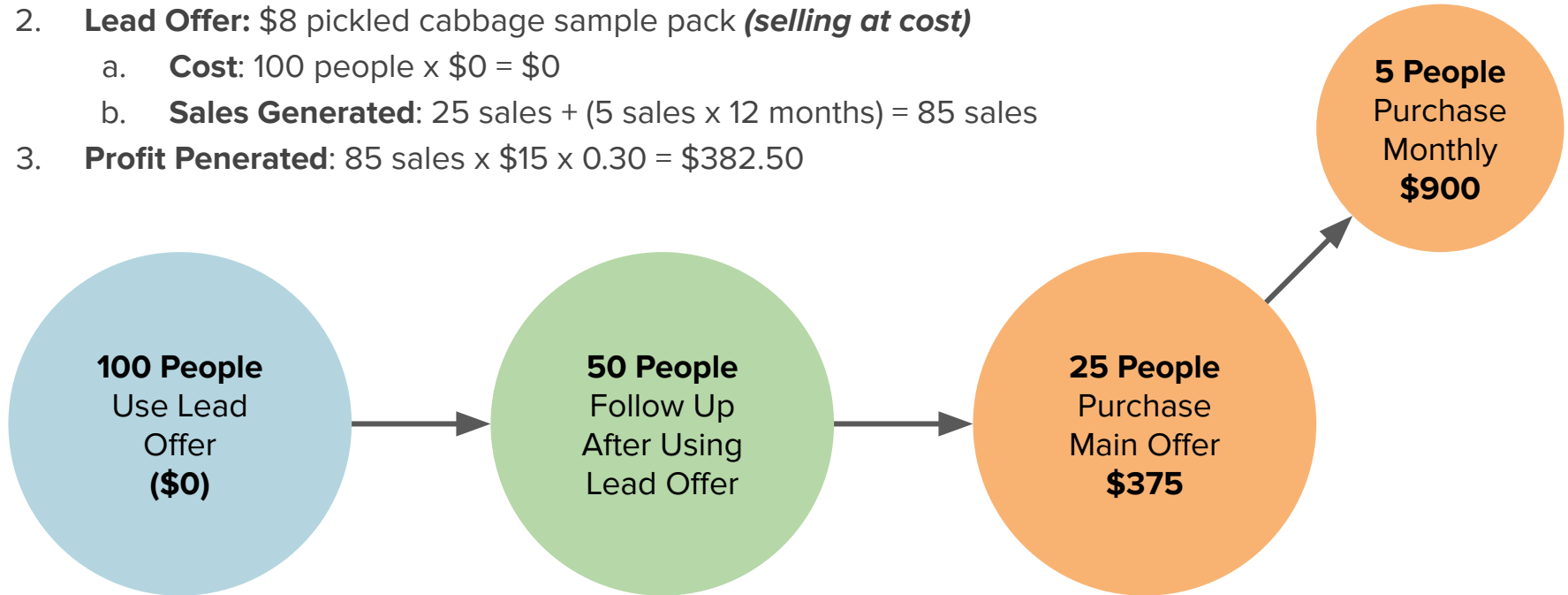
\$3

1 lb Bagged Apples

Designing Lead Offers

Pickled Cabbage Example

1. **Main Offer:** \$15 jar of pickled cabbage (*30% profit margin*)
2. **Lead Offer:** \$8 pickled cabbage sample pack (*selling at cost*)
 - a. **Cost:** 100 people x \$0 = \$0
 - b. **Sales Generated:** 25 sales + (5 sales x 12 months) = 85 sales
3. **Profit Penerated:** 85 sales x \$15 x 0.30 = \$382.50



Designing Lead Offers

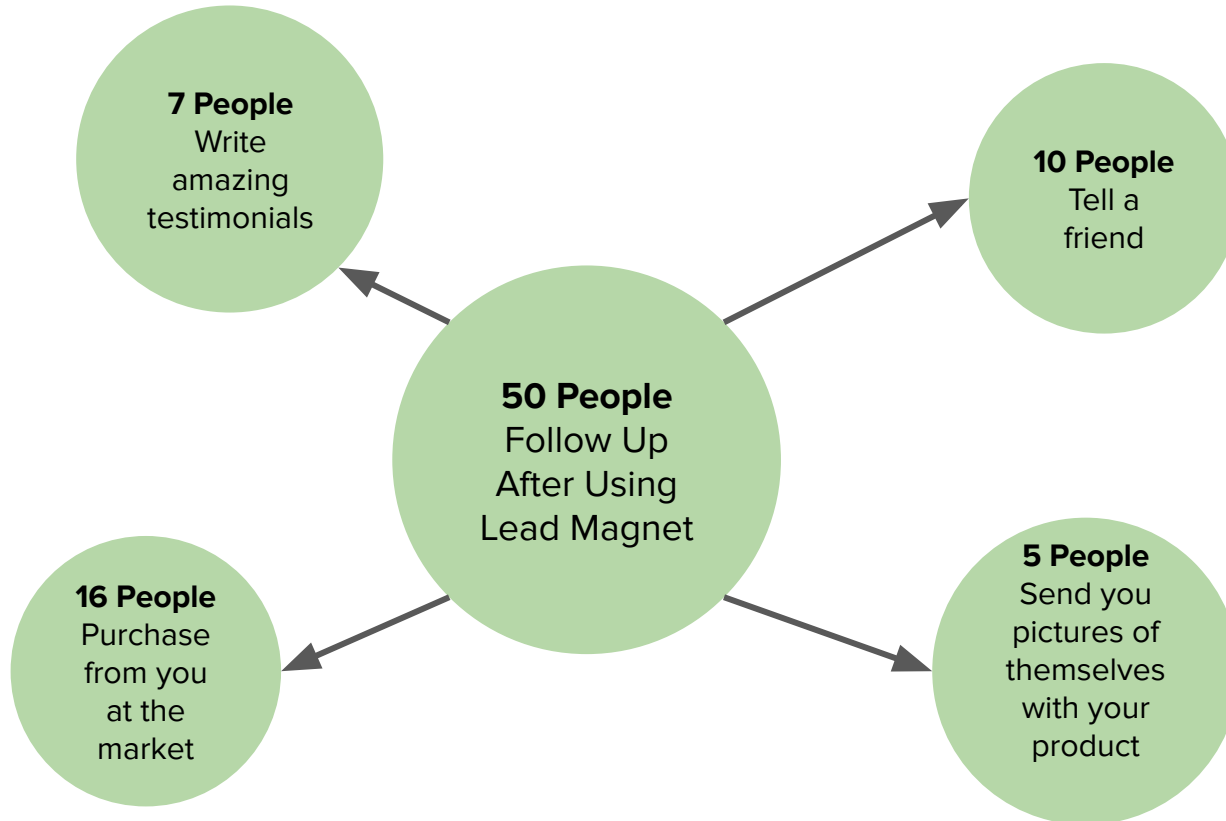
Pork Share Example

1. **Main Offer:** \$650 pork share (30% profit margin)
2. **Lead Offer:** \$15 chops + bacon sample pack (**offering it for free**)
 - a. **Cost:** 100 people x \$15 = \$1,500
 - b. **Sales Generated:** 10 sales + 2 sales = 12 sales
3. **Profit Generated:** (12 sales x \$650) x 0.30 - \$1,500 = \$840



Designing Lead Offers

Intangible Benefits



Customer Journey

End-to-end walkthrough

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Questions?

Submit them here to be answered during the live Q&A on May 16: *<https://bit.ly/clatskanie-brand>*

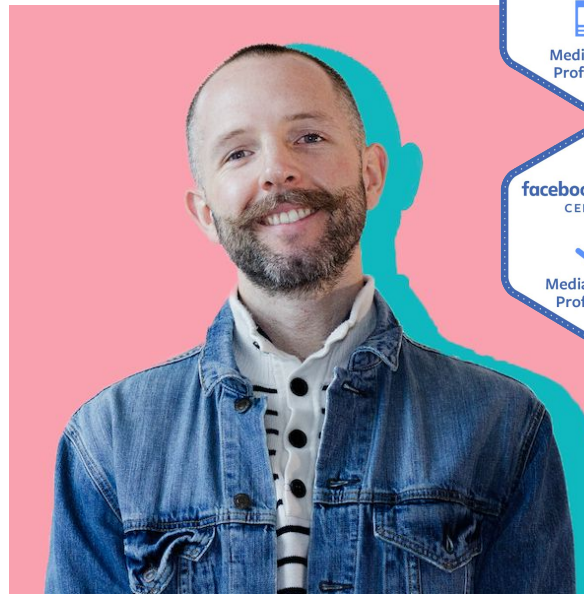
Need More Help?

We're here for you



Kate Morton

kemorton2@gmail.com



Chris Orcutt

chris@radicalsocalmedia.com

