# Selling Hay on the Internet?

## 79 percent of American adults use the Internet

## Nearly 80 percent of Internet users search products before buying them.

## 64 percent of American adults have “Liked” a product or company on Facebook

## 20 percent of Facebook users have purchased something because of an ad they saw on the social Network.

# Best Ways to Start

## Create and maintain social media presence

## Offer specials to those who “like” or follow your company

## Consider paid marketing strategies

## Be personable and friendly to customers