



Developing a Social Media Strategy

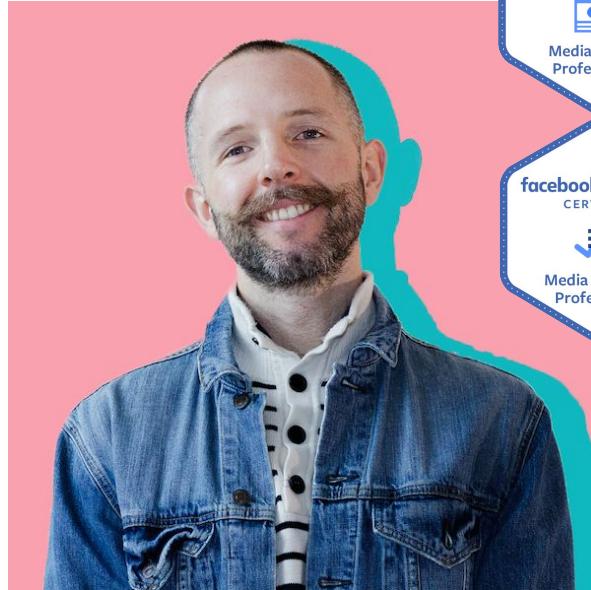
*Food & Farmers Market
Businesses*

Clatskanie Farmers Market

Who Are We?



Kate Morton
Associate Brand Manager,
Tillamook Country Smoker



Chris Orcutt
Director of Marketing,
OpenDoor Coliving



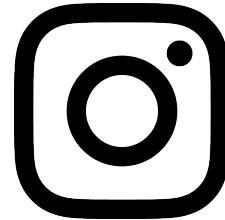
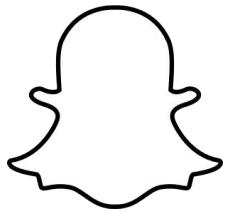
Social Media 101

The Basics



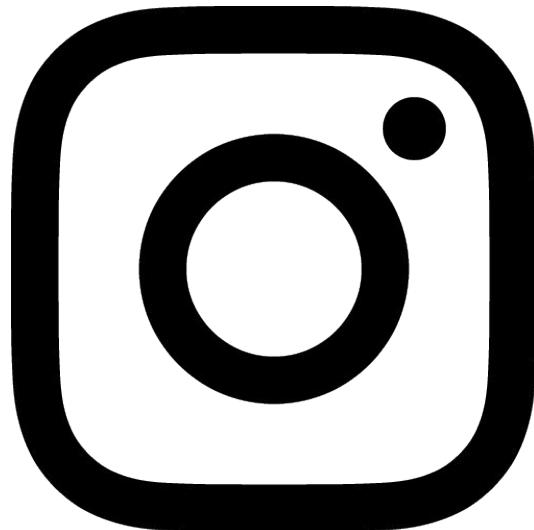
The Social Media Universe

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

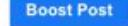
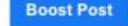
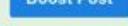
A Quick Snapshot

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

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



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

Brand Storytelling

Sharing Personal Stories & Baby Animal Photos

Asian Brewing Company is at Asian Brewing Company.
March 10 - Bellingham, WA

Say hello to Don Trosset- better known as "DT" by the Aslan family. DT is a rock in Aslan's foundation. When we're falling apart at the seams, he is always there to put us back together. ...Literally.

DT helped build Aslan, and has been our primary head of construction since before we were on Forest St.- when we were brewing out of a garage.
... See More

8:02 AM ASLANBREWING Posts Follow

view all 11 comments March 12

aslanbrewing Aslan Brewing Company

382 likes

aslanbrewing Say hello to Don Trosset- better known as "DT" by the Aslan family. DT is a rock in Aslan's foundation. When we're falling apart at the... more

View all 45 comments March 10

aslanbrewing

14 Comments 2 Shares

Search 8:16 AM

farmlifeiceland

757 Posts 41K Followers 356 Following

Pálína Axelsdóttir Njarðvík Farm Life on a farm in Iceland You can also find me @palinaxax www.vogue.com/voguelife/article/farm-life-icela... Followed by nerdfightinlife, benjaminhardman and 1 other

Follow Message Email

Quarantine... NZ&Taiwan Bali&Austra... Sunna Fun in

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

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
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09/28/2019 10:00 AM	 CALLING ALL HUSKIES FANS! It's game day and			521	5 2	
09/27/2019 1:55 PM	 Here at Twin Sisters Brewing Company, we			850	100 65	
09/27/2019 1:06 PM	 We've got another one coming your way! Come			555	8 5	
09/26/2019 12:37 PM	 Here at Twin Sisters Brewing Company, we			8.2K	1.2K 651	

Facebook & Instagram Contests

hallmarkukandireland 11.2K followers [View Profile](#)

[View More on Instagram](#)

210 likes [View on Facebook](#)

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 #liketoenter #commenttoenter #followtoenter #birthday #birthdaycards #birthdaycard #happybirthday #gift #hallmark #hallmarkuk

view all 143 comments

chicadegallo Boston, Massachusetts [View Profile](#)

[View More on Instagram](#)

121 likes [View on Facebook](#)

chicadegallo

CLOSED! We're teaming up with @miniatortilla 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 Nina 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 + @miniatortilla
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 18+ years old. 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 [View on Facebook](#)

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/2HEwCwl>

#CaptionThisContest #SPK11 #ShopkinsFamily #TheDiPastas #Shopkins #Minipacks #SPKFans #ToyCollector #Collectibles #Toys

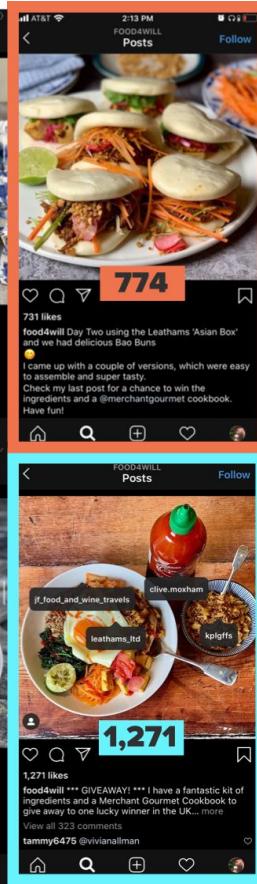
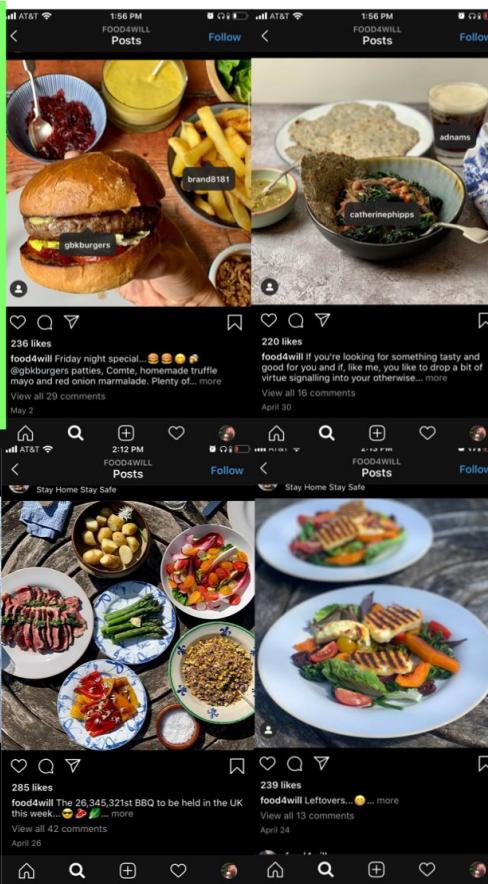
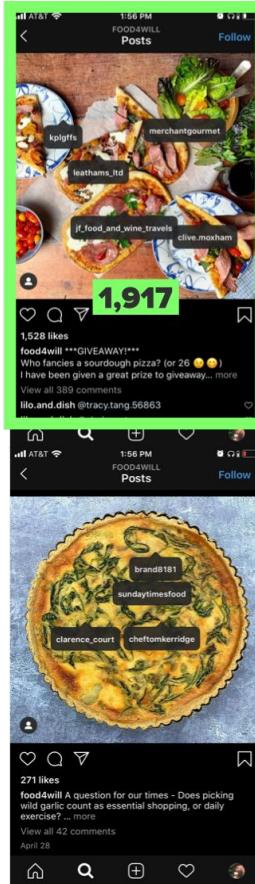
view all 46 comments

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****
G I V E A W A Y!!!! 🎉🎉🎉
You know my love for @healthade BOOCH and @chosenfoods 🍀之心 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



nourishedbykale

• Follow

3 days ago



califiafarm

califiafarms 🎉 Giveaway partnered with two California brands! A lot of goodies. @mylk labs 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 @mylk labs, @califiafarms + @honeybelleshop
2. Tag 2 friends below
US residents only. Winner will be chosen July 19th.

Load more comments

mjs5524 @fedandff 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...



nutritionsqueezed • Follow

nutritionsqueezed 🎉 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



239 likes

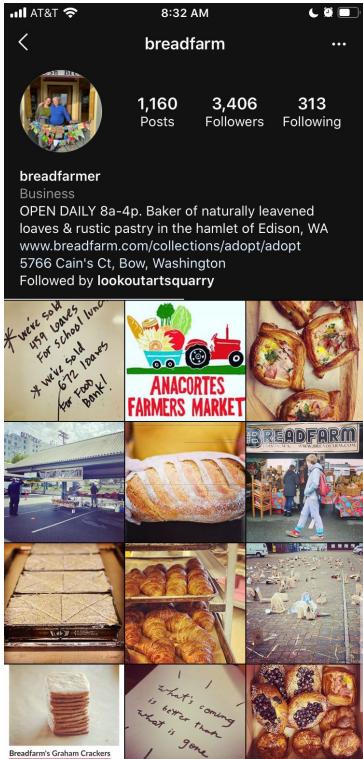
JANUARY 27, 2018

Add a comment...

...

Social Media Contests

Producer Partnerships



Social Media Contests

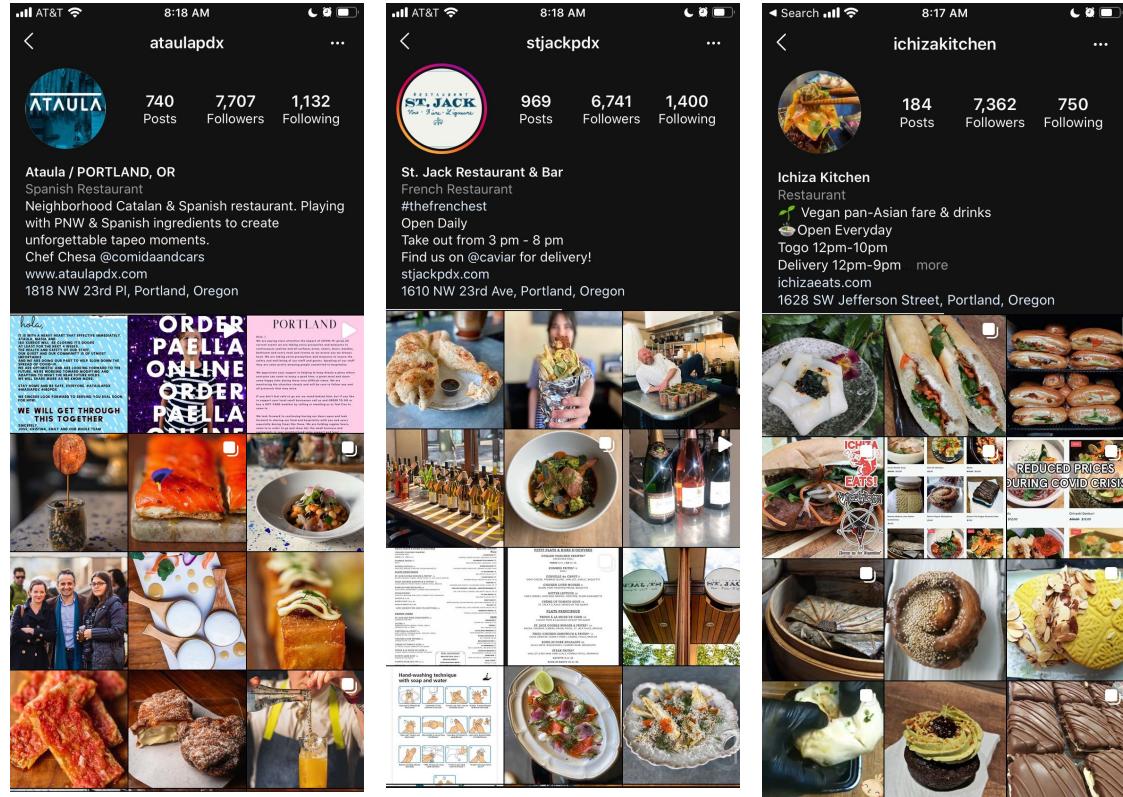
Restaurant Partnerships



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



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](#)



Premium Meat Delivery Just in Time for Barbecue Season.



Eat better meat.

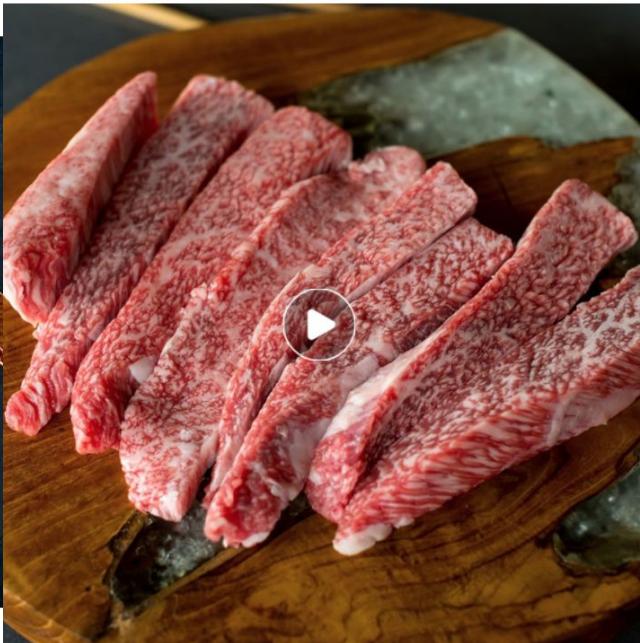
Straight from the farm.

CROWDCOW.COM

[Shop Now](#)



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	<button>Boost Event</button>
12/04/2019 6:52 PM	 Things are getting festive over here at Twin Sisters!			1.3K	53 85	
09/30/2019 4:12 PM	 We are absolutely blown away by the amazing			4.7K	875 509	
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09/28/2019 10:00 AM	 CALLING ALL HUSKIES FANS! It's game day and			521	5 2	
09/27/2019 1:55 PM	 Here at Twin Sisters Brewing Company, we			850	100 65	
09/27/2019 1:06 PM	 We've got another one coming your way!Come			555	8 5	
09/26/2019 12:37 PM	 Here at Twin Sisters Brewing Company, we			8.2K	1.2K 651	

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.

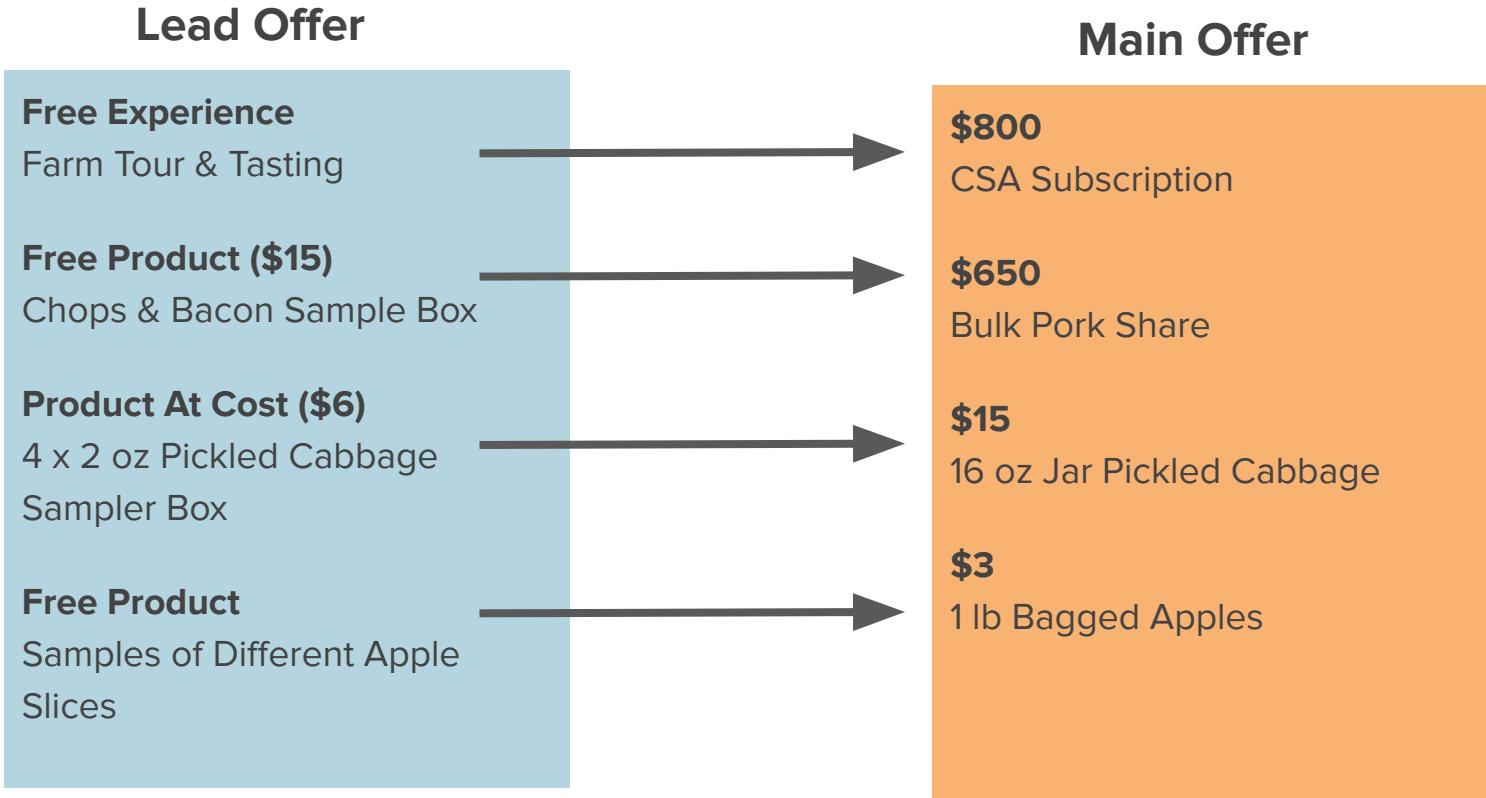
Benefits of Lead Offers

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

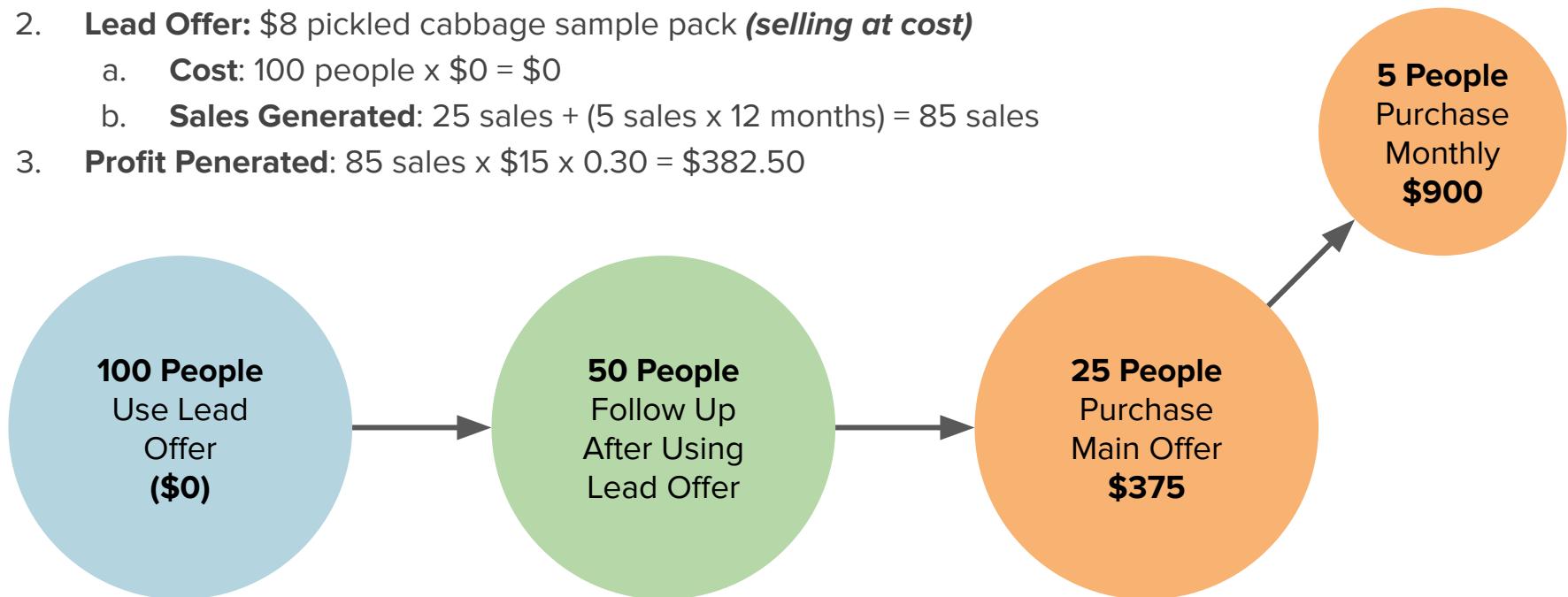
Designing Your Lead Offer



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:** $100 \text{ people} \times \$0 = \$0$
 - b. **Sales Generated:** $25 \text{ sales} + (5 \text{ sales} \times 12 \text{ months}) = 85 \text{ sales}$
3. **Profit Generated:** $85 \text{ sales} \times \$15 \times 0.30 = \$382.50$



Designing Lead Offers

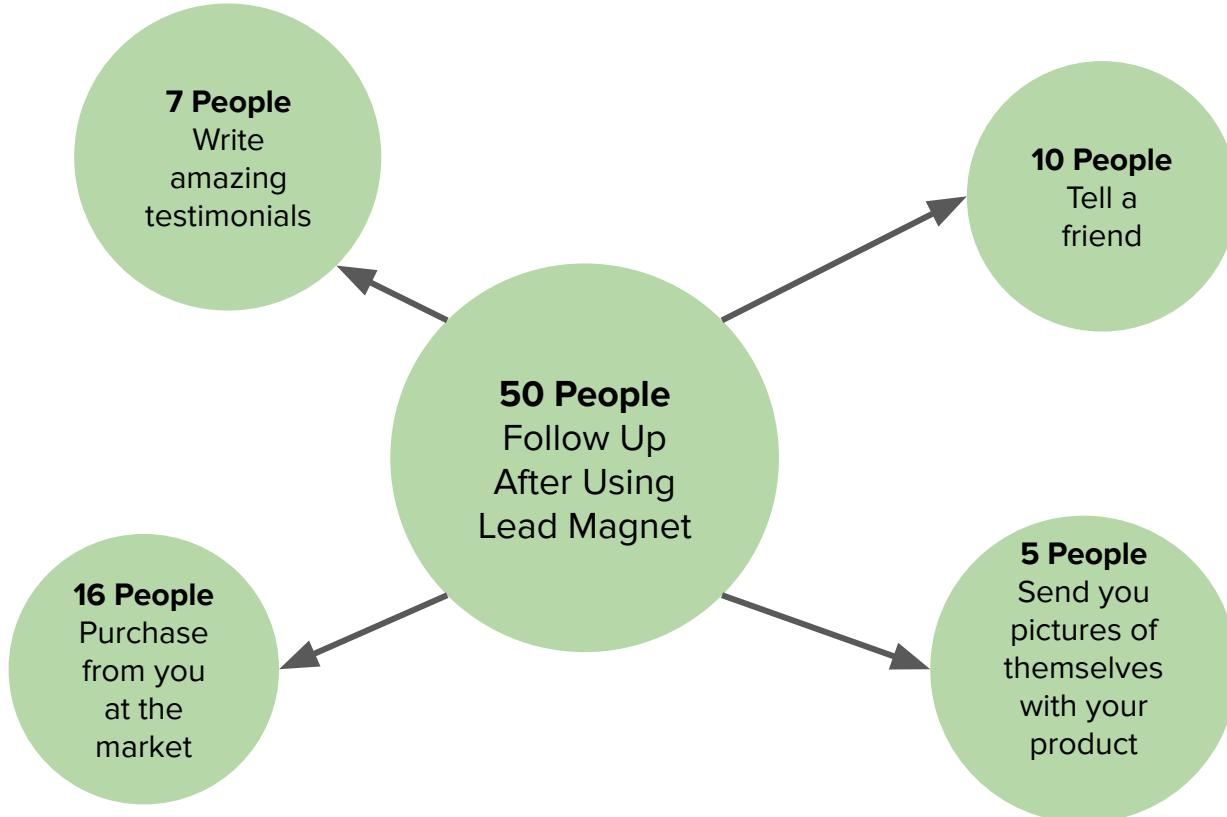
Pork Share Example

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

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



Questions?

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

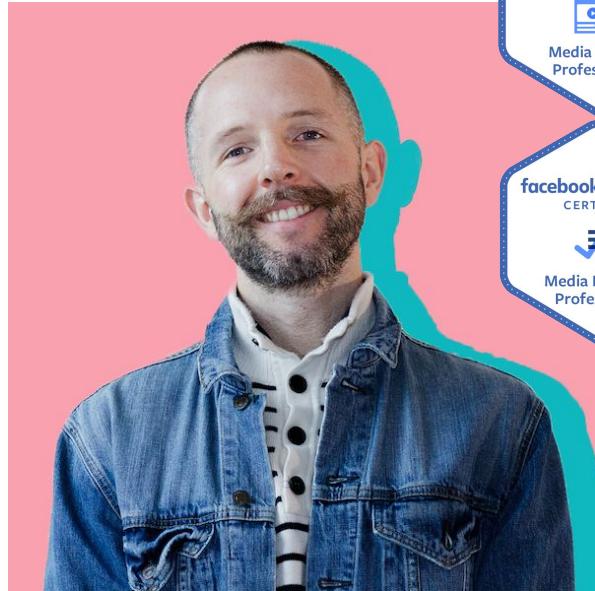
Need More Help?

We're here for you



Kate Morton

kemorton2@gmail.com



Chris Orcutt

chris@radicalsocialmedia.com

