



# Best e-marketing practices for successful businesses

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North East Greenhouse Conference and Expo

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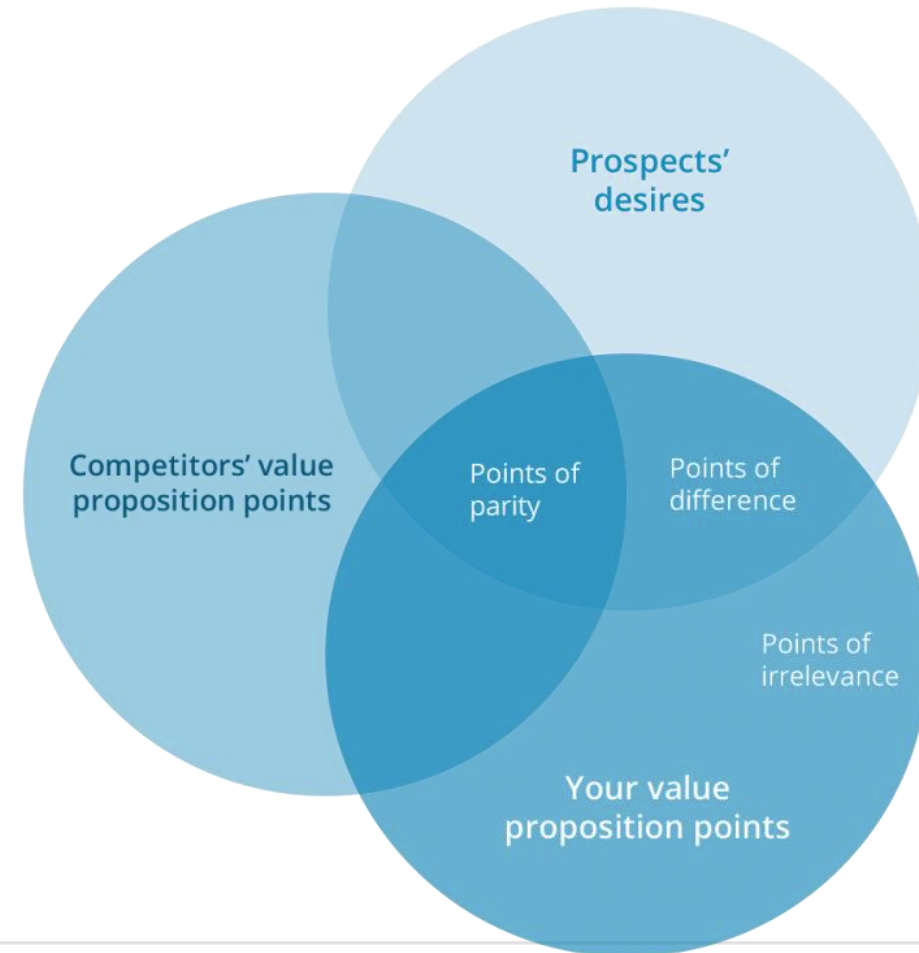
# What we will do today?

1. Get some marketing strategies
2. Explore some of the benefits of social media
3. Walk through best practices for different platforms
4. Create effective content and understanding the appropriate way to engage with the public through social media.

# 7 tactics for on<sub>[off]</sub>line marketing

# 1. Develop a message that trumps all others, and places you in a category of one

- Value proposition: “what is in for me
- Base your value proposition in the 4Ps
  - Product, price, promotion, and place
- Competitors are milliseconds away
  - Everybody is saying the same thing
- Exercise – look at 3 business webpages
  - Do they have a value proposition?
  - No: Can you think of one?
  - Yes: How can you improve it





### Tap the app, get a ride

Uber is the smartest way to get around. One tap and a car comes directly to you. Your driver knows your location and your payment method.

[MORE REASONS](#)

*Uber's value proposition, offering ub*



# Why would I choose your business/product/service versus any/every other option?

- If you can't answer this question, you have bigger problems
- Motivate them to action, doing something (buy)
- Do marketing by values to strengthen your message
  - “If you stand for nothing, you will fall for anything”
  - Standardization, on-time deliver, etc.
  - Tap into people's emotions: youthfulness, be part of a group.
- Show your passion, enthusiasm, and values



# Connecting with moms

- Heritage brands
  - Brands they grew up with
- Leadership
  - Quality, value, worthiness
- Advertising images
  - Moms having fun with their kids
  - Multitasking is acknowledged



# Connecting with Millennials

- Millennials want to **interact with their brands**. Rate products, make comments without censorship, talk with their friends via social media
- **Build trust** through frequent and consistent messages sent via social media. Building a brand means building a story. If people complain, address their concerns honestly and sincerely
- Use **multiple channels**: are complementary rather than competitive
- Have strong **social conscience**. The more you are able to engage in the causes they care about and show your company's engagement, the more likely they are to become loyal customers – you have to be sincere!



## 2. Be clearly understood

- Where
  - Before, during, and after the sale
- Eliminate all assumptions
- Ignite interest – use words that convey “secrets, selective”
- Call for action “come, buy, see, shop”

Awareness  
of  
need/desire

Picking  
“thing”

Picking the  
source

Accepting  
price

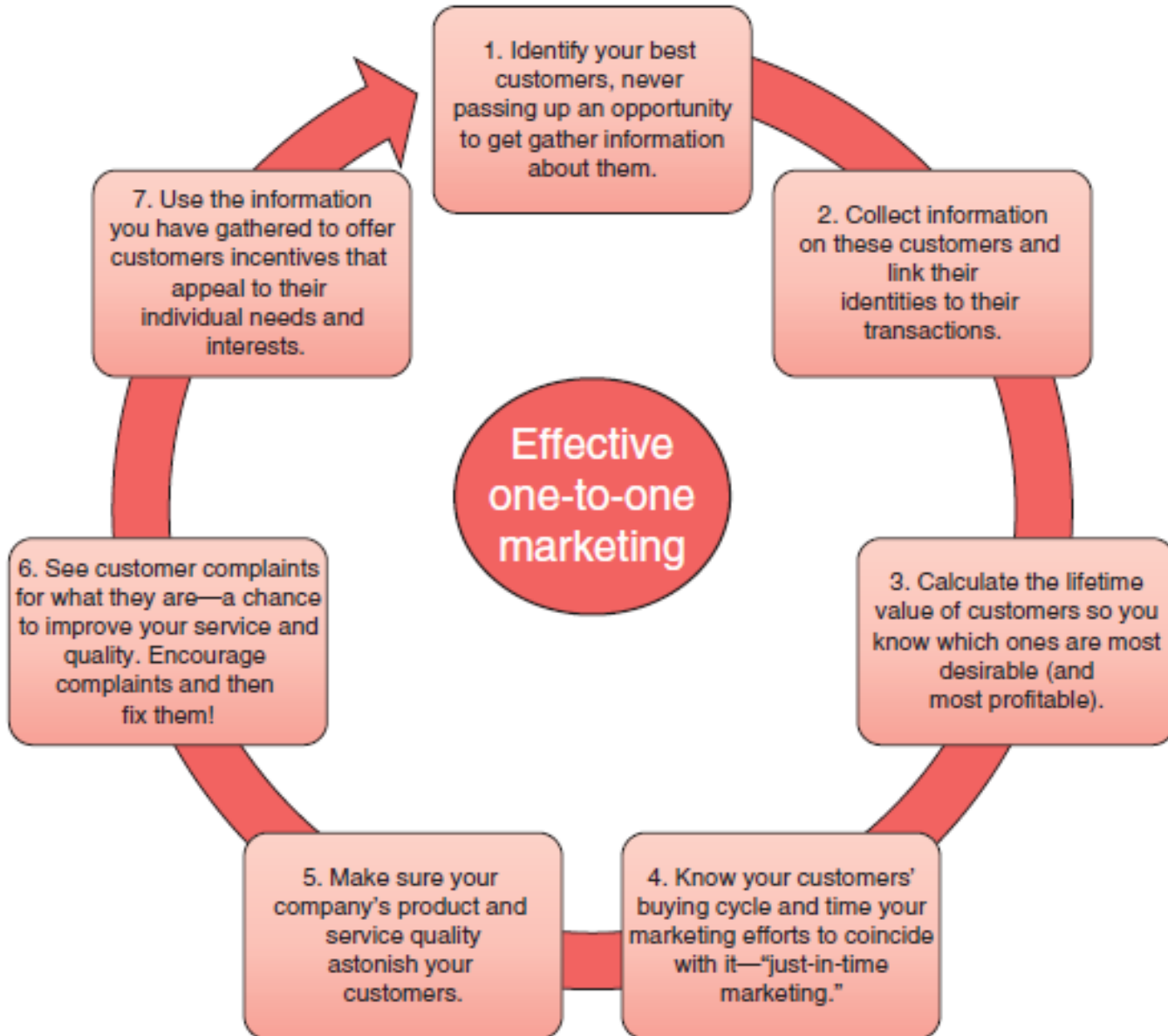
Acting NOW

### 3. Aim for your correct target

- Avoid blind archery → use resources efficiently
- Define your market
  1. Geographic: [location](#)
  2. Demographic: [age, education, gender, marital status, income](#)
  3. Psychographic: [receptive to new products, values, drivers of behavior, attitudes, philosophy, mindset](#)
- How do you define your market?
  - Ask customers “how”, “why”, “what”
  - Reduce the size of your prospect universe
  - “Farming”: demographic lists, census bureau, social media
- Identify your “buy now” customer (brick-and-mortar)



# BECOME AN EFFECTIVE ONE-TO-ONE MARKETER



- Ask for their contact information
  - Name and contact details
  - Why they do business with you
  - What can you do better
- Contest-entry box system
- Give discounts/offers in exchange
- Joint ventures
  - Most valuable asset: **customers**

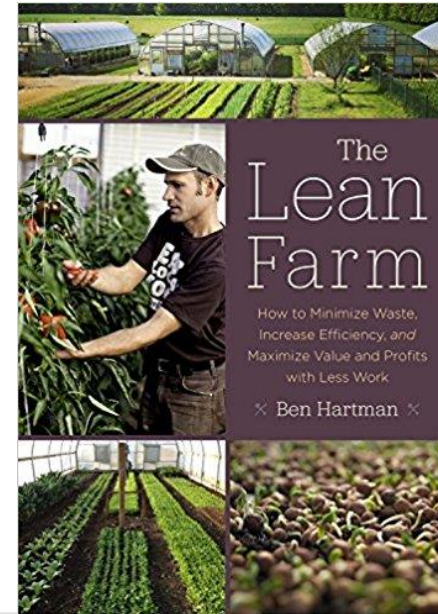
## 4. Create a good impression

- Inside your business
  - Make it easier to buy
  - Arrange things congruently, organized, and logically
  - Have creative idea displays
- Experience marketing
  - What perception(s) you want your target customer to have?
  - Does everything contribute to that image?
- Customers prefer to deal with successful businesses
  - Promote
  - Advertise
  - Educate: charts, posters, articles, products



## 5. Generate interest

- **Reward loyalty** and generate customers thinking, talking, and interested on you
- Show growth/change: create new products every month (fast-food industry) or make new products look like new
  - Re-launch
  - Re-theme
- Get recognition – influences, awards, blogs (write, publish), news release
- Do-It-Yourself to Done-For-You
  - Add services to your mix of products
  - People want things done for them
- Piggyback into trends and news events (sponsor), seasons, holidays



## 6. Retain customers

### The High (Annual) Cost of Lost Customers

If you lose . . .	Spending \$5 Weekly	Spending \$10 Weekly	Spending \$50 Weekly	Spending \$100 Weekly	Spending \$200 Weekly
1 customer a day	\$94,900	\$189,800	\$949,000	\$1,898,000	\$3,796,000
2 customers a day	189,800	379,600	1,898,000	3,796,000	7,592,000
5 customers a day	474,500	949,000	4,745,000	9,490,000	18,980,000
10 customers a day	949,000	1,898,000	9,490,000	18,980,000	37,960,000
20 customers a day	1,898,000	3,796,000	18,980,000	37,960,000	75,920,000
50 customers a day	4,745,000	9,490,000	47,450,000	94,900,000	189,800,000
100 customers a day	9,490,000	18,980,000	94,900,000	189,800,000	379,600,000



# Perceive and treat your customers as your best asset

- Retention is the new acquisition
  - How fortunate we are to even have the opportunity to own our business because of a clientele willing to support us
- If a customer feels uncared, she/he will believe that is reality
- Look at customers as “The customer signs your paycheck”
  - They chose use from other choices
  - They may have postponed or gone without something else they want/need
- Express simple gratitude
  - Individually
  - En masse
  - Publicly



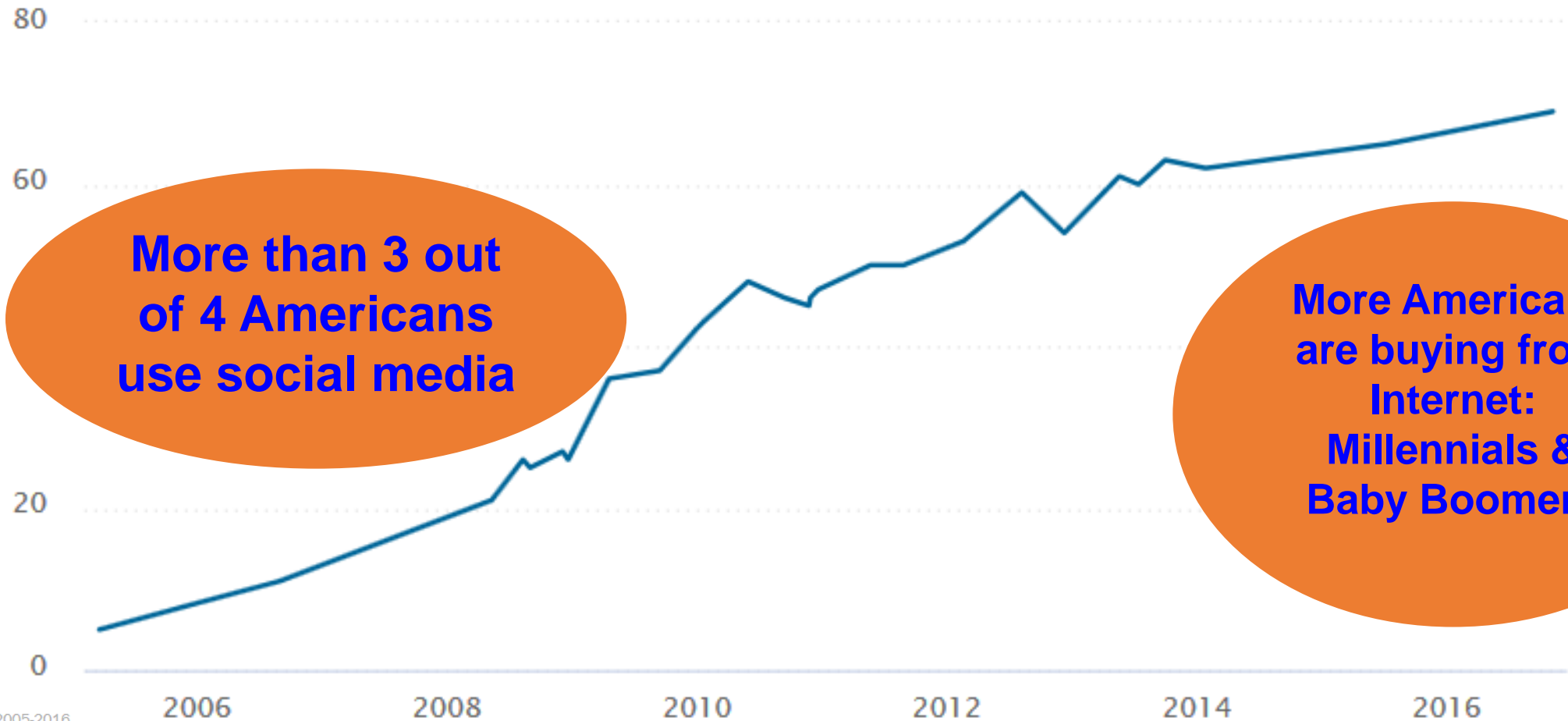


- Customer appreciation event
  - Entertainment (family)
  - Capture email addresses and names
  - Convey COMMUNITY
- Formal rewards programs
- Rescue the lost ASAP
  - Include them in best promotions and interesting events
- Increase customer value
  - Increase order size (restaurants)
  - Increase frequency: rewards, discounts, clubs, rebates, contact
  - Get customers to bring you their people



# 7. Use technologies profitably

*% of U.S. adults who use at least one social media site*



**More than 3 out of 4 Americans use social media**

**More Americans are buying from Internet: Millennials & Baby Boomers**

Source: Surveys conducted 2005-2016.

- Do you have personal social media accounts?
  - You may need to relearn certain aspects of social media engagement in the business marketing context.
- Are you a social media skeptic?
  - Keep an open mind to how social media can serve key functions in the business context as opposed the personal use context may help you identify at least a few ways to use social media to benefit your farm.

# Time for a social media assessment

# FAQ

- You can create separate accounts for personal and business use, and you won't have to delete your personal account
- Most platforms are free
  - Premium memberships can cost a fee
  - You can pay to boost your posts to reach a bigger audience (location, demographics)
- You can access your social media accounts from a cellphone, tablet, computer
  - Posts in Instagram can be done from cellphone and tablet, but not from computer
- You can have multiple social media accounts
  - There are websites and other tools that help streamline management of each account by allowing you to create one post that the tool then posts to all of your social media channels.
  -
- Most social media platforms allow users to link the account to an existing website or blog.



# Social media best practices

Is your marketing built around the most powerful, persuasive, intriguing, compelling, and fascinating message possible?

Who your message should be for? (target market)

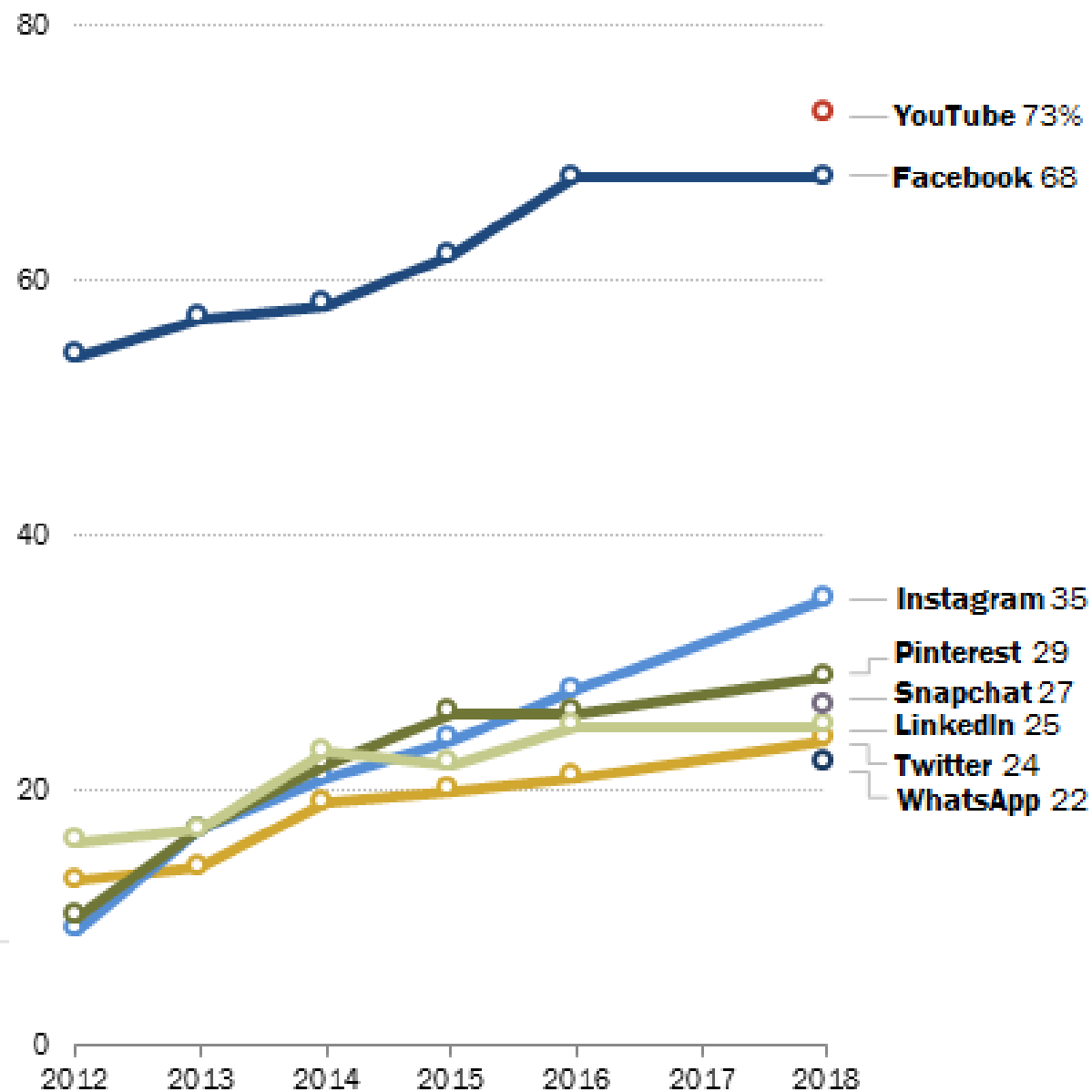
What is the most appropriate media for delivery to your target market?

Are you measuring the true return on investment from each marketing strategy?



## Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone

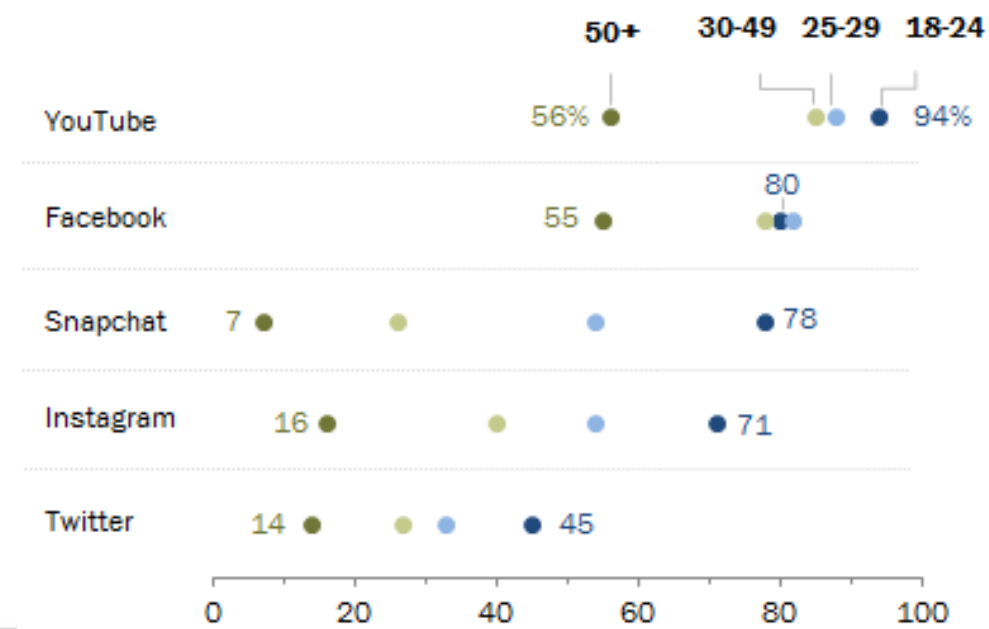


# WHO IS YOUR AUDIENCE



## Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...

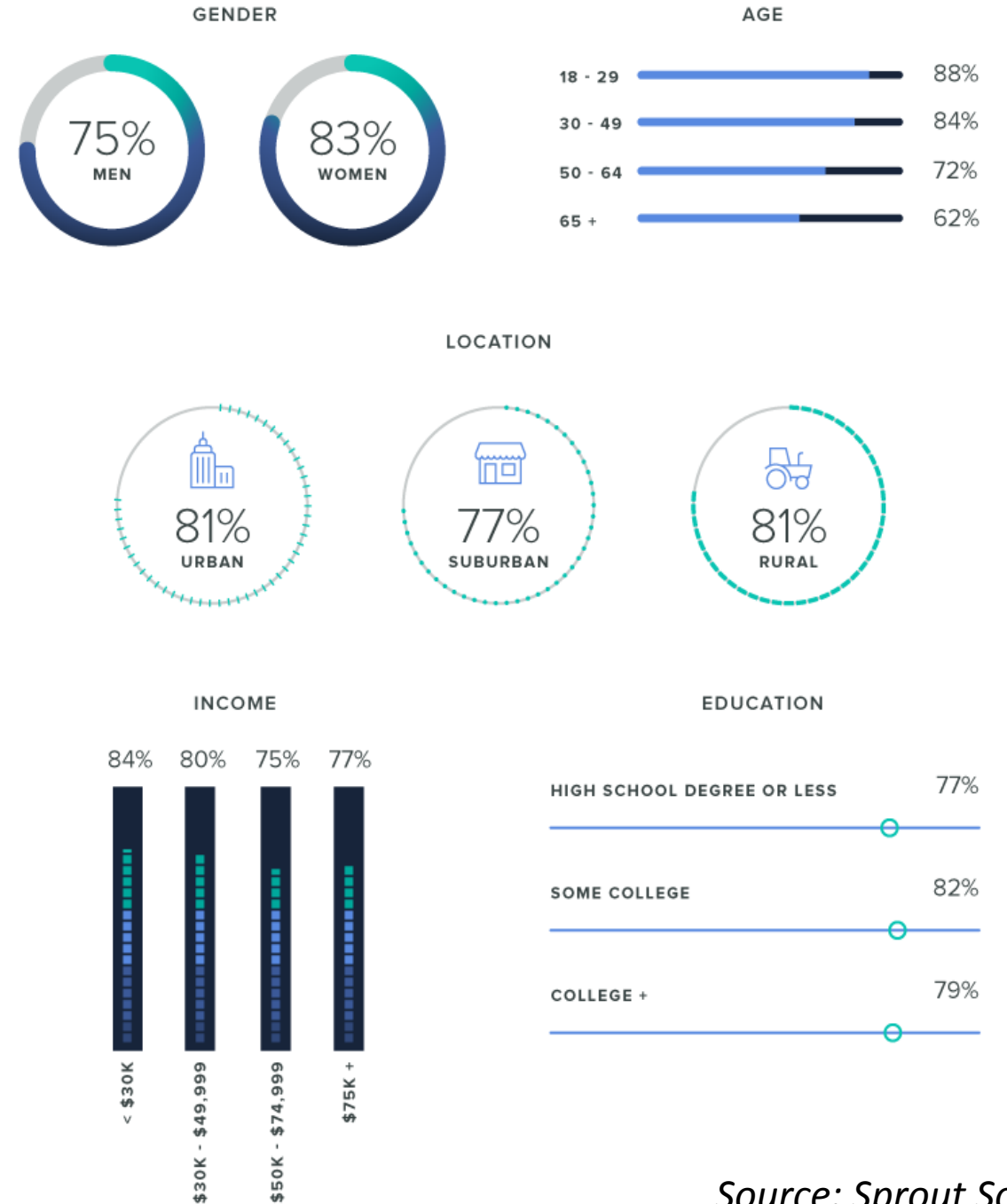


Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

PEW RESEARCH CENTER



- Increase online exposure of our business
- Showcase your new product/service
- Obtain feedback
- Attract more/new customers
- Minimize costs of marketing
- **Build relationships**



Source: Sprout Social

1. Cover photo

2. Profile photo

3. Tabs

4. Page interactions

5. Call-to-action buttons

6. Community

7. About

2



State Bicycle Co. ✓  
@StateBicycle

Home

About

Photos

Instagram feed

Newsletter

Events

Videos

Vimeo

Posts

Community

Info and Ads

Product Reviews

Create a Page

3



1

Like Follow Share ...

4

5

Sign Up

Send Message

Create Post



Write a post...

Photo/Video

Tag Friends

Check in

...

See All

Community

Invite your friends to like this Page

475,652 people like this

471,169 people follow this

Juanca Meza and 3 other friends like this

6

Photos



See All

About

Typically replies within a day  
Send Message

www.StateBicycle.com

Product/Service

Impressum

Suggest Edits

7



# Tell your story 1-2 times/day

- Your products
- Your chores
- New projects
- Your mistakes
- Your property, facilities
- Where to find you
- Educate customers
- Community events
- Seasonal activities/products
- Ask questions
- Promote other businesses



One loaded van! Headed for the Indy Farmers Market early tomorrow morning! Come downtown and see our beautiful!



After a long day at work sometimes it is nice to just stop and notice the things hiding all around. You never know what you might see if you just the time to look.



#mantis #prayingmantis #itsthelittlethings #taketimetonotice #buglife







# Create a brand for your social media pages

- Logos and imagery
- Company description
- Vision and mission
- Find inspiration and mimic them
- Content, posting frequency, imagery, photo filters
- Respond to comments ASAP
- Be consistent





 **Honey Bee Flower Farm**  
Florist  Liked


  

 Danielle, CJ and 1,427 others like this



Home Services Reviews Photos Videos




Floral Workshops  
Duration Varies  >


Garden Bouquet Shares  
Duration Varies  >

Floral Design  
Duration Varies  >




 **Ben & Jerry's** ✓  
Product/Service  Liked


  

 Caroline, Rehema, Josh and 2,471,820 others like this

me Shop Posts About Locations Videos

 <http://www.benjerry.com/>

 Ben & Jerry's believes business has a responsibility to give back to the community. We make the best possible ice cream in the nicest way possible.

 **Mission**  
Ben & Jerry's is founded on & dedicated to a sustainable corporate concept of linked

# Social media planning calendar

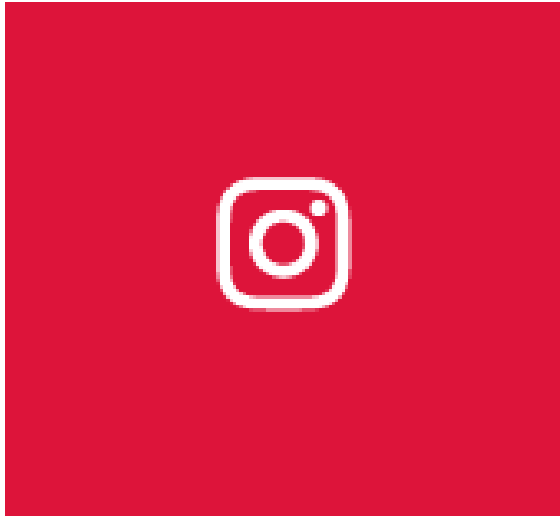
Dates: \_\_\_\_\_

Goal: \_\_\_\_\_

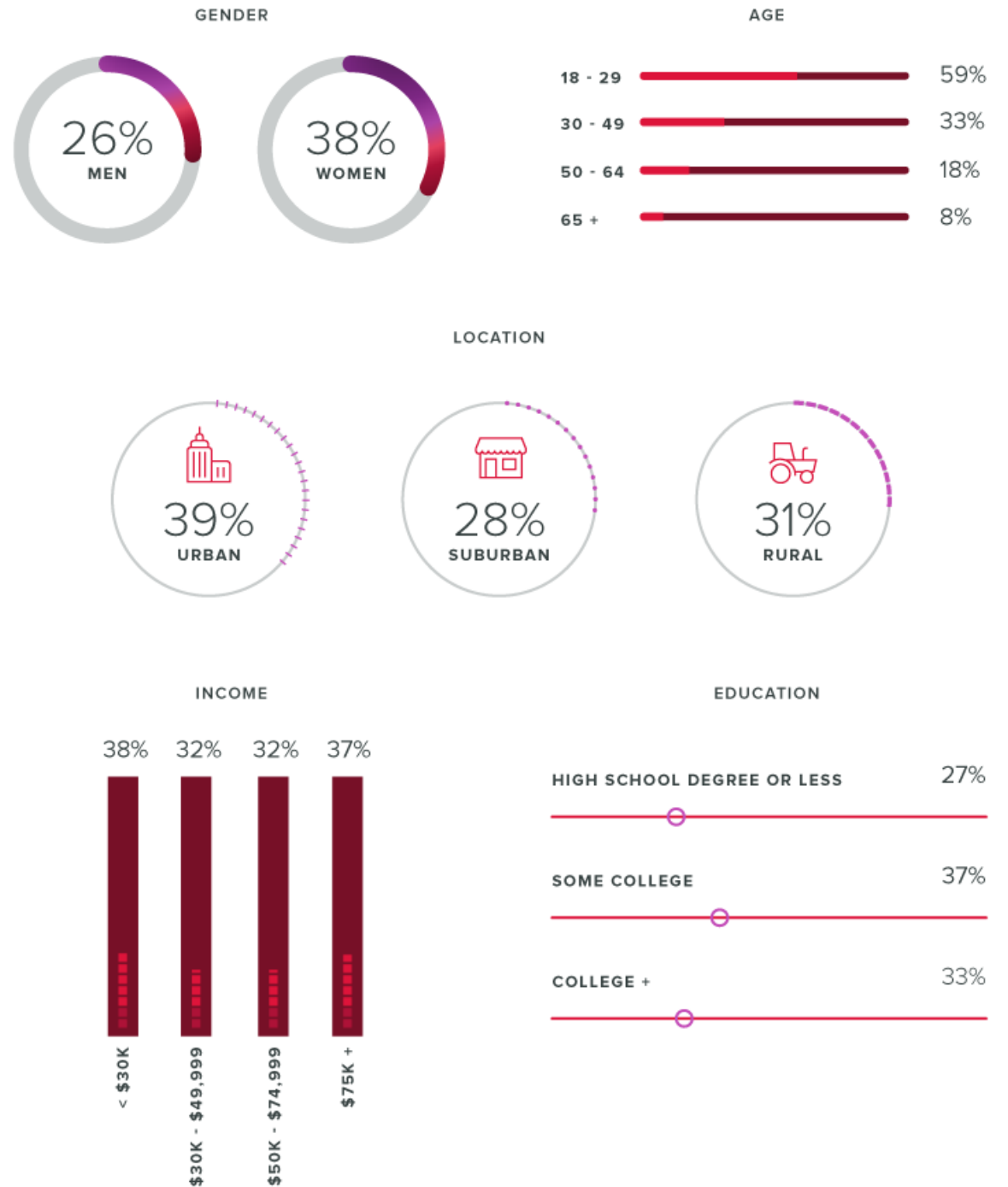
	Time	Topic	Post	Responsible
Facebook	Monday	Values	We aim to be the leaders in sustainable bedding plant production in the Greater Lafayette area	Lori
	Tuesday	#SeasonRenewal	Spring is coming... share a photo of your favorite plant for a chance to win a succulent! Add #SeasonRenewal to enter.	Lori
	Wednesday	Member of the month	Extra gold stars for @hortbizpurdue, our member of the monthh. She has shared all our posts for the past month	Lori
	Thursday	Values	We value diversity and treat our employees fairly. Here is a photo of John, who has been with us for 10 years	Lori
	Friday	Discount	Coment and share this post to receive 5% discount for the purchase of our newest varieties of succulents	Ariana
	Sunday	Contest	Caption this photo to participate in the drawing of 5 hanging baskets	Ariana
	Sunday	Question	Happy Sunday! What is your favorite Sunday routine?	Ariana

- Having a profile (personal account) is different than having a page (company or organization)
- Having no page can create the perception that your business is out of touch with technology and social media users
- Pages only require a “like” to start the relationship with a client
- You can track and measure results, use Facebook Ads, and launch contests






Tell your business/family story  
Photos, captions, and filters



- Post photos from the farm
- Share agricultural messages
- Connect with agricultural pages
- Share farm facts on your page
- Post videos of your operations
- Advertise other businesses' events







 heartsandroots • [Follow](#)

heartsandroots Due to the weather, this is likely the last garden growler of the season. However, we have lots of wonderful add-ons so you can load up your larder! In this week's bag:

- baby carrots
- radishes
- potatoes
- leeks
- beets
- onions
- acorn squash
- spaghetti squash (or your choice of squash, we'll have them all at pick up)


We'll be at @thepennyloafbakery on Wednesday, the farm on Thursday and @forth\_wpg on Friday.

To order, follow the link in our profile!

259 likes

OCTOBER 7

Add a comment... 



124 posts 242 followers 72 following

Promote Edit Profile

Purdue Horticulture Business

Education We are excited to be part of the horticulture industry and share with you our research, projects, and teaching efforts. edustore.purdue.edu/item.asp?Item\_Number

Call Email



72 following

Edit Profile

horticulture industry projects, and Number

Email



Settings










- Branded Content Approvals
Switch Back to Personal Account










Privacy and Security


- Blocked Accounts
Activity Status
Saved Login Info
Resharing to Stories
Story Controls
Comment Controls
Photos of You
Linked Accounts
Account Data
Two-Factor Authentication
Data Download





-  Facebook Purdue Horticulture Business > 
-  Twitter >
-  Tumblr >
-  新浪微博 >
-  Ameba >
-  ミクシィ >
-  VKontakte >
-  OK.ru >

-  Facebook Purdue Horticulture Business > 
-  Twitter hortbizpurdue >
-  Tumblr >
-  新浪微博 >
-  Ameba >
-  ミクシィ >
-  VKontakte >
-  OK.ru >

 Did you know that some growers at the #LafayetteFarmersMarket sell their produce in compostable bags?

---

Tag People >

---

Historic Lafayette Farmers' Market ×  
100 N 5th St, Lafayette

---

Facebook Purdue Horticulture Business

Twitter

Tumblr

---

Advanced Settings >

hortbizpurdue Historic Lafayette Farmers' Market



View Insights Promote

hortbizpurdue Did you know that some growers at the #LafayetteFarmersMarket sell their produce in compostable bags? 1 MINUTE AGO

hortbizpurdue

Tweets Tweets & replies Media Likes

Pinned Tweet Dr. Ariana Torres @hortbiz... · 9/16/18 Guys, I got a new paper published!!! Here is the abstract on the research we did how social capital -the networks created with family, friends, community, and institutions- helps small businesses during a natural disaster @PurdueHortLA @PurdueAgEcon @PurdueAg @PurdueExtension



6 19

Dr. Ariana Torres @hortbizpurd... · 18s Did you know that some growers at the #LafayetteFarmersMarket sell their produce in compostable bags? @HistoricLafayetteFarmersMarket instagram.com/p/BpLFyiqhNZo/...

Navigation icons: Reply, Retweet, Like, Share, Menu

Home Posts Photos Events Community

Options

Did you know that some growers at the #LafayetteFarmersMarket sell their produce in compostable bags?



Like Comment Share

Boost Post



 hortbizpurdue  
Historic Lafayette Farmers' Market ⋮



[View Insights](#)

[Promote](#)



hortbizpurdue Did you know that some growers at the #LafayetteFarmersMarket sell their produce in compostable bags?

1 MINUTE AGO

 hortbizpurdue ⋮




## Select Where to Send People

- Your Profile  @hortbizpurdue
- Your Website
- Your Storefront

 Learn about destinations ⌵

## Select Target Audience

- Automatic  Instagram targets people like your followers
- Local  Select people in a specific location to target
- Manual  Select people, places or interests to target

 Learn how to reach the right people ⌵

7:32 📶 🔋

Cancel **New Audience** Done

Name Farmers market

---

Locations  
Indiana, Illinois, United States and Ohio, United States >

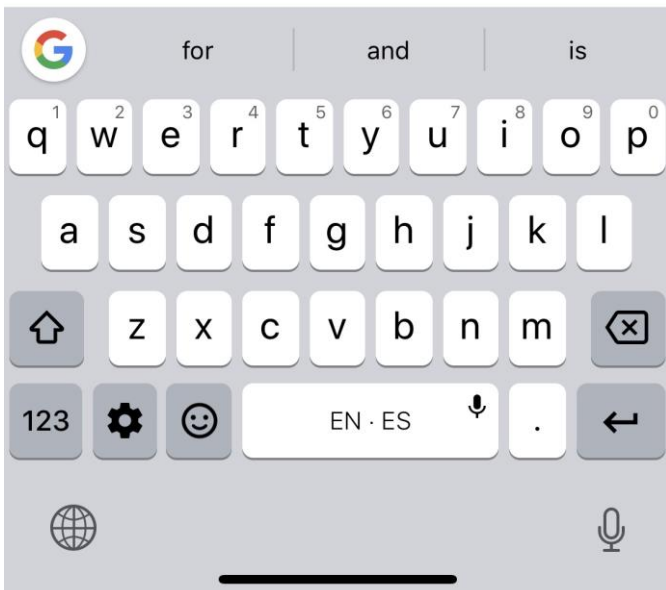
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Interests  
E.g. Organic food, Farmer's market >

---

Age & Gender  
Female | 21 - 65 yr >

New audiences will be saved so you can reuse them for other promotions.



7:33 📶 🔋

< **Budget & Duration** Next

Your Total Spend is **\$10** Over **5** Days

540 - 1,400  
Est. Reach

**Budget**

\$2 Daily

**Duration**

5 Days

More about budget, duration & distribution

7:33 📶 🔋

< **Review**

You're All Set

Preview Promotion >

Destination @hortbizpurdue

Action Button Visit Instagram Profile

Audience Farmers market

Budget & Duration \$10 / 5 Days

[Add a new payment method](#)

**Create Promotion**

By tapping "Create Promotion" you agree to Instagram's Terms and Advertising Guidelines.



# Stories

8:58



Instagram



naturalindiana  
Nashville, Indiana



2,313 likes

naturalindiana Check out these beautiful fall colors @sunnhunt captured! 🍁🍂 thanks for... more



9:02

Memories from the State Fair of Texas

Have you been in Texas?

SURE NAH

Save Your Story Send To >

9:02

Share New Group

Search

Your Story Sharing Options **Share**

SUGGESTED

- lais\_andrade Laís Andrade **Send**
- indianaorganicfarmer indianaorganicfarmer **Send**
- amber.acres Amber Acres **Send**
- jeremy.w.smith Jeremy Smith **Send**
- berrygoodsfarm Amy Surburg **Send**
- purduexelkhart Purdue Ext. Elkhart Cou... **Send**
- hoodsgardens Hood's Gardens **Send**
- arnoldfarms1820 Arnold Farms **Send**
- sundowngardens Sundown Gardens **Send**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

9:38

Your Story 36m

Memories from the State Fair of Texas

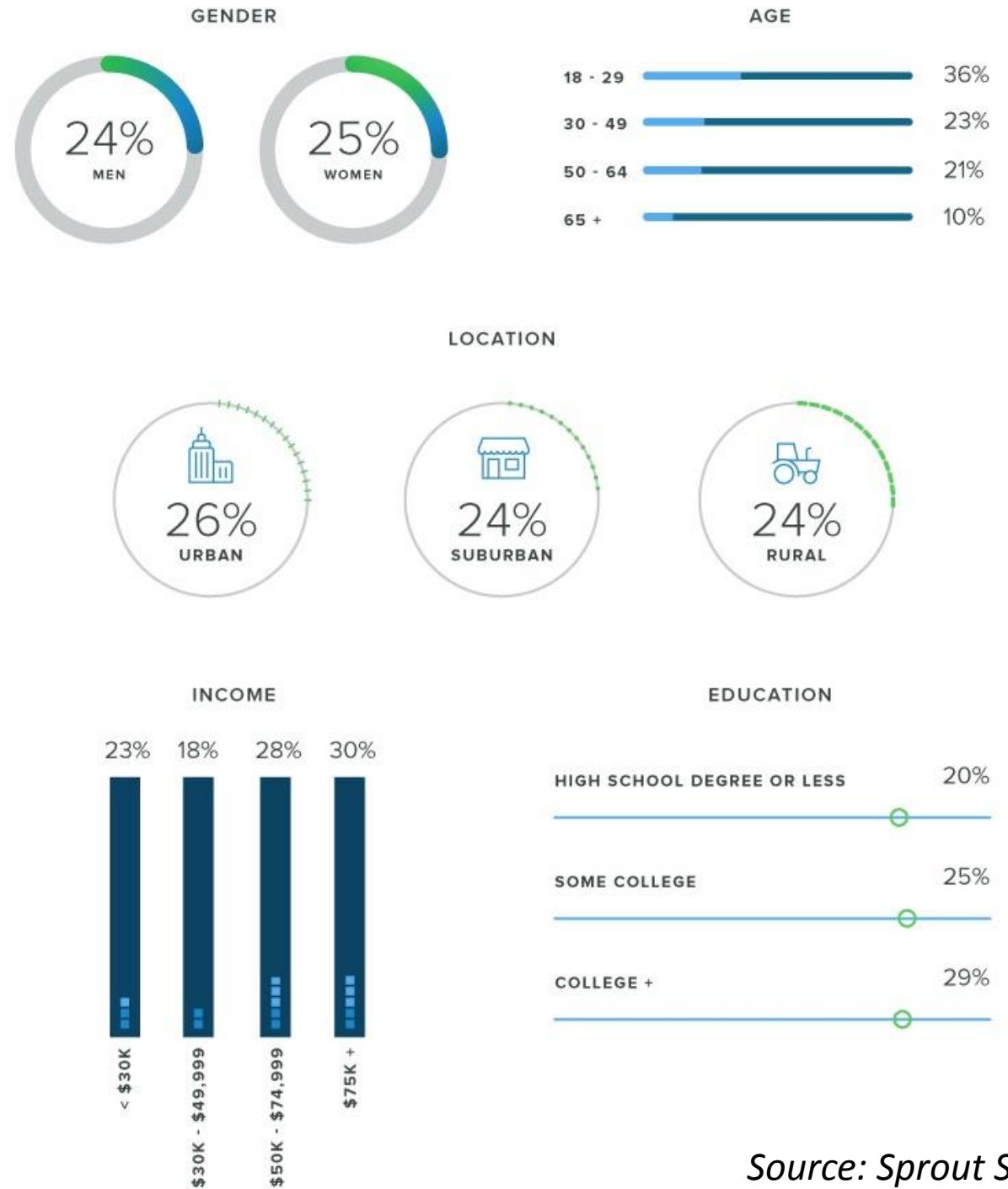
Have you been in Texas?

SURE 100%

Seen by 12 Facebook Highlight More



140 characters  
Share information, discuss ideas



Source: Sprout Social



# Social and display ads

- Banner ads on sites, in apps or social networks
  - Customer reading a news article
  - Customer checking updates on Facebook/Twitter

## State Bicycle

- \$500,000 in incremental sales/year through promotion codes and traffic from Facebook
  - 12% traffic to website from Facebook
  - 1/5<sup>th</sup> cost per click than other platforms
  - 10x growth in fan base to 46,000 in 1 year
- Update cover and profile photos
- Advertised to segments with certain music preferences, likes on rival brands, and general keywords  
“fixies”, located in cities
- Host contests
- Sponsored stories



State Bicycle Co. ✓

@StateBicycle

Home

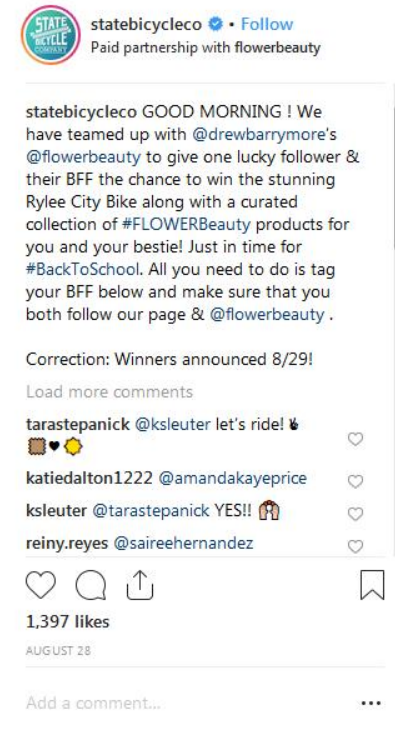
About

Photos



Like Follow Share ...

Sign Up Send Message



## 1. **Bio:** First thing a potential new follower is going to look

- Tell exactly what you do
- Get a little personal: Share your mantra
- Promote your custom hashtags
- Drive traffic to your opt-in (free offer or website)
- Promote your products
- Highlight your accomplishments

## 2. **Photos**

- **Profile**
  - You are a local business and your face is part of the community
  - Use a pretty logo
- **Cover photo**
  - Clear picture that represents your local community or, preferably, your business
  - Get a group shot of your team of employees at work



### **Dr. Ariana Torres**

@hortbizpurdue

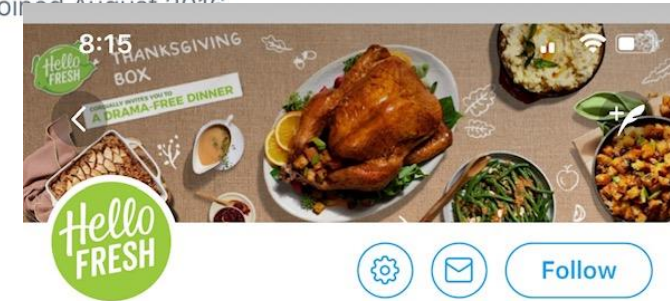
Assistant Professor of both @PurdueHortLA @PurdueAgEcon | Economics, Marketing, Entrepreneurship, Specialty Crops | Views are my own

West Lafayette, IN

[hort.purdue.edu/hortbusiness](http://hort.purdue.edu/hortbusiness)

Born August 10, 1982 | Joined August 2016

303 Following 321 Followers



### **HelloFresh US**

@HelloFresh

Followed by no one you follow

HelloFresh is a weekly recipe-kit delivery service. You choose delicious recipes, we deliver them straight to your door! Get \$25 off [hellofresh.com/twitter](http://hellofresh.com/twitter)

[hellofresh.com/twitter](http://hellofresh.com/twitter)

New York, NY [hellofresh.com](http://hellofresh.com)

Joined December 2011

2,338 Following 31.1K Followers



# #Hashtags at the beginning of unbroken phrase or word

- It will link your post to all other posts ever used by anybody
- Gives context to a post and can help you search for market segments
  - Use them across all platforms
- Hashtags are not case-sensitive, but adding capital letters make them easier to read [#sustainableverticalfarming](#) vs [#SustainableVerticalFarming](#)
- Tips:
  - Make it easy to remember --- don't leave room for typos
  - Do your research: what people are using, check if your # is being used
  - Partner with influencers
  - Don't over hashtag: 1-2 is enough
  - Highlight events, marketing campaigns



**Indy City Market** @IndyCM · Sep 30

There are just five weeks left in the [#OriginalFarmersMarket](#)'s 2018 season! Join us each Wednesday in October, 9:30am-1:30pm, for [#IndianaGrown](#) produce, baked goods, flowers, and more!





# Additional platforms for online marketing

- Success in one channel can impact in another
- Look for existing platforms
  - Platform: the various types of social media accounts that are available. Some of the most obvious examples include Facebook, Instagram, and Twitter
- Customers are hanging out online, and you?
  - Facebook, Instagram, YouTube, Twitter

# Email Marketing

- Collect email addresses of your prospects or customers
- Send them interesting information
- Engage them with offers

## Ideas

- Create in-depth articles that your audience wants to read
- Create an email newsletter
- Home page of website is an email opt-in box
- You don't need to mention any product



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"Passion is lifted from the earth itself by the muddy hands of the young; it travels along grass-stained sleeves to the heart. If we are going to save the environmentalism and the environment, we must also save an endangered indicator species: the child in nature."

Last Child in the Woods, Richard Louv



**NICHES Natural Play Area Grand Opening!**  
Tuesday, October 9th, 10:00am  
Clegg Memorial Garden

# Public relations

- Examples
  - Blogs
  - Community events
  - Create a quiz to determine the right product
- Build community
  - Email
  - Comments
  - Face-to-face
- Provide value or interesting topics to your target audience
- Exclusive product preview, tasting session, workshop,

# Offline ads

- Examples
  - Magazines, newspapers, billboards, radio or TV
  - Still a way to reach a big audience
- Increase brand awareness
- Drive traffic to e-commerce platform

# Thank you for your attention

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