

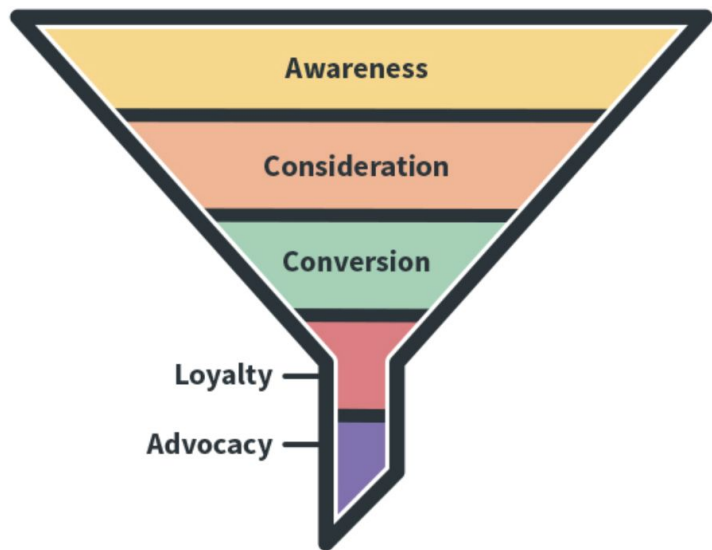
Dirt Talk: Social Media Basics for Small Farms

Presenter: Abbey Loos

From: Seaforest Farm



How does the Marketing Funnel work?



Making the funnel work for you

How to Drive Awareness

- Get the word out often and in many places. Farmers market, road sign, social, email
- Key Digital Metric: Impressions and Reach

What key info does a customer need to consider

- Provide product information, CSA costs and timing
- Key Digital Metric: Site visits, Email contacts

Is it easy for a potential customer to purchase?

- Can they purchase online? Is your website in your social profiles? If no, tell them where they can find you, farmers market dates/hours
- Key Metric: Purchases, Revenue

How can you drive loyalty and advocacy? (Repeat purchases)

- Giveaways: Something special for long time customers
- Post your CSA box on social and tag us for a chance to win, etc
- Key Metric: Repeat purchases, retention rate, social sharing

Driving awareness with social media

Channel Strategy

Use video!

- Social Media has moved from static imagery to video

Focus on doing one channel really well

- Reuse the content on the other channels with cross-posting. Save time and resources. No more crafting a unique social media update for each channel every time you need to post.

Use stories (IG, FB, Youtube) to provide a peek behind the curtain

- Make sure your stories are set so people can share (same with your social profiles)

Content

Bring people to the farm with you

- Show off your products, animals, etc

How do you want your audience to feel?

- Excited, interested, hungry

Make your brand memorable

- Slogan, logo, brand story

Frequency

- Post 2-3x a week

Get people to consider your product and purchase

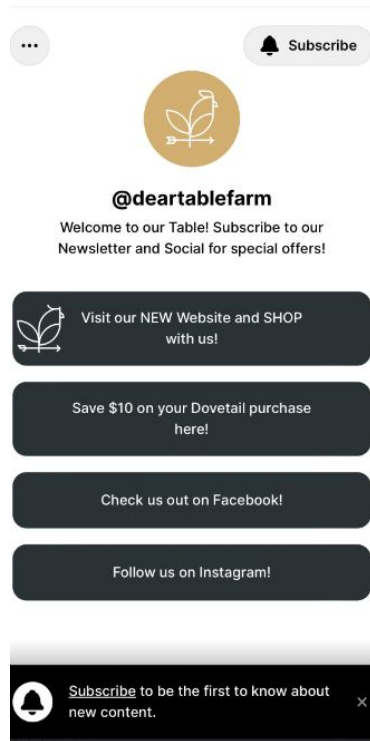
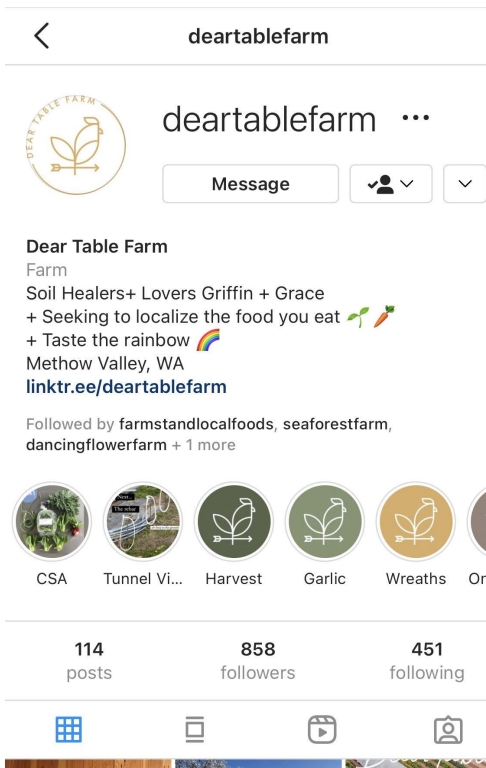
Describe your business/offering and something catchy

Include location

Include links to your website:

Make it easy for consumers to shop

- You don't want consumers to visit your store and not know how to buy the good
- Use linktree or linkinbio to add multiple links with one URL



Deepen your relationship with your customers

How to deepen customer engagement?

Multiple channels of outreach with paths between them

High frequency

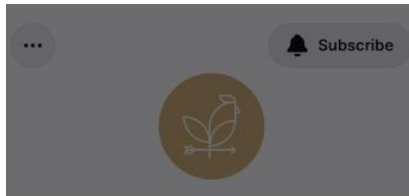
- You can post on your social feed multiple times a day
- If you're currently selling, post 2-3x a week at minimum

Memorable outreach that quickly captures attention

Get their email or phone number

How much communication is too much?

- Only 50% of your audience might see any individual outreach at a given time
- On top of algorithms and clogged inboxes, people have very short attention spans in the digital realm
- On average, it takes 6 exposures to a brand for someone to remember them
- Don't worry about reaching out too much, if anything you likely reach out too little

A screenshot of a mobile app interface showing a subscription form. At the top, there's a circular profile picture placeholder with a plant icon. Below it, the text 'Subscribe to deartablefarm' is displayed, followed by the tagline 'Stay up to date with everything important.' There are three tabs: 'Email', 'SMS', and 'WhatsApp'. The 'Email' tab is selected. Below the tabs is a text input field for an email address. Underneath the input field are two checkboxes with their respective labels: 'I agree to Linktree's Terms and Conditions and Privacy Notice. (Required)' and 'I agree to my contact details being shared with deartablefarm, who may contact me.' At the bottom is a large black button with the word 'Subscribe' in white text.

Increasing brand loyalty and advocacy



Do you dream of farm-fresh veggies? Is supporting your local farmer #1 on your to-do list? Then enter our giveaway to WIN \$100 TOWARD YOUR 2022 CSA SHARE! We'll be choosing one lucky winner to receive a \$100 credit toward your CSA farm share. To enter, fill out the form at the link in our bio by March 31, 2022.

Brand loyalty requires a positive experience and connection to the brand story/values

- What makes your farm special?
- What interesting stories can you tell?
- Do you have a mission? What would it be if you had to create one?

Advocacy

- Ask customers to advocate for you by posting photos of their boxes
- Use giveaways to drive deeper loyalty and advocacy
 - SWAG
 - Extra weeks of CSA

Creating social content

Get other people to create content for you

- Tell people to share and tag on social will get people sharing photos of their produce. Free brand awareness! Ask permission to re-post if you want it on your feed

Create interesting, educational content

- The more saveable and shareable your content is the more reach, engagement and awareness you will get. Post recipes for seasonal produce, “Why eat seasonally?”, “How to make cheese”

Feature stories of people on the farm

- People who buy directly from farms appreciate knowing who farms their food and want to feel connected to the source

Feeling uninspired?

Post animals doing cute things

Reel example:

<https://www.instagram.com/p/Ci0dJdpAxH5/?hl=en>



Tips for effective messaging

Messaging:

- Capture attention: use a question, a story, etc
- Include key info
- What is special about your product vs going to the grocery store? Why buy from your farm?
- Always include a call to action (CTA)
 - What action do you want the customer to take?
 - What are the steps involved in taking the action?
 - Have you captured all of the relevant info?
- Use hashtags. Examples: #supportlocalfarmers, #washingtoncsa, #eatlocal

Floret Flower Farm behind the scenes reel:
<https://www.instagram.com/p/CkgCCJ4Dafp/?hl=en>



Every seed packet that leaves our farm is touched by so many different hands

How to improve your social posts examples



Our apples are looking good!



We **just picked** a huge bounty of **crisp** Granny Smith apples. If you've never made homemade apple sauce out of fresh apples, **you're missing out.**

Sign up to get apples and more fresh produce in our **monthly** CSA at our **website** (**xyz.com**) or click link in bio. Only **\$x/month** from **April to October.**

Create recurring content series

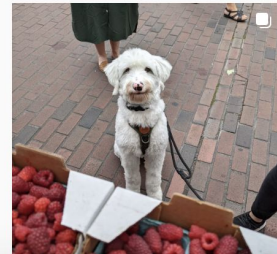
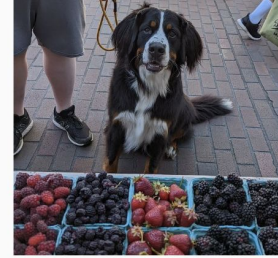
Dogs of Sidhu Farms

Just picked Tuesday

Goat Friday

CSA “What’s in the box”
feature

Meet your Farmers Monthly



Hop on the meme train

Use memes

- Make your own or repost memes you saw on the internet (no need to credit meme creator)



Building social media into your business strategy

- 1) Make some assumptions
- 2) Start tracking your data so you know what's working and what's not
- 3) Test and learn



Helpful Resources

Examples from other farms:

- Dear Table Farm's core values and where to shop: <https://www.deartablefarm.com/>
- Dear Table Farm use of highlight reels and links on their social: <https://www.instagram.com/deartablefarm/?hl=en>
- Sidhu Farms features of dogs on their social: <https://www.instagram.com/sidhufarms/?hl=en>
- Dancing Flower Farm's about us page on how to tell your story: <http://www.dancingflowerfarm.com/about>
- Sylvaquana Farm's brand story and mission: <https://www.sylvanaqua.com/>
- R.D. Offutt brand story and mission: <https://www.rdoffuttfarms.com/>
- Garden Sweet farm's ongoing event calendar: <https://gardensweet.com/>

Digital Marketing resources:

- How to use the IG reel template: <https://later.com/blog/instagram-reels-templates/>
- Linktree: <https://linktr.ee/>
- Cross-posting: You can do it in Instagram or Facebook by simply checking the “post on both channels” or use [Hootsuite](#) or other cross-posting social tools
- [Hubspot](#) and [Mailchimp](#) for email marketing
- [Canva](#) and [Crello / Vista Create](#) for design
- Data Privacy How to Incorporate Language: [Privacy and Consent language](#)

Q&A