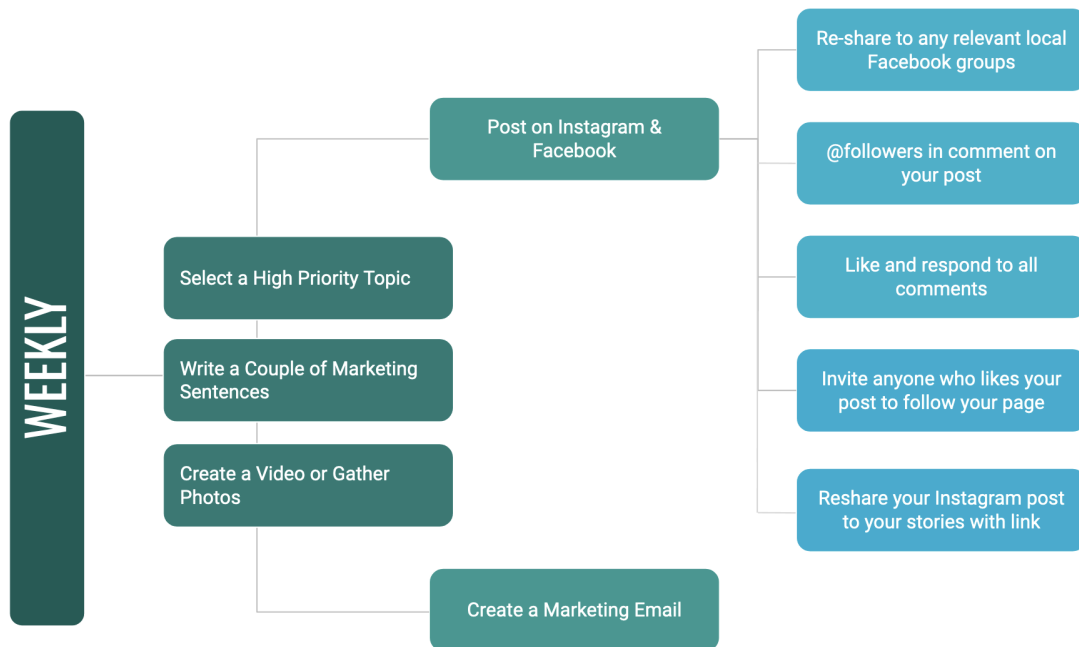


Efficient Online Marketing Weekly & Monthly To-Do List

A sales-focused digital marketing checklist designed with small farms in mind.



Weekly

- Choose a high priority topic to communicate for the week
 - If you can only post once in the week, I'd recommend choosing a marketing message. As time allows, supplement this with educational, animal/farmer, etc. stories or videos at other times in the week.
- Post on social media
 - Create a video or multi-image post. If you don't have your own visuals, use stock photos from Canva Pro. For photos - a 4:5 ratio image can work for Instagram & Facebook.
 - Post on Instagram and Facebook
 - Video: post from Instagram with sharing to Facebook turned on.
 - Multi-image posts: use Meta Business Suite for efficiency of posting to Facebook & Instagram at the same time, while simultaneously posting to 3 Facebook groups.
 - Be sure to tag as many relevant markets, partners, etc. as you can. Adjust tags by platform, add 5-15 hashtags to the Instagram post

(especially geographical and farm practice hashtags, look for the ones with the higher volume).

- Include order links on Facebook. Direct people to link in bio/stories on Instagram.
- If posting in app, add location & music to Instagram posts/videos.
- On Facebook, comment on your own post with @followers, link and a short reiteration of your message.
 - This feature notifies your followers about your post. Do not use more than 1x per week.
- Reshare to relevant local Facebook groups
 - Multi-image posts work well for sharing to Facebook groups.
- Like and respond to all comments that come in on your original posts and group posts.
- Reshare your Instagram post to your stories. If you have an online store, include a Link button on the story.
- On Facebook, invite anyone who likes your post to follow your page.
 - Click on the likes and click "Invite". For Facebook groups, you will have to go to the individual posts and click invite. A shortcut that helps, but isn't comprehensive, is to go to Meta Business-->Home-->Scroll Down --> Grow Your Audience --> Invite.
- Weekly Email
 - Send an email covering priority promotion topic(s). Repurpose your social media content (or vice versa). Use an attention grabbing subject - ask AI to generate 20 for you and choose the most enticing one. Include plenty of links/buttons to order. Automatically resend to unopened with a *new* subject 24-48 hours later.
- Respond to Google Reviews

Monthly

- Run a geographically-targeted paid Google Ad directing traffic to your online store (or website). The budget can be as low as \$5/day. Work with a marketing professional for setup if needed.
- Google Business Profile
 - Post an update on a priority topic (i.e. a product or event)
 - Add a couple of new photos and videos
 - Add a couple of products (if applicable)