

Websites & Social Media for AgriTourism



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Why a Web Presence?



- You're doing good things. People need to find you.
- Connect with YOUR people
- Know, Like, Trust

Types of Online Presence

- Website: Find you + Know you're "legit"
- Blog: Helpful content + Establish as Go-To
- E-list: Build relationship + Direct marketing
- Social Media: Grow your audience. Connect and engage.

All of Your Efforts Feed One Another

- Grow your Audience
- Grow supporters
- Drive people to your website
- Share blog/news/events on Social Media and Email
- Repurpose content



Start with Why

- People don't buy what you do, they buy WHY you do it
- The goal is to do business with people who believe what you believe



~Simon Synek

I believe... (Riff for 5 mins)



Websites

Where you hang your shingle online



Welcome people to your website as you would your farm. Set them at ease that you've thought of their needs.



Visitors Need to Know

- **WHAT:** Your Promise. You have what they want/crave/need/desire.
- **WHO** it's for (Is it for them?)
- **WHY** you do this (Do you care about what they care about?)
- **WHERE** you are (map + directions) and how to contact you.
- **HOW** to get what you offer (call to action)

Look Thru the Lens of BOY



Because
Of
You

Website Elements

- Homepage: You're in the right place.
- Promise/Product
- About
- Visit/Contact
- Events/News/Blog



Website Tip: www.EasyName.com

- Buy your domain NOW
- Match your business name
- Easy to remember
- Easy to type (avoid hyphens, etc.)
- .Com is best

Website Tip: Easy Access

- Easy Navigation Menu
- Multiple access points to important info
- Not too busy
- Example: www.FiveFootFarm.com

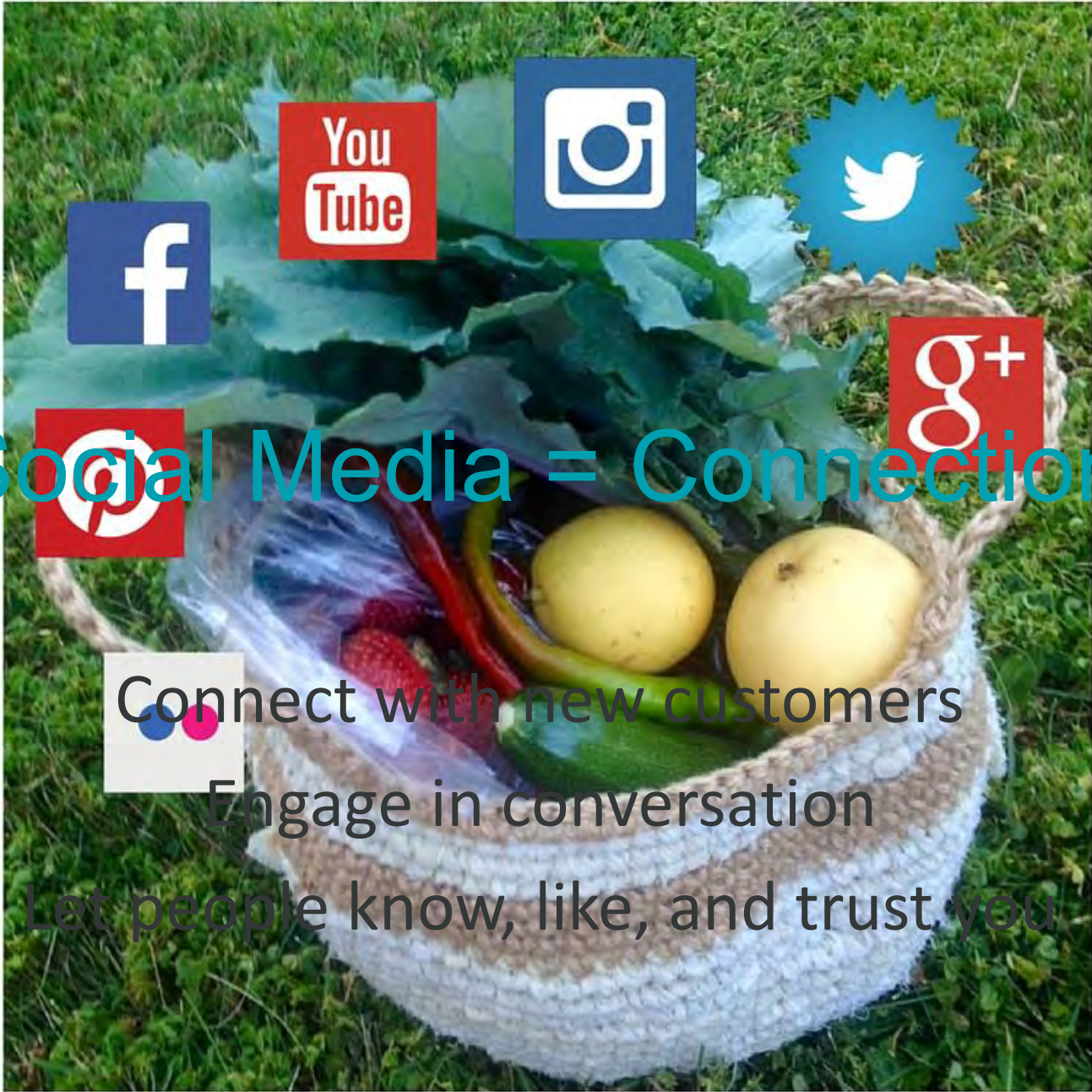
Website Tip: Images

- Images that invite and uplift
- Give them the feel of the experience
- Images support content



Website Tip: Keep it Fresh

- WordPress or Weebly.com
- You can update it yourself
- Fresh content helps Google find you (SEO)
 - Blog
 - Photo uploads (use descriptions)
 - Events or News



Social Media = Connection

Connect with new customers

Engage in conversation

Let people know, like, and trust you

Social Media Strategy

Know where you're headed and why



It doesn't have to be scary!



Social Media Strategy

- Find and engage with *your* people
 - Not everybody. Your right audience
- Develop long-term relationships
- Know, Like, Trust
- Give value and they will support you

Social Media is a *Conversation*



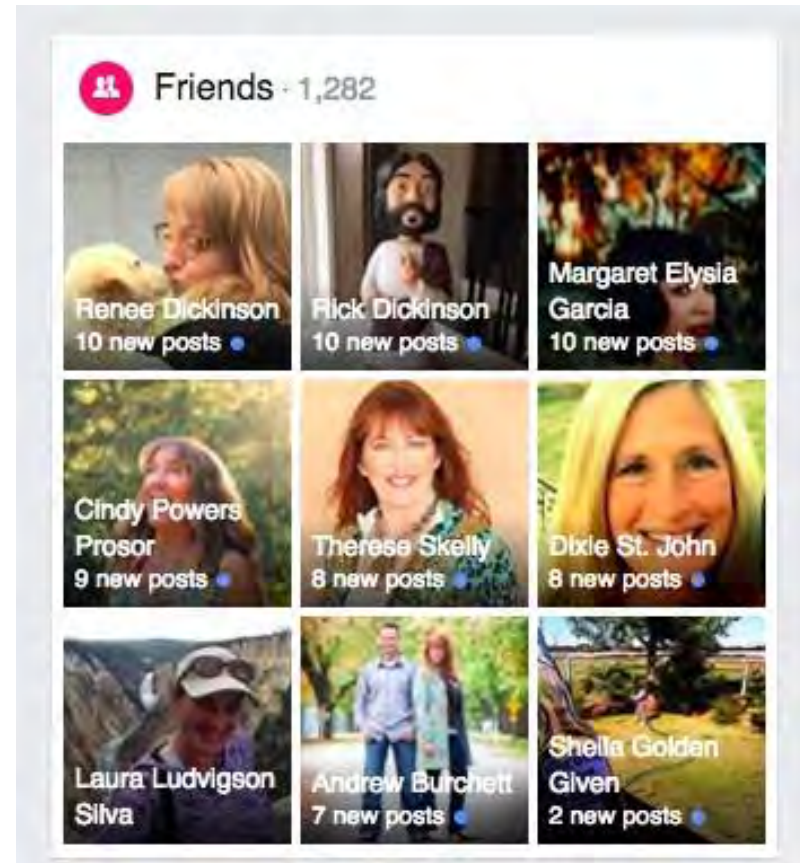
- Blah, blah, blah all about me
- Engage, Inspire, Get a conversation going!
- Outdoor Afro does this really well

Who do you want to reach?

- Are they local or visitors?
- Age, gender, work
- Do they have kids?
- What are their interests?
- What do they care most about?
- How do they like to spend their time?
- What are you giving them relief from?

Where do your ideal people hang out?

- Locals vs. Visitors
 - Locals use Facebook + Instagram (20's-30's)
 - Travelers - Yelp, TripAdvisor, SN Geotourism
- Demographics, Values, Aesthetics

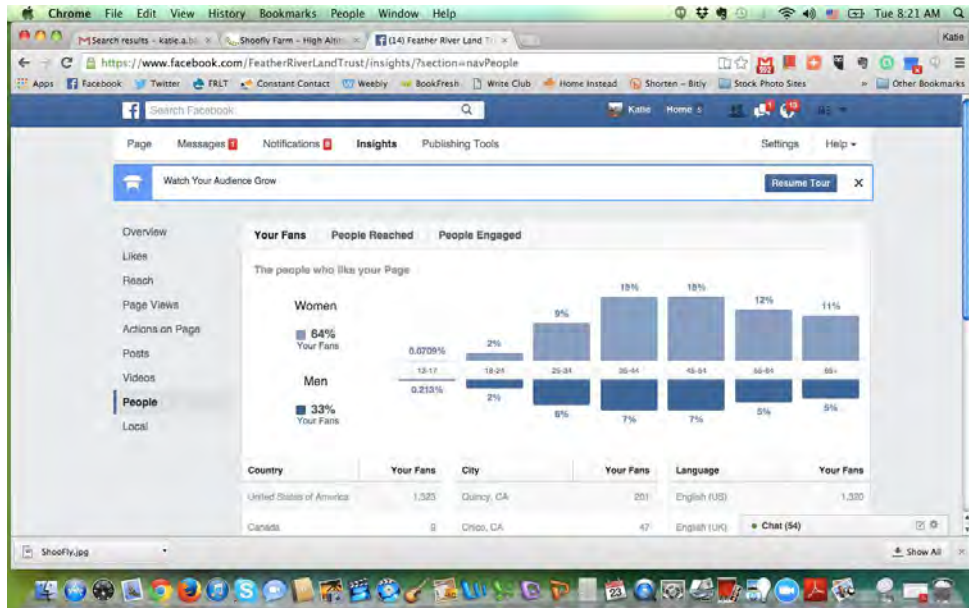


Age, Values, Aesthetics

- Facebook: wide range of content: life updates, photos, articles, memes, inspiration, politics; wide age-range
- Twitter - urban, professionals
- Instagram: photos, life experiences; younger
- Pinterest: themes, DIY, inspiration, beauty
- Videos: YouTube, Vimeo, Live FB

What's your goal right now?

- Grow your current audience?
- Engage more with your current audience?
- Connect with a new audience?



Where do you want to grow?

- What are others you admire doing?
 - Cowgirl Creamery: FB, Twitter, Pinterest
- What looks fun and interesting to YOU?
- What are you **CURIOUS** about?



Leverage What You've Got

- Where do you (or someone on your team) already hang out?
- Where are you already fluent?
- Where do you already have a network?
- Leverage that for your business.
- Diversify and deepen engagement

Tell a Story



- Personal
- Ties in with holiday, season, theme
- Connects to values
- Short videos

Highlight Supporters & Customers



- Because of You
- Grow Super Fans

Helpful Content: Recipes



- Giving & Helpful
- Complements product
- Connects with Values (good food & wine)
- Appealing!

Be a Solution



- Be a solution to a negative problem
- Stay positive
- Praise people's good choices

Share the beauty of the area



- Give them a taste of the experience
- Connect with Nature

Share Useful Content

- Something that might benefit them



Share your Process



- A taste of what it's like to be a farmer or rancher

Create Buzz



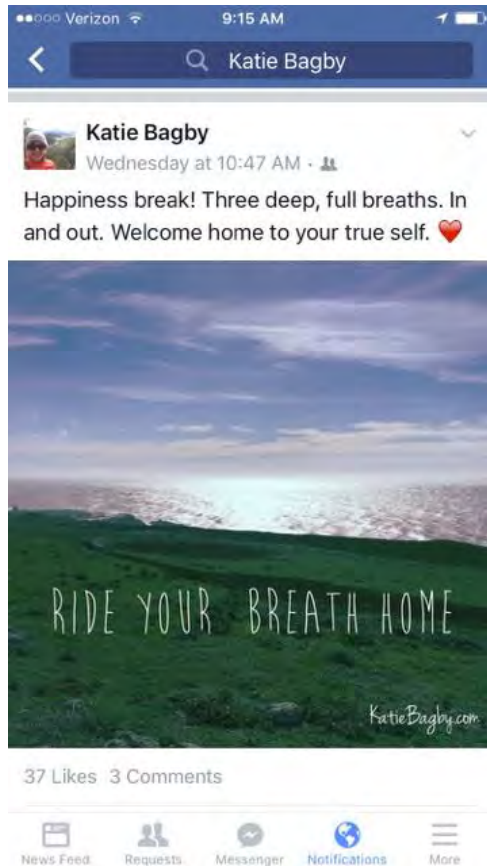
- Show sneak peaks
- Share your excitement about what you're doing

Connection to Community

- Connect to values



Inspire



- 5 minutes on Font Candy app
- Canva.com

Share beautiful food



- Showcase Farm to Table

Share interesting info



- Tie in with their experience

And of course, Sell



- When you give and engage, you've earned the trust to sell and promote

Getting Started

- Set up a simple profile/page
 - Brief description of your business
 - Location/Website
 - A good profile photo
- Learn: Follow other people and pages
- Be Generous: Like, Comment, Share
- Refine your page
- Start to share your own content & images

Thank you!



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