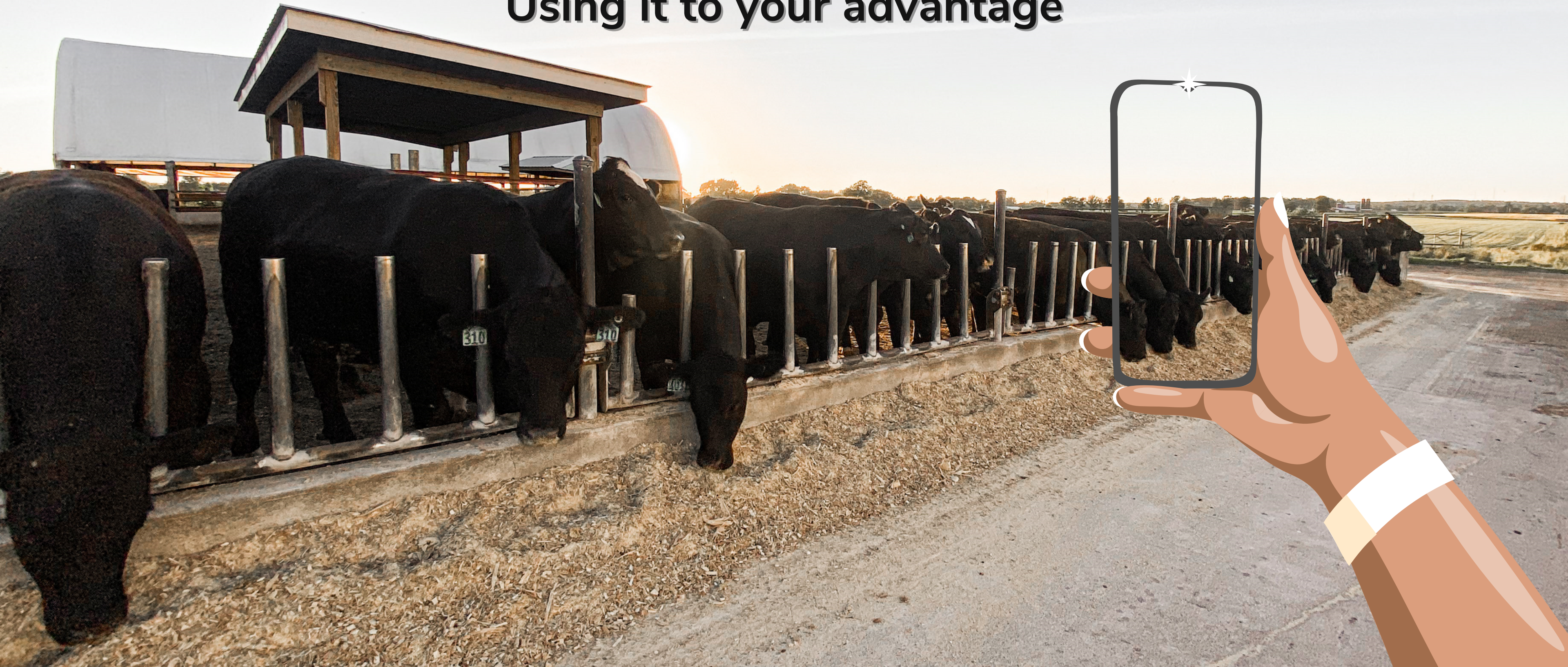
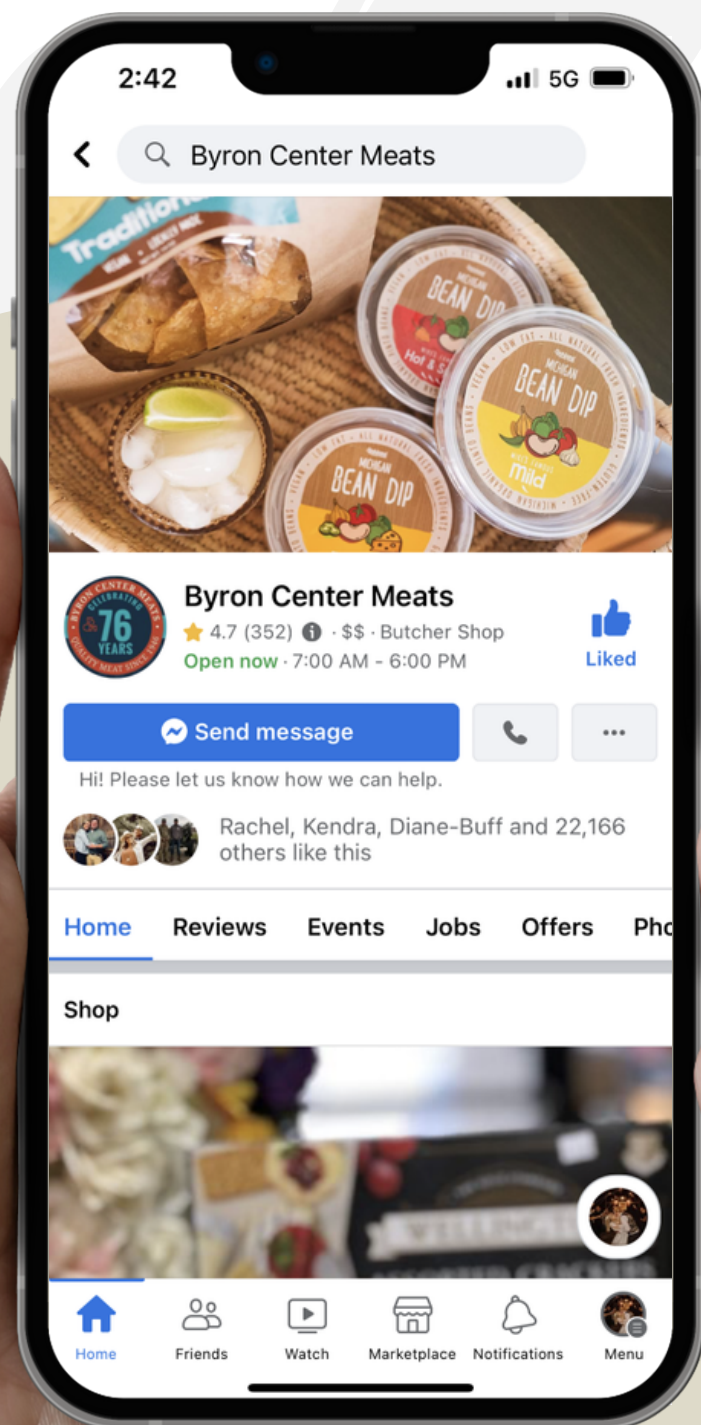


SOCIAL MEDIA

Using it to your advantage





Why invest in social media?



307 Million Internet Users in the US

Research from Statista.org



Over 76% of Consumers will Check the Online Presence of a Company Before Making a Purchase

Research from Zippia.com



It's your "sales funnel" -- word of mouth, reviews, online sales, & a chance to tell your story in real time.

Let Social Media Be Your Asset

What your social media presence can do for you:

- Promote Sales & Specials
- Tell Your Story
- Visually Explain Why You Are Different
- Your Tool To Help Your Business
- An Outlet to Advertise to New Audiences
- Basic Social Media is FREE





Tools to Help You



Tools We Use

Social Media Planning



Content Creation

Format pictures and content for different social media platforms, utilize logos + colors



HootSuite

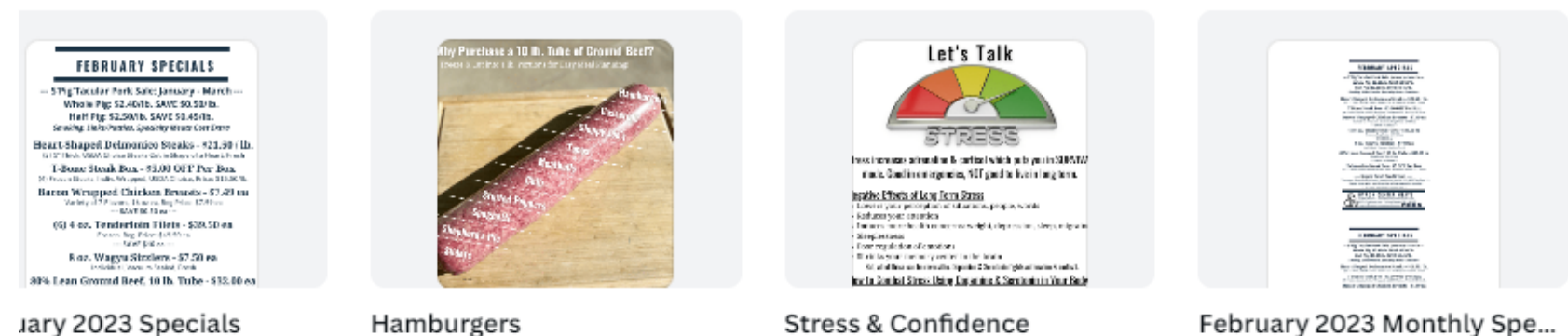
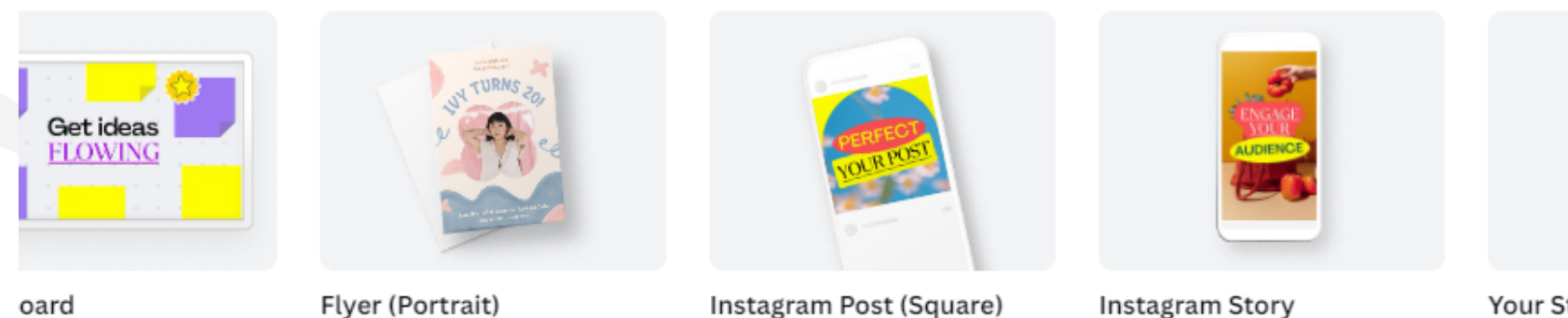
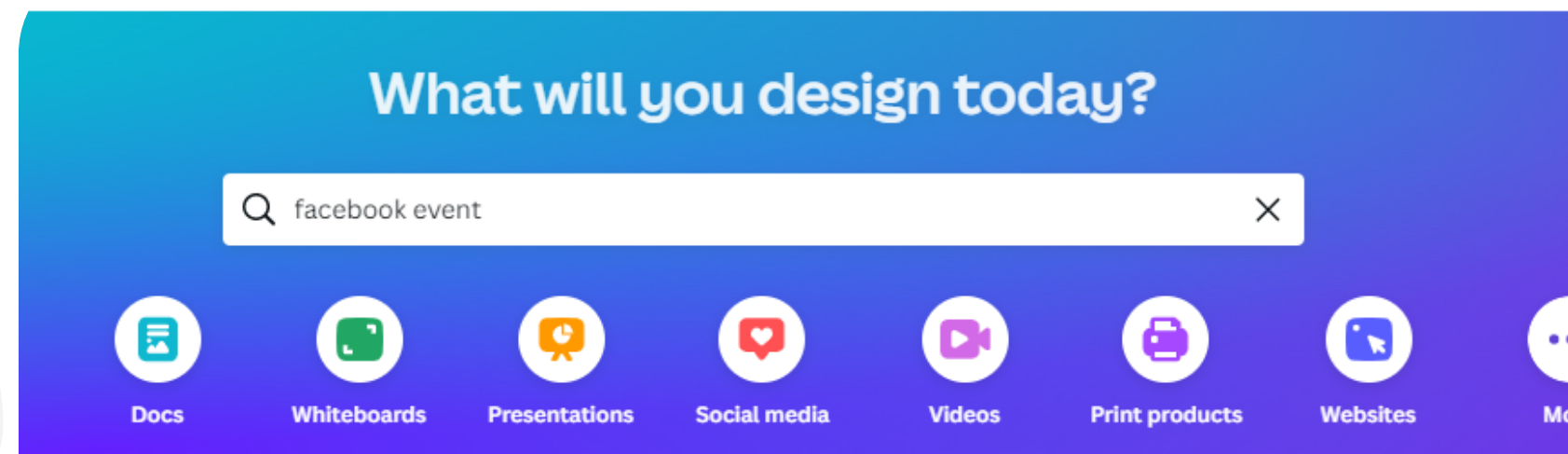
Connect all social media platforms and schedule posts. Auto generates reports + analytics.



Facebook Meta Business

Schedule posts + utilize ad campaigns to broaden your reach. Can schedule Facebook + Instagram.





Millions of templates, ready made...just edit text

Upload logos, brand colors & fonts to customize and create branding content

Utilize their printing service for flyers, t-shirts, signs, cards, invites, etc.

Format your content to fit your social media platform

Upload your own photos or use their royalty-free stock photos



HootSuite



Add all your social media platforms to schedule all in one place

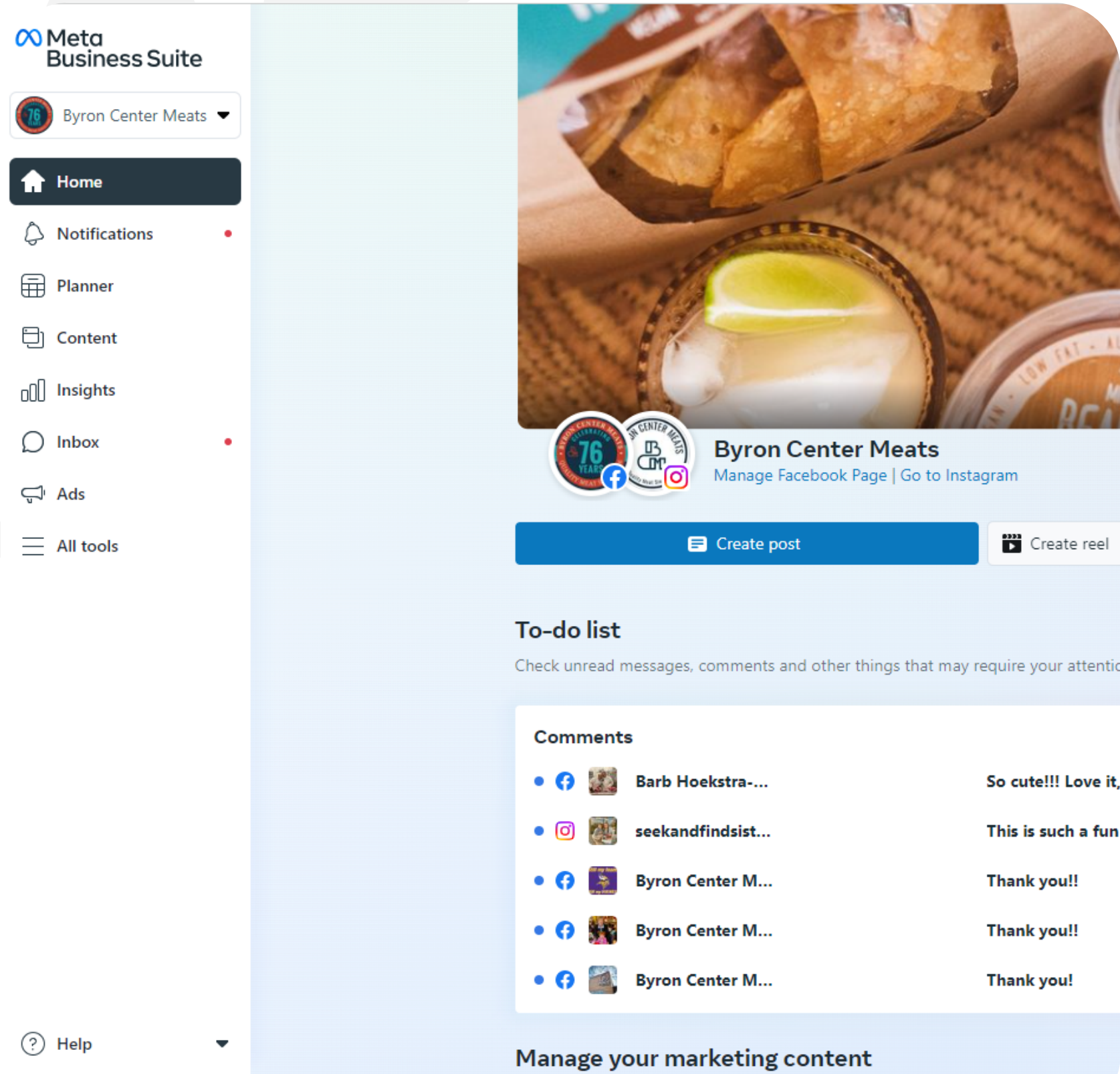
Daily social media scores with tips on how to improve and new ideas to try

Custom reports on how your posts are being received & the best time to post

Receive reports on how your social media compares to competitors



Facebook Meta Suite



Schedule Facebook + Instagram posts for coming weeks

Boost posts, videos, or events to reach a wider audience

Feature products, direct link to your website, & highlight posts

Hub spot for reviews, tags, and interactive interface between Farmer + customer

What do I post?

01

Show Your Face

Allow your customers to see the face(s) behind the brand, humanizes the business, emphasizes trust.

02

It's About the Customer

Focus on the needs of your customer-- what are they interested in? What do they care about? What would make them stop & read your post? It's not about you, it's about the customer.

03

Form Relationships

Respond to customer comments/messages, post polls, ask questions, giveaways, & post about the community. Shows empathy, value, & good PR.

04

Educate

Use your platform to educate your customers and show the behind the scenes. Shows authenticity, transparency, and contribute to a higher purpose.



One of our most engaged posts with the most reach; Meet the Team: intro to our team members. Reach of 55 K and 1,700 engagement

When Should I Post?

****According to our audience data**



Facebook

1-2x Per Day

7-8am & 6-8pm During Weekdays

9am on Saturdays

Instagram

3-5x Per Week

8pm on Saturdays

5-7pm During Weekdays



Consistency is Key

Post often and update your customers and you'll do just fine!

Use tools to track when your customers are interacting with your content. Think like your customer.

Closing Marketing Notes

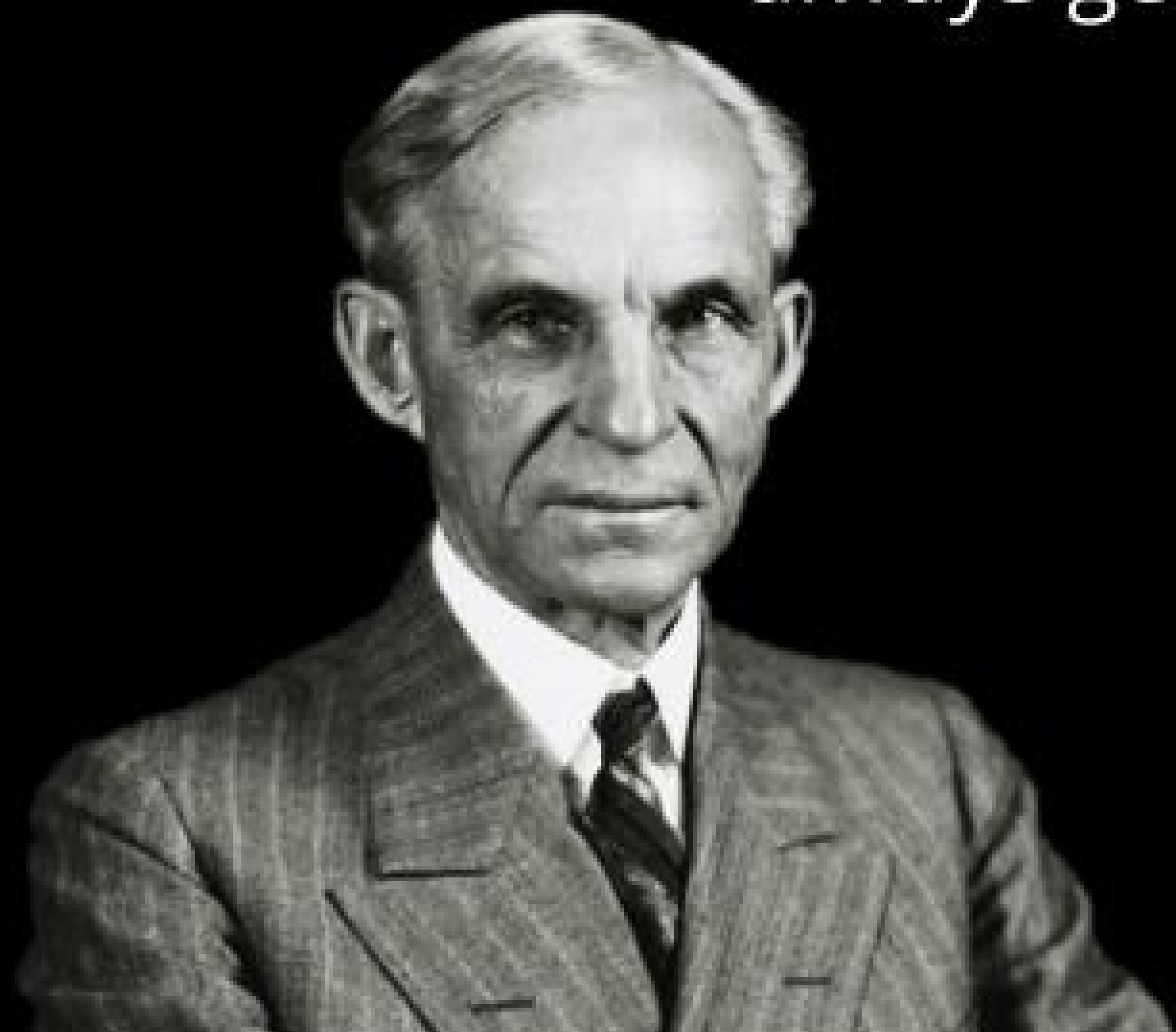
1. Choose 1 or 2 main social media outlets to focus on. Once you get the hang of it, add 1 or 2 more. Doing all of them at once can lead to burnout.
2. Before posting, take time to envision your ideal customer and their values. Tune your content to their needs; not your own.
3. Get involved in the community.
4. Be flexible and open to new ideas.
5. Learn from others!

//

If you always do what you've always done, you'll
always get what you've always got.

//

Henry Ford





MORE ON SOCIAL MEDIA MARKETING

Every time you post, think about...

WHO IS YOUR IDEAL CUSTOMER?

Lifestyle

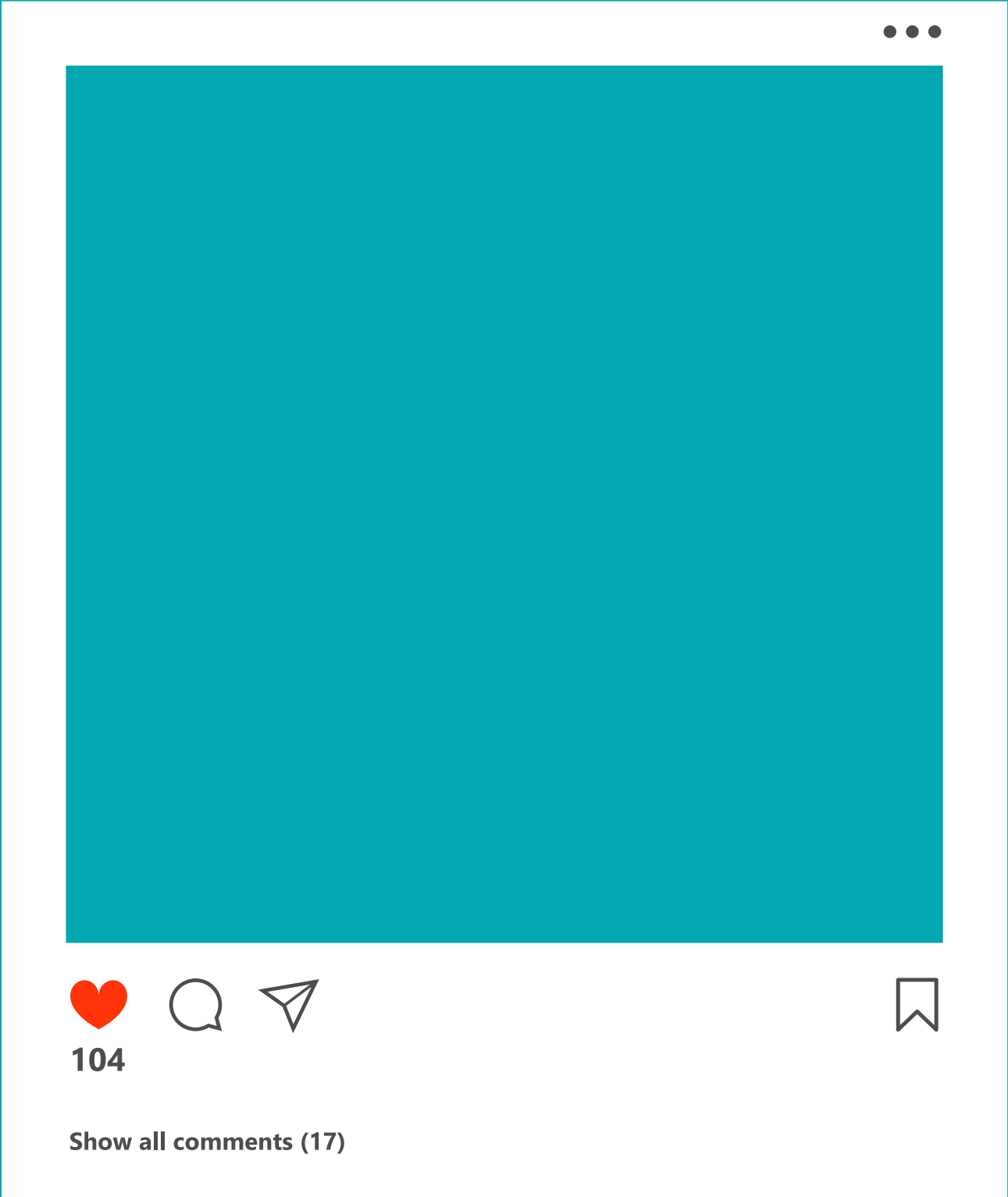
*Family
Size*



Values

Demographic

Is this post consistent with my ideal customer's needs & stays on brand?



IDEAS TO SPRUCE UP YOUR SOCIAL MEDIA FEED



BACON GIVEAWAY!

To celebrate the last month of the pork sale!

GET ALL YOUR FAVORITE CUTS DURING OUR

S'Pig'Tacular Pork Sale

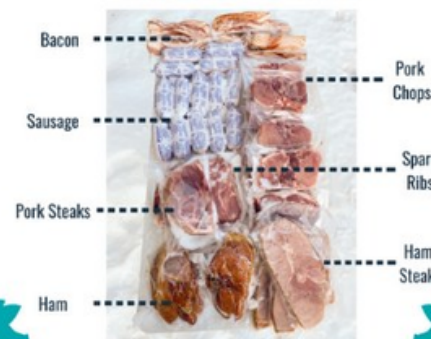
NOW THRU MARCH 2023

Whole Pig: \$2.40/lb. SAVE \$0.50/lb.

Half Pig: \$2.50/lb. SAVE \$0.45/lb.

Smoking, Links/Patties, Specialty Meats Cost Extra
\$50 deposit required per half pig.

1/2 OF PIG IN REAL LIFE



32 MEALS FOR A FAMILY OF 4

ORDER VIA OUR WEBSITE OR GIVE US A CALL!

Byron Center Meats
Quality Meats Since 1948

www.byroncentermeats.com
Ph. 616-878-1578

8375 Freeland Ave, Byron
Center, MI 49315

A Giveaway



Behind-the-Scenes



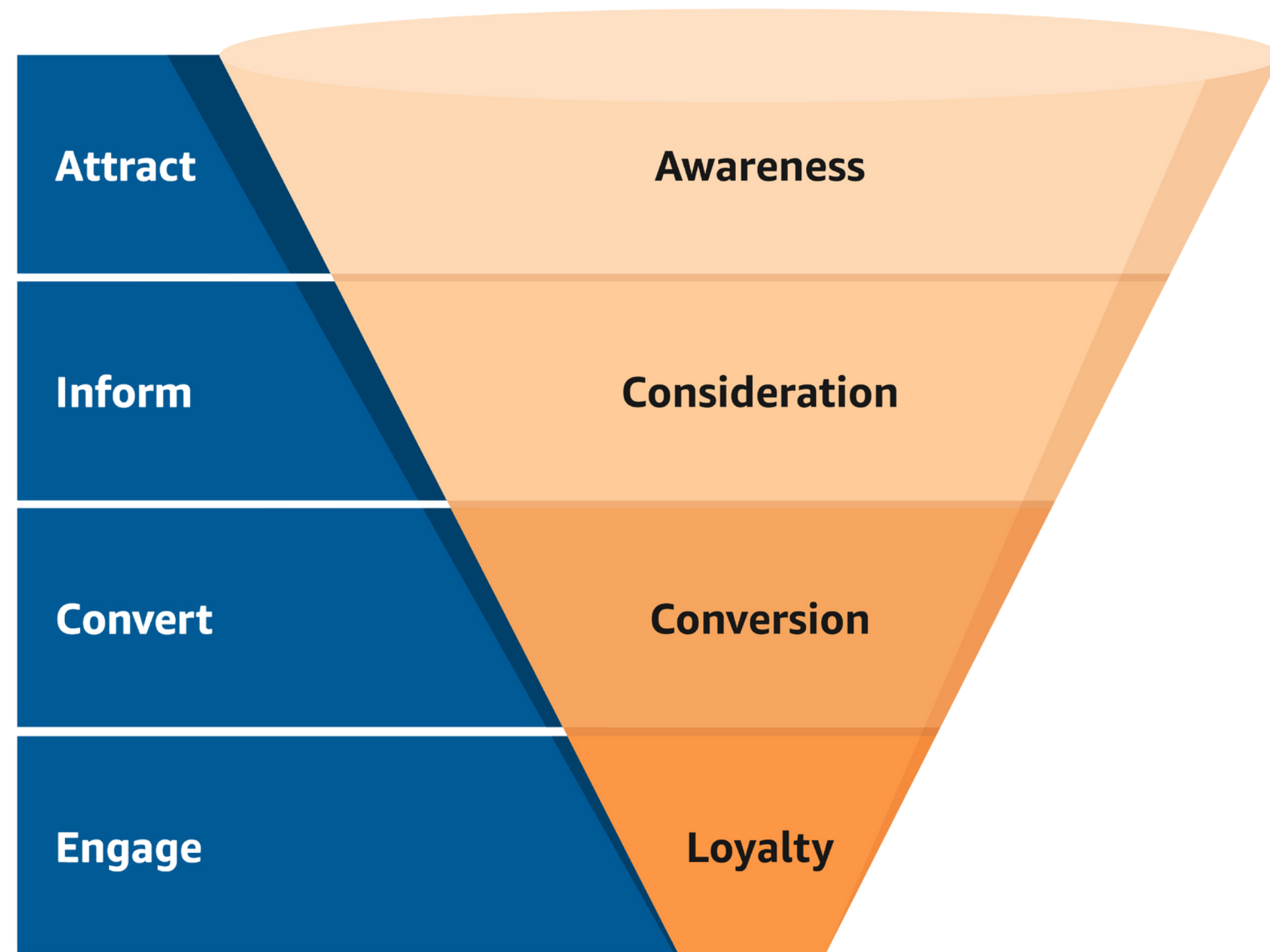
Collaborations with
local businesses, communities,
other farms, etc.

#FARMSELFIE



Taken from NBC News

How Marketing Works



Get your name in front of people so they are familiar with your brand

Highlight why you are different from others, how you can solve their problem

Provide a clear, easy, good experience

They will be loyal customers!