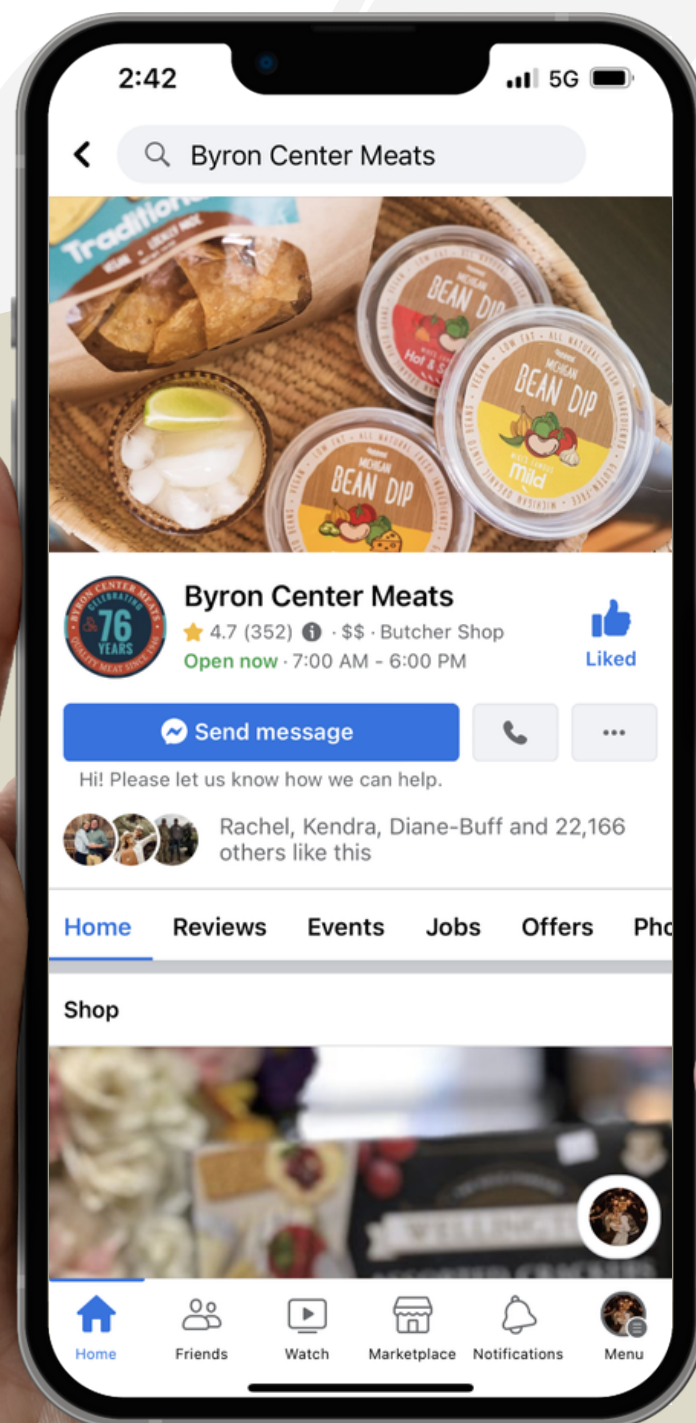


SOCIAL MEDIA 101





Set Goals

- Get more customers using social media
- Increase reach online — add a new social media platform
- Use your goals as a road map for where you want to go...you don't need to do everything and anything...only the things that get you to your goal.



Getting Started...

Facebook Page

Website

Instagram

Build

Maintain

Grow



FACEBOOK PAGE

- Farm Name
- Location
- Contact Phone Number + Email
- What's Unique About You?
- Include Key Words:
 - “Freezer Beef”
 - “Grass-Fed”
 - “Processed Beef”
 - “Local”
 - “All-Natural”
 - “Small-Business”



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

POST IDEAS TO GAIN TRACTION

A Giveaway

Behind-the-Scenes





Collaborations
& Tagging

Join Community Pages

Event Pages

WHO IS YOUR IDEAL CUSTOMER?



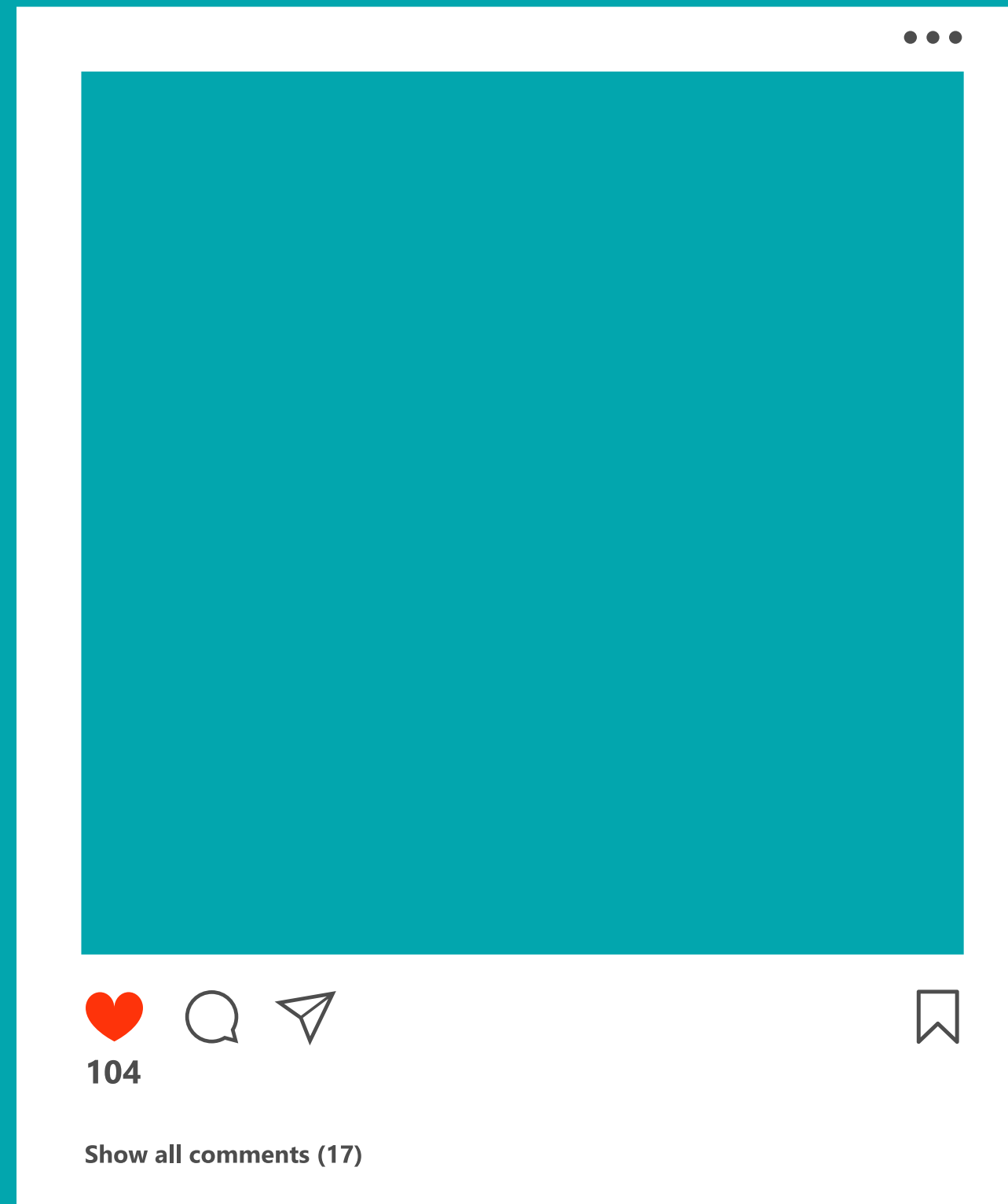
Is this post consistent with my ideal customer's needs & stays on brand?

Educating

Show why my farm is different or unique

Highlighting my products & my farm

Try to stay on theme — farm related, community related, education related



If you edit pictures, keep the same editing style

What would my customer be interested in?

What comments or topics have I heard my customers bring up or discuss?

What problems am I solving for my customer?

#FARMSELFIE

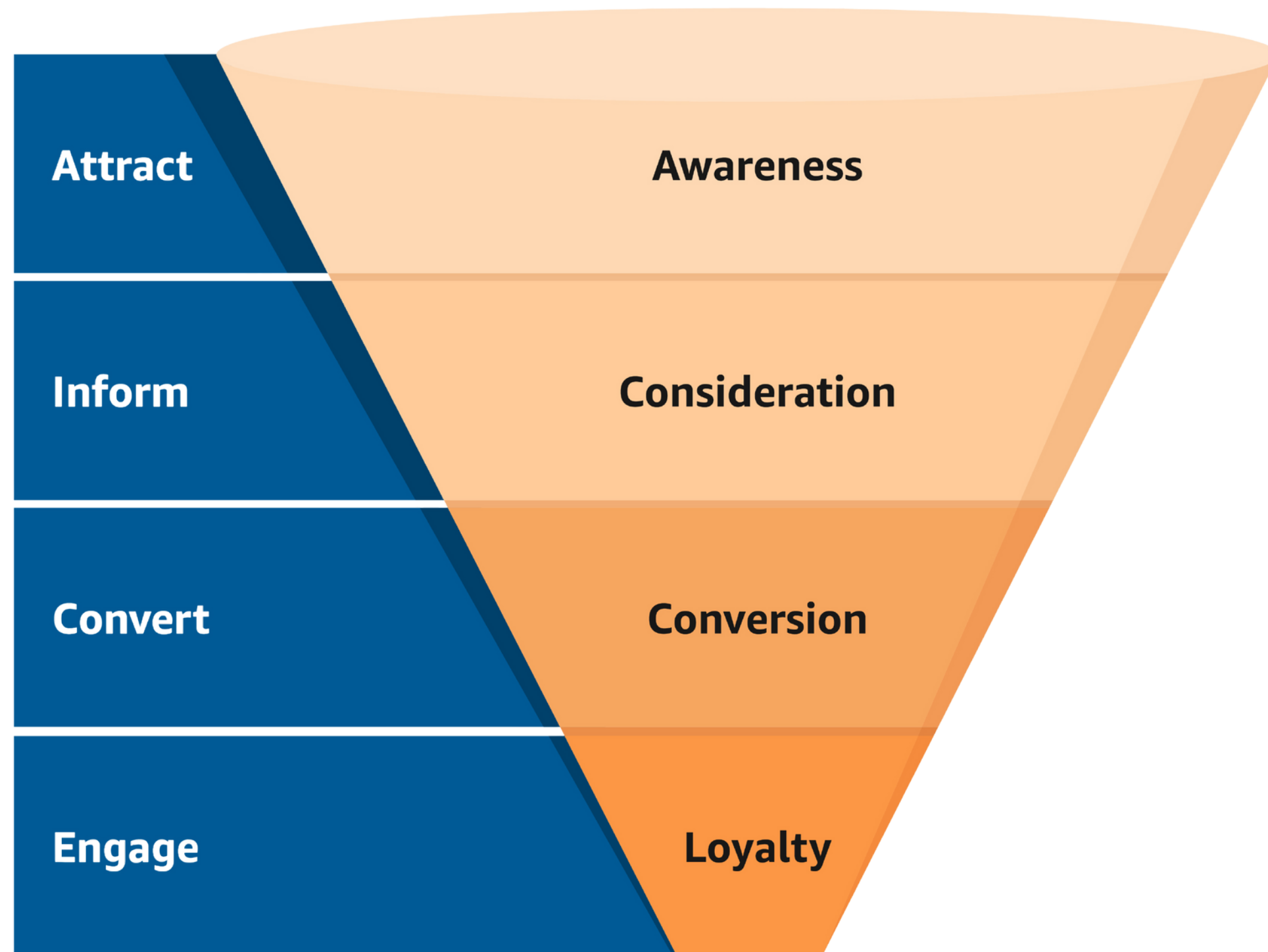


Taken from NBC News

Document, document, document



How Marketing Works



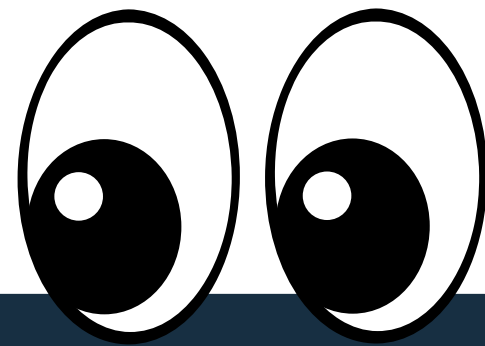
Creating a Website

- Draft your needs for your website
 - Do you want e-commerce?
 - Do you just want it to be an informational page?
 - Can they fill out forms?
- You can create a website yourself or invest in a professional company (like Taste the Local Difference)
- DIY website builders include:
 - GoDaddy
 - MailChimp
 - Squarespace
 - Wix



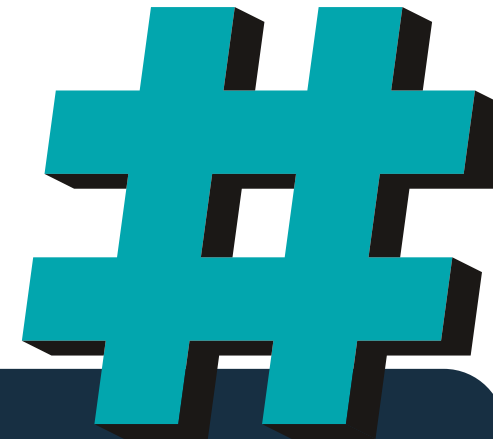
Website Tips

How to Reep the Benefits



1-2 Seconds

Customers should know exactly what you do and why you matter within 1-2 seconds of looking at your homepage on your website.



Key Words

On every page of your website; optimize by adding in keywords to make your webpage relevant. This helps google pull your website to bring it to the top of the list.



Increase Traffic

The more traffic you can get to your website; the more likely Google will pull your website as a relevant link for customers. Put it on business cards, QR codes, link to your Facebook/Instagram, etc.



**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

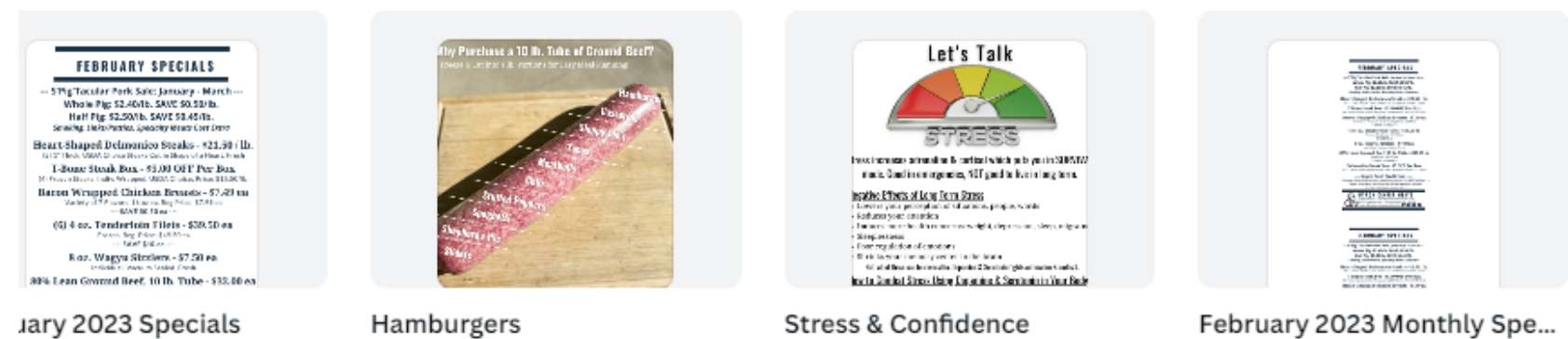
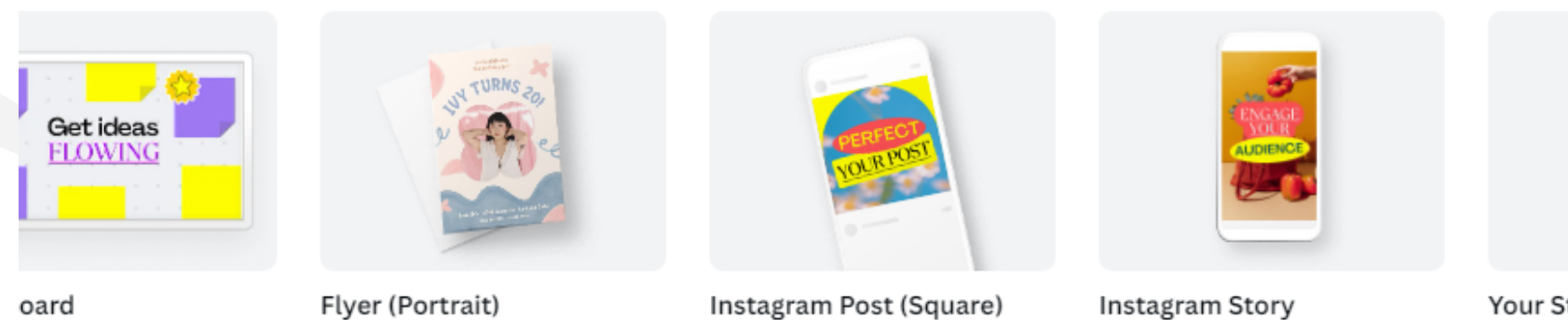
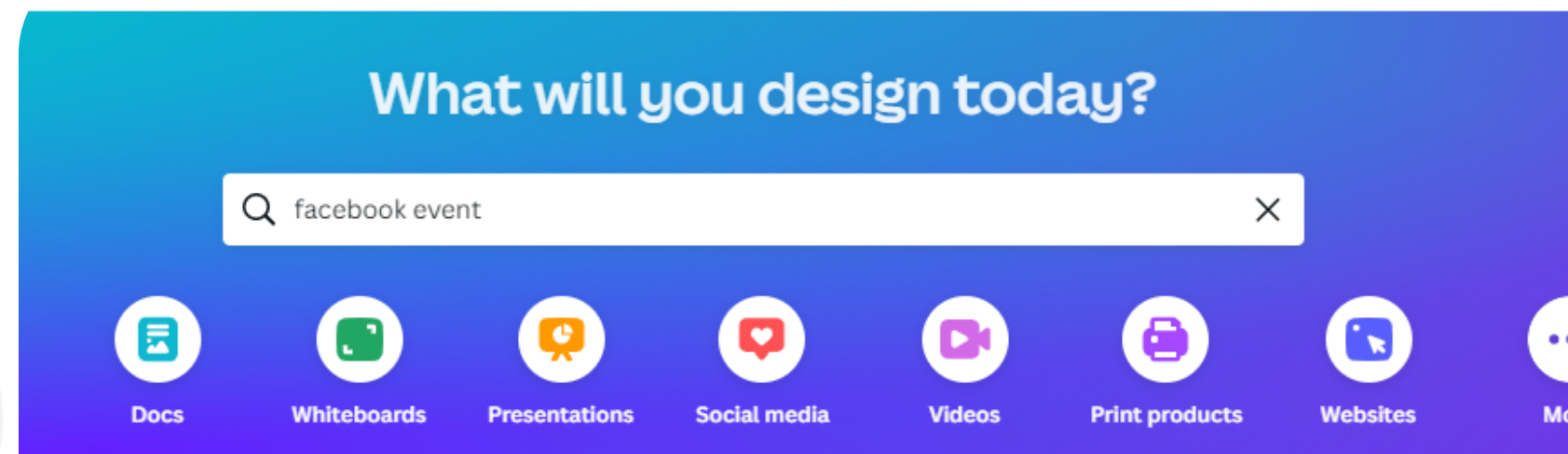
Connect all social media platforms and schedule posts. Auto generates reports + analytics.



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

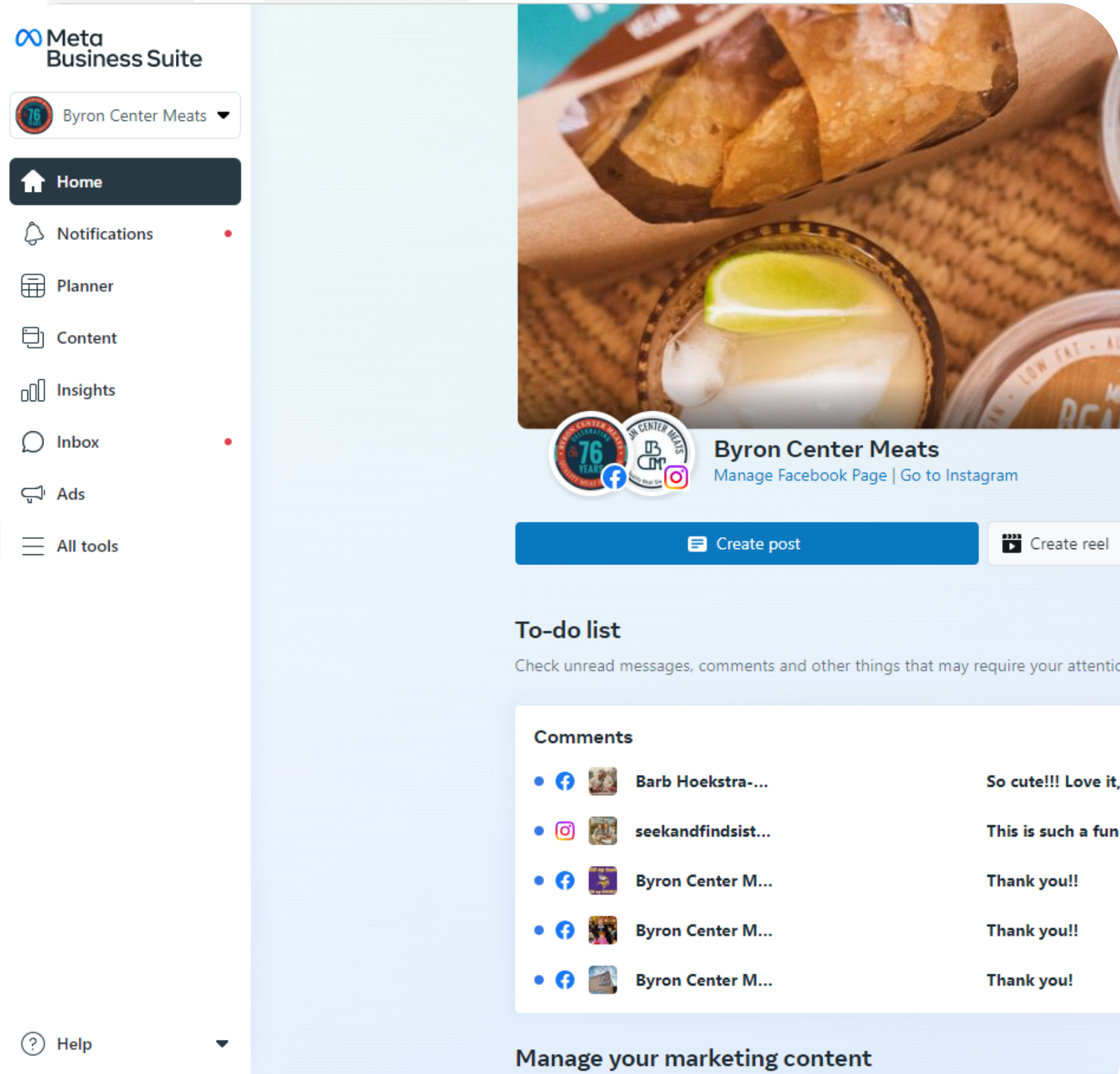
Daily social media scores with tips on how to improve and new ideas to try

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

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!