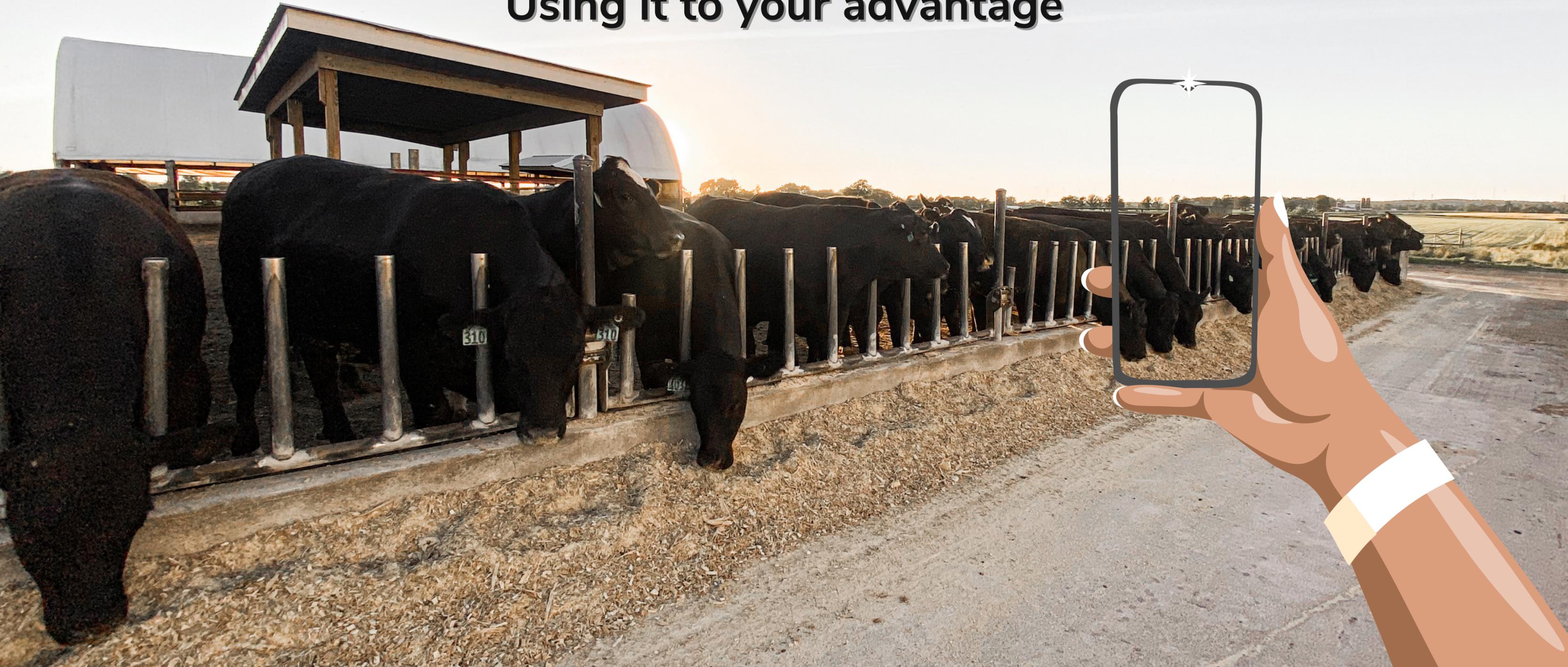
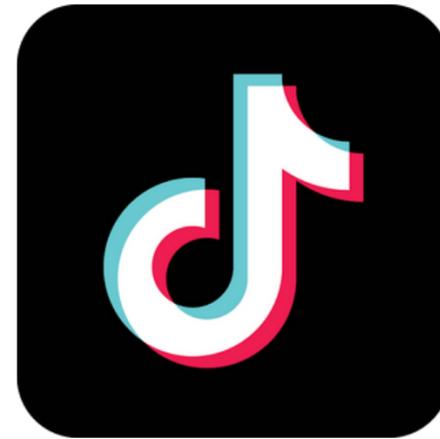
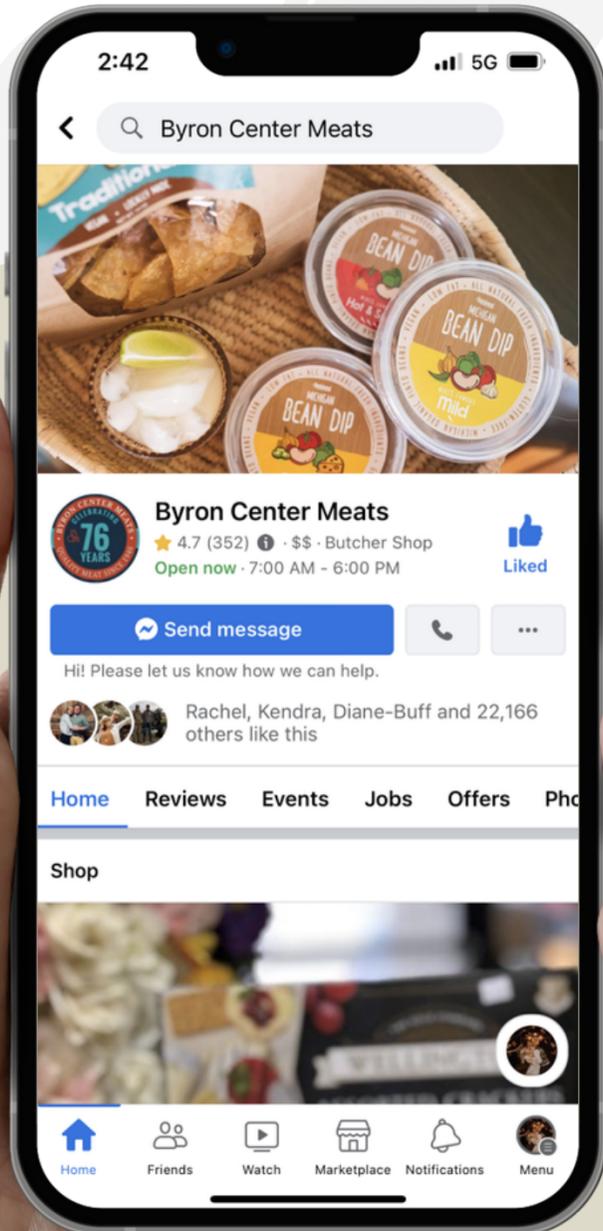


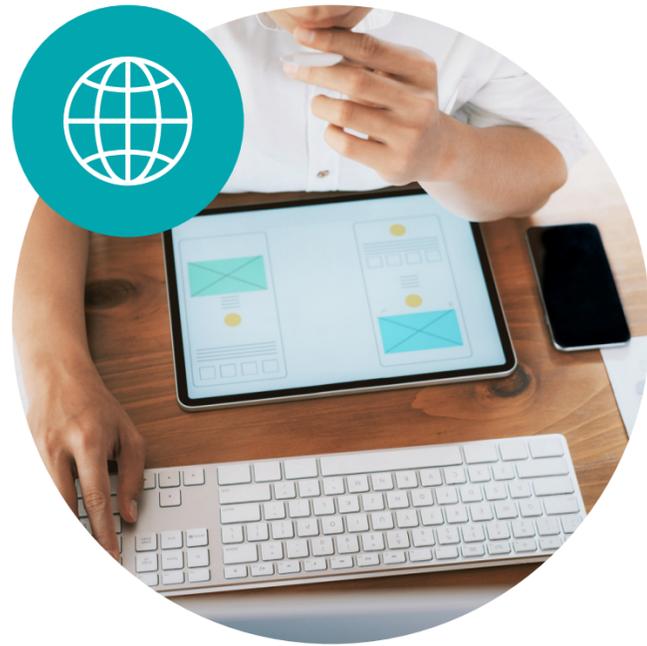
# SOCIAL MEDIA

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



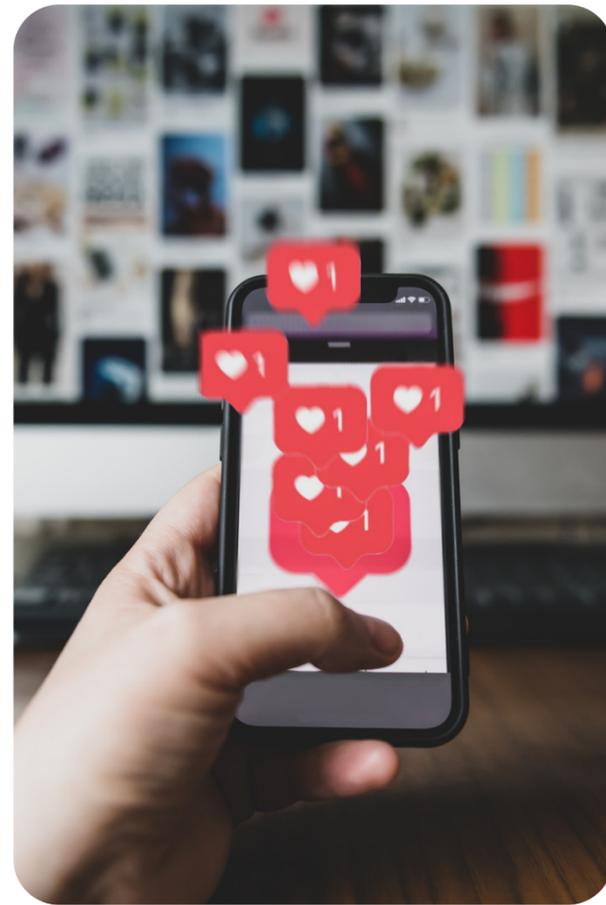
**It's your "sales funnel" -- word of mouth, reviews, online sales, & a chance to tell your story in real time.**

# Let Social Media Be Your Asset

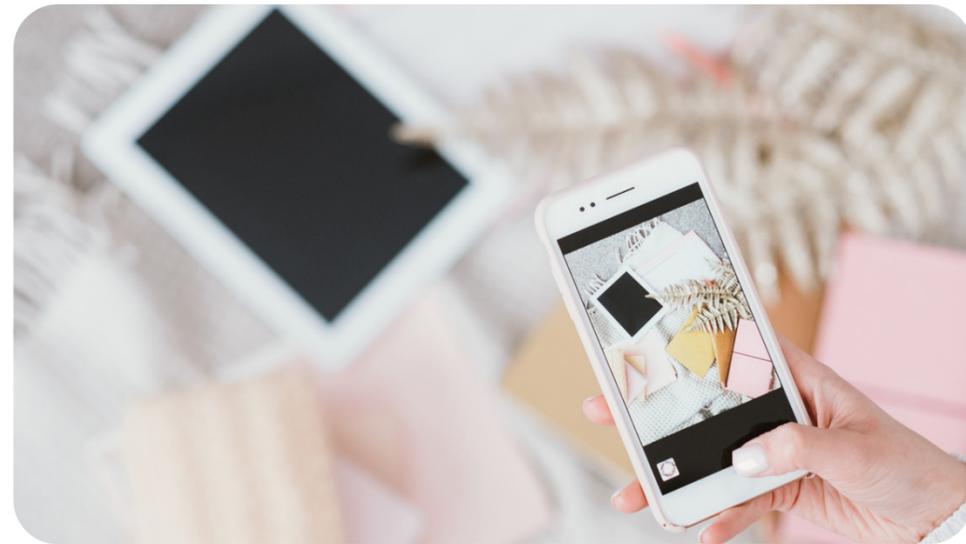
What your social media presence can do for you:

- 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

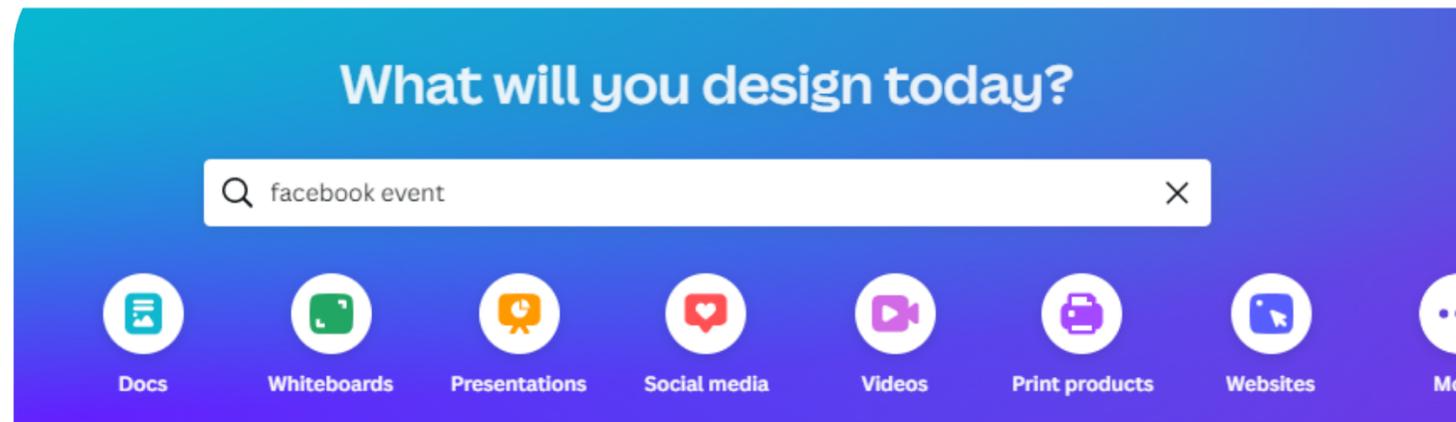
Schedule posts + utilize ad campaigns to broaden your reach. Can schedule Facebook + Instagram.



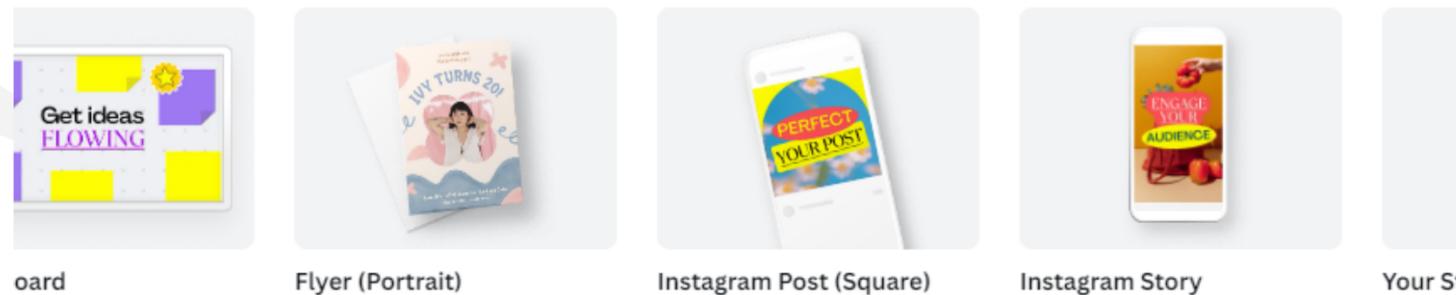


# Canva

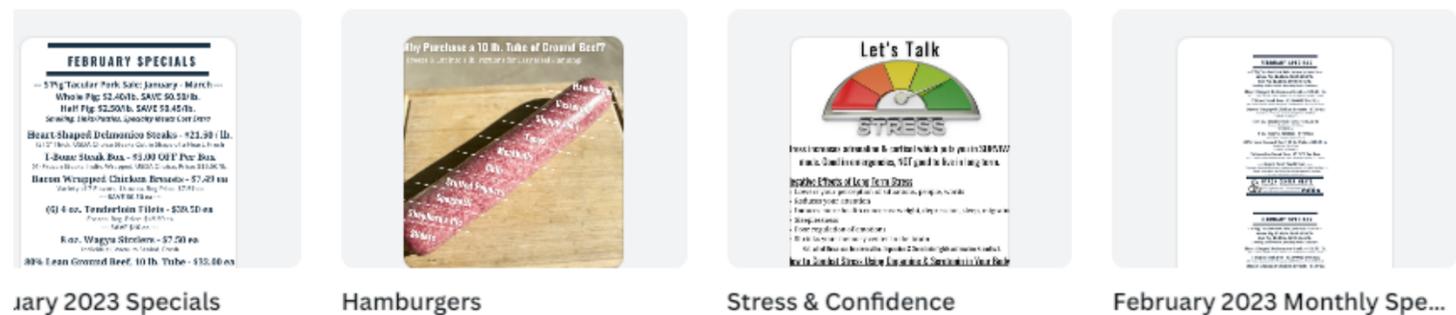
Millions of templates, ready made...just edit text



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

Select a profile to post ✨

Byron Cent... byroncente... ByronCMeats Byron Cent... Byron Cent... byroncent

### Your Social Score

**66**

DOING GREAT

Doing great  
Your social media presence is steady and growing - keep up the great work performing businesses on social media!

#### Score breakdown

Followers	28
Engagement	14
Posting	25

#### Have you checked these out?

Get Hootsuite for mobile

#### Want to know how you compare with your i

You can now benchmark your social performance in Analytics! Find out your average in your space and get tips to improve.

See how you compare

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

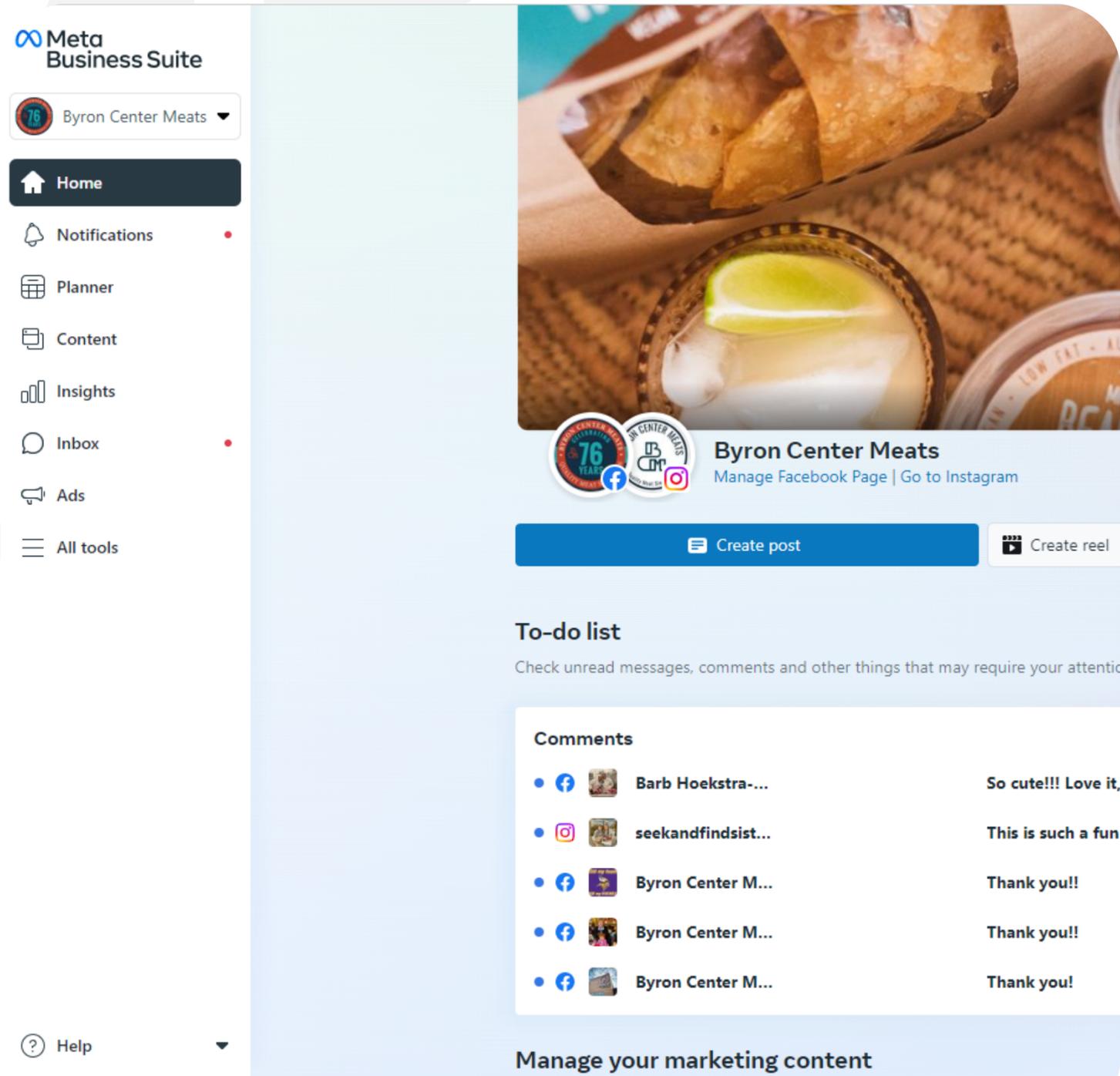
Daily social media scores with tips on how to improve and new ideas to try

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?



**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**

**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.

# 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

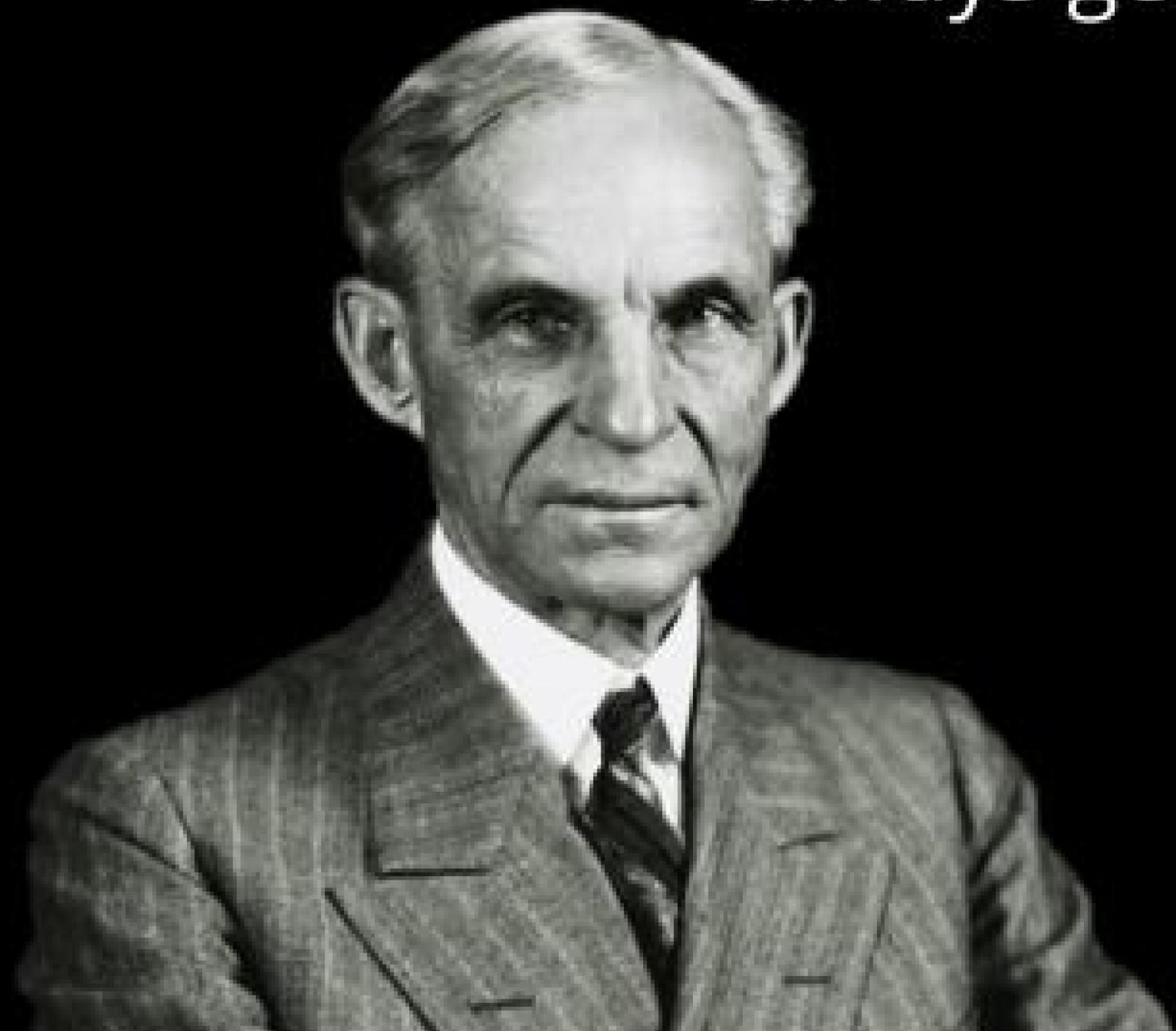
1. Choose 1 or 2 main social media outlets to focus on. Once you get the hang of it, add 1 or 2 more. Doing all of them at once can lead to burnout.
2. Before posting, take time to envision your ideal customer and their values. Tune your content to their needs; not your own.
3. Get involved in the community.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

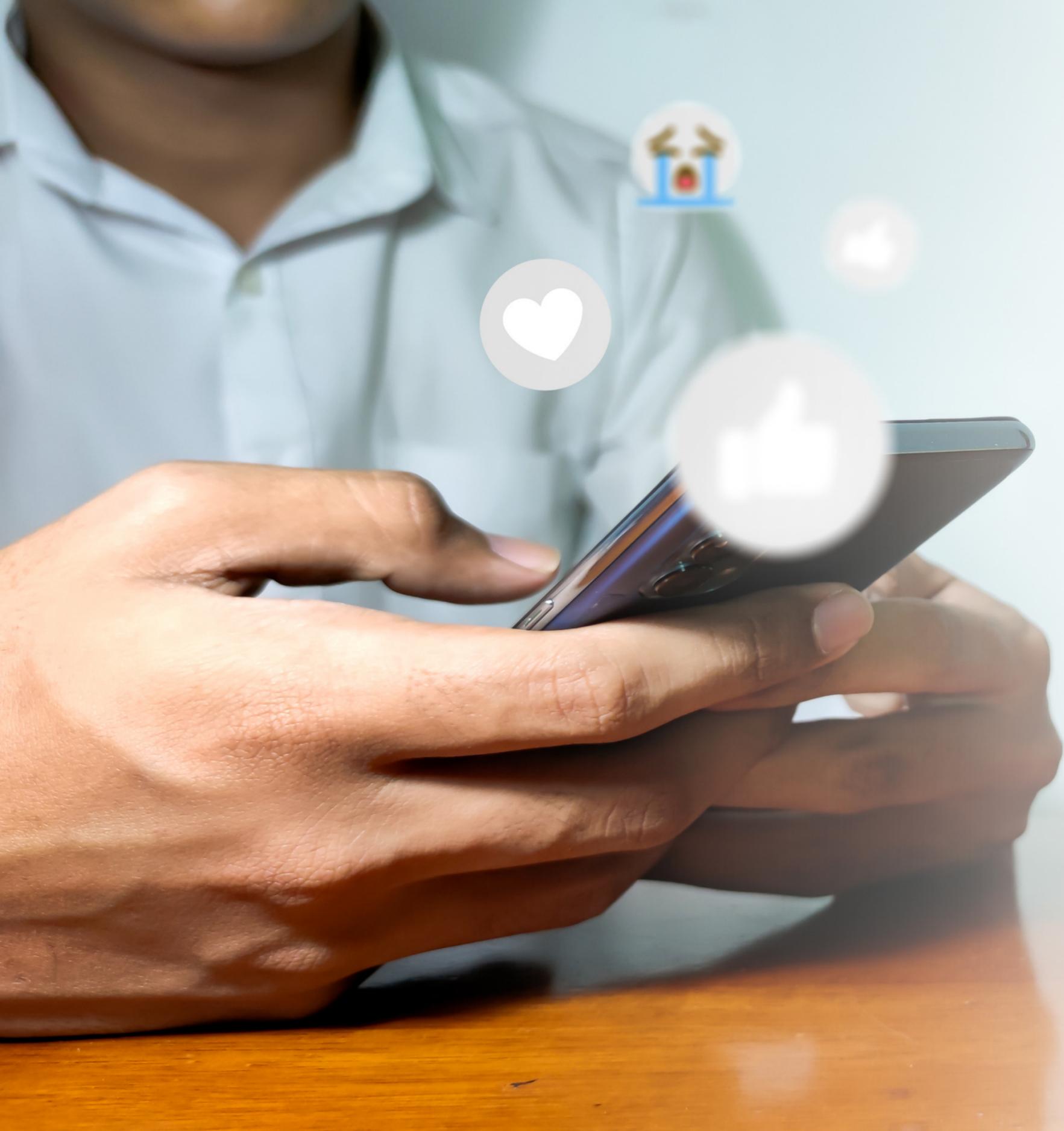
//

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*

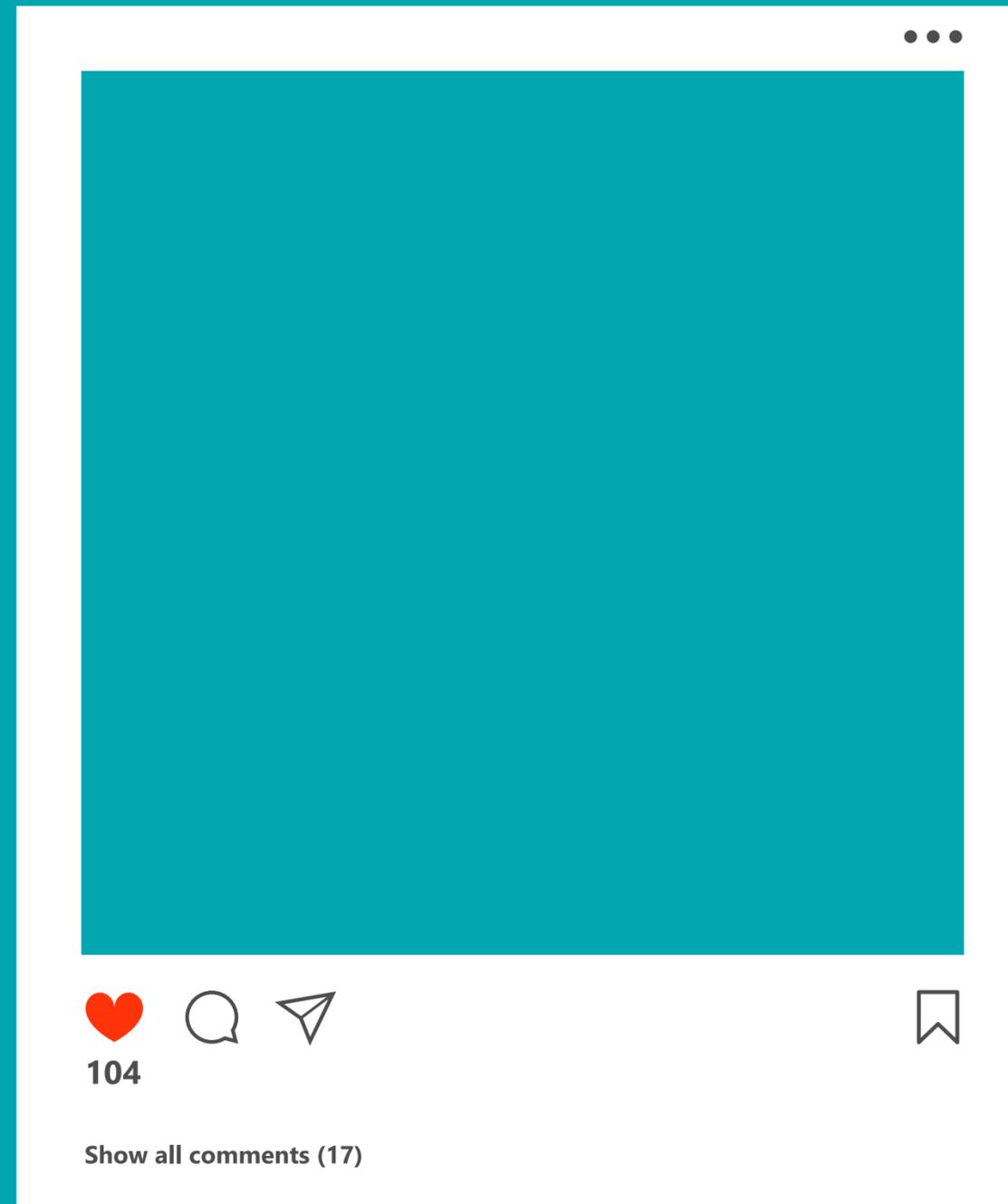
*Values*

*Family  
Size*

*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

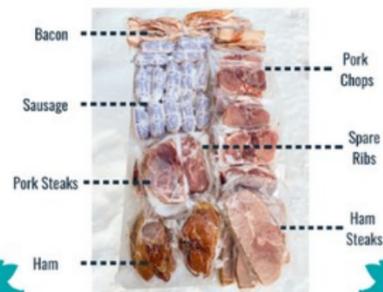
NOW THRU MARCH 2023

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



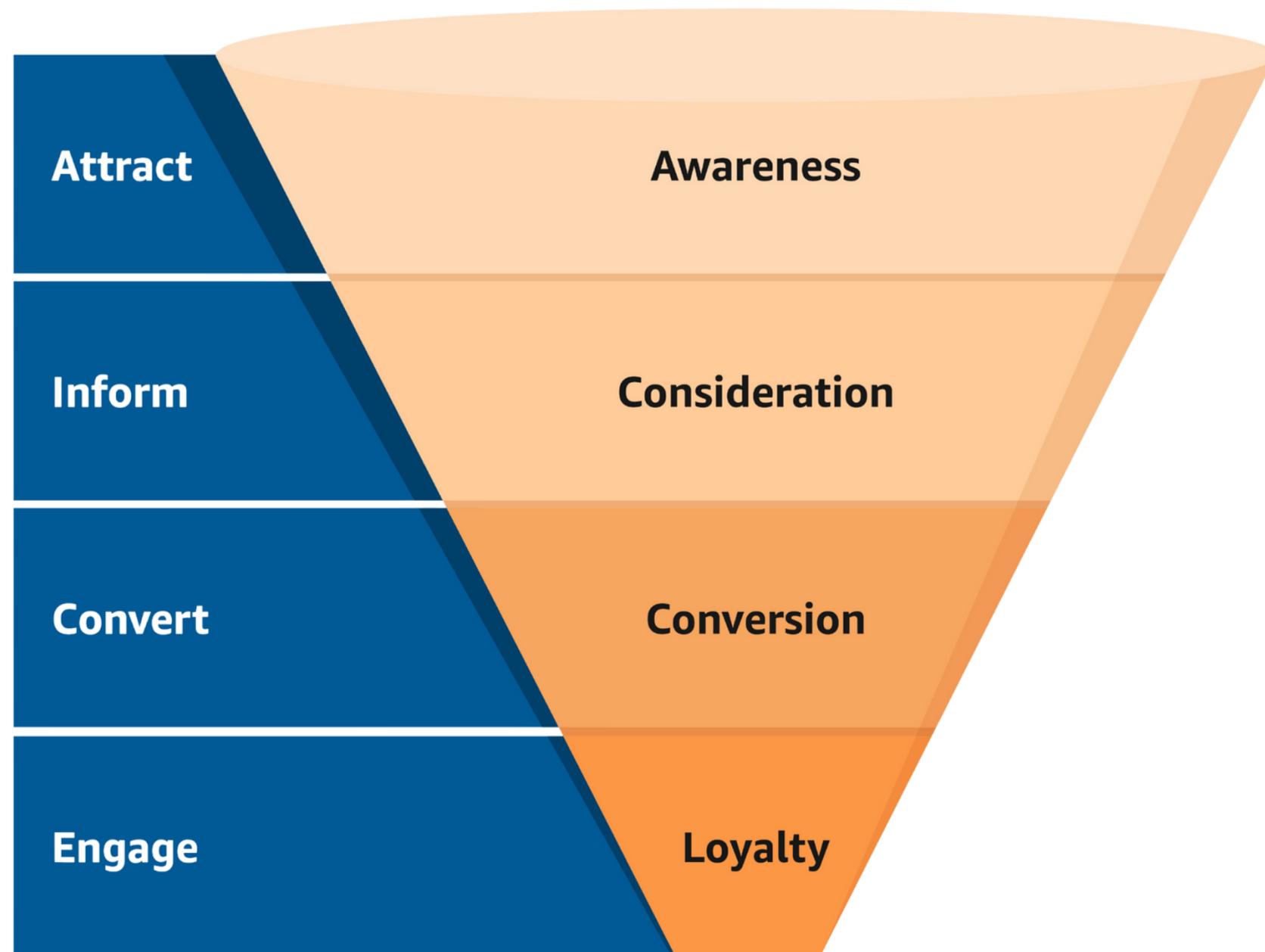
Collaborations with  
local businesses, communities,  
other farms, etc.

#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!**