

Social Media and Email Marketing Basics for Farmers Markets

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CENTER FOR
PROFITABLE AGRICULTURE
UTEXTENSION
INSTITUTE OF AGRICULTURE
A UNIVERSITY OF TENNESSEE - FARM BUREAU PARTNERSHIP

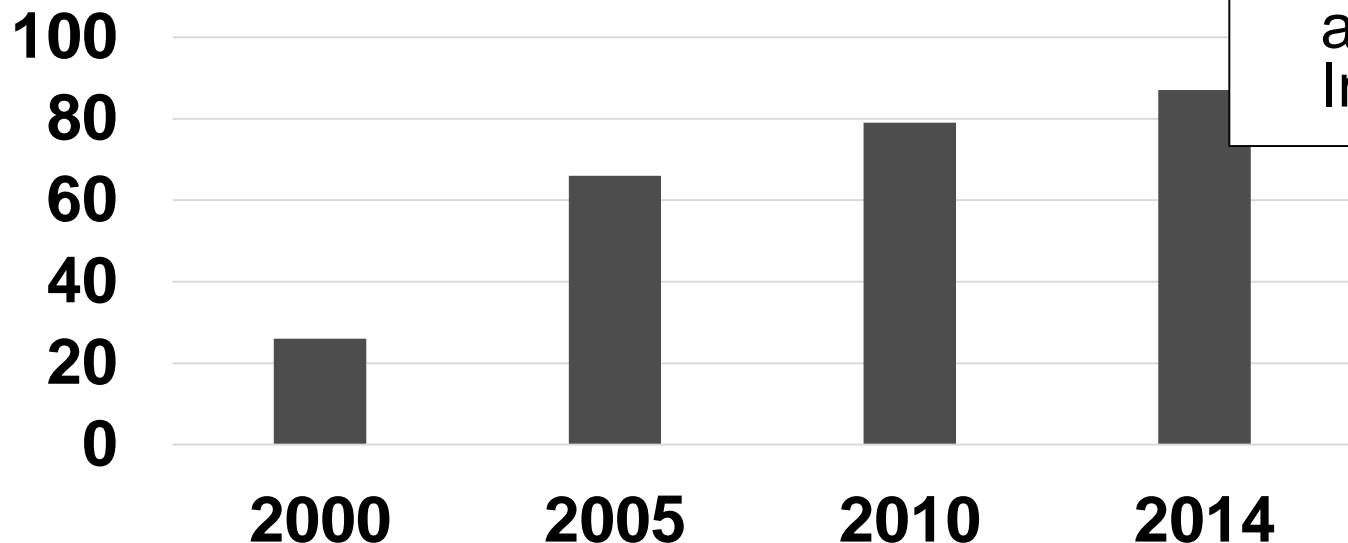


2016



If you aren't on the Web, you aren't!

**Percent of American Adults
Who Use the Internet (Pew
Research Center)**



- 87% of American adults use the Internet

Today's Topics



- Free Listings
- Social Networking
- Email Marketing
- Additional Resources



Online Listings

Take Advantage of Free Listings

- Pick Tennessee Products
- LocalHarvest
- Local Table (Middle Tennessee)
- Edible Nashville
- Edible Memphis
- Taste Buds – Chattanooga
- Nourish Knoxville
- Appalachian Sustainable Agriculture Project (ASAP) Local Food Guide

Example – Pick TN Products

- Apply online

<https://agriculture.tn.gov/MarketingApplication/default.aspx>



- Receive listing on Website and Mobile App
- Make the most of it
 - Use the logo and promotional items
 - Cross promote –
 - Link to PTP page, Like the PTP Facebook page
 - Update often!
 - Email: pick.tn@tn.gov

Oak Ridge Farmers Market

Jackson Square at Georgia Avenue
Oak Ridge, TN 37830 (Anderson County)

Phone: (865) 992-0223

E-mail: info@easttnfarmmarkets.org

Web: <http://www.eastTNfarmmarkets.org>



Region: East

Additional Information

The Oak Ridge Farmers Market operates on Wednesdays, 3 to 6 p.m. and Saturdays, 8 a.m. to noon from mid-April through late November.

In addition to locally-grown vegetables, herbs, fruits and berries, local producers offer honey, meats, eggs and specialty cheeses. Fresh baked breads, cookies, granola, scones and more are market favorites from local bakers. A diverse collection of flowering and vegetable plants and fresh cut flowers are available from seasoned local growers.

Display Map

Seven Springs Farm to Table

Rick, Donna and James Riddle
1474 Highway 61 East
Maynardville, TN 37807 (Union County)

Phone: (865) 803-8333 865-803-0281

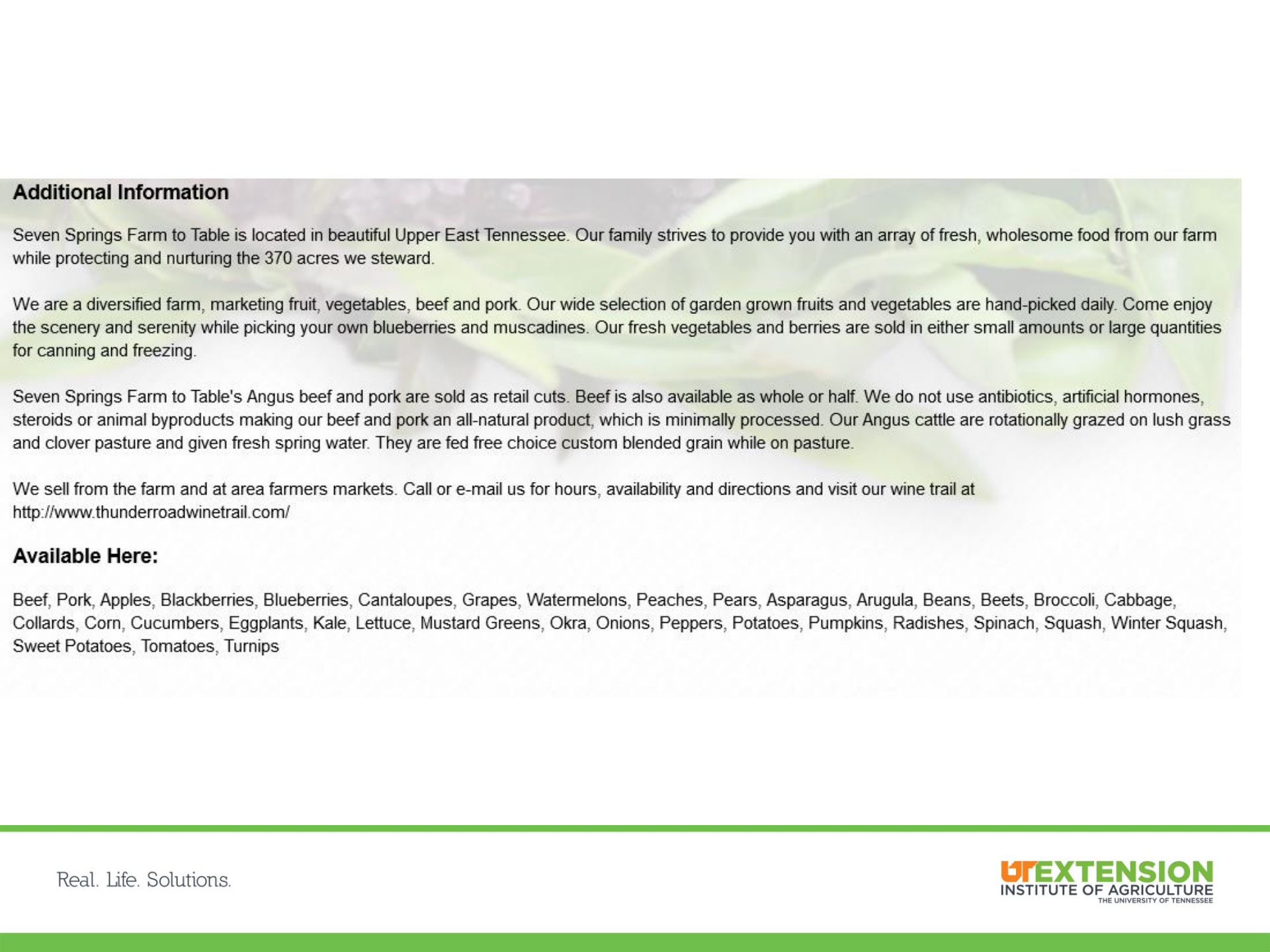
E-mail: JamesRiddle@SevenSpringsFarmTN.com

Web: <http://www.SevenSpringsFarmTN.com>



Region: East

Method of Sale: Retail, Pick Your Own, On Farm Sales, Farmers Markets



Additional Information

Seven Springs Farm to Table is located in beautiful Upper East Tennessee. Our family strives to provide you with an array of fresh, wholesome food from our farm while protecting and nurturing the 370 acres we steward.

We are a diversified farm, marketing fruit, vegetables, beef and pork. Our wide selection of garden grown fruits and vegetables are hand-picked daily. Come enjoy the scenery and serenity while picking your own blueberries and muscadines. Our fresh vegetables and berries are sold in either small amounts or large quantities for canning and freezing.

Seven Springs Farm to Table's Angus beef and pork are sold as retail cuts. Beef is also available as whole or half. We do not use antibiotics, artificial hormones, steroids or animal byproducts making our beef and pork an all-natural product, which is minimally processed. Our Angus cattle are rotationally grazed on lush grass and clover pasture and given fresh spring water. They are fed free choice custom blended grain while on pasture.

We sell from the farm and at area farmers markets. Call or e-mail us for hours, availability and directions and visit our wine trail at <http://www.thunderroadwinetrail.com/>

Available Here:

Beef, Pork, Apples, Blackberries, Blueberries, Cantaloupes, Grapes, Watermelons, Peaches, Pears, Asparagus, Arugula, Beans, Beets, Broccoli, Cabbage, Collards, Corn, Cucumbers, Eggplants, Kale, Lettuce, Mustard Greens, Okra, Onions, Peppers, Potatoes, Pumpkins, Radishes, Spinach, Squash, Winter Squash, Sweet Potatoes, Tomatoes, Turnips

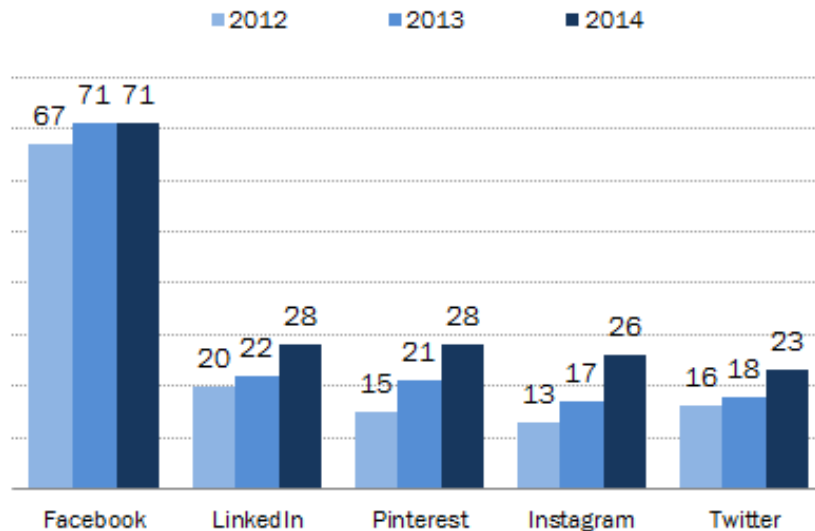
Social Media



Social Media Use

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

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- 74% of online adults used a social networking site (Jan. 2014)
- In 2014, 52% of adults who used the Internet used multiple sites
 - In 2013, 42%
- Source: Pew Research Center



Social Networking Sites

(January 2016)

- | | |
|--------------|--------------|
| 1. Facebook | 6. Tumblr |
| 2. Twitter | 7. Instagram |
| 3. LinkedIn | 8. VK |
| 4. Pinterest | 9. Flickr |
| 5. Google+ | 10. Vine |

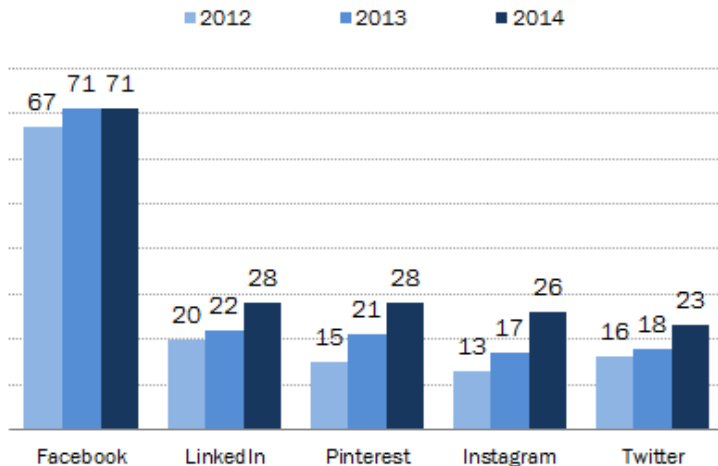
<http://www.ebizmba.com/articles/social-networking-websites>

Social Media Use

- Firsts
 - >50% of online adults 65+ use Facebook (31% of all seniors)
 - ~50% of online adults 18-29 use Instagram
 - 49% of Instagram users check it daily
- 42% of online women use Pinterest
 - 13% of men

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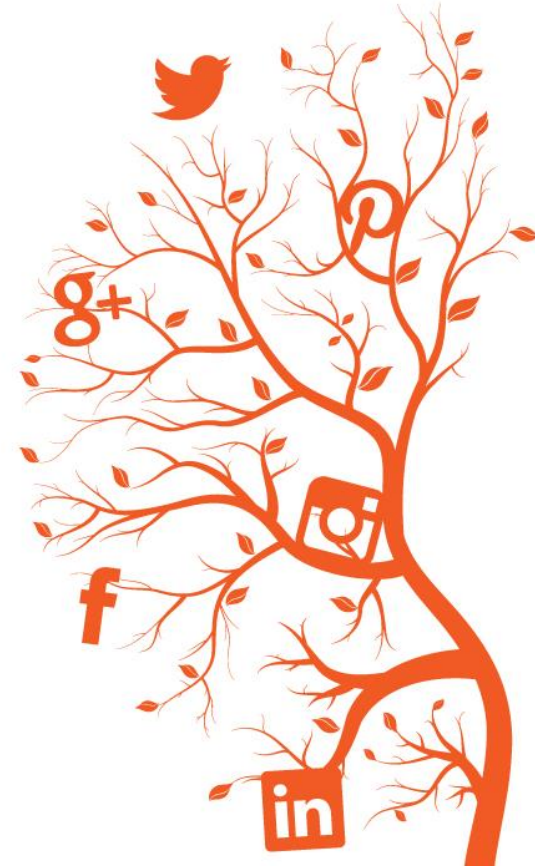
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Uses for Social Media

- Develop and maintain relationships through ongoing updates, information and engagement
- Tell your story to help develop image and personality
- Inform customers of current conditions/situations
- Encourage repeat visits by reminding of product availability, uses
- Gather feedback
- Spread the word to followers' contacts

Develop a Social Media Plan

- Choose social media tools to use – where is your target audience?
- Decide how you will use
- Determine who will be responsible for managing content
- Assign a backup administrator





- Features, tools and the inner workings of social media are in a constant state of change
- Regularly update your knowledge



- Business page!
- Profile picture – logo
- Cover photo
 - Beautiful picture of product or farm
 - Or “ad”
- Complete “About” section
- “Pin” post with important details to top
 - URL, days/hours of operation, directions
- Keep current/post regularly
- Call to action – ask people to “share” posts

Spend 10% of your food & gardening dollars locally

WE MADE THE PLEDGE!!

NOW IT'S YOUR TURN!



Bishop's Orchards Farm Market

★★★★★ (827 ratings)

14,398 likes · 216 talking about this · 8,079 were here

Like

Follow

Message



Farmers Market · Winery & Vineyard

1355 Boston Post Rd., Guilford, Connecticut 06437

(203) 453-2338

Today 8:00 am - 7:00 pm

About – Suggest an Edit



Photos



Events



Likes



Map



Keys for Success

- Promote social media sites on other materials
- Encourage and engage customers to contribute

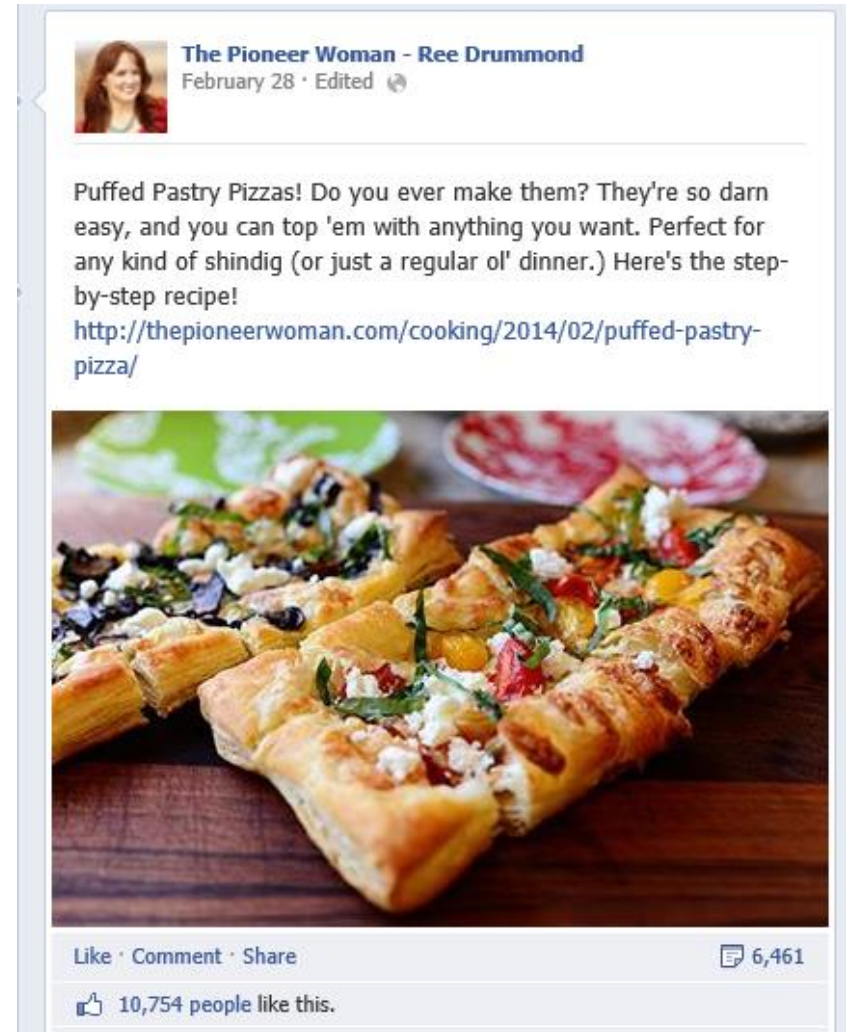
Try to generate more comments, likes and shares

- Post pictures!
- Win it Wednesday, Throwback Thursday, Farm Fun Friday
- Ask questions
- Run contests (check rules)



Try to generate more comments, likes and shares

- Post how to's with pictures of the finished product
 - Recipes
 - Decorating ideas
 - Landscaping ideas
 - Craft ideas



Ask for and incorporate testimonials

The Apple Barn Cider Mill And General Store

230 Apple Valley Road, Sevierville, TN 37862

(865) 453-9319 [Website](#) [Update attraction details](#)

[Add to trip](#)

95

Like



41 visitor photos

Ranked #1 of 27 shopping in Sevierville

213 Reviews

Certificate of Excellence 2013

Type: Specialty Shops

Traveler Description: The Apple Barn Cider Mill & General Store "attraction" is a specialty shopping complex that includes the general store, cider bar, candy factory... [more »](#)

- Ask customers to report experiences on sites such as Yelp and TripAdvisor
- Ask them to post on social media sites
- Ask if you can put quote on Website or signage



Email Marketing

Stay Connected - Email

- Generate a customer database
 - Names, e-mails or other contact information
- E-news messages or newsletters
 - Basic email Constant Contact, Mail Chimp, etc. provide analytics
- Make it easy to sign up
- Tell what's in it for them
- Be sure to bcc



Make Email Mobile Ready

- 90% of adults owned cell phone in 2014
 - 58% owned a smartphone
- Smartphone use by age
 - 83% age 18-29
 - 74% age 30-49
 - ~50% age 50 to 64



E-mail Basics



- Appealing/exciting subject line
- Address to individual
- Short message with clear focus
- Call to action
- Signature –
 - Who you are
 - How to contact you – phone, web, social media

Email Basics

- Double check for spelling and grammar errors
- Do not include attachments
- Offer method to opt out
- Make it viewable on phone



Other Content Considerations

- What bringing to market this week
- Recipes
- Preservation instructions
- Fun farm fact or happening
- Information about a cause you support





Additional Resources



- Pick up a copy today
- Find it at your local Extension Office
- Download it at <https://extension.tennessee.edu/publications/Documents/PB1823.pdf>

Center for Profitable Agriculture

HOW TO HANDLE COMPLAINTS AND POOR REVIEWS ON SOCIAL MEDIA: DIRECT MARKETING TIPS FOR SPECIALTY CROP GROWERS

Megan Bruch Laffew, Marketing Specialist, Center for Profitable Agriculture

Social media is integral to today's marketing plans as a means for businesses — including specialty crop growers directly marketing to customers — to connect with, build and maintain relationships with customers. Customers can interact with businesses on social media and voice their comments, suggestions and complaints in a public forum. Many businesses encourage customers to post reviews, pictures and comments about their experiences as a means of generating word of mouth referrals and obtaining feedback on their products and services. Not all of the posts and reviews by customers are positive, however.

If handled appropriately, both positive and negative posts can create opportunities for growers to build relationships with customers.

This fact sheet provides some tips on how specialty crop growers can most effectively deal with complaints and poor reviews on social media. Several of these tips come from growers and industry partners who answered a call for tips on their associations' members' only Facebook pages. Additional information was adapted from Southern Style Hospitality, a customer service training program offered through the Center for Profitable Agriculture.

1. When available, set privacy settings carefully on social media tools to manage posts and comments.
 - Currently, some social media tools, such as Facebook, allow you to set parameters on posts and comments. In some cases, you can determine who can post, where comments are allowed and if posts have to be approved before being made public. You can set a profanity filter to various strengths and even block posts and comments containing designated words.
2. Monitor social media for reviews, comments, suggestions and complaints.
 - You can only address comments that you are aware of. Therefore, it is important to actively check and search for reviews, comments, suggestions and complaints on social media. This includes social media tools where you have actively created a presence, such as a business Facebook page or Twitter account, as well as on sites where you may not have an active presence — on a customer's blog or review sites such as Yelp or TripAdvisor.

- Pick one up today or
- Find it online at <https://extension.tennessee.edu/publications/Documents/D13.pdf>

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