

Low stress
Marketing
for farmers



Objectives

1. Basics of marketing for small farms
2. Strategies for social media, email marketing, websites
3. Tools and resources to save you time

Marketing Basics

1. Find your niche
2. Select your mediums
3. Focus on content pillars
4. Use targeted hashtags
5. Streamline your content
6. Repurpose
7. Automate
8. Batch

Find Your Niche

- What do you want to focus on for your business?
- Build a base and grow!

Select Your Mediums

- What platform does your audience use?
- Tik-Tok vs Facebook
- Know the life span (half life) of a post
- Pick one and own it.
- Remember your website!

Focus on Content Pillars

- Give yourself a framework to craft original, niche specific content
- Identifiers for your farm throughout your marketing

Step One: Brain dump words related to your farm

Step Two: Determine your pillars

Step Three: Day for Posting

Pillar 1:	<input type="text"/>	<input type="text"/>
Pillar 2:	<input type="text"/>	<input type="text"/>
Pillar 3:	<input type="text"/>	<input type="text"/>
Pillar 4:	<input type="text"/>	<input type="text"/>
Pillar 5:	<input type="text"/>	<input type="text"/>
Pillar 6:	<input type="text"/>	<input type="text"/>
Pillar 7:	<input type="text"/>	<input type="text"/>

Use targeted hashtags

- What's a #
- 2-4 BRANDED Hashtags
- 2-4 HIGH Competition Hashtags
- 2-4 MEDIUM Competition Hashtags
- 2-4 LOW Competition Hashtags

Pillar: _____

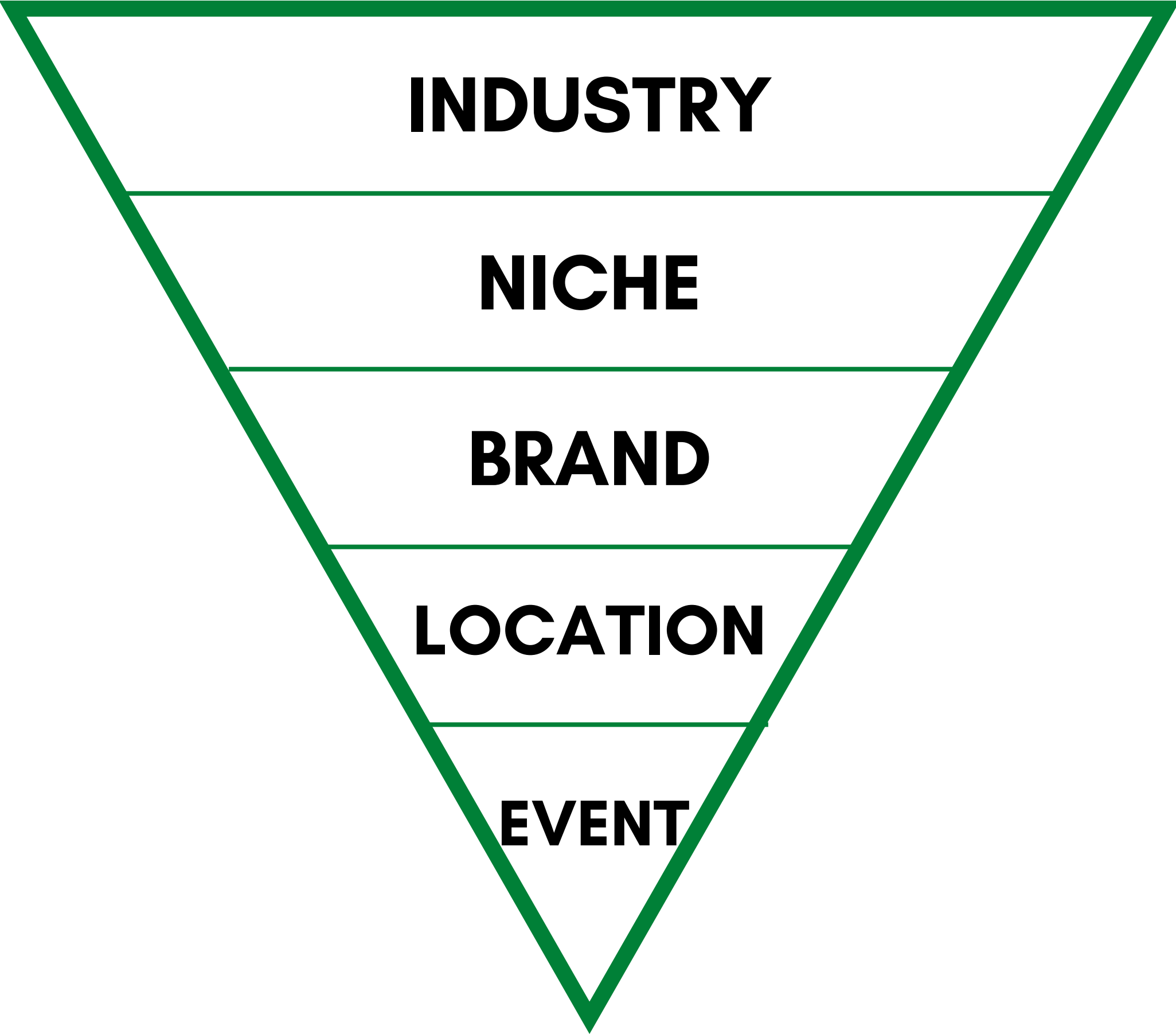
Branded Hashtags:

High Competition:

Medium Competition:

Low Competition:

High Competition:	Medium Competition:	Low Competition:



INDUSTRY

NICHE

BRAND

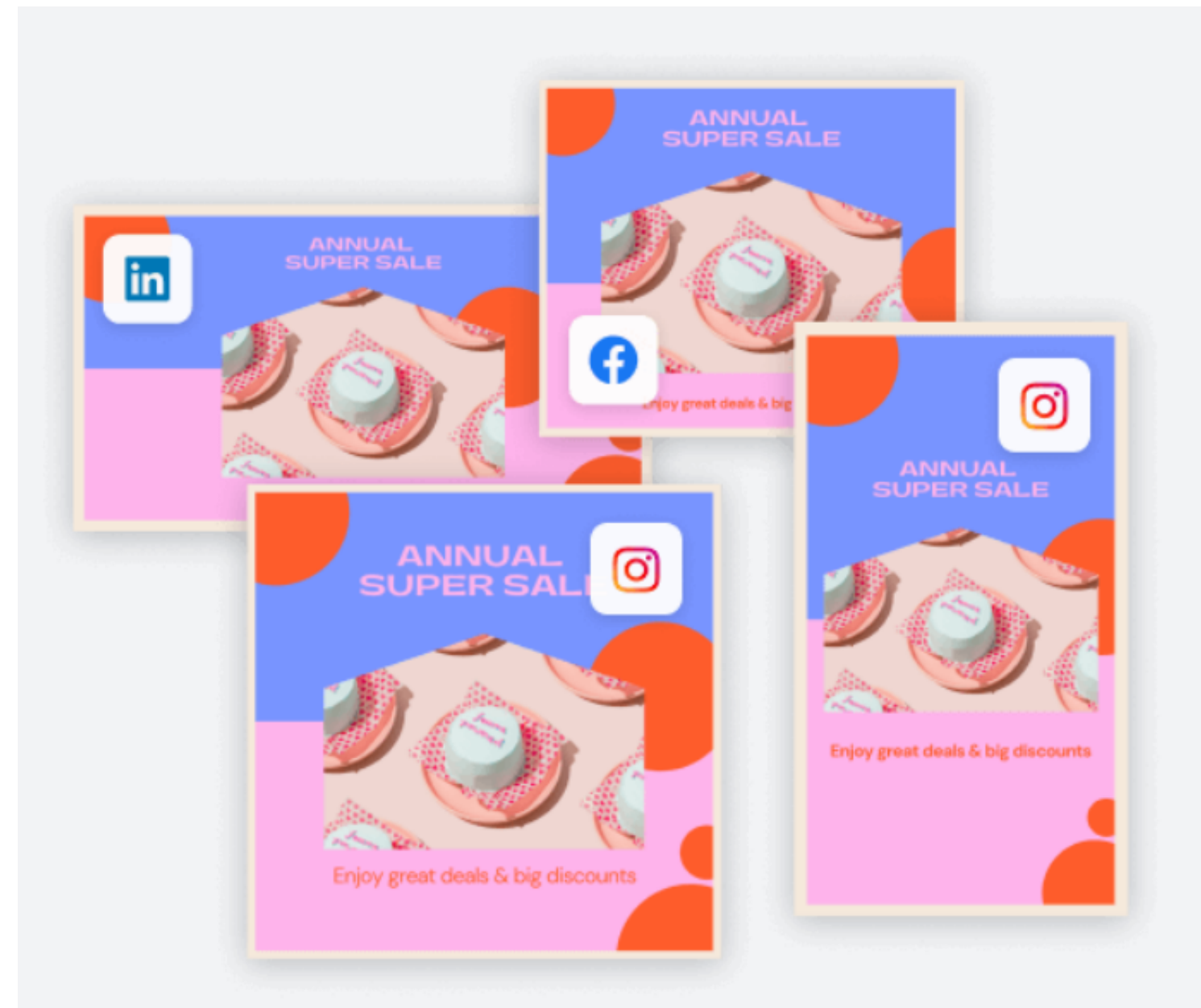
LOCATION

EVENT

Streamline Content Creation

1. Get yourself a Canva account
2. Get used to the features of Canva
3. Use [answerthepublic.com](https://www.answerthepublic.com) for content topics

Creating with Canva



Repurpose Content

1. Write an article/ blog for your website
2. Pull 3 to 5 quotes that you can use for social media posts
3. Pull 2 to 5 facts about your farm or farming that you can use for social media posts
4. Use Canva to quickly create those posts AND schedule them ASAP (link back to your website)
5. Create a short video (could literally be the same info from the article)
6. Refresh old posts/ articles. Remember that article that was crazy popular last year? Time to dust it off and repurpose.

Automate

Social Media

Blog Posts

Newsletter Welcome

Monthly Newsletter

Batch

1. Set aside time for your marketing
2. Do the same type of marketing at one time
3. Rinse and repeat
4. **STICK TO IT!**

Social Media Benefits

- Educating more people about your farm and niche
- Increase digital outreach contact lists
- Personal connections (aka more sales!)

Social Media Strategies

1. Start small and stay focused
2. Use your hashtags
3. Use your content pillars for planning
4. Follow 70-20-10 rule
 - i. 70% of content is fun, but farm specific material
 - ii. 20% of content is focused on farm's message
 - iii. 10% of content is sharing relevant content from others
(extension, ag organizations, programs, etc.)
5. Review your social media analytics

Email Strategies

1. Use social media to drive people to your email list (lead magnet)
2. Have your core email templates for welcome email
3. Create framework for your weekly/monthly/quarterly email newsletters
4. Use emails to drive to your website (blog/articles)

Website Strategies

1. Article 2x/ month to drive more traffic
2. Keep your style simple
3. Add images (small sizes to help with upload speeds)
4. Incorporate your key words to help with SEO
5. Remember to keep your website RESPONSIVE

Tools for Marketing

1. Canva *Free* - \$13/ *mo*
2. Jasper (Jarvis) \$29-109/ *mo*
3. Free websites *Free*
4. Mailchimp *Free*- "*Pay Your Way*"
5. Google Analytics *Free*
6. Answer the Public *Free*

Questions