

FARM BUSINESS OPTIONS

Driving Diversification Through Social Media

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A BRIEF INTRODUCTION

Full 360° Marketing Agency that
service the agricultural industry.





OUR DISCUSSION TODAY

FARM BUSINESS OPTIONS

Driving Diversification Through Social Media





In light of Social
Media Marketing, is
having a website still
important?





**YES...
these
are the
reasons
why!**

REASON # 1

Your website is your #1 marketing asset, selling tool & it tells your story!

If you plan on leveraging Social Media Marketing - you will want to drive traffic to your website or landing page.

REASON #3

A website is vitally important to showcase your brand/product offering & builds credibility amongst consumers.

REASON # 2

73% of Irish consumers get frustrated if a business does not have a website.

REASON #4

80% of consumers go online to find and research a local business.

What is Social Media Marketing?

'Social Media Marketing is the process of creating tailored content for each social media platform to drive engagement and promote your business.'



Why is it so important today?

- *71% of consumers who have a positive experience with a brand on Social Media are likely to recommend the brand to their friends & family.*
- *90.4 % of Millennials, 77.5 % of Generation X, & 48.2% of Baby Boomers are active Social Media users.*





Social Media Strategy

Where to start?

GOALS

Set meaningful goals that make sense for your business.

ESTABLISH YOUR METRICS

Post reach.

Link clicks & tracking clicks per campaign.

Engagement.

CONTENT

Create a content theme.

User generated content & stories.

Be timely, be responsive & engage with customers.

AUDIENCE

Research your target audience.

COMPETITOR ANALYSIS

Determine what's working for them.

Take inspiration.

MONITOR/ ANALYSIS

This allows you to determine what content is working best for you.

SOCIAL MEDIA PLATFORMS





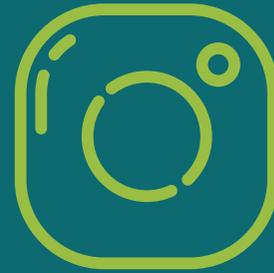
FACEBOOK

Largest social media platform in Ireland with 2.6M daily users.

Largest age group 24 - 45 years old.

Content in the form of stories, Facebook lives, static posts/GIFs, carousels.

Content is primarily consumed via video and more lifestyle focused.



Instagram

Instagram is the second largest social media platform in Ireland with 1.6M daily users.

70% of users are under the age of 35, largest group 18-29 years old.

Content is in the form of stories, story highlights, reels, high quality visuals & is lifestyle, brand & product focused.

Hashtags.





TWITTER

Third largest social media platform in Ireland.

Largest age group 35 - 44 years old.

Content in the form of real time news stories & trending topics.

Content is consumed via video, fleets, conversational in short form & engaging.

Hashtags.



LINKEDIN

The largest business to business platform in the world.

More a professional sharing space for networking & building key connections & nurturing business relationships.

Content is in the form of thought-leadership articles, sharing business success stories.

Used for recruitment, building business brands as well as own personal brands.





KEY TAKE-AWAYS



1

Set goals that make sense for your business, take time to research your target audience & remember different platforms attract different audiences.

2

Content is key - be consistent in your tone of voice, communication & timing.

3

Engage with your customers, continue to add value & build trust in your brand/product offering.

4

Assess what's working, what isn't & how to keep improving.

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THANK YOU



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