

- DECEMBER 14, 2021 -

Facebook Groups:

Your Secret Weapon to Drive Customer Care, Loyalty & Profits



facebook groups



- PRESENTED BY -

Corinna Bench

MyDigitalFarmer.com

- HOSTED BY -



Food Animal Concerns Trust

Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that works to ensure that all food-producing animals are raised in a humane and healthy manner.



Larissa McKenna & Samantha Gasson
FACT's Humane Farming Program Team
Email Larissa: lmckenna@foodanimalconcerns.org
Email Sam: sgasson@foodanimalconcerns.org
Website: foodanimalconcernstrust.org/farmer

FACT's services to support livestock and poultry farmers include:

- Humane Farming Mentorship Program (*Apply by December 31, 2021*)
- Fund-a-Farmer Grants (*Apply by January 20, 2022*)
- Conference scholarships (ongoing)
- Customized handouts (ongoing)
- Free webinars (ongoing)



WEBINAR

Facebook Groups: Your Secret Weapon to Drive Customer Care, Loyalty & Profits

CORINNA BENCH

MYDIGITALFARMER.COM



WHY ARE YOU HERE?

**WHAT PROBLEM DO YOU
THINK A FACEBOOK GROUP
CAN SOLVE FOR YOU?**

LEAVE YOUR ANSWER IN THE COMMENTS.

MEET CORINNA BENCH
FROM SHARED LEGACY FARMS
425 MEMBER CSA

ONCE UPON A TIME...

OUR CSA STRUGGLED WITH A
REVOLVING DOOR PROBLEM.

Every year, I had to replace about 175
customers through attrition.
This caused a lot of stress.



THEN IN 2017, I PERFORMED AN EXPERIMENT.

OUR CSA RETENTION RATE WENT FROM 64% TO 78% AT THE END OF THAT SEASON.

The only change we made that year was getting serious about our Facebook group strategy.



**What was I doing in the
Facebook group?...**

BACKGROUND

I DID INTERVIEWS WITH 30 OF MY CSA MASTER MEMBERS

I WAS TRYING TO UNCOVER WHAT
WERE THEY DOING DIFFERENTLY
THAT MADE THEM LOVE MY
PRODUCT?...





Sarah Marie Mainardi

☕ Conversation Starter · October 22 at 2:22 PM

#3 my face when I made hummus from carrot tops!! #topten2019



I began to share what I was learning in the Facebook group...

Hacks and Shortcuts

Meal Formulas

Common mistakes

**AND THE CROWD
WENT WILD!**

I HAD TAPPED A NERVE.



BENEFITS:



Increased retention

More people stuck around from year to year, which saved me time and money in marketing



Increase in profits

Customers were so happy that they started buying more things!



Sense of belonging

People felt a sense of belonging, which touched a deeper need they craved

BENEFITS:



Customer service

The group became another place I could take care of customer questions fast!



Word of mouth

Customers talked up our CSA because they were so excited about what we were doing.



Energy & momentum

Our brand rides the wave of energy created by all our happy clients. Halo Effect.

I'M NOW A HUGE PROPONENT OF FACEBOOK GROUPS.

AND I'M GOING TO SHARE WHAT I
THINK THE KEY ELEMENTS ARE TO
MAKING THEM WORK.



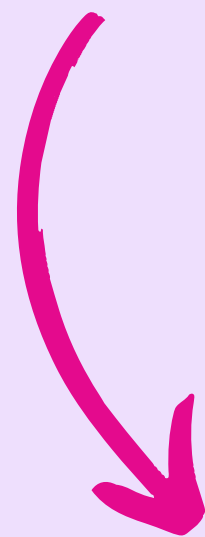
TESTIMONIAL:

"I think the FB group has become one of the best perks of membership. I love seeing the pictures of everybody's food, and love the community of like-minded foodies. Sure the veggies are great, but this group is a major value add."

BRIAN HAMMER, CSA MEMBER

What's the specific thing Brian values?

Inspiration



"I think the FB group has become one of the best perks of membership. I love seeing the pictures of everybody's food, and love the community of like-minded foodies. Sure the veggies are great, but this group is a major value add."

Belonging



BRIAN HAMMER, CSA MEMBER

**Think about the
Facebook groups YOU
are in... what do you use
them for? What content
makes them valuable?**

TELL ME IN THE CHAT.



Let's flip the coin...
**What's one problem you see
in some Facebook groups?**

TELL ME IN THE CHAT.



How do we create successful Facebook groups?

BEST PRACTICES



DEFINITION:

What is success?

A healthy Facebook group is one where the members are actively engaged in a common purpose or goal, AND the engagement/content is largely driven by the members themselves.



Before we get started...

The Issue of Social Density

For a group to be successful, you will need to reach a minimum viable audience number.

*Empty Bar
Dilemma*



**How big does your
group need to be?...**



INDUSTRY STANDARD FOR FACEBOOK GROUPS

40-50%

OF YOUR MEMBERS WILL JOIN THE
FACEBOOK GROUP

20%

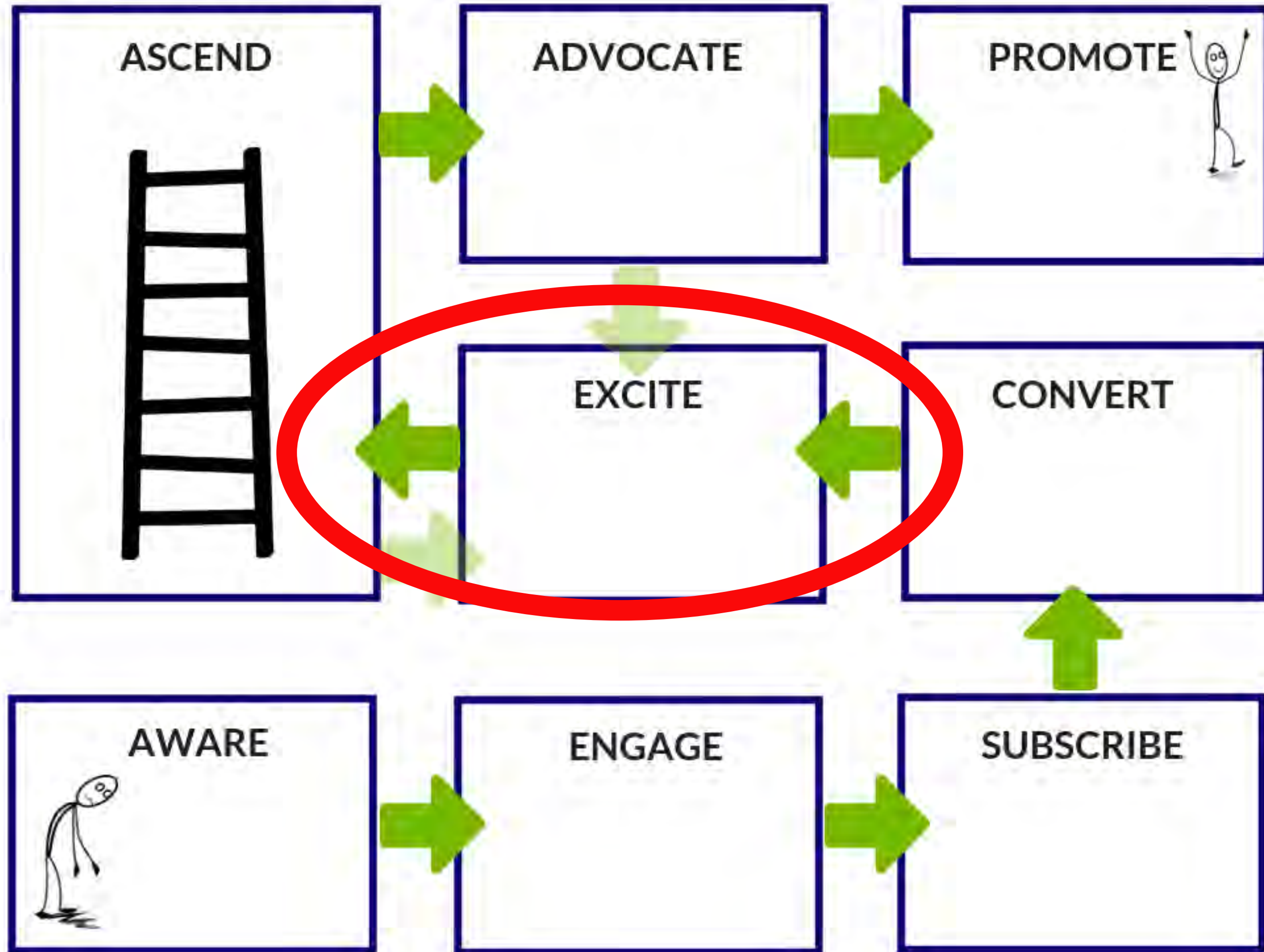
OF THOSE

WILL BE ACTIVE IN THE GROUP

**Q: Is your potential
community large enough?**



CUSTOMER VALUE JOURNEY





Facebook Group Growth Strategies

4 GOALS TO FOCUS ON





Goal #1

To create a safe place where people feel like they can share without being attacked or criticized.



**Relationships
won't form in
a place of
fear.**

**PEOPLE WILL NOT
ENGAGE UNTIL THEY
FEEL LIKE IT'S A SAFE
SPACE.**

CREATE COMMUNITY
GUIDELINES AND POLICE
THEM.



COMMUNITY GUIDELINES



Corinna Bench

April 5, 2018 · 🌐

Welcome to our CSA member group! We are so glad you're here!

We've created this group as a place for our CSA members and Toledo area foodies to share their excitement about farm-fresh eating, to get to know their farmers, and share inspiration for how to get smarter and more confident in the kitchen. Please review our community guidelines.

COMMUNITY GUIDELINES:

To ensure that dialogue in our community remains relevant and engaging for all members, you're expected to observe 3 simple principles. The admins apply these principles when reviewing content in our communities.

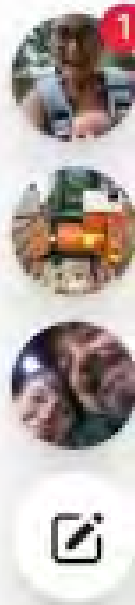
1. Be respectful and nice. We believe debate and disagreement are constructive, but personal attacks, trolling, and abuse will not be tolerated. The key to a great community experience is an engaging and inclusive space where everyone can learn and grow.

We reserve the right to remove any posts or comments that others might find offensive or threatening. Not everyone has a thick skin, so please consider the impact your posts and comments can have on others.

If you have a complaint about your box, we ask that you not post it in this group. Rather reach



Write a comment...



DEAL WITH BULLIES.

your community is expecting you to.

FORGET FREEDOM OF SPEECH.
THIS IS YOUR GROUP. YOU HAVE THE
RIGHT TO DO WHATEVER YOU WANT.
THAT INCLUDES REPRIMANDING,
DELETING POSTS, OR KICKING A
PERSON OUT.





Goal #2

To teach or inspire your customers how to use your product better. Grow their skill.



Have a content plan.

You must have a content plan to drive your group's engagement the first few seasons.





**People will join if
they feel there's
something
valuable inside
the group.**

SO HOW WILL YOU GUIDE
THE DISCUSSION?



WHAT DO YOUR MEMBERS VALUE?

FIGURE THIS OUT.
TEST A LOT OF IDEAS!





Curate recipes

RECIPES SHARED
BY GROUP MEMBERS
(THIS ONE IS BIG!!)



Training.

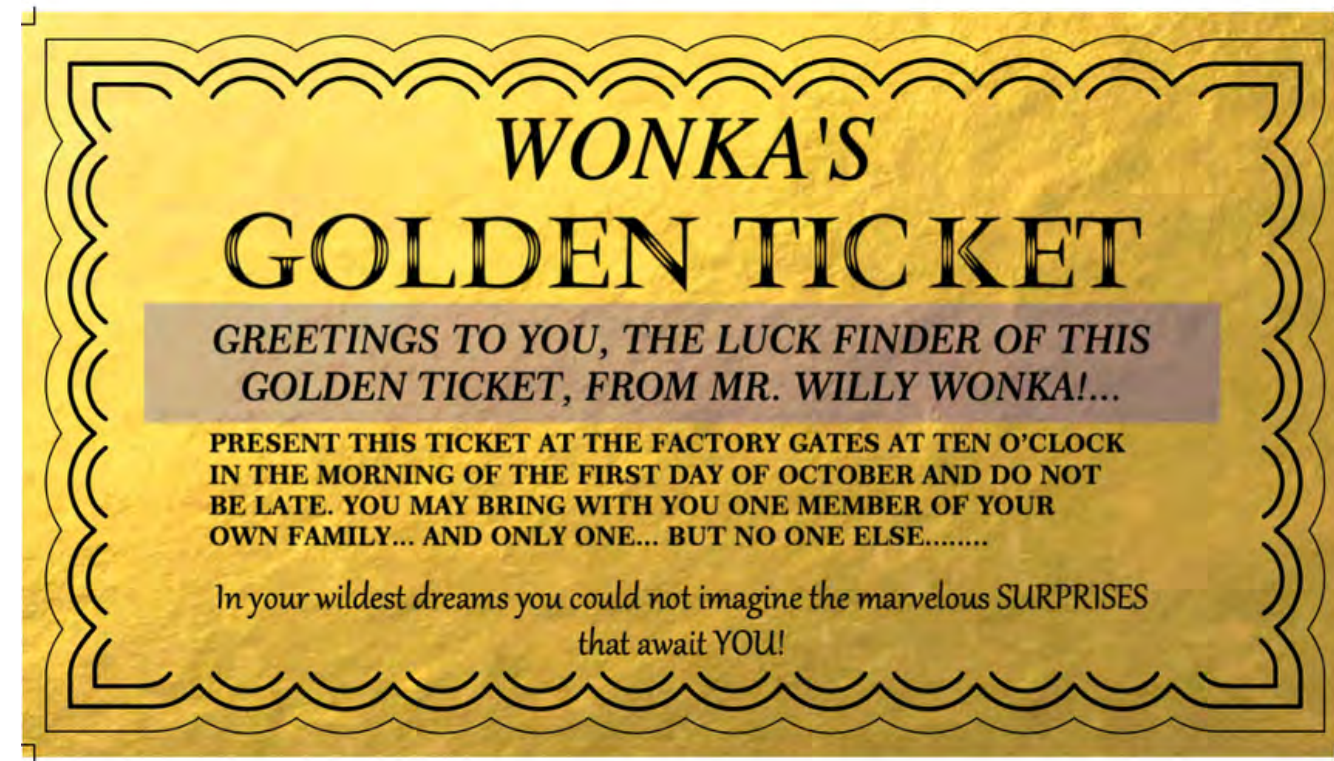
SHORT VIDEO TUTORIALS THAT
SOLVE A PROBLEM OR ANSWER A
QUESTION



Share a quick tip or tool.

Image posts can quickly communicate a helpful tool

HOST FUN GROUP EVENTS.



HOST A PHOTO CONTEST OR 7 DAY CHALLENGE
WITH PRIZES!

CSA GIVEAWAY WEEK

Challenge

MONDAY

NAME SOMEONE FROM
OUR CSA FACEBOOK
GROUP WHO HAS INSPIRED
YOU IN YOUR COOKING
AND HOW.

Validation.

When people say "Thank
you" to a member's post,
that FEELS GOOD.

THE TRICK IS TO KEEP THEM COMING BACK.

THE CONTENT CAN'T GO STALE.
(WHICH IS WHY WE EVENTUALLY WANT OUR
MEMBERS TO HELP DRIVE THE CONTENT)





When to build the content plan.

Try to have about 6-8 weeks of
ideas mapped out in advance.





Hire a Community Manager

TO ORGANIZE THE PLAN

**SO THAT SOUNDS
EXHAUSTING. HOW LONG
DO I KEEP THAT UP?**

You will be the primary driver of content the first season, as you "teach" your community what the group is all about.



Goal #3

To connect the customer to YOU, the farmer.



Shared Legacy Farms

Admin · Published by Corinna Bench [?] · 4 hrs

Look who just learned how to can tomatoes? Remember Melanie Genot and her failed tomato canning attempt? Today she came over and we knocked out a replacement batch. She is now a pro. Turns out she was forgetting the lemon juice! She also learned that the processing time starts the moment the canner starts BOILING again— not when you place them on the stove. So proud of you M! It was fun chatting it up too!!



👍❤️😄 33

6 Comments

👍 Like

💬 Comment



View 3 more comments



Debbie Gillard Sawvel Yay! And Corinna woot woot to you for caring and taking the time to support our learning!

Like · Reply · Message · 3h



Shared Legacy Farms replied · 1 Reply · 3 hrs

Customers want to connect with you.

SHARE IMAGES OR YOURSELF

SHARE THE STORIES ON THE FARM THROUGH YOUR EYES.

ENGAGE/COMMENT WITH PEOPLE.

Your comment carries "celebrity status"

GET FEEDBACK

**REMEMBER:
CUSTOMERS ARE
LIVING
VICARIOUSLY
THROUGH YOU!**



**DON'T FORGET:
RELATIONSHIPS
DON'T FORM
UNLESS YOU TALK
TO EACH OTHER.**



SLFarms CSA Members 2021



Write a comment...



Corinna Bench was live.

Admin · September 28 at 11:57 AM · 🌐

This week...A surprise for all current combo and hard cheese fans... a sneak peek of next year's cheese share! Knueven MOZZ....!



[View Insights](#)

258 Post Reach >



Anita Levin, Robert Seaney and 10 others

1 Comment

Like

Comment

Most Relevant ▾



Write a comment...



Mary Lee Montgomery · 1:41

Yay!

**THIS IS WHY COMMENTS
ARE KING!**

**If you can't think of anything
to post... then use your time
to engage and leave
comments instead.**





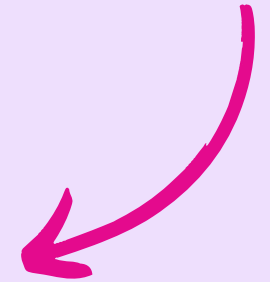
*Common
Mistake!*

BE ACTIVE.

Many Facebook groups falter because the farmer isn't active in the group at all.

As the farmer you must be willing to invest in relationships.

If you can't commit to being present, don't start a group.

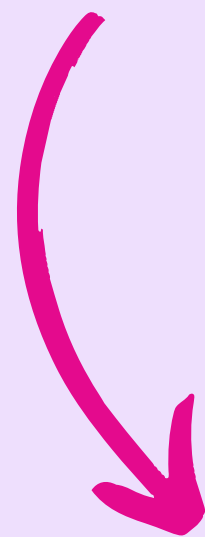




Goal #3

To build a sense of community and belonging with other like-minded people.

Inspiration



"I think the FB group has become one of the best perks of membership. I love seeing the pictures of everybody's food, and love the community of like-minded foodies. Sure the veggies are great, but this group is a major value add."

Belonging



BRIAN HAMMER, CSA MEMBER

"Belonging" bonds.

You want to help your
Facebook group members find
common ground and
experience a sense of "tribe."

The Holy Grail: ENGAGEMENT

When you *participate* in the group, contribute content or give value, you help grow the tribe, and **you feel important and invested.**

This is why Facebook groups help with retention!





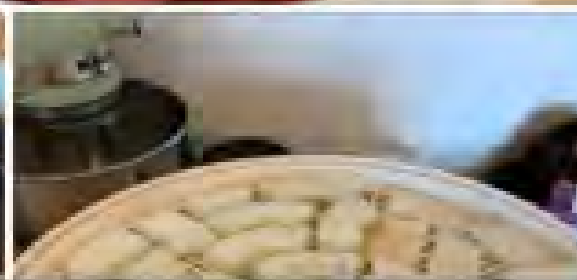
**Get them to
share recipes**

THEY ARE LOOKING FOR
INSPIRATION & IDEAS



SLFarms CSA Members 2020

SLF basil. Crockpot tomato sauce in process with a portion of my roma hamper. Roasted marinara. And 6 trays of honeydew and canary melon on the dehydrator. Later will be canning the rest of the romas. All SLF goodies with a few of my own tomatoes thrown in.



Get them to give advice

GROUP MEMBERS ANSWER
QUESTIONS TO HELP
OTHERS OUT

POSITION THEM AS
EXPERTS

&set=pcb.3004155989713370&_cft__[0]=AZWUcLI54tWnaKCArEvRuDLLeTpezLI4gR3cl5xvjc



SLFarms CSA Members 2020



Esther Hertzfeld

Visual Storyteller · September 11 at 5:45 PM · 🌐

Made homemade vegetable bouillon today - a first! I was intrigued by a food blogger's recipe and it's delicious! I used Shared Legacy carrots, celery, leeks, onions, tomatoes, garlic, and fennel fronds since I had some left. Other herbs from my garden. The recipe made a ton so a lot of it is destined for the freezer when soup season is in full effect.

<https://www.injennieskitchen.com/2010/02/homemade-bouillon/>



**Get them to
teach
something.**

**YOUR COMMUNITY KNOWS
MORE THAN YOU!**



Corinna Bench

Admin

September 26 at 7:57 AM



Name your three favorite Knueven ice cream flavors...
Ready? Go!

[View Insights](#)

336 Post Reach >



Anita Levin, Chris Claypool and 3 others

28 Comments



Like



Comment

[View 22 more comments](#)

[All Comments](#) ▼



Tanya Thorbahn

It's easier to say which ones we didn't like. Honey Lavender was awful and not a fan of the rhubarb.

Like · Reply · 1w



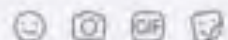
Darcy Smith

Toffee crunch, Apple crisp, cold brew.
My husband- Oreo mint, Mint chocolate chip and Chocolate peanut butter.

Like · Reply · 6d



Write a comment...



Use question posts to drive comments.

Experience common rituals together.

EX: WEEKLY UNBOXING VIDEO
IS A COMMON EXPERIENCE
DEVELOP A COMMON LANGUAGE





**Participate in
challenges
together.**

**Will you start a
Facebook group?**



Let's connect:

Subscribe to my email list:

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Podcast every week!

Instagram: @mydigitalfarmer



Connect with



Upcoming webinars

- 🐔 January 13: Lambing, Kidding, and Calving on Pasture
- 🐔 January 19: Farrowing on Pasture
- 🐔 January 26: Grazing for Resilience - Bouncing Forward from Catastrophic Events
- 🐔 January 31 + February 7: Converting Woodland into Silvopasture Webinar Series

Grants, Scholarships, Training, Mentorship & More!

- 🐔 Humane Farming Mentorship Program – *Apply by December 31, 2021*
- 🐔 Fund-a-Farmer Grants – *Apply by January 20, 2022*
- 🐔 Customized handouts on the nutritional benefits of food from animals raised on pasture
- 🐔 Scholarships – *ongoing*

Sign up for emails @ foodanimalconcernstrust.org/farmer/

Join us on social media

