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How to Find & Engage With Customers on Social Media



- PRESENTED BY -

Charlotte Smith
3 Cow Marketing

- HOSTED BY -

FACT

Food Animal Concerns Trust

FACT Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that advocates for the safe and humane production of meat, milk, and eggs.

Larissa McKenna

Humane Farming Program Director

Email: lmckenna@foodanimalconcerns.org

Website: foodanimalconcernstrust.org/farmer

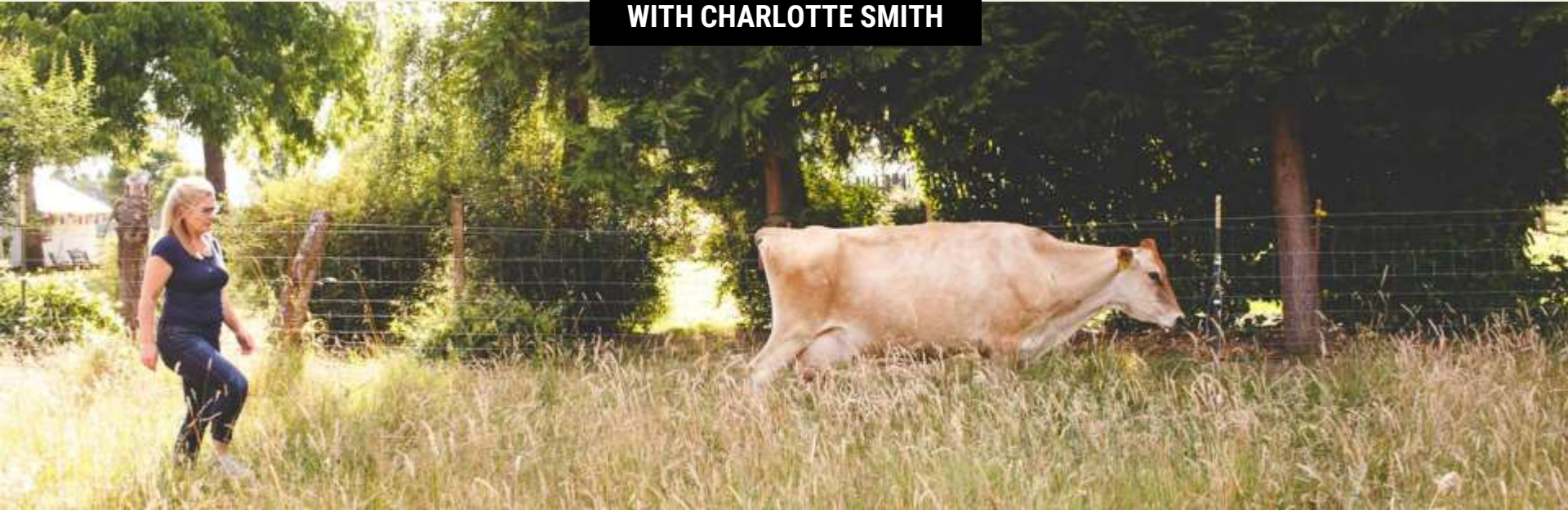
FACT's services for livestock and poultry farmers include:

- Fund-a-Farmer Grants – *now accepting applications!*
- Scholarships to conferences and other events
- Free webinars
- Humane Farming Mentorship Program

3 COW MARKETING

HOW TO FIND AND ENGAGE WITH CUSTOMERS ON SOCIAL MEDIA

WITH CHARLOTTE SMITH



WWW.3COWMARKETING.COM



A little about me...

CHARLOTTE SMITH • 3 COW MARKETING • CHAMPOEG CREAMERY

- ❑ I was born & raised on my family farm but left for the city after college
- ❑ I started my micro-raw dairy ~10 years ago in Oregon
- ❑ Farmers wondered how I had a mile-long waiting list while they could barely make ends meet

A pair of hands is shown from the chest down, holding three eggs. The hands are positioned in the center of the frame, with the fingers gently cupping the eggs. The background is a soft, out-of-focus green, suggesting an outdoor setting like a garden or field. The lighting is natural, highlighting the texture of the skin and the smooth surface of the eggs.

“

Social media is a great place to
build a community...not a
business

The background of the image features several slices of dried orange, showing their characteristic porous, golden-brown texture. These slices are scattered across a light blue, textured fabric that appears to be a linen or cotton cloth. The lighting is soft and diffused, creating a calm and natural aesthetic. The text is overlaid in the center, using a white serif font that stands out against the muted colors of the background.

LET'S TAKE A LOOK AT
MARKETING CHANNELS VS
MARKETING STRATEGY



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MARKETING CHANNELS:

- ❑ Are valuable tools to reach new potential customers
- ❑ Can be distracting because it feels like you're working hard to grow your business
- ❑ Do not work to grow your business without a home base

YOUR HOME BASE:

- ❑ Without a website to direct people to from all these marketing channels, you cannot grow a business
- ❑ You need ONE place to 'own' all the leads you get from marketing channels

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JOIN THE COMMUNITY!

Sign up below for regular updates from the farm delivered straight to your inbox!

SUBSCRIBE

On your website, you'll have an email list signup form

- When people land on your website from social media & other channels, they can sign up to your email list
- This is the **ONLY** way to 'own' your list of potential customers

A person wearing a blue and white striped button-down shirt is holding a white laptop. The background is a blurred outdoor setting. Overlaid on the image is white text in a serif font.

**ONCE YOUR HOME BASE IS STRONG
YOU CAN FOCUS ON
REACHING NEW POTENTIAL
CUSTOMERS ON SOCIAL
MEDIA**

There's a lot of myths out there when it comes to using social media for your business...

MYTH #1

**YOU NEED THOUSANDS OF SOCIAL MEDIA
FOLLOWERS TO BE SUCCESSFUL**

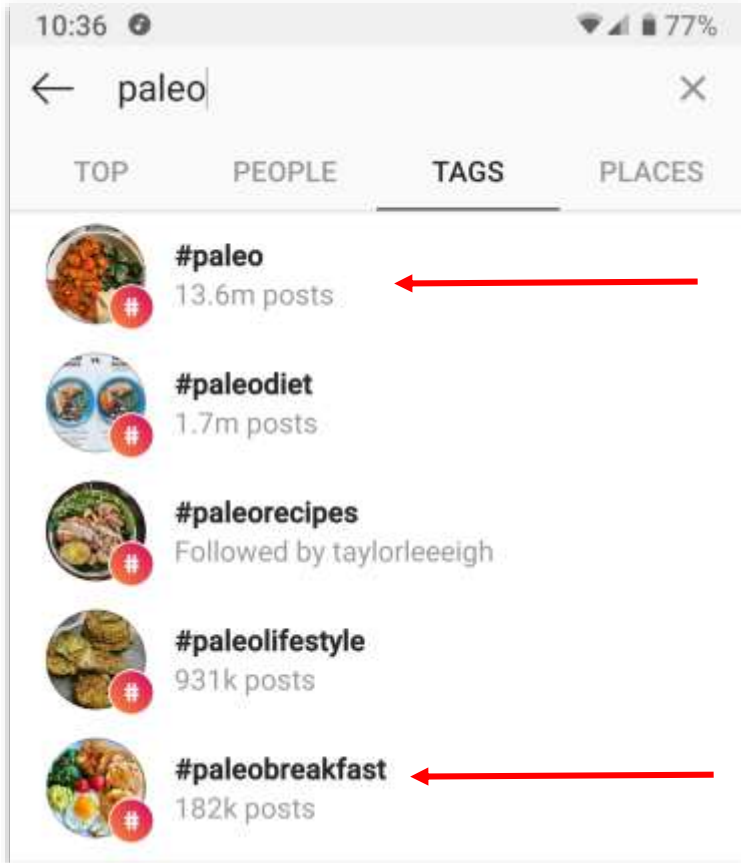


Truth: Social media followers are *not* as valuable as email subscribers

- ❑ Only 3-6% of 'fans' see your posts because Facebook/Instagram limits your reach
- ❑ You have no way to consistently market your products

MYTH #2

**YOU NEED TO USE A BUNCH OF HASHTAGS
ON EACH POST**



Truth: Use #'s wisely

- ❑ What #'s are your customers using on social media? (probably not farming topics!)
- ❑ Use #'s with 50,000-500,000 posts. For instance, #paleo has 14 million posts.
- ❑ #paleobreakfast has 180,000 - ideal

MYTH #3

**YOU NEED TO BE CONSTANTLY SELLING &
PUSHING YOUR PRODUCTS TO GET NOTICED**



Truth: Social media is not a platform to sell

- ❑ People come to social media to be inspired, connect with their friends, watch funny cat videos... *not* to be sold to
- ❑ Your goal is to build a community of followers who care about you & your story

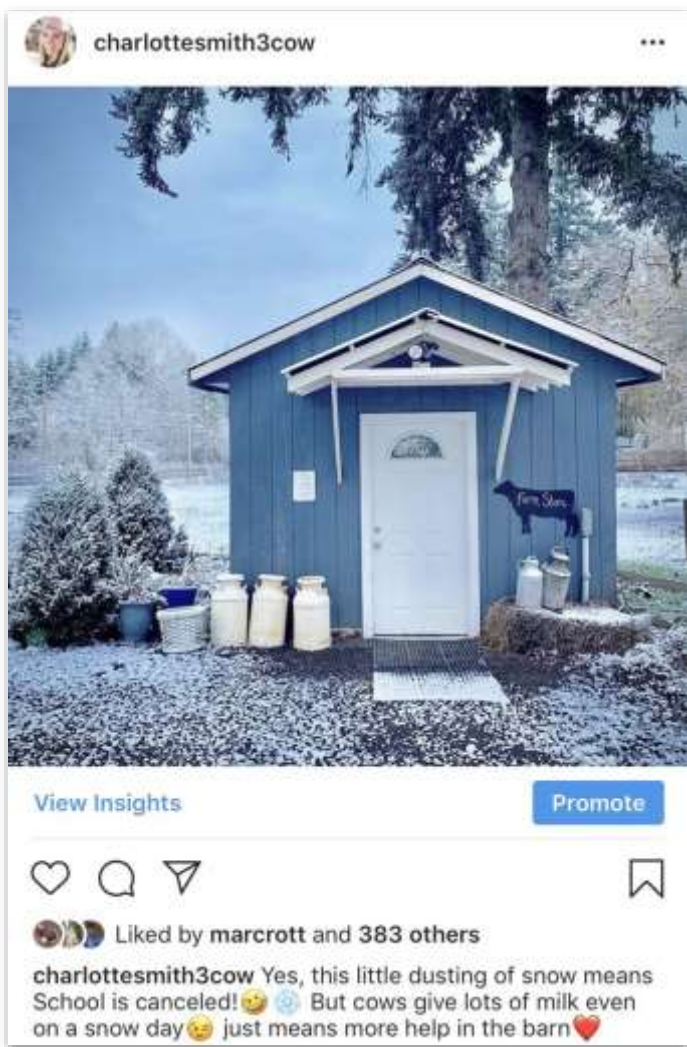
A woman with long brown hair, wearing a blue denim shirt, is holding a large, white, rounded jar with both hands. She has a tattoo of a compass rose on her left upper arm. The background is a blurred outdoor setting with greenery and a path.

NOW YOU KNOW WHAT NOT TO DO...
HOW DO YOU BUILD AN
ENGAGED COMMUNITY ON
SOCIAL MEDIA?



Post regularly & consistently

- ❑ Post 4-7 days/week on social media
- ❑ Follow 80/20 rule: Engage 80% of the time, sell 20% of the time
- ❑ Post things to inspire, educate, engage - find out about your community's interests



@CharlotteSmith3Cow

- ❑ I have a raw dairy/poultry farm, but most of my posts aren't about the products I have for sale
- ❑ I'm constantly sharing about things MY ideal customer loves - kids, school, self-care, trying to get fit, trying to be more present, and I have a rare post about sales



Engage with people's posts

- ❑ Set aside 15-30 min per day to engage with people
- ❑ Leave genuine comments and show you care about them
- ❑ Find your customer's profiles, then find their friends who may also be interested in your farm



High Quality Photos

- ❑ Photos of product only if it's beautiful - flowers, abundant veggies, beautifully roasted chicken on a decorated platter, non-farm things that interest your customer
- ❑ NOT: raw meat, animals giving birth, slaughter. It's too shocking to scroll through your feed and see that

PLAN FOR YOUR SUCCESS:

- ❑ Pull out your calendar and block off 15-30 min per day to engage with people
- ❑ Schedule a photo shoot on your farm - hire/trade for a professional
- ❑ Use Planoly to schedule your IG posts & FB has a free built-in schedule



Get the Free Instagram
Guide, Price for Profit course,
& more



Text 3cowmarketing to 44222



A close-up photograph of a person's hands holding a wire mesh basket filled with fresh eggs. The basket is held by a wooden handle. The eggs are in various colors, including light brown, white, and pale blue. The background is softly blurred, showing what appears to be a wooden fence or structure. The lighting is bright and natural, suggesting an outdoor setting.

**BRING ON THE
QUESTIONS!**

Connect with **FACT**

Food Animal Concerns Trust

Upcoming webinars

- 🐔 **October 16:** Tall Grass Grazing: Transition Off of Nitrogen Fertilizer
- 🐔 **October 23:** Pasture Weed Management + ID
- 🐔 **October 29:** Grant + Certification Guide Info Session
- 🐔 **November 14:** Practical Tips for Multispecies Grazing

Grants, Scholarships, Mentorship & More!

- 🐔 **Scholarships accepted on an on-going basis**
- 🐔 **Grants applications now available – deadline is December 2**

Sign up for emails @ foodanimalconcernstrust.org/farmer/

Join us on social media

