AGRICULTURAL BUSINESS DIGITAL MARKETING PLANNING

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Agricultural Business

UVM Extension Agricultural Business engages with farm, forest and maple enterprises using valuable planning and educational resources to promote a strong agricultural economy. Our experienced team delivers one-on-one, small group and online learning opportunities that enhance decision-making and viability. Our programs and research provide direction for key stakeholders to advance initiatives that improve business outcomes in a dynamic agricultural sector.

Introduction:

The purpose of the UVM Extension Agricultural Business Digital Marketing Planner (AgBiz DMP) is to be a source of professional support to farmers throughout Vermont as they strengthen their business through online activities. The AgBiz DMP will allow farm businesses to learn about digital marketing basics and UVM Extension specialists will give direct feedback during the planning process that will lead to a complete digital marketing plan for the farm business at the end of the process.

We recommend that participants complete one part at a time. The Ag Biz DMP is broken up into 5 parts. Upon the completion of each part, the participant will submit a form that is directly sent to the UVM Extension specialist team. The specialist will review the form and provide feedback. Upon completion of the 5 parts of the plan, the UVM team will provide the participant with a document that details the digital marketing plan for the farm business.

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Digital Marketing

An umbrella term for all of your online efforts to promote your business and make a sale

The parts of developing a digital marketing plan for your farm:

1. **Design** – What is our purpose?

2. **Get Discovered**– How are people going to find out about our online presence?

3. **Relationship Building** – How are we going to get people to engage with our content?

4. **Commerce** – How do we make sales and increase them?

5. **Community Growth** – How do we build community loyalty and advocacy?

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PART 1 – DESIGN – THE PURPOSE STATEMENT

Purpose Statement

Similar to mission and vision statements, a purpose statement is meant to describe the following:

1. What do you want your online business **to be**?

2. What do you want your online business **to do**?

3. What do you want your online business **to have** as a result of what it does?

REMINDER: there are no wrong answers to these questions. Remember: "be", "do", "have"

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EXAMPLE PURPOSE STATEMENT

"The purpose of the UVM Extension Agricultural Business Digital Marketing Planner (AgBiz DMP) is to be *(be)* a source of professional support to farmers throughout Vermont as they strengthen their business through online activities. The AgBiz DMP will allow farm businesses to learn about digital marketing basics and UVM Extension specialists will give direct feedback *(do)* during the planning process that will lead to a complete digital marketing plan to utilize *(have)* for the farm business at the end of the process."

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PART 1 – DESIGN – MESSAGING

Define the way that you will present yourself to the digital audience.

1. Define your brand and the products you sell.

2. Define who your target audience(s) will be and how you will present your brand and products to that audience.

3. Recognize the unique aspects of each audience and make sure that your presentation to those audiences address their needs.

4. Start by profiling your current customer base. What motivates them to buy from you?

PART 1 – DESIGN – PREPARATION POINTS OF FOCUS

- Focus on the benefits of your product/service features.

- Explain why you are the best source for this product/service.

- Provide proof that the product does what we say it will with testimonials, awards, special recognition, articles, case studies, white papers.

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PART 1 – DESIGN – CREATING MESSAGING

- Create a **conversation** not a presentation. Engage the target audience.

- **Always include a call to action on every piece of content. A call to action (CTA) is a message that is meant to influence a decision by your target audience.**

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Part 1 – Design – Summary

- Define your brand, its purpose, and the products and services you sell. Remember to focus on the benefits to your clients

- Define your target audiences: Who are they? What motivates them to purchase from you? Where do they buy from you?

- Define a set of "Calls to Action" for each audience by appealing to their motivation.

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PART 2 – GET DISCOVERED

The result of this phase is to define how people are going to find out about your online presence (website, social media, etc.). You have your purpose, you have your messaging, *now what are you going to do in order to get noticed?*

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Digital Marketing – The EcoSystem

- Website

- Search Engine Optimization (SEO)

- Social Networks

- Advertising

- Email Marketing

- eCommerce

- Analytics

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Your Website

- Domain - What's in a name?

- Host – Where your site lives

- Site – What everybody sees

- Recommendations:
  - GoDaddy
  - SiteGround

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Social Networks

- Facebook

- Instagram

- LinkedIn

- Twitter

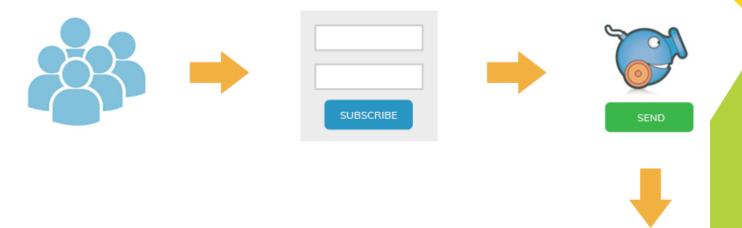- Pinterest?

- Is it worth it?

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ADVERTISING

- Facebook/Instagram

- Google and Its Network

- Other Search Engines

- Apps

- WHY SHOULD I ADVERTISE ONLINE?

- WHAT ABOUT "OFFLINE"?

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Email Marketing

- Why is it so effective?

- Inbound Marketing Software:

  - MailChimp

  - Constant Contact

  - HubSpot

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ECOMMERCE

- Making the sale online

- What's necessary?

  - Online Store

  - Payment Gateway

  - Security

- Platforms

  - Shopify

  - BigCommerce

  - GRAZECART

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MORE TO CONSIDER

- Content Marketing

- The Buyer's Journey

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Putting it all Together

- Do it on your own?

- Hire someone?

Part 2 – Get Discovered - Customer Journey Path

- Take a look at your current customer base and visually create a map of how they originally became your customer.

- How did they find you?

- What made them purchase from you?

- How long have they been a customer?

- What is the lifetime value of this customer to your business?

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Part 3 – Relationship Building

In order to figure out how people are going to engage with your content, it's important to consider the basic forms of traffic that come to your website.

Search Engine Optimization (SEO)

- Search Engines
  - Google
  - Yahoo
  - Mozilla
  - Microsoft Edge
  - Internet Explorer
- Search Engine Consoles

- Forms of Traffic to Your Site
  - Direct
  - Referral
  - Email
  - Social
  - ORGANIC!

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Vermont and parts of New York

Front Porch Forum!

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PART 4 – (E)COMMERCE

How to influence sales and increase sales volumes. The most important part of this phase is to analyze the information that your website is producing for you.

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Commerce – Points of Interest

The main points of interest, or Key Performance Indicators (KPIs) should be:

- Sales (including repeat)

- Revenue

- Average Order Value

- Lifetime value of customers

Commerce – Platforms

Key Ingredients

- Website

- Form of Intake

- Payment "Gateway"

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Commerce - Websites

"All-in-One Solutions"

- Monthly plans (usually start around $29/mo)

- Easy to use

- Hosting included

- Security included

- Integrations

shopify

BIGCOMMERCE

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Commerce – Websites

"Build-Your-Own" Platforms

- Highly customizable

- Requires host (Siteground/GoDaddy)

- Requires security

- Most integrations require extra investmen

- Likely requires a professional to get started/maintain

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Commerce – Forms of Intake

Common Forms

- Google Forms

- HubSpot

- Built-in

Customer Relationship Management

(CRM)

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Commerce – Payment Gateways

Processes credit card payments

- PayPal/Braintree

- Stripe

- Square

- Apple Pay

- VenMo

FEES!

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Commerce – Analytics

- Google Analytics

- Free service

- Dig deeper into the performance of your website and your marketing efforts.

- Understand your audience profiles.

- Online tutorials

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PART 5 – COMMUNITY BUILDING

Your businesses overall goals are to create new sales and repeat purchases.

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Community Growth

The main indicators of success in this phase are:

- Repeat purchases

- Lifetime value of customers

- Satisfaction rate

- Brand Advocacy

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Community Growth Tactics

- Create a customer engagement plan.

  - How do you want to reach out to your customers so that they are informed about your business offerings?

- Create a calendar.

  - How often do you want to email people?

  - How often do you want to post on social media?

  - How often are you going to place new messaging on your website (like blogging)?

- Encouraging sharing.

  - Influence people to share your services by goodwill or incentivize them with discounts.

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QUESTIONS?

For more information:

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Link to Digital Marketing Planner Coming Soon!

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