

# 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.

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## INTRODUCTION:

The purpose of the UVM Extension Agricultural Business Digital Marketing Planner (AgBiz DMP)

- Professional support to farmers throughout Vermont as they strengthen their business through online activities.
- Learn about digital marketing basics
- UVM Extension specialists will give direct feedback
- Complete digital marketing plan for the farm business at the end of the process.

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# DIGITAL MARKETING

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



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# DIGITAL MARKETING - THE ECOSYSTEM

- Website
- Search Engine Optimization (SEO)
- Social Networks
- Advertising
- Email Marketing
- eCommerce
- Analytics



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# 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

In this first part, we establish what the business is in our own terms and we decide what we are going to communicate to our audiences

- Purpose Statement
- Messaging Guidelines



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# PART 1 — DESIGN

## Plan Elements

- Define your brand, its purpose, and the products you sell.
- Define who your target audience(s) will be and how you will present your brand and products to that audience. What motivates them to buy from you?
- Define specific “Calls to Action” for those audiences 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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## PART 2 – GET DISCOVERED

### Plan Elements

- What tools are you going to use to implement your outreach and intake?
- Who will manage these tools?
- What's your budget?
- How will you integrate offline marketing with online marketing?



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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.



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# PART 3 – RELATIONSHIP BUILDING

## Plan Elements

Define Keys to Success in the following channels:

- Direct traffic
- Organic traffic
- Referrals
- Social Media
- Email Marketing



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## PART 4 – COMMERCE

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



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# PART 4 – COMMERCE

## Plan Elements

- Key Performance Indicators (KPIs)
- Choosing an online platform
- Analytics



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## PART 5 – COMMUNITY GROWTH

How do we build community loyalty and advocacy?



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# PART 5 – COMMUNITY GROWTH

## Plan Elements

- Repeat purchases
- Lifetime value of customers
- Satisfaction rate
- Community Growth Tactics





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# QUESTIONS?

For more information visit:

<https://www.uvm.edu/extension/agriculture/ag-business-digital-marketing-planner-part-1-design>

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