Online Marketing: The Next Step

Presenter: Dave Sharpe
Center for Online Evangelism

(will email slides, notes, etc)

Who is This Guy?

- In marketing since early 1990s

- Online marketing since 1995

  – Copywriter

  – Website Development

  – Email Marketing

  – Owned/operated several businesses, including manufacturing, information publishing, and online marketing services.

- Currently:
  - Licensed HMA business consultant
  - Certified Search Engine Optimization Copywriter
  - Technical Director for Center for Online Evangelism

Who Are You?

- What type of ag operations are represented?

- Who has websites?

  - What results are you getting?

- How many of you were in the all-day session?

- Classroom etiquette

Overview

- How to get more visitors by combining
  - social media
  - search marketing
  - content marketing
- How to build an audience that can't wait for your next product
- How to make even more money from your site
- How to use your site for outreach/evangelism without alienating your customers.

Revision

- Content crush articles

- First section:

    - Email Marketing

    - Social/Search/Content

Email Marketing: Why?

- More than 3x as many email accounts as Facebook, Twitter, and LinkedIn combined.

- 14x greater likelihood that your email message will be seen compared to social media.

- Email subscribers are 4.5x more likely to buy.

- Email subscribers are 63x more valuable than social media followers.

The Funnel

- Attract

- Capture

- Engage

- Create Trust

- Move to Action

Simplified Version

- Create content

- Share it on social media

- Get visitors to your site

- Capture their email

- Build a relationship with them

- Sell them stuff

Foundation

- **Strong website**
    - Fresh
    - Unique
    - Relevant

- **Email marketing infrastructure**
    - Email management software
    - Landing pages
    - Plan/schedule for consistent contact

Email Marketing Infrastructure

- Email management solutions
  - Aweber
  - Constant Contact
  - iContact
- Why do you need it?
  - CANSPAM compliance is simplified
  - Deliverability
  - Convenience
  - Autoresponders

Email Marketing Infrastructure

- Landing Pages
  - Purpose
  - Design considerations

- Resources
  - Leadpages.net
  - Copyblogger.com

Email Marketing Infrastructure

- A plan/schedule for consistent contact
    - Frequency: minimum one email per week
    - Length varies
    - Voice
    - Editorial calendar
        - (what to write about in later sections of the presentation)

Email: Getting Subscribers

- Social Media

- Guestblogging

- Solo ads

- Joint ventures

- Search traffic

Email: Recommended Resource

- Book: Ask
  - By Ryan Levesque
- Copyblogger.com
- BoostBlogTraffic.com

- Coming up.....Social Media

Know Your Market

- What is the desired action?

- Who is most likely to take this action?

- What motivates them?

- Where do you come in? What do they already know about you?

- What may drive them to take the action that you want?

- Where do they get their information?

- What else is important to them?

Where do they spend their time online?

PINTEREST
SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES

decor · crafts/diy · cooking · health · fashion

USERS ARE:
17% **MALE**
83% **FEMALE**

20 MILLION ACTIVE USERS

TWITTER
MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140 CHARACTERS**

LARGEST PENETRATION in the **US**

BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN **EVERY SECOND**

241 MILLION ACTIVE USERS

FACEBOOK
SOCIAL SHARING SITE THAT HAS **1+ BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES

COMMUNICATING WITH **CONSUMERS** IN A NON-OBTRUSIVE WAY

USERS SHARE **1 MILLION LINKS** EVERY 20 MINUTES

1+ BILLION ACTIVE USERS

INSTAGRAM
SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF **#HASHTAGS**

AND POSTING **PICTURES** CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

200 MILLION ACTIVE USERS

GOOGLE+
SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS** AND **USERS** TO BUILD CIRCLES

NOT AS MANY **BRANDS** ACTIVE, BUT THE ONES THAT ARE **TEND TO BE A GOOD FIT** WITH A **GREAT FOLLOWING**

25-35 YEAR OLDS ARE THE MOST **ACTIVE**

540 MILLION ACTIVE USERS

LINKEDIN
BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING **POTENTIAL** AND **CURRENT ASSOCIATES** A PLACE TO **NETWORK** & **CONNECT**

79% OF USERS ARE 35 OR OLDER

300 MILLION USERS

Statistics as of 4.25.2014 Designed by: Leverage - leveragenewagemedia.com

Social Media: Goals

- How will you know success?

- What can you measure?

  - Increased email subscriptions?

  - Telephone calls?

  - ??

SM: Decide what you are going to do

- When you define what you want to do and who you want to reach, you can then decide what you are going to do.

    – Sign up for Twitter

    – start email marketing

    – start a blog, etc

SM: Choose your channels

- Where does your target market hang out?

- Sign up and secure your URLs

- facebook.com/MicroFarmJournal

- Save usernames/passwords in a spreadsheet

- Get a square version of your logo to use as an avatar

Social Media: Tread Carefully!

- Spend some time on each channel BEFORE you start posting

- Each channel has its own culture, etiquette and language

- Listen to what people are saying—what moves them? What are they sharing?

- Listen to what your competitors (or similar businesses) are posting. Is it working? Is it falling flat? Is it getting engagement?

- Watch, collect ideas.

- Dangers, stupid mistakes, etc.

SM: Create & Curate Content

- Create a Content Calendar for planning, scheduling, and managing content across multiple channels.

  - Blog posts

  - tweets

  - Facebook posts

  - YouTube videos

  - emails

  - direct mail

  - press releases

SM: Create & Curate Content

- What will I post about?
  - Industry newsletters, blogs, websites
  - Google Alerts
  - Competitors
  - Success Stories
  - inspirational quotes
  - reached a goal
  - want input on an issue
  - events, anniversaries, celebrations
  - email newsletters

SM: Create & Curate Content

- ## What will I post about?
    - Newsjacking
        - Tie current events to your industry
    - Figure out what's working for others, and adapt it!

SM: Create & Curate Content

- 80-20 Rule
    - 80% other people's content
    - 20% your own content

Short Course in Headlines

- Benefits, not Features
- BoostBlogTraffic.com
  - Headline Hacks
- Copyblogger.com

SM: Create & Curate Content

- ## Be Visual

    – Social media requires a constant stream of compelling visuals

        • tools

            – Canva

            – Wordswag

            – photopin.com

            – morguefile.com

            – search.creativecommons.org

Social Media: Work Smart

- Dashboards
  - Hootsuite
  - Tweetdeck
  - Buffer
- Posting schedule
  - 15 minutes, 3x per day
- Respond quickly
  - Minutes or hours, not days

SM: Measure and Improve

- Avoid vanity metrics

- Facebook –Instant Post Insights

- Twitter – Retweets

- Website analytics

- Blog traffic and comments

- Email subscriptions

- See what works—do more of that!

Social Media

- Remember—Social Media is just a set of tools. Success depends on being real, being transparent, and engaging with your audience.

Video Marketing

- Survey after survey reports that people prefer video content over any other format.

- 70% of marketing professionals say that video content outperforms ALL other forms of marketing.

- It doesn't have to be high-definition or professional quality.

    - Smartphone is sufficient.
    - Tech: should be in 1080p if at all possible.

VM: Tell a Story

- PISR format
    - Problem
    - Implications
    - Solution
    - Results
    - Call to action

Video Marketing

- ## What kind of videos can you create?
    - No more than 5 minutes. 2-3 is better.
        - Gardening demos –one tip per video
            - How to control cutworms
            - Tobacco mosaic virus—how to recognize it and what to do about it
        - cooking demos—one recipe
        - tour of your CSA
        - spotlight a specific vegetable or value-added product from your farm
    - use all 5 senses in the story (example)

Monetizing Your Site & List

- Affiliate marketing

- Create/sell products, courses, etc.
    - GardenLaunch
    - Beyond Off Grid Summit

- Partner with someone

- locallygrown.net

Outreach & Evangelism

- Lifestyle resources
  - OutpostMinistry.net

- Lifestyle coaching/classes
  - Online options
    - Go To Meeting
    - Zoom
    - Google Hangouts

- Better Life Health Channel on your site
  - http://betterlifetv.tv/better_health_tv.php

Questions?

- davids@CenterForOnlineEvangelism.org

- www.CenterForOnlineEvangelism.org

- 406-646-6070

- office@davidlsharpe.com