

Intro to Online Marketing



Basic Marketing Concepts

What is marketing?

Everything you do to promote your business from the moment you think of the product idea until customers buy your products on a regular basis.

- Jay Levinson, author of Guerrilla Marketing



Basic Marketing Concepts

What is marketing?

The process of finding out what customers want and/or need and satisfying those needs in a profitable way.



Basic Marketing Concepts

1. Sell products that customers want!
2. Learn as much as you can about your market
3. Set aside time/money to research your market
4. Develop a list of key questions to ask
5. Decide what type of information you need
6. Document your results



Basic Marketing Concepts

1. Identify the customers you are trying to attract
2. Develop a customer profile:
 - . Demographics
 - . Lifestyle patterns
 - . Expectations
3. Focus your marketing efforts on this target market
4. Sell products that customers want!!!



Basic Marketing Concepts

1. Share background information about yourself and your business
2. Emphasize the key (unique) features of your products and services
3. Test market new products
1. Provide samples and develop flyers, brochures & displays



Basic Marketing Concepts

1. Solicit feedback from your customers
1. Seek training for yourself and your employees
1. Develop a written customer service policy



Basic Marketing Concepts

Develop a consistent brand.

Your brand is what your customers know and believe about your business and is your way of differentiating yourself within the marketplace

Brand = reputation + sum of all customer experiences



Basic Marketing Concepts

Key steps in creating a brand:

1. Find out what is unique about your business that customers want
1. Determine what the key benefits are of doing business with you
2. Identify what promises you have made to your customers
3. Create a high-quality, simple logo and color scheme (professional)
4. Use it on everything!



“ Logo, Signs, Packaging

- “ Must be made well
- “ To a customer
 - “ A quality brand = a quality business
- “ Can be pricey but is a good investment
- “ A poorly done logo creates a bad first impression



Basic Marketing Concepts

Develop a web presence

Create a well-designed website and promote it widely

Use web-based tools to communicate with customers:

- . Facebook
- . Twitter
- . LinkedIn
- . YouTube
- . Blogs
- . Emails
- . QR codes



“ Your Farm’s Website

- . A great way to reach people
- . Sign of legitimacy
- . Can be expensive to start-up
- . Needs to be updated often



Basic Marketing Concepts

Develop a web presence

Carefully manage your web-based tools:

- “ Start small
- “ Unify your profile and branding
- “ Link everything
- “ Use Social Media



What is Social Media?

Social media is a term used to collectively describe a set of tools that foster:

- “ interaction
- “ discussion and community
- “ allowing people to build relationships
- “ sharing of information

Source: Tufts University <http://webcomm.tufts.edu/web-resources-tufts/social-media-overview/>



Key Principles:

Social media is about conversations, community, connecting with personalities and building relationships.

It is not just a broadcast channel or a sales and marketing tool.

Source: Tufts University <http://webcomm.tufts.edu/web-resources-tufts/social-media-overview/>



Key Principles:

Listen first, speak second.

Authenticity, honesty and open dialogue are key.

Allows you to hear what people say about you, but enables you to respond.

Source: Tufts University <http://webcomm.tufts.edu/web-resources-tufts/social-media-overview/>



Key Principles:

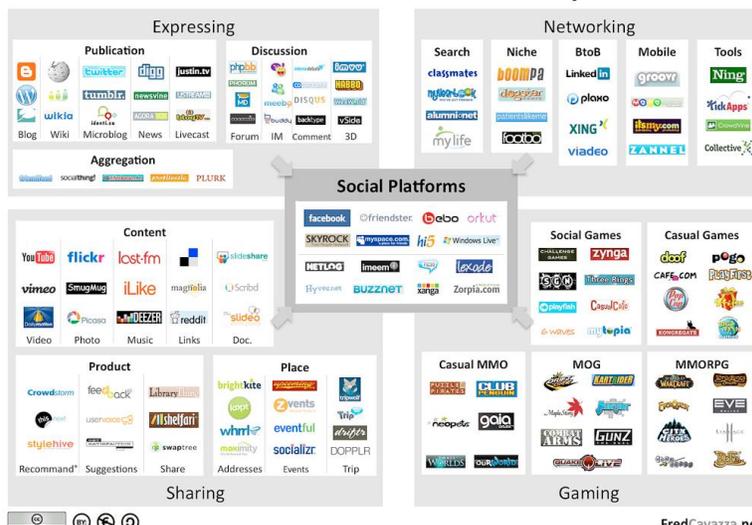
Be compelling, useful, relevant, engaging.

Don't be afraid to try new things, but think through your efforts before kicking them off.

Source: Tufts University <http://webcomm.tufts.edu/web-resources-tufts/social-media-overview/>



Social Media Landscape





Social Media I Course Description

This course explores aspects of social media ranging from marketing to security and privacy concerns. Students will learn how to use the underlying structures of social networks to promote themselves and/or their businesses. Current trends in innovative online and community based technology are explored.

Course Goals

Upon completing the course, students will have:

- “ been introduced to basic models of how ideas propagate through networks
- “ learned specific techniques for applying those models to maximize the impact of their message
- “ explored the unique characteristics of top social networking sites and developed methods of customizing messages to medium
- “ gained an awareness of how to avoid the potential security and image pitfalls of marketing through social media

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Part of **Innovative Communication Design Certificate Program**
 Source: <http://umaine.edu/icd/>



How should you use social media?

It depends

- “ What message(s) do you want to convey?
- “ How much time can you devote to it?
- “ Are you comfortable with having multiple informal interactions with customers?



How should you use social media?

Some ideas

- “ Update customers about products, sales, etc.
- “ Let the customer know more about you and your company.
- “ To gauge interest in a potential new product or service before committing to it.



How should you use social media?

Some ideas

- “ Receive feedback on an ongoing basis.
- “ 24/7 Market Research!



One option: Facebook

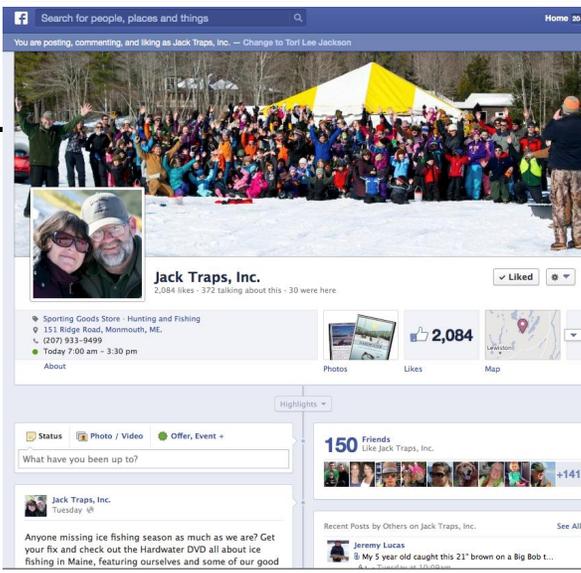
- “ 1.35 billion users worldwide
- “ 1.12 billion mobile users (smart phone)
- “ 864 million daily active users in the U.S. & CA
- “ One in five internet page views in the U.S. occurs on Facebook.



Example: Jack Traps, Inc. on Facebook

Not a farm, butō

- “ Seasonal
- “ Natural-resource based
- “ Small



Example:
Jack Traps, Inc.
on Facebook

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Recent Posts By Others

Jeremy Lucas
My 5 year old caught this 21" brown on a Big Bob this past winter to take first place in the youth division of a local derby.



Unlike · [Comment](#) · Share · Tuesday at 10:09am via mobile

 Jack Traps, Inc. likes this.

 Write a comment...

Example:
Jack Traps, Inc.
on Facebook

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2,000 Page Likes = 20% OFF all Jack Traps!



The Biggest Sale Ever at Jack Traps! (Maybe)

Do you like us? I mean, do you REALLY like us? On Facebook? We are trying to reach 2,000 Page Likes on the Jack Traps, Inc Facebook page by midnight tonight. If we get there, we will announce a coupon code for 20% OFF all Jack Traps.

If you haven't yet, please go to <https://www.facebook.com/pages/Jack-Traps-Inc/117414089152> and "Like" us now!

We have never offered such a big discount on our products. Now that the ice is safe, it's time to get serious about ice fishing in 2013. If you'd like to treat yourself to some brand new Jack Traps at 20% off, tell your friends to get on Facebook now too.

If we get to 2,000 Page Likes, a coupon code will be announced on the Facebook page. The sale will be online only and the coupon code will be required to get the sale price.

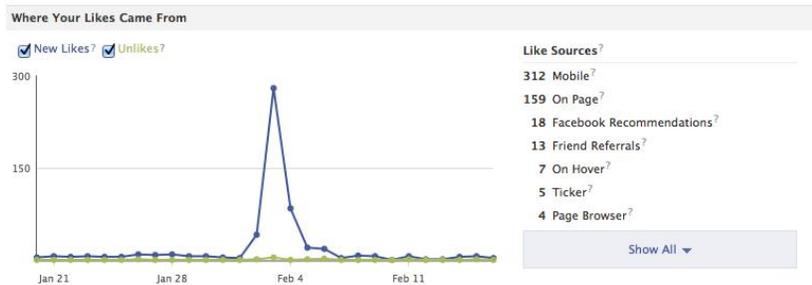
Thank you all very much!

Sincerely,
The Jack Traps Family



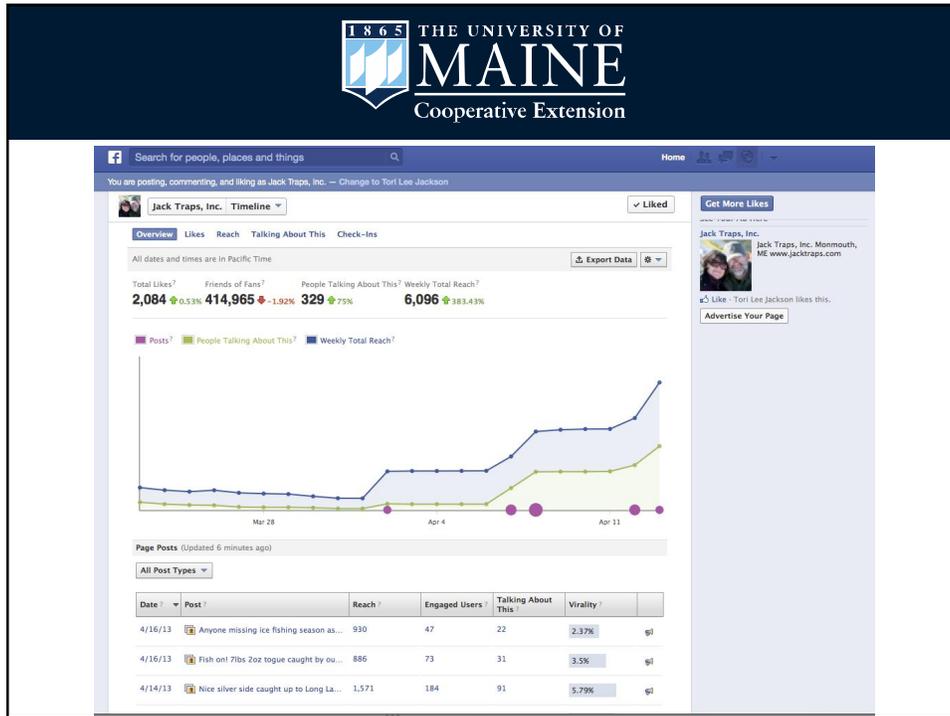
Example: Jack Traps, Inc. on Facebook

- ~ February 3, 2013: ~1,400 Page Likes
- ~ Challenged customers to get us to 2,000 in 3 days
- ~ Offered a 20% discount if we met our goal



Example: Jack Traps, Inc. on Facebook

Campaign and
 Subsequent Sale
 = \$10k in one week!



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Search for people, places and things Home 20+

You are posting, commenting, and liking as Jack Traps, Inc. — Change to Tori Lee Jackson



Jack Traps, Inc.
2,084 likes · 372 talking about this · 30 were here

✓ Liked

Sporting Goods Store · Hunting and Fishing
151 Ridge Road, Monmouth, ME.
(207) 933-9499
Today 7:00 am – 3:30 pm

About

Photos

2,084

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JACK TRAPS
ICE FISHING OUTFITTERS
207-933-9499

Jack Traps, Inc.
★★★★★
3,257 likes · 563 talking about this · 35 were here

Update Page Info ✓ Liked Message

Sporting Goods Store · Hunting and Fishing
151 Ridge Road, Monmouth, Maine 04259
(207) 933-9499
Today 7:00 am – 5:00 pm

OPEN HOUSE DEC. 14
12:00 PM - 5:00 PM
207-933-9499

3,257

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Jack Traps, Inc.
Sporting Goods Store · Hunting and Fishing

Shop Now Liked Message

Timeline About Photos Reviews More

PEOPLE

5 stars
4,339 likes
81 visits

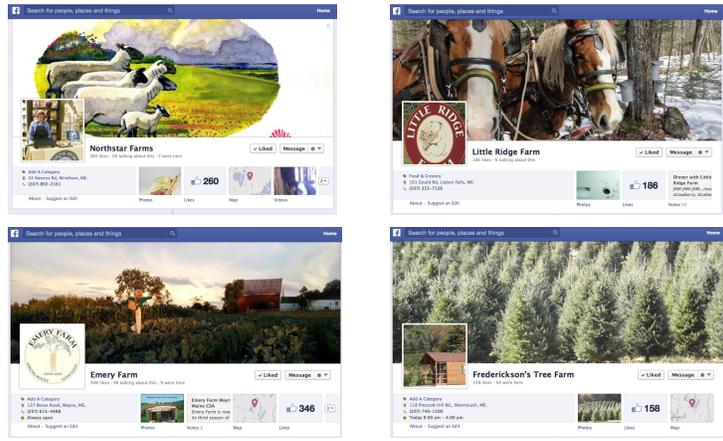
Status Photo / Video Offer, Event +

What have you been up to?

Jack Traps, Inc.

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Maine farms are already doing this!



Northstar Farms 260 likes

Little Ridge Farm 186 likes

Emery Farm 346 likes

Frederickson's Tree Farm 158 likes



How can you use Facebook?

- “ Keep customers engaged with your farm.

- “ Offer special promotions to existing customers.

- “ Remind customers when products are ready (ie. September means back to school AND peak harvest!)



What Should I Say?

- “ Focus on why your product is different
 - . Quality
 - . New
 - . Unique

- “ Do not focus on price
 - . If you can deliver on the quality, customers will pay!



Create a connection with your customer.

Offer “how to” information

- “ Picking
- “ Preserving
- “ Cooking



- “ **E-mail:** Maintain a customer database
 - . Use a service for polished look
 - . MailChimp, Constant Contact, etc.
 - “ Thank them for their business
 - “ Announce upcoming events
 - “ Special offers
 - “ Ask for feedback





“ E-mail

- “ Keep your message simple
- “ Make an offer:
 - “ ie. 10% discount with card
 - “ Make offer valid on particularly abundant items
 - “ Free samples
 - “ Send during a slow+period



**What are you doing
on your farm?**



Special thanks to Lucie Admunson from Locally Laid Egg Company &
Professor James McConnon, UMaine Extension
for their contributions to this presentation.

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