

AGRITOURISM MARKETING

Calaveras Visitors Bureau



ESTABLISH YOUR BRAND IDENTITY

- ▶ *What makes your business unique?*
- ▶ *What is the tone of your business?*
 - ▶ *Educational, playful, sincere, helpful, etc.*
- ▶ *Who is your consumer?*
 - ▶ *Exploring millennial, nature-loving parent, de-stressing tech industry employee, etc.*
- ▶ *What is the level of demand for your product?*
- ▶ *How much business can you handle?*





MARKETING FIRST STEPS

- ▶ *Expect to invest 15 – 30% of your gross into marketing*
- ▶ *Develop collateral*
 - ▶ *Business cards, fliers, brochure*
- ▶ *Build a website*
 - ▶ *Use a template from Wix, Squarespace or WordPress*
- ▶ *Set up your social media platform(s)*
- ▶ *Join your local DMO, chamber & business association & any industry-specific organizations*

WEBSITE ESSENTIALS

The best websites combine simple function with evocative design

FUNCTION

- ▶ *All essential information is either on the home page, or easily navigated to*

DESIGN

- ▶ *Good photography and/or video convey your messaging*



WEBSITE ESSENTIALS: FUNCTION

- ▶ *All essential information including ACCURATE hours, contact info & business description should be on your HOME PAGE*
- ▶ *Link to your social media pages from EVERY page on your website*
- ▶ *Use SEO features that come with template or purchase an add-on*
 - ▶ *Simple keywords help search engines find you*
- ▶ *Name your uploaded photos with keywords - and add your keywords into the “alt” field so search engines can find your photography*
- ▶ *Use an image compressing plugin so you’re not slowing down the load time of your site*
- ▶ *Set up a FREE Google Analytics account so you can measure your site’s effectiveness*
- ▶ *Make sure YOU or someone on YOUR TEAM can easily update*



WEBSITE ESSENTIALS: DESIGN

- ▶ *Choose a mobile responsive template that revolves around imagery, and allows you to include all essential information on the home page*
- ▶ *Navigation should be simple*
- ▶ *Good photography is essential!*
 - ▶ *Take plenty of photos of your product or service – your smart phone photos are perfect*
 - ▶ *Show people engaging in and enjoying your product or service - use friends and family if necessary*
- ▶ *Choose page design colors that reflect your branding*
- ▶ *Limit color to design elements – don't use a lot of colors in your text*



WHY HAVE A WEBSITE?

- ▶ *Your home page ALWAYS conveys your current messaging in a way that's not possible for social media*
- ▶ *Consider your website as an online brochure that can be switched up with current information*
- ▶ *Your website can demonstrate your expertise in your field with engaging content like blogs, vlogs, photo galleries and calendar of events*
- ▶ *Links through to useful information like transportation, business partnerships or other services available to your consumers*
- ▶ *New, web development software makes it easy to get started*
- ▶ *Get help from your DMO or SBDC*



EASY, INEXPENSIVE MARKETING

SOCIAL MEDIA

- ▶ *Start with Facebook – Kaedence will give more tips*

DMO PARTNERING

- ▶ *Your local DMO will promote your business and can connect you with additional resources*

CONTENT CREATION

- ▶ *Develop blogs on your business that can be emailed out to newsletter subscribers and republished on social media*
- ▶ *Create a newsletter sign-up on your website*

PRESS RELEASES

- ▶ *Get your information out to local news media*



QUESTIONS?



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