

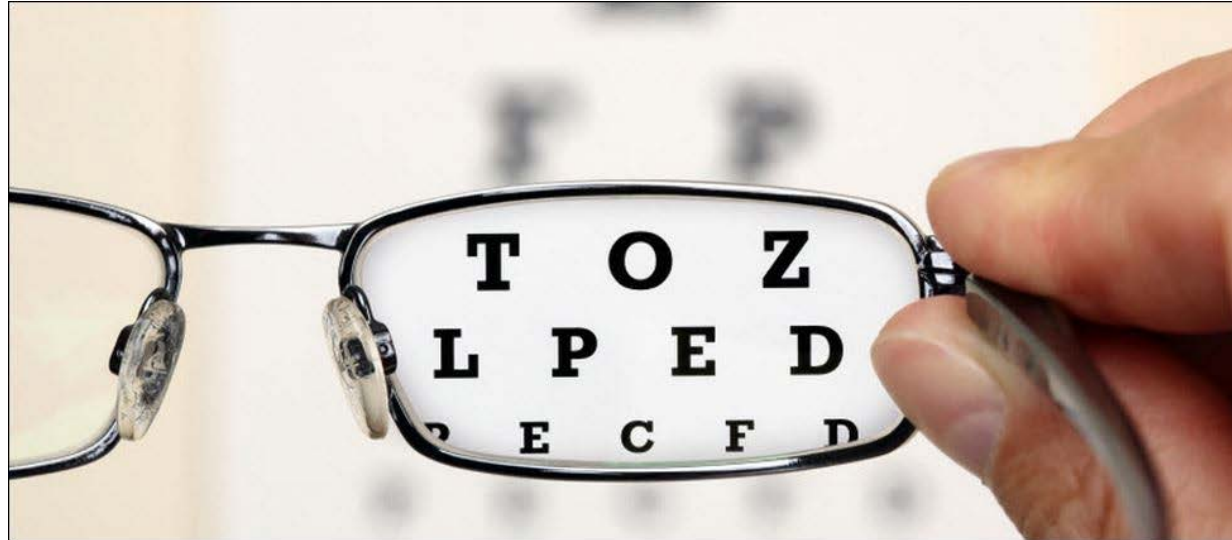
## **Shannon Robinson**

Owner / Digital Strategist at CloverLabs

- 13+ years experience in digital marketing with a focus on SEO, Paid Search and Social Media
- Have worked both in-house and agency side
- Experience helping companies in bio-tech, medical, banking, finance, agriculture, retail, ecommerce, and outdoors

# **Marketing Strategy and Methods**

Growing Awareness and Driving Customers to your  
Agritourism Business



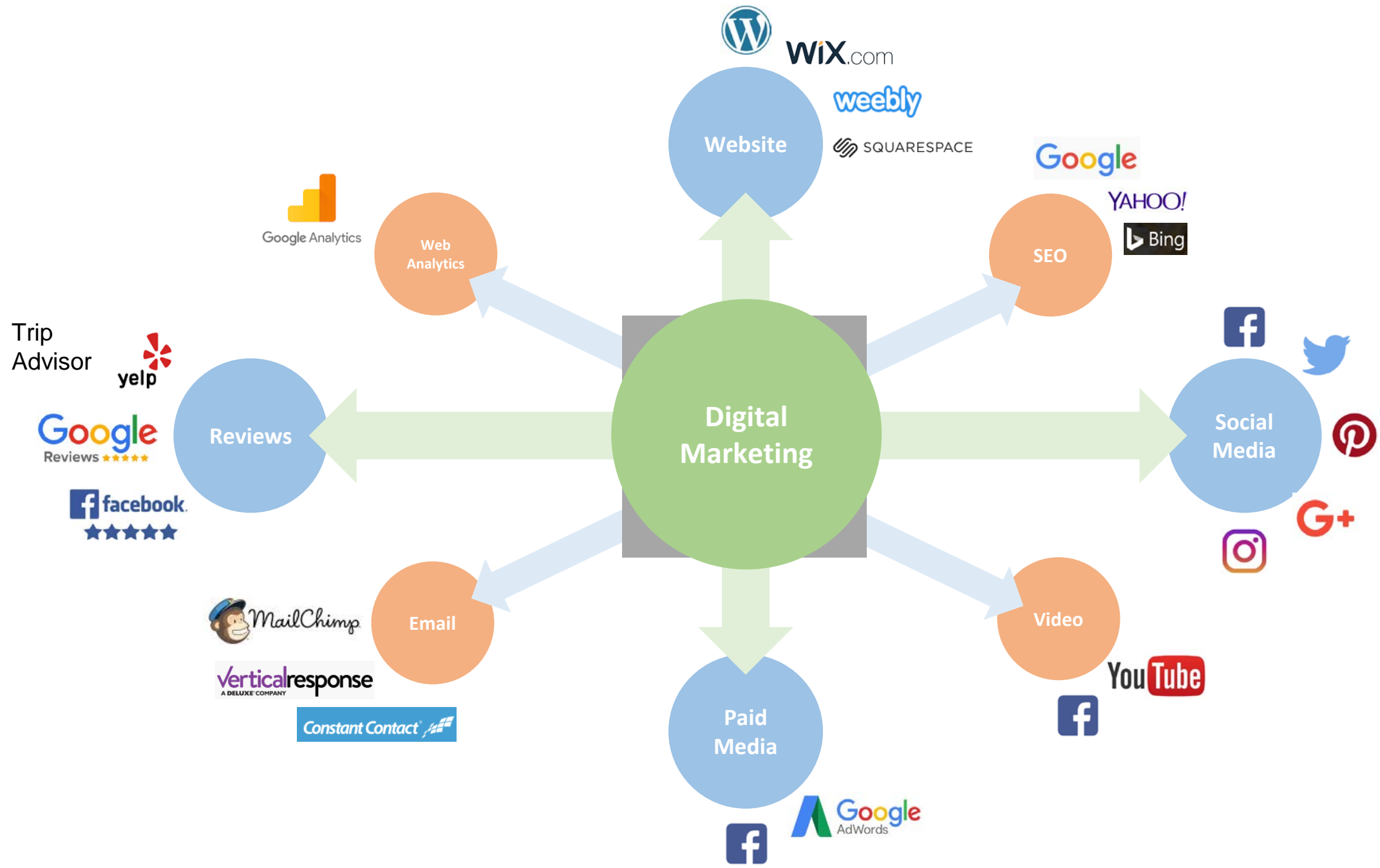
**#1 - Have a clear vision**



**#2 - Know your goals**



**#3 - Plan, Implement,  
Track, Learn, Repeat**



## Website

# Build Brand Authority by Having a Website

### Register Your Domain Name & Choose Site Hosting

Make your domain name relevant to your business and easy to remember.

### Build Your Own Website or Hire a Web Designer

There are many options available for building websites from easy template sites to from the ground up custom; it really depends on how much time and money you have to spend.

### Make Sure Your Site is Mobile Friendly

Everyone is on their smartphones, make sure your website is able to be seen and used on a mobile device or you could lose out on potential customers.

### Have a Blog and Post to It!

Consistent, well written and highly relevant blog posts will help to engage your customers and get more of your website indexed with Google.



### IMPORTANT

Have a plan for your website before you start building it. Even if that means drawing it out on paper. It will save you headaches down the road.



# SEO

## Make Sure the Search Engines Can Find You

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### On Page

#### **Keyword Research**

Understand how customers are searching for your product or service. Also look for questions related to your industry that you can provide authoritative answers to through your landing pages or blog posts.

#### **Content Optimization**

Have unique & descriptive page titles & meta descriptions for each of your web pages. Make sure to use relevant keywords throughout your page copy to help search engines better understand and index your content.

#### **Fresh & Useful Content**

The internet is flooded with content so in order for yours to stand out from the crowd it will need to be unique, fresh, highly relevant for your customers and useful as well. If you don't have experience writing it is strongly recommended that you hire a copywriter.

### Off Page

#### **Set up a Google My Business account (Claim Map Listing)**

It's free and will enable you to appear in local search results for queries specific to your area of operation.

#### **Local Citations**

Build profiles on reputable national and local directories and resources that can provide signals to the search engines about your business.

#### **Social Linking**

Make sure that you are linking back to your website whenever possible from your social posts on all of your channels.



## Email

# Build, Grow, and Cultivate your Email Marketing

### Choose An Online Email Provider

There are many to choose from and the one that will be right for your business is very much dependent on how much you are willing to spend and how often you plan on emailing your list.

### Build Your List

Why should they sign up? What value will your emails offer?  
Special deals? Cool new product launch announcements? Special events?

### Track Performance

Keep an eye on your Email Campaign Analytics like, open rate, click through rate (CTR), and unsubscribes. This will tell you if you are sending emails that your list actually wants to read.

#### IMPORTANT

- Don't add anyone to your email list without their permission.
- Ask subscribers to add you to their contacts or safe sender list.

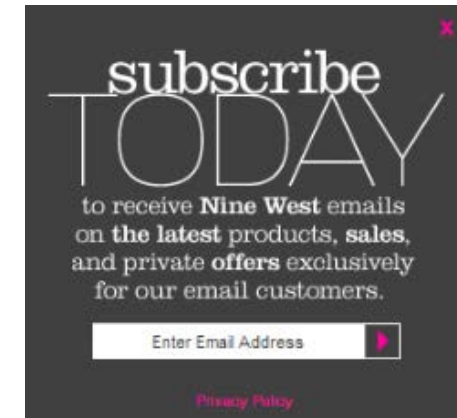
*Place a sign-up form on your website  
with an enticing call to action:*

WELCOME TO THE NEW ONLINE HOME OF G.H. BASS & CO.

SIGN UP FOR OUR EMAILS & TAKE 20% OFF YOUR NEXT ORDER!

NEVER MISS OUT ON SPECIAL OFFERS, THE LATEST ARRIVALS AND EXCLUSIVE DEALS!

SUBSCRIBE NOW





## Social Media

### Invest Time in Social Media

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#### **Claim Your Brand Name on Major Social Channels**

Even if you haven't opened your doors, you should still claim all of your social channels with your brand name. No fun finding out later that the name you want is taken.

#### **Make Sure Your Branding is Consistent**

Spend the time and effort creating a look and feel for your brand that can be used across all of your social channels. This helps brand awareness and recognition from current customers.

#### **Create A Social Media Calendar**

Rather than sporadically sending out posts and tweets to your followers, plan out your content ahead of time so that the messaging and media are consistent with your brand. (and your posts are properly tagged and tracked as well)

#### **Don't Be a Bullhorn**

Businesses that are the most successful at social media don't only broadcast to their followers, but engage with them as well. Be sure to respond to and interact with your customers.



## Video

### **Video Distribution & Promotion**

Take advantage of the power of video by utilizing both YouTube and Facebook for their video hosting and distribution capabilities.

#### **VIDEO IDEAS**

- How To's
- Property Tours
- New Product Release Demos
- Interviews
- Customer Stories
- Behind the Scenes Videos
- Host a Q+A

### Social Networks

**Examples:** Facebook, Twitter, LinkedIn

**Why people use these networks:**

To connect with people (and brands) online.

**How they can benefit your business:**

- Market Research
- Brand Awareness
- Lead Generation
- Relationship Building
- Customer Service

### Media Sharing Networks

**Examples:** Instagram, YouTube

**Why people use these networks:**

To find and share photos, video, live video, and other media online.

**How they can benefit your business:**

- Brand Awareness
- Lead Generation
- Audience Engagement

### Bookmarking & Content Curation Networks

**Examples:** Pinterest

**Why people use these networks:**

To discover, save, share, and discuss new and trending content and media.

**How they can benefit your business:**

- Driving Brand Awareness
- Customer Engagement
- Website Traffic

## Increase Customer Revenue Through Online Advertising

**AdWords helps you find new customers, while Facebook helps new customers find you.**

### AdWords

- Can reach 2.6 billion searchers every month
- Averages cost per click \$2.32
- Can get a campaign up same day
- Keyword targeting
- Target ads by geo location
- Robust conversion reporting
  
- High learning curve
- Needs careful management or costs can go over budget
- Need some web experience to set up tracking
- CPC can be very expensive for some search terms

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### Facebook

- 1.28 Billion monthly active users
- Averages cost per click \$1.72
- Can get a campaign up same day
- Interest targeting
- Micro targeting of specific groups (Audience)
- Target ads by geo location
- Ad insights and reporting
  
- Small learning curve
- Limited to Facebook users
- Need some web experience to set up tracking

### IMPORTANT

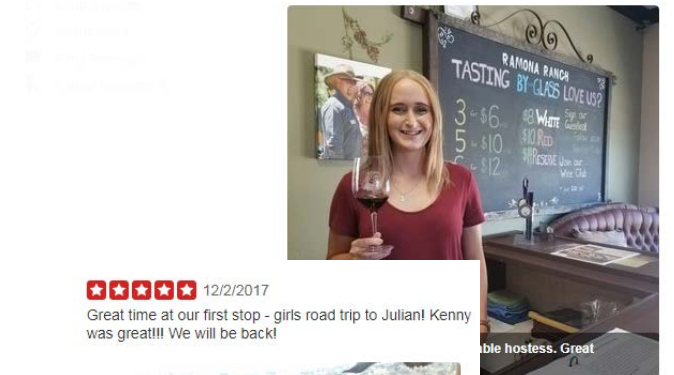
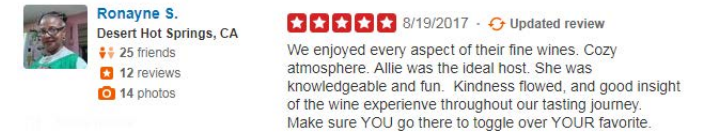
- Have a targeted and hyper relevant landing page to entice conversions.
- Know your goals and track your ROI.

## Why Managing Reviews is Important to Your Bottom Line

- Consumers are likely to spend 31% more on products/services from businesses that have excellent reviews
- 84% of customers trust online reviews as much as a personal recommendation
- A negative review can drive away approximately 22% of customers

## Review Acquisition and Management Tips

- Monitor your online reviews regularly and respond to any negative ones.
- Ask customers for reviews so you have a steady stream of recent reviews.
- Get online reviews on a variety of review sites, such as Yelp, TripAdvisor and any others relevant to your industry or customer base.



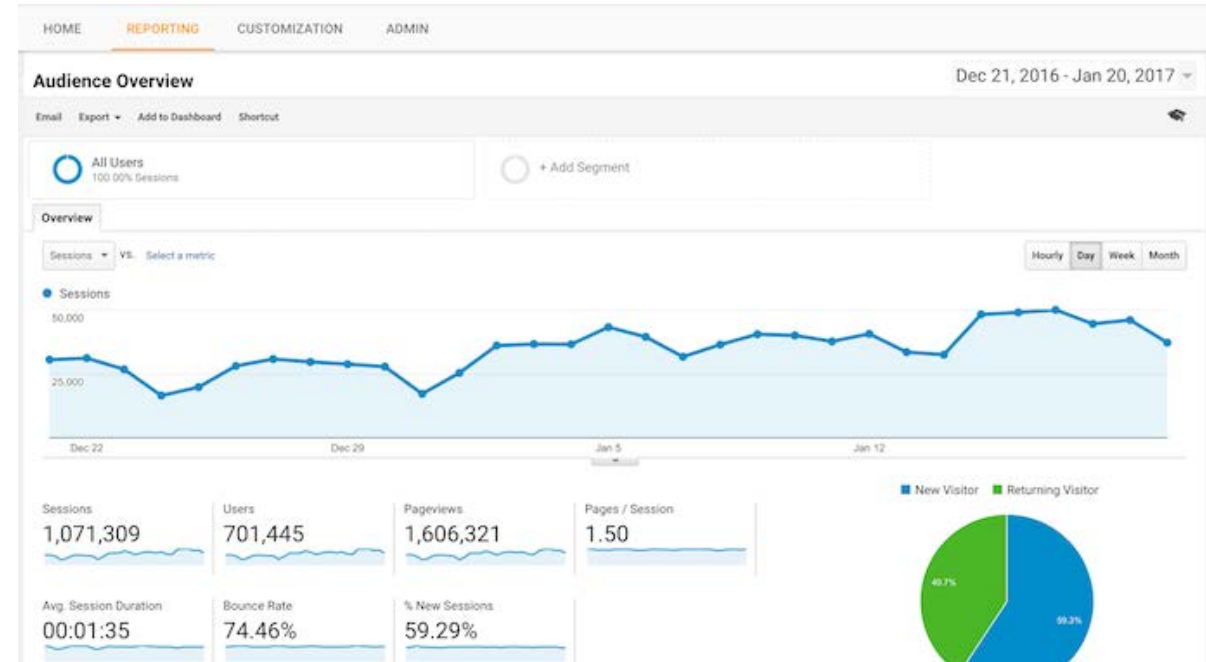
**IMPORTANT:** Never offer to pay for a review from a customer, this is against most review platforms use policy.

Google Analytics a powerful — and free — website analysis tool that can help you better understand your current and potential customers.

It can help you understand how people are interacting with your website, where visitors are coming from and how often they visit, what parts of your site are capturing their attention and where customers lead to sales.

### Google Analytics Gives You Visibility Into:

- Traffic Sources
- Conversions (Goal Completions)
- Average Time on Page
- First Time vs. Repeat Visitors
- Geo-location and Languages
- Site Speed
- Bounce Rates
- Top Landing Pages



### IMPORTANT

Have Google Analytics installed on your site as soon as you are able to so you to not miss visits to your site.



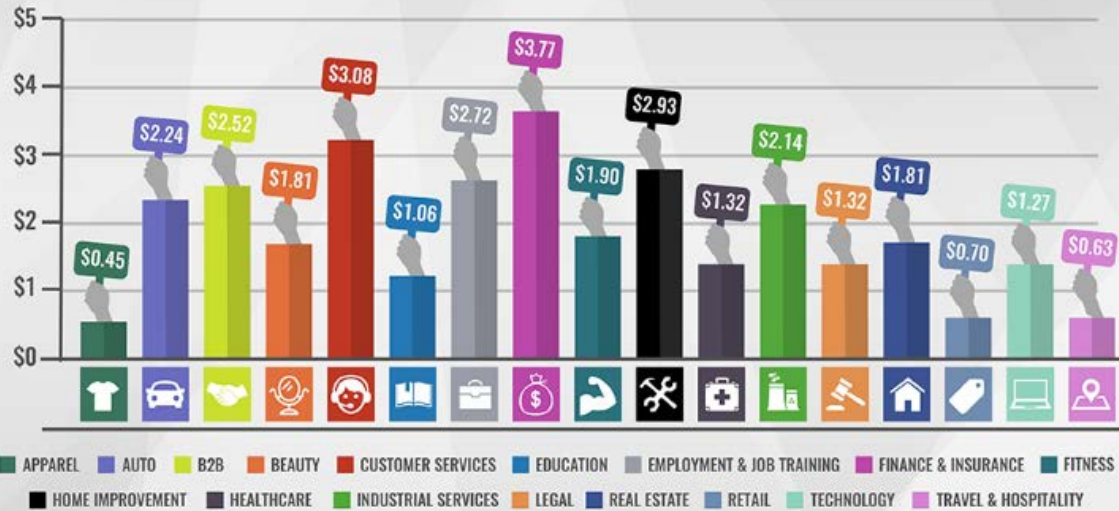


Paid Media

Industry Benchmarks

### AVERAGE COST PER CLICK

The average cost per click (CPC) in Facebook ads across all industries is \$1.72



### GOOGLE ADWORDS INDUSTRY BENCHMARKS

#### AVERAGE COST PER CLICK

The average cost per click (CPC) in AdWords across all industries is \$2.32 on the search network and \$0.58 on the display network.

