



Using Social Media to Build Community & Drive Sales

2

Social Media Overview

Using Social Media to Build Community & Drive Sales

1. Benefits of social media
2. What platforms to use
3. How to use each platform
4. 30-day Social Media Plan
5. Action Plan

Benefits of Social Media

1. Free visibility (highly used platforms)
 - a. Brand awareness
 - b. Building trust
 - c. Conversions

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 - b. Building trust
 - c. Conversions
2. Build community
 - a. Storytelling > share the journey
 - b. Real-Time Updates
 - c. Messaging

Social media platforms to use

- Instagram
- Facebook
- Nextdoor



1. Highly Visual

- a. Instagram is ideal for showcasing the visual aspects of farm products, farm life, and behind-the-scenes processes with pictures & video.

Instagram





Instagram

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2. **Engagement**

a. With features like Stories, Reels, and IGTV, Direct Messages, you can engage with your audience in various ways.



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3. Local Reach

a. Hashtags & tagging your location allow you to reach local customers effectively. Local businesses and markets can be tagged to enhance visibility within the community.



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Facebook





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3. **Marketplace**

- a. You can use Facebook Marketplace to sell products directly or join local groups to promote your farm products within the community.



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Nextdoor





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3. Event Promotion

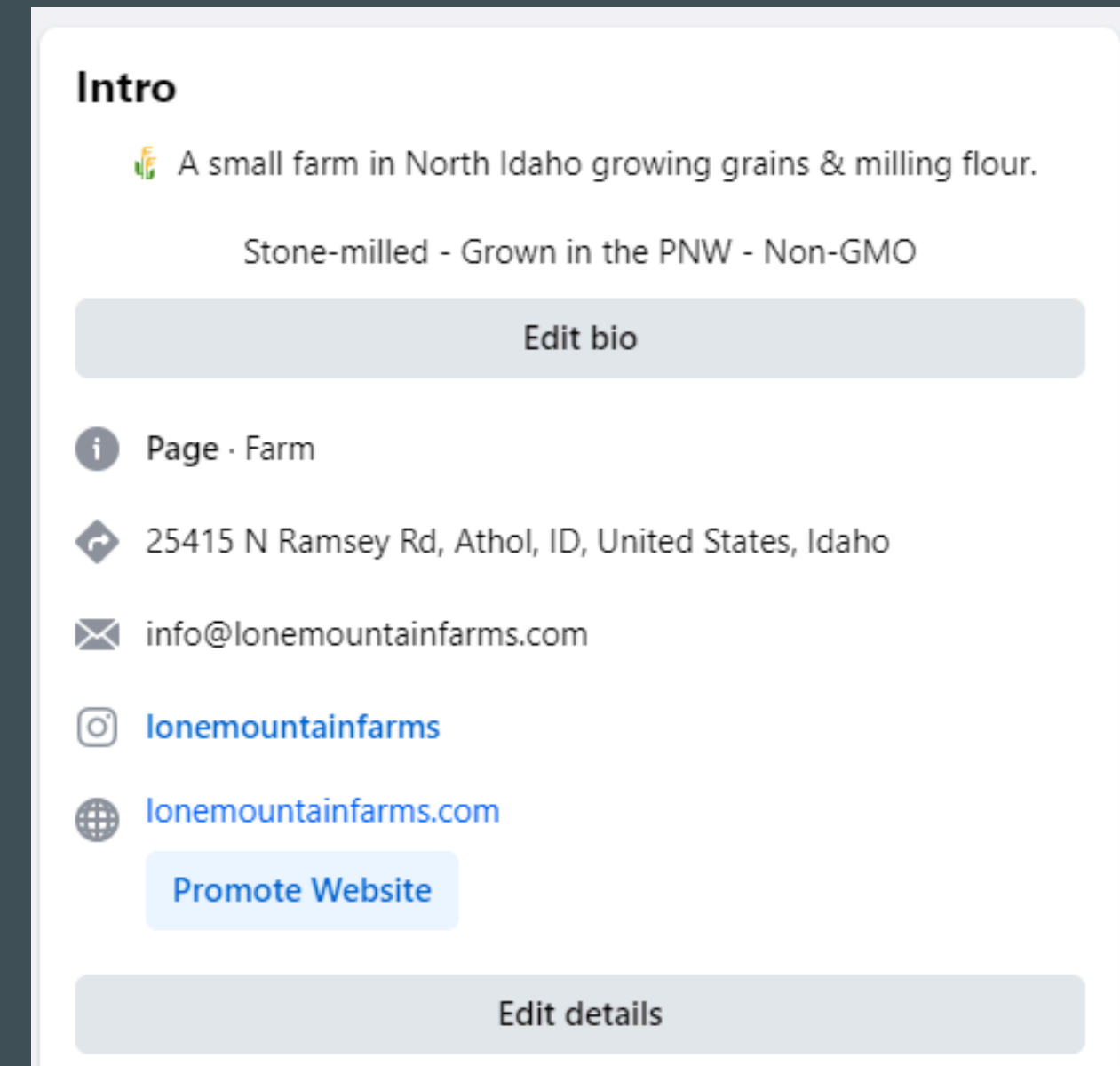
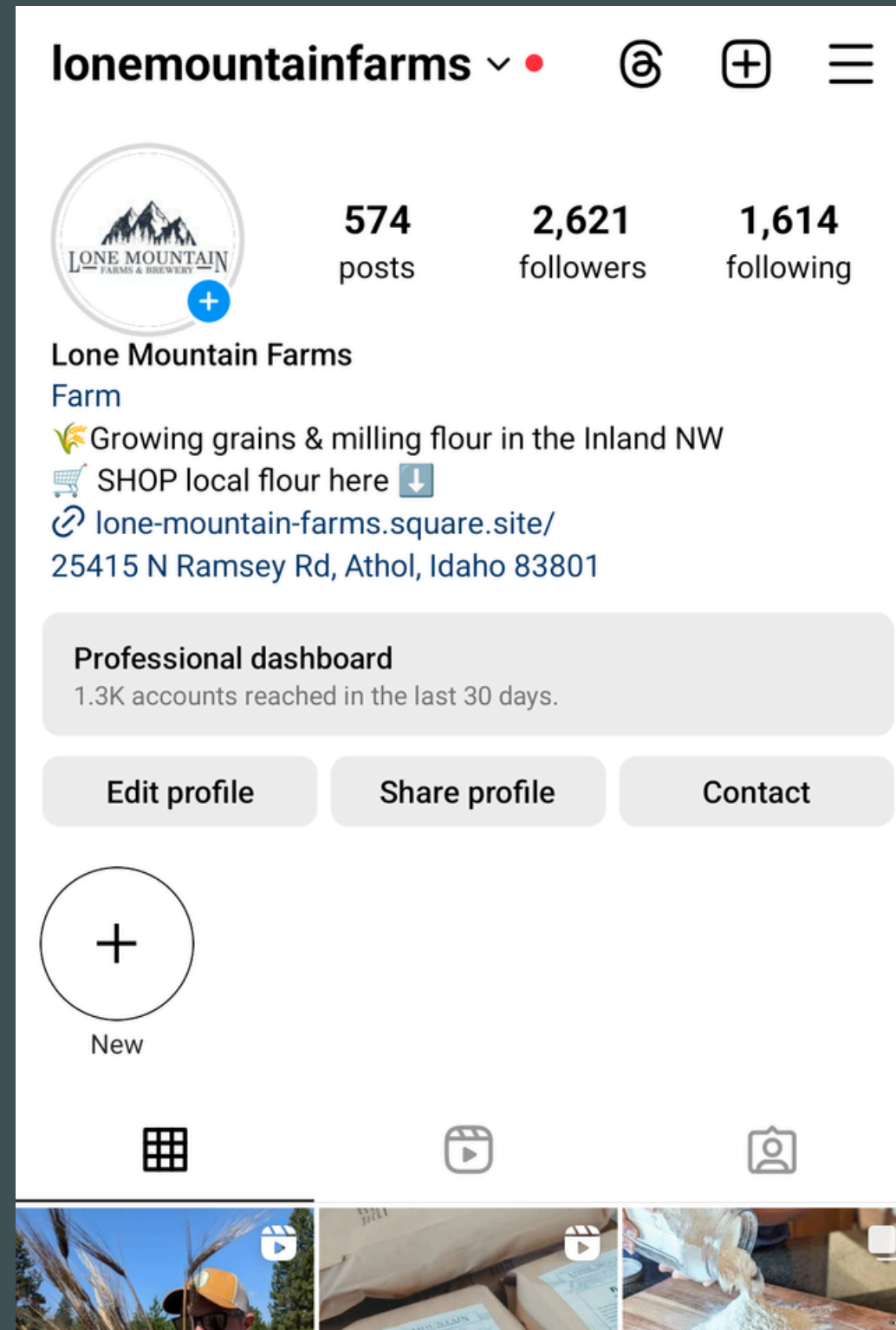
- a. You can use Nextdoor to promote farm events, market days, or special sales directly to your local audience, who are more likely to attend or purchase.

How to use each platform

1. Choose 1 platform
2. Take advantage of it's features
3. Get consistent with posting
4. Then add the next platform

Set up your profile

- Bio
- Links
- Address
- Hours
- Contact info





Instagram

1. **Reels (video)**
2. **Carousel Posts**
3. **Stories**



Instagram

1. Reels

- a. Short, engaging videos that showcase farm life, product preparation, or quick tips.
- b. You can add TEXT over video/image & add MUSIC.
- c. Up to 90 second (recommend 15-30 secs)
- d. Have a long life
- e. Target NEW audience – fun & engaging



Instagram



2. Carousel Posts

- a. These are multi-image posts where you can share a sequence of images or a combination of photos and videos to tell a more in-depth story.
- b. Will show up multiple times in followers feeds
- c. Up to 20 images (add what has value)
- d. Target Followers – building trust



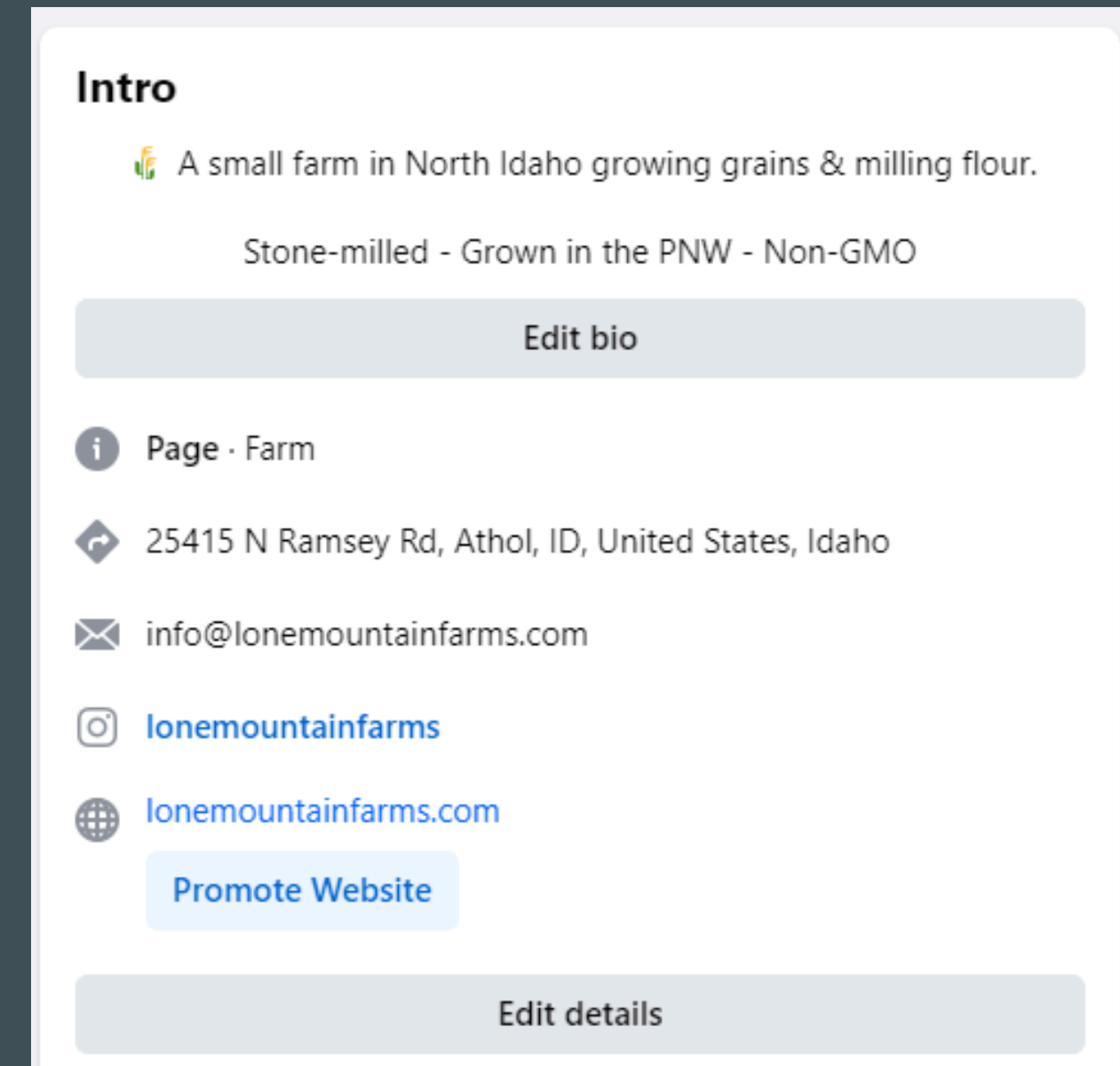
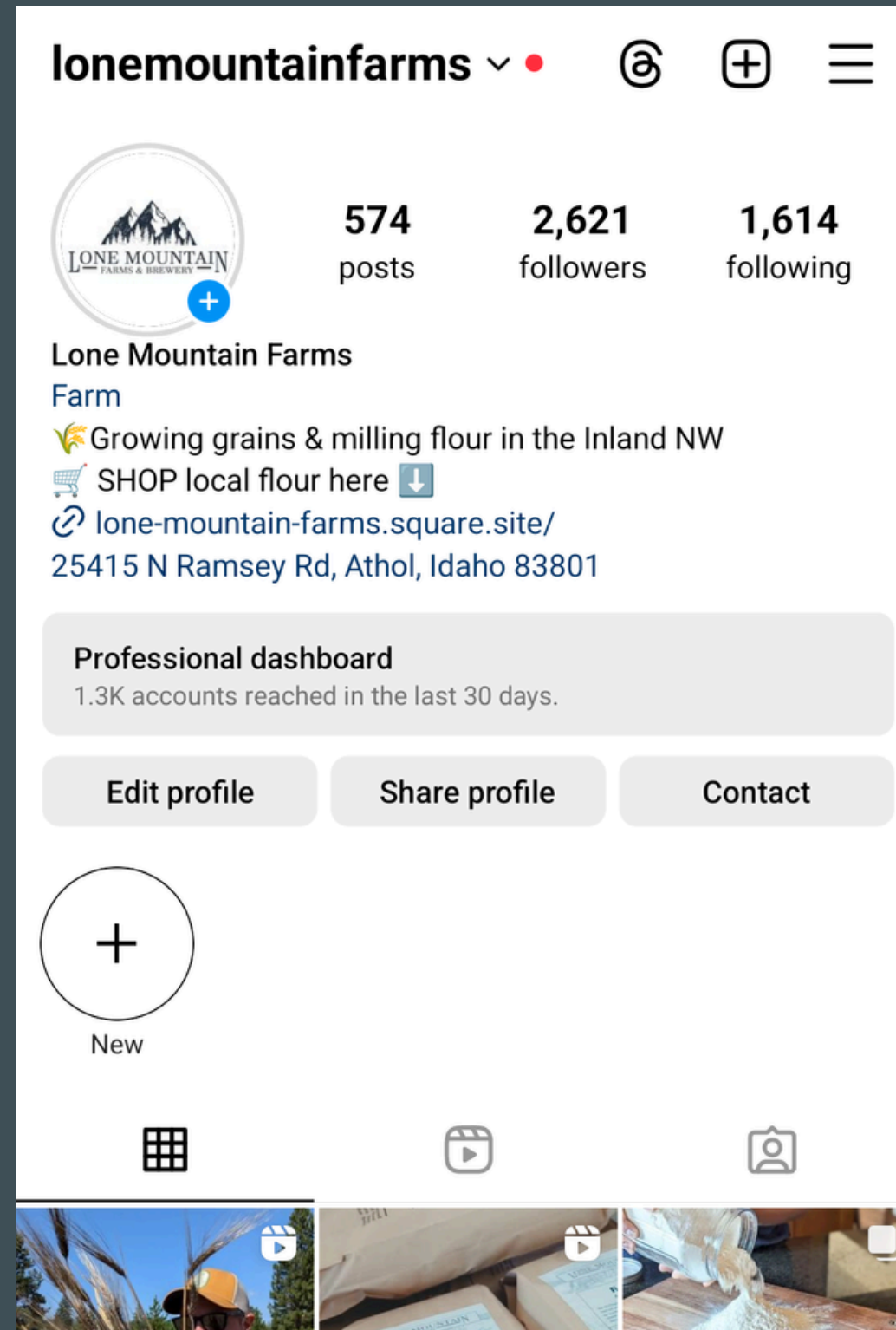
Instagram

3. Stories

- a. Temporary posts that are great for real-time updates, behind-the-scenes content, or quick polls and questions to engage your audience.
- b. Last 24 hrs
- c. Can be added to highlights (under your bio)
- d. Target Followers – behind the scene

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Facebook

1. **Live Videos**
2. **Event Posts**
3. **Photo Posts**



Facebook



1. Live Videos

- a. Live videos allow real-time interaction with your audience, which can be used for **virtual farm tours** or live product demonstrations.
- b. Make sure to have good internet & audio
- c. Recommend not exceeding 10 mins (value)
- d. Target new & existing customers – fun & educational



Facebook



2. Event Posts

- a. Create events for local markets, farm tours, or special promotions. These posts help spread the word and increase local attendance.
- b. Update the discussion
- c. Invite your friends
- d. Share to groups
- e. Target new & existing customers



Facebook



3. Photo Posts

- a. High-quality photos of your products, farm, or customer experiences can be shared with descriptive captions to engage your audience.
- b. 1 picture is typically great
- c. If you're recapping an event, then post lots to share the whole experience
- d. Target Followers



Nextdoor



1. **Recommendation Posts**
2. **Event Announcements**
3. **Local Deal Posts**



Nextdoor

1. Recommendation Posts

- a. Encourage satisfied customers to recommend your farm in their Nextdoor feed. These posts often carry a lot of weight in local communities.



2. Event Announcements

- a. Use Nextdoor's event feature to announce upcoming local events like farmers' markets, pick-up days, or special promotions.



Nextdoor

3. Local Deal Posts

- a. Offer special promotions or discounts specifically for your local community, creating a sense of exclusivity and urgency.

30-day Social Media Plan

1. What to post
2. Content Checklist
3. Story Ideas
4. Frequency
5. Posting Schedule

What to post on Social Media

3 P's to Posting

1. Personal
2. Product
3. Process



Personal



1. Your background
2. What led you to do what you do
3. Your mission
4. Your values
5. Who's involved



Product



1. What's available
2. What's new
3. Where are you selling the product / how to buy
4. Testimonials from customers
5. Features & Benefits of you product



Process

1. Behind the scenes
2. Educational tips
3. How to use the product



3 Ps to Posting



Content Checklist

1. Visuals

- a. High-quality photos or videos that match the theme.

2. Captions

- a. Engaging and aligned with the theme.

3. Hashtags

- a. Relevant hashtags for your business and local community.

4. CTA (Call to Action)

- a. A clear call to action in your post or story.

Story ideas

1. Behind the Scenes

- a. Capture spontaneous moments around your business, like a quick video of morning chores, packaging products, or setting up at a market.

2. Add Stickers

- a. Location
- b. Polls/Questions
- c. Links
- d. Captions

3. Tag other people if possible

4. Add music & text over the video/photo

Frequency

1. Post/Reel Frequency: 3 Posts per Week
2. Story Frequency: 3 Stories per Week

Posting Schedule Example

1. Monday: Post 1 – “Personal” theme
2. Tuesday: Story – Behind the Scenes
3. Wednesday: Post 2 – “Process” theme
4. Friday: Post 3 – “Product” theme
5. Saturday: Story – Market Day Prep



30-Day Social Media Calendar

JANUARY

TOPICS

Winter @ the Farm

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-------------------------|-------------------|-----|-------------------------------------|---|---|--------------------------------|
| 01 Closed | 02 | 03 | 04 | 05 | 06 Closed | 07 Closed |
| 08 Closed | 09 Vacation !! | 10 | 11 | 12 | 13 | 14 |
| 15 Closed | 16 | 17 | 18 Email • Open • new beer | 19 Social • Back open | 20 Closed Social • Featured beer | 21 Social • Food |
| 22 Social • games | 23 | 24 | 25 | 26 Email • Oktoberfest in January | 27 Social • Fun @ the Farm | 28 Social • Special beer |
| 29 | 30 | 31 | | | | |

Training

Using ChatGPT as Your Marketing Assistant

- Generates more creative ideas and how to communicate those ideas.
- Faster content generation than traditional brainstorming and research.
- Handles repetitive tasks like creating new social media posts.
- Simplifies the process of creating a whole month's worth of content.

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“I just wanted to reach out again and let you know how much your training on Chat GPT has empowered me and changed my life! I now feel more confident & professional even on days when I’m not creative!”

— Kayla, Homestead Produce

Action Plan

- ✓ Choose 1 Social Media platform to focus on
- ✓ Update Social Media bios
- ✓ Create your 30-Day Social Media Plan
 - Brainstorm content ideas for the next 30 days
 - Research hashtags (*I have a few ready for you*)
 - Capture pictures & video
 - Write captions with call-to-action
 - Schedule or post in real-time

Questions?

✓ emily@cultivatingyourmarket.com