



Building a Social Media Strategy

CHAD GRUBE



An Overview

01

CREATING A SOCIAL MEDIA MARKETING STRATEGY

A look into defining your goals, identifying customers, cultivating engagement and a 4-Step Plan

02

MODEL IN PRACTICE - SOCK PROJECT

Applying our marketing model to the Sock Project

03

AN IN-DEPTH LOOK - INSTAGRAM

Learn about content types, uses, the explore page, strategies for success and tools to make your life easier.



Defining Goals

GUIDING QUESTIONS

What does success look like for your marketing campaign, how will you measure this?

What is the scope? Are you looking to complete a project or pursue long-term growth?

Who do you aim to reach, and why?

How will your marketing plan fit into your overall mission?

The Customer Base

IDENTIFICATION

Look to your current following on social platforms and your previous customers. What common trends can you find?

Use tools, articles and databases to find trends in agritourism

Lean on your collective experience for insights into what customer types are best to target

UNDERSTANDING MOTIVATIONS

By utilizing a tool like the Needs Assessment, you can translate what motivates people to visit the farm into what will spark their interest on social media

Think about the types of services people have enjoyed in person. Are these educational, immersive, or focused on sustainability?

TASK-BASED INITIATIVES

These are posts which feature a direct call to action for your followers. This can be a poll, asking a question, offering a giveaway or soliciting a review. Getting followers and customers to complete activities related to your brand is a straightforward way to drive engagement.

EXPERIENTIAL EVENTS

These events often involve telling a story, evoking emotion, providing education or hosting conversations. Videos, livestreams and written stories are great examples of multisensory experiences that foster connections with followers.

Cultivating Engagement

The 4-Step Plan - Overview

01

DRIVERS

Social Media Objectives & Motivations

Combine your newly defined goals and market research to create actionable items and content creation

02

INPUTS

Engagement Methods and Behaviors

Utilize a variety of engagement strategies to reach your audience and learn from your own and others content to identify customer behavior habits

03

THROUGHPUTS

Creating a Community

As you make new connections with other creators and followers, your engagement focused content will foster the growth a community

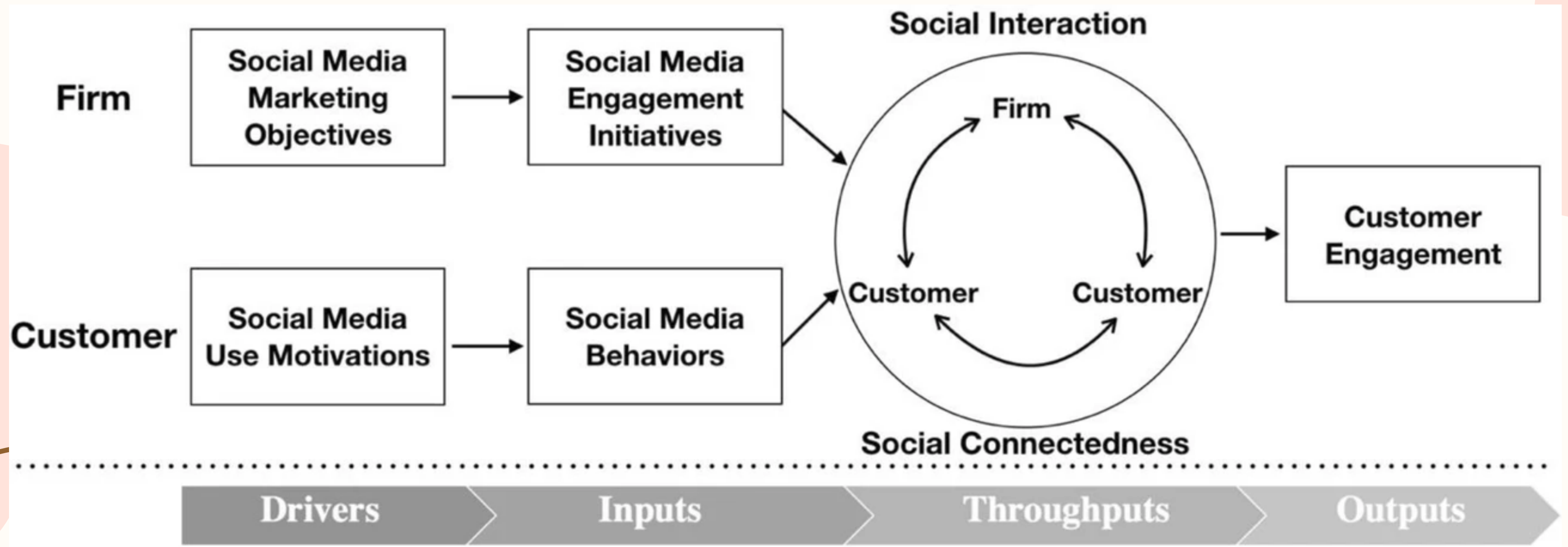
04

OUTPUTS

Building Engagement

By building engagement, you should gain more passionate customers and more enjoyment in creating content

The 4-Step Plan





The Sock Project - Goals

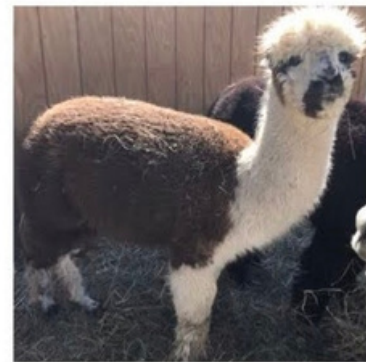
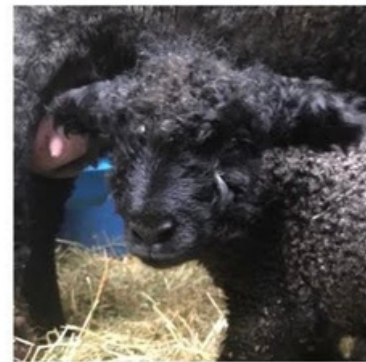
PROVIDE A UNIQUE
PRODUCT AND
EDUCATIONAL
EXPERIENCE

INCREASE BRAND AND
ORGANIZATIONAL
AWARENESS FOR NSFT

CREATE A SUSTAINABLE
AGRITOURISM PRODUCT
THAT IS ENJOYABLE FOR
FARMS AND
CUSTOMERS ALIKE



The Sock Project - Market Research



One of the best sources of knowledge is your own customer base. Through the Needs Assessment we can identify traits and motivations of our customers. Two key groups in the assessment are Family Oriented visitors and locally supportive visitors. Knowing this we can draw from farmers markets, fiber festivals, and MN resources to learn more about what matters to these customers

On Instagram we can look to successful pages and their content to identify key concepts. A consistent trend is pictures of animals or plants instead of products and key words that emphasize locality, farming and the different types of animals pictured.

Applying the 4-Step Plan

01

DRIVERS

Social Media Objectives & Motivations

Increase awareness and sales for farms participating in the Sock Project

Users are interested in education, entertainment and local products

02

INPUTS

Engagement Methods and Behaviors

Create posts stories and polls promoting the product.
Develop stories about the animals and fiber used.

Identify whether your followers prefer to observe or co-create

03

THROUGHPUTS

Creating a Community
Opportunities for individual farm followings to interact through NSFT

04

OUTPUTS

Building Engagement
Identify shifts in page metrics and brand awareness

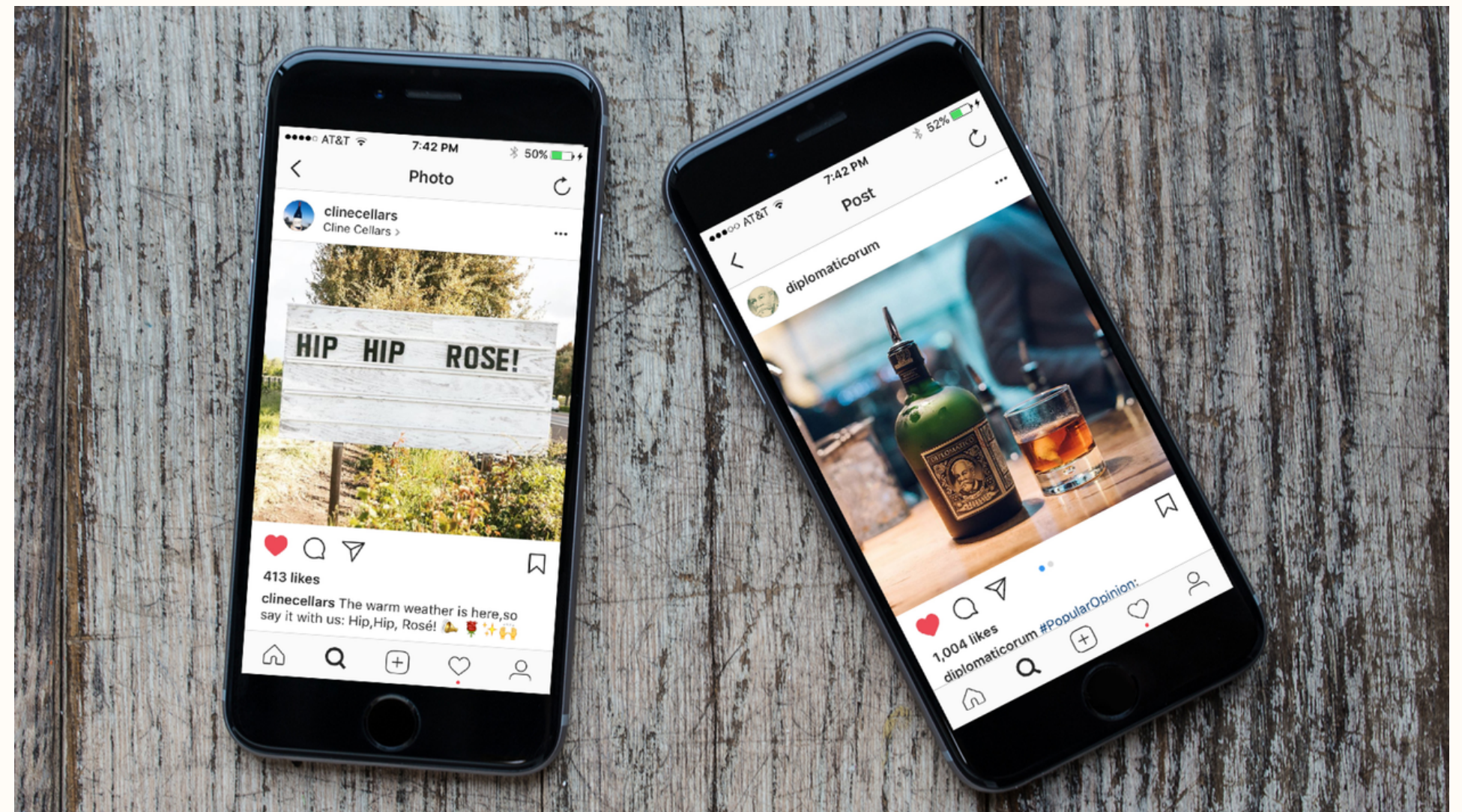
Instagram

Content Types and Uses

Posts: Foundation of Instagram content, very versatile. Serves as the main vehicle of the Explore page

Stories: Offers quick doses of content. Great for polls, pictures, ads and easy engagement methods

Livestreams: Offers great potential for education and building of stories. Teach followers new skills or give personal view into life on the farm



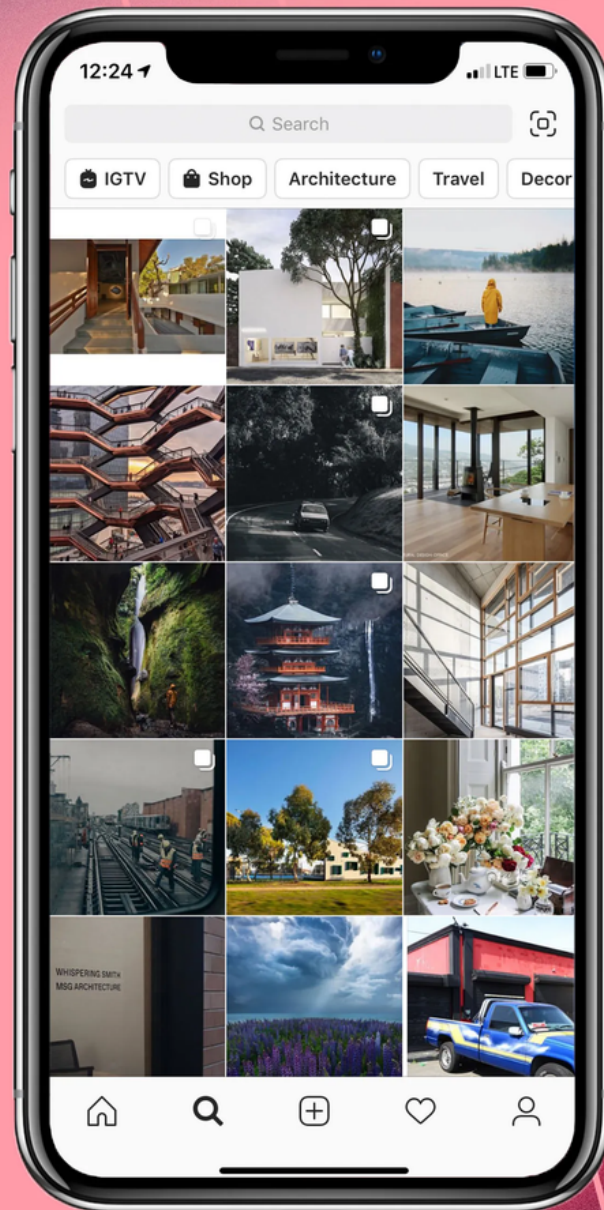
Instagram

The Explore Page

Selecting Tags: Add hashtags to posts to reach a wider audience. Look to successful pages for inspiration on how to gain new followers

Algorithm: Selection of tags, interesting descriptions and consistency are rewarded on Instagram. By focusing on these topics and using experimentation, you will have a better chance of being featured.

Uploading Schedule: One of the most important ways of boosting your page in through consistent uploading. Utilizing scheduled posts can lighten the load of content creation.



Instagram

Strategies for Success

TELLING STORIES

Specifically in the Agritourism industry, telling stories, providing education and building emotional connections are popular and provide great avenues for engagement

COOPERATION

Building connections and interacting with other social media pages, inside NSFT and beyond, are a great avenue for growth and allow for mutual benefit

CONSISTENCY

Building a social media page takes time, creating a schedule helps to continually build on your progress



Tools & Templates





Looking Forward

LONG TERM BENEFITS

Open new pathways for Agritourism, build an individual and collective social media presence and create opportunities for growth through brand awareness and revenue generation

HAVING FUN

Above all else, this should be a process you enjoy. Think of things you've wanted to do or stories you want to share. If you have fun creating your content, others will be able to share in the enjoyment