



# Social Media Marketing

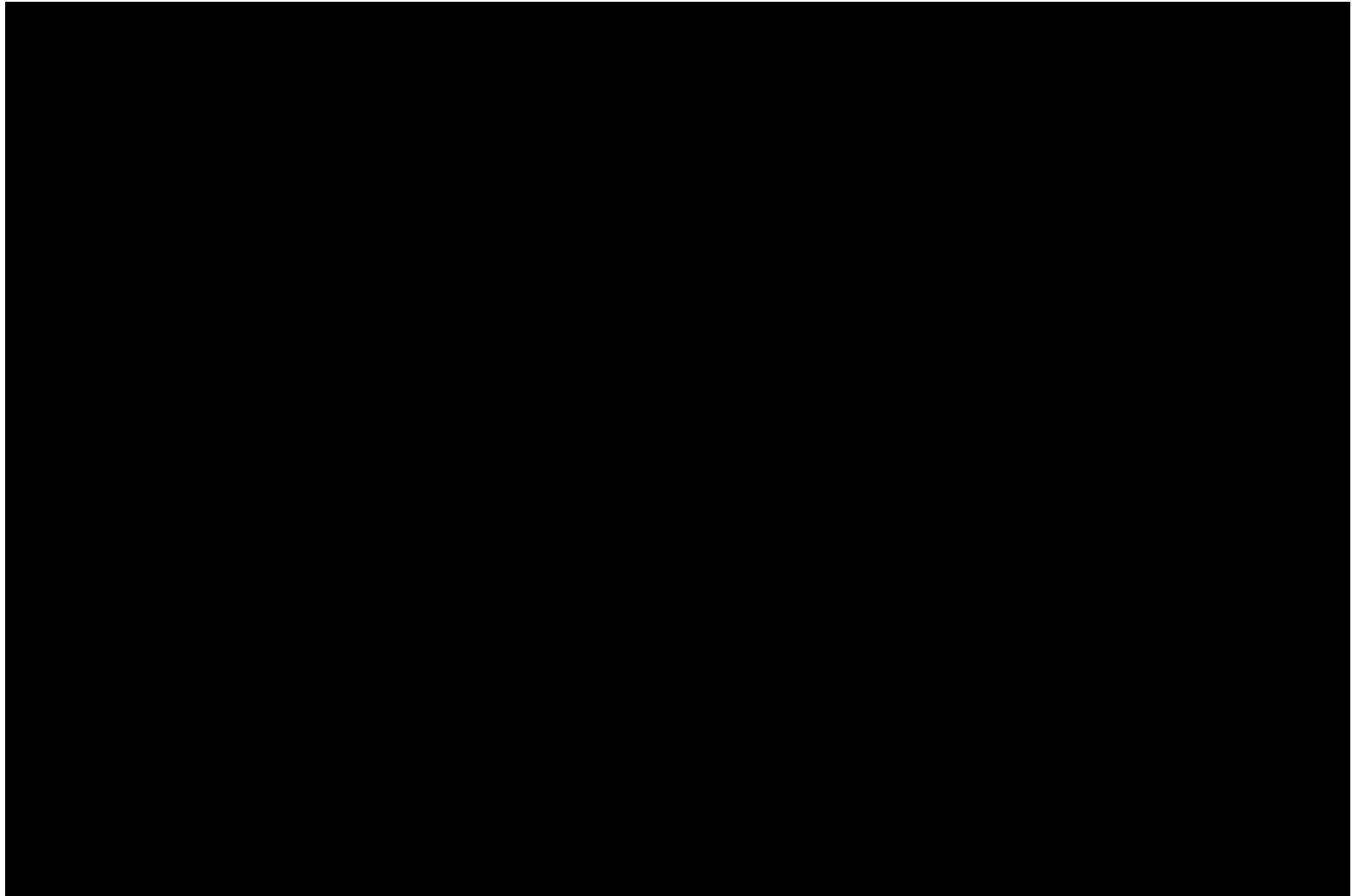
Julie Fox, Ph.D., The Ohio State University  
6 January 2011, IL Specialty Crop Growers

EMPOWERMENT THROUGH EDUCATION





You are already there  
... to some degree



# Approach

- Based on ‘things’ you already know  
(marketing, experience economy, relationships)
- Goal in mind/then the tools/then goals  
(use same content in many ‘places’)
- Fits with your existing  
communication activities –  
traditional & social media
- Yours, Mine & Ours

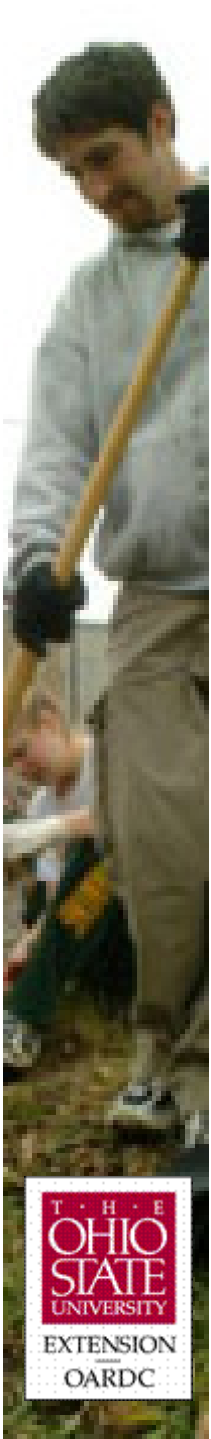


# Understanding Social Media

## What?

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- **Social Media**
  - Transforming people from content readers into co-creators
  - ‘Public’ Conversations
  - ‘Social’ Connections
  - Viral Marketing
  - Beyond visibility -- conversations and relationship building
  - Emerging ... stay close with customers



# Understanding Social Media Why?

- **Brand Awareness (Know You)**
- **Website... Traffic (Visit You)**
- **Customer Communication & Loyalty (Connect With You)**
- **'Trial' (Experience You)**
- **Follower – Customer – Friend – Fan (Share – connect with one another)**



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**Most trusted source of information**

**#1 A person like yourself (Edelman Trust Barometer)**



# Social Media Trends for 2011

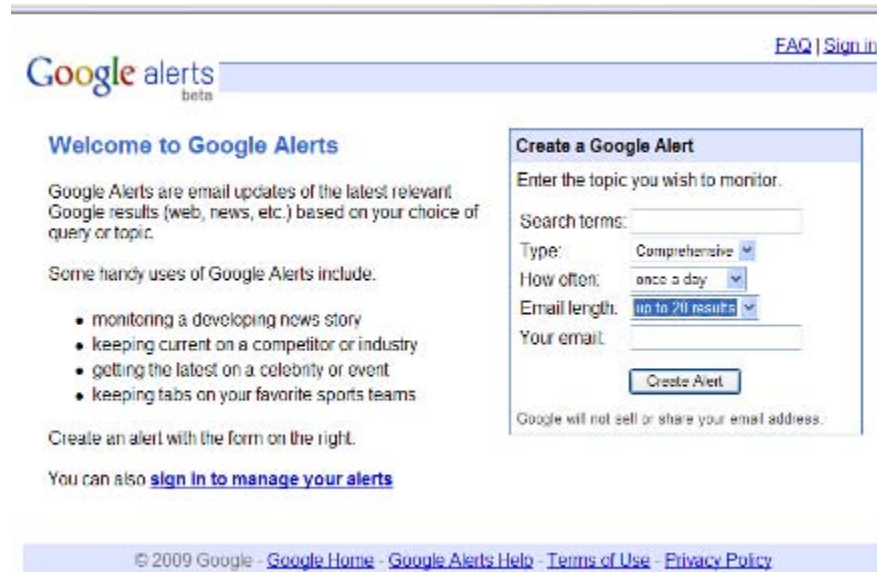
- **Location-based marketing** (Four Square)  
<http://places.google.com/business>
- **Video goes “live”**
- **Game on**
- **Deals** (Groupon, Living Social)
- **QR codes**  
[www.google.com/help/maps/favoriteplaces/business/barcode.html](http://www.google.com/help/maps/favoriteplaces/business/barcode.html)
- **Social Commerce** (Facebook)
- **Mobile**, <http://blog.nielsen.com>
- **Co-Creation ... Control**



# 1. Know what is being said about you online

- Your customers are online participating in social media and taking you with them

- Blogs
- Videos
- Flickr
- Others



The screenshot shows the Google Alerts website. At the top, there's a navigation bar with "Google alerts" and "beta" text, and links for "FAQ" and "Sign in". Below this is a "Welcome to Google Alerts" section. It explains that Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on the user's choice of query or topic. It lists some handy uses of Google Alerts: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on favorite sports teams. It then says "Create an alert with the form on the right." and "You can also [sign in to manage your alerts](#)". On the right side, there's a "Create a Google Alert" form. It asks the user to "Enter the topic you wish to monitor." and has a "Search terms:" input field. Below that are dropdown menus for "Type:" (set to "Comprehensive"), "How often:" (set to "once a day"), and "Email length:" (set to "up to 20 results"). There's also a "Your email:" input field and a "Create Alert" button. At the bottom of the form, it says "Google will not sell or share your email address." At the very bottom of the page, there's a footer with copyright information: "© 2009 Google" and links for "Google Home", "Google Alerts Help", "Terms of Use", and "Privacy Policy".

- Google Alerts, <http://www.google.com/alerts>
- Social Mention, <http://www.socialmention.com>



# Example: YouTube Video Post by Guest





## 2. Become familiar with social media sites

- Blogs and micro blogs (wordpress)

- **Twitter**, <http://twitter.com>



- Photo and Video sharing sites

- **YouTube**, <http://www.youtube.com>

- Social Networking Sites

- **Facebook**, <http://www.facebook.com>

- Mobile Apps



- Other – Where are reviews posted?

- **TripAdvisor**



# Become familiar with social media sites

OFBF Family of Sites | About OFBF | Ohio County Pages | Contact Information | Login

SEARCH



NEWS  
& EVENTS

MEDIA &  
PUBLICATIONS

POLICY  
& POLITICS

BENEFITS &  
MEMBERSHIP

EDUCATION &  
REFERENCE

GET  
INVOLVED

Farm Bureau membership has its benefits. Check them out!

## GET INVOLVED

Overview

Advisory Teams

Action Teams

Young Ag Professionals

Youth Programs

AgriPOWER Institute

Advisory Councils

Leadership Development

Current Reader Poll

Resources

I am Farm Bureau Contest

Home » Get Involved » Resources

## DISCOVER YOUR SOCIAL WEB: AN OHIO FARM BUREAU GUIDE TO SOCIAL MEDIA

BACK TO RESOURCES

### Appendix A: Best Practices

It's now easier than ever for friends and beyond. If you Facebook some tips to help share your

### Appendix B: Resources

Here's a quick guide of the links in the Guide to Social Media.

### Discover Your Social Web

2.0

Download the entire Guide to

### Facebook Business Page

Business usage of Facebook h

## Discover Your Social Web:

An Ohio Farm Bureau Guide to >>

**SOCIAL  
MEDIA  
VERSION 2.0**

media

within their circle of the Web, here are

Ohio Farm Bureau

media \*Version

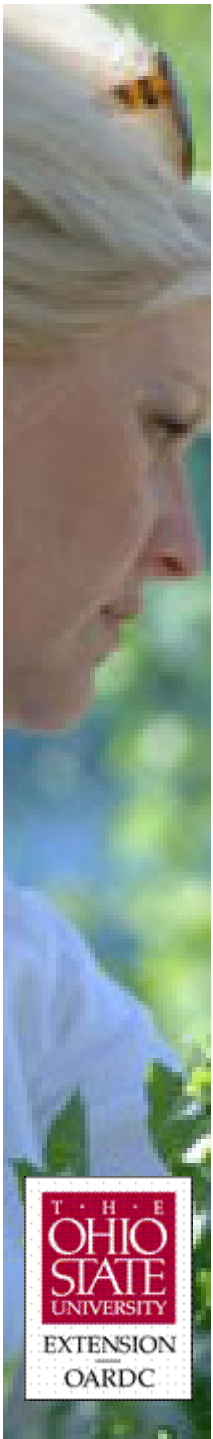
ished. Learn how to



- <http://ofbf.org/get-involved/resources/107/>

### 3. Get engaged with great content

- With pictures and video customers can see, hear and experience your market without leaving the house...
- Go where your customers are online to update them on real time conditions or promotions of interest.



# Get Engaged

## cleveland foodie

No, that's not an oxymoron. Our city is filled with talented chefs (even one Iron Chef) and must-try dishes. Cleveland might not have the quantity as other cities, but we have the quality. From gourmet grocers, to mom and pop sandwich shops to high-end celebrity chef restaurants - it's a great place for a foodie.

[ABOUT THE AUTHOR](#) [CHEF INTERVIEWS](#) [CHEF RECIPES](#) [ADVERTISING](#) [CONTACT](#)

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family

**The Chef's Garden - First Snowfall**

thechefsgarden

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OARDC



## 4. Get Your Customer Engaged

- More than telling your story
- Customers communicate with one another
  - Get the conversation started
  - Get feedback on new products
  - Give customers the opportunity to tell their story about their experience with your business
- Find ways for your customers to get to know your business in a way that they **feel like part of the business** and can develop a sense of loyalty
- When customers connect with a business they become more than customers, they **become friends** of the business. **Friends want to see want to see you succeed.**





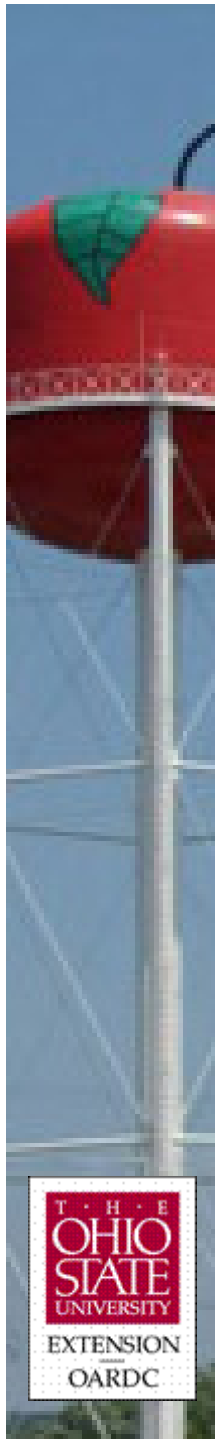
# Give People Something to Talk About

What's Unique?




[http://3.bp.blogspot.com/\\_AjoRnXJpYG0/SWN4N-KKWEI/AAAAAAAAAw/YXP L8aEzuSE/s1600-h/p-\(46\).jpg](http://3.bp.blogspot.com/_AjoRnXJpYG0/SWN4N-KKWEI/AAAAAAAAAw/YXP L8aEzuSE/s1600-h/p-(46).jpg)

# Get Customers Engaged Facebook, Cherry Crest



Attach: Share

  
View Photos of Cherry (4)  
Send Cherry a Message  
Poke Cherry

It's always a crazy time at Cherry Crest Critter County!

**Information**

Relationship Status:  
In an Open Relationship

Current City:  
Lancaster, PA




Hometown:  
Strasburg, Lancaster, PA

Political Views:  
Animals for Mayor Gilbert Goat



Religious Views:  
What ever God says


Website:  
<http://www.cherrycrestadventurefarm>


**Mutual Friends**  
10 friends in common [See All](#)


 Kim Kuipers  
 Rachelle Anderson  
 Jane Eckert

**Friends**  
433 friends [See All](#)


 Cherisse Conlon  
 Danny Givens  
 Joyce Himes


 **Cherry Crest** Still more incriminating photos of "Pedro Pig and the Gang" in Bahamas. Cherry Crest owners, Jack and Donna Coleman, would like your input on how you think they should handle this situation. Responses will be shared at their press conference early next week - aired here on Facebook.

  
18 minutes ago · Comment · Like · Share


 **Cherry Crest** While Pedro Pig and his friends continue their luxurious vacation in the Bahamas, pigs remaining at Cherry Crest Farm feel a deep sense of rejection. "You bet I feel rejected," says Louie Pig. "We were always a tight bunch. And so while we spend weeks in snow up to our snouts they swim in tropical waters. The pain o...

[See More](#)


  
24 minutes ago · Comment · Like · Share

 **Missy Speicher**  
  
Missy just compared Cherry to another friend.  
Missy is comparing their friends on Compare Friends.

March 7 at 12:41pm via Compare Friends · Comment · Like · See what they said

 **Cherry Crest** NEWS FLASH! The Pig Paparazzi is hot on the trail of Pedro Pig and his friends from Critter County. It was originally thought that the pigs were vacationing in Florida with friends, HOWEVER, arial photographs report their location on the Bahama Island! Cherry Crest's owner, Jack Coleman, is reported to be outraged t...

[See More](#)

  
February 24 at 11:03am · Comment · Like · Share

# Get Customer Engaged The Experience

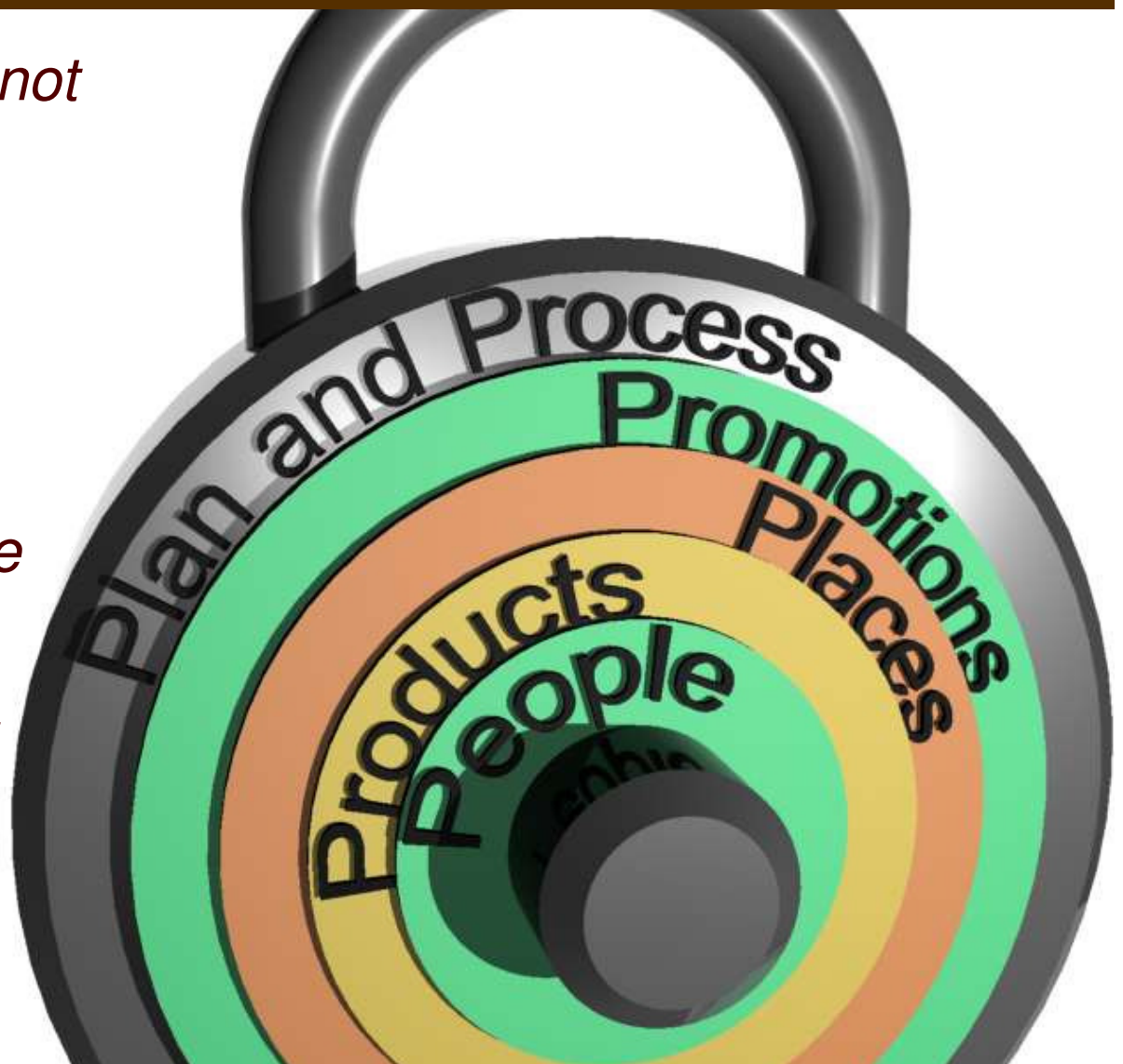
Your Story – Their Story





## 5. Integrate social media into your marketing plan

*Marketing is not only much broader than selling, it is the whole business seen from the customer's point of view.*  
Peter Drucker



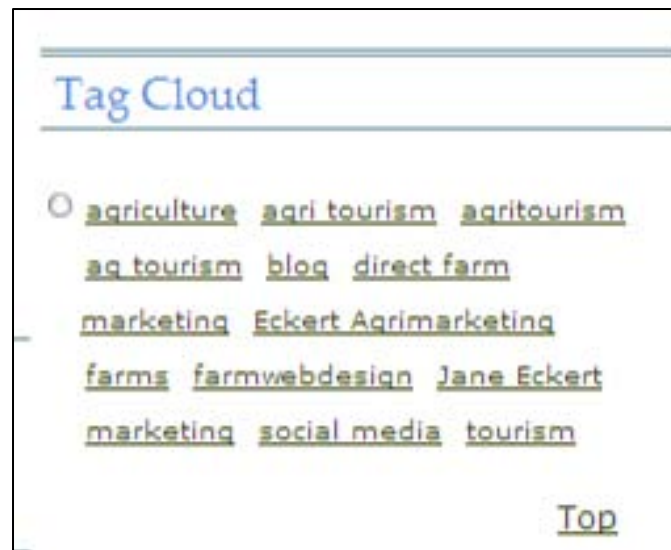
# Integrated Approach





# Integrated Approach

- **Tags** (8-10 keywords)



- **Incorporate into existing communications,...**
- **Work with others** (CVB, Food, Enthusiasts, ...)



# How To...

## Crawl, Walk, Run...

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- Establish online presence
  - Website .. listening
- Enrich Content
  - Podcasts, Videos, ...
- Engage online influencers
  - Blog outreach
- Embrace community
  - Social network, Contests, ... Mobile



# Contact

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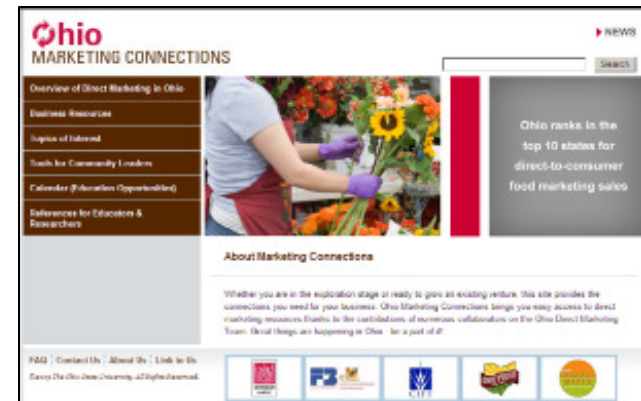
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