Social Media Marketing

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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?

• 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)*

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](http://places.google.com/business)

• **Video goes “live”**

• **Game on**

• **Deals** (Groupon, Living Social)

• **QR codes**  

• **Social Commerce** (Facebook)

• **Mobile**, [http://blog.nielsen.com](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

- Google Alerts, http://www.google.com/alerts
- Social Mention, http://www.socialmention.com
Example:
YouTube Video Post by Guest

Created with a non-activated version
www.avs4you.com
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

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
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 you succeed.
Give People Something to Talk About

What’s Unique?

http://3.bp.blogspot.com/_AjoRnXJpYG0/SWN4N-KKWEI/AAAAAAAAAw/YXPL8aEzuSE/s1600-h/p-(46).jpg
Get Customers Engaged

Facebook, Cherry Crest
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)

  ![Tag Cloud]

  - agriculture
  - agri tourism
  - agritourism
  - blog
  - direct farm
  - marketing
  - Eckert Agrimarketing
  - farms
  - farmwebdesign
  - Jane Eckert
  - marketing
  - social media
  - tourism

- Incorporate into existing communications,…
- Work with others
  (CVB, Food, Enthusiasts, …)
How To…
Crawl, Walk, Run…

• 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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