

# FACEBOOK: TIPS & STRATEGIES TO ADAPT AND CONNECT NOW

## Key Take-Aways:

- Should I actively market during a crisis? Wildfires, COVID-19, etc.
  - Yes, but refine or pivot your message to address/acknowledge current circumstances
- Should I market when we are closed or off-season?
  - Yes, keep your business in people's minds, send recipes, updates about planting during off-season
- Quick overview
  - Organic vs. Paid Strategy: Organic strategy refers to your regular posts. Paid strategy includes boosts & ads. Use same look & feel for your Organic & Paid strategies.
  - Which Network should I choose? Facebook or Instagram?
    - Most people are on Facebook, so if only time for one, use FB
    - Best practice to be on both platforms
  - Analytics: 69% of all adults are on FB, 75% of FB users are on daily + there has been record usage during COVID: Your audience is already present, so paid ads are beneficial & cost-effective
    - Go to Pew Research for additional data
- What is a Social Media Strategy?
  - Provides a plan to follow that complements your overall marketing goals:
    - Increase customer satisfaction
    - Bring in new customers
    - Increase traffic to your website, social media sites & physical location
    - Increase revenue
- Why do you need a strategy?
  - Create consistent (brand & frequency of posting) & engaging content
  - Decide how often you can post & stick to it
  - Increase efficiency – create a posting schedule that coordinates with your markets
  - How to keep it fresh & engaging? Post recipes, take snippet videos at the market, canning, freezer sauce, show happy customers with your product.
    - In every post, include consistent info on where to find you, but mix up where repetitive content is posted
- Brand Identity & Voice - Be Consistent
  - Are you fun, elegant, hip, quirky, urban, informal, chic?
  - What adjectives would you like your audience to use if they were to describe you?

- Build relationships with customers through content
  - Photos of the farm or business, people on the farm, help them get to know you
  - Build on the personality you show at the market – this will differentiate you
- Know who your audience is
  - Demographics: age, gender, income, marital status, occupation/industry, education level
  - Location: neighborhood, city, state, countries// urban, rural
  - Psychographics: interests/activities, attitudes/opinions
- Taking Action: Getting your message out
  - Post to your Feed or post Stories
    - Feed - Post best photos to Feed because they will last
      - Use hashtags (#) as in Instagram
    - Stories – 10 seconds long, stay on your page 24 hours, then disappear
      - Good for funny posts, sales, changing hours
      - Good to post while at market – “only 3 left...”
  - Be selective in what you post to your Feed – max 2 per day recommended, can post more to stories.
  - Facebook Live + Videos
    - 1-minute maximum length
    - Real-time – can promote a Facebook Live post
    - Opportunity to cross-promote with other vendors at the market
    - Facebook Live will save in Feed as a video
      - Can delete post if needed
- **IMPORTANT TIPS TO GROW YOUR FOLLOWING**
  - Complimenting Actions
    - Set up Events – create an event for all farmers markets where you sell: When someone searches in Facebook for “events near me today” – They will see your business in their search. FREE opportunity to get in front of new people.
      - Create different events for each market, even if they occur on the same day because events are geographic specific
    - Invite all interactions to “Like” your page
      - An interaction is anyone who likes a post or comments on a post
      - Look at your post – click on all people who “liked” the post. Click the “invite” button for anyone who doesn’t already like your page
  - Facebook Ads: Build Ads or Boost a post
    - Stephanie offers a 2-hour class on building ads, but FB offers step-by-step
    - Boost a post – select audience, choose duration, budget per day, click boost
    - Build awareness, send traffic to your sites, increase sales
    - Can boost ahead of a market

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