

Promoting Your Products for Online Sales

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Overview

- If it doesn't work, keep trying
- People can be dense, and social media is instantaneous
- Sometimes it's about having content in the right place at the right time and some component of that is luck, and the other is showing up
- Doesn't have to be costly and can be time-efficient if managed
 - Post Scheduling
 - Have a schedule with ideas of what type of content you will be posting on what days



Packaging



- How you present your product
- Encourage tagging and sharing
- Sharing posts from customers who tag you

Traditional media is about
broadcasting your message.
Social Media is about getting others
to broadcast your message to each
other.

Social Media is SOCIAL

While these things are happening online and use tools, there are still people on either ends of these communication lines.

You will need to promote in-person (six feet apart).

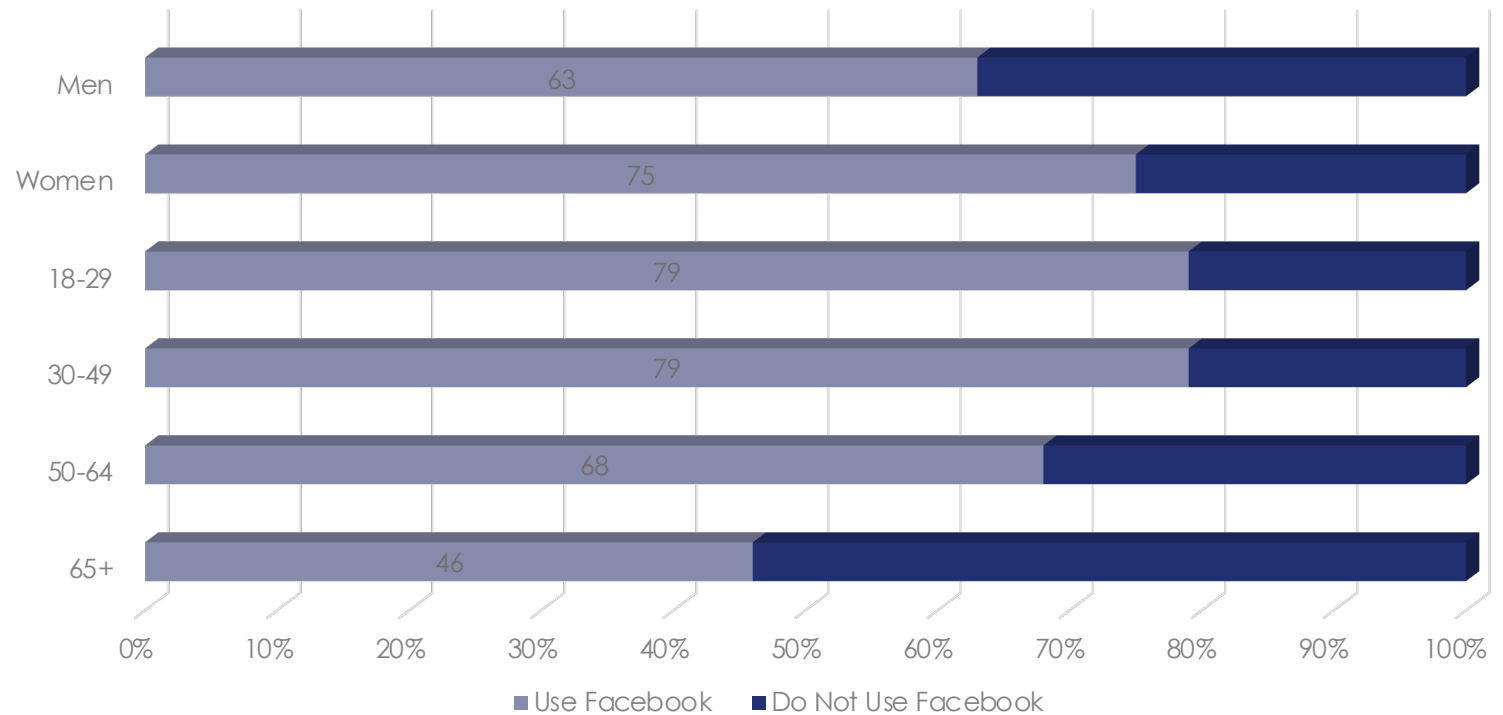
Social Media 101

- Don't leave out traditional media
- All marketing pieces need to work together instead of separate, now and post-pandemic
- Facebook
- Instagram
- Pinterest



Facebook User Demographics

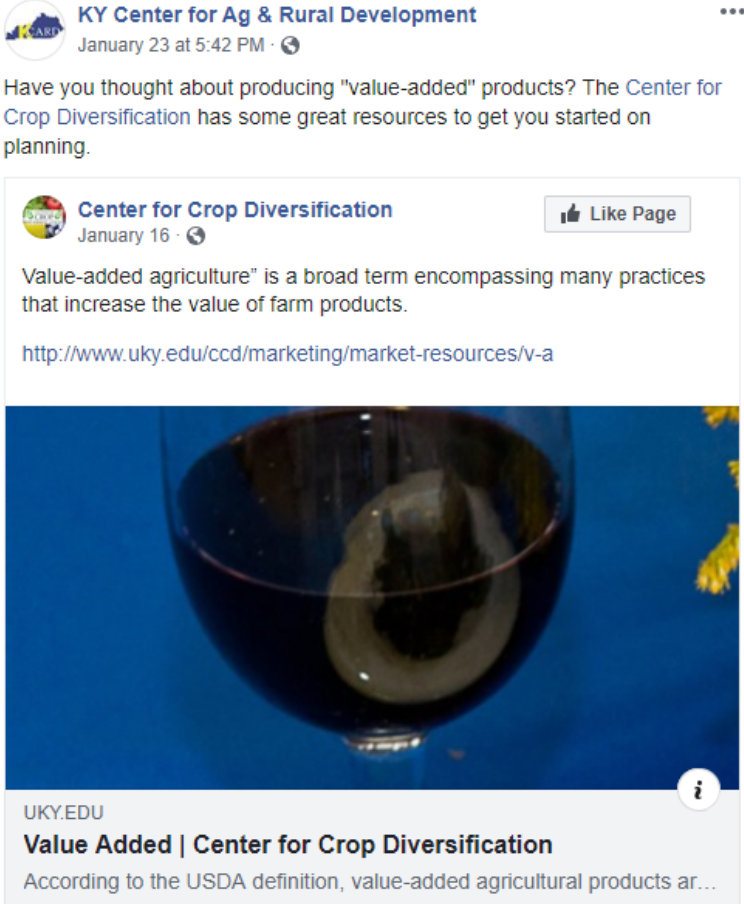
2.5 billion
monthly
active
users



<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

Facebook

- Facebook has a very broad audience
- Remember Facebook is a social platform
- Post content that is HIGHLY relevant to your audience
- Make your posts less promotional
- Schedule posts through Facebook – avoid using 3rd party scheduling services for your posts



KY Center for Ag & Rural Development
January 23 at 5:42 PM · 🌐

Have you thought about producing "value-added" products? The Center for Crop Diversification has some great resources to get you started on planning.

Center for Crop Diversification
January 16 · 🌐 Like Page

"Value-added agriculture" is a broad term encompassing many practices that increase the value of farm products.

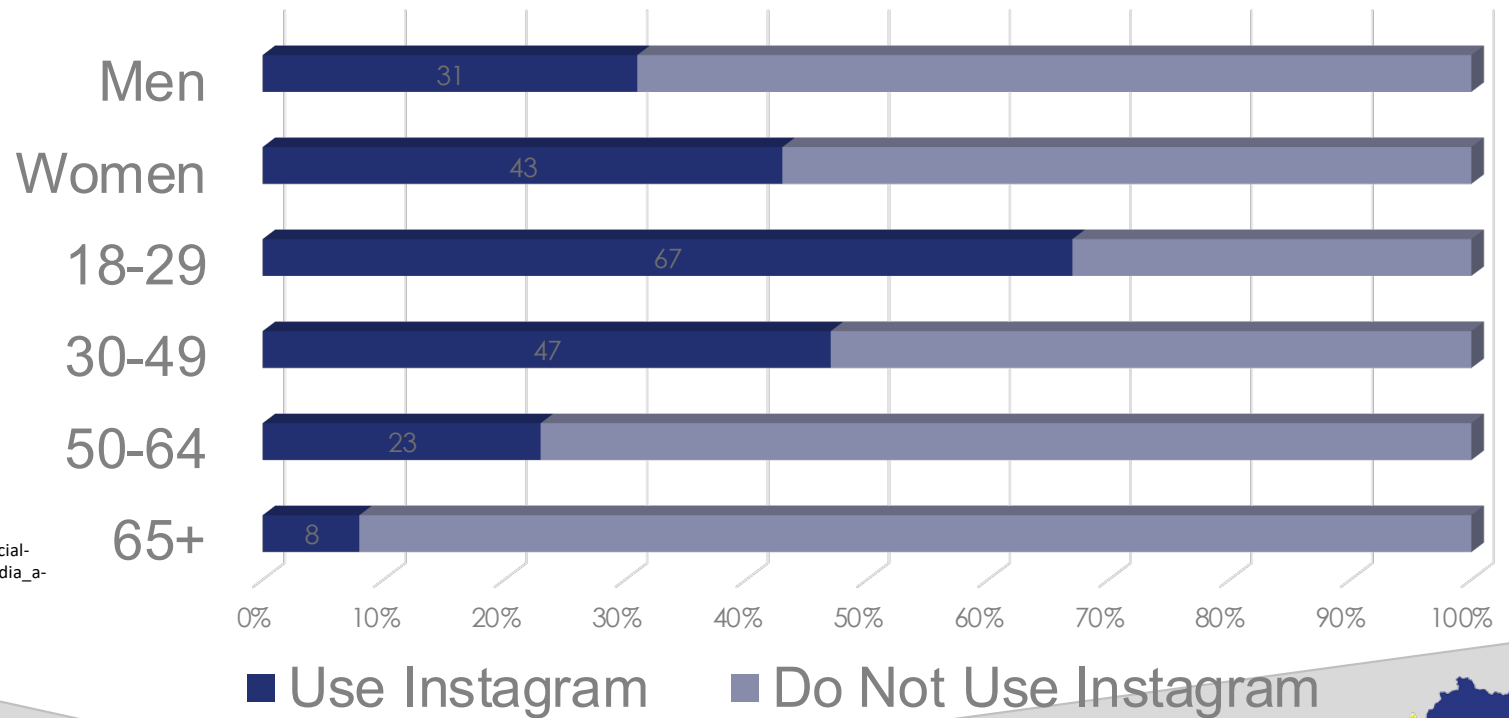
<http://www.uky.edu/ccd/marketing/market-resources/v-a>

UKY.EDU
Value Added | Center for Crop Diversification
According to the USDA definition, value-added agricultural products ar...

Instagram User Demographics

All Internet Users:

1 billion
monthly
active
users



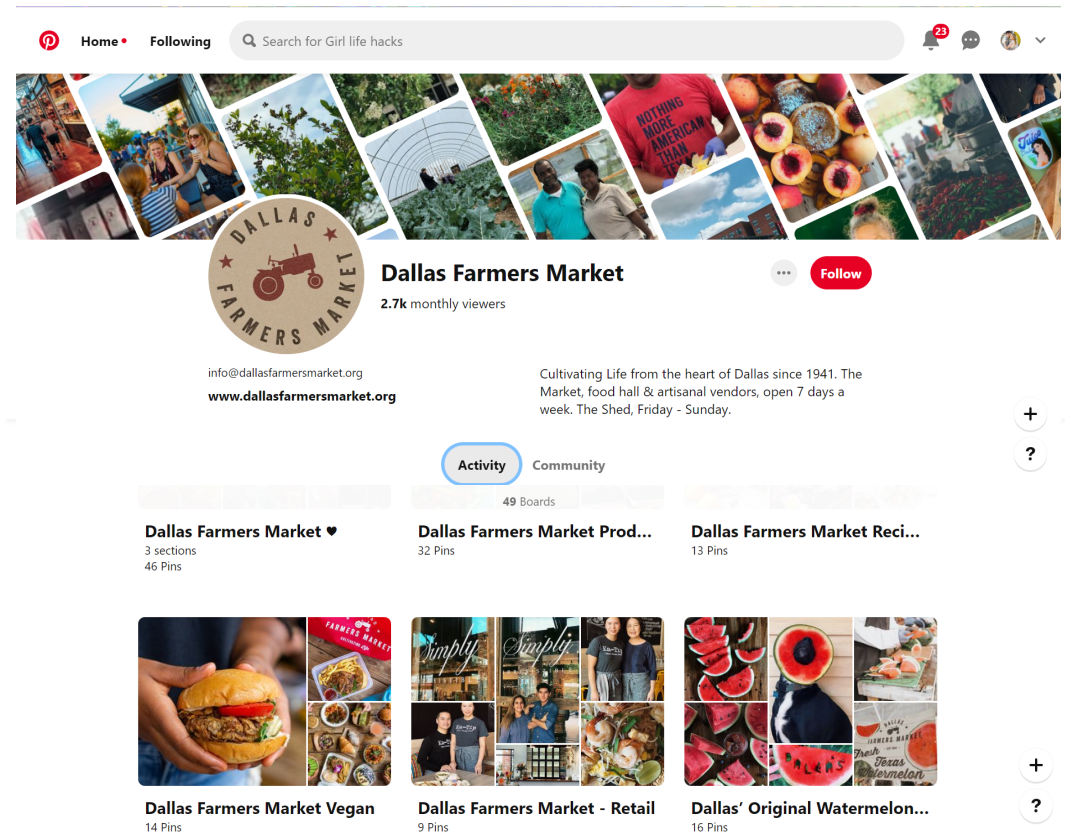
http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/pi_2018-03-01_social-media_a-01/

Instagram

- Posts with a location get 79% more engagement
- Instagram users engage more during the week
- Tuesday and Thursday showing the most engagement
- Instagram videos get 2x more engagement than photos on any other platform
- Best times to post: 11 am – 1 pm and 7 pm – 9 pm
- Worst time to post: 3 pm
- Instagram videos posted at 9 pm get 34% more engagement

Pinterest

- Online bulletin board for anything you want to remember (visual bookmarking)
- Content is entirely driven by visuals (pictures, videos, GIFs)
- Pin/Repin from trusted sources
- Recipes, Garden tips, Health, Life Hacks



Home • Following Search for Girl life hacks

Dallas Farmers Market
2.7k monthly viewers

info@dallasfarmersmarket.org
www.dallasfarmersmarket.org

Cultivating Life from the heart of Dallas since 1941. The Market, food hall & artisanal vendors, open 7 days a week. The Shed, Friday - Sunday.

Activity Community

49 Boards

Dallas Farmers Market ♥
3 sections
46 Pins

Dallas Farmers Market Prod...
32 Pins

Dallas Farmers Market Reci...
13 Pins

Dallas Farmers Market Vegan
14 Pins

Dallas Farmers Market - Retail
9 Pins

Dallas' Original Watermelon...
16 Pins

Website and Online Store

- Before you build...
 - Make sure all Social Media sites are up to date and informative as you'd like them to be
 - Gather your thoughts
 - What is your brand?
 - What do you want your website to "do?"
- What do you need to include?
 - Outline all key pages and information
 - Collect pictures
 - Write "copy"

Website and Online Store

- Hours
- Address
- Phone Number
- Short Description
- Social Media Links
- Where you can purchase



Be sure to
**CONNECT ALL
PLATFORMS!**

Website/store Options

1. Online Store

2. Full Website

- Does it support your brand?
- Do you really need a full site?
 - What does it DO?

3. Landing Page

- MailChimp
- Simple Web Builder
- Facebook (Notes and About)
- Google Docs
- Social Media

4. Low-Tech Options

Email Marketing

- Clients who purchase via email spend 138% more
- 3 times more likely to share content on social media
- 73% of 18-24 year olds use their phones to check email
- Email is expected to be used by 2.9 billion next year
- Less than half of businesses use email automation
- For every \$1 spent over \$40 dollars is made in return

Users would like to receive more promotional emails.

Email Marketing

- Send emails at 11 AM
- Tuesday is the best day for email
- Use few images
- Plain text emails
- Thursdays have the second highest levels of engagement, with the weekend following third.

KEEP CALM AND COOK SALE

Now is the time for even more trusted cooking resources, so we've slashed all of our cookbook prices to \$19.99 (or less) and they're ready to ship. [Shop now →](#)



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TEST KITCHEN

The Well-Equipped Cook

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Should You Buy a Braiser?

[SEE EQUIPMENT GUIDE](#)



Grow Your Email List

- Fillable form on website, social media, and email signature
- ASK! (In person & online)
- Offer freebies or run a contest

GET UPDATES

Join our mailing list for news and updates. We'll keep you posted on tips to improve your business, new funding options available, and updates on events.

Name *

--	--

First Name Last Name

Email Address *

--

Checkbox *

The latest funding information

The latest news and business tips

SUBMIT

Email Content

- What's going on in your business?
- Special offer for email customers
- New product information
- Event promotion
- Educational information tailored to your audience
- **CALL TO ACTION**
- Mobile-friendly



Final Thoughts

- Before posting ask yourself, “Is what I’m sharing **useful, interesting, informative, entertaining**, or will it help my audience **connect** with me or my brand?”
- Be a good friend
 - respond to comments
 - thank people who share your content
 - Golden Rule
- Don’t forget to ask for the sale, but don’t ask too much (80/20)

We Can Help!

- Follow the Center for Crop Diversification on Facebook @Center for Crop Diversification
 - www.uky.edu/ccd for upcoming webinars & past recordings
- Follow KCARD on Facebook @KY Center for Ag & Rural Development
 - Kati Bowman, Marketing and Communications Specialist, kbowman@kcard.info
 - Social Media Tactical Plan – KCARD Website