

## Using new media technology to capture customers: a facilitated discussion with Shelley Rogers, producer of What's Organic about Organic?

### Parallels between agriculture and independent media

- independent producers forced to take all the risks
- intensively consolidated marketplace = limited market access
- broken distribution system

### Solution = utilize new media and form grassroots partnerships

- identify your personal strengths
- find ways that you will enjoy using new media
- engage partners who share your mission & cross promote
- no more DIY now its DIT – (Do it together)

### Traditional Marketing

- Direct response
  - mail marketing
  - off-line publicity (print, radio, TV)
  - Yellow Pages – phone books
  - promotions
- (All Expensive...)

### Non-traditional marketing

- internet marketing
  - social networking
  - social media marketing
  - search engine optimization
- (time & effort...)

### Easy Website Creation

- Wordpress.com
- the features you'll love: user friendly, customizable, almost foolproof
- create content that will engage people – people spend about 30 seconds on each website

### Basics of Internet marketing

- understand how citizens use the internet to produce and service discoveries
- optimize your website for search engines
- social networking via internet
- viral marketing
- spend less money on 'traditional' advertising

### Benefits of SEM (Search engine marketing)

- drive traffic to your site
- links to your site
  - \_ get links from other pages to link to your, link exchanges, this makes your page rank go up
- page rank lift
- SERP list (Search Engine Results Page)
- Develop relationships
- create buzz
- make sales

### Test your Search visibility

- type your keywords into google
- see what comes up

- do people know your farm, your business, etc.
- People need to be able to find you and understand your business
- Ask questions like: what makes my operation special, what is different about my farm?

#### Understand your Customer

- Where do they work, live, play?
- What are their needs?
- Married, children?
- What social class?
- Age?
- Gender?
- Religion?
- Language?
- Interests?

#### Once you ID your customer

- Target their groups
- participate with their communities
- become a part of their community of “friends”

#### Keyword research

- be specific about your keywords
- pick ones to narrow it down to reduce the noise
- What is the user intent?
- Build a keyword list that will help your content be found (website, audio, video, & images)
- start with a basic keyword list
- use a keyword tool (wordtracker, keyword discovery, google adwords).
- Generate new related keywords and long tail words

#### Create content

- 3 U's – useful, updated, unique
- place content on your site, blog, networks, & everywhere applicable
- content is King!
  - \_ Keep things updated because people will see your site not updated and stop coming back.
- conversation is Queen!
  - \_ Not enough to just have interesting content, need a dialogue to keep people engaged

#### Define Silos (groups)

- Create a marketing plan for each silo
- Target silos based on keywords
- if silo is competitive or has a lot of “noise”, select tier 2 keywords

#### Organic Agriculture Silos

- Food
- Farm
- Maritimes community
- Children, Babies, Family
- Health
- Environment

#### Simple SEO

- Content place on your website will affect your SERP
- Having food relevant content is the baseline for directing traffic to your site

#### Title Tags

- Create unique title tags for each of your pages using keyword research

- positions is weighted for importance
- how you can integrate all of your media back to your website – put tags to facebook, flickr, twitter, email list. People should have different ways of interacting with you

#### page content

- use keywords in bold headlines
- use keywords in anchor text (hyperlinks)
- surround images and video with content
- create and add new content constantly

#### Link building

- get links from sites read by your audience
- links affect your page rank & position on SERP
- Search traffic usually comes from google, then yahoo, then MSN

#### Video & image optimization

- text heavy wrbsites are borind
- dont overwhelm audience with text they wont read
- title, description & keywords are key
- use keywords in filenames
- avoid flash & pop players (they don't appear in search engines)

#### Social Media Marketing & Networking GOALS

- branding
- Traffic
- Generate Links
- new contacts (not just customers, but community)
- generate sales (though you must redirect)
- authority building
- identify influencers and authorities for your targets

#### Examples of Social Media

- Twitter
- Facebook
- Grant Farms
- HomeGrown
- Craigslist/Kijiji
- Flickr

#### Software Tip from Grant Family Farms

- “Farmigo”
- online tool to let you figure out your accounts and what will go in the boxes etc.

#### Datebases

- ACORN database
- Find local organic food
- Farmer girls – washinton DC
- food hub – northwest US
- FarmOn.com – based in BC – still in progress

#### Open Source Technology

- group in vermont developing a new food currency
  - city planner in vermont using open source based on cyclos (developed in the netherlands)
  - like a time bank, use time shares to trade for something else.
  - You can use food storage credits (currency backed by food thats in storage in a root cellar)
- For example – if a farmer needed compost, he can look in the search and and see someone who has a truck, in exchange you can get food credits in exchange. Rather than using money its

using energy and sweat equity

- Also, there is a LETS (Local economic trading system) based in Nova Scotia that local folks can get involved with.