

## **ENGAGING NEW AUDIENCES**

### *Building & Executing a Strategic Marketing Plan*

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# Engaging New Audiences

## **1. Stop Preaching to the Choir**

*How to burst outside of your bubble and look for new opportunities to engage*

## **2. How to Win at Social Media**

*Using a social media calendar and creating graphics with Canva*

## **3. Handling Fake News**

*Creating your own content and using relationships to address fake news*

## **4. Beyond Social Media**

*Diversifying your marketing strategy through multi-channel outreach*

**STOP PREACHING  
TO THE CHOIR**

## **Why It Happens**

Social media algorithms serve up what they think you're interested in based on what you liked or engaged with in the past.

## **The Fix**

Besides paid promotions, take advantage of ways to position your content in front of people who are interested in your content, your location and your issues.



## Thai Steak Salad

This salad is perfectly refreshing at the end of a hot summer day and cooks up in virtually no time. We used a flank steak, but any steak will work well including a sirloin strip, skirt steak or tri-tip.



## Pork Tenderloin with Raspberry-Rosé Sauce

Don't let the beauty of this dish scare you away. It's so easy to make and absolutely delicious. Pork tenderloin is great year round, but especially in the summer time on the grill.



Bon petit



**MB Photography**

Page Liked · 23 mins · ⚙️



Remember last year when I had an entire day of shooting mini sessions for Easter with baby goats, chicks and ducks (...and adorable humans)? I almost died of cuteness overload! Thanks to my amazing friends at @monnett farms , we're gonna do it again! Save the date for April 27th and booking details will be released tomorrow!

#melissabarrickphotography

#sweetmelissashoots .

.  
.  
#eastertime #babygoats #babygoatsinstagram #smd #smdphotography #leonardtwn #marylandfamilyphotographer #smdphotographer #calvertcounty

👍 You and 14 others

6 Comments 1 Share



Love



Comment



Share



Most Relevant ▾



**Amanda Adams** Setting my phone alarm NOW!!!

Like · Reply · 10m

↪️ 2 Replies



**Kristin Benner** YESSSSSSSS! We couldn't last year because I was massively pregnant, but Maisie and Max will so be doing this!

Like · Reply · 20m

↪️ 1 Reply



**Kelly Oliver** Julie Knott



Write a comment...



**CREATE CONTENT THAT INFORMS,  
INSPIRES AND ENTERTAINS**



**HOW TO WIN  
AT SOCIAL MEDIA**

## **Remember the Fix**

Position your content in front of people who are interested in your content, your location and your issues.



*Content your audience is  
interested in.*

*What you offer.*

# **SMART GOALS DETERMINE PERFORMANCE**

Specific (What is the specific objective/goal you want to achieve)

Measurable (What measurement can/will you use to determine success)

Achievable (You have the resources necessary to meet the objective)

Relevant (The objective is relevant to your business)

Timely (You have a specific timeframe for achieving the objective)

# *Audience Analysis*

## *Demographics*

*Specific and quantifiable attributes of your ideal customer:*

- *Age*
- *Gender*
- *Marital Status / Family Stage*
- *Income*
- *Ethnicity*
- *Location*

## *Psychographics*

*Subjective information that defines the ideal customer's interests, activities and attitudes:*

- *Values*
- *Interests*
- *Hobbies*
- *Needs*
- *Desires*
- *Fears*
- *Aspirations*
- *Patterns / Habits*

## LOYALTY

If the process goes well, the next question should be **what do I want the customer to do next?**

## AWARENESS

Usually an event will happen or problem will arise. This is when the customer **becomes aware** of an issue/need/want and **starts the process.**

# *Customer Journey*

## INVESTIGATION

During this phase, the customer is **researching options, soliciting opinions and seeking prospective solutions.**

## CONSIDERATION

Now, the customer is **evaluating possible solutions and alternatives.**

## COMMITTMENT

Time to make the **decision** — and the ultimate buyer may not be the end user, so keep this in mind.

# **Failing to Plan is Planning to Fail**

*Using a Social Media Marketing Calendar*

**YEAR:**

**ANNUAL GOAL:**

<b>JANUARY</b>	<b>FEBRUARY</b>	<b>MARCH</b>	<b>APRIL</b>
<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUGUST</b>
<b>SEPTEMBER</b>	<b>OCTOBER</b>	<b>NOVEMBER</b>	<b>DECEMBER</b>



## HOW TO USE THIS TEMPLATE

### METRICS

At the top of each monthly sheet, you will see two sections where you can input analytics data (if desired). Change the Network Column titles (Facebook, Instagram, etc.) to reflect the social media platforms you use. For website benchmarks, use Google Analytics (or your website's built in analytics information) to enter in the number of website visits per month, number (or percent) of organic visits per month, and number (or percent) of referral visits per month (for example visits from social media to your website). This information can help you look for trends and measure performance.

Social Media Benchmarks	Facebook Followers		Instagram Followers		Twitter Followers		Other:	
	Start	End	Start	End	Start	End	Start	End

Website Benchmarks	Website Visits		Organic Traffic		Referral Traffic		Other:	
	Start	End	Start	End	Start	End	Start	End

### GOALS

Each sheet also includes a place for you to identify a monthly marketing goal. For example, in January, your goal may be to increase brand awareness but in May, it may be to increase sales of a product or service.

Marketing Goal	
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### EVENTS / NOTES

There is also a place for you to make notes about special events, activities, holidays, etc. If you know you want to have an Open House event in May, make a note ahead of time so that you can begin planning months or weeks in advance. Also, note observed holidays as well as unique holidays that relate to your business or audience. For example, National Ag Day is March 20, 2018. You may want to make sure you have a social media post prepared in advance so it doesn't sneak up on you.

Special Events/Notes	
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## ACTIVITIES & TASKS

Plan and organize your content in the fields:

- *Network* = Social media platform. For example, Facebook, Instagram, Twitter, Pinterest, etc.
- *Date* = Date to post. Use the social media platform's built in analytics to determine which days and times are best for you to post.
- *Time* = Time of day to post. Use the social media platform's built in analytics to determine which days and times are best for you to post.
- *Goal* = What do you hope to accomplish with this post? Brand awareness (new followers, top of mind), Engagement (likes, comments, reactions), Sales, etc.
- *Topic* = What are you posting about? Make notes for content and photos to save time when posting.
- *Engagement rate* = For those of you who are data nerds, you might use this column to keep track of how well your posts are doing. To calculate your engagement rate follow this formula: **Total Reactions of Post\* (divided by) Total Number of Followers (multiplied by) 100**

\* Reactions would include likes, shares, retweets, and comments

Network	Date	Time	Goal	Topic	Engagement Rate

## **Use Your Time Wisely**

Plan broad initiatives in advance using a marketing calendar.

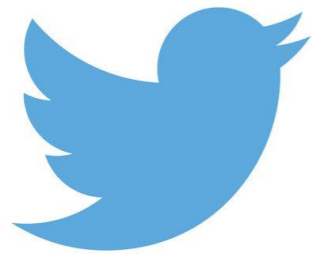
Write a list of questions that your customers have. Answer them.

There are more than 2 billion apps in the app store. Use them.

Don't be afraid to experiment with video.

Focus on the social media platform you're most comfortable with.

## Save time by scheduling your content



**Instagram Specific:**



## **Take the time to know what worked... and what didn't**

Be specific in your goals and objectives.

Know where your baseline is.

Review results on a quarterly or seasonal basis.

Don't get caught up in the day to day numbers game.

Be patient.

**DIY**

**GRAPHIC DESIGN**



# **Everything you post should reflect your brand**

Have a cohesive look and design

Use a consistent voice and tone

Simplicity is always best

Aim for a recognizable brand



## **Color is an foundation block of graphic design**

You should have a consistent color palette

There should be one primary color and two or three complimentary colors

Ideally, these colors will come from your logo



Color palette generator

[canva.com/color-palette/](https://canva.com/color-palette/)

# The easiest place to get colors from your photos

Upload an image

[Try with our demo image](#)

Drag your photo here!



Dark Salmon  
#E8B285



Brick Red  
#C24732



Sienna  
#984337



Dark Slate  
Gray  
#2F4F4F



Dark Olive  
Green  
#6B8E23

## **Color is a non-verbal communicator, so is the font**

Fonts should be easy to read

Generally you want to have a mix of two: one for your headlines and one for your body text

Make sure that your text is in high contrast with your background so that it's easy to read

Serif

**Sans Serif**

*Script*

**DISPLAY**

# Font Pair helps you pair Google Fonts together

[Facebook](#)[Twitter](#)[Instagram](#)[Medium](#)[Sans-Serif/Serif](#)[Serif/Sans-Serif](#)[Sans-Serif/Sans-Serif](#)[Display/Sans-Serif](#)[Display/Serif](#)[Serif/Serif](#)[Sans-Serif/Monospace](#)[Monospace/Sans-Serif](#)

## Archivo Narrow & Merriweather

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Heading: [Archivo Narrow](#)

Body: [Merriweather](#)

[Download Font Pair](#)

## **White Space is not Blank Space**

Your text and graphics need space to breath

Your audience needs white space to relax their eyes  
and to know where to focus

White space improves comprehension and increases  
engagement

## **Don't Forget to Edit**

Do not count on an app like Canva to catch your spelling or grammar mistakes

Especially if you're working on your phone, read and reread your graphics before you post them

Unlike captions, graphics cannot be edited after the fact



Create a design

Home

Brand kit

Design School

Create a team

Folders

All your designs

Shared with you

Trash

Upgrade

Jamie

### Color palettes

[Color palette inspiration](#)

#### Brand colors



+ Get multiple palettes with Canva for Work

### Logos



logo-black.svg Upload your logos

Canva for Work users can upload their logos as PNG, JPG, or SVG files. [Find out more about upgrading.](#)



### Fonts

[Suggested font combinations](#)

# Headings are Abril Fatface, size 42

## Sub-headings are Trocchi, size 24

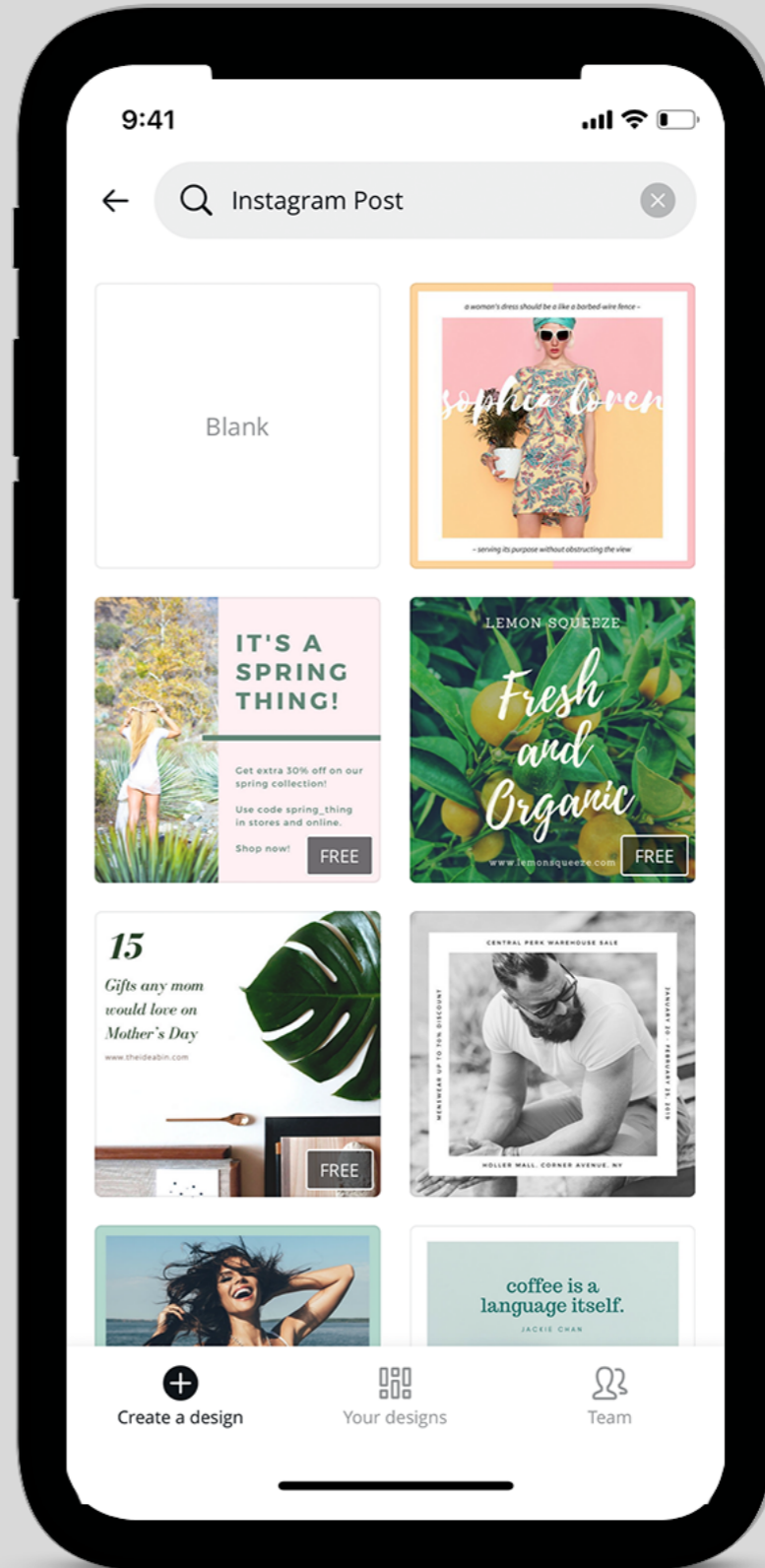
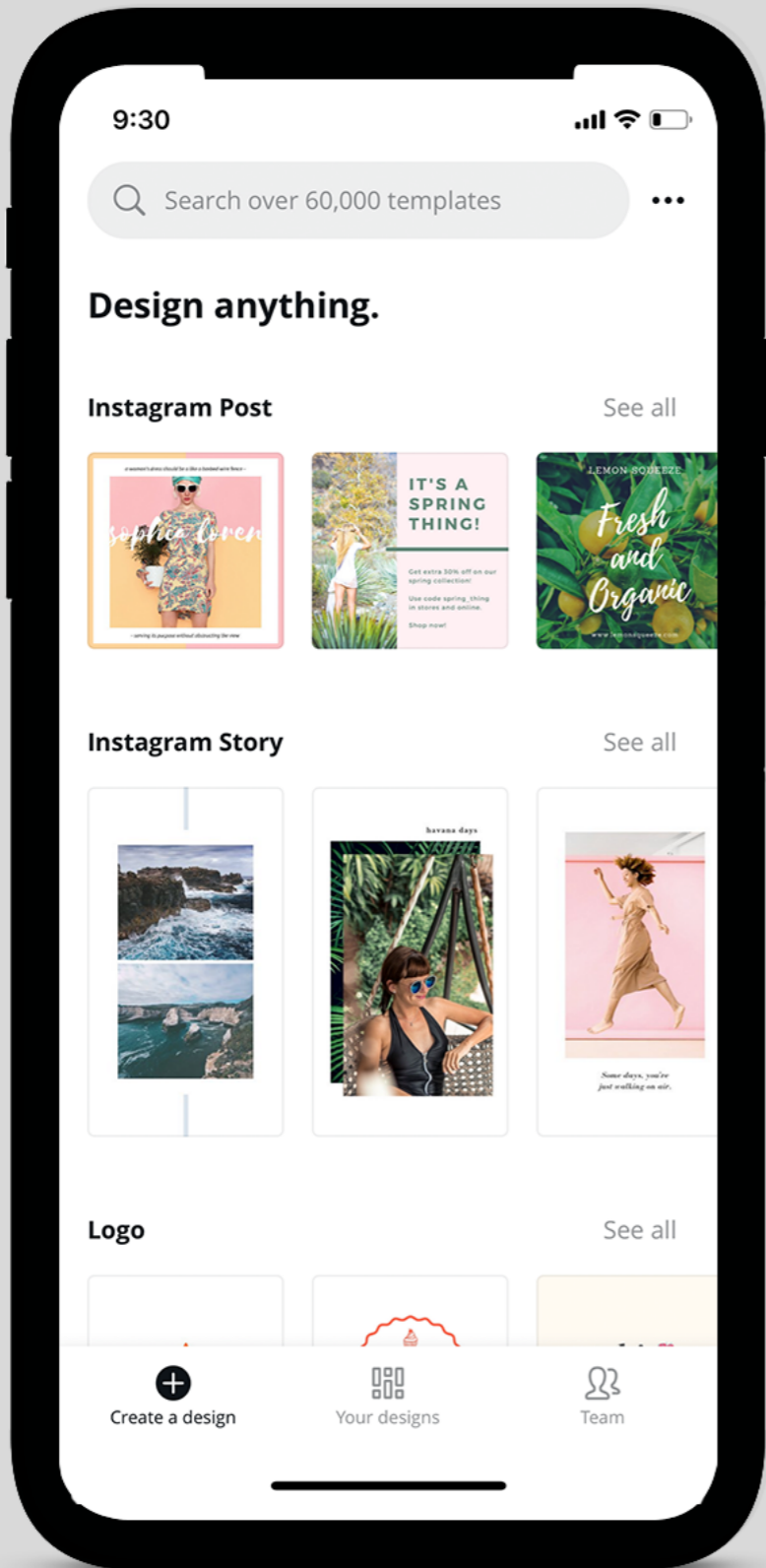
Body text is Arimo, size 16. It should be comfortably readable for long passages. Serifed fonts are widely used for body text because they are considered easier to read than sans-serif fonts in print. Sans-serif fonts are considered to be more legible on low-resolution computer screens.

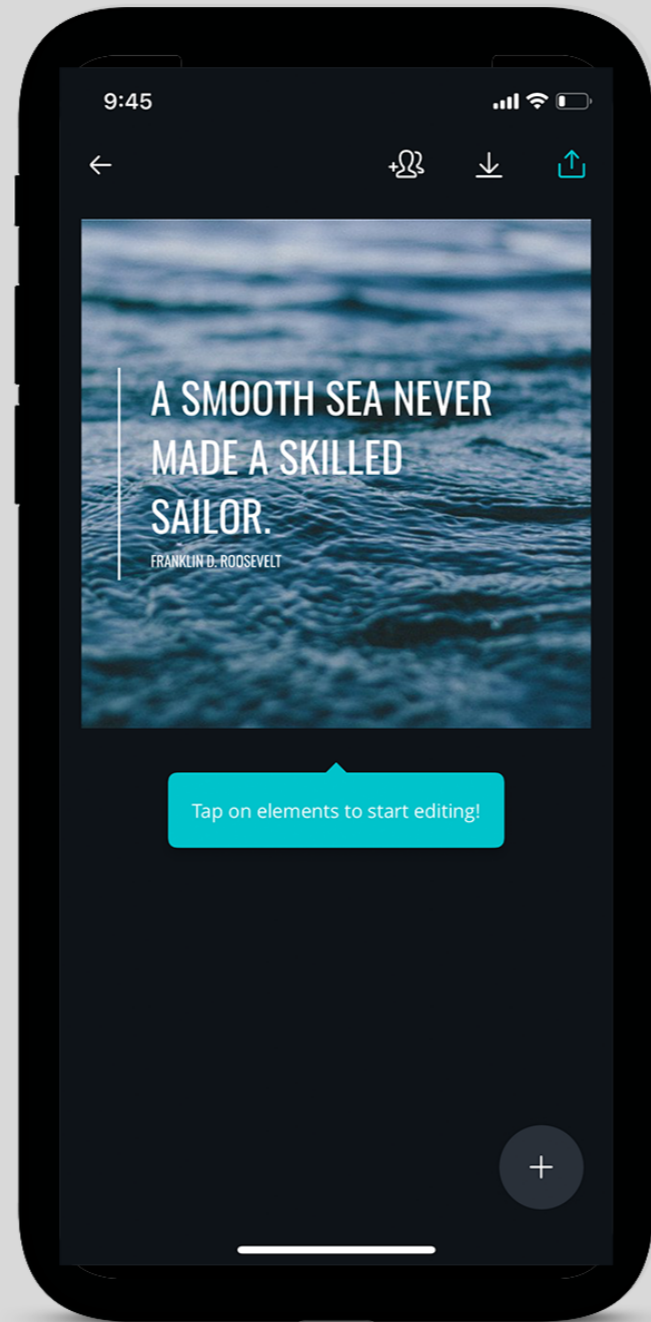
### Uploaded fonts

+ Upload new font

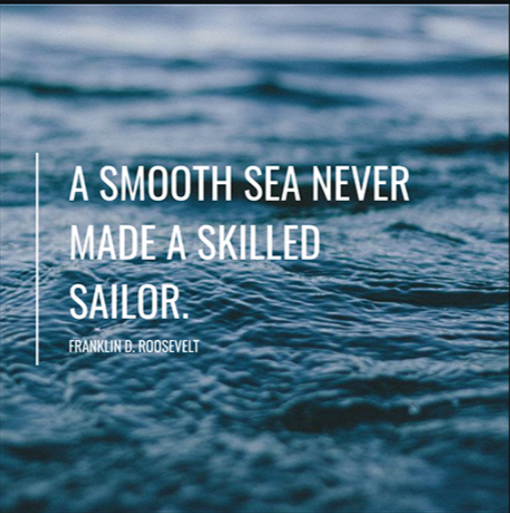
Help ?







9:45



A SMOOTH SEA NEVER  
MADE A SKILLED  
SAILOR.

FRANKLIN D. ROOSEVELT

Tap on elements to start editing!



# HANDLING FAKE NEWS

# ASSESS

## Social Media Mentions.

You have found a post about you or your brand.  
Is it positive?

YES

### Congenial

Positive, Agreeable Truthful Post.

Will you respond?

NO

Let it Be.  
No response.

YES

### Reach Out.

Engage with positive posters.

NO

### Trolls.

Does the poster consistently rant, ridicule, or degrade?

YES

### Monitor Only.

Avoid responding. Monitor for info & comments.

NO

### Misguided.

Are there factual errors in the post?

YES

### Fix the Facts.

Respond with factual information.

NO

### Unhappy.

Does the post describe a negative experience from a Stakeholder?

YES

### Restoration.

Fix the problem. Respond & act on a reasonable solution.

NO

### Final Evaluation.

Base response on present info, site influence, & stakeholder prominence.

# EVALUATE

# RESPOND

## Response Considerations:

- Influence
- Timeliness
- Transparency
- Tone
- Sourcing

# BEYOND SOCIAL MEDIA

## **Multi-Channel Marketing**

Blog - You host, you own the content. Use this to expand on social media posts and get more in depth. Post links on social media to your blog. Use this as an opportunity for Search Engine Optimization (SEO).

Email Marketing - This is still a great way to cultivate connections with your audience. Also, you own your email list and you can use dashboard analytics on platforms like MailChimp or ConstantContact to get data about how your audience interacts with content.

## **Multi-Channel Marketing**

Advertising - Look for affordable and relevant ways to advertise. For example, church and community bulletins, school spirit events and fundraisers, and local coupon booklets.

Networking - Don't discount good old fashioned networking events. Join your local chamber of commerce and attend events in your community to tell them about what you do. Always take business cards so people can follow up with you.

## **Multi-Channel Marketing**

Farmers' Markets - These are advertising opportunities as much as sales opportunities.

Empower your customers to promote your business or organization by offering swag (t-shirts, stickers, etc) or referral programs that give discounts to customers who bring in new customers.

Local Media - Make connections with your local media. Become a trusted source of information. Even if you don't have all the answers, you can be the one who points them in the right direction.