

# FARM BUSINESS OPTIONS

## Driving Diversification Through Social Media

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# A BRIEF INTRODUCTION

Full 360° Marketing Agency that  
service the agricultural industry.





# OUR DISCUSSION TODAY

FARM BUSINESS OPTIONS

Driving Diversification Through Social Media





In light of Social  
Media Marketing, is  
having a website still  
important?





**YES...  
these  
are the  
reasons  
why!**

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## **REASON # 1**

Your website is your #1 marketing asset, selling tool & it tells your story!

If you plan on leveraging Social Media Marketing - you will want to drive traffic to your website or landing page.

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## **REASON #3**

A website is vitally important to showcase your brand/product offering & builds credibility amongst consumers.

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## **REASON # 2**

73% of Irish consumers get frustrated if a business does not have a website.

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## **REASON #4**

80% of consumers go online to find and research a local business.

# What is Social Media Marketing?

*'Social Media Marketing is the process of creating tailored content for each social media platform to drive engagement and promote your business.'*



# Why is it so important today?

- *71% of consumers who have a positive experience with a brand on Social Media are likely to recommend the brand to their friends & family.*
- *90.4 % of Millennials, 77.5 % of Generation X, & 48.2% of Baby Boomers are active Social Media users.*





# Social Media Strategy

## Where to start?

### GOALS

Set meaningful goals that make sense for your business.

### ESTABLISH YOUR METRICS

Post reach.

Link clicks & tracking clicks per campaign.

Engagement.

### CONTENT

Create a content theme.

User generated content & stories.

Be timely, be responsive & engage with customers.

### AUDIENCE

Research your target audience.

### COMPETITOR ANALYSIS

Determine what's working for them.

Take inspiration.

### MONITOR/ ANALYSIS

This allows you to determine what content is working best for you.



# SOCIAL MEDIA PLATFORMS





## FACEBOOK

Largest social media platform in Ireland with 2.6M daily users.

Largest age group 24 - 45 years old.

Content in the form of stories, Facebook lives, static posts/GIFs, carousels.

Content is primarily consumed via video and more lifestyle focused.



## Instagram

Instagram is the second largest social media platform in Ireland with 1.6M daily users.

70% of users are under the age of 35, largest group 18-29 years old.

Content is in the form of stories, story highlights, reels, high quality visuals & is lifestyle, brand & product focused.

# Hashtags.





## TWITTER

Third largest social media platform in Ireland.

Largest age group 35 - 44 years old.

Content in the form of real time news stories & trending topics.

Content is consumed via video, fleets, conversational in short form & engaging.

# Hashtags.



## LINKEDIN

The largest business to business platform in the world.

More a professional sharing space for networking & building key connections & nurturing business relationships.

Content is in the form of thought-leadership articles, sharing business success stories.

Used for recruitment, building business brands as well as own personal brands.





## KEY TAKE-AWAYS



1

Set goals that make sense for your business, take time to research your target audience & remember different platforms attract different audiences.

2

Content is key - be consistent in your tone of voice, communication & timing.

3

Engage with your customers, continue to add value & build trust in your brand/product offering.

4

Assess what's working, what isn't & how to keep improving.

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**THANK YOU**



Presented by Lisa Dunphy, Green Acre Marketing

