NGFA Country Elevator Conference

Hashtag Nation: Understanding the Influence of Social Media

Julie Scheife & Jeff Adkisson

Dec 4, 2017
Today’s Session

Learn:
• Overview of digital marketing landscape, with an emphasis on Social Media

Discover:
• Work sessions to evaluate how your business is showing up digitally

Action:
• Takeaways on how to develop your digital plan, social engagement and best practices
Introductions

Julie Scheife, Digital Director

Jeff Adkisson, EVP

LAND O’LAKES, INC.
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Digital Landscape
US Internet Users: 287 Million (87%)

Last year Google Processed 2 Trillion Searches, equalling:

- 5.5 Billion Searches a Day
- 3.8 Million Searches a Min
- 63 Thousand Searches a Sec

81% - People in US use Social Media
86 hr/mo: App Hours users aged 25-34

197 Million: 2020 Proj Digital Buyers
Most Visited Mobile Apps

<table>
<thead>
<tr>
<th>App</th>
<th>Social % of Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>78%</td>
</tr>
<tr>
<td>YouTube</td>
<td>48%</td>
</tr>
<tr>
<td>Twitter</td>
<td>34%</td>
</tr>
<tr>
<td>Instagram</td>
<td>29%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>27%</td>
</tr>
<tr>
<td>Google+</td>
<td>20%</td>
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<tr>
<td>LinkedIn</td>
<td>19%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>18%</td>
</tr>
<tr>
<td>Tumblr</td>
<td>8%</td>
</tr>
<tr>
<td>Reddit</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: Statistica.com
What is Social Media?

A form of electronic communication that creates online communities in which users share information, ideas, personal messages and other content to build professional and personal relationships.

What are my platform options?

- Facebook
- Twitter
- Instagram
- Snapchat
- Pinterest
- LinkedIn
- YouTube
Why is Social Media important in Agriculture?

Social media provides individuals in the agriculture sector with a platform to communicate their story with farmers and consumers. It is instant and allows individuals to reach an audience beyond their immediate network. It also builds a stronger connections amongst agribusiness.
What platforms does your company have a presence?

- Facebook: 47%
- Twitter: 10%
- LinkedIn: 10%
- Instagram: 2%
- None: 31%

Post Frequency:

- Facebook
- Twitter
- LinkedIn
- Instagram

Frequency distribution:
- Daily
- Weekly
- Monthly
- Yearly
- Never
GFAI Survey - Comments

Positives

• Use it because the younger generation is fully engaged in it -- they are our newest and future customers -- they would rather read a Facebook note than make a phone call -- they are very instantaneous with communication
• Keep up with trends, voice our 'stories', and connect with customers.
• To help keep patrons updated on projects going on around our company.
• More people are getting their news and information from social media than traditional print media methods and we have found to have better results using social media than other print advertising methods.

Concerns

• Not using social media because of time, knowledge & not sure what benefit it provides customers/producers.
• I have seen over 45% of potential employees automatically disqualified for interviews due to the content of Facebook.
• Hard to find a following in our field (older farmers not utilizing these platforms)
• Haven't had any negative other than it can become a time commitment to push fresh content regularly. If you don't update then people will stop coming and when they stop coming, then what is the point of having it?
learn
Digital Marketing Strategy
Your Digital Marketing Strategy=

Business strategy inspired by the capabilities of readily available Technologies, with an intent to connect with and improve your customers’ lives
Customer’s Expectations are High

Digital Experiences need to be…

• Seamless
• Responsive
• Personalized
• Valuable
Customer Needs along their journey. Moments that Matter (MTM)

Digital Strategy Example: Purina Chick Days

- **MtM 1**: In search of the best
- **MtM 2**: Convenience First
- **MtM 3**: Feed Failure
- **MtM 4**: Conditional Loyalty

As her flock grows she may eventually experience an issue with her feed. Researches different feed options through friends, other flock owners and online research. Is happy with feed but may switch if retailer recommends. Visits a retailer that is most convenient to her to purchase feed.
Purina Chick Days: Engagement touchpoints

Initially selected available and suitable touch-points:

- Blogs/Influencer
- Social
- Email Campaign
- Print
- Distribution
- Chick Days
- Flocktober
- E-commerce
- SEM/Web Content
- Email Campaign
- Ask an Expert
- Retailer Education
- Retailer Events
Seamless, Personal and Valuable Content

Personalized Email

Valuable Web and Social Content

In search of the best

Blogs/Influencer

Social

Email Campaign

Print
discover

HOW DO YOU SHOW UP ONLINE?
How do you know if you are already social?

Step 1:
Open Facebook on your smartphone
(use the App if you have it)

Step 2:
Search for your business

Step 3:
Look at the content and postings on the page

Step 4:
Evaluate: if you were your customer would you find the content engaging?
Example of a good Facebook pages
Example of a good Facebook posts

**Informative**

Maplehurst Farms Inc.
October 10

The rain is sure putting a damper on things! For current harvest hours visit our website.

**Fun**

South Dakota Wheat Growers
November 18 at 9:20am

How the tractor battle began.

...AND THAT’S HOW THE FIGHT STARTED.

Eric Tate Pederson Spencer Engelhart was ur toy tractor red???

Like · Reply · 1 · November 19 at 8:26am

**Engaging**

Pro Cooperative added 6 new photos.
16 hrs ·

We’re VERY excited to announce the winners of our first ever photo contest, but first, we would like to thank everyone for participating! The photo contest was a success, and we couldn't have done it without all of the participants.

The Winners of the 2017 Pro Cooperative Harvest Photo Contest are:

General Entries... See More

+3

**Business Events**

2017 Annual Meeting

Pro Cooperative 2017 Annual Meeting
Public · Hosted by Pro Cooperative

DEC 5

Tuesday, December 5 at 12 PM · 2 PM CST
Next Week · 25-30°F Partly Cloudy

Pocahontas County Expo Ctr
310 NE 1st St, Pocahontas, Iowa 50874

Plan to join us on Tuesday, December 5th for the 2017 Pro Cooperative Annual Meeting.

Lunch will be served at 12:00 PM and an informal business meeting will follow.

Items on the Agenda:
How does your business show up in Search?

**Step 1:**
Open a browser (Safari or Google) on your smartphone

**Step 2:**
Search for your business

**Step 3:**
Look at all of the content on the main page

**Step 4:**
Does your company show up at the top? Is there a map or other useful information? How about your phone number? Where does everything click to?

**Step 5:** Explore further and click on News, Images, Videos
Example of a good search result pages

Big River Rice and Grain

**Big River Rice & Grain, an AgriPro company**
bigriverriceandgrain.com

Big River Rice and Grain provides Louisiana and Arkansas growers with quick and efficient grain handling, so they can spend less time waiting in line at the elevator and more time on the fields, doing the jobs they do best. And, knowing our merchandising and logistics expertise, we work closely with key Steves.

**Locations**
- Big River Rice & Grain Locations
- Pioneers CORPORATE

**Big River Rice and Grain**
Follow the links below to locate Big River Rice and Grain.

**Markets Page**
- C&G - COTTON, High, Low, Last, Daily Dec. 24, 24.107

**More results from bigriverriceandgrain.com**

Big River Rice and Grain 5125 Highway 17 Crouville, LA Grain-Oles... https://www.mpcom.com/sites/bigriver-rice-grain/063182636.jpg
- Get directions, reviews and information for Big River Rice & Grain in Crouville, LA

Big River Rice and Grain Adds New COO - AgriPro
agripro.com/big-river-rice-and-grain-adds-new-coo

**About the company**
John Gossage was hired as the new Operating Officer. Big River Rice and Grain is a grain storage and merchandising subsidiary of Gossage, based in the Kansas City metropolitan area. Gossage emphasized the company's commitment to providing high-quality rice to its customers.

Big River Rice & Grain Lake Providence, LA 71254 - YP.com

**Team Marketing Alliance LLC**

**Team Marketing Alliance**
teammarketingalliance.com

Team Marketing Alliance is the grain division that provides merchandising, logistics, accounting, and e-commerce for four local cooperatives in Central Kansas. TMA also has a team of origination specialists and insurance specialists, which TMA keeps on staff, that lends farm marketing programs.

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**Contact**
- 2017 Team Marketing Alliance, LLC
- About Team Marketing Alliance LLC

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**Reviews from the web**
3.75 / 5 stars
- Facebook
- Google
How does your business show up in Voice Search?

Step 1:
Hold down the control to ask your voice search a question (hey Siri or hey Google)

Step 2:
Ask for directions to your company

Step 3:
What did they say? Is it accurate?
Example of a great Voice Search result

I’ve found the business you’re looking for

They are at…(correct address)

And are open at…(correct business hours)

Would you like directions?
Would you like to call?
DEVELOPING YOUR DIGITAL PRESENCE
What digital engagement opportunities should you be leveraging?
Where to get started?

- Online Search Profiles
- Facebook
- LinkedIn
- Twitter
- Instagram
Google

- Setup your website so Google can crawl the content – lots of copy and images
- Register your business with Google – address, phone number, hours and website
- Buy Google search ads during events and peak season
Facebook

- Specials – “Fans only specials”, and if they “like” your page in-store on their mobile device they receive an instant promotion
- Events – Register and post images, create albums, promote
- Contests – giveaways, photo contests
LinkedIn

- Connect with your local business community leaders
- Not a place to post "specials", but business news
- Join virtual community groups relating to your business industry and interests
- Post events, speakers and special opportunities for professional audience
Twitter

- Grow and connect your business one "tweet" at a time
- Post specials, events, feed facts, etc.
- Link your Twitter and Facebook accounts to simultaneously post to save time.
Instagram

• Post photos
• #hashtag
• Share interesting aspects of your business
• Promote special events
Consistency of Tone of Voice:
• Maintain your distinct personality, style and point of view
• A mood, feeling or attitude that reflects your emotional state

Posting Frequency:
• Consistent – 1-3x per week, business hrs
• As a general rule, you should post content when the content is useful and relevant to your audience
Find the Right Audience

Follow and ask people and organizations to follow you

• Users located in your local communities
• Users who follow organizations dedicated to agriculture
• Users who follow groups or organizations in your community
• Trade publications or media outlets located in your communities
Getting Started

• Define what your “social brand” will be. How social do you need to be for "your" audience?
• Identify a social media leader
• Develop a social media calendar 30 days in advance
• Content leads to conversation, conversation builds relationships and good relationships evolve into customers
• Post often, but not too much, and reply to users posts
• Set aside 30 minutes every week, per social media channel, to go through your results. Provides which posts are working, where followers are coming from, what content they are sharing and where you can make improvements.
• Create a Social Media Policy for your company and employees, ensuring everyone is representing appropriately
Thank You

Handouts:
• Social Media Tips
• Claiming Your Facebook Page
APPENDIX

Reporting
Reporting, what is important

1. Engagement rate: shows the percentage of people who saw your ad and engaged with it (likes, comments, etc.). This is calculated by dividing engagements/reach. Benchmark engagement rate is <1% for Facebook and Twitter.

2. Click-through rate: reported in analytics tools, this helps you determine how many people followed your CTA and clicked through to the article or website. Benchmark numbers should be determined by your channel performance over time.

3. Engagements: video views, likes, comments, etc. Benchmark numbers should be determined by your channel performance over time.
Other metrics

Impressions: how many users saw your advertisement (includes those who saw it more than once)

Reach: how many unique users saw your advertisement

Demographic information: how the ad resonated with audience members across demographic groups (available in channel analytics)