



**Today's webinar will start at  
11am Pacific / 12pm Mountain**



**University of Idaho  
Extension**

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## 4 Strategies to Reach Your Customers Online

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# The Cultivating Success™ Program was established by...



**University of Idaho**  
Extension



**Food Systems**

WASHINGTON STATE UNIVERSITY

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# Today's Presenter(s)



## **Emily Black**

Farmer & Business Coach in N. Idaho

Lone Mountain Farms & Cultivating Your Market



## **Colette DePhelps, facilitator**

Area Educator, Community Food Systems

University of Idaho Extension, Northern District



# Webinar Tips



**Close all other programs  
running on your computer**



**Check your sound – problems  
with clarity, speed, etc. switch  
to the phone**

Call-in number provided in the welcome  
email

Mute computer sound when using phone



**Type in questions for speakers  
(or for help with viewing &  
sound) into question box**



**Handouts are available to  
download on your computer**



# 4 Strategies to Reach Your Customers Online

One piece of your marketing...

1. Show up where your customers are hanging out
2. Build trust
3. Keep them coming back

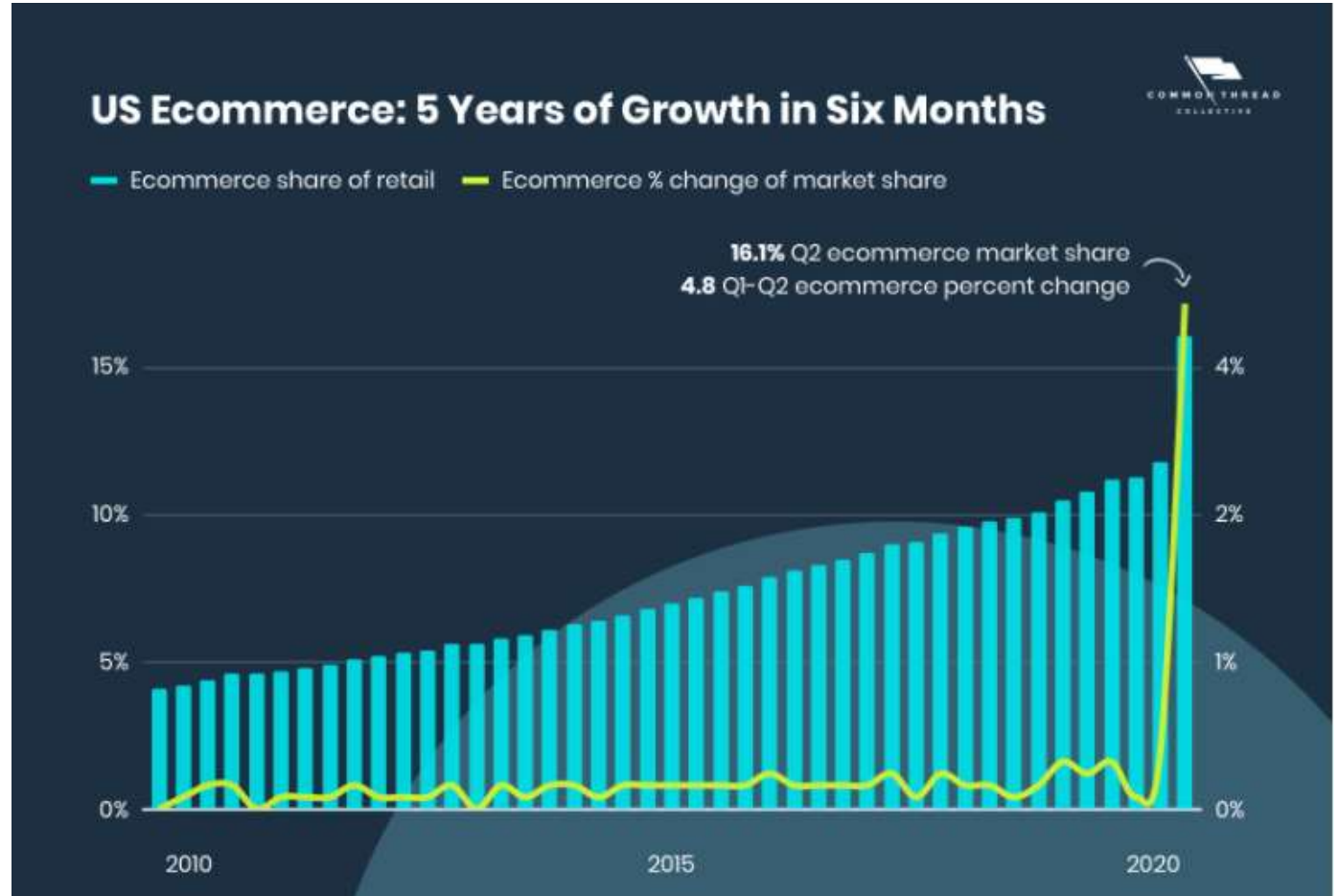






# 4 Strategies to Reach Your Customers Online

COVID has  
changed  
how & where  
people buy.





## 4 Strategies to Reach Your Customers Online

- **27%** of consumers say they rely more on grocery shopping online than before COVID
- **22%** of consumers say they rely more on small-footprint stores to avoid crowds than before COVID

Source: Hartman Group







# 4 Strategies to Reach Your Customers Online

1. Website
2. Social Media
3. 3<sup>rd</sup> Party Sites
4. Google My Business





# Websites

## Why...

This is your home online!

- Design it well
- Tell your story
- Share what you offer and the benefits
- Ask for contact information
- Make the sale





# Websites

Great...how

- Square Online Store!
- Wix (more custom)







# Websites

- **Attract**
  - Search engine results
- **Nurture**
  - Tell our story
  - Benefits
  - Ask for email
- **Retain**
  - Recipes
  - News/Farm updates & stories





# Social Media

Why...

Interactive and timely.

- Instagram
- Facebook







# Social Media Plan

## Identify your story

- Identify 3-5 topics that make up your farm story
- Build a story for your audience to follow
- Keep your focus on what your customer wants to see
- Bring your audience along with you in your journey
- This will be your go-to guide when you're wondering what to post.





# Facebook

- Attract
  - When your post is shared
  - Commenting/posting in groups
  - Advertising
- Nurture
  - Tell our story
  - Ask questions
  - Be social
- Retain
  - Share what's available & where
  - Ways to use your product
  - New product offers





# Instagram

- Attract
  - Use hashtags
  - When your post is shared (tag in stories)
  - Commenting and interacting
  - Advertising
- Nurture
  - Tell our story
  - Ask questions
  - Be social
- Retain
  - Share what's available & where
  - Ways to use your product
  - New product offers







Intermission...questions?







## 3<sup>rd</sup> Party Websites

Why...

Show up where people are  
already searching for your  
products.







# 3<sup>rd</sup> Party Websites & Local Food Org.



## Local Harvest

List your farm, products  
& more

[www.LocalHarvest.org](http://www.LocalHarvest.org)



## Panhandle Farm Corridor

Join the farmer  
collective! Serving  
Shoshone, Kootenai  
& Bonner County

[www.PanhandleFarmCorridor.com](http://www.PanhandleFarmCorridor.com)



## B-local

Join the farmer  
collective! Serving  
Bonner County

[openfoodnetwork.net/groups/b-local](http://openfoodnetwork.net/groups/b-local)



## Get Listed

The Taste of Home: Local  
Food in North Idaho

[pcfoodcoalition.idahofoodworks.org](http://pcfoodcoalition.idahofoodworks.org)



# Google My Business

Why...

You don't have to have good SEO!

- Local searching
- Farm near me...
- over 5.5 billion searches per **day**

Source: websitebuilder





# Thank you!

LONE MOUNTAIN  
FARMS

LoneMountainFarms.com

- Beer, produce, eggs

  
*emily black*

CultivatingYourMarket.com

- Business strategy

Get organized, streamlined & growing!

emily@cultivatingyourmarket.com





Questions?





# Upcoming Webinars

**February Theme:**

**Digging Into Soils and Compost**

February 2: Managing and Monitoring Soil Fertility

<https://www.cultivatinguccess.org/webinar-series>





# Please take our post-webinar survey!

[https://uidaho.co1.qualtrics.com/jfe/form/SV\\_aVJStaJol04fXxk](https://uidaho.co1.qualtrics.com/jfe/form/SV_aVJStaJol04fXxk)

Tomorrow, you will receive and email with:

Link to the post-webinar survey

Link to webinar recording



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