Best e-marketing practices for successful businesses

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What we will do today?

1. Get some marketing strategies

2. Explore some of the benefits of social media

3. Walk through best practices for different platforms

4. Create effective content and understanding the appropriate way to engage with the public through social media.
7 tactics for on[off]line marketing
1. Develop a message that trumps all others, and places you in a category of one

- Value proposition: “what is in for me

- Base your value proposition in the 4Ps
  - Product, price, promotion, and place

- Competitors are milliseconds away
  - Everybody is saying the same thing

- Exercise – look at 3 business webpages
  - Do they have a value proposition?
  - No: Can you think of one?
  - Yes: How can you improve it
Tap the app, get a ride

Uber is the smartest way to get around. One tap and a car comes directly to you. Your driver knows where you are and your payment is automatically charged to your Uber account.

MORE REASONS TO USE UBER

Uber's value proposition, offering urban riders a convenient and reliable way to get around the city.
Why would I choose your business/product/service versus any/every other option?

- If you can’t answer this question, you have bigger problems

- Motivate them to action, doing something (buy)

- Do marketing by values to strengthen your message
  - “If you stand for nothing, you will fall for anything”
  - Standardization, on-time deliver, etc.
  - Tap into people’s emotions: youthfulness, be part of a group.

- Show your passion, enthusiasm, and values
Connecting with moms

• Heritage brands
  • Brands they grew up with

• Leadership
  • Quality, value, worthiness

• Advertising images
  • Moms having fun with their kids
  • Multitasking is acknowledged
Connecting with Millennials

• Millennials want to **interact with their brands**. Rate products, make comments without censorship, talk with their friends via social media.

• **Build trust** through frequent and consistent messages sent via social media. Building a brand means building a story. If people complain, address their concerns honestly and sincerely.

• Use **multiple channels**: are complementary rather than competitive.

• Have strong **social conscience**. The more you are able to engage in the causes they care about and show your company’s engagement, the more likely they are to become loyal customers – you have to be sincere!
2. Be clearly understood

• Where
  • Before, during, and after the sale

• Eliminate all assumptions

• Ignite interest – use words that convey “secrets, selective”

• Call for action “come, buy, see, shop”
3. Aim for your correct target

- Avoid blind archery → use resources efficiently

- Define your market
  1. Geographic: location
  2. Demographic: age, education, gender, marital status, income
  3. Psychographic: receptive to new products, values, drivers of behavior, attitudes, philosophy, mindset

- How do you define your market?
  - Ask customers “how”, “why”, “what”
  - Reduce the size of your prospect universe
  - “Farming”: demographic lists, census bureau, social media

- Identify your “buy now” customer (brick-and-mortar)
BECOME AN EFFECTIVE ONE-TO-ONE MARKETER

1. Identify your best customers, never passing up an opportunity to gather information about them.
2. Collect information on these customers and link their identities to their transactions.
3. Calculate the lifetime value of customers so you know which ones are most desirable (and most profitable).
4. Know your customers’ buying cycle and time your marketing efforts to coincide with it—“just-in-time marketing.”
5. Make sure your company’s product and service quality astonish your customers.
6. See customer complaints for what they are—a chance to improve your service and quality. Encourage complaints and then fix them!
7. Use the information you have gathered to offer customers incentives that appeal to their individual needs and interests.

- Ask for their contact information
  - Name and contact details
  - Why they do business with you
  - What can you do better
- Contest-entry box system
- Give discounts/offers in exchange
- Joint ventures
  - Most valuable asset: customers
4. Create a good impression

- Inside your business
  - Make it easier to buy
  - Arrange things congruently, organized, and logically
  - Have creative idea displays

- Experience marketing
  - What perception(s) you want your target customer to have?
  - Does everything contribute to that image?

- Customers prefer to deal with successful businesses
  - Promote
  - Advertise
  - Educate: charts, posters, articles, products
5. Generate interest

• **Reward loyalty** and generate customers thinking, talking, and interested on you

• Show growth/change: create new products every month (fast-food industry) or make new products look like new
  - Re-launch
  - Re-theme

• Get recognition – influences, awards, blogs (write, publish), news release

• Do-It-Yourself to Done-For-You
  - Add services to your mix of products
  - People want things done for them

• Piggyback into trends and news events (sponsor), seasons, holidays
6. Retain customers

The High (Annual) Cost of Lost Customers

<table>
<thead>
<tr>
<th>If you lose . . .</th>
<th>Spending $5 Weekly</th>
<th>Spending $10 Weekly</th>
<th>Spending $50 Weekly</th>
<th>Spending $100 Weekly</th>
<th>Spending $200 Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 customer a day</td>
<td>$94,900</td>
<td>$189,800</td>
<td>$949,000</td>
<td>$1,898,000</td>
<td>$3,796,000</td>
</tr>
<tr>
<td>2 customers a day</td>
<td>189,800</td>
<td>379,600</td>
<td>1,898,000</td>
<td>3,796,000</td>
<td>7,592,000</td>
</tr>
<tr>
<td>5 customers a day</td>
<td>474,500</td>
<td>949,000</td>
<td>4,745,000</td>
<td>9,490,000</td>
<td>18,980,000</td>
</tr>
<tr>
<td>10 customers a day</td>
<td>949,000</td>
<td>1,898,000</td>
<td>9,490,000</td>
<td>18,980,000</td>
<td>37,960,000</td>
</tr>
<tr>
<td>20 customers a day</td>
<td>1,898,000</td>
<td>3,796,000</td>
<td>18,980,000</td>
<td>37,960,000</td>
<td>75,920,000</td>
</tr>
<tr>
<td>50 customers a day</td>
<td>4,745,000</td>
<td>9,490,000</td>
<td>47,450,000</td>
<td>94,900,000</td>
<td>189,800,000</td>
</tr>
<tr>
<td>100 customers a day</td>
<td>9,490,000</td>
<td>18,980,000</td>
<td>94,900,000</td>
<td>189,800,000</td>
<td>379,600,000</td>
</tr>
</tbody>
</table>
Perceive and treat your customers as your **best asset**

- Retention is the new acquisition
  - How fortunate we are to even have the opportunity to own our business because of a clientele willing to support us

- If a customer **feels** uncared, she/he will believe that is **reality**

- Look at customers as “The customer signs your paycheck”
  - They chose use from other choices
  - They may have postponed or gone without something else they want/need

- Express simple gratitude
  - Individually
  - En masse
  - Publicly

**Ultimate plan**
• Customer appreciation event
  • Entertainment (family)
  • Capture email addresses and names
  • Convey COMMUNITY

• Formal rewards programs

• Rescue the lost ASAP
  • Include them in best promotions and interesting events

• Increase customer value
  • Increase order size (restaurants)
  • Increase frequency: rewards, discounts, clubs, rebates, contact
  • Get customers to bring you their people
7. Use technologies profitably

More than 3 out of 4 Americans use social media

More Americans are buying from Internet: Millennials & Baby Boomers

Source: Surveys conducted 2005-2016.
• Do you have personal social media accounts?
  • You may need to relearn certain aspects of social media engagement in the business marketing context.

• Are you a social media skeptic?
  • Keep an open mind to how social media can serve key functions in the business context as opposed the personal use context may help you identify at least a few ways to use social media to benefit your farm.
Time for a social media assessment
FAQ

• You can create separate accounts for personal and business use, and you won’t have to delete your personal account

• Most platforms are free
  • Premium memberships can cost a fee
  • You can pay to boost your posts to reach a bigger audience (location, demographics)

• You can access your social media accounts from a cellphone, tablet, computer
  • Posts in Instagram can be done from cellphone and tablet, but not from computer

• You can have multiple social media accounts
  • There are websites and other tools that help streamline management of each account by allowing you to create one post that the tool then posts to all of your social media channels.
  • Most social media platforms allow users to link the account to an existing website or blog.
Social media best practices
Is your marketing built around the most powerful, persuasive, intriguing, compelling, and fascinating message possible?

Who your message should be for? (target market)

What is the most appropriate media for delivery to your target market?

Are you measuring the true return on investment from each marketing strategy?
Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone

- YouTube 73%
- Facebook 68%

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...

<table>
<thead>
<tr>
<th>Platform</th>
<th>50+</th>
<th>30-49</th>
<th>25-29</th>
<th>18-24</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>56%</td>
<td>80%</td>
<td>94%</td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>55%</td>
<td>80%</td>
<td>94%</td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td>7%</td>
<td></td>
<td>78%</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>16%</td>
<td>71%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>14%</td>
<td></td>
<td>45%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Survey conducted Jan. 3-10, 2018.
“Social Media Use in 2018”
PEW RESEARCH CENTER
• Increase online exposure of our business
• Showcase your new product/service
• Obtain feedback
• Attract more/new customers
• Minimize costs of marketing
• Build relationships
1. Cover photo
2. Profile photo
3. Tabs
4. Page interactions
5. Call-to-action buttons
6. Community
7. About
Tell your story 1-2 times/day

- Your products
- Your chores
- New projects
- Your mistakes
- Your property, facilities
- Where to find you
- Educate customers
- Community events
- Seasonal activities/products
- Ask questions
- Promote other businesses
Create a brand for your social media pages

- Logos and imagery
- Company description
- Vision and mission
- Find inspiration and mimic them
- Content, posting frequency, imagery, photo filters
- Respond to comments ASAP
- Be consistent
# Social media planning calendar

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
<th>Post</th>
<th>Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Values</td>
<td>We aim to be the leaders in sustainable bedding plant production in the Greater Lafayette area</td>
<td>Lori</td>
</tr>
<tr>
<td>Tuesday</td>
<td>#SeasonRenewal</td>
<td>Spring is coming... share a photo of your favorite plant for a chance to win a succulent! Add #SeasonRenewal to enter.</td>
<td>Lori</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Member of the month</td>
<td>Extra gold stars for @hortbizpurdue, our member of the monthh. She has shared all our posts for the past month</td>
<td>Lori</td>
</tr>
<tr>
<td>Thursday</td>
<td>Values</td>
<td>We value diversity and treat our employees fairly. Here is a photo of John, who has been with us for 10 years</td>
<td>Lori</td>
</tr>
<tr>
<td>Friday</td>
<td>Discount</td>
<td>Coment and share this post to receive 5% discount for the purchase of our newest varieties of succulents</td>
<td>Ariana</td>
</tr>
<tr>
<td>Sunday</td>
<td>Contest</td>
<td>Caption this photo to participate in the drawing of 5 hanging baskets</td>
<td>Ariana</td>
</tr>
<tr>
<td>Sunday</td>
<td>Question</td>
<td>Happy Sunday! What is your favorite Sunday routine?</td>
<td>Ariana</td>
</tr>
</tbody>
</table>

Facebook
• Having a profile (personal account) is different than having a page (company or organization)

• Having no page can create the perception that your business is out of touch with technology and social media users

• Pages only require a “like” to start the relationship with a client

• You can track and measure results, use Facebook Ads, and launch contests
Tell your business/family story
Photos, captions, and filters
• Post photos from the farm
• Share agricultural messages
• Connect with agricultural pages
• Share farm facts on your page
• Post videos of your operations
• Advertise other businesses’ events
Did you know that some growers at the Lafayette Farmers Market sell their produce in compostable bags?
Did you know that some growers at the #LafayetteFarmersMarket sell their produce in compostable bags? @Historic Lafayette Farmers' Market

https://instagram.com/p/BpLFyihNZe/
horbizpurdue Did you know that some growers at the Lafayette Farmers' Market sell their produce in compostable bags?

1 MINUTE AGO

horbizpurdue

Select Where to Send People

- Your Profile @horbizpurdue
- Your Website
- Your Storefront

Select Target Audience

- Automatic: Instagram targets people like your followers
- Local: Select people in a specific location to target
- Manual: Select people, places or interests to target

Learn about destinations

Learn how to reach the right people
Name: Farmers market

Locations: Indiana, Illinois, United States and Ohio, United States

Interests: E.g. Organic food, Farmer's market

Age & Gender: Female | 21 - 65 yr

New audiences will be saved so you can reuse them for other promotions.

Budget & Duration

Your Total Spend is $10 Over 5 Days

Budget: $2 Daily

Duration: 5 Days

540 - 1,400 Est. Reach

You're All Set

Preview Promotion

Destination: @hortbizpurdue

Action Button: Visit Instagram Profile

Audience: Farmers market

Budget & Duration: $10 / 5 Days

Add a new payment method

Create Promotion

By tapping "Create Promotion" you agree to Instagram's Terms and Advertising Guidelines.
140 characters
Share information, discuss ideas

Source: Sprout Social
Social and display ads

- Banner ads on sites, in apps or social networks
  - Customer reading a news article
  - Customer checking updates on Facebook/Twitter

State Bicycle

- $500,000 in incremental sales/year through promotion codes and traffic from Facebook
  - 12% traffic to website from Facebook
  - 1/5\textsuperscript{th} cost per click than other platforms
  - 10x growth in fan base to 46,000 in 1 year
- Update cover and profile photos
- Advertised to segments with certain music preferences, likes on rival brands, and general keywords “fixies”, located in cities
- Host contests
- Sponsored stories
1. **Bio:** First thing a potential new follower is going to look
   - Tell exactly what you do
   - Get a little personal: Share your mantra
   - Promote your custom hashtags
   - Drive traffic to your opt-in (free offer or website)
   - Promote your products
   - Highlight your accomplishments

2. **Photos**
   - **Profile**
     - You are a local business and your face is part of the community
     - Use a pretty logo
   - **Cover photo**
     - Clear picture that represents your local community or, preferably, your business
     - Get a group shot of your team of employees at work
Hashtags at the beginning of unbroken phrase or word

- It will link your post to all other posts ever used by anybody

- Gives context to a post and can help you search for market segments
  - Use them across all platforms

- Hashtags are not case-sensitive, but adding capital letters make them easier to read #sustainableverticalfarming vs #SustainableVerticalFarming

Tips:
- Make it easy to remember --- don’t leave room for typos
- Do your research: what people are using, check if your # is being used
- Partner with influencers
- Don’t over hashtag: 1-2 is enough
- Highlight events, marketing campaigns
Additional platforms for online marketing

• Success in one channel can impact in another

• Look for existing platforms
  • Platform: the various types of social media accounts that are available. Some of the most obvious examples include Facebook, Instagram, and Twitter

• Customers are hanging out online, and you?
  • Facebook, Instagram, YouTube, Twitter
Email Marketing

• Collect email addresses of your prospects or customers
• Send them interesting information
• Engage them with offers

Ideas
- Create in-depth articles that your audience wants to read
- Create an email newsletter
- Home page of website is an email opt-in box
- You don’t need to mention any product
Public relations

• Examples
  • Blogs
  • Community events
  • Create a quiz to determine the right product

• Build community
  • Email
  • Comments
  • Face-to-face

• Provide value or interesting topics to your target audience

• Exclusive product preview, tasting session, workshop,
Offline ads

• Examples
  • Magazines, newspapers, billboards, radio or TV
  • Still a way to reach a big audience

• Increase brand awareness

• Drive traffic to e-commerce platform
Thank you for your attention

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