



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



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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...

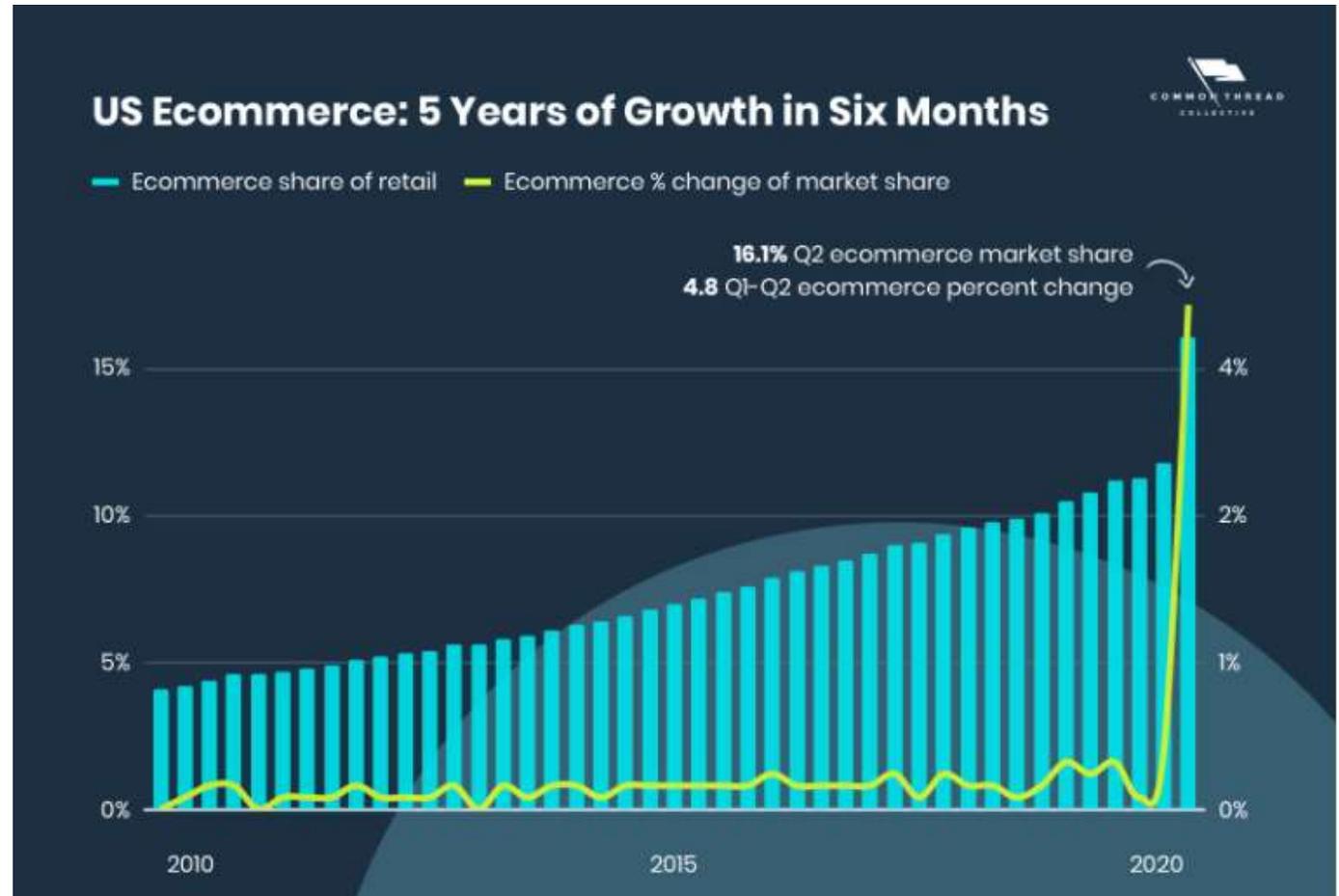
1. Show up where your customers are hanging out
2. Build trust
3. Keep them coming back





# 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





# 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.cultivatingsuccess.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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