Digital Marketing 101

Stay open year-round & tell your story online
A changing landscape

Digital marketing includes:

- Website
- Blogs
- Email Marketing
- Social media
- Online advertising
- And lots more.
Where to Start?

Step #1

Answer a few questions in 5 minutes:

What is my biggest goal?

What objectives will help me reach my goal?

What time do I have to put into the project?

What are my priorities?

Possible answers:

Increase the number of CSA customers

Find wholesale partners

Bring more visitors to my farm/booth at market

Increase my visibility/ stand out from competition
“I'd like to be able to hand someone a card with my site listed on it and have them be able to have ‘somewhere’ they can go to to look at my work. My stuff is pretty visual, so I'd like to be able to drive potential clients to the site in order to build and diversify my customer base.”

- Jason Malone, woodworker
Define Your Audience and Story

Step #2:

- What is the story you want to tell?
- What is special about your story?
- Who are you telling your story to?
- How will people remember you?

**What do you want people to DO?**

Step #3:

- I want the people I reach to:
- Buy more produce on each visit
- Sign up for my CSA, e-newsletter, blog
- Visit my farm/stand at market
- Call me for special orders or proposal
- Interact or engage with me and my business online
Certified Organic

Heirloom Blueberries & Blueberry Products

Farm Store Hours: Everyday 10am to 6pm

You Pick Closed. Tours & Tasting Available

Snoh, Washington
MARIPOSA FARM

Lis and Joaquin Lopez
Everson, WA
(360) 920-1920

We grow a large variety of vegetables and berries in the productive soils of Skagit County.
We sell our produce at the Bellingham Farmers Market, West Seattle Farmers Market, and Lake City Farmers Market. Bulk and Wholesale orders available upon request.

SEE YOU AT THE FARMERS MARKET!

Butterflies migrate long distances over several generations, guided by nature. We migrated from Mexico 9 years ago to work on organic farms in Washington.
Now we have started our own family farm in Everson, WA.
Directory, Search Engines

Don’t miss out on:

- Online exposure, search engine results
- Discovery - location, services, products
- Fact finding - researching about you
- Promotion and PR
Website vs. Blog

WEBSITE

Mostly static content
Professional calling card
One-way communication
Business minded or transactional
Information about products and services
Competition – your biggest competitor likely has one

BLOG

Regularly updated content or storytelling
Informal storytelling
Back and forth communication
Informative and educational
Feedback from customers
Your competition may not have a blog
Your Calling Card

Get a unique URL, or domain name

Read this great blog post on how to choose a good domain name:
https://moz.com/blog/how-to-choose-the-right-domain-name

Go to https://domainr.com/ to see if your domain is available

Check out HostGator or similar sites to see hosting plans:
http://www.hostgator.com/

Or, host your blog/website on server that provides that service
Choose Your Website Domain

This is the address where people will find your website online. Reserve your domain now or skip this step and choose it later.

Use a Subdomain of Weebly.com
A great way to get your website started
http://pecoswoodworking.weebly.com

Register a New Domain
For a more professional online presence
http://www.

Connect a Domain You Already Own
We'll help you connect your domain when you're ready to publish
http://www.example.com

Continue
What's the Focus of Your Site?

Site
Blog
Store

You'll have access to all of our awesome features no matter what you choose!
D.I.Y. website and blogs

You can easily change this later

- Slick
  - Welcome to Slick
  - Located in the heart of Brooklyn,

- Cultivating Stories
  - Paper
  - The elegant & tasteful cultivation of life
    with design and storytelling

- Impact
  - Make an Impact with These New Looks

- Collective Journal
  - Travel abroad with every issue.
Designed and built by Jason Malone

Nestled in the foothills of the Rocky Mountains, Pecos Woodworking offers a full service art and custom woodworking.

Services

Maker

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium...
Nestled in the foothills of the Rocky Mountains, Pecos Woodworking offers a full service art and custom woodworking.

Services

Art Services
Offering a full range of museum quality art handling services.

Custom Woodworking
Traditional, handcrafted techniques combined with contemporary aesthetics create one-of-a-kind objects of beauty, grace and function.

Maker
Modern materials and techniques to create custom solutions. Pictured here: custom office divider for a dental office.
Ready to blog?

Blogging can:

- Position you as a thought leader
- Promote your business and website
- Provide an avenue to interact and answer questions from your audience
- Requires frequent updates of content
- Drive traffic to your website and improve your standing on web search engines
Make the most of it

Host your blog on your website to build traffic to your site

Update it regularly, 2-3x weekly

“Tag” the posts and use keywords in the headline and body content

Link to other blogs

Answer and respond to your visitors

Find contributors and editors to share the load
Dine out and savor the flavors of the Pacific Northwest and beyond.

Seattle's original farmers market, established in 1907. We proudly continue the "Meet the Producer" tradition, 363 days a year.

Atrium Kitchen Events

Handmade Tagliatelle with Cucina Casalinga
Friday, February 19, 6-8 pm

Valentine's Gifts

Happy Hour: 11 Spots to Meet Up for a Drink in the Market
Read More
13 Gifts for Your Valentine

We know it can be tough to find just the right thing for your main squeeze. Time runs out, panic sets in and you find yourself eyeing the florist and single roses at the gas station. But wait, there’s still time to get the perfect gift, one that will do all you need your gift to do: show you are a loving, caring person who has sensibly thought about the perfect Valentine’s gift, impress your Valentine with your forethought and, most importantly (let’s just be honest here) make you look good. To help you out, we’re counting down the days till Valentine’s Day with 13 fantastic gift options available at Pike Place Market.

13. For the Star Wars Lover in Your Life

AT-AT Love Zip-up Hoodies from Ugly Baby ($50)

The mission was to bring down the rebels’ shield generator, but these rogue All Terrain Armored Transports (AT-ATs) went on their own mission—a mission of love! Ink printed on a light gray zip-up hoodie. Sizes are unisex, so women may want to order one size smaller than usual. Available at Ugly Baby & La Rude.

Happy Hour: 11 Spots to Meet Up for a Drink in the Market

1. Radiator Whiskey

Rustic-chic spot in the Corner Market building (upstairs near Storyville Coffee and Matt’s in the Market), boasting a huge whiskey selection and creative menu.

Drink: Bourbon, rye, scotch... the list goes on!

Eat: Try the “Tot-Chos.” Tater tots, sour cream, smoked cheddar, Mama Lil’s peppers, debris, green onions
LACTO FERMENTED SPICY KOREAN KRAUT

February 3, 2016 by Erica — 2 Comments

Hello, thanks for visiting! I'm Erica, a professional chef turned gardening and urban homesteading fanatic.

New? Start here. If you like what you see, please subscribe! Just enter your email below.

Think of this as kimchi for wimps. It’s more accessible in flavor than a traditional Korean, long-fermented pungent cabbage or turnip ferment. But it’s not so unlike kimchi that it won’t stand in well as a spicy, pungent addition to rice bowls, soups, and noodle dishes of all kinds.

For the best results on this ferment, you absolutely need to get a Korean style chili flake called gochugaru. I swear by Mother-in-Law’s Kimchi brand gochugaru. You’ll notice in the recipe below I call for a half-cup of this chili flake.

If you try to substitute regular crushed red pepper flakes at these same quantities, your mouth will melt and drip out of your head like sad, bloody, tongue-colored pudding.
E-newsletters

Engage with your core audience on your timetable

Express passion for what you do

Have an “opt-in” and send an auto responder immediately

Show your identity in your email

Show images, fonts, colors, logo, similar look to website

What to write: help solve problems, inspire and inform

Give them more options to buy, engage or learn
Pike Place MarketFront Construction Update
January 18, 2016

Construction Activities
Thank you!