Social Media Strategy
FOR MARKET MANAGERS
Presented by Sarah Dylan Jensen
Owner/CEO, Mockingjay Press
Stanwood Farmers Market
Snohomish Farmers Market
Mill Creek Farmers Market
About Me

6+ years owning & operating Mockingjay Press

Market Maven of not one but THREE farmers markets

Experienced in creative marketing to engage more customers and community relationships

Sunset Magazine Publication 2016
Why Be Social?

Do I really want to be social?
The Trends

The fundamental shift in the way we create, consume, and share content. Some stats from 2019...

- 3.5 billion social media users
- 2.32 billion 68% of US adults on Facebook
- 3 hours per day average time per user, per day
- 49% of consumers depend on influencer recommendations
Pages, Stories & Tweets
...oh my!

In the social media playground, where is the best place to play?

Tweets, Snapchats, filters and more. You'll need to pick the right platform that suits your market best.

Pick one and do it WELL.
Any good marketing plan requires a strategy. We'll go over:

• Setting realistic goals
• Review your demographics
• Creating a content calendar
• Executing engaging posts
• Sharing is caring
• Responding & conversing
• Assessing the results
Goals

Set *attainable* goals that you would like your social media presence to produce. Remember that this is a marathon, not a sprint.

**Common goals can be:**
- More market traffic
- More loyal shoppers
- More user-generated photos & buzz about your market
- More vendors, musicians, etc.
- More engagement

**DO ALL THE THINGS!**
Know Your Demographics

Assumptions can be dangerous - you may think you know your customers, but take a look at the insights your page already has. Step outside the box to more creative thinking & targeting.

• Who is missing?
• Who is your ideal customer?
• How do they engage?
A small snapshot of the information available...
Brand Identity

Does your brand accurately represent who you are and who you want to be?

Consistency is key to streamline the marketing message.
Brand Identity

• Clean look
• Easy to identify, legible
• Good resolution
• Portrays the persona of your market or merchandise
• Consistent across platforms or uses
• Does it fit correctly inside the social media platform spaces
Content Calendars

Using the social media tools, your schedule and a simple calendar layout can help ensure you're meeting goals.

Start simple. In time, expand, share, collaborate.
The Basics

Find the cornerstones - what your audience expects from you via Social Media:

- Important information
- Key Dates - for both vendors and customers
- Market hours, updates
- Important/updated photos
- Volunteer requests
- Sponsorship shout outs
Fill It In

Start adding the "fluff" to your calendar. Additional content ideas:

- Search for content ideas
- Look at other similar pages
- Create something unique
- Introduce vendors
- Introduce staff & volunteers
- Community posts & events
- Post from common resources
- Save links for later
- Save posts to your queue
# Sample Content Calendar

<table>
<thead>
<tr>
<th>Day</th>
<th>Campaign</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>Humor</td>
<td>Sunday meme • Sunday blessings • Inspiration/motivation • Meal prep • Mom of kids (funny) • Inspiring story</td>
</tr>
<tr>
<td>Mon</td>
<td>Motivation</td>
<td>Motivational Monday • WAHM/SAHM Consultant life post (mail run, product order arrived, using product) • Beauty</td>
</tr>
<tr>
<td>Tue</td>
<td>Engagement</td>
<td>Take it Tuesday - out of office • Try it Tuesdays - sample requests • Office funny • Recipe Share • This or That</td>
</tr>
<tr>
<td>Wed</td>
<td>Giving Back</td>
<td>Wed meme • Wednesday Wisdom • Working Women Wed • Way Back Wednesday • Blog post • Contest!</td>
</tr>
<tr>
<td>Thu</td>
<td>Business Promo</td>
<td>Thoughtful Thursday • Thankful Thurs • Thrifty Thursday (drink recipe) • TBT • Business Promo • Selfie w/ Product</td>
</tr>
<tr>
<td>Fri</td>
<td>Family Fun</td>
<td>Friday meme • Freebie giveaway • Fitness post • Fun with family • Weekend movie • Blog post • FBF</td>
</tr>
<tr>
<td>Sat</td>
<td>Lifestyle</td>
<td>Saturday Selfie • Life hack • House cleaning tip • We time • Special Offer Saturday Social • What’s Your Why</td>
</tr>
</tbody>
</table>

**Simple design with ample details & notes (Excel)**

**More creative layout but still contains necessary tools**
Executing Engaging Posts

Similar to branding, your content needs to grab your audience's attention...

- Aligns with your identity
- Purposeful
- Clean & with correct resolution
- Correct (proofread!)
- Working links
- FUN & YOU-NIQUE
SNOHOMISH
FARMERS MARKET
Rain or Shine!
TODAY | 3P - 7P
Stanwood Farmers Market

FINAL FOUR WEEKS!

FRIDAYS 2-6P
Worm Composting!

Pop Club Activity with Soundview School
Friday - July 13th
Mill Creek Farmers Market
Sharing is Caring

Don't reinvent the wheel, use the benefits of this big space "share the love"

- Vendors & Farmers
- Community Partners
- Business Connections
- Sponsors
- Friends, Fans & Followers
Snohomish Farmers Market shared a photo.

February 13 at 11:58 AM · ☻

Look at that beautiful bunch of greens!

Support your local farmers - they need it more than ever right now. Come visit our Mini Market tomorrow, #ValentinesDay at Looking Glass Coffee from 3-7p.
Thank You

Business shout out

Volunteer shout out

#TBT & Promo

Credit to photographer

Super-fecta!

off-season vendor event
From Our Fans
Responding

Conversing

Don't ghost your fans!

• Consistency in identity
• Answer their questions
• Don't forget DMs
• Thank them
• Have a short conversation
• Don't let bad reviews go

Tips:

• Automated responses
• Canned/Template responses
• Hiding is ok!
Who are you engaging as? Make sure by checking this drop down button.

Don't miss that question in the comments!
More connections and questions answered in the comments section:

Doug Zwijnenburg Sorry to miss you but we are enjoying the summer in Australia. See you when we return.
Like · Reply · Message · 2w

Snohomish Farmers Market Well that sounds just lovely!
Like · Reply · 2w

Cathy Clark Thank you for the reminder. Hope to get there next time. Are they there in another two weeks or every Thursday?
Like · Reply · Message · 2w

Snohomish Farmers Market Our mini markets are the 2nd Thursdays of the month, next one is March 14th 😊
Like · Reply · 2w
Show them some love & be thankful:

**Amanda Knudtson** recommends *Snohomish Farmers Market.*
August 17, 2018 · 🚀

One of my fav markets!!!
**Great selection · Local produce**

**Snohomish Farmers Market**
1 Comment

**Love**

**Snohomish Farmers Market** Thank you Amanda!

**EL’Kahn Thompson** reviewed *Snohomish Farmers Market* —
June 8, 2018 · 🚀

It was casual, low key, friendly people reasonable prices. Big Dog is always a nice guy and great food. Across from him was a brand new company, Best of Both Worlds. Low carb, gluten free, delicious food lot of variety, I highly recommend the 5 grams of carbs amazing Chicken Parmesan. So delish!

**Snohomish Farmers Market**
1 Comment

**Like**

**Snohomish Farmers Market** Thanks for taking the time to write such a lovely review EL’Kahn!

**Like · Reply · 38w**

**Write a comment...**
Even if the conversation goes on for a few days, you've engaged with a customer and created a connection!
Set up automated responses:

<table>
<thead>
<tr>
<th>Messages</th>
<th>Automated Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>🔄 Messenger</td>
<td>Respond to Common Questions</td>
</tr>
<tr>
<td>🟪 Comments &amp; More 20+</td>
<td>Contact Information</td>
</tr>
<tr>
<td>🟩 Facebook 20+</td>
<td>Location</td>
</tr>
<tr>
<td>📱 Instagram</td>
<td>Respond to Feedback</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Automated Responses</th>
<th>Messenger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Recommended</td>
<td></td>
</tr>
<tr>
<td>Page Not Recommended</td>
<td></td>
</tr>
<tr>
<td>Communicate About Jobs</td>
<td></td>
</tr>
<tr>
<td>Application Received</td>
<td></td>
</tr>
</tbody>
</table>
Hiding & moderating things...
Advertising

Paying to play

• Don't pay for every post - pick the good ones
• NEVER pay for page "likes"
• Pay to promote your own content
• Pick content that's helpful to YOUR audience
• Use ads to get people on your email list
• 20% text rule on most platforms
• Canva & design templates for the win!

IT'S CREEPY HOW TARGETED THESE CHRISTMAS ADS ARE. HOW DO MARKETERS COLLECT SO MUCH DATA ON US?

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Boosting a post

• Quick & easy
• Fans & Friends OR;
• Specific targeting
• Use as flash ads
• Ignition for posts you have already done

Your message

Facebook Boost

2020 CALENDARS!

1,003
People Reached

55
Engagements

Boost Post
Promoting a post

- More complex platform
- More specific targeting depending on end result desired
- Use "Create Ad" in admin console
- Facebook walks you through
- Use for seasonal, long-term or event specific traffic drives
Assessing the progress

So now what?

• Keep at it
• Post every day
• Encourage interaction
• Verbal mentions
• FB vs. Website?
• Eye on the prize
Conclusion

Engage, enlighten, encourage... and especially just be yourself!

Social media is a community effort, everyone is an asset.
THANK YOU!