



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?

The Trends

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

3.5 billion

social media users

▶ *45% of the World's population*

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?

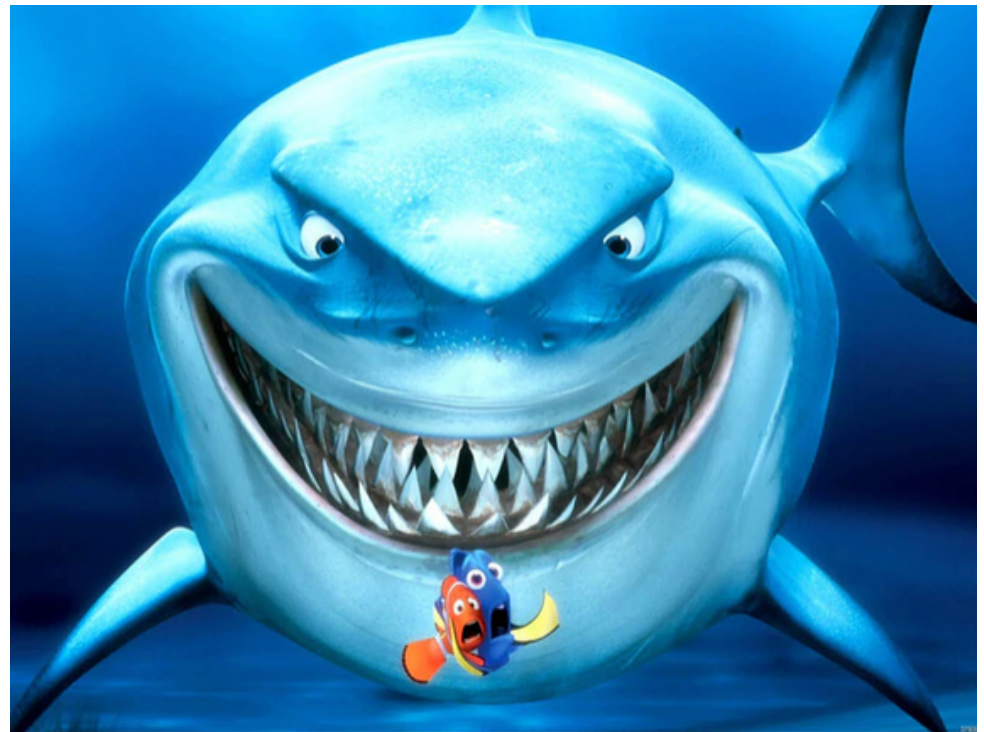
Tweets, Snapchats, filters and more. You'll need to pick the right platform that suits your market best.

Pick one and do it WELL.

Let's Dive In

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

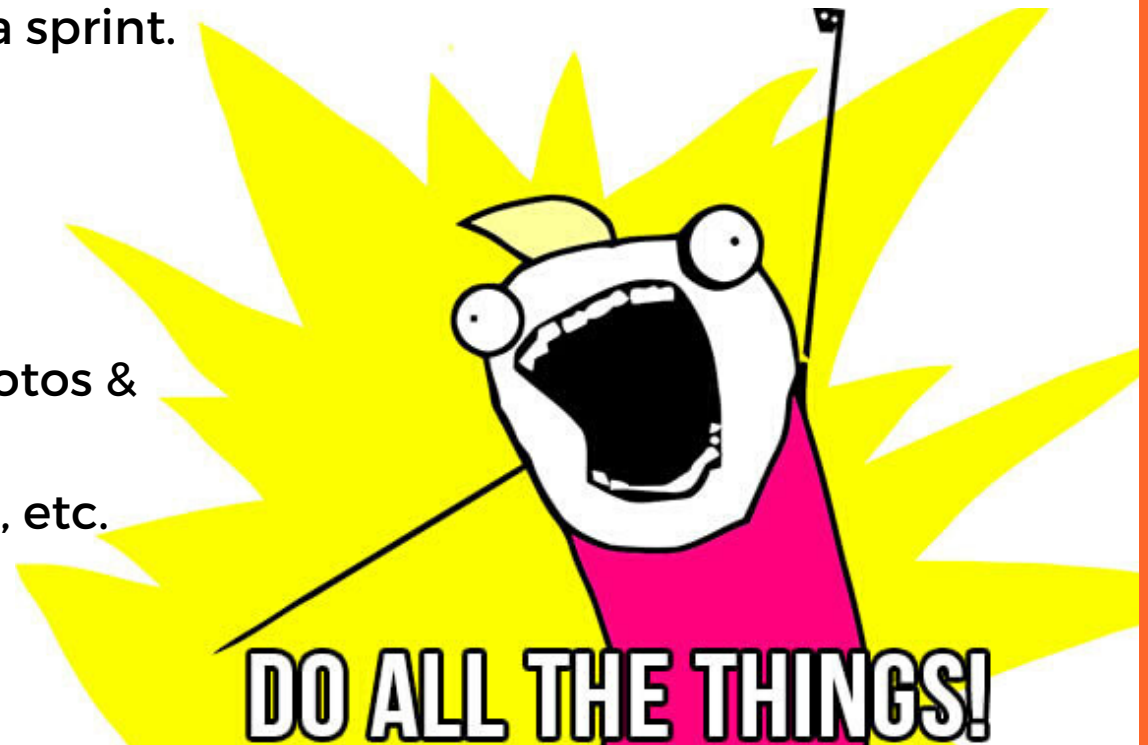


Goals

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





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...

Josh Boyd (16531736113...)

Create New Open Save More

Create Ad

CREATE AUDIENCE

Location

UNITED STATES
All United States

+ Country, region or city

Age and Gender

Age
18 — Any

Gender
All Men Women

Interests

INTERESTS > BUSINESS AND INDUSTRY > ONLINE

Social media

+ Interest

Connections

Pages

People Connected to
+ Your Page

People Not Connected to
+ Your Page

(New Audience)

35M–40M monthly active people

People on Facebook

Country: United States of America

Demographics Page Likes Location Activity

Age and Gender

Self-reported information from people in their Facebook Profiles. Information only available for people aged 18 and older.

63% Women
54% All Facebook

37% Men
46% All Facebook

Age Group	Women (%)	Men (%)
18 - 24	17%	19%
25 - 34	27%	32%
35 - 44	20%	20%
45 - 54	15%	14%
55 - 64	12%	9%
65 +	10%	7%

Relationship Status

Self-reported data from people who list a relationship status on...

31%

47%

Education Level

The highest level of education reached based on self-reported ...

62%

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





YAHOO!	Yahoo!	YAHOO!	уАHOO!	yahoo!
YAHOO!	Yahoo!	Yahoo!	YAHOO!	Yahoo!
yahoo!	YAHOO!	YahOO!	YAHOO!	Yahoo!
Yahoo!	Yahoo!	YAHOO!	YAHOO!	YAHOO!
YAHOO!	yahoo!	Yahoo!	Yahoo!	Yahoo!





Thank you *for attending!*
See you March 7, 2020

Wine Festival

CELEBRATING 10 YEARS MARCH, 2 2019

TICKETS AVAILABLE DECEMBER 1, 2018




Local Business Search




- ★ Search & Find Local Businesses
- ★ Local Reviews
- ★ Business Owners Free Listing | Backlink SEO

Like Follow Share ... Send Message



Tommy's Guitar Shop

Home
 About
 Social Site



Like Follow Share ... Call Now Send Message



Egg
Song
Farm



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

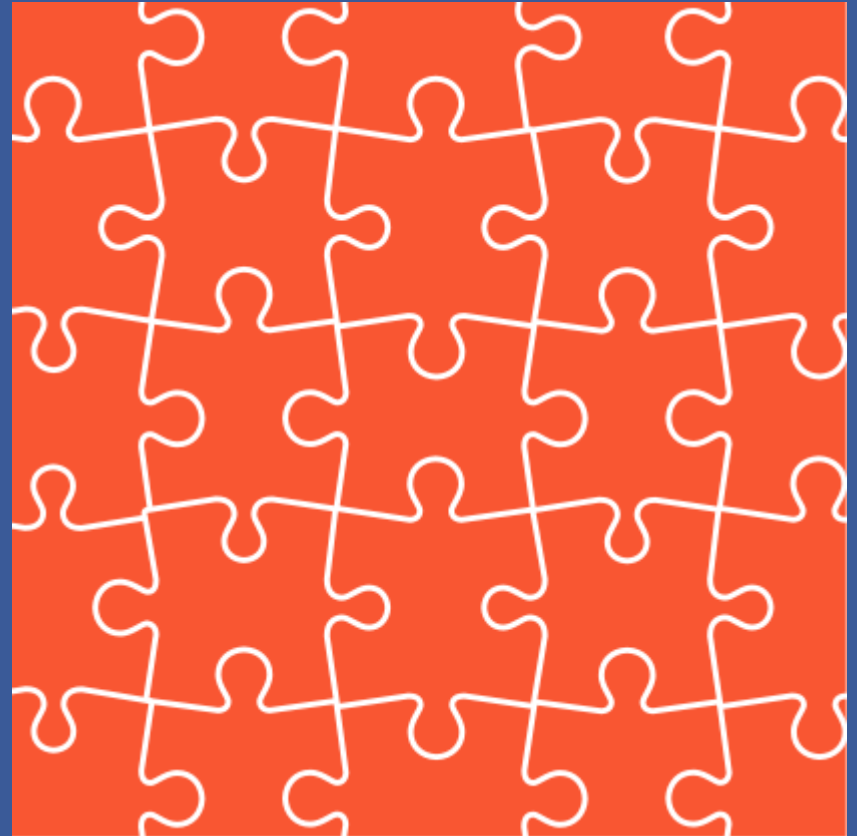
Find the cornerstones - what your audience expects from you via Social Media:

- 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

	Campaign	Example
	Humor	Sunday meme • Sunday blessings Inspiration/motivation • Meal prep Mom of kids (funny) • Inspiring story
	Motivation	Motivational Monday • WAHM/SAHM Consultant life post (mail run, product order arrived, using product) • Beauty
	Engagement	Take it Tuesday - out of office • Try It Tuesdays - sample requests • Office funny • Recipe Share • This or That
	Giving Back	Wed meme • Wednesday Wisdom Working Womens Wed • Way Back Wednesday • Blog post • Contest
	Business Promo	Thoughtful Thursday • Thankful Thurs Thirsty Thursday (drink recipe) • TBT Business Promo • Selfie w/ Product
	Family Fun	Friday meme • Freebie giveaway Fitness post • Fun with family Weekend movie • Blog post • FBF
	Lifestyle	Saturday Selfie • Life hack • House cleaning tip • Me time • Special Offer Saturday Social • Whats Your Why

More creative layout but still contains necessary tools

Simple design with ample details & notes (Excel)

	A	B	C	D		F	G	H
1	Editorial Calendar							
2								
3	PUBLISH DAY	VENUE	MEDIA	CATEGORY	TAGS	AUTHOR	TOPIC / TITLE	ASSETS NEEDED
4	example	Blog	Case study	Direct Marketing	Email marketing	Fiala	How Stamats helped XXX College improve recruitment quotas 3 straight semesters with sequenced mail drops.	Write post, images, cite results.
5	example	LinkedIn Group	Q&A	Brand Marketing	Image	Smith	How well defined is your university's crisis communications plan?	Prep talking points for Q&A discussion.
6	example	You Tube	Video	Digital Marketing	Mobile media	Davis	Demonstrate mobile-ready and non-mobile web sites. Include statistics of mobile use by target demo and best-practice usability requirements.	Variety of mobile phones, pre-select appropriate web sites, statistics.
7	example	Scribd	Report	Marketing Research	Research report	Brock	Recent findings of year-over-year retention rates for 2 institutions implementing a Stamats strategic plan. [redact names if neces.]	PDF with text, graphics, images
8	example	Facebook	Poll	Social Media	Community	Smith	What role does the institution have in fostering community-mindedness among enrollees? What ways is your university building community?	Facebook poll application
9	example	Slideshare	Powerpoint	Digital Marketing	Writing for the Web	Benson	Presentation on eye tracking, readability, user-centeredness, tone, voice, etc.	Powerpoint with text, graphics, images
10	example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA
11	example	Twitter	Storyfy	Digital Marketing	Storytelling	Cunniff	How to use Storyfy to help your prospects experience campus life.	Image, intro text, prep questions
12	example	Blog	Post	Social Media	Facebook, Twitter	Smith	Examine recent study that reviews use of Twitter and Facebook by professors in the classroom.	Access to study, write post, include link to SurveyMonkey poll allowing readers the opportunity to weigh in
13	example	Blog	Podcast	Digital Marketing	Web analytics	Dodson	Review 3 most common GA set-up errors that can cost you valuable insight.	Research topic, sketch out script, practice and record. Use Burberry or other plug-in to add to WordPress.
14	example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA
15	example	Flickr	Infographic	Digital Marketing	Web site design	Foster	Graphic depicting site audit, planning, development, implementation, ongoing improvement phases. Include stakeholders, milestones, etc.	Well-planned and laid out graphic.
16	example	eNewsletter	Article	Direct Marketing	Strategy	Fiala	Design and production on a budget.	Write post, images, mock budget and goal scenario

Executing Engaging Posts

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

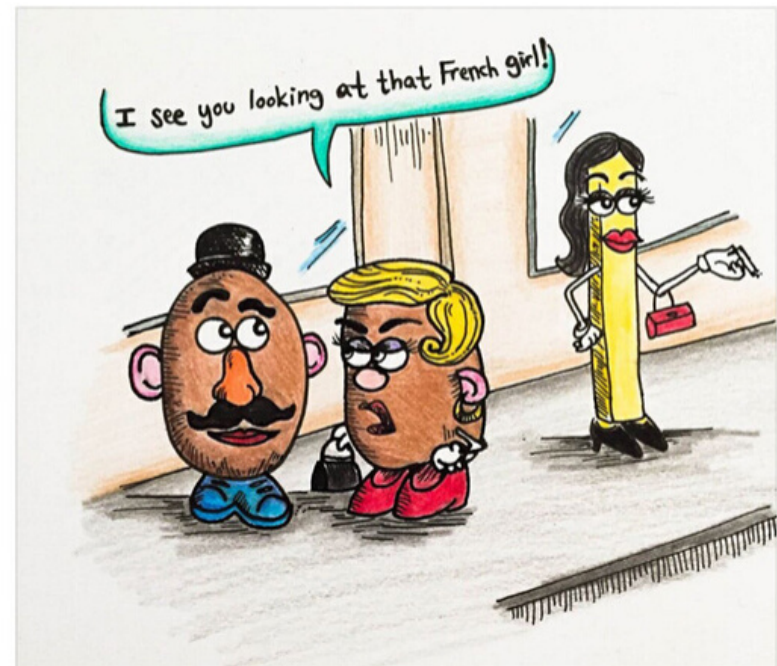
- Aligns with your identity
- Purposeful
- Clean & with correct resolution
- Correct (proofread!)
- Working links
- FUN & YOU-NIQUE



Nutritious Living

June 6, 2015 · 🌐

Fast food drama



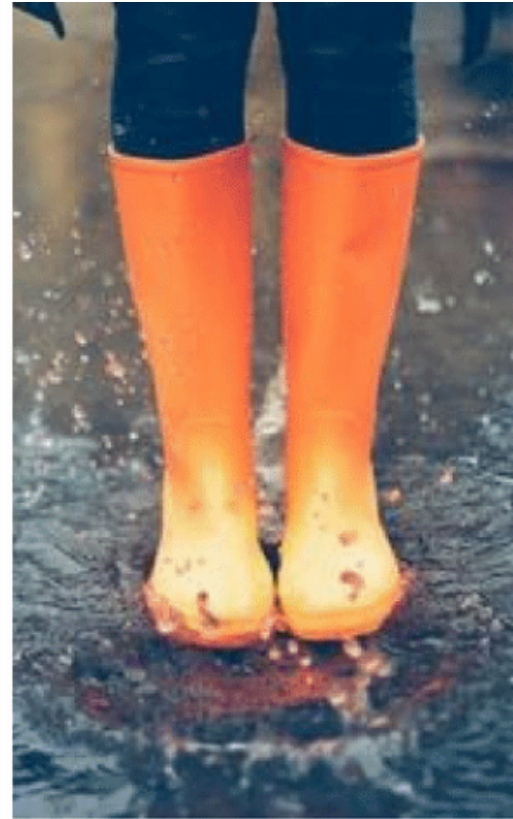
Made in *Canva*

SNOHOMISH

FARMERS MARKET

Rain or Shine!

TODAY | 3P-7P



Made in *Canva*

FINAL
FOUR
WEEKS!

Starwood
FARMERS
MARKET

FRIDAYS
2-6P





SNOHOMISH FARMERS MARKET

Worm Composting!

POP CLUB ACTIVITY WITH SOUNDVIEW SCHOOL
FRIDAY - JULY 13TH
MILL CREEK FARMERS MARKET



Made in *Canva*



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





Washington State
Farmers Market
Association
@WSFMA

Home

About

Events

Posts

Photos

Videos

Community

Info and Ads

Create a Page



WASHINGTON STATE FARMERS MARKET CONFERENCE

Don't miss out!

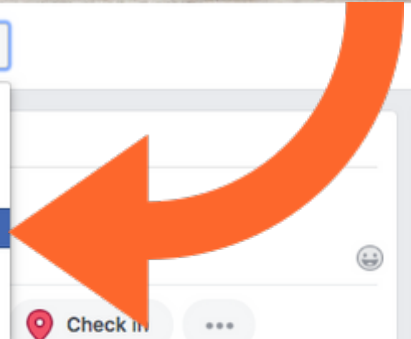
March 21-23, 2019  Walla Walla, WA

Like Follow Share ...

Donate

Send Message

- Save
- Suggest Edits
- Create Page
- Like As Your Page**
- Invite Friends
- Unlike As Your Page
- Block Page
- Give feedback or report this Page



Upcoming Events



ABOUT WASHINGTON STATE FARMERS MARKET ASSOCIATION

Farmers markets are precious community treasures

...as important as our parks and schools, affirms Chris Curtis of Neighborhood Farmers Market. They ...

[See More](#)

direct share



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



Radicle Roots Farm

February 13 at 11:34 AM · 🌐

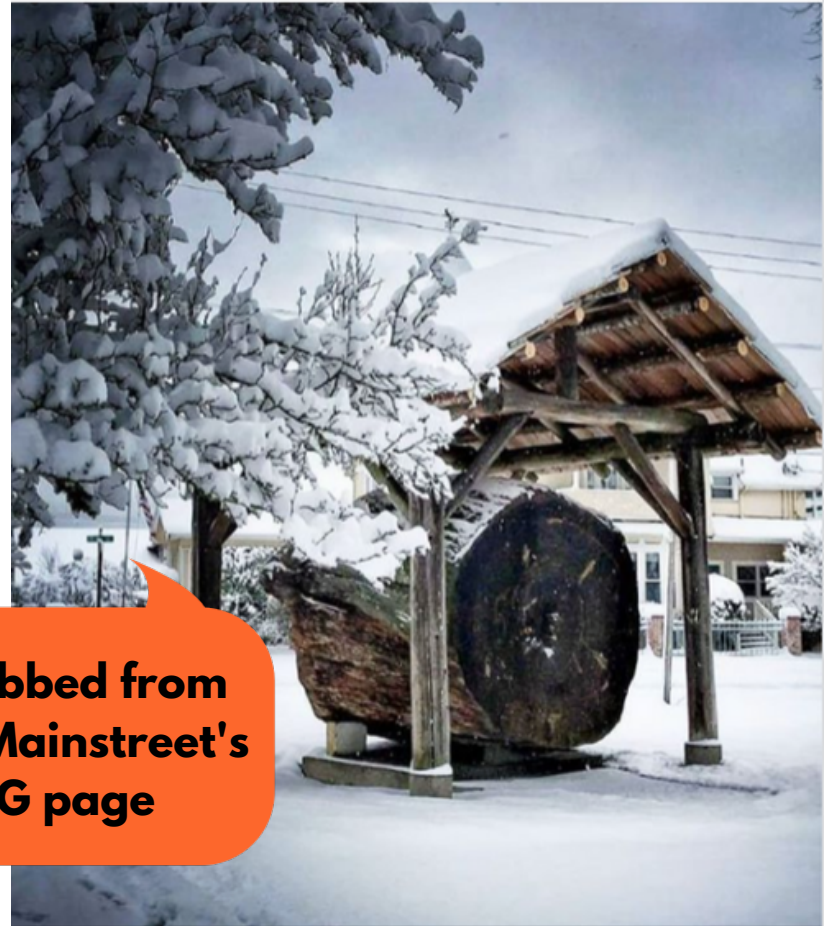


Snohomish Farmers Market

February 6 · 🌐

Our favorite [#stump](#) looks a little different this week than it does in mid-July!

Thanks to the [Historic Downtown Snohomish Instagram Page](#) for capturing this beautiful picture!



Grabbed from our Mainstreet's IG page

2,424

People Reached

176

Engagements

Boost Post



Snohomish Farmers Market

January 24 · 🌐

#ThrowbackThursday to last year's Easter Parade float!

Thanks to **Stocker Farms**, we had a real-deal hay trailer to drive down First Street. And, thanks to the **Snohomish Networking Women**, we had a fresh-picked design!



SNOHOMISH EASTER PARADE 2018

Jared M. Burns
PHOTOGRAPHY

Super-fecta!
Thank You
Business shout out
Volunteer shout out
#TBT & Promo
Credit to photographer

**off-season
vendor
event**



Snohomish Farmers Market shared an event.

February 18 at 8:25 AM · 🌐

It's definitely #Tea season in the #PNW!

Enjoy a delicious tasting from **The Rabbits Pantry** at **Northwest Biscotti** (they're joining the market this year!) and find a new favorite flavor!



SAT, MAR 2

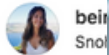
Spring Flavor Release!

Northwest Biscotti · Marysville

👤👤 Brenda and Lone

★ Interested

From Our Fans



being.karly
Sno

being.karly @mapleand #shoplocal #wafflehotd #smalltown #snohomish #gluteenfre

being.karly first I thought it tasted off then I read the sign ha ha. But I was delicious

its_c_note That looks so good! Wanna go to the pumpkin patch this weekend like last year?

being.karly @its_c_note when are you here? I work Saturday

sarahwearsmanyhats @being.karly lol because it was keto? Or a waffle?



67 likes
SEPTEMBER 27, 2018

Add a comment...



jennycookies • Follow
Snohomish Farmers Market

jennycookies @thegoldiegram and I were invited to be VIP Taste Testers at the @wastemanagement Scrap Happy Kitchen event at the @snohomishfarmersmarket in early October. Left feeling inspired to make an original recipe using food scraps from my own kitchen! Head to the blog to see what I came up with. It might just include one of your favorite things!! (Link in profile) <http://jennycookies.com/2018/10/scrap-happy-how-to-make-french-silk-coffee-pie/> #scrapphappy #partner #coffee

View all 44 comments

jennycookies @jess_elizabeth4 you too Jess!

jennycookies @bridgetteholmes 🥰

jennycookies @beckytournie she loves it!



Snohomish Farmers Market
January 17

#ThrowackThursday to a delicious #foodpic shared with us from one of our market customers, Sharon, last season!

"This is my sautéed wild foraged Chanterelle mushrooms with locally farmed shishito peppers and leeks."

Who's counting down to getting their fresh produce on Thursdays again?



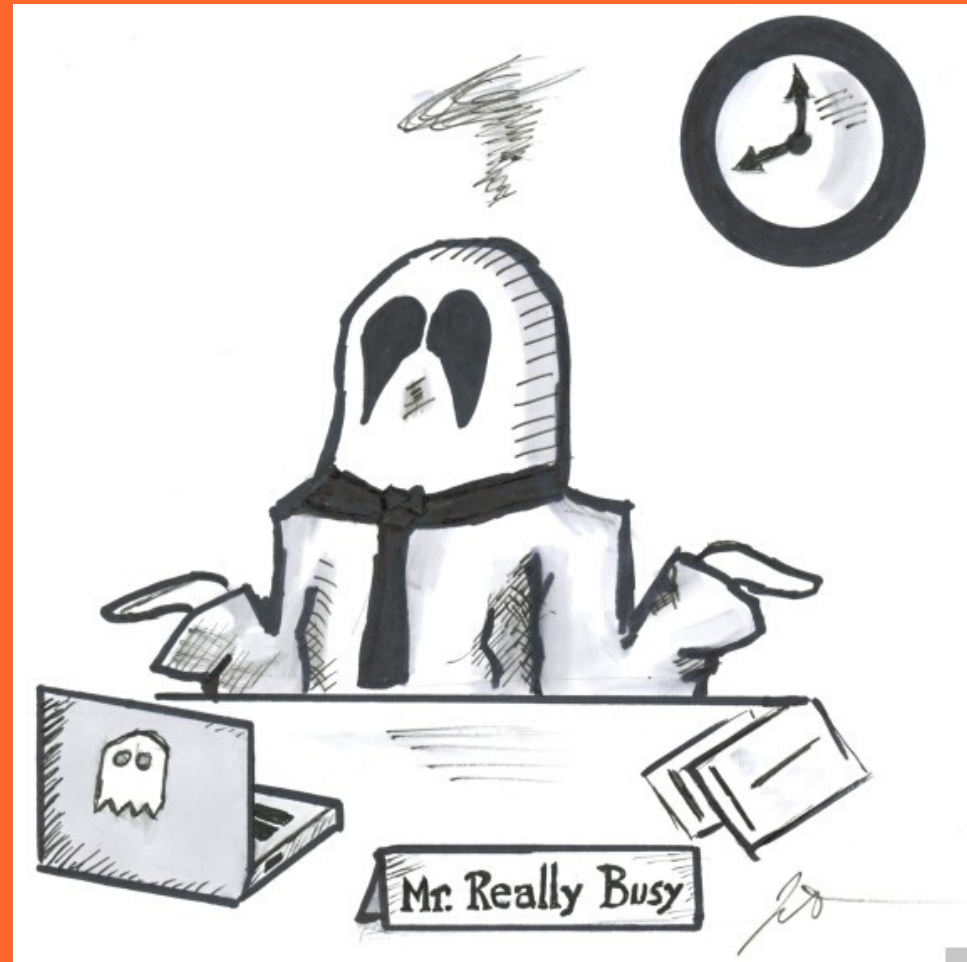
Responding Conversing

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!





Snohomish Farmers Market

February 23 at 8:27 AM · 🌐

Thanks to last week's Mini Market customer, Laura, for sharing her simple, but delicious brekkie using farm fresh eggs from [Egg Song Farm!](#) Look at those beautiful colors!



2,046

People Reached

88

Engagements

Boost Post

👍❤️👍 27

Liking and commenting as Snohomish Farmers Market shares

👍 Like

💬 Comment

🔄 Share



Most Relevant ▾



Write a comment...



Cathy Clark What day is the next market going to be?

Like · Reply · Message · 1w



Snohomish Farmers Market 2nd Thursday in March - so 3.14!






Like · Reply · 1w



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:

 Write a comment...    


 **Doug Zwijnenburg** Sorry to miss you but we are enjoying the summer in Australia. See you when we return.  1
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?  1
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 Knudtsen  recommends **Snohomish Farmers Market**.  


August 17, 2018 · 

One of my fave markets!!!


Great selection · Local produce




 Snohomish Farmers Market 1 Comment


 **Love**  **Comment**  **Share** 




Snohomish Farmers Market Thank you Amanda!
Like · Reply · 28w








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**  **Comment**  **Share** 



Snohomish Farmers Market Thanks for taking the time to write such a lovely review El'Kahn!
Like · Reply · 38w  1



Write a comment...    



Caroline Baertsch I would like to see a knife sharpening booth at the market, where we can bring our knives in to be sharpened for a fee.

Like · Reply · Message · 1w



Snohomish Farmers Market We would LOVE that! Ours moved away and we've been searching ever since! If you know someone, please send them our way.

Like · Reply · 1w



Snohomish Farmers Market FOUND ONE! They'll be coming at least 1x monthly this summer, if not more!

Also send this as a message to start a private conversation.

Send Message

Like · Reply · 22h



Caroline Baertsch that is AWESOME, can I sign up now????

Like · Reply · Message · 22h










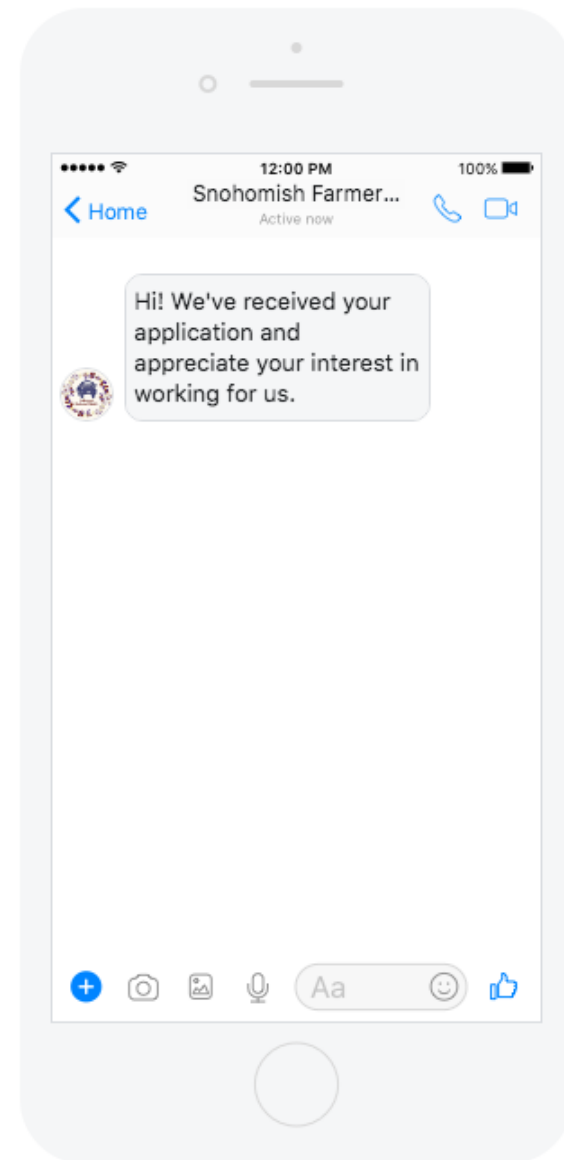
Snohomish Farmers Market Caroline Baertsch Stay tuned, we'll need to make sure we know what our vendor wants as far as process 😊

Like · Reply · 1m

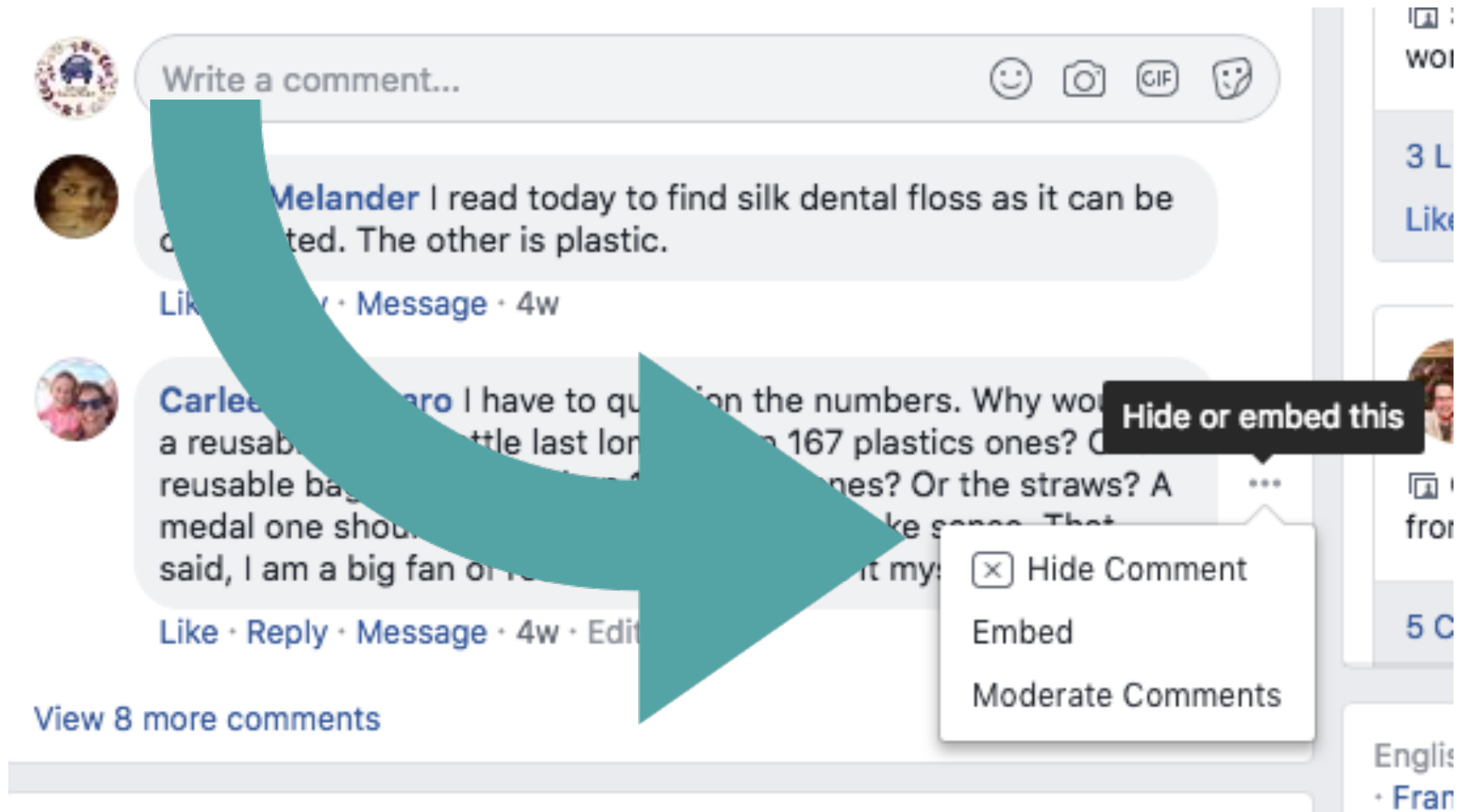
Even if the conversation goes on for a few days, you've engaged with a customer and created a connection!

Set up automated responses:

 Messages	Automated Responses
 Messenger	Respond to Common Questions ▼
 Comments & More 20+	Contact Information <input type="checkbox"/>
 Facebook 20+	Location <input type="checkbox"/>
 Instagram	Respond to Feedback ▼
 Automated Responses	Page Recommended <input type="checkbox"/>
 Messenger	Page Not Recommended <input type="checkbox"/>
	Communicate About Jobs ▼
	Application Received <input type="checkbox"/>



Hiding & moderating things...



The image shows a Facebook comment section. At the top is a text input field with the placeholder "Write a comment..." and icons for emojis, photos, GIFs, and video. Below it are two comments. The first comment is by "Melander" and says "I read today to find silk dental floss as it can be...". The second comment is by "Carlee" and says "I have to question the numbers. Why would...". A large teal arrow points from the "Write a comment..." field to the three-dot menu of the second comment. A black callout box with the text "Hide or embed this" points to the three-dot menu. A white dropdown menu is open, showing three options: "Hide Comment" (with a red 'x' icon), "Embed", and "Moderate Comments".

Write a comment...

Melander I read today to find silk dental floss as it can be...
Liked by ... · Message · 4w

Carlee I have to question the numbers. Why would...
a reusable... little last long... 167 plastics ones? C...
reusable bag... nes? Or the straws? A...
medal one should... ke sense. That...
said, I am a big fan of... it my...

Like · Reply · Message · 4w · Edit

View 8 more comments

Hide or embed this

- Hide Comment
- Embed
- Moderate Comments

Advertising

Paying to play

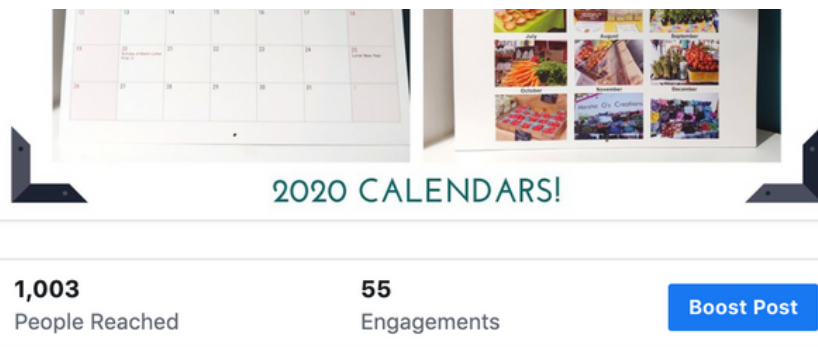
- Don't pay for every post - pick the good ones
- NEVER pay for page "likes"
- Pay to promote your own content
- Pick content that's helpful to YOUR audience
- Use ads to get people on your email list
- 20% text rule on most platforms
- Canva & design templates for the win!



© marketoonist.com

Boosting a post

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

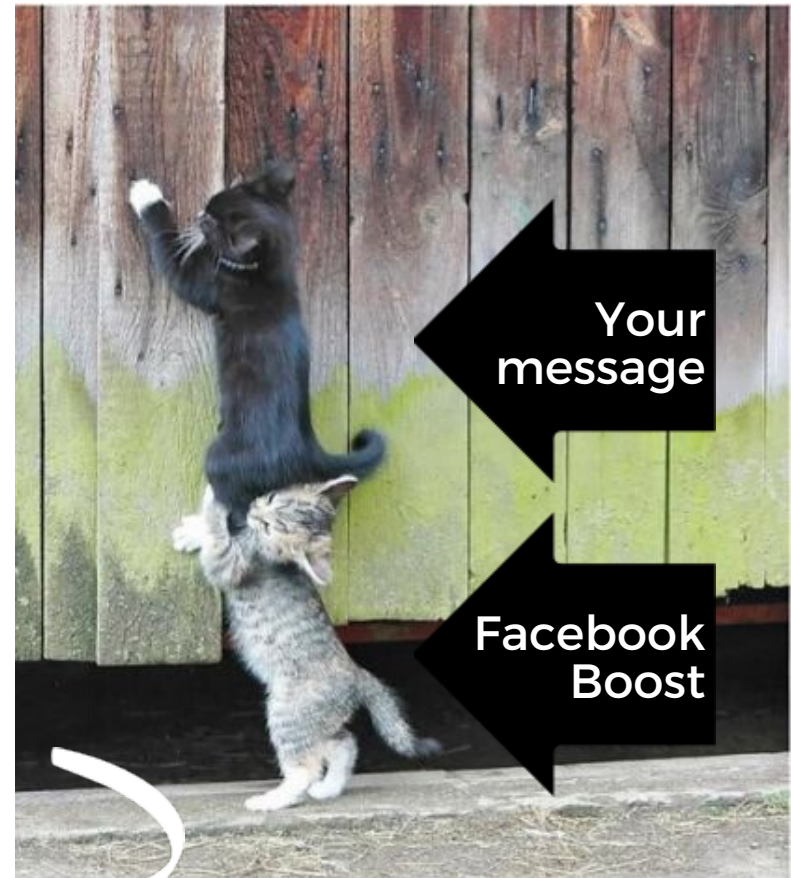


2020 CALENDARS!

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

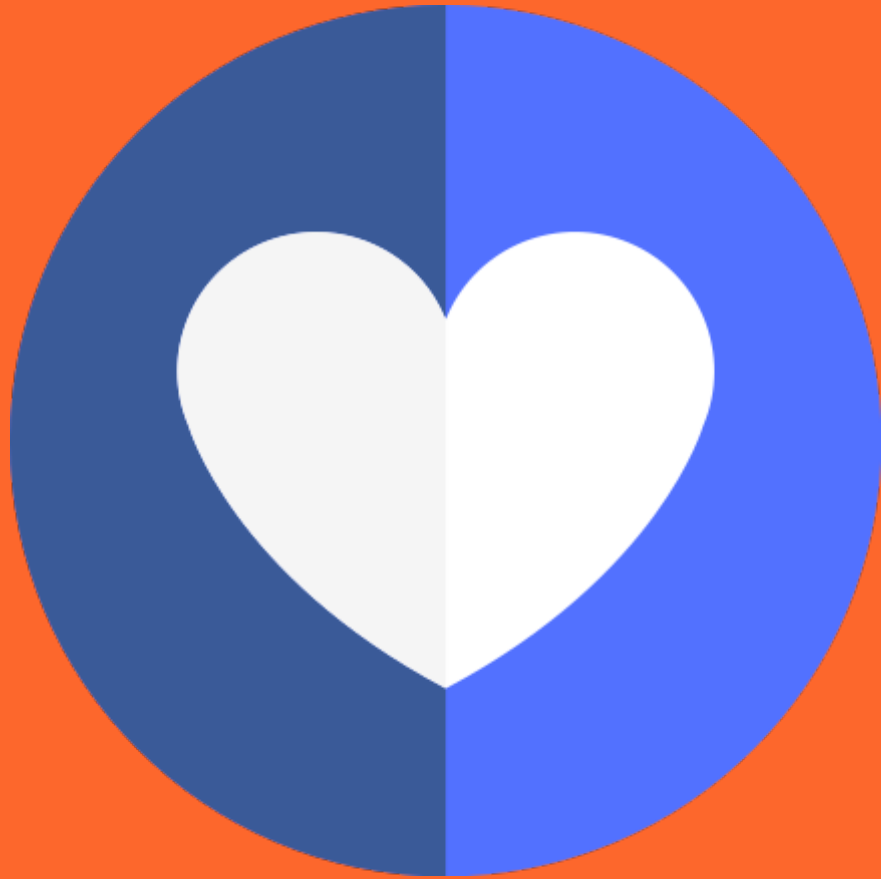


Assessing the progress

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.

