

Choosing Your

ONLINE
MARKETING

Strategy



Panel Moderator

Linda Sikorski, *KL Keller Foodways*

Panelists

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AGENDA

- Define & Differentiate Your Brand
- Getting Started & Choosing Your Strategy
- Social Media
- Claim Your Digital Presence
- Build a Website
- What Not to Do



GOAL: Not to freak you out.
We promise: You CAN do this!



YOUR FIRST
HARVEST IS
LOOMING.

DO YOU HAVE A
PLAN TO SELL YOUR
OIL?



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**OR ARE YOU
GOING TO PANIC?**



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WHAT DO YOU NEED TO DO BEFORE HARVEST?



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YOUR STORY

- ENDEAR YOURSELF TO YOUR CUSTOMERS
- YOUR PASSION IS YOUR BRAND
- EXPLAIN WHY YOU CREATED YOUR OIL
- WHAT DID IT TAKE TO BRING YOUR OIL TO MARKET.



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HOW ARE YOU
DIFFERENT FROM
EVERYONE ELSE
MAKING EXTRA
VIRGIN OLIVE OIL?



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FOLLOW THE
SHEEP AT YOUR
OWN PERIL

IT COULD BE VERY
TOUGH TO GET
SHELF SPACE



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MAKE YOUR STORY COMPELLING

PASSION, GRIT AND
PERSEVERANCE IN THE
FACE OF ADVERSITY SELLS



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DEVELOP YOUR MARKET STRATEGY

01 RETAILERS, RESTAURANTS,
ONLINE OR A COMBINATION



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DEVELOP YOUR MARKET STRATEGY

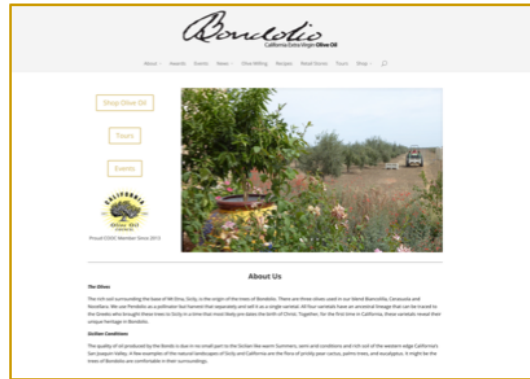
02 HOW MUCH OIL
YOU HAVE IS A
FACTOR IN
SELECTING YOUR
TARGET MARKET



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DEVELOP YOUR MARKET STRATEGY

03 BUILD A WEBSITE



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BOX STORE VS SPECIALTY STORES.

MAKE A LIST OF RETAILERS YOU WANT TO TARGET.



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RESEARCH THE RETAILER

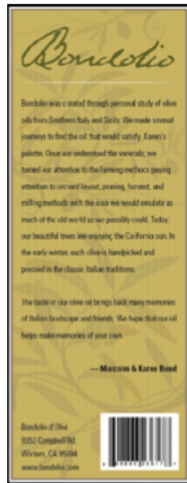
WHAT ARE THEY
CARRYING NOW?

THINK HOW YOUR OIL
WILL COMPLIMENT OR
OFFER SOMETHING
UNIQUE ON THE
SHELF.

WHAT IS THE PRICE
RANGE OF EVOO ON
YOUR TARGET SHELF



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GET YOUR LABELS
DESIGNED AND MAKE SURE
IT HAS A UPC BAR CODE ON
THE LABEL.

IT TAKES LONGER TO RING
UP A PRODUCT THAT DOES
NOT HAVE A UPC BARCODE.



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VALIDATE YOUR OIL ENTER COMPETITIONS



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SET YOUR PRICING

SUGGESTED RETAIL \$35



WHOLESALE \$15



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**How do I
choose my
online
marketing
strategy?**



Let's Get Started



You have:

- ✓ Developed your brand story, packaging, pricing, etc.
- ✓ Identified your business strategy
 - Small to medium producers
 - Primarily retailing your oils (not foodservice)
 - Clearly defined goals for growth
 - Production/sales increase
 - Complementary products
- ✓ A relatively small marketing budget



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YOU MUST HAVE GREAT TASTING OIL! IT's ALL ABOUT THE OIL!

Thanks for your story, Karen. Recap of Karen's story & considerations before you get started

These are our assumptions for the purpose of today's talk:

1. Know and define WHO YOU ARE & WHERE YOU WANT TO GO
2. GET OUT THERE and tell your story! Wholesale first. Valuable feedback!
 1. Events, awards, foodshows . . .
 2. Retailers, restaurants, foodservice, e-retailers, subscription companies
3. BUILD ON IT: How else can you tell your story? This will push and supplement your sales!
 1. Social media & influencer marketing
 2. Website, e-comm

GOAL: BRAND AWARENESS & TRUST/LOYALTY BUILDING!

Marketing Considerations

Consumer	Trade	General	Brand Awareness
Website	Tradeshows	PR –Trade	Competitions
Social Media	Sell Sheets	PR–Consumer	Events
e-Newsletters	Samples	Signage	Schwag/Promo
Blog	Slotting Fees	POS/Shippers	Donations
Influencers	TPRs/Promos	SEM/Digital Ads	Partnerships
Advertising	Staff Training		Co-Marketing

Specialty Stores • Grocery • Tasting Rooms • Farmer's Markets • Events • Restaurants

Foodservice Company Website • Other E-Comm Sites • Subscriptions • Food Delivery • Non-Food Retailer



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You've already got all these things to worry about as you sell into retail.

This is a table related to sales on a grocery level, but the notion is to present another view of all the options for marketing.

The best part about 'Choosing Your Own Adventure' is you can go back and reinvent/imagine your journey. Be strategic, but not rigid.

Whoa! So many things to choose from!

Depending on your interest, budget, know-how and goals, you can do a myriad of digital marketing efforts.

It's likely that for your purposes, being a small producer, you'll have a limited budget and resource pool.

Choosing Your Online Marketing Strategy

**Ok, and for my Digital
Marketing Strategy?**



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Always ask these questions



1. What will help me meet my business objectives most efficiently?
 - a. Am I comfortable with this technology?
 - b. Do I have the time or expertise to manage this? Or should I hire someone?
2. What is my budget?
3. How will I measure the success of my efforts?



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The best part about 'Choosing Your Own Adventure' is you can go back and reinvent/imagine your journey. Be strategic, but not rigid.

Do you have the time or expertise to manage this?

- If you don't I bet your kids do.
- Are you curious – you've got this! Nowadays with all the automated, software, a lot of things have relatively easy, step-by-step instructions
- When In doubt (and \$ permitting) hire a consultant! There are a myriad of ways that are cost effective

This is about COMPLEMENTING your sales strategy in the effort to build your brand's awareness, clout and reputation.

Social Media *Now What?*



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A few slides ago, we looked at a lot of marketing options. So, why social media?

- Fast, relatively easy platform
- Biggest bang for your buck in terms of eyeballs.
- WOM is paramount in moving brands forward
- Flexibility, repurposing, trial and error


Choosing Your Online Marketing Strategy

Instagram

- Gorgeous photos a must!
- The rise of video & 'Stories'
- Tag, follow & engage with other users
 - Influencers!
- Hashtags, location tagging
- Easy ordering 'Buy Now' buttons
- Push posts to Facebook
- Experiment with ads/sponsored posts



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Bird's Eye View

Who: iGen, Millennials/Gen X, U.S.:
~105M users

Posting: Pictures, videos, 'Stories',
hashtags, comments, tagging

Use For: Stories, Casual
posting/sharing, news, recipes

Helpful infographic: <https://sproutsocial.com/insights/infographics/why-social-commerce-is-a-must-for-all-marketers/>

- ~\$36 average purchases
- More purchases through Insta than other social accounts
- Close to 56/48 women to men (more women)
- Key to posting success: non-markety/selling posts and gorgeous photos + engagement
- Photos a must! - you can't fake a good pic - olive oil has so many options!
- The rise of video & 'Stories' - fastest growing part of Insta
- Tag & engage with other users - proven way to grow following
- Hashtags, location tagging - easy way to find your posts in searches
- Experiment with ads - not as robust yet, but changing
 - Budget can be small to large
- Easy ordering 'Buy Now' buttons – takes you to your website (this is changing though)

- Push posts to Facebook

Choosing Your Online Marketing Strategy

Facebook

- Photos a must! **Video is growing** (stories)
- Re-purpose content that fits your brand
- Communicate with your customers!
- Experiment with **boosted posts and ads**
 - geo-targeting, interest-targeting
 - Budget can be small to large
- Calls to Action: 'Buy now' buttons
- So many reports & analytics!
- Create **event pages**



Bird's Eye View

Who: Millennials/Gen X, Boomer,
U.S.: 214M users

Posting: Content, pictures, articles,
comments, tagging

Use For: Stories, Casual
posting/sharing, news, events

Note: Users are declining, but still highly
influential for Word of Mouth



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Helpful infographic: <https://sproutsocial.com/insights/infographics/why-social-commerce-is-a-must-for-all-marketers/>

- ~ 40 minutes per day on app
- >50% share their purchases on site
- Close to 50/50 women to men (more women)
- Key to posting & algorithm: non-market/selling posts and gorgeous photos + engagement

Photos a must! Video is growing (stories). Best for algorithm efficiency

Re-purpose content : Blogs and newsletters, recipes, article by others

Communicate : Respond to comments quickly

Experiment with boosted posts and ads

geo-targeting, interest-targeting, event marketing

Calls to Action: 'Buy now' buttons - Contact Us buttons

Choosing Your Online Marketing Strategy

LinkedIn

- **Re-purpose content** here: blogs, newsletters
- Post industry relevant news, **announce events/tradeshows**
- Follow like-minded businesses, groups or colleagues; engage with others
- Hashtags for searching
- **Use personal page** (if you cannot manage company page)
- Links to your website and social!



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Bird's Eye View

Who: Professionals, Business Owners, U.S.: ~100M users

Posting: Industry-related info, news

Use For: product/company announcements, **networking**

Helpful infographic: <https://www.marketing-mojo.com/infographic/infographic-guide-demographics-linkedin-users/>

- Smart business move, especially B2B
 - 50/50 women to men
 - Key to posting success: relevant company info in front of key players. become trusted source of knowledge
-
- Re-purpose content here; blogs, newsletters - you'll also find great industry info
 - Post industry relevant news, announce events/tradeshows
 - Follow like minded businesses, groups or colleagues - also good way to network for employees
 - Hashtags for searching - content searches are common, build klout and business awareness
 - Use personal page (if you cannot manage company page) - this way you'll have a trade way of sending people to your business website

More Social Recommendations



- Conduct Contests & Giveaways
- Increase social posts, content creation over time
- Try Influencer marketing
- Pair extra efforts (\$) with targeted high-volume sales opportunities
 - (e.g. holidays, events)
- Try other social platforms



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Influencer Marketing – Budget Needed!
Other platforms: Twitter, Pinterest, Youtube

Tips for Social Strategy

- **Take pictures EVERYWHERE** you go
- **AUTOMATE everything** – there are free services!
- **Commit to a certain number of posts** per platform
 - e.g. Instagram: 3-5 x week
 - e.g. LinkedIn: 1 x month
- **Decide on a budget for ads**
 - e.g. Facebook: \$50 per event
- **Establish top metrics** to measure success
 - Take time to review them!
- **Experiment, tweak and test!**



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- Content needs to be compelling: people, food, people, food, stories, articles
- Friend and family can help with content too!
- Write out your budget and see what's left. This can help determine what you can do in digital marketing.
- E.g. Hootsuite panel for rescheduling, Tail Wind – they provide reports
- Facebook ads are scheduled out
- Set a certain amount of time out each day to work on social content.
- Re-assess every 3 months – are you maximizing your time and dollars?

Claim your digital presence

At the very LEAST

- Claim your domain
- Make email@companyname
- Claim your social media profiles
- Make a website (one page is ok!)
- Claim your Google Business profile
- Photos, Photos, Photos



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• **Domain:** GoDaddy (if no platform yet), Squarespace, Shopify etc. (often included or free for a year - better not to use company.myshopify.com). Set to auto-renew. Shorter the better, but best not to abbreviate.

• **email@companyname:** Free gmail vs email client. Okay to start with @gmail. But @companyname is more professional and serious. I recommend g-suite, \$5-\$25/user/month, includes other products you'll need for you business. Dependable. First year free with some squarespace plans.

• **Social media profiles:** Prepare. Be ready to create content and post it. Fill out profile, put up some pictures, schedule out some "about us" evergreen posts. It is public and people see it. Profile will turn up in google search results. Drive traffic to your website or retail partners. Direct sales if you want. Make account name as obvious as possible so easy to search for and find.

• **Website:** even if one page, optimize and link. People will be searching for you

online. If you don't have a website, others (ex. news or retail) might not represent you the way you want. Provide confidence to retailers and consumers with thoughtful, professional content. You can do this in one day! (you can always start with stock photos!)

- **Google Business profile:** Google will make one for you, but you need to claim it so that you can control it. Hours and photos. Another point of customer service. People can leave comments. Google will send you easy to understand email reports on analytics, like how many people looked for directions in the past month.

- **Photos:** Start your collection now! Take photos all the time, different subjects and angles and light. Use your phone. A good pic can be edited to be great (a bad pic cannot). Create a mood board to establish and follow your brand aesthetic and voice. Google how to improve your photo taking skills. Ask your kids or employees to help take pics. Get a second opinion. (Can supplement with carefully selected stock photos.)

Choosing Your Online Marketing Strategy

Build a website

THINK ABOUT

- Content
 - Ecommerce, recipes, events
- Built-in marketing tools
- Popular integrations
- Budget
- Ongoing Management
- Growth

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Types of content to include:

- Shipping costs - packaging
- Can you manage it
- complementary products
- security
- payment processing
- sem

Remember: You can seek out alternative ways of selling online: other e-comm sites, amazon, etc.

Tip here about where to find info.

Recommended “easy-to-use” websites

How much will it cost?

How long will it take?

How much time/money is to maintain?

Why they are important

Squarespace, Shopify, Square, Wix, Webflow, Wordpress

Choosing Your Online Marketing Strategy

Squarespace: right out of the box



✓ URL & G Suite
✓ Hosting & Security
✓ Ecommerce
✓ SEO & Analytics
✓ Social Media Integration
✓ Blog
✓ Email Marketing
✓ Customer Service



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- PRICING: subscription and build and maintenance
- What is G Suite?
- They even have a logo maker!
- Calendar for Events and RSVP

Tip here about where to find info.

How long will it take?

How much time per month?



Events

Action items

Budgetary examples

Workload and time

Types of Content

Retail AWARENESS

Engaging with your customers

- Supplement your digital platforms with real-life events to create WOM and trust

Where is your audience participating?

The ratio of cost effective : best bang-for-the buck : Facebook,

Instagram, LinkedIn

There are SO many other options

Everything is *made for stories*

So much data. How to decipher.


But how do I create “content” (and what is that?)

DIY v.s. Hiring an agency

Everything is automated (or made to be easy)

Choosing Your Online Marketing Strategy

Resources



- Don't do it just because everyone else is doing it (e.g. blog)
- Don't start it if you don't have the resources to do it well (e.g. blog)
- Don't do it alone: ask friends, family, colleagues and professionals for help

Content



- Don't leave outdated content on your website
- Don't post bad photos. Just don't. Don't even think about it.
- Don't do everything manually. Use automation!

Evaluate



- Don't forget to set goals and specific objectives
- Don't forget to REGULARLY review your analytics to see if you're meeting your goals
- Don't be scared to experiment, readjust or change course

What NOT to do



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- The internet changes fast.

Write out your budget and see what's left. This can help determine what you can do in digital marketing.

Re-assess every 6 months – are you maximizing your time and dollars?

- Set up analytics on your website
- Identify metrics for tracking your efforts (give examples)
- Use the automation tools for reposting, retargeting, etc.
- Test your website (and update it)

One more time...

- DEVELOP your brand's story, differentiation and value
- WEIGH the pros and cons of online marketing activities
- WORK WITHIN YOUR MEANS and grow as you feel comfortable
- TEST, TEST & RE-TEST . . . Evaluate and tweak
- HIRE A PROFESSIONAL when in doubt or out of bandwidth

ENJOY YOURSELF!



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Key Takeaways

- Practice and devote time and perfection to each piece
- You ARE a content creator – just practice to make it really nice

Good Luck & Thank You!

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