Social Media Strategy
FOR MARKET MANAGERS
Presented by Sarah Dylan Jensen
Owner/CEO, Mockingjay Press
About Me

5+ 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. Everyday...

- 4.75 billion pieces of content are shared
- 1.8 billion photos are uploaded and shared
- 1.47 billion worldwide users
- 80 million number of small - medium sized business pages active on Facebook
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
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>Campaign</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sun</strong></td>
<td>Humor</td>
</tr>
<tr>
<td></td>
<td>Sunday meme • Sunday blessings • Inspiration/motivation • Meal prep • Mom of kids (funny) • Inspiring story</td>
</tr>
<tr>
<td><strong>Mon</strong></td>
<td>Motivation</td>
</tr>
<tr>
<td></td>
<td>Motivational Monday • WAHMSAHM Consultant life post (mail run, product order arrived, using product) • Beauty</td>
</tr>
<tr>
<td><strong>Tue</strong></td>
<td>Engagement</td>
</tr>
<tr>
<td></td>
<td>Take it Tuesday - out of office • Try It Tuesdays - sample requests • Office funny • Recipe Share • This or That</td>
</tr>
<tr>
<td><strong>Wed</strong></td>
<td>Giving Back</td>
</tr>
<tr>
<td></td>
<td>Wed meme • Wednesday Wisdom Working Women Wed • Way Back Wednesday • Blog post • Contests</td>
</tr>
<tr>
<td><strong>Thu</strong></td>
<td>Business Promo</td>
</tr>
<tr>
<td></td>
<td>Thoughtful Thursday • Thankful Thurs Thirsty Thursday (drink recipe) • TBT Business Promo • Selfie w/ Product</td>
</tr>
<tr>
<td><strong>Fri</strong></td>
<td>Family Fun</td>
</tr>
<tr>
<td></td>
<td>Friday meme • Freebie giveaway Fitness post • Fun with family Weekend movie • Blog post • FBF</td>
</tr>
<tr>
<td><strong>Sat</strong></td>
<td>Lifestyle</td>
</tr>
<tr>
<td></td>
<td>Saturday Selfie • Life hack • House cleaning tip • We Love • Special Offer Saturday Special • What’s Your Why</td>
</tr>
</tbody>
</table>

**Editorial Calendar**

<table>
<thead>
<tr>
<th>PUBLISH DAY</th>
<th>VENUE</th>
<th>MEDIA</th>
<th>CATEGORY</th>
<th>TALES</th>
<th>AUTHOR</th>
<th>TOPIC / TITLE</th>
<th>ASSETS NEEDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example</td>
<td>Blog</td>
<td>Case study</td>
<td>Direct Marketing</td>
<td>Email marketing</td>
<td>Fila</td>
<td>How Sarah, the hero of the title, overcomes obstacle 3 and overcomes obstacles with sequential email plans.</td>
<td>Write post, images, site results</td>
</tr>
<tr>
<td>Example</td>
<td>LinkedIn Group</td>
<td>Q&amp;A</td>
<td>Brand Marketing</td>
<td>Image</td>
<td>Smith</td>
<td>Is your university's online communications plan effective? Preparing questions for Q&amp;A discussion.</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td>Sales</td>
<td>Report</td>
<td>Marketing Research</td>
<td>Research report</td>
<td>Brad</td>
<td>Recent findings of user retention rates for 2 institutions implementing a unified social media strategy.</td>
<td>Prepare social media strategy. Overview of user retention rates for 2 institutions implementing a unified social media strategy.</td>
</tr>
<tr>
<td>Example</td>
<td>Facebook</td>
<td>Poll</td>
<td>Social Media</td>
<td>Community</td>
<td>Smith</td>
<td>What role does the institution have in fostering community engagement? Is what is your university doing to engage its community?</td>
<td>Facebook poll application</td>
</tr>
<tr>
<td>Example</td>
<td>Slideshare</td>
<td>Powerpoint</td>
<td>Digital Marketing</td>
<td>Writing for the Web</td>
<td>Berson</td>
<td>Preservation on user tracking, readability, user engagement, tone, voice, etc.</td>
<td>Powerpoint with text, graphics, images</td>
</tr>
<tr>
<td>Example</td>
<td>Email</td>
<td>Newsletter</td>
<td>Social Media</td>
<td>Comments</td>
<td>NA</td>
<td>Rating 3 people</td>
<td>Comment on industry and trade blogs, providing Sharan’s POVs on relevant topics.</td>
</tr>
<tr>
<td>Example</td>
<td>Twitter</td>
<td>Social Media</td>
<td>Digital Marketing</td>
<td>Storytelling</td>
<td>Curry</td>
<td>How to use Storytelling to help your prospects reach your goals.</td>
<td></td>
</tr>
<tr>
<td>Example</td>
<td>Blog</td>
<td>Social Media</td>
<td>Facebook, Twitter</td>
<td>Comments</td>
<td>Smith</td>
<td>Research recent study that makes use of Twitter and Facebook for professors in the classroom.</td>
<td>Research recent study that makes use of Twitter and Facebook for professors in the classroom.</td>
</tr>
<tr>
<td>Example</td>
<td>Blog</td>
<td>Podcast</td>
<td>Digital Marketing</td>
<td>Web analytics</td>
<td>Doolin</td>
<td>Research most common GA setup that can cost you valuable insight.</td>
<td>Research most common GA setup that can cost you valuable insight.</td>
</tr>
<tr>
<td>Example</td>
<td>Email</td>
<td>Newsletter</td>
<td>Social Media</td>
<td>Comments</td>
<td>NA</td>
<td>Rating 3 people</td>
<td>Comment on industry and trade blogs, providing Sharan’s POVs on relevant topics.</td>
</tr>
<tr>
<td>Example</td>
<td>Flickr</td>
<td>Infographic</td>
<td>Digital Marketing</td>
<td>Web site design</td>
<td>Foster</td>
<td>Design and production on a budget</td>
<td>Well-planned and laid out graphic design for quick reference.</td>
</tr>
</tbody>
</table>

**Notes**

- 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
Snohomish Farmers Market

Lettuce Turnip the Beet

Thursday | 3-7p
Worm Composting!

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

Time is running out to earn your NeedlePoints!
Visit: hlcfabrics.com/rewards

WINEMAKER DINNER
SOLD OUT

Hello Spring
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
Grabbed from our Mainstreet's IG page.
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.

Grabbed from our Mainstreet's IG page

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!

2,424 People Reached
176 Engagements
Thank You
Business shout out
Volunteer shout out
#TBT & Promo
Credit to photographer

off-season vendor event
From Our Fans

From @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/#scraphappy #partner #coffee

View all 44 comments

@jennycookies @jess_elizabeth4 you too Jess!

@jennycookies @bridgetteholmes 😊

@jennycookies @beckytournie she loves it!

Snohomish Farmers Market
January 17 - 🌶️

#ThrowbackThursday 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!
Who are you engaging as? Make sure by checking this drop down button.
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.

Snohomish Farmers Market: Well that sounds just lovely!

Cathy Clark: Thank you for the reminder. Hope to get there next time. Are they there in another two weeks or every Thursday?

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

**Amanda Knudtson** recommends Snohomish Farmers Market.

One of my fave markets!!!
Great selection - Local produce

**Snohomish Farmers Market** Thank you Amanda!

Like · Reply · 28w

Write a comment...

**El'Kehn Thompson** reviewed Snohomish Farmers Market —

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** Thanks for taking the time to write such a lovely review El'Kehn!

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></td>
<td>Respond to Common Questions</td>
</tr>
<tr>
<td></td>
<td>Contact Information</td>
</tr>
<tr>
<td></td>
<td>Location</td>
</tr>
<tr>
<td></td>
<td>Respond to Feedback</td>
</tr>
<tr>
<td></td>
<td>Page Recommended</td>
</tr>
<tr>
<td></td>
<td>Page Not Recommended</td>
</tr>
<tr>
<td></td>
<td>Communicate About Jobs</td>
</tr>
<tr>
<td></td>
<td>Application Received</td>
</tr>
</tbody>
</table>

Hi! We've received your application and appreciate your interest in working for us.
Hiding & moderating things...
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!