

Kansas Agrotourism Summit

January 5, 2023

Keynote: Jolene Brown

- Who deserves a thank you?
- When will I take the time to say thank you?
- Who are your neighbors? What relationship do you have with them?

Effective Communication: Cheryl Boyer

- Center for Rural Enterprise Engagement (CREE)
 - ruralengagement.org
 - online resources focused on new-media marketing for businesses
- Identify Your Customers
 - Where are they located, age, sex, affiliations, etc.
 - How did they find your business, their interests, their needs, how they like to engage in social media platforms or traditional marketing routes (i.e. newspaper, print ads, etc.), how can we meet their needs
 - Trend of customers wanting to “see” where the product is coming from/being produced
 - What will the customer “get” when they arrive at your business
 - This should be highlighted on your website and social media platforms
- Understand Your Customers
 - Make an example profile of a “fake customer”
 - Who is the person, what are their needs, then target social media posts to that specific customer
 - During the “peak” season, quick to the point posts are the most engaging
 - Example: Open 2-7 PM, doesn’t have to include photos
 - Pictures do get the most clicks on social media
 - Provide “solutions” for your customers before they visit your business
 - Examples: include information about pet-friendly, family-friendly, free parking, handicap accessible, etc.
 - Items that will HELP your customer to enjoy their experience
 - Trend towards customers “learning” more from YouTube and wanting to engage on this platform
 - ¾ of ALL Facebook users access the platform every day!
 - Treat social media like work. Schedule time for it, check, post, respond, and get off! Don’t get sucked into it.
 - Pew Research Center has data on all social media platforms
 - pewresearch.org
- Engage Your Customers
 - Time of day customers are accessing website, social media posts, etc.
 - Are they using desktop, mobile, tablet?
 - How did they find our business?
 - What type of content are they will to engage with?
 - Tell the Story of our business
 - Customers need to know who we are
 - Must have a human connection
 - Trust – must be built with our customers
 - Customers want to be happy, part of community, know our story
 - Don’t leave customers hanging with posts.....give them a “call to action” so that they know how to/can engage further with our business

- Always respond to posts that customers make on all platforms
 - Do it in a timely manner
 - Cannot make everyone happy!
- Mapping the “and Then”
 - Traditional marketing is a one way path
 - Print ad, billboard, etc. gives customer information to find business/come see us
 - Digital marketing is a multi-pathway
 - Provides opportunity to link business on multiple platforms
 - Link on social media to website
 - Website link to social media
 - Ads on associated websites (i.e. Chamber of Commerce)
 - MUST have a website that is in our control
 - All social media platforms have their own rules and algorithms, can negatively impact our ability to reach customers/be seen by customers
- Current Research
 - Social media posts
 - Educational: tells customer how something works/is done/etc.
 - Lifestyle: shows a customer enjoying the product
 - Promotional: includes pricing, upcoming sale, etc.
 - Promotional post received more engagement than others
 - Local customers are loyal, use them in social media posts, posts will spread because family/friends like to share photos of people they know
 - MUST get written consent to use/post pictures of the people
 - Demographics did not seem to change the outcome of the study
 - Full study will be published in 2023 by University of Florida

Closing Session: Jolene Brown

- Keep eyes open for all new opportunities
- What has changed in business?
 - Pace – everything is faster
 - When making quick decisions:
 - Ethical – will the decision break laws, hurt anyone, if it were to show up on social media or in the newspaper, would I be ok with that?
 - Crisis/Urgent – is anyone in immediate danger, sick, etc.
 - Take time to make decisions, most do not have to be made instantly
 - People – be an advocate and bridge for consumers, let them know how your business is ran and why we do the things that we do in agriculture. Let them know that we do care for our planet.
 - Process – who makes decisions (rules, regulations, laws) are not the people on the frontlines, pay attention to what is happening at county, state, and federal levels. Nearly all forms of agriculture have a required traceability (safety, quality, sustainability, etc.)
 - Products and services – what we provide is now traceable, transparency is common place, consumers want to know where it comes from, ethical and sustainable practices, etc.
- What we are selling – what customers are buying:
 - Time, Youth, Health, Safety, An Experience