

Effective Websites & Social Media for Agritourism





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MESSAGE IS EVERYTHING.

Your tactic is not as important as creating valuable content, so prioritize telling a good story.

“Next to doing the right thing, the most important thing is to let people know you are doing the right thing.”

-John D. Rockefeller

WEBSITE

Make a list of what you need on your site.

- Storefront?
- Ticket Sales?
- Blog?
- Virtual Tours?
- Event Calendar?
- Map/Directions





HIRE A PRO?

- A high quality custom website typically starts at \$3,500

THERE IS ALWAYS SOMEONE



WILLING TO DO IT CHEAPER





OR D.I.Y.?

- Services like Squarespace are budget-friendly (\$25/month), easy to use, and flexible.
- Be prepared to be the Maintenance Department.
 - Out-of-date sites are invisible sites to search engines.
 - Old blogs are sad.

Emotion has a dramatic role in marketing. Customers want to be part of something buzzworthy. A site that isn't updated doesn't say, "They're so successful they don't even have time for their site!" It says, "There's little to no action with this business, altogether."



Hancock County Agricultural Society

- General Information ▾
- Hancock County Area ▾
- Ticket Information ▾
- Senior Fair ▾
- Junior Fair ▾
- Fair Entertainment ▾
- Contact Us ▾

SR. FAIR OFFICE HOURS

Tuesday & Thursday
9 a.m. - 3 p.m.
Phone: 419-429-7344
Fax: 419-429-7346

JR. FAIR OFFICE HOURS

Phone: 419-423-1373
Fax: 419-429-7346

UPCOMING EVENTS

APR
4
Mon
7:30 pm Senior Fair Board Meeting

Welcome to the Hancock County Agricultural Society

Thank you for attending the 2015 Hancock County Fair.

We had a wonderful time once again putting together this great event for you!

We look forward to seeing you in 2016!





Login

 Basket

Search

[ABOUT US](#)

[OUR CHEESES](#)

[VISIT US](#)

[LIBRARY OF CHEESE](#)

[CONTACT](#)

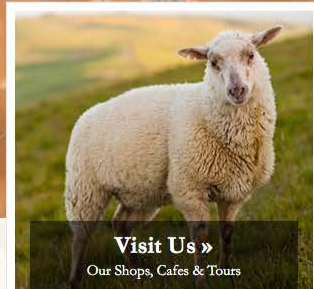
[BUY CHEESE](#)



March Collection

Three words that best describe our March collection: Big, Bold and Rich

[Order Now](#)



[Visit Us »](#)

Our Shops, Cafes & Tours



[Our Cheese »](#)

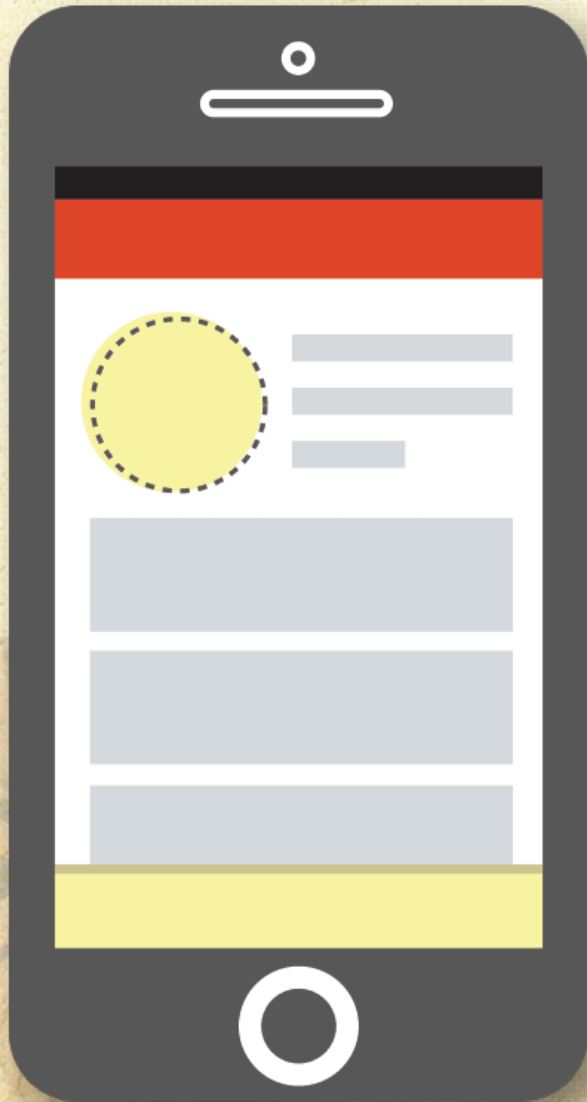
Mt. Tam, Red Hawk & More



NEWS

[Cowgirl Creamery Cooks](#)
Cowgirl Creamery's first cookbook! Order your copy from:
[Amazon »](#)
[Barnes & Noble »](#)
[The Book Depository »](#)

Intern



Whatever you do...

MOBILIZE.

The majority of web browsing is now done on phones & tablets.

Your custom-designed or DIY template site should be

responsive.



SEARCH ENGINE OPTIMIZATION STRATEGY

- **Make it as easy as possible for search engines to interpret the content on your website.**
- **Use Google Webmaster tools**
- **Content Management Systems use Plugins like Yoast SEO.**
- **Constant Trial and Error**

Photography

Put your \$ where your lens is.

High quality photos are a must.



Photography



Don't be scared of VIDEO.

- **Improves SEO**
- **Consumer Attention**
- **Higher Engagement - More Shareable**
- **Stronger Emotional Connections**
- **Increased Conversions**



How to be a video star:

- Hire an overpriced hipster to make a documentary about you.
- Buy expensive video equipment.
- Get actors to play your visitors.

Buy a cheap microphone, shoot it with your smart phone, edit it in iMovie...

**JUST TELL A GOOD
STORY.**



To Blog or Not to Blog

- Do you write well and interestingly?
- Do you have enough content to keep up the conversation?
- Will you have photos and videos to include?
- Will you be using the posts in social media?

Advantages of Blogging



- Search Engine Optimization
- Tell your story, build your brand
- More content material for engagement

SOCIAL MEDIA



Don't Be Overwhelmed.

You don't have to be on all the sites, all the time.

Start with what you know.

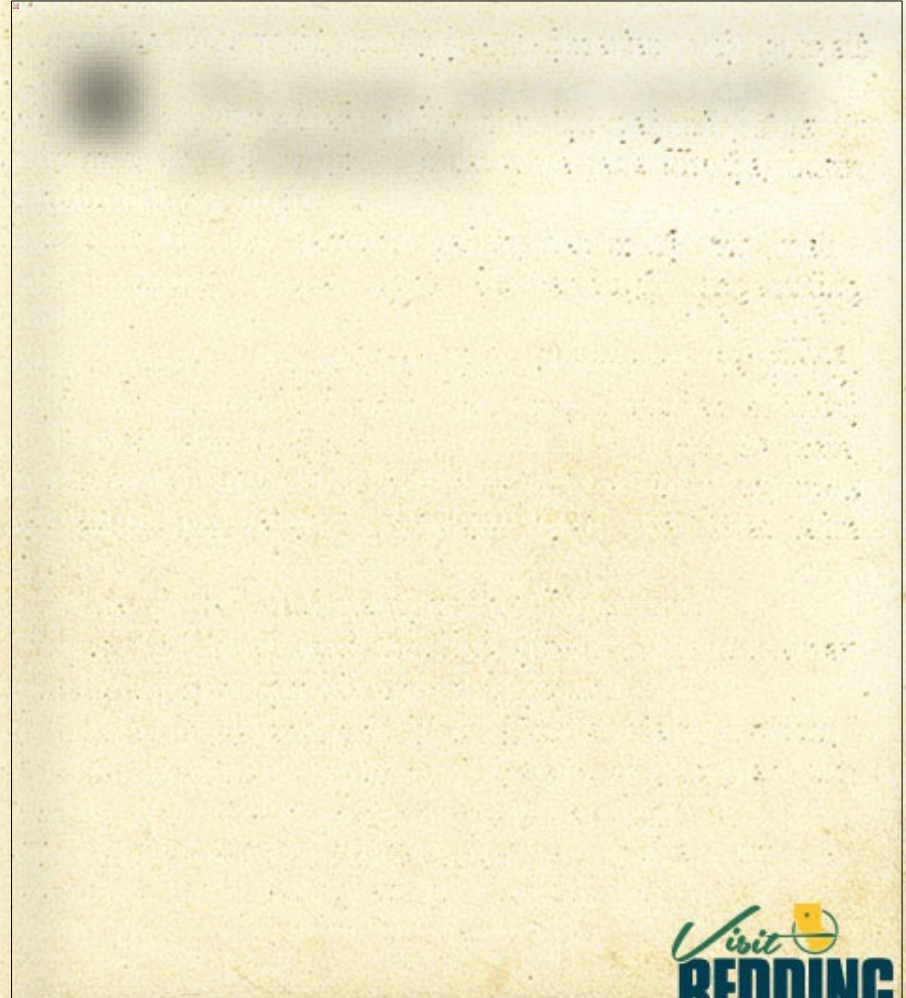
WORK SMARTER, NOT HARDER

- Create content ahead of time.
- Schedule posts within the network (Facebook) or through programs like Latergramme or Sprout Social.
- Build relationships for easily shared content.
- Repurpose content.

Social Media

TYPES OF CONTENT

- Beauty / Inspiration / Humor
 - Photos
 - Quotes
 - Anecdotes
- Insider perspective
 - Daily life on the farm
 - Training & Industry
 - Be the expert



Social Media

TYPES OF CONTENT

- Partner appreciation
- Recipes & Tips & Hacks
- Sneak peeks



Chico Chai shared Sweet Cottage's photo.

March 14 at 3:04pm · 🌐

Chico Chai frappes at Sweet Cottage!! (plus the best pies in town!)



Sweet Cottage

March 14 at 1:41pm · 🌐



Social Media

TYPES OF CONTENT

- Zeitgeist & Trends
 - #TBT
 - Silly holidays
 - Daylight Savings from a farmer's perspective
- Selling

 **Lucero Olive Oil**
March 14 at 9:13am · 🌐

Math bites... But Pi(e) is delicious! Try Bianco Balsamic Vinegar in this Bianco Berry Pie and save \$3.14 on the Medium Bottle 250ml Today Only! Regular \$15.00 | Now \$11.86 #AmericanOliveFarmer #PiDay #Recipe



Bianco Berry Pi(e)
LUCEROOLIVEOIL.COM

Social Media

“Great artists steal.” - Pablo Picasso



THE OUTBOUND
COLLECTIVE

GIZMODO



Questions?

Contact Us

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