

The State of New Media Marketing in the Green Industry

Implications for Small, Rural Businesses

What Are We Doing Today?



- 1 Introduce who we are
- 2 Present our most recent research
- 3 What this means for your rural, small business

The Center for Rural Enterprise Engagement

we know rural growers



Research
Conduct research related to online marketing for rural, agricultural enterprises.



Equip
Translate and share research-based information to help enterprises become more profitable in this digital age.

The Center for Rural Enterprise Engagement

a team of Extension specialists, researchers, teachers, and small business owners



DR. CHERYL BOYER
Extension Specialist
Co-Founder



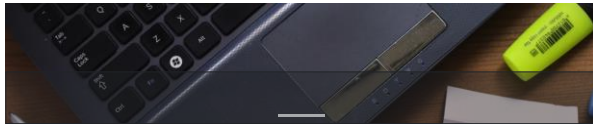
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U.S. Horticultural Industry Participants

Who are they?

 **2014 U.S. Horticulture Census**
National Sales: \$13.8 Billion

 **Business Owners**
More than half are family or individually owned

 **Sales**
Corporate accounts for more than 1% of sales


 **Industry Associations**
State
Regional
National

Survey Respondents

 N = 192

 All 12 USDA NASS regions

 41% from Northern Plains

 20% from communities with less than 2,500 people



Annual gross sales

 Median \$750K

Less than \$25K	8.7%
\$25K-\$50K	6.8%
\$50K-\$100K	3.7%
\$100K-\$250K	11.8%
\$250K-\$500K	11.8%
\$500K-\$1M	13.7%
\$1M-\$5M	28.6%
\$5M or more	14.9%

N = 161

Marketing channels

 Average allocations of 2014 sales

Retail	69.6%
Other garden centers	5.4%
Landscapers	12.0%
Mass merchandisers	0.3%
Rewholesalers	3.1%

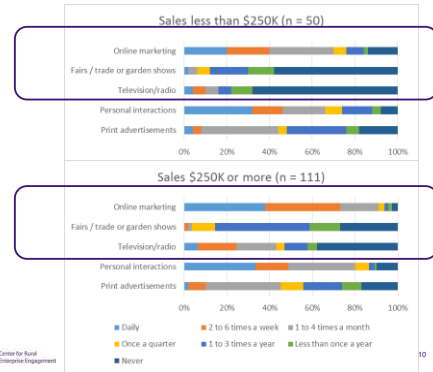
Marketing efforts

Annual expense	<\$250 K (n = 50)	\$250K+ (n = 111)	Combined (n = 161)
Average	\$2,844	\$75,665	\$53,050
Median	875	25,000	10,000
Minimum	0	0	0
Maximum	\$25,000	\$1,000,000	\$1,000,000

Weekly hours allocated

Average	4	18	13.7
Median	2	5	4.0
Minimum	0	0	0
Maximum	20.5	200	200

Marketing venues



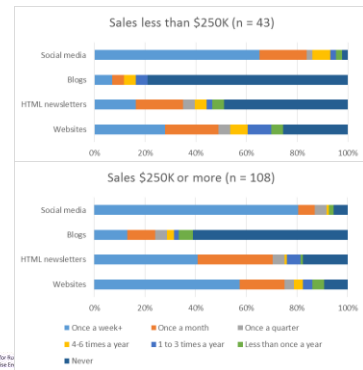
Online Platform Accounts

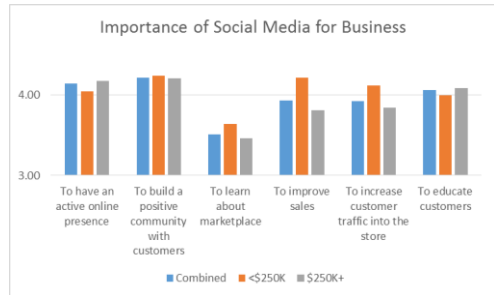
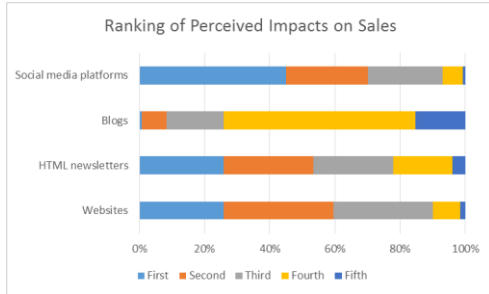
Currently using	Facebook	Twitter	HTML newsletters	Websites	Blogs
<\$250 K (n = 50)	90.7%	20.9%	30.2%	69.8%	9.3%
\$250K+ (n = 111)	91.7%	33.3%	72.2%	86.1%	28.7%

Never signed up

<\$250 K (n = 50)	4.7%	58.1%	55.8%	23.3%	79.1%
\$250K+ (n = 111)	2.8%	38.0%	25.0%	6.5%	53.7%

Use of Online Platforms



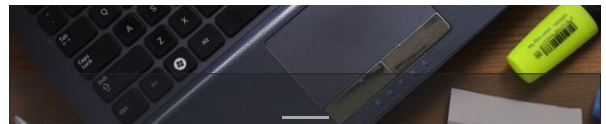


1 = not at all important, 2 = slightly important, 3 = moderately important, 4 = quite important, 5 = extremely important

Reasons why not using social media marketing

Reason	Average score (n = 17)
I would prefer face-to-face interactions with my customers.	4.06
I don't have time.	3.47
Returns from social media marketing are low.	3.35
Returns from social media marketing are uncertain.	3.29
My customers don't think it's important.	3.24
It is a costly investment.	2.88
I don't think it's important.	2.88
Technology changes so quickly that I can't keep up with it.	2.76
I don't know how to get started.	2.65

1 = strongly disagree, 2 = disagree, 3 = neither agree or disagree, 4 = agree, 5 = strongly agree



You may have similar concerns as a small, rural business



- Find out what your audience needs and wants
- Relationship marketing: Makes you different than big business
- Work smarter – not harder
- Text
- Text

How to categorize: Your audience

Rural and Urban Audiences are Different

Rural

- Smaller network of friends
- Less "trusting" with privacy settings.
- Use primarily Facebook, but Pinterest and Instagram are rising.

Urban

- Larger network of friends
- Users are more open to strangers and sharing information.
- More diverse social media use
- Instagram, Pinterest, and Twitter are used more frequently than rural users.

YOU HAVE TO UNDERSTAND YOUR UNIQUE AUDIENCE TO TRULY IDENTIFY WHAT SOCIAL MEDIA PLATFORMS TO USE.

Tracking: Your audience

Find out when your audience is online

What platforms?

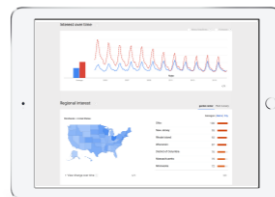
- Directly ask your audience.
- Watch them online.
- Offer promotions via certain platforms and track which ones are used the most.

What times? What Content?

- Try posting at different times.
- Try different content.
- Test one thing at a time.
- Track what works best for your audience.

YOUR AUDIENCE IS DIFFERENT THAN ANYONE ELSE'S. FIND OUT WHAT THEY NEED AND WANT.

Google Trends



- ID relevant keywords
- Isolate past, current, and future trends
- Look at specific differences by geographic region



LIST OF SERVICES

- 01 | SOCIAL MEDIA BOOTCAMP
- 02 | FACEBOOK PRESCRIPTIVE ANALYTICS
- 03 | E-NEWSLETTER ANALYSIS
- 04 | INTEGRATED ONLINE MARKETING ANALYSIS

PERSONALIZED, ONE-ON-ONE TRAINING STARTS AT JUST \$50.



THANK YOU

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