

WEB & SOCIAL MEDIA *Marketing*



Identify

THE NEEDS/GOALS FOR THE FUTURE OF YOUR BUSINESS

Determine

HOW YOUR WEB PRESENCE AND SOCIAL MEDIA MARKETING CAN HELP YOU.

Plan & Execute

MAKE A PLAN & COMMIT TO IT. ADJUST AS NEEDED.

NEXT ►

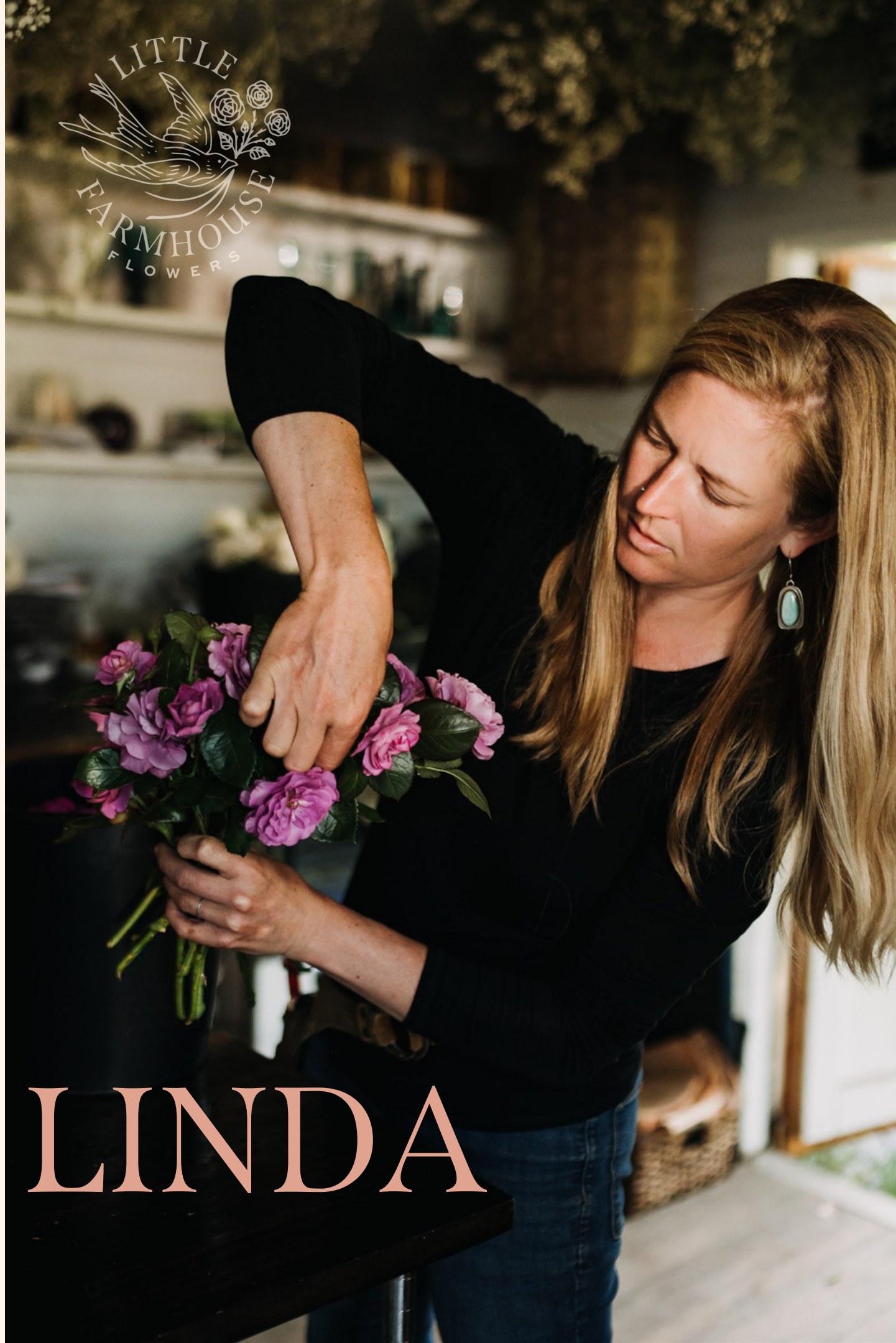
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HI!
I'M LINDA

- Owner/founder of Little Farmhouse Flowers in Jay, NY
- Co-Owner/founder of The Tulip Workshop
- Manage: websites, email marketing campaigns, and social platforms for:

WWW.LITTLEFARMHOUSEFLOWERS.COM

[@LITTLEFARMHOUSEFLOWERS](https://www.instagram.com/LITTLEFARMHOUSEFLOWERS)

[@LITTLEFARMHOUSEFLOWERSPRO](https://www.instagram.com/LITTLEFARMHOUSEFLOWERSPRO)

WWW.THETULIPWORKSHOP.COM

[@THETULIPWORKSHOP](https://www.instagram.com/THETULIPWORKSHOP)

WWW.DARCOASSOCIATES.COM

[@DARCOASSOCIATES](https://www.instagram.com/DARCOASSOCIATES)

IDENTIFY YOUR TARGET AUDIENCE

- WHAT do you want to do?
- WHO are the people who need your product or service?
- WHERE are they?

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04



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DIRECT YOUR MESSAGING TO THE CUSTOMER

What are their needs related to your product?

What are their pain points?

How can you help them?
This is the key to developing
USEFUL content that
algorithms and customers like!

HELPING should be your focus

DOs

Website

DON'Ts

- Share useful, actionable info.
- Add words to your website (blog, build out pages, whatever works).
- Then, add more words to your website.
- Apply heading hierarchies.
- Use bullet points.
- Commit to sharing the words on your website.

- copy the same text on to multiple pages.
- copy text from elsewhere on the web.
- take images from elsewhere that are not EXPLICITLY meant for your use. You need PERMISSION.

THE MORE YOU SHARE THE MORE YOU SELL.

- Share 3 helpful communications for every 1 sales communication
- by email to your newsletter list (weekly)
- by social media - but which one(s)? (daily)



MEET YOUR CUSTOMERS ON THEIR TERMS

Which social media platforms are your customers using to find products like yours?

Are YOU the right person to connect with them there? Should someone else do that?

Who are your customers and where are they?

Local flower buyers: [Facebook](#)

Wedding clients: [Pinterest](#)

Flower industry people/
Flower appreciators: [Instagram](#)

Need to learn: [You Tube](#) & [Tik Tok](#)

Irrelevant for me: [Twitter](#)



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How will you help them?

- guides/presentations like this one
- how-to videos
- recipes
- suggested product pairings
- behind the scenes
- how-to navigate a farmer's market
- how-to save money ordering your products
- free trials of a product or service
- garden planning resource
- DIY wedding flowers planning guide
- something pretty just for fun
- relatable content



LOOK AROUND

Never seek advice from someone who hasn't already done what you hope to do. Period. Do your homework.

- Look for trends on accounts that are flourishing.
- Apply healthy skepticism to anyone who says "they know social media". (both individuals and marketing agencies)

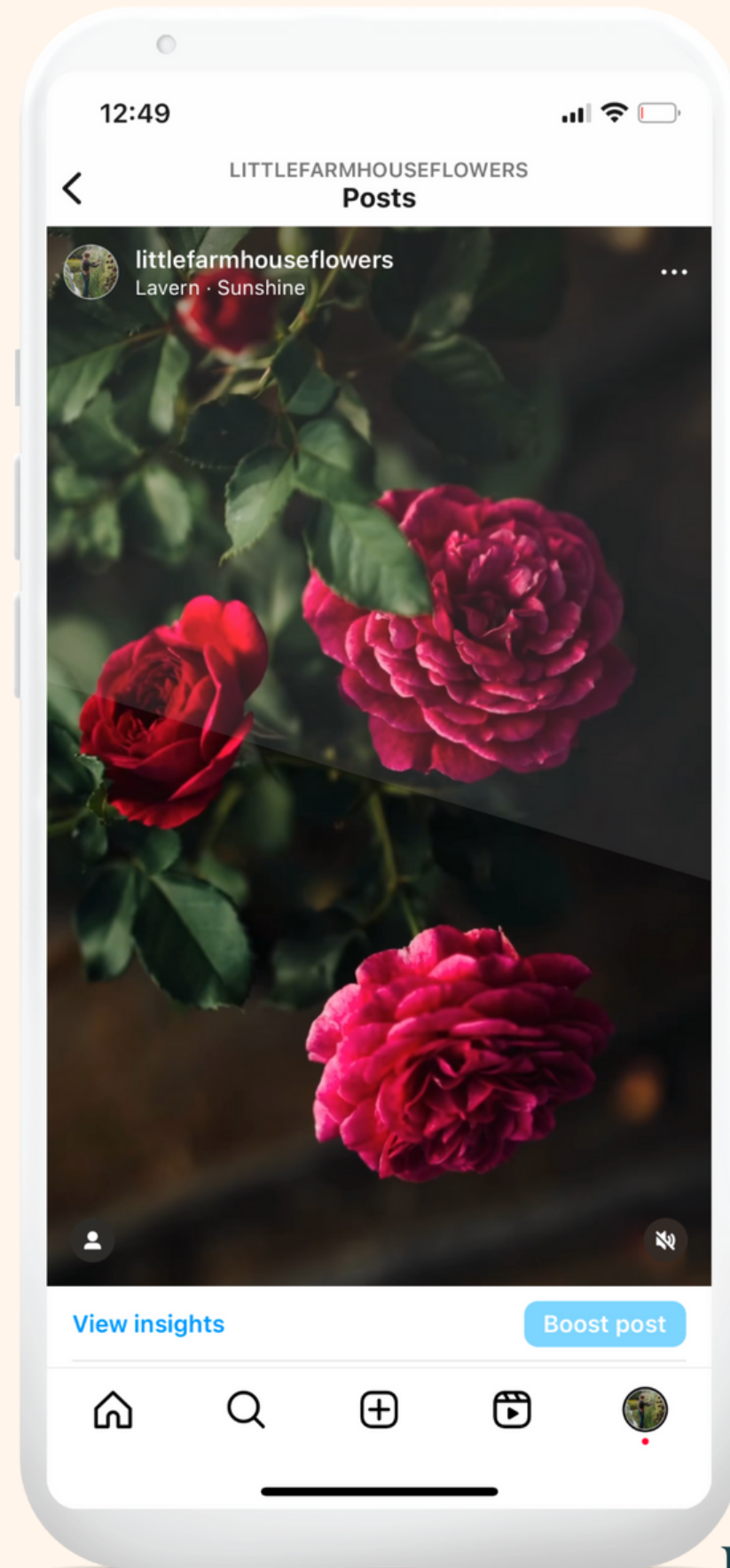
TOP 10 INSTAGRAM TIPS

NEXT ►

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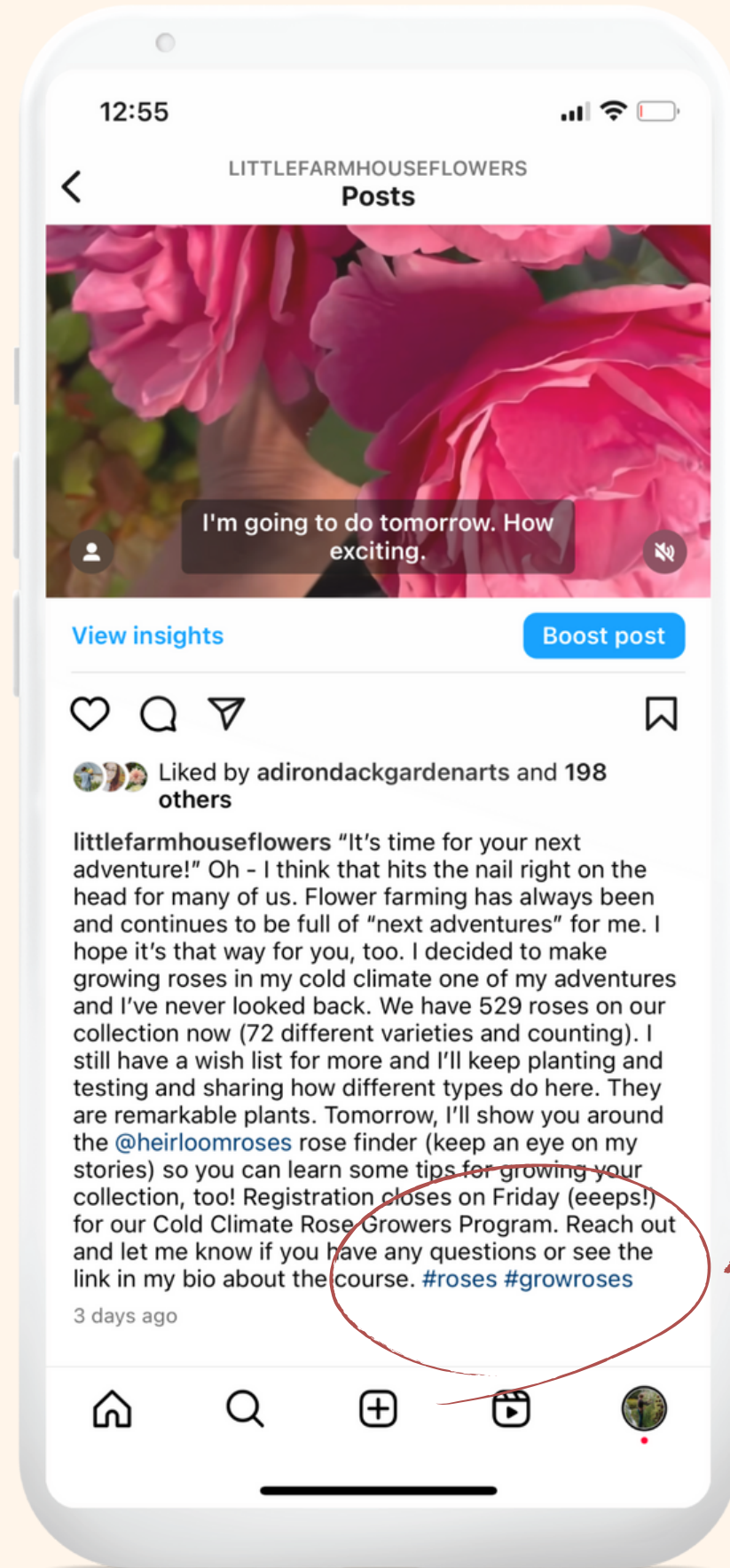
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Post vertical content.
It focuses the viewer and
prevents them from seeing the
next post easily.

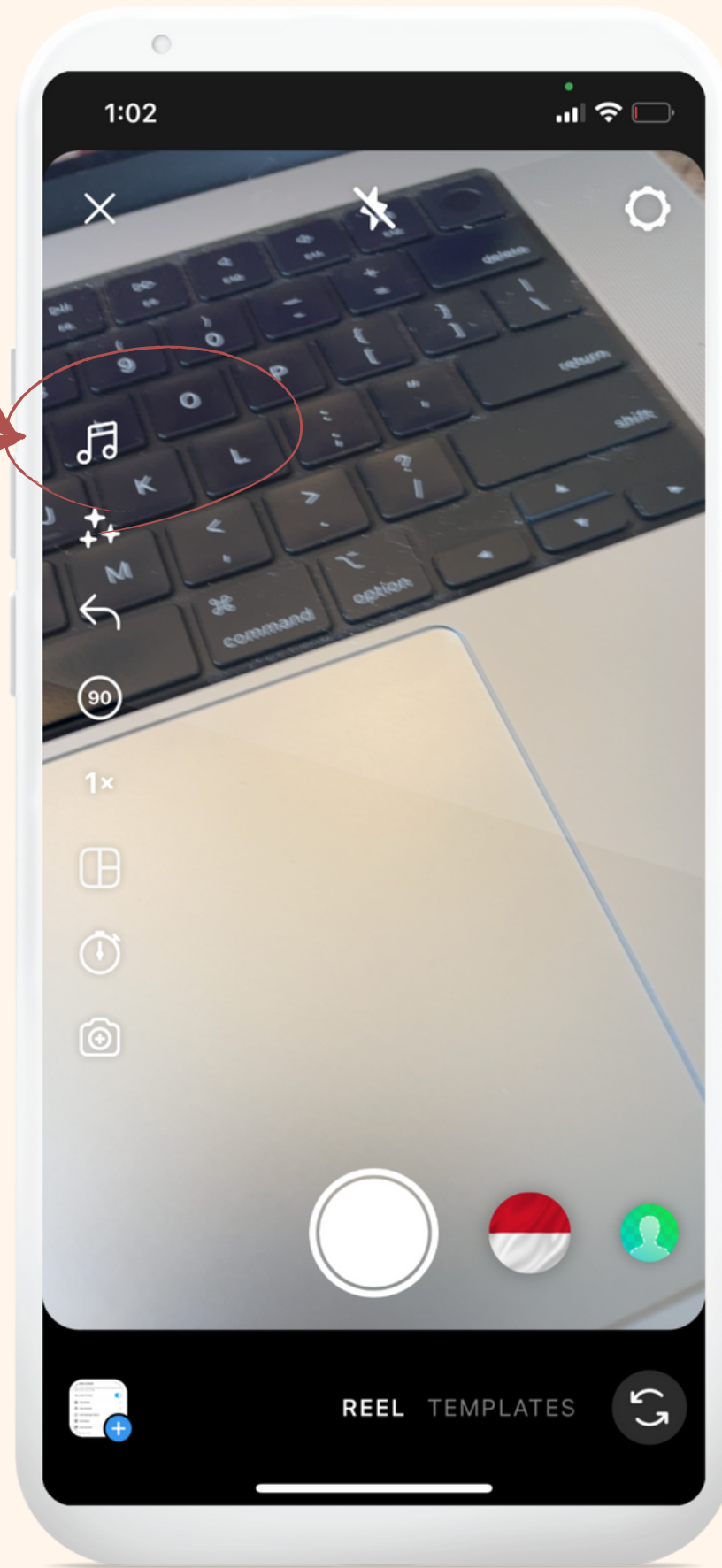
1.



Use only a couple targeted hash tags. Instagram as evolved. Typing a million hashtags only raises red flags now. Use 2 or 3 that actually really describe your post.

2.

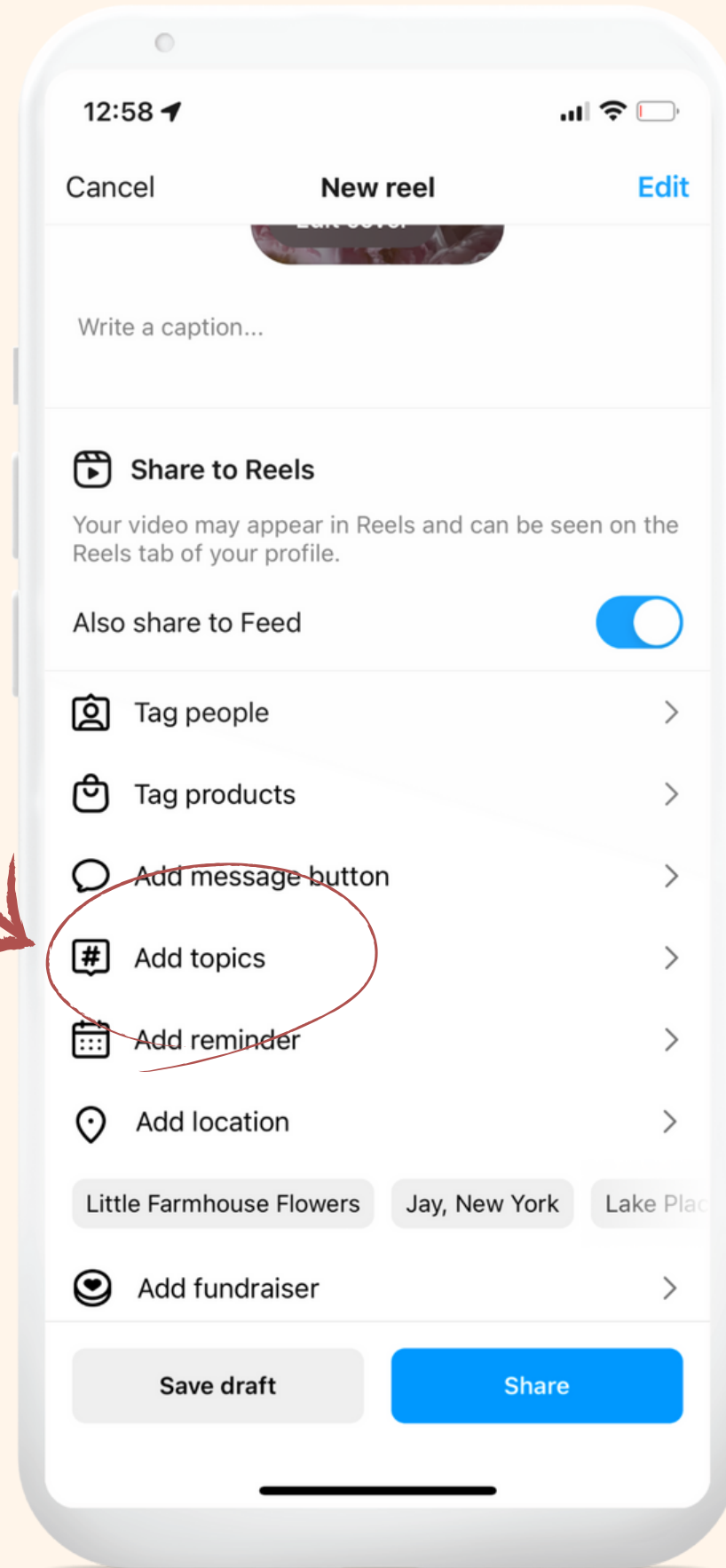
3.



If you're making a Reel. Start by choosing music. Trending audio files will be shared more.

Then add your video clips. You'll be able to easily adjust them to match the beat of the music.

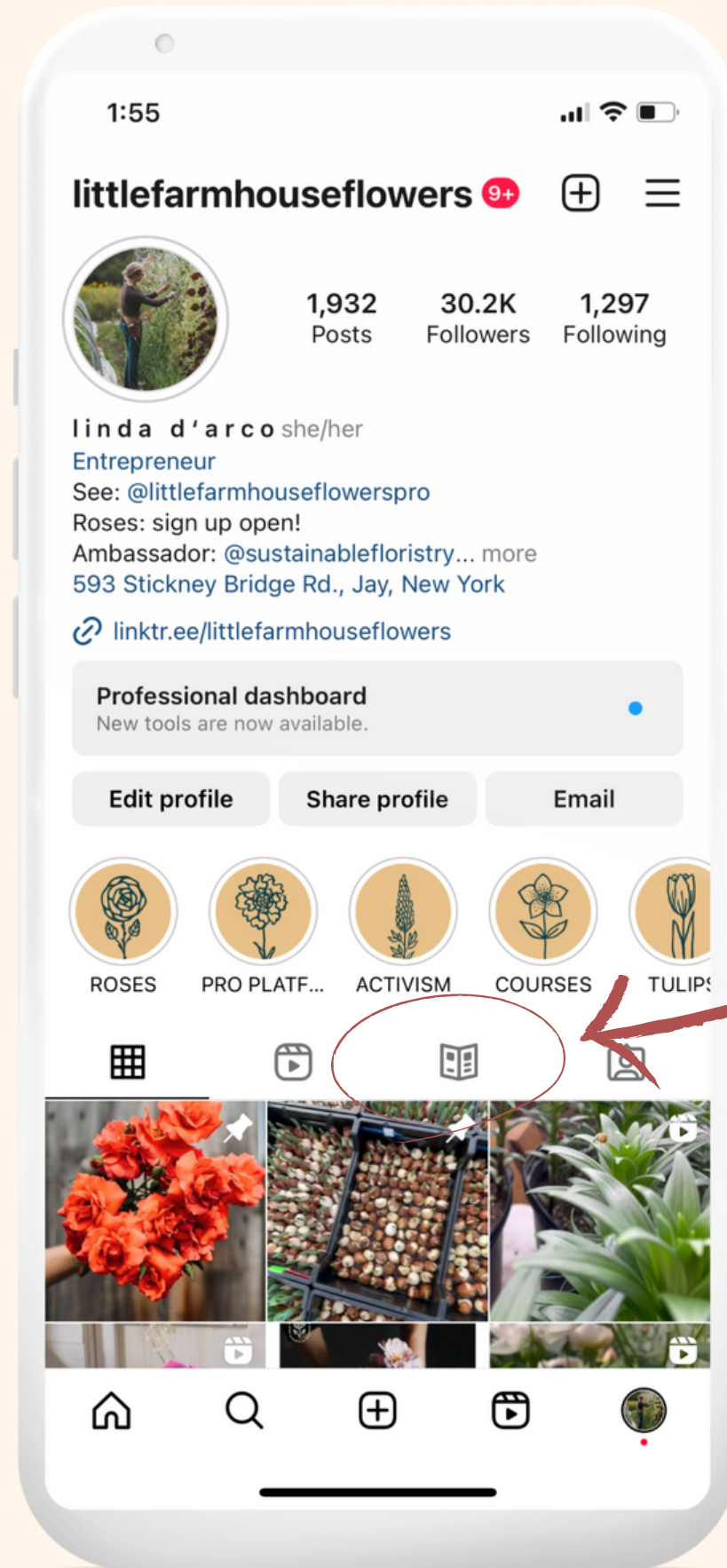
Too complicated? Use an app like SCRL with ready made Reels templates to help you build Reels that are automatically synched to music. This is a great shortcut!



Use the new "Topics" option in Reels if you have access to it.

You'll find it on the menu where you type in a caption. This is a new way Instagram is working to help sort content for the viewer.

4.

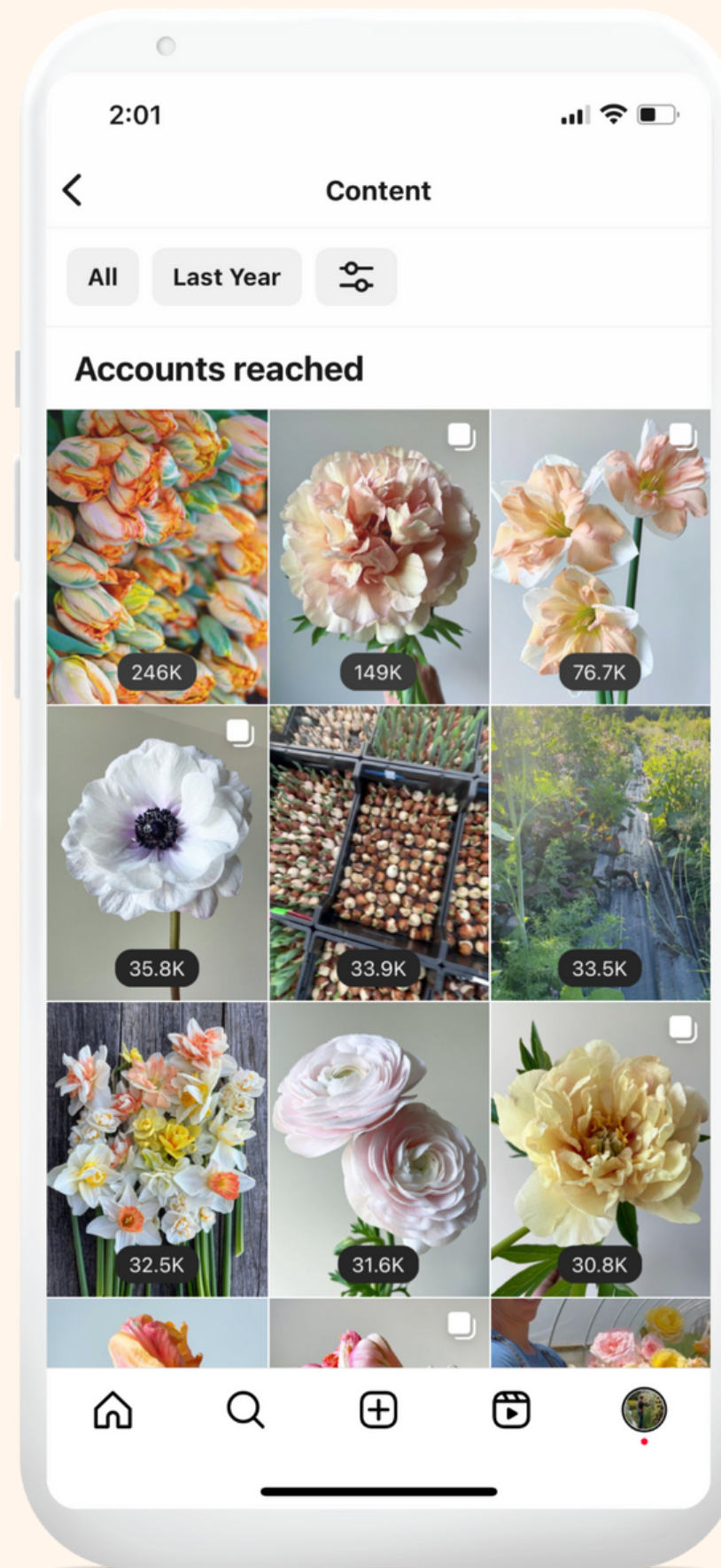
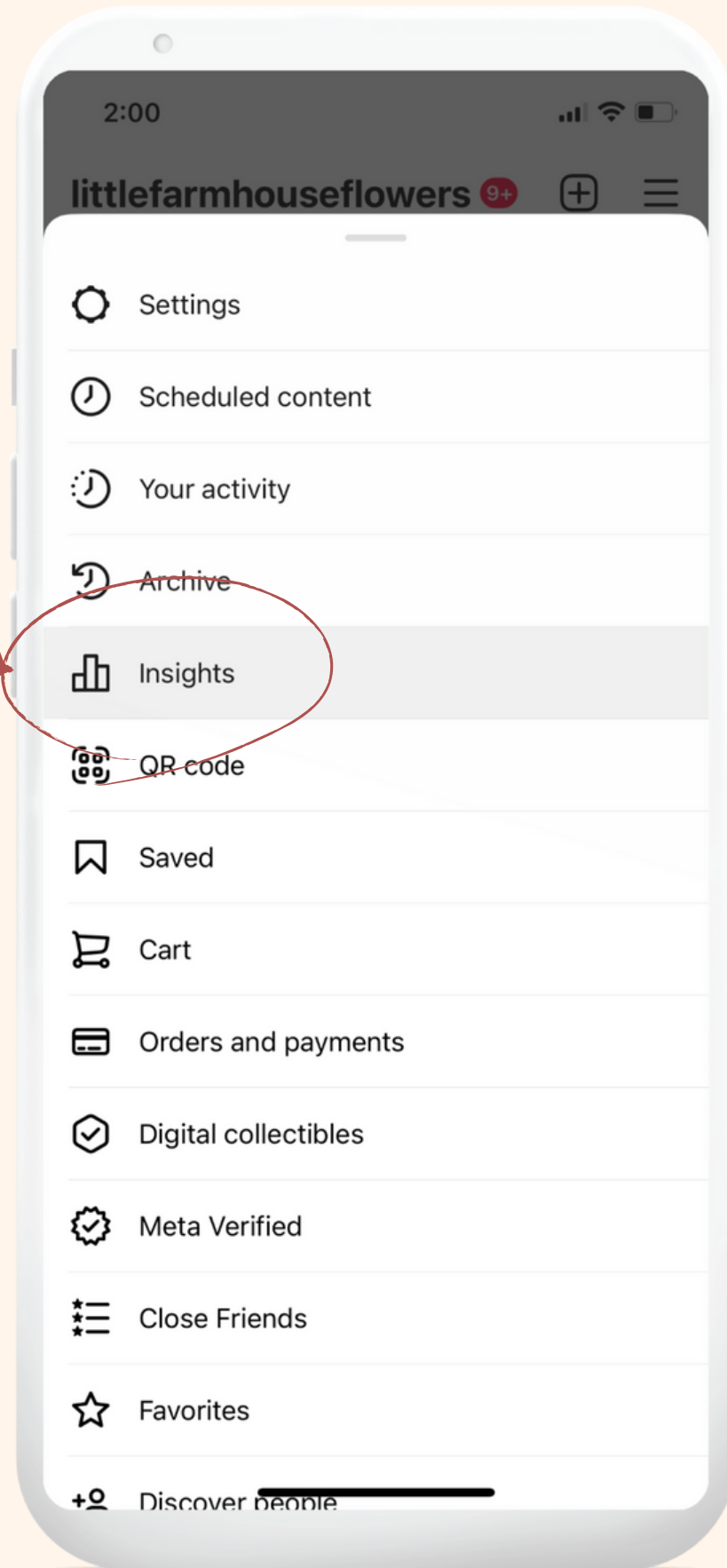
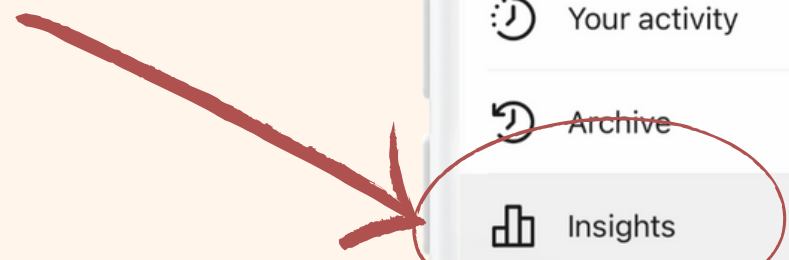


Collect your posts with helpful information with the new "GUIDES" category.

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Look into your account's analytics portal and see what kinds of posts do well for you. Craft new posts based on that information.

In a bind? Re-share a popular image/video from a ways back that new followers likely wouldn't have seen.

6.

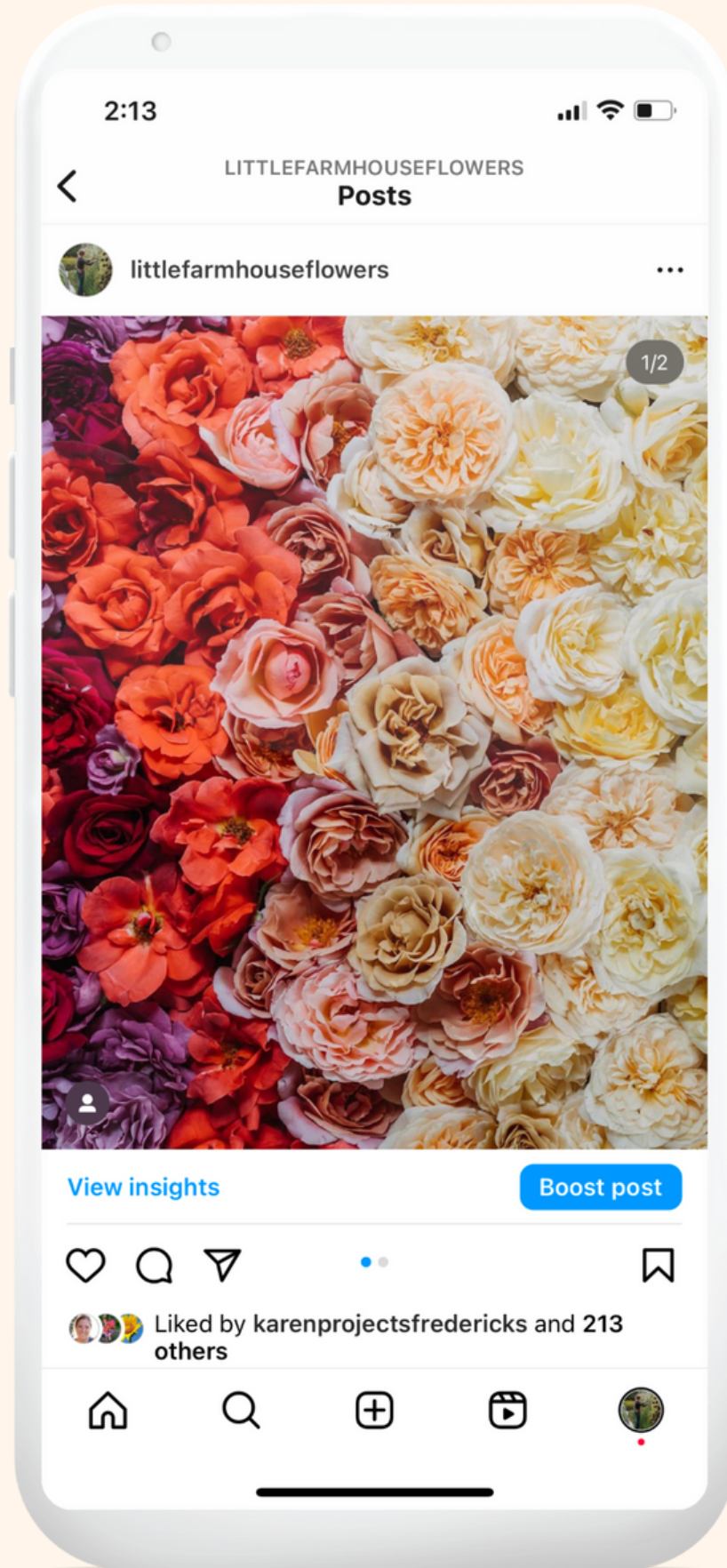


More topic ideas:

In the flower world, people love content about the weirdo flowers -- the mutants get a lot of attention.

If you see something special on your farm, take the time to get a nice photo or video of it.

7.



LITTLE
FARMHOUSE
FLOWERS

Show an abundance. This is what sets you apart from a regular home gardener.

It shows you have an inventory that would make it worth a trip to the farmer's market or your farm stand or online store, etc.

8.



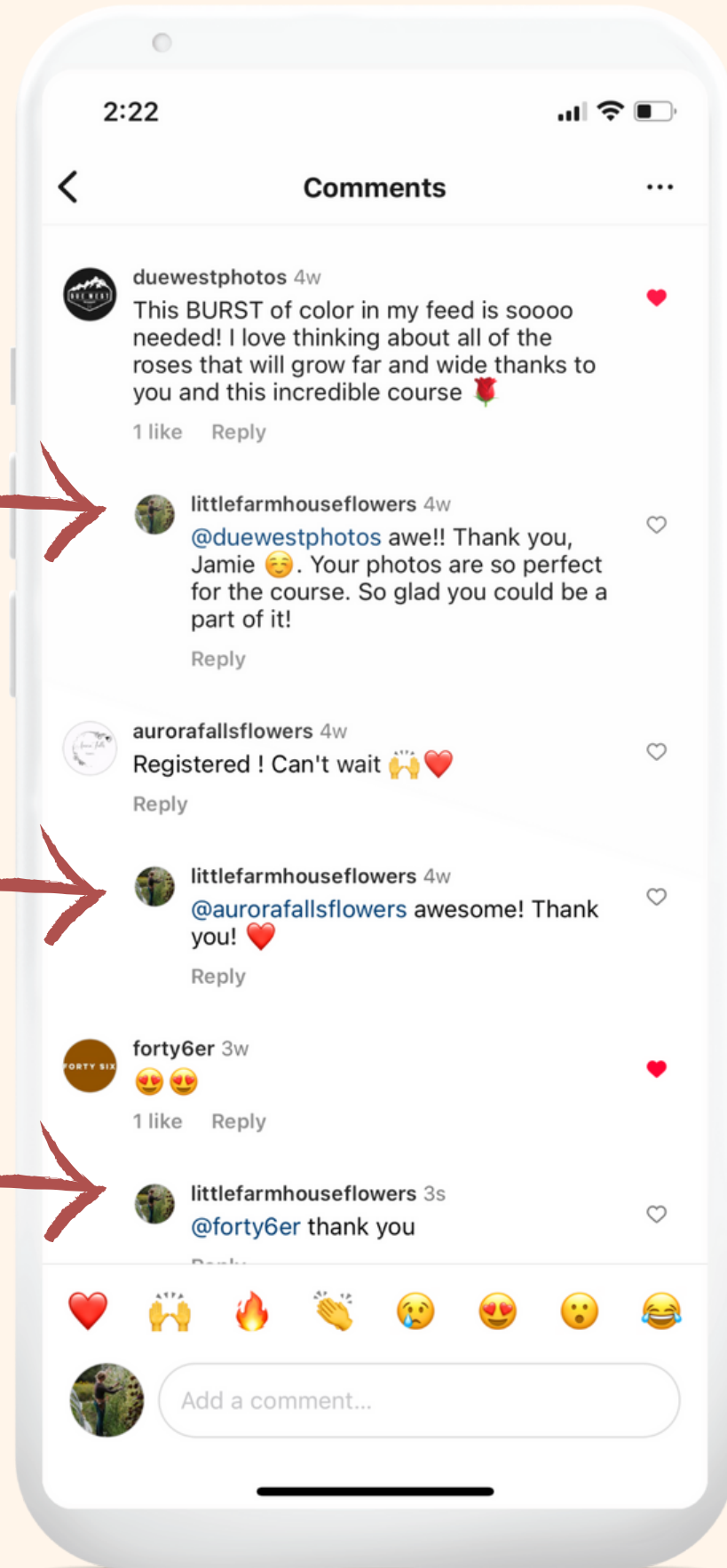
9.

Don't have an abundance yet?
Is your crop just coming in?

Make that one flower or the few
flowers you have count!

Take a little time to capture a really
beautiful photo with natural side
light against a simple background.

I just use my iPhone for these!



Interact! If someone leaves a comment on your feed make sure you reply. Or put someone else on your team in charge of replying. Just make sure it gets done and quickly. The more action you have early on your post the more it will be shared with others.

Comments are a great way to increase the visibility of your account on Instagram. Encourage people to interact with you by making sure they feel heard.

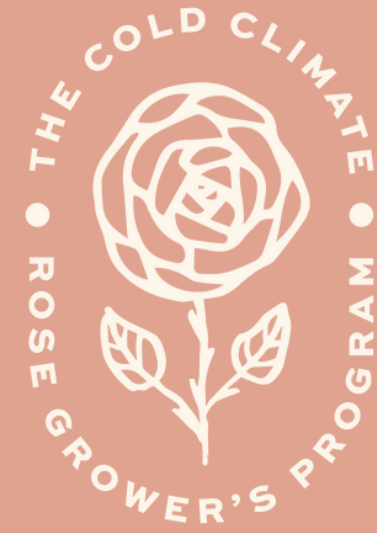
And make sure you comment and interact with other people on their feeds, too. Remember to give to the platform of your choice and not just passively receive.

10.

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Let me know if you'd like to connect for a consultation for your farm or business. I offer private, easy to book consultations by phone or Zoom. Or learn more about our knowledge-based products at www.littlefarmhouseflowers.com or www.thetulipworkshop.com.

You can reach me at linda@littlefarmhouseflowers.com or hello@thetulipworkshop.com



website
STARTER
course

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FARMHOUSE
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Pro

CUT FLOWER
SHIPPING
MINI COURSE

THANK YOU

