

Great Lakes Fruit, Vegetable & Farm Market EXPO

December 9-11, 2008

DeVo Place Convention Center, Grand Rapids, MI



Web Development for Farm Markets Workshop

Thursday morning 9:00 am

Where: Grand Gallery (lower level) Room D

CCA Credits: PD(3.0)

Moderator: Phil Tocco, Agriculture & Natural Resources Educator, Jackson Co. MSU Extension

9:00 a.m. Today's Town Square - The Internet - Learn How Effective Websites, E-newsletters and On-line Advertising on the Internet Grow Income and Traffic for Your Farm

- Jane Eckert, Eckert AgriMarketing, St. Louis, MO
 - Ellie Hollabaugh Vranich, Hollabaugh Bros. Fruit Farms & Market, Biglerville, PA
-

Today's Town Square - The Internet



Great Lakes Expo 2008

Jane Eckert
Eckert AgriMarketing

Learn How Effective Websites, E-newsletters and Online Advertising on the Internet Grow Income and Traffic for Your Farm

- I. E-Newsletter – The easiest and most cost effective method to stay in touch with your best customers and provide them timely information
 - Create & build your database
 - Select your delivery method

What's important _____

2. Web site (URL) – The Internet is now the fastest growing medium for both marketing and advertising in the world. “It’s like a salesman that never sleeps.”

Key elements of Good Design

- Home page
- Navigation
- Bandwidth
- File size of image
- Display of content

Other options

- Blogs
- GPS directions
- Video
- Music, flash & animation
- Privacy policy

3. Search Engine Optimization (SEO) is the process of guiding the development or redevelopment of a website so that it will naturally attract visitors by gaining top ranking on the major search engines for selected keyword phrases.

What is a web spider? (also web crawler or web robot) It is a program or automated script that browses the World Wide Web in a methodical, automated manner as a means of providing up-to-date data for web searches.

- Identify your keywords
- Frequency of keyword use
- Frequency of update
- Length of time online
- Create links from other web sites

4. Search Engine Marketing(SEM) improves the visibility of a website on search engines (e.g. Google, Yahoo) through PAID placement. Using a combination of paid search terms to improve your organic rank listings, developing or sponsoring content sponsorship advertising, etc.

Google™ www.adwords.google.com

Yahoo™ www.advertising.yahoo.com

Pay-Per-Click (PPC) Advertising is a method of online marketing where you buy traffic based on a per-click fee. A click is counted each time someone clicks a link that brings them to your website. It's a good method because it's trackable, you know how many clicks you get and how much money you spend per click.

PPC Allows you to

- Control your budget
- Select your keywords
- Select when & where you will advertise
- See reports instantly

Search Network – is placing your ad based on your selected keywords
Content Network – is placing your ad on other websites

Where should I place these ads?

LEARN HOW EFFECTIVE FARM MARKET WEBSITES, E-NEWSLETTERS, AND ON-LINE ADVERTISING ON THE INTERNET GROW INCOME AND TRAFFIC ON YOUR FARM

Ellie Hollabaugh Vranich
Hollabaugh Bros., Inc.
www.hollabaughbros.com

- I. A brief introduction - Our family farm and how I fit in
- II. An overview of the ways our business utilizes the internet:
 - a. Website
 - b. E-blasts
 - c. Online Store
 - d. Free Listings
 - e. Online Surveys
- III. The Website
 - a. What works for *our* business
 - b. Our website's redesign in 2007-2008 - How did we end up with what we have now and why does it work? The key features that were a "must" in the redesign
 - c. How effective is our website?
- IV. E-blasts
 - a. What are they?
 - b. What is their purpose?
 - c. How often do we send them?
 - d. How do we monitor their effectiveness?
 - e. Why these instead of a paper mailing?
 - f. The tie-in with our loyalty card program

- V. Online Store
 - a. Why do we have one?
 - b. How has it changed over the years?
 - c. How does it work?
- VI. Free Listings
 - a. Why they're great... AND why they're not!
- VII. Online Surveys
 - a. Year completed? Purpose?
 - b. Why do it?
- VIII. So why the Internet?