

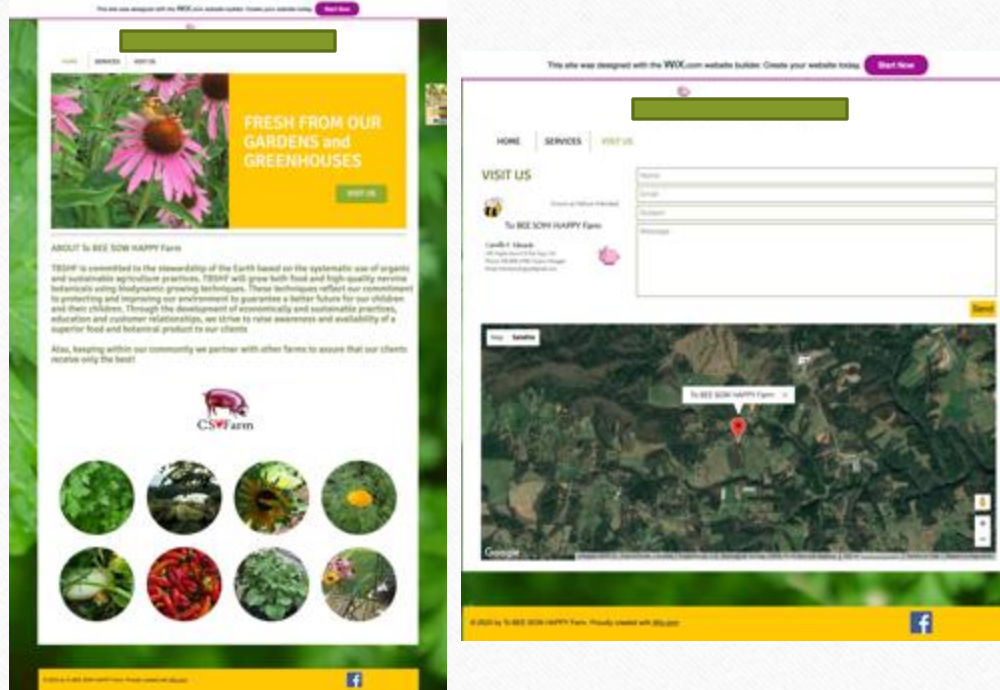
TBSHF Organization

Public Relations Campaign; Existing Campaign Redesign

Background

- TBSHF is a small, all-organic farm in North Carolina, a small business selling culinary and medicinal herbs and vegetables.
- It is currently setting a CSA up.
- The proprietor, CE, is very knowledgeable particularly about the medicinal properties of the herbs she grows, some of which are not commonly found outside mountainous regions.
- CE attends state gardening and agricultural fairs to sell a selection of medicinal herbs to attendees, from as far away as South Carolina.

Current Challenges: Website



- CSA service listed along with a section on medicinal and culinary herbs: both these are “pending,” no dates referenced.
- Website is very static and incomplete; Wix.com branding sabotages professionalism.
- Cannot capture subscriber information, nor any indication of any newsletters or other information pushed to interested parties.
- Photography and icons static and are placeholders.

Current Challenges: Facebook



- Regular posts, including re-posted local interest articles.
- Facebook site has 183 followers, attributed to valuable information in the posts, but viewer must scroll through multiple pages of those posts to access them.
- Posts also contain a number of (now) past events with good attendance, do not show up in the Events section.

TBSHF's Target Audience

- Local families interested in a holistic approach to food and general wellbeing, who use herbal remedies before resorting to commercial pharmaceutical preparations.
- Families who rely on organically grown vegetables for consumption, small-scale or home growers of herbs and/or vegetables.
- Amateur and professional herbalists in the local community.

Current Social Trends

- Audience is heavily involved in social media, likely well educated and therefore likely to demand scientific evidence-based information over anecdotal information.
- “Fake news,” general distrust of large corporations, and the endemic sharing of unvalidated information across social media platforms, leads target audience to seek reliable, expert information from accessible authorities accessible in real time with thoughtful, resource- and reference-backed information and feedback.

Opportunities

- The website serves as an online store front, and needs to be updated.
- TBSHF needs a customized domain name to create a professional impression and raise credibility; eliminate the need for distracting hosting company advertising.
- Website information needs to be completed positioning CE as a thought leader, in the fields of medicinal herbs, herbalism, organic farming practices, and local farming and growing certifications.
- Recommend more thought leadership content on the website: whitepapers and eBooks on the medicinal uses of the various herbs grown and sold (properly attributed and cited) and the growing of such plants in the state of North Carolina (notorious for poor soil quality).

Cross-Platform Engagement and Strategy

- Thought leadership content on the website can be pushed to the audience in the form of newsletters and reposted on Facebook to create an online community of local audience members.
- Leverage same information for white papers (downloadable upon registration), which can then be combined into e-books (accessible without registration).
- Edwards can then lead Facebook discussions and leverage Facebook's static and live video features.
- This strategy will drive sales of the farm products and position the farm itself as a leading producer of quality, hardy medicinal herbs and vegetables in the entire state, which reputation is currently lacking.

Recommendations: Instagram

- Photographs are a compelling content marketing tool and Edwards's products—local produce and herbs—offer significant fodder for lush, high quality photography that can be hosted on Instagram. The platform offers social media integration, and original photography thereon would draw an audience and drive social media activity.
- Further social media integration can be achieved by using Pinterest buttons to enable curation of the images into specific themes or gardening layouts.
- Instagram focuses on community, and its users are skewed toward women and millennials particularly, neatly encapsulating TBSHF's target audience.

Recommendations: Static website with companion blog

- Website needs to be refreshed, and fleshed out with the photography taken for Instagram, with cross-linking.
- The various informational pages will also have to be fleshed out, as many are currently place holders.
- A companion will serve up CE's thought leadership: this is white papers and e-books will reside, cross-linked non Facebook and Instagram.

Recommendations: White papers and e-books

- White should use more accessible and casual terminology, such as “plant personalities” to inject some humor into her content and thus attract more readership.
- Infographics would curate information relevant to the local target audiences (medicinal/culinary plants in which local soil types).
- White papers can then be compiled into an e-book, accessible from the website.

Recommendations: Podcasts

- TBSHF's target market: adults working full-time. The average commute in North America is 29.5 minutes, providing a (willing) captive audience for podcasts that are just under that length.
- Podcast listening has increased steadily over the last decade: TBSHF should leverage this by podcasting tagged interviews with other local subject matter experts as well as with audience members.
- Podcast examples:
 - A neighbor who relies on TBSHF information and materials to compound herbal remedies for a child.
 - A town resident who buys the bulk of his organic produce from TBSHF.

Recommendations: Facebook

- The TBSHF Facebook page will need to be fleshed out with the photography taken for Instagram, and also will link to the various resources.
- Since the majority of the target audience are likely heavy Facebook users, Facebook will provide a vibrant, interactive and active community with which to tie together all the disparate collateral.

Branding Imaging Strategies



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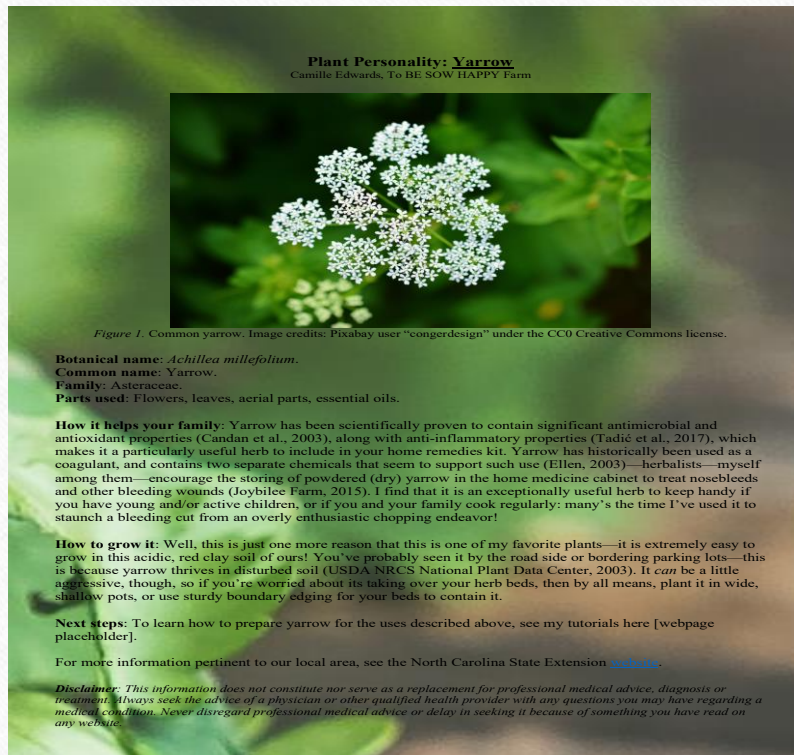
- TBSHF's branding comprises a pink cartoon pig next to the name of the farm, and a cartoon bee.
- The logo needs to be updated and disbursed throughout all platforms.
- Green should figure prominently, as it is already being used in some of the website copy and denotes health and serenity.
- Brown and yellow denote earthiness, natural and durable qualities, and light and warmth, respectively.
- These three colors should be used in the logo and across all materials.

Future Trends

- Other digital tools (short, candid video interviews with buyers visiting the farm, recorded Skype or Google Hangout interviews or footage of local events such as local farmers' markets) will form TBSHF's digital toolkit and ensure that content remains fresh, dynamic and relevant.
- While professionalism is required to craft an aura of authority and credibility to reinforce Edwards's expertise in this field, spontaneous videos filmed using a smartphone, for example (as opposed to using professional videography equipment) will lend an air of authenticity and intimacy to the message.
- Audience reach of video platforms with amateur videography such as on YouTube will benefit TBSHF.

Sample Copy and Engagement Assets

Sample White Paper



- Showcases thought leadership and original content. Background photography done on the premises, brand colors green and brown.
- “How to grow it” section showcases TBSHF’s knowledge of growing in challenging NC soil; “How it helps your family” section will contain scientifically backed information: majority of websites in this niche dispense unproven, uncited herbal remedies.

Sample Facebook Content



- TBSHF will use existing Facebook page to link together all the other disparate tools and resources.
- Opening phrases like “this week” will announce to the audience that they can expect fresh, original content, keeping interest engaged.
- The stock image should be replaced by TBSHF’s own original and high-quality photography, preferably with staff members as part of the image composition to remind the audience that they are engaging with real people in their own community.

Sample Instagram Content



- High quality photography will capture the staff and other familiar faces.
- High resolution photographs of the herbs and plants that TBSHF cultivates, even if editing is required.
- Visitors to the farm and clients at local events can upload their own photos using predefined hashtags (adding a disclosure for TBSHF's marketing use of such uploads).
- Hashtags can collate images for Instagram and Facebook.

Sample Podcast



- TBSHF should publish podcasts on a regular basis. Podcasts are tailored to appeal to that specific audience niche.
- This specific sample speaks to common commuting conditions, includes a medical disclaimer and calls to action to view the transcript on the website and ask questions on the Facebook page, and also to upload photographs to TBSHF's Instagram page for identification and further discussion.
- Calls to action will drive cross-platform traffic.

Return on Investment (ROI) Report

- TBSHF's PR campaign does not include the sales; ROI from the digital tools employed will measure Facebook and Instagram likes and follows, organic traffic to the various platforms, cross-traffic, downloads of white pages, and podcast subscriptions.
- Google Analytics will track the number of visitors to a forwarding page by using Urchin Traffic Monitor (UTM) tags: user clicks result in an intermediate "thank you" page that will be tracked on Google Analytics; also white pages or other materials.
- Google Analytics' segment and platform differentiation will help to identify particular demographics to which certain types of posts appeal: e.g., determining what region of the U.S. visitors are engaging.
- Instagram impact will also be measured, in part, using UTM tags on Google Analytics. TBSHF will also want to track comments (both positive and negative) and followers on a weekly basis, and also ensure that the demographics that Google Analytics identify match the local community goal. Podcast and white paper impact will largely be gauged from the number of downloads and subscribers (also to be tracked on a weekly basis).

Conclusion

- TBSHF's potential for growth and digital social media engagement is immense, with room to employ a number of or all of the digital marketing tactics discussed.
- TBSHF can leverage social media digital tools to capture its target audience with minimal financial investment, though with a significant commitment in terms of time and effort.
- Once a number of these strategies are put into place, TBSHF's audience should organically grow TBSHF's story by sharing content and narrating interactions, increasing TBSHF's visibility among its target audience.
- Developing a robust, educated community will further raise TBSHF's authority and, and also create the type of intimacy and community involvement that is a touchstone of a business that is, at its roots, a local farm.