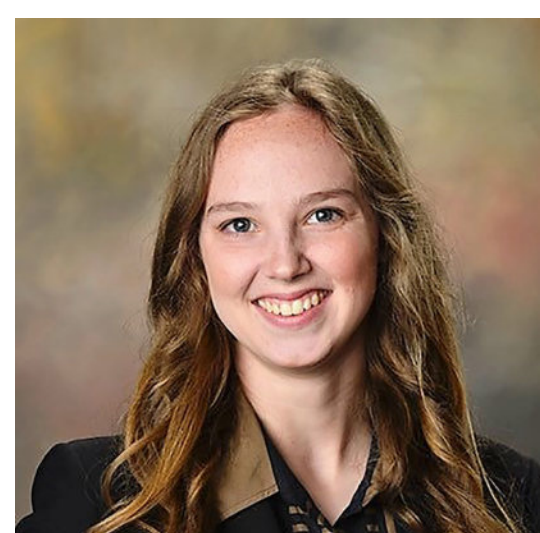




MARKETING FOR AG PRODUCERS 2021



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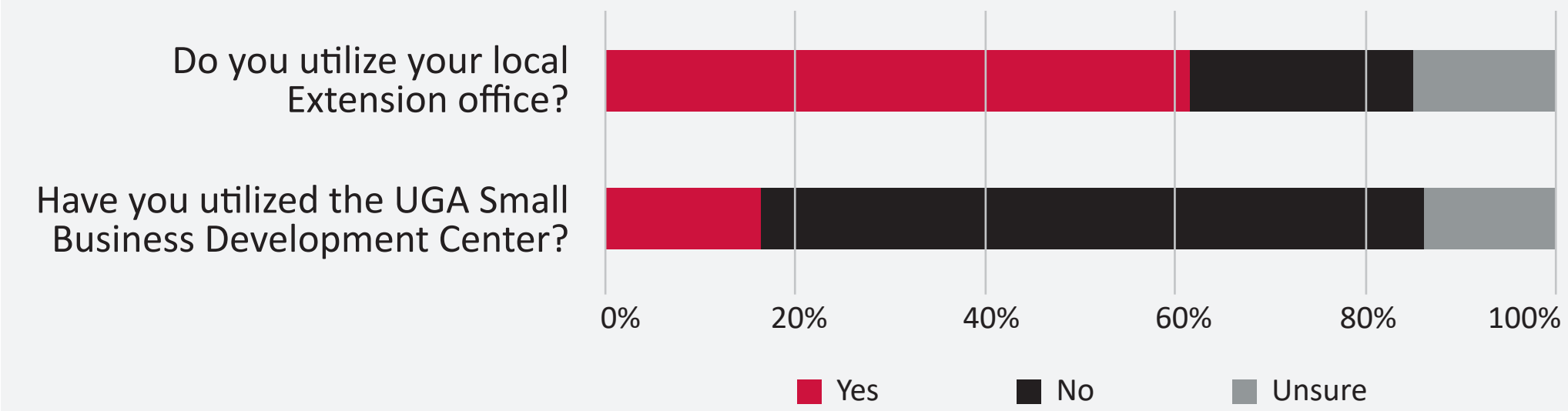
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INTRODUCTION

Agribusiness is Georgia's leading industry, with over \$74 billion in annual economic impact and 9.9 million acres of operating farmland. Georgia's ag producers know how to run their businesses; however, many struggle to leverage digital marketing strategies to reach potential customers. Seeing this need, UGA Extension partnered with the UGA Small Business Development Center to create a marketing series specifically targeted to ag producers.

PRIOR UTILIZATION OF RESOURCES



MARKETING AND BRANDING

Georgia's ag producers are diverse, including fruit and vegetable, animal, and ornamental commodities. With this in mind, marketing materials, including registration flyers and social media collateral were designed to be inclusive of each commodity.



OBJECTIVES

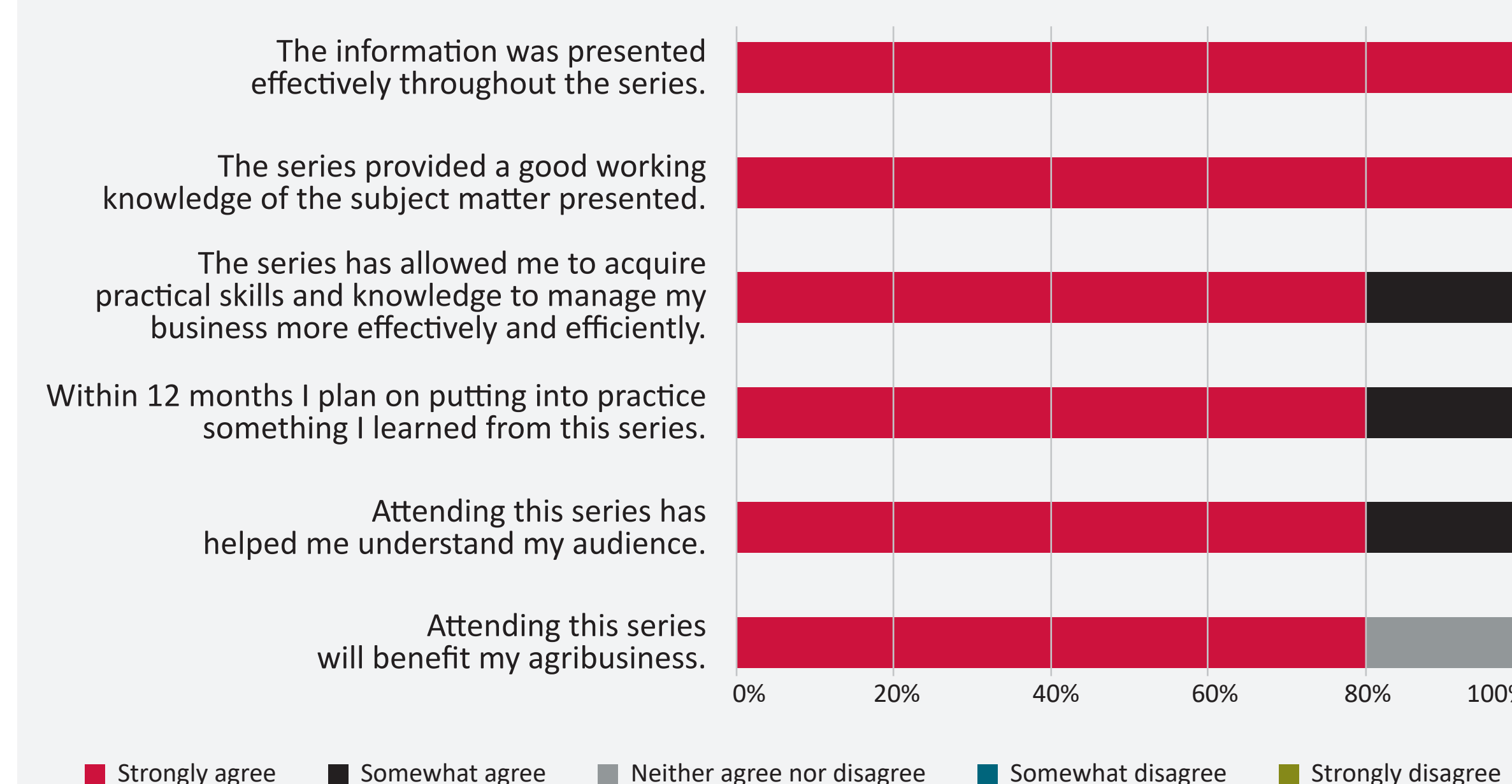
The overarching goal was providing ag producers with tools to develop a successful marketing strategy. Topics included:

- How to set S.M.A.R.T. goals that align business and marketing efforts
- Techniques to identify their target customers and craft buyers personas
- Website implementation, design, and search engine optimization (SEO) best practices
- How to create and optimize business accounts for Google My Business, Facebook, and Instagram
- Techniques to respond to negative feedback on social media platforms

Attendees were assigned "homework" after each session to reinforce concepts. The four-part, virtual series concluded with a panel discussion with ag producers that have implemented successful marketing strategies.

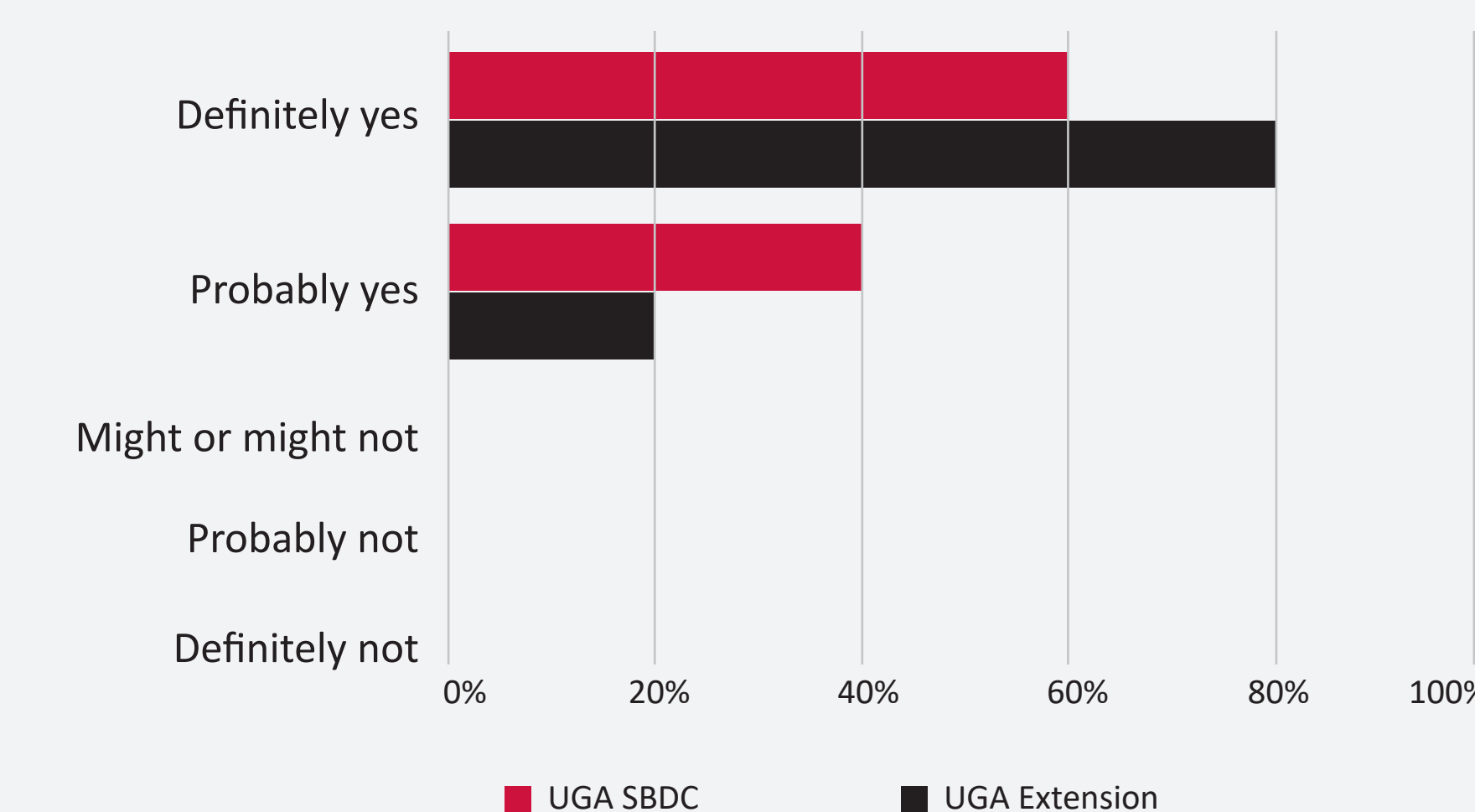
PROGRAM IMPACT

POST-SERIES ATTENDEE FEEDBACK



ONGOING UTILIZATION OF RESOURCES

Will you utilize the UGA Small Business Development Center and/or UGA Extension going forward to help with your agribusiness?



“This was a great class. I highly recommend. [Robbie] is a great presenter and the panelist at the end of the class did an excellent job. **These classes really created so much conversation and brainstorming in my family.**”

