

MARKETING FOR AG PRODUCERS 2021



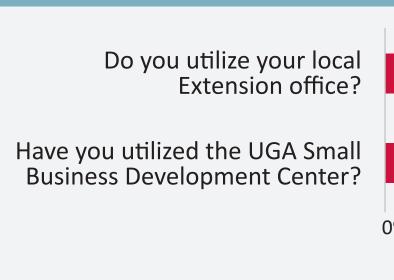
Brooklyne Wassel

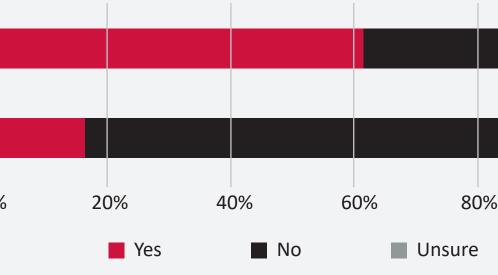
University of Georgia Cooperative Extension, Pike County brooklyne.wassel@uga.edu

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 agproducers 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





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

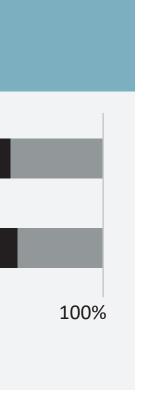
Attendees were assigned "homework" after each session to reinforce concepts. The four-part, virtual series concluded with a panel discussion with ag producers that have implemented successful marketing strategies.

PROGRAM FACILITATORS

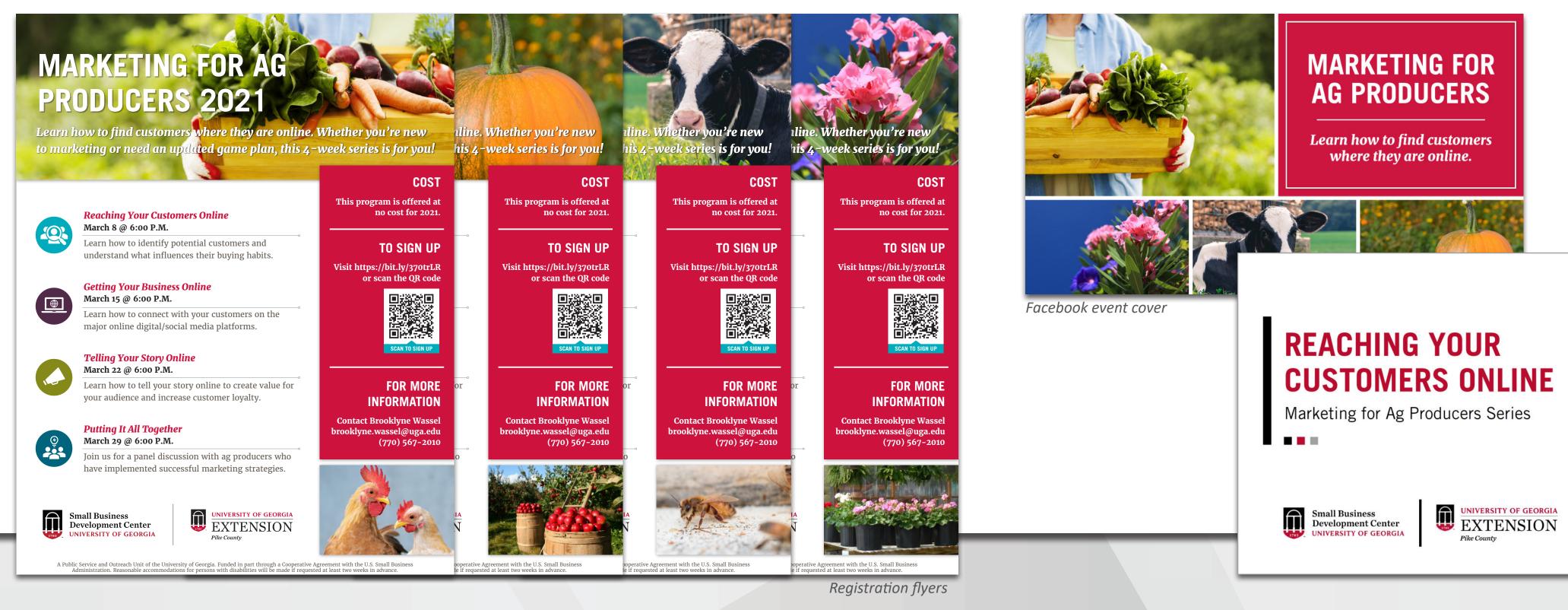


Todd Carlisle

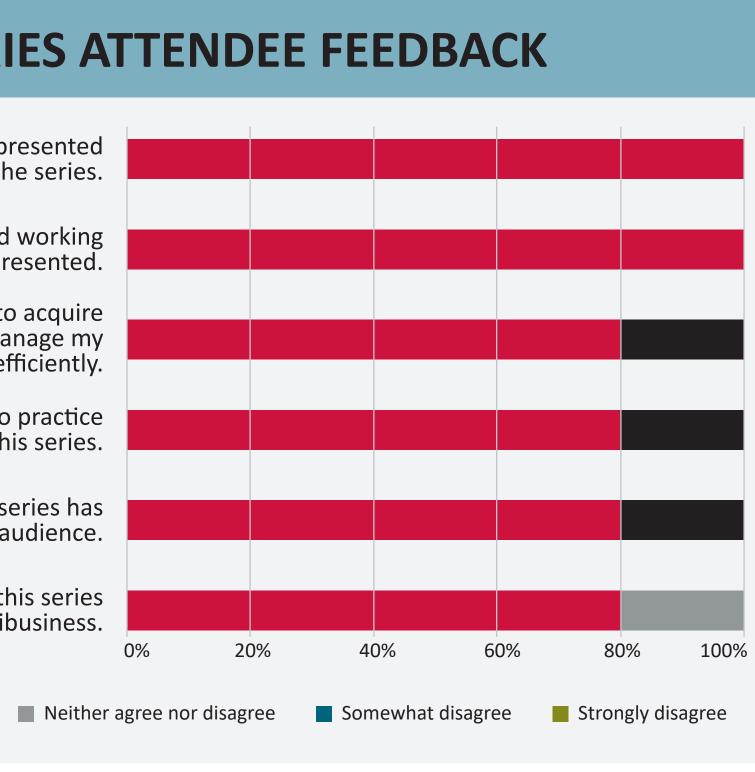
University of Georgia Small Business Development Center, Columbus tcarlisle@georgiasbdc.org



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.



POST-SERIES ATTENDEE FEEDBACK



The information was presented effectively throughout the series

The series provided a good working knowledge of the subject matter presented The series has allowed me to acquire practical skills and knowledge to manage my business more effectively and efficiently.

Within 12 months I plan on putting into practice something I learned from this series.

> Attending this series has helped me understand my audience.

> > Attending this series

will benefit my agribusines

Somewhat agree

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.





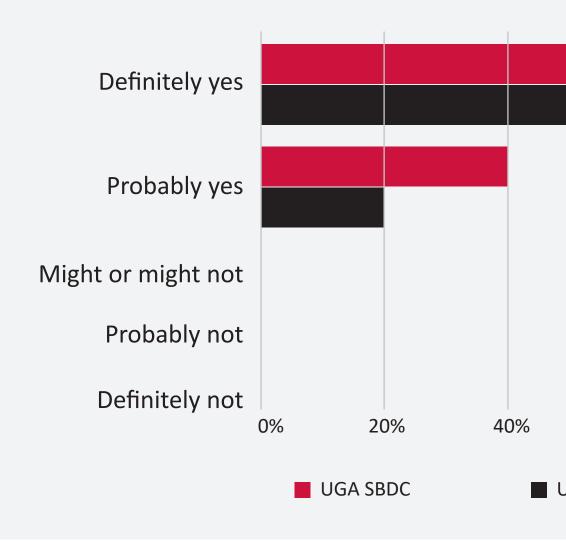
Robbie Parks University of Georgia Small Business Development Center, Gainesville rparks@georgiasbdc.org

MARKETING AND BRANDING

PROGRAM IMPACT

ONGOING UTILIZATION OF RESOURCES

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

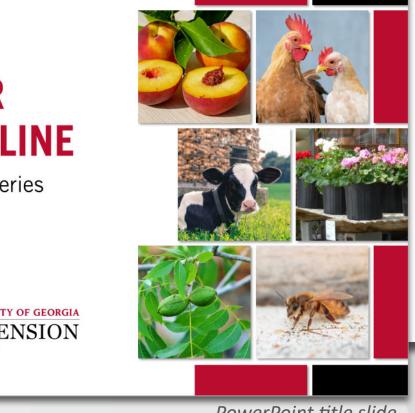




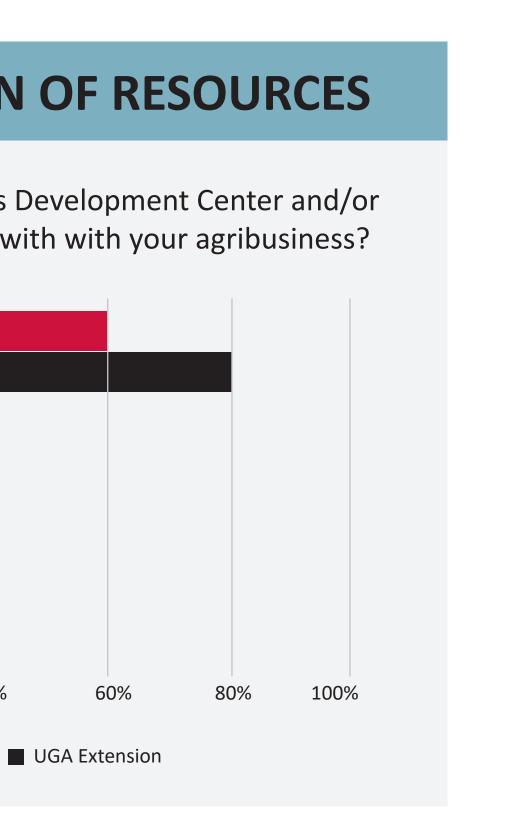
UNIVERSITY OF GEORGIA EXTENSION Pike County







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Small Business Development Center UNIVERSITY OF GEORGIA