Efficient Online Marketing Setup Checklist

Take these steps to ensure you're ready for the Efficient Online Marketing To-Do List.

Website
- ☐ Farm website clearly displays your farm's Town, State near the top of the page.
- ☐ Clearly state what products you offer and how they are raised.
- ☐ Make it clear how to buy from you.
- ☐ *(Not required, but hugely beneficial)* Create a customer-friendly online store

Social Media
- ☐ If you don't have one, create a Facebook page for your farm and ensure that your profile concisely shares what you sell, key practices, your Town, State, and website. If time/skill allows, do the same on Instagram.
- ☐ Create a social media spreadsheet that includes:
  - ☐ Facebook Groups: Research Facebook Groups within the area you serve (i.e. Chapel Hill Carrboro Foodies). Prompt AI to help you find them. Join city/town/county community groups or foodie-focused local groups. Skip low quality groups with little engagement and groups where businesses are not allowed to post.
  - ☐ Accounts to Tag: Create a list of organizations, farmers' markets, and local accounts who might be willing to reshare your key marketing messages.
  - ☐ Hashtags: Create a bank of hashtags that are descriptive of your practices (#pastureraised), your target geography (#rochester) and key local foodie hashtags (i.e. #rocfoodies)

Email
- ☐ Set up systems to gain subscribers to your email list (opt-out at checkout, website pop-up on exit intent, markets/events, etc.).
- ☐ Create a template for a weekly email (work with a professional if needed).
- ☐ If possible, integrate your email with your ecommerce so you can see results.
- ☐ Set up email automations (work with a professional if needed)
  - ☐ Welcome Flow
  - ☐ Abandoned Cart (if you have an online store)
  - ☐ Order Deadline Reminder Emails (if you have an online store)
  - ☐ Exit Flow (attempt to re-engage; then remove inactive subscribers)

Communications
- ☐ Clearly display your email on your website.
- ☐ Respond to customers within 24 hours.