

# WELCOME TO THE WEBINAR

**We will begin shortly**

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**VERMONT**

AGENCY OF AGRICULTURE, FOOD & MARKETS

[www.Agriculture.Vermont.gov](http://www.Agriculture.Vermont.gov)



# VIRTUAL SPRING MEETING

**Join us Wednesday, June 3<sup>rd</sup>**  
**1:00pm to 3:00pm**

*This 2-hour event features two informative presentations focused on business resiliency, strategy, and adaptation for Vermont's specialty food & beverage producers and supporting industries who are making their way through the current crisis.*

**FREE to VSFA/VRGA Members; \$10 Non-Members**

**Learn more and register here:**  
**<https://bit.ly/VSFASpringMeeting2020>**

# **Digital Communication with Your Consumers: How-To for Business Growth**

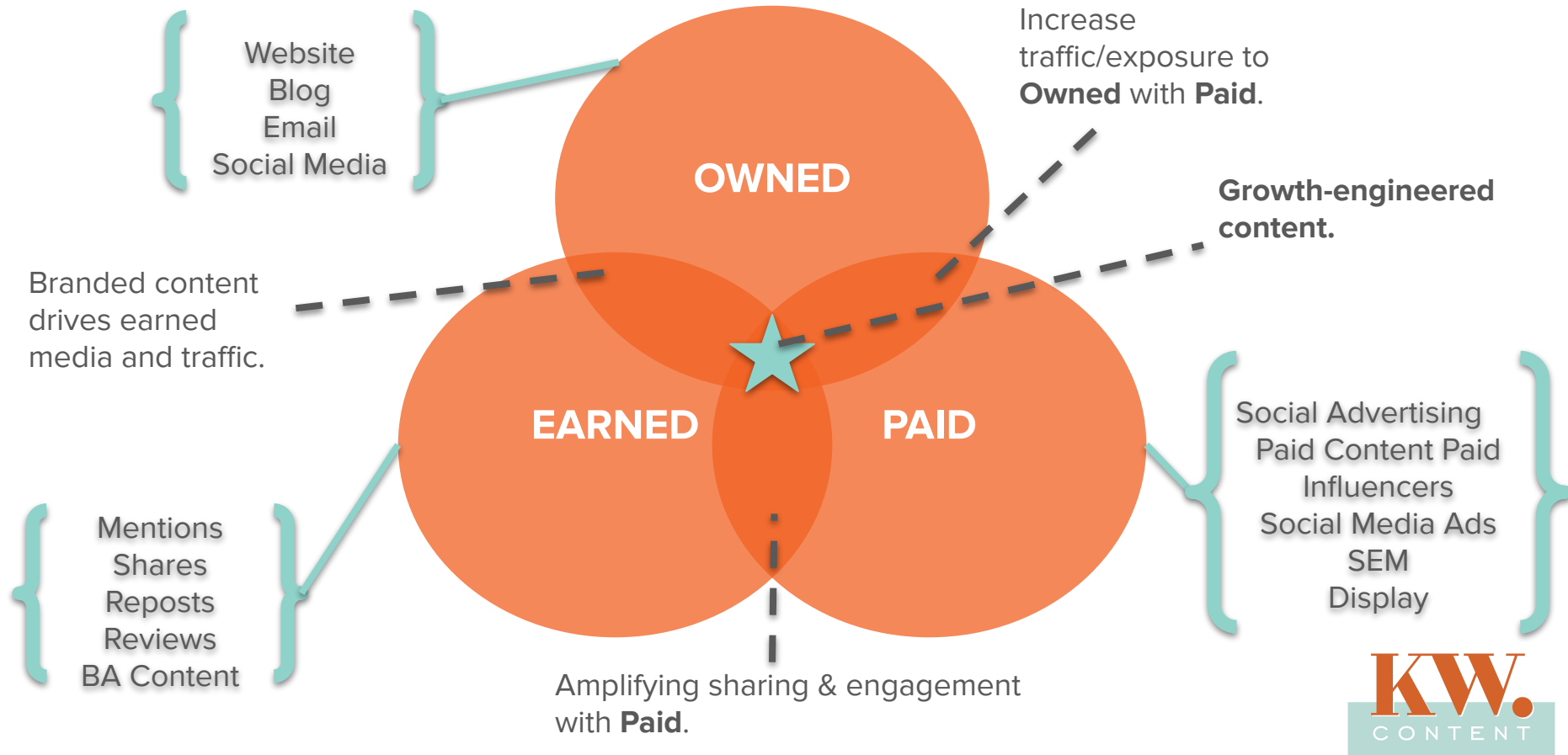
Katie Wight

Founder of KW Content and

Strong Brand Social



# Communicating in 2020



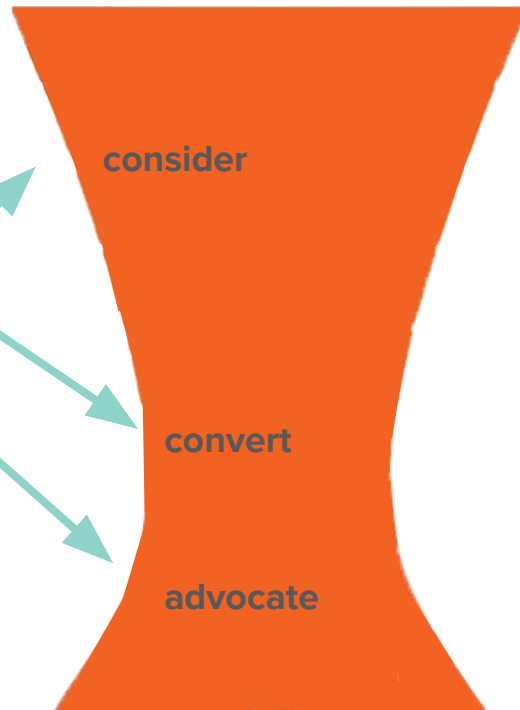
# The Purpose of Digital Communication

**Business Growth, aka, maximizing revenue**

**Break this into three jobs:**

1. close the highest percentage possible of the people in the consideration phase.
2. nurture all conversions into lifelong loyalists who are responsive to promotions and whose value to you you can systematically increase
3. generate more demand for your brand/product.

**CAUTION** = there is so much going on, if we aren't laser focused on priorities and shifting priorities according to what we've already accomplished, we can waste a lot of time. So we always want to have a strong understanding of where we're at in terms of the above three goals.



# Takeaways

- Not rocket science
  - Despite what the experts want you to think, YOU are the most qualified to develop your digital communications strategy.
  - How to grow: Systemize the grow, convert, retain cycle
  - Difference between strategy and tactics
- 
- **The strategy is the powersource. The strategy is timeless. All of these other things are tactics dying for a strategy to support.**

# The Shift

**Digital  
Communications  
Tactics**

→ **How many emails are you  
supposed to send?**

**Relationship  
Management  
Strategy**

→ **How do we want  
to make our  
customer feel?**

# Background

Career in social media - content strategy, content planning, visual production, copywriting, community management, social advertising.

Consumer goods brands consider social channel growth an investment in brand awareness that definitely leads to biz growth - demand generation that increases the size of the market that they have to sell to.

For the companies I've worked for and my clients, kpi's like social audience growth, engagement rates, and website traffic from social all correlate to business growth (lead indicators).





# How We Use Channels

## .COM (OWNED)

## SOCIAL MEDIA (OWNED)

## EMAIL (OWNED)

## DIGITAL COMMUNITY ("EARNED")

### GOAL

Enable our consumers to learn more.

Build a community around our brand where we can connect with our consumers to increase demand generation and sell-through.

Product sell-through and loyalty nurturing.

Build a community of like minded customers.

### HOW?

Provide longer-form information that moves consumers from awareness to consideration.

Drive a conversation with consumers that moves them from familiarity to trial AND from trial to loyalty.

Re-engage existing consumers with targeted messages that drive increased AOV and drive loyalty.

Introduce consumers to the brand via a community of like minded customers, and drive loyalty among that community through a combination of promotion, education, and advocacy.

**But WHY?**

# Back to our GOALS

1. Close the highest percentage possible of the people in the consideration phase.
2. Nurture all conversions into lifelong loyalists who are responsive to promotions and whose value to you you can systematically increase
3. Generate more demand for your brand/product.

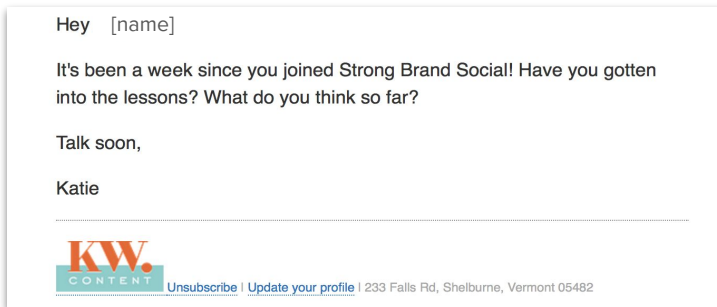
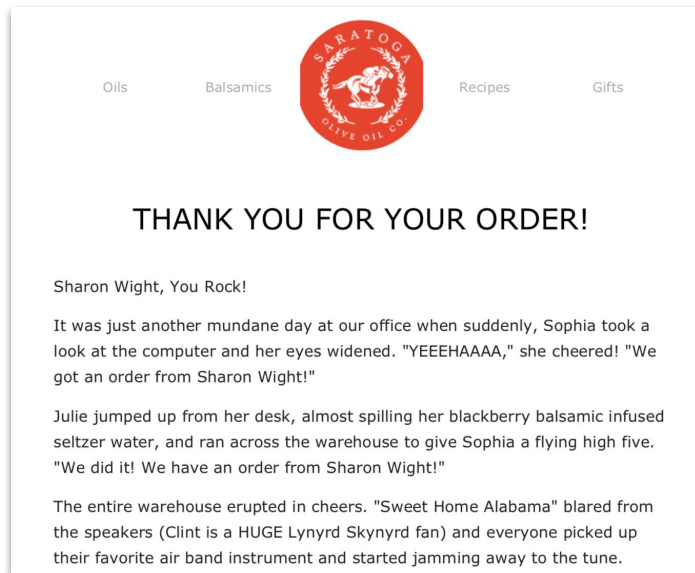
When it comes to 1 and 2, nothing is more important than email marketing.

# Email Marketing - Priorities

## The most important emails you need to implement in priority order

1. Email capture on website
  - ◆ Welcome to the brand, intro, offer
2. Order confirmation - personality driven
3. Shipping confirmation
4. Experience follow up - should be short, sweet, conversational (pull my example from convertkit)
5. Introduction to your values (they already know your value proposition)

**Once all of these are dialed in you are now planning out your content-based and promotional calendar.**



# Two Types of Emails

1

## PROMOTION

**(use email to convert + increase loyalty/values)**

- Specific product or collection
- Due to season/time of year/national holidays → coverage
- offers/discounts

2

## CONTENT

**(use email to increase loyalty/values)**

- Storytelling content that provides free value and build that relationship (it's relevant enough to your product, brand, and relationship with consumer that it's likely to drive sales)

# How to Grow Your Email List

- On site
- From social
- Partnerships

## Frequency - how often should we be sending emails?

- Relationship management
- You always feel like you should send less than you should
- Send more as your list grows

Connect With Us

Enter your email below to sign-up for our newsletter.

Email:

FOLLOW US ON SOCIAL MEDIA

[!\[\]\(5aaa7df24059d4bf438df0c8560685c0\_img.jpg\)](#) [!\[\]\(5dfdba128eb39fff6530891e5ce22d21\_img.jpg\)](#) [!\[\]\(ed8d956e66cab3584b988d32b5ea032b\_img.jpg\)](#) [!\[\]\(0c32edbd212530c7cf1fa51007f143e1\_img.jpg\)](#)

Delight Your Senses

Join our email list & enter to win FREE chocolate!

# Email Numbers to Know

KPI	Benchmark	How to Improve
Open Rate	23.31%	Subject line
Click Rate	2.94%	Amount of links, content, copy
Conversion Rate	1%	Better relevancy, timing, content or copy

# What's Next?

- ✓ **Close the highest percentage possible of the people in the consideration phase.**
- ✓ **Nurture all conversions into lifelong loyalists who are responsive to promotions and whose value to you you can systematically increase**  
**Generate more demand for your brand/product.**

- You're collecting emails on your website
- Your must-have sequences are set up
- You're sending out an email/week to your list
- Your KPIs are good
- Now what?



# Demand Generation

**Your communication strategy =**  
your demand generation and loyalty-driving  
strategy

Your demand generation and loyalty strategy =  
**relationship management**

- **Facebook users globally** as of 2020 is **1.69 billion**
- **Instagram users globally** as of 2020 is **1 billion**

- **NCS ecom sales** were up **400% YOY** in March.
- **WP's average order value** went up **30%** when they slashed their digital advertising budget by **75%** and left all the ad spend to us.

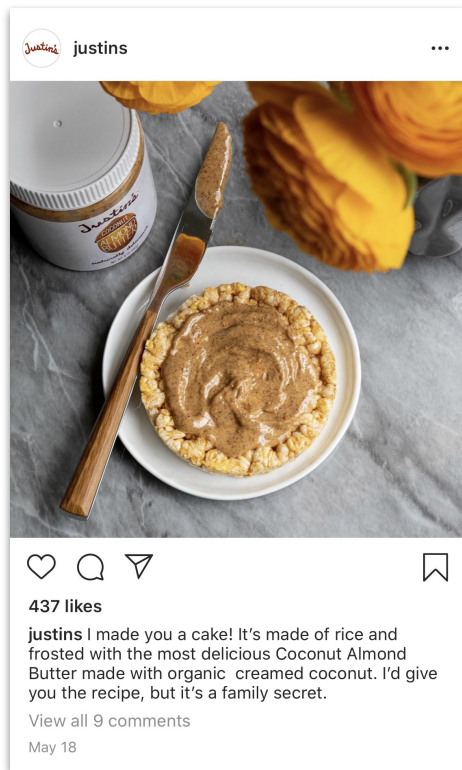
**Step 1**  
**Strategy**

**Step 2**  
**Tactics**

# Principles of Social

- Conversational
- Consumer Centric
- Community-driven

2020 and beyond = **SOCIAL-FIRST**



# How do we get Organized?

## CREATE CONTENT PILLARS

### If you want to:

- Systemize the relationship management process / the relationship over time
- Make sure that the content you're putting out on a daily basis organically is as strategic as your direct marketing (systematically contributing to increased demand gen and biz growth)

### Purpose of the framework:

- Maintain sense of brand and UVP as you scale
- Systematically grow, engage, convert, retain through your organic content planning
- Easier to integrate organic content with the proper paid objective / audience for intended business effect
- Be able to successfully delegate content creation to your team (biz strategy and also mental health)

# Content Pillars - The Repeatable Framework

## Our Why Lifestyle

**Communication goal:** Drive brand awareness, gain attention with the right type of buyer in order to facilitate consideration.

**Content Translation:** This content takes customers to the places they want to go, delivering a daily dose of perspective. It can be as simple as connecting over the fact that a 30-minute morning walk is sacred. It can encourage our target to daydream and plan the future through an ambassador's lens.

Examples:  
This content is:

- Engineered to be as consumer centric and “social” as possible.
- Engineered to be “sticky” and shareable
- Engineered for growth (tag someone to...) (or boosted for engagement)

## Our What Product

**Communication Goal:** Facilitate consideration and drive decision and conversion.

**Content Translation:** When we talk about our products, we are relentlessly focused on quality, and each product has a set of “quality characteristics” we describe in the most consumer-centric, experience-centric way possible. The adjectives include all-day comfort, supportive, lightweight, quick-drying, long-lasting durability, and sustainable.

- Defining how we talk about our product
- Keeping UVP front and center in the most **consumer-centric terms possible (how it makes them feel or how it helps them achieve their goal - without getting into proprietary details)**

## Our How Authority

**Communication goal:** Convert “on-the-fence” prospects and foster loyalty and advocacy among purchasers.

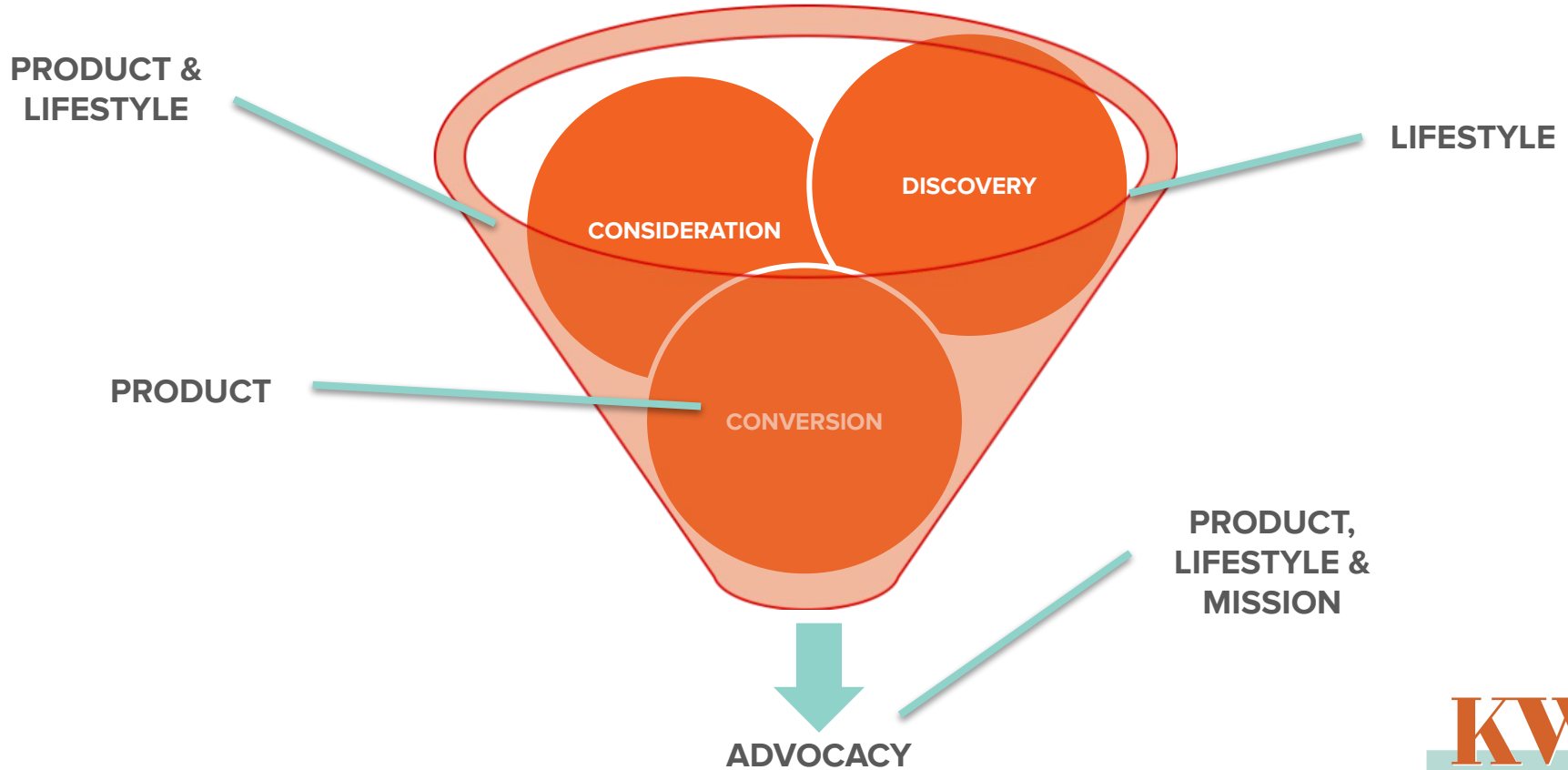
**Content Translation:** This content educates and builds our authority as the most sustainable, ethical, and Earth-conscious footwear brand. This content dives into how we do what we do, with a focus on sustainability, first and foremost, followed by social-impact. When discussing our product in context of this pillar, we are putting the emphasis on long-lasting durability and sustainably made.

- This content educates and builds our authority
- Goes deeper into UVP - is more for loyalty-driving than conversion
- Could be mission-based, or it could be content that drills further down into the UVP in a more proprietary manner



Emotional Content

Practical Content


# Pillars Along the Consumer Journey




# Content Pillars in the Wild

 **North Country Smokehouse**  
Sponsored · 

We ate this Cuban. It was gooey and crispy and savory and smoky, just as it looks. It's on our Spiral Sliced Ham leftovers list because we feel strongly that you should experience it for yourself.



NCSMOKEHOUSE.COM  
**3 Meals With One Flavorful Spiral Sliced Ham!**  
Use these 3 Simple Recipes to Make the Most of Your... [Learn More](#)

 Nancy Holt, George Marasco and 112 others  
12 Comments · 39 Shares

 northcountrysmokehouse ...



 Liked by [\\_katewright](#) and 271 others

**northcountrysmokehouse** 'Tis the season for Irish Bangers and Mash. We like to plate our very own Bangers—which boast a traditional Emerald Isle

 northcountrysmokehouse ...



82 likes

**northcountrysmokehouse** Our commitment to organic and certified humane meat is more than just jargon. 🌱🐷 We're cutting through the confusion with a no-nonsense guide to help you debunk common label claims next time you're shopping the dell case. 🍖

Link in bio.

[#lunchinspiration](#) [#certifiedhumane](#) [#jerf](#) [#feedfeed](#) [#food52](#) [#f52grams](#) [#tastintatable](#) [#farmtotable](#)

 northcountrysmokehouse ...



 Liked by [\\_katewright](#) and 371 others

**northcountrysmokehouse** Wakey, wakey... [#eggsandbacon](#)

# How to Make Social “Work”

- Channel guidelines
- Paid framework
- Integrating organic and paid

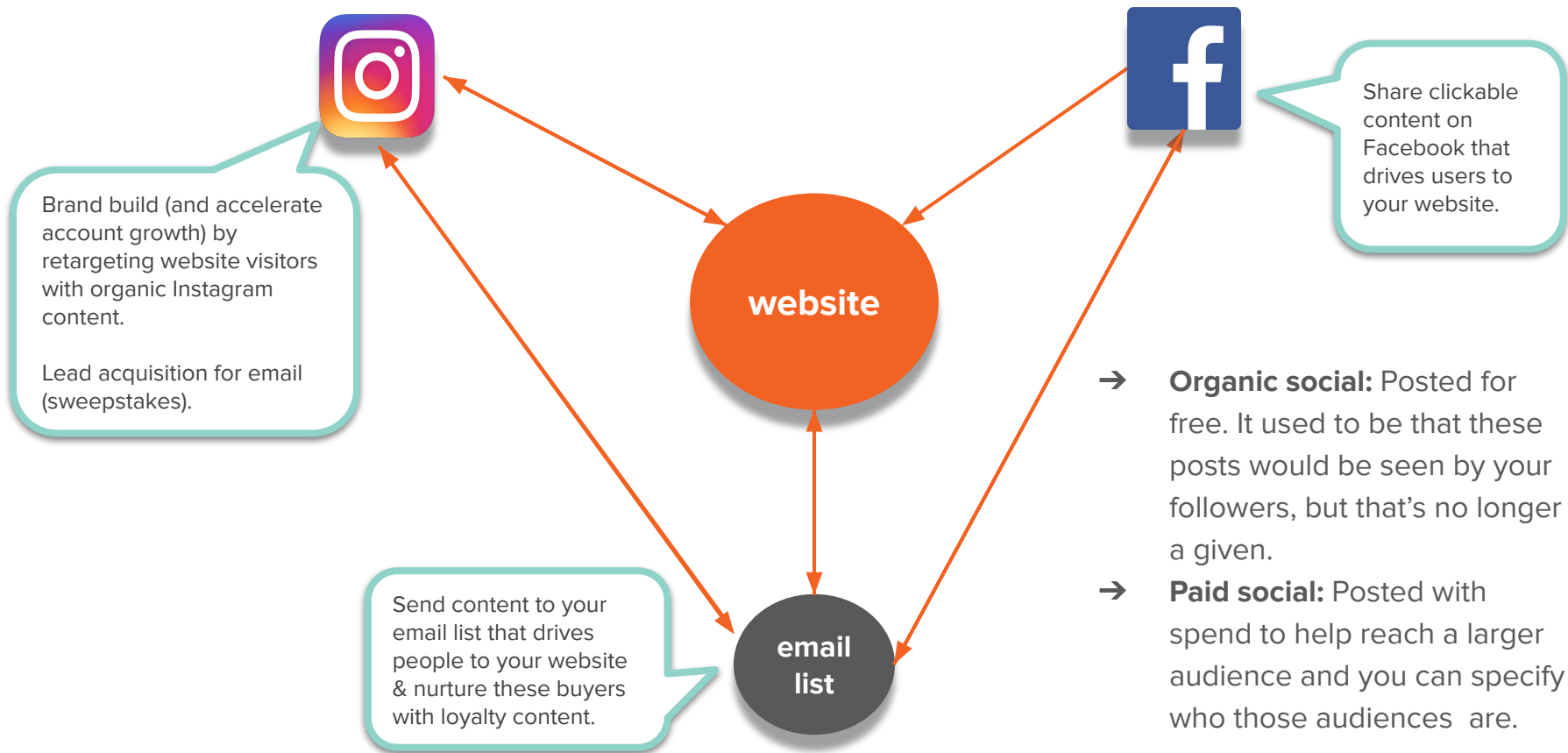


# Channel Guide

	Foundational			Intermediate		Advanced			
	Instagram	Instagram Stories	Facebook	Facebook Live	Facebook Groups	Twitter	LinkedIn	Pinterest	TikTok
Content Type Summary	Visual	Behind-the-scenes	Clickable	Authoritative	Community Building	Newsworthy	Authoritative	Clickable / Aspirational	Visual
Description	<b>Attainable aspiration.</b> The highest quality visual standards we can achieve, while not presenting such a "produced" look that it feels inauthentic or unattainable. Social, conversational, and community-driven.	<b>Behind the scenes</b> content that is social, shareable, and snackable. Real Raw Transparent Behind the scenes Fun Experimental	<b>Highly clickable, highly shareable.</b> Content that highly clickable (traffic to website) or shareable (memes)	<b>Authoritative content that is driven by community interest.</b> Content that takes people behind the scenes and flexes thought leadership in a live environment.	A space for you to connect and provide extra value for your warm audience, <b>nurturing loyalty and higher customer lifetime values.</b> Idea sharing and "private" / intimate conversation.	<b>High volume.</b> Quick-witted, smart, responsive, engaging.	<b>Scholarly, educational, or B2B content</b> like white papers and industry articles.	<b>Aspirational, clickable</b> informative, accessible, shareable, helpful	<b>STICKY! Meme video.</b> Interactive entertaining, educational, creative and community driven. This is where your organic content has the best opportunity to go viral right now.
Visual Quality Requirement	High	Medium	Medium	High	Low	Medium	Low	Medium	Medium
Cadence	7 days/ week	3 x / day	4 days /week	1 post/ week or month	Daily participation	2-5 posts/day	1 post/week	2 posts/week	7 days/ week
Success Looks Like	Follower growth while maintaining high engagement rate	Views & comments	Shared posts, engagements & traffic to site	Reach, engagement, shares & traffic to site	Follower growth, community engagement	Retweets, engaged influencers	Shares, likes & traffic to site	Traffic to site	Followers, engagement



# Paid Social Framework




# Proven Results

NCS ecom sales were up 400% YOY in March. The only marketing they do is with us.

**North Country Smokehouse**  
Sponsored · 🌐

We ate this Cuban. It was gooey and crispy and savory and smoky, just as it looks. It's on our Spiral Sliced Ham leftovers list because we feel strongly that you should experience it for yourself.



**8.94% CTR**


NCSMOKEHOUSE.COM  
**3 Meals With One Flavorful Spiral Sliced Ham!**  
Use these 3 Simple Recipes to Make the Most of Your... [Learn More](#)

👍 Nancy Holt, George Marasco and 112 others 12 Comments 39 Shares

👍 Like 💬 Comment ➦ Share

**North Country Smokehouse**  
Sponsored · 🌐

Deli meat can be...questionable.  
What's the REAL difference between natural and organic?  
...between free-range and certified humane?  
...between "natural flavors" and slow-smoked?  
...between cured and uncured?... [See More](#)



**6.19% CTR**

NCSMOKEHOUSE.COM  
**Debunking Deli Meat Myths 🙌 Read the Full Story** [Learn More](#)

👍 Terry Miller and Lavon Zabelsky 1 Comment 7 Shares

👍 Like 💬 Comment ➦ Share


industry standard : **1%**

# Proven Results

**duBreton**  
Sponsored · 🌐

- ✓ Organic meats
- ✓ Raised without antibiotics
- ✓ Certified Humane®
- ✓ Tender cuts
- ✓ Great flavor... [See More](#)

**2.13% CTR**



at H-E-B [Learn More](#)


We're the new guys at H-E-B [Learn More](#)

👍❤️👍 87 4 Comments 9 Shares

👍 Like 💬 Comment ➦ Share

**Rhino Foods, Inc.**  
Sponsored · 🌐

Three DELICIOUS, different and EASY holiday dessert ideas. 🍰🍪



**3.68% CTR**

Read up, and eat up! 🍷 [Learn More](#)

Read up, and eat up!

👍❤️👍 Valeria J. Hickey, Cecilia Turton and 16 others 8 Shares

👍 Like 💬 Comment ➦ Share

industry standard : 1%

# Performance Framework - Social

## Top of Funnel (TOF)

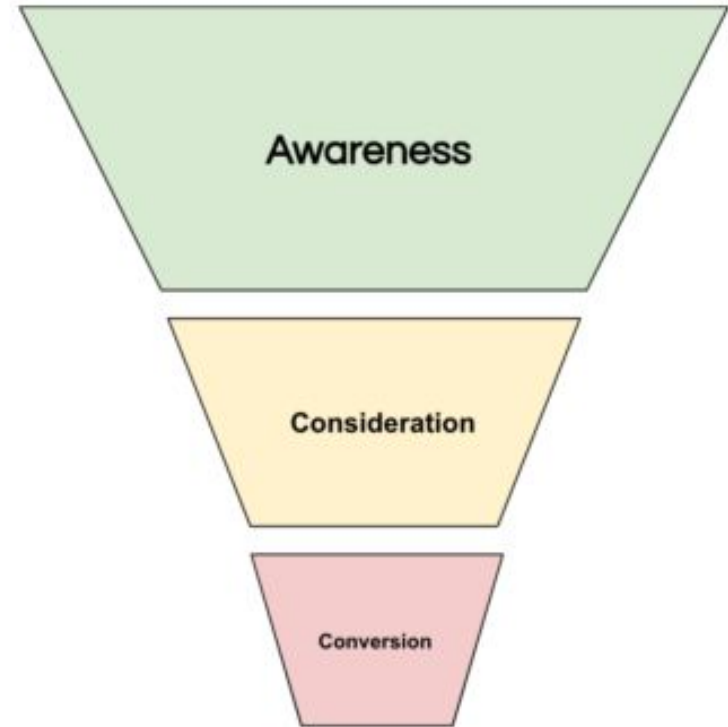
- **Objective:** Awareness
- **Budget allocation:** 70%
- **Campaign Objectives:** Reach, Video Views, Traffic, Engagement
  - ◆ **Examples:** Facebook Page Likes Campaign, Traffic to Site Campaign, Post Engagement Campaign
- **Audience:** Cold (Interest-based and Lookalike)
- **Goal:** Attract new customers

## Middle of Funnel (MOF)

- **Objective:** Consideration/Interest
- **Budget Allocation:** 20%-25%
- **Campaign Objectives:** Engagement, Traffic, Video Views, Lead Generation
  - ◆ **Examples:** Traffic to Site, Post Engagement Campaign, Video Views Campaign, Lead Generation Campaign
- **Audience:** Warm (Engaged w/ social channels and/or website + customer list)
- **Goal:** Nurture newly engaged audiences and existing customers

## Bottom of Funnel (BOF)

- **Objective:** Conversion (Purchase, Add to Cart, Sign Up)
- **Budget Allocation:** 5%-10%
- **Campaign Objectives:** Conversion
  - ◆ **Examples:** Conversion - Purchase, Conversion - Add to Cart, Traffic to Site
- **Audience:** Hot (Add to Cart, Initiate Checkout, Add Payment)
- **Goal:** Sell, upsell and build loyalty



# Content Pillar Alignment

## Awareness - Lifestyle / Consumer-centric Content

**Goal:** Drive brand awareness, gain attention with the right type of buyer in order to facilitate consideration.

- **Campaign Objective:** Engagement, Traffic, Video Views
- **Audiences:** Cold - Interest + Lookalike of engaged social users and customers
- **Budget Allocation:** 40%

## Nurture / Loyalty - Authority Content

**Goal:** Convert “on-the-fence” prospects and foster loyalty and advocacy among purchasers.

- **Objective:** Traffic, Engagement, Video Views
- **Audiences:** Warm + Cold - Interest, Lookalike + Engaged
- **Budget Allocation:** 30%

## Conversion - Product Content

**Goal:** Facilitate consideration and drive decision and conversion

- **Objective:** Conversion, Traffic, Lead Generation
- **Audiences:** Warm - FB / IG Engaged, Website Visitors, Email List
- **Budget Allocation:** 30%

# What to do Now?

1. Shift your mindset from digital marketing → relationship management strategy and embrace social-first communication type across all of your digital content
2. 5 critical emails in place
3. Content strategy (pillars)
4. Content plan through EOY  
→ Integrate content pillars, social, and email
5. Content production
6. **Deployment:** Strategic integration of organic and paid for systematic growth, conversion and retention

# THANK YOU FOR JOINING US!

## Consider Joining our Organizations



- **Business Education** to help sustain, manage, and grow your business.
- **Opportunities to Connect with:** Vermont Retailers, Grocers, Legislators, Fellow producers, and Business Service Providers.
- **Utilize all VRGA Benefits**

Visit [vtspecialtyfoods.org](https://vtspecialtyfoods.org)  
to learn more!



- **Representation in the Legislature:** Opportunity to have your voice heard on the issues that matter to your business
- **Education:** Webinars with leading professionals in the industry and invaluable resources from our Associate members.
- **Cost Saving Benefits** – such as a 401k

Visit [vtrga.org](https://vtrga.org) to learn  
more!