ESTABLISHING YOUR COUNTY'S ONLINE PRESENCE

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WHAT'S OUT THERE

Types of Digital Outreach

- Social Media
 - Pros: Easy, convenient, free
 - Cons: Needs constant attention, can be overwhelming

- E-mail Marketing
 - Pros: Easy, convenient, free and on-demand
 - Cons: Requires
 creativity and careful
 time management to
 avoid being ignored and
 redundant

- Websites
 - Pros: No limitations, great for webinars, online shopping and virtual tours
 - Cons: not free, timeconsuming, requires major upkeep

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- http://www.internetlivestats.com/
- Your purpose for digital marketing is to sell an experience and provide useful information
- The Digital Age has taken over
 - Farmer's Markets are now using mobile payment processing apps





- Who is your target audience?
- What do they want to know and see?
- Whatever you choose, make it work!
 - Set a goal
 - Reach out to those in your area
 - Request feedback
 - Keep it updated



SOCIAL MEDIA WHAT IS IT?

- Referred to as networks, channels or platforms
- Inexpensive (typically free)
- User friendly
- According to statistica.com, the number of social network users is expected to reach 2.5 billion by 2018.

- Approx. 75% of online adults use social networking (globally)
- Two way visual communication
 52% of these adults use multiple social media platforms
 - 65% of American adults use social networking sites (Pew Research)
 - Multiple uses for different networks
 - Facebook, Twitter, Instagram, Pinterest
 - Each network can sync to another





OVER 1.7 BILLION MONTHLY USERS

- Profiles (individual)
 - Friends
 - Approval required for users to see your content
- Primary Engagement Opportunities
 - Shares
 - Comments
 - Likes
 - Private Messages



- Created from an existing profile
- "Likes" & Reviews
- Open to the public
- Schedule posts
- View insights (easy to track activity)
- Multiple admins & editors (optional)
- Can be used for paid advertisement 5^{TA}



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SOCIAL MEDIA FACEBOOK

ALMOST 1.7 BILLION MONTHLY USERS

The Lingo

 Tag, share, like, comment, hashtag, trend, newsfeed

What, When and How to Post

- Share information, graphics & receive feedback
- Post 5-10 times a week
- Celebrate holidays/related events
- Typical range from 40 to 250 characters
- 70% promoting your brand/product
- 20% shares
- 10% self-promotion



- Contact information
- Location or District
- Events (annual, seasonal, random, etc.)
- Graphics (pictures and videos)
- An informational description that includes the history and mission of your organization
- Make time to update your content (stationary event details, profile/cover photos, description, etc.)





OVER 1 BILLION ACTIVE USERS

- Creators of the trending #hashtag
 - To trend means making a group of words searchable by using the #
- Live; real-time
- Direct messages & notifications
- Younger population

- Good source for consuming information
- Tweets are limited to 140 characters
- Approval can be required for users to view your content (public/private Option)







OVER 1 BILLION USERS



• The Lingo

- Mention (@), handle, retweet, like, comment, hashtag (#), trend, discover, newsfeed
- What, when and how to Post
 - Share information, graphics, links (cross-promote other networks)
 - People on twitter want to see change and what's new
 - On-demand information







- MailChimp
 - Free e-mail account
 - Send 12,000 e-mails to 2,000 subscribers or less a year
 - Features include campaigns, templates, lists and groups, strategic e-mailing (scheduled), mobile friendly e-mails, option to link social media accounts, read receipts to know if client opens the e-mail



E-MAIL MARKETING

- Do not spam or send e-mails without permission
- Know what to send, how often to send and when to send
- Over 90% of consumers check their e-mail everyday
- Easy to navigate, on-demand & posts can be scheduled
- Links, newsletters and other important information can be sent





WEBSITES

- Know what content to publish
 - Resources, services, contact information, etc.
- Know your budget
- Research similar websites for ideas
 - Be careful not to mimic, but know what you want it to look like



WEBSITES



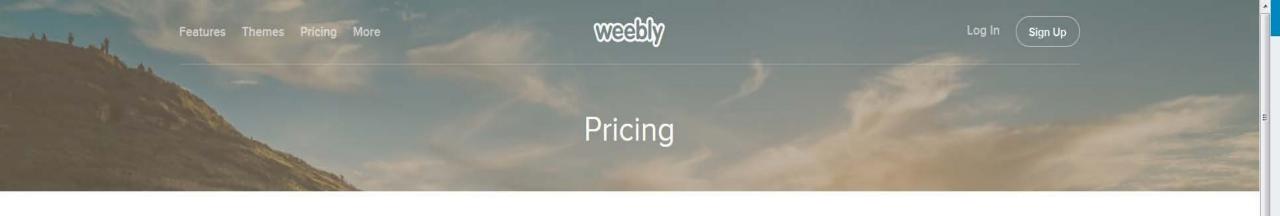




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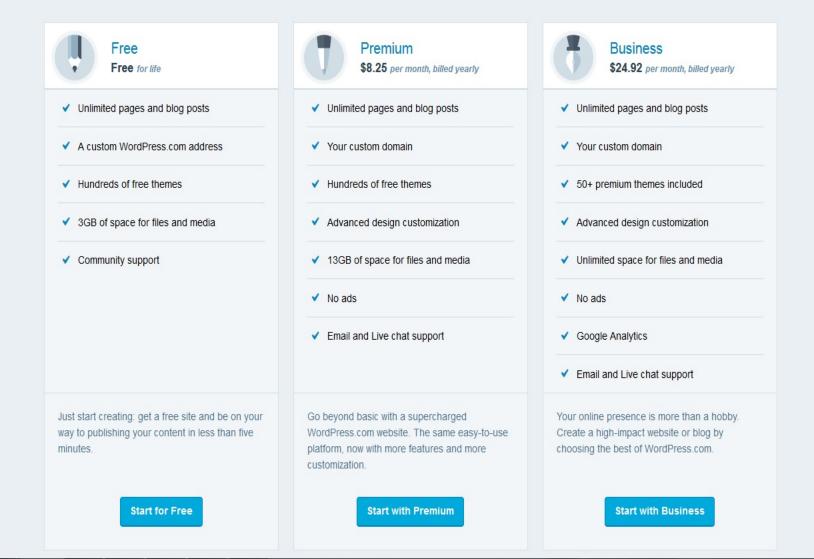
Wix gives 100s of templates, unlimited pages & top grade hosting FREE Upgrade to Premium and get even more

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6 Domain	1 Year Free	1 Year Free	1 Year Free	1 Year Free	
Ad Vouchers	\$300 Value	\$300 Value	\$300 Value		
+ Free Premium Apps	2 Premium Apps Free \$118 value	2 Premium Apps Free \$118 value	2 Premium Apps Free \$118 value		
₩ Special	VIP Support Line				
Pay per Month	0	0	Buy Now	0	0
Bigger Storage	20GB	20GB	10GB	3GB	500MB
Wider Bandwidth	UNLIMITED	10GB	UNLIMITED	2GB	1GB
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Google Analytics	~	~	~	V	V
Free Hosting	~	~	~	~	~



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- Safety awareness & crime prevention
- Emergency alerts & severe weather updates
- Construction updates & road closings
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- Promote local businesses & organizations





- Ask yourself these important questions:
 - What am I currently doing to successfully reach my audience?
 - What would be most beneficial?
 - What am I most comfortable with?
 - How much time and money do I have to spend on a sufficient online presence?
 - Is it feasible?





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