

A group of people, mostly older adults, are gathered in an olive grove. In the foreground, a man in a teal polo shirt and white pants is speaking to the group. The background shows rows of olive trees and tall cypress trees under a clear sky. A semi-transparent white box with a thin blue border is overlaid on the center of the image, containing text.

2019

**Agri-Tourism
Marketing
Simplified.**



Presented by Bryce Root



Bryce Root

Local Business Marketing
Advocate + Strategist

RootGroupMarketing.com

  @RootGroupMktg



Ready to Go **BIG** in 2019?

A Short Motivational Film



Today, We're Covering Several **Vital Topics**

- 1. Know Your Customer(s)**
- 2. The Customer Journey**
- 3. Infiltrate Their Itinerary**
- 4. How To Do It All**
 - Website**
 - Content**
 - Distribution**

The Website Checklist

- Easy To Navigate?**
- Will Customers Find What They Need?**
- Don't Leave Them Guessing, They'll Leave**
- Mobile-Friendly?**
- Easy To Update?**

The Keys To It All Are **Content + Distribution**

- Videos, Photos + Great Copy**
- Create 1 Piece of Monthly Content**
- Repurpose + Chop Up Into Micro-Content**
- Post, Upload + Share**

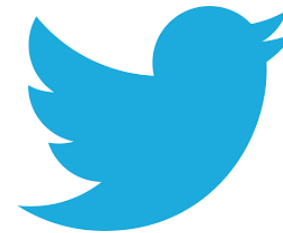
Where Should I Distribute?



+ Ads



Google My Business



yext



mailchimp

FREE Resources

- Small Business Marketing Rx
Private Facebook Group
- E-Newsletter Sign Up
- Follow Us On Social 
- DIY How-To Library + VLOG Located At
RootGroupMarketing.com/DIY + [/Blog](https://RootGroupMarketing.com/Blog)

Bryce Root

Local Business Marketing
Advocate + Strategist

RootGroupMarketing.com



Q

&

A