AGRITOURISM MARKETING

Calaveras Visitors Bureau



ESTABLISH YOUR BRAND IDENTITY

What makes your business unique?

What is the tone of your business?

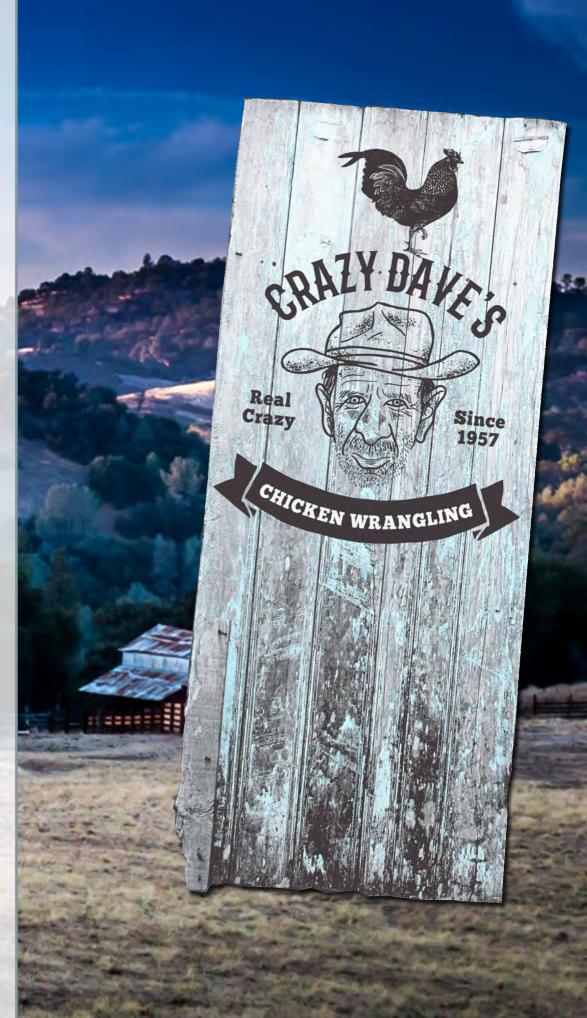
Educational, playful, sincere, helpful, etc.

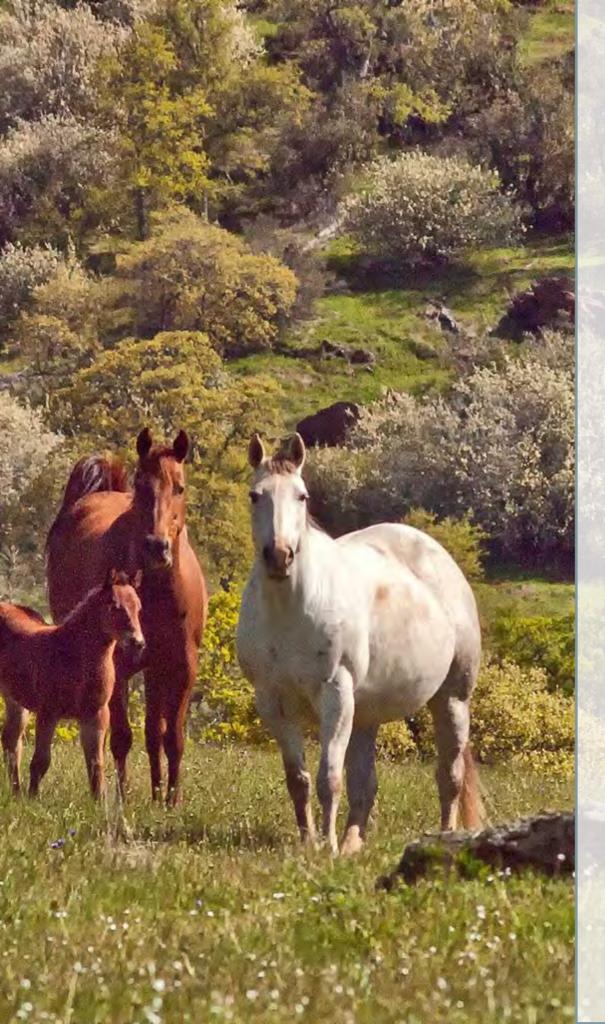
► Who is your consumer?

Exploring millennial, natureloving parent, de-stressing tech industry employee, etc.

What is the level of demand for your product?

How much business can you handle?





MARKETING FIRST STEPS

- Expect to invest 15 30% of your gross into marketing
 - Develop collateral
 - Business cards, fliers, brochure
 - Build a website
 - Use a template from Wix, Squarespace or WordPress
 - Set up your social media platform(s)
 - Join your local DMO, chamber & business association & any industry-specific organizations

WEBSITE ESSENTIALS

The best websites combine simple function with evocative design

FUNCTION

All essential information is either on the home page, or easily navigated to

DESIGN

Good photography and/or video convey your messaging

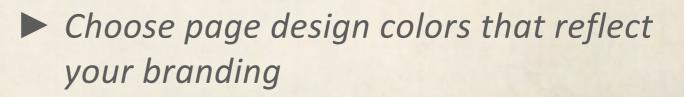


WEBSITE ESSENTIALS: FUNCTION

- All essential information including ACCURATE hours, contact info & business description should be on your HOME PAGE
- Link to your social media pages from EVERY page on your website
- Use SEO features that come with template or purchase an add-on
 - Simple keywords help search engines find you
- Name your uploaded photos with keywords and add your keywords into the "alt" field so search engines can find your photography
- Use an image compressing plugin so you're not slowing down the load time of your site
- Set up a FREE Google Analytics account so you can measure your site's effectiveness
- Make sure YOU or someone on YOUR TEAM can easily update

WEBSITE ESSENTIALS: DESIGN

- Choose a mobile responsive template that revolves around imagery, and allows you to include all essential information on the home page
- Navigation should be simple
- Good photography is essential!
 - Take plenty of photos of your product or service your smart phone photos are perfect
 - Show people engaging in and enjoying your product or service - use friends and family if necessary



Limit color to design elements – don't use a lot of colors in your text

WHY HAVE A WEBSITE?

Your home page ALWAYS conveys your current messaging in a way that's not possible for social media

- Consider your website as an online brochure that can be switched up with current information
- Your website can demonstrate your expertise in your field with engaging content like blogs, vlogs, photo galleries and calendar of events
- Links through to useful information like transportation, business partnerships or other services available to your consumers
- New, web development software makes it easy to get started
 - Get help from your DMO or SBDC



EASY, INEXPENSIVE MARKETING

SOCIAL MEDIA

Start with Facebook – Kaedence will give more tips

DMO PARTNERING

Your local DMO will promote your business and can connect you with additional resources



CONTENT CREATION

- Develop blogs on your business that can be emailed out to newsletter subscribers and republished on social media
- Create a newsletter sign-up on your website

PRESS RELEASES

Get your information out to local news media

QUESTIONS?

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