



Effective  
Websites  
Social Media  
& Marketing  
Strategies  
*for* Agritourism



What are your marketing objectives?



# What does “marketing” include?

Marketing is everything you do to share your story.

Signage

Online Directories

Search Engine Optimization

Logo & Branding

Radio

Social Media

Map listings

Video & TV

Digital Ads & Re-Marketing

Website

POP Collateral

Brand Voice



Where to start?

#1 Know your goal.



# SMART Goals

Specific

Measurable

Attainable

Relevant

Time-bound

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Follow the law of attraction.

#2 Know your market.







PLEASE  
USE  
SELF SERVICE  
AT OUR  
MONIAL SYSTEM  
FARMSTAND



APPLES

Fresh Color

PURE

# Target Audiences

What kind of product, experience, or offering do *they* seek?

- Who are they? In detail.
- What do they care about? Price, value, convenience?
- What motivates them?
- What are they worried about?
- What are they inspired by?
- What question are you not asking?







Follow a roadmap.

**#3 Develop a marketing plan by results**







# Results vs. Activity

How to prioritize your web efforts

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# Effective Web Strategies

**Website:** The virtual home for your business

**Web-based marketing:** The breadcrumb trail





Create a sense of place.

#4 Be Authentic



# Some Local Exar

<https://www.theharborhouseinn.com/>

<https://www.theinnatnewporttranch.com/>

<https://www.littleriverinn.com/>

<http://mendocoastcannatours.com/>

## Thank you!

**Sarah Bodnar**

sarah.bodnar@gmail.com

Portfolio

[www.bisonstrategy.com](http://www.bisonstrategy.com)

Photos courtesy of Brendan  
McGuigan

