



MARKETING & AQUAPONICS



MARKETING

The Big Idea

- Building a brand, reaching customers, building trust
- Might seem time consuming or expensive, but it doesn't have to be
- Many FREE and inexpensive tools
- Not as time consuming as you think!



BRANDING

Your Feel

- “The promotion of a particular product or company by means of advertising and distinctive design.”
- It’s about asking yourself “Who am I? What do I want to be? Who do I appeal to?” and making sure that your marketing activities are on brand.

Nvni Farms



“Fresh”



“Local”



“Organic”



“Aquaponics”



VISUAL IDENTITY

Your Look

- Unique
- Logo, typefaces, layouts, styles, etc.
- Consistency is key
- Canva - FREE, has all the tools to help and design tutorials

The Canva logo is displayed in a light blue, cursive script font.

WEBSITE

Your Online Presence

- Point of contact for you
- Tell your story
- Blog - Interesting or eye catching content.
- SEO - Search engine optimization. The process of making your website more discoverable online. Lots of things you can do to become discoverable
- Photos - Display products and work
- Optimize for mobile viewing



WEBSITE BUILDING TOOLS



SOCIAL MEDIA

The Great Free Tool

- Who are you trying to reach? Where are the people you're trying to reach spending the most time?
- The big 3 - Facebook, Instagram, Twitter
- Reddit & YouTube



FACEBOOK

Discoverability

- Facebook Business has all the tools you need to promote your business and interact with customers
- Page needs to look visually appealing. Logo as profile photo, cover image with branding
- Page needs all your contact information - phone number, email address, physical location address,
- Page needs to tell your story - Tell it in the description



INSTAGRAM

Showcase

- Many Facebook tools are integrated into Instagram, including advertising
- Unique username that incorporates your company name - @symbioticaquaponic, @americanair, @microsoft
- Description is very short. Come up with a something short and succinct
- Place website address
- Make sure contact information is filled in



TWITTER

Interact

- Logo as profile photo, branded image as header, contact information
- Place location, website address
- Description is short - Use it wisely!



CONTENT

Deliver

- You need eye-catching content to stand out.
- Photography
 - Free Tutorials
 - Adobe Lightroom



CONTENT (cont.)

Deliver

- Promotional Graphics
 - A simple image with text
 - Deal promotions
 - Event promotions
 - Canva



CONTENT (cont.)

Deliver

- Videos
 - How to videos
 - Process videos
 - Promotional videos
 - Going Live



CONTENT (cont.)

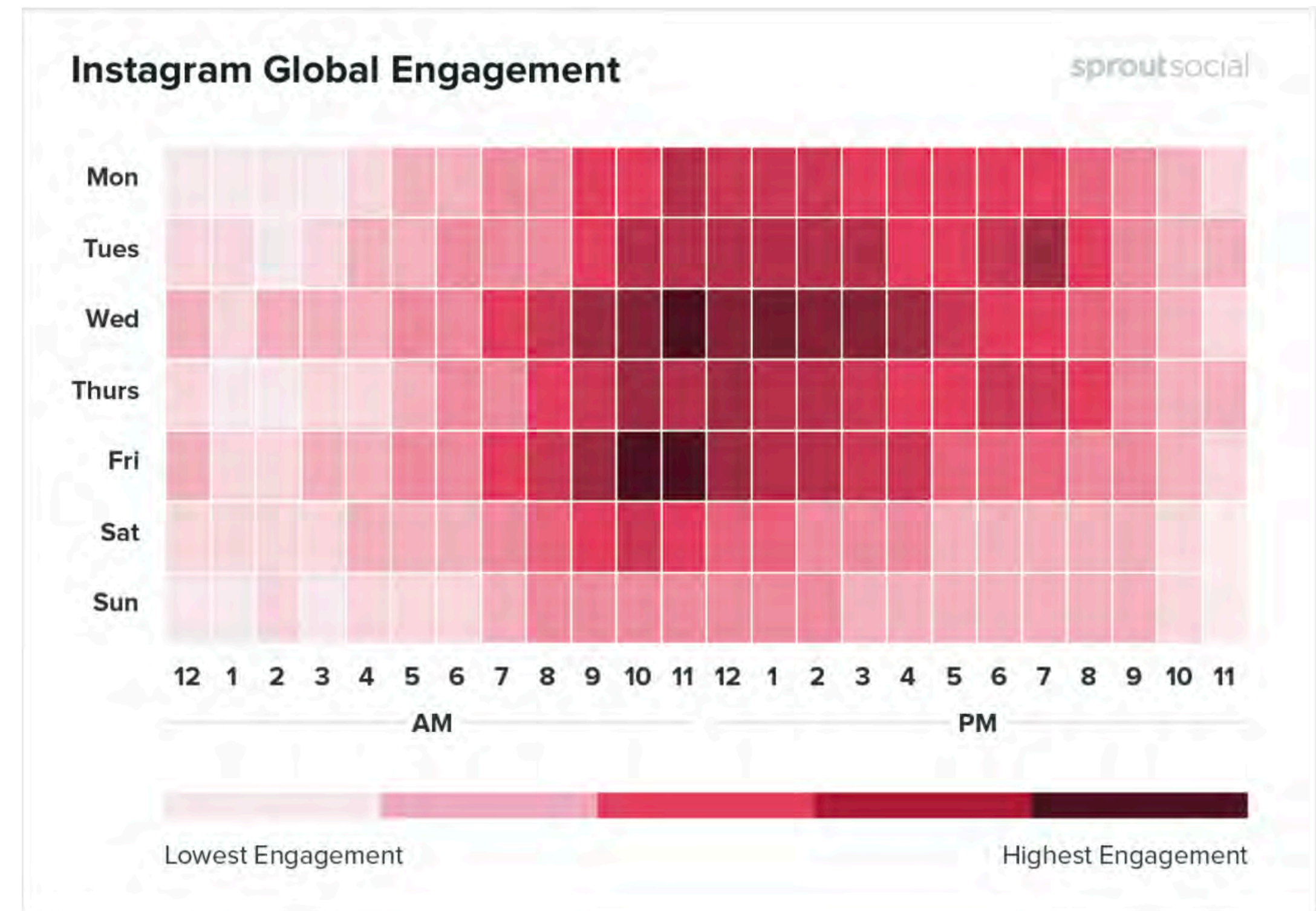
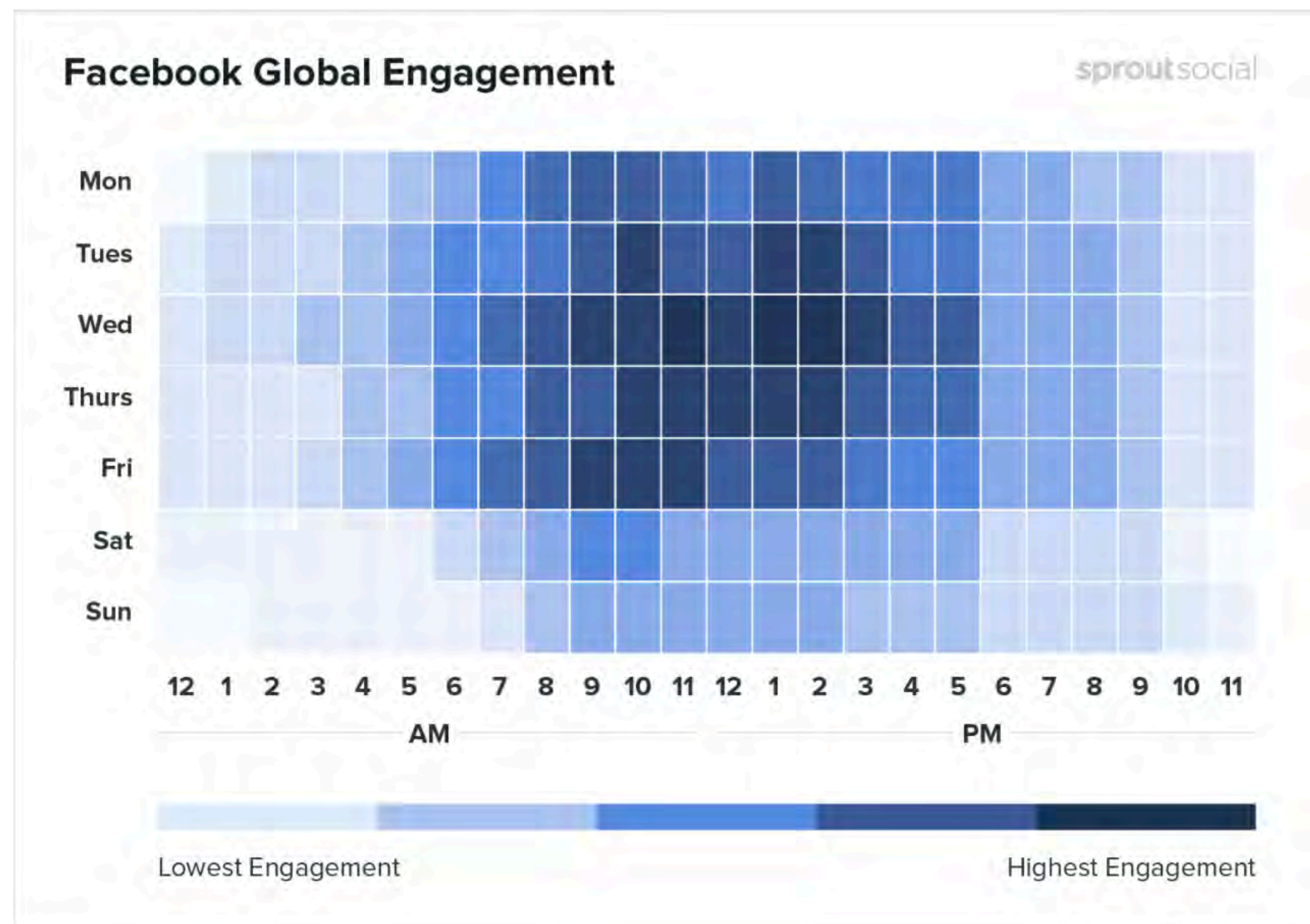
Deliver

- Your links
 - Website links
 - Contact page links
 - Blogpost links
- Sourced Content
 - Links to news articles, magazine articles, news releases, especially ones that mention you
 - YouTube videos that fit well with your brand and message
 - Website links
 - Blogpost links



WHEN TO POST

- Sprout Social



ADVERTISING

Paid Media

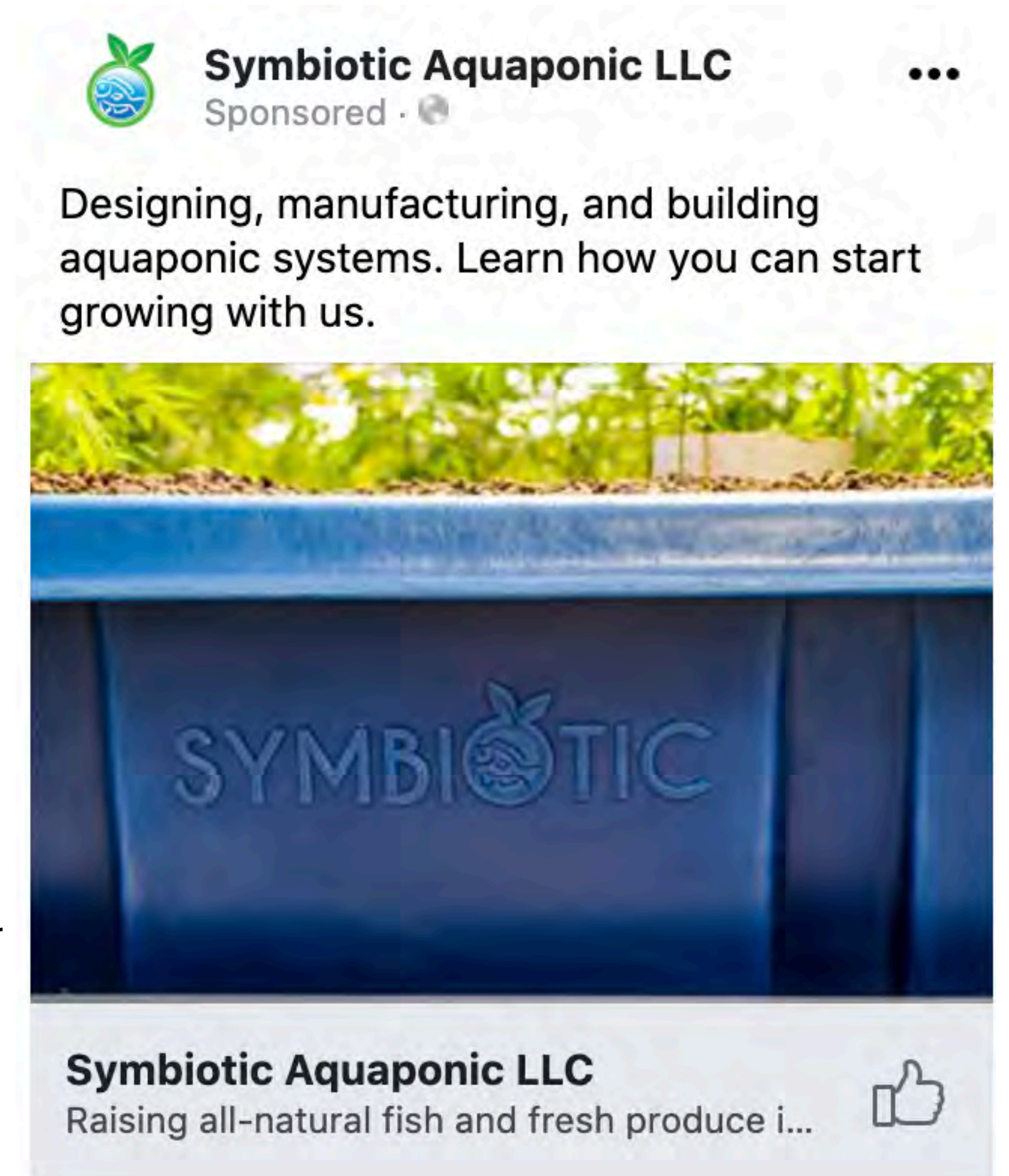
- Social media ads - quick, efficient, low cost, and low risk
- Advertising was expensive, costing companies thousands of dollars to buy placements in newspapers, magazines, and on billboards
- Social media is streamlined. Budgets go farther. You can reach thousands for much less.



CRAFTING CAMPAIGNS

Getting Started

- Campaign > Ad Sets > Ads
- Goals - Choose a goal that fits with your current business goals
 - Engagement
 - Likes, comments, shares, and clicks. When people interact with your brand on social media
- Awareness
 - Impressions - how many times a post shows up in someone's timeline
 - Reach - the potential unique viewers a post could have (usually your follower count plus accounts that shared the post's follower counts).
- Return on Investment
 - Conversions - sales
 - Referrals - when someone recommends you



CRAFTING CAMPAIGNS (cont.)

Setting Up

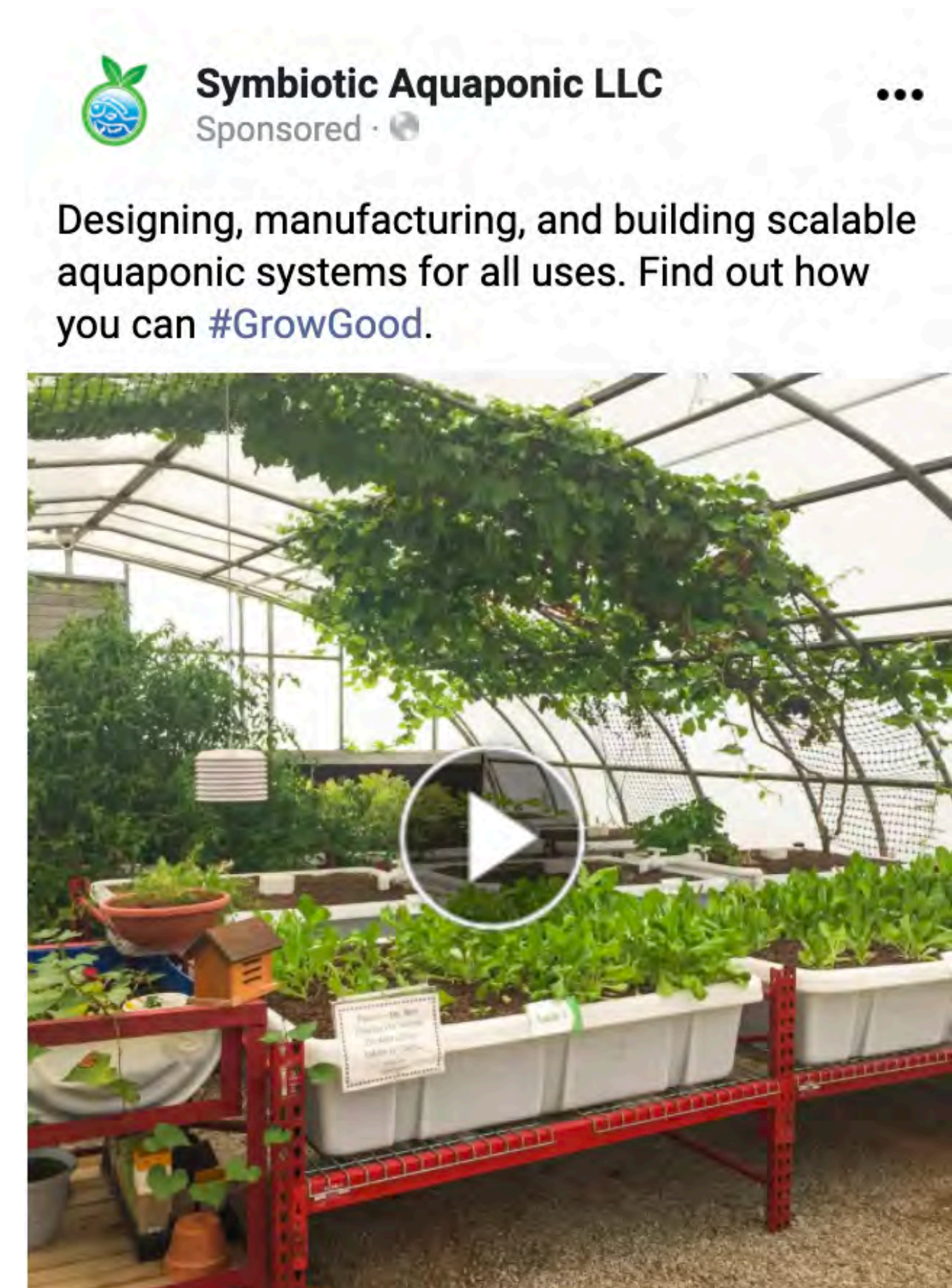
- Duration - how long do you want the ad to run?
- Budget - what gets you the reach you need?
- Targeting - Whom do you want to target
 - Audience - The set of people you are trying to reach
 - Demographics - statistical data relating to the population and particular groups within it. Key your demographics to people you are trying to reach as well as people that might be looking for you!
 - Geographic location, age, gender, occupation, education, interests, behaviors



CRAFTING CAMPAIGNS (cont.)

Setting Up

- Ads
 - Image, graphic, videos
 - Write short, compelling copy
 - Post links
 - Make yourself available.



CRAFTING CAMPAIGNS (cont.)

Setting Up

Traffic

Offer

Audience

Placements

Budget & Schedule

Ad

Identity

Format

Fullscreen Experience

Media

Links

Create New

Use a Saved Audience

Custom Audiences

Add Custom Audiences or Lookalike Audienc

Exclude

Create New

Locations

Everyone in this location

People who live in this location

People recently in this location

People traveling in this location

Browse

Drop Pin

Add Bulk Locations...

Age

30

-

50

Gender

All

Men

Women

Close

Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors

Suggestions

Browse

Interests

Business and industry

Entertainment

Family and relationships

Fitness and wellness

Food and drink

Hobbies and activities

Shopping and fashion

Sports and outdoors

Connections

Visited budgeting-related

Visited agency-related

EVALUATION

How Did We Stack Up?

- Analytics - the statistical data about who interacts with your ads and who sees them
- Are the ads meeting your goals? Tweak your ad targeting. Devise a new ad if needed. Pull ads that aren't performing or that are receiving negative reactions.



TIPS - Interacting

- Never post anything you yourself wouldn't want the public to see.
- There are real world consequences to what you put online. Run your web presence with quality in mind.
- Respond to comments and messages in a timely manner - keep response rate high and response time low
 - Someone gives you a positive comment on a post - like it or respond with a nice comment. It shows you're listening and validating their feelings.
 - Someone asks a question - answer it.
 - Someone has a problem - address it
 - Someone says something negative - defend yourself within reason. If someone has legitimate criticism, defend yourself politely. If someone is just being a troll, ignore them. If they say things that are blatantly offensive, consider deleting their comment and/or banning them from your page to protect your brand.



TIPS- Formatting

- When creating graphics or writing content, use correct grammar and AP Style formatting
- Grammar, spelling, and punctuation are important, no matter how much people say they aren't
- Correct grammar, spelling, and punctuation lend to credibility and make things look official
 - Grammarly
 - AP Style - Purdue Owl



TIPS - Optimizing

Search Engine Optimization (SEO)

- How to appear at the top of a Google web search
- Use plenty of keywords toward the top of a page
- Use plenty of external and internal links
- Optimize for mobile
- Use smaller image file sizes, keep things simple and easy-to-read
- Social media and word of mouth are very important for this as well - drive it!



QUESTIONS



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