

Helping Customers "Find" You

Digital Resources for Farmers and Direct Marketers

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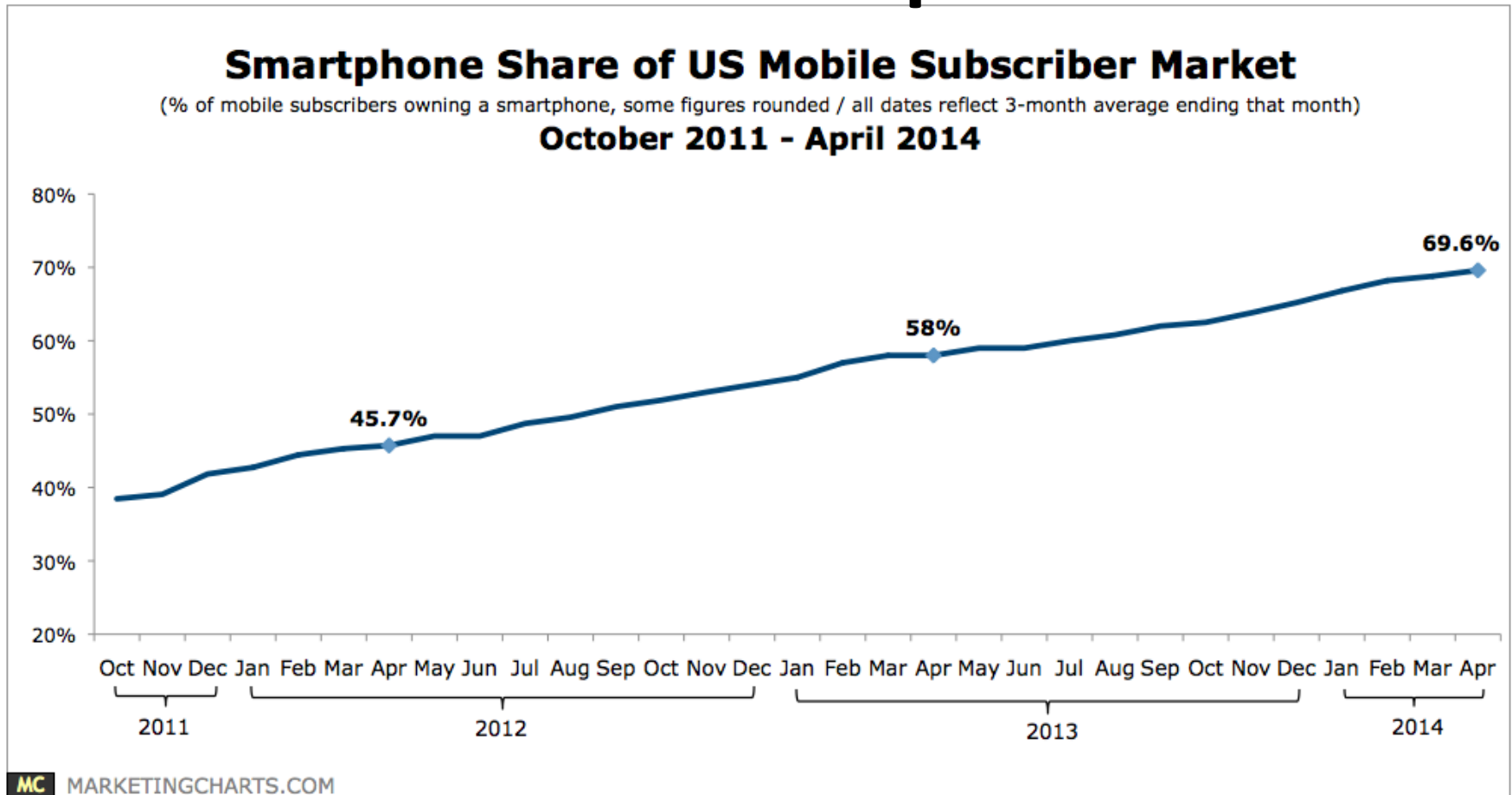
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7 in 10 US Mobile Subscribers Now Own a Smartphone



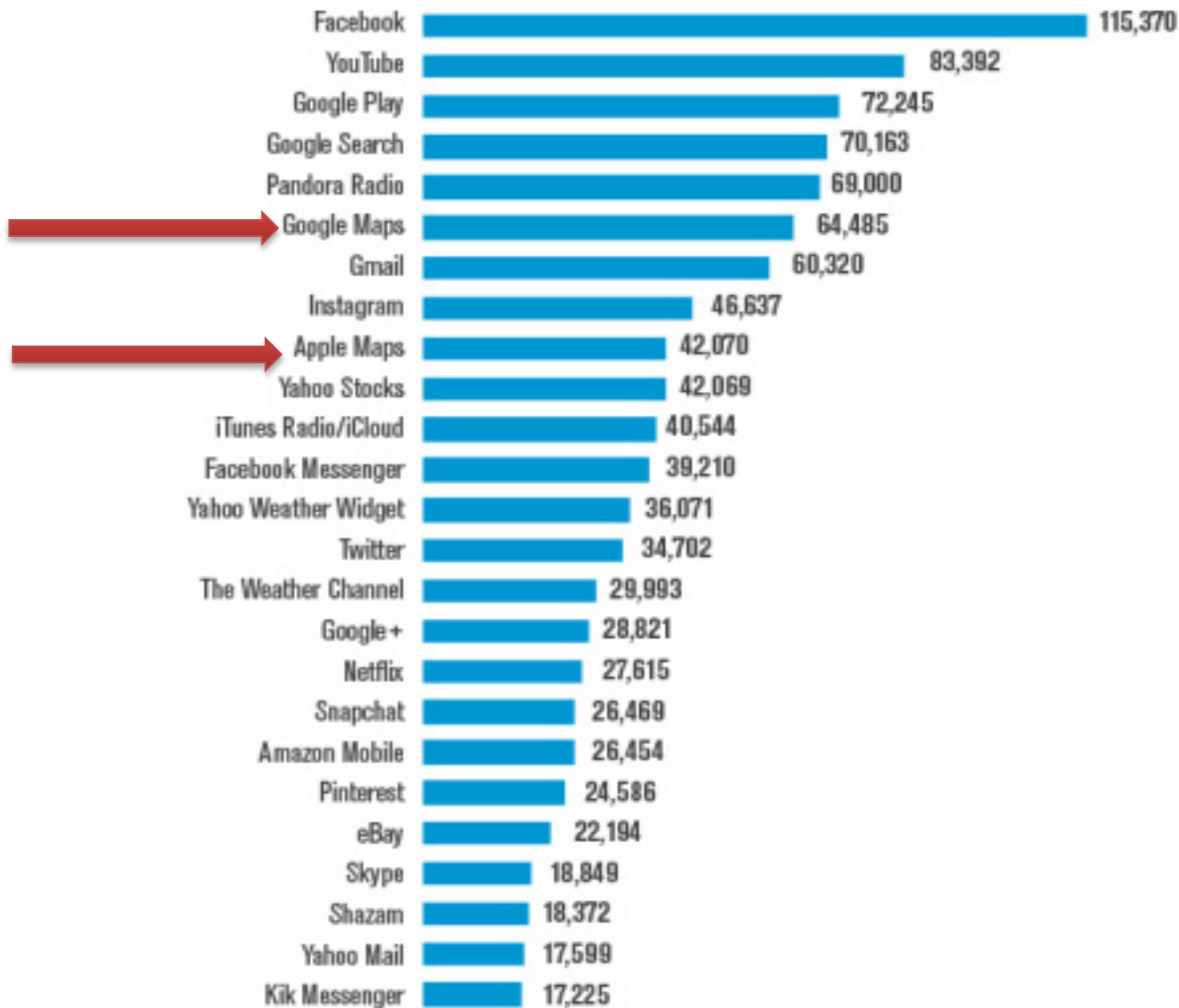
Source: comScore

June 4, 2014 - by MarketingCharts staff

Mobile Applications

Top 25 Mobile Apps by Unique Visitors (000)

Source: comScore Mobile Metrix, U.S., Age 18+, June 2014



Location:

- 74% of adult smartphone owners ages 18 and older say they use their phone to get directions or other information based on their current location.
- Among adult social media users ages 18 and older, 30% say that at least one of their accounts is currently set up to include their location in their posts.
- 12% of adult smartphone owners say they use a geosocial service to “check in” to certain locations or share their location with friends, down from 18% in early 2012.
- Among these geosocial service users, 39% say they check into places on Facebook, 18% say they use Foursquare, and 14% say they use Google Plus, among other services.

Bottom Line

Farm markets, ag tourism and any other farm or business in which people will travel to and visit **MUST** be listed and take ownership of the listing



Changes in Accessing Media



Changes in Accessing Media – Smaller and MOBILE

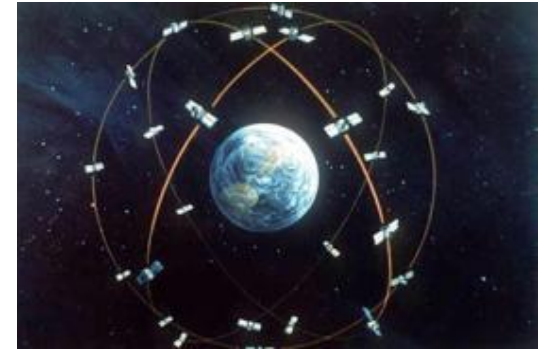
**Smart
Phone**



**Internet
Databases**



**Global Positioning
System**

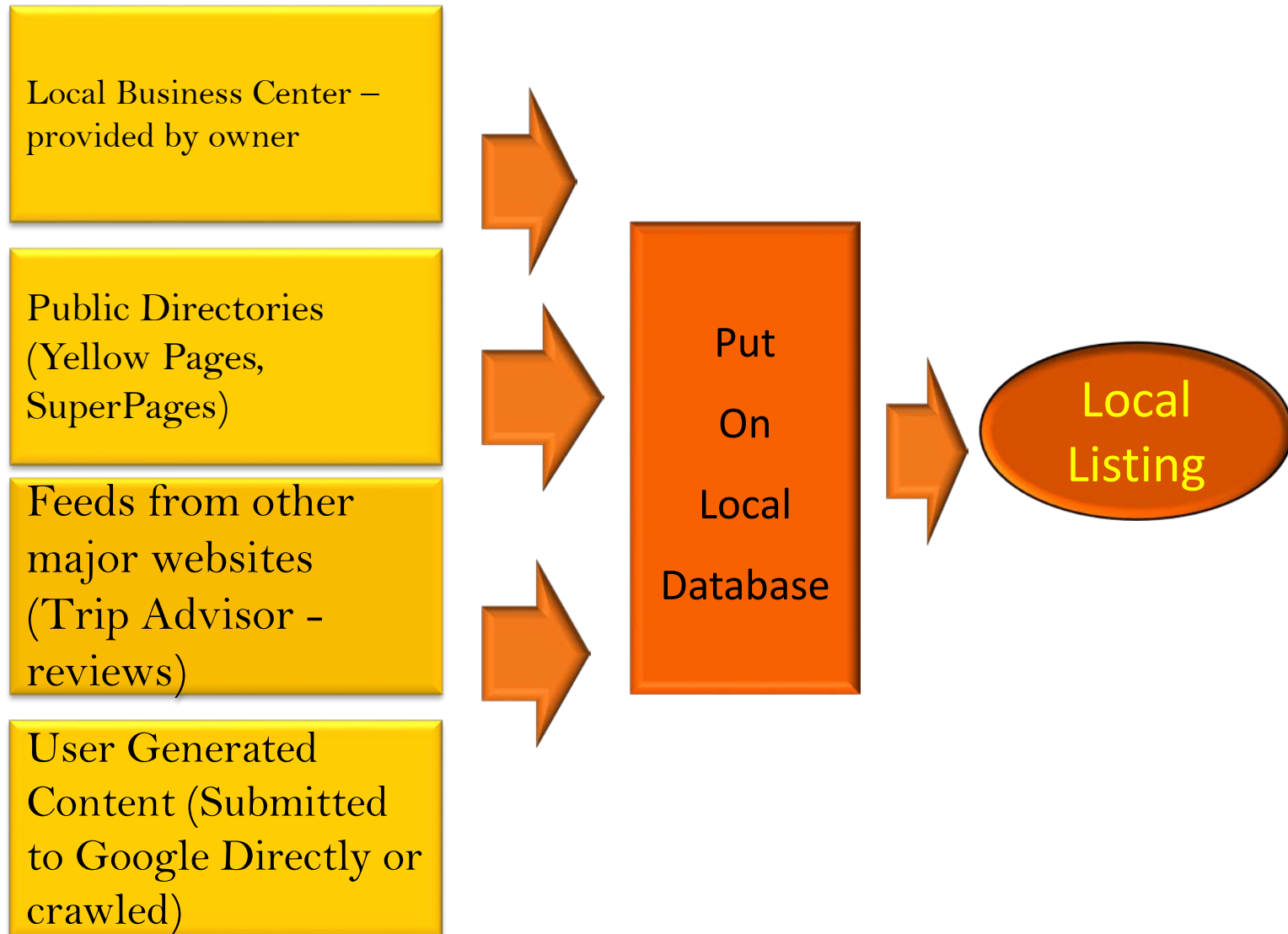


Location Awareness

It's Not Vain

- To google yourself – google is the new resume
 - People may be commenting on you or your business
 - Reviews – good or bad
- Use quotes to make results more specific
- Check bing and yahoo as well
- Topsy.com, klout.com, peerindex.com, spokeo.com
- Set up a google alert

How did all that Information Get There?



Take Control

- Of your profiles
- Manage the information
- Respond to reviews and questions
- Add content
- It's FREE

Google – Get Started

- Need a google account
- Verify your information

One out of five searches on Google is related to location

Make the most of your listing

- Customize your listing today, to attract customers and help your business stand out from competitors
- Detailed information on your product or service
- Coupons customers can print out and use
- Live updates on daily or weekly specials
- Photos of your business
- Business hours

Make the most of your listing

- Service areas (which geographic area you serve)
- What products and services you sell
- How to find parking
- Anything else that helps explain your business

You can also get valuable information about your business

- How many people are searching for you on Google
- What they searched for to find you
- Which zip codes they're coming from
- How many people recently viewed your Google Page

Add to your listing!

- Get more customers
 - by letting them know where and when to reach you
- Enhance your image
 - by adding photos to show off your business
- Help people find you
 - with a map showing cross-streets
- Tell the world what you do
 - with descriptions and real-time updates
- Help customers choose you
 - with payment options, parking locations, and more
- Let people know
 - what others think with reviews from all over the web

ITS FREE!

Reviews

- Google Places and Google+ Local for Business
- Yelp!
- Yahoo! Local Listings
- Local.com

Three Important Local Business Review Marketing Tips

- Never write fake reviews
- Ask happy customers to review
- Engage with reviewers
- Don't panic if there are some reviews are less than 100% positive

Final Thoughts

- **Mobile Devices:** Are great accessories for doing business. Your customers are using their Mobile Device all the time.
- **Research Yourself:** Internet searches of the business and setting up alerts are helpful to know what is being said about you.
- **Get Listed:** List your business and take ownership of as many profiles as possible. Keep a listing of the website and passwords when updates need to be done.
- **Accuracy:** Don't rely on the web to post current and accurate information about your business.

Questions

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