

OUR GROUP IS AWESOME, SO HOW DO WE PROMOTE IT?

# MARKETING YOUR YOUNG FARMER GROUP

**You have worked hard to establish your young farmer group, but are not quite sure how to promote it in order to build membership or get the word out.**

This factsheet provides some tips and tricks to assist you navigate the world of marketing and promotion. Be sure to download the full [Young Farmer Group Guidebook](#) for more detailed information on brand assets, website, social media, email marketing and public relations.

## Before you start..... who are you trying to reach?

The answer to this question will inform how you promote the group.

Creating **customer avatars** of your core audience or members is super helpful!

In marketing lingo this essentially means the profile of your ideal member/customer/sponsor.



## Brand Assets

### Marketing Collateral

Be sure to create some key assets that will represent your group to the public:

- Logo
- **Brand Assets:** graphics, letterheads, business cards, email headers, social media images.
- **Style Guide:** font, colours, tone of voice.

## Do we need a Website?

### Tough Question!

Consider the following:

- Purchase domain (~\$10-\$100 recurring)
- Understand **Search Engine Optimisation (SEO)** to ensure your page is found!
- **Content** must be updated and kept fresh to improve your rankings.
- Do you have the time to respond to **website enquiries**?

1

## Email Marketing

Make sure that you form a plan before getting started to ensure you don't flood subscribers with too much content!

People send and receive on average 126 emails a day so a good subject line is critical. Maybe add an emoji to draw attention!

View more tips and tricks in the full [Young Farmer Group Guidebook](#).



Tight budget? No worries! You can develop a lot of the creative elements yourself!

- [Canva](#)
- [Squarespace](#)

If you decide to go ahead and create a website, these platforms are easy to use:

- [Wix](#)
- [Canva](#)
- [Squarespace](#)

If you aren't comfortable with creating your own, check out an affordable freelance marketplace like [Fiverr](#).

2

### Social media marketing

So many channels, so little time! Not telling you to suck eggs... you probably know a lot about these channels but here are some things you might not be aware of:



- **Facebook:** perfect place to create a group (public or closed), post events, house key contact information. Be sure to tag people in pages in your posts, reshare and link content, customise your tabs, post captivating videos, and if confident, go live!
- **Instagram:** great platform to share the amazing environments we live and work. Be sure to tag people, use hashtags, write concise copy with a call to action, make sure you reply to comments and stories (clicking the 'heart' button is not enough!), and create a fun, short bio using emojis.
- **LinkedIn:** Not an overly relevant channel for your group, however don't forget that personal accounts are really important for all committee members!
- **Twitter:** You need to post regularly to gain a following. 19% of Australians use Twitter compared to 91% who use Facebook.



### Golden Rules

- Remember the 70/20/10 rule - 70% engaging content, 20% sharing other, 10% promotional content.
- They are different channels for a reason. Each network has its own characteristics and audience, so content posted to one social media channel may not be suitable for another. An extra 5 seconds is all it takes to tailor your message to the platform you're posting to and its audience!
- Give appropriate and transparent credit if sharing content and consider messaging the user to ask permission to reshare beforehand.
- Not sure what to post? Just google 'ideas for social media posts' - the options are endless!
- Busy? Schedule your posts! There are free and paid post schedulers on the net which can save you a lot of time. We love Buffer (paid) and Later (free option).
- You need to consider the potential risks of social media. Read this guide for more details.

3

### Publicity & promotion

Getting media attention (local, state and national) is highly beneficial for your group. Here are some DIY Public Relations tips to help you save money on advertising!

- **Local newspapers** typically costs less per thousand readers than other advertising mediums.
- Consider your **local radio station** for a contest or giveaway.
- Drop posters, business cards and information at **local shops** and businesses for them to display.

Media releases are used to contact journalists and must be written in a particular format and etiquette. They can be used to achieve many goals including:

- Getting media coverage for the launch of your group or your events.
- Building awareness of your group and encouraging people to join.
- Marketing your group to increase sponsorships and donations.

### Media Release Tips



- Promoting your Event (Landcare Australia)
- Writing a Media Release (Our Community)
- Writing a press release (Oxfam)
- How to write a press release (Adoni Media)



- Young Farmer Group Guidebook
- Social Media Marketing Guide (NFP Law)
- Promo and Marketing Kit (Landcare Australia)
- Marketing & Media (Our Community)