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, nature-loving 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 smartphone photos are perfect

► Show people engaging in and enjoying your product or service - use friends and family if necessary

► Choose page design colors that reflect your branding

► 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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