



PennState Extension

# Social Media Marketing for Dairy Farm & Value-Added Dairy Businesses

Sarah Cornelisse  
Sr. Extension Associate  
Department of Agricultural Economics, Sociology, and Education  
Email: [sar243@psu.edu](mailto:sar243@psu.edu)

DELIVERING EDUCATION YOU CAN TRUST



# Sarah Cornelisse

---

Senior Extension Associate

Dept. of Agricultural Economics, Sociology, and Education

- Value-added dairy business entrepreneurship
- Value-added dairy foods marketing and consumer trends
- Digital and social media marketing & commerce
- Direct marketing
- Farm and ag business management

Email: [sar243@psu.edu](mailto:sar243@psu.edu)

 [@scornelisse](https://twitter.com/scornelisse)

 [facebook.com/psudairyfoods](https://facebook.com/psudairyfoods)

Photo: G. Cornelisse ☺

# What I'll Cover

---



Which platforms to use?



Knowing your audience



Finding your voice



Site management



Knowing if social media is working for you



## Which Platform(s) to Use?

---

- Impossible to be on all of them!
- Define your goals (do you have goals?)
- Define your audience
- What type of content do/can you create?
  - How do you want to engage?
- What is the platform's reach & degree of influence?
  - Which platform(s) intersect?
- What is the competition doing?

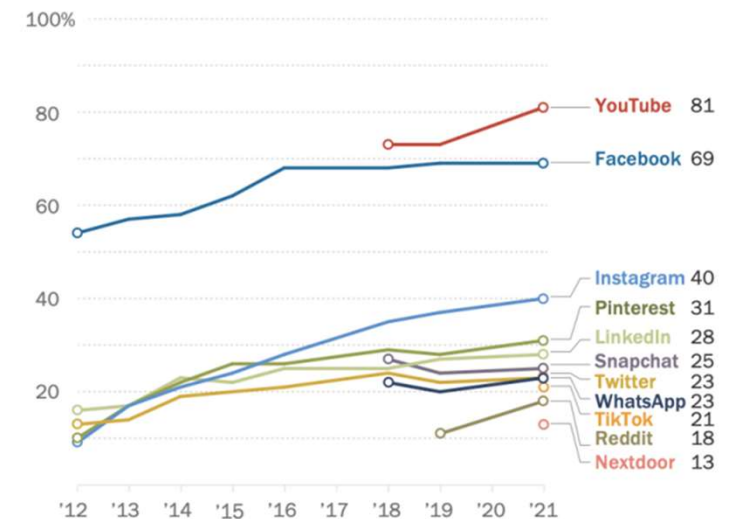
# Which Platform(s) to Use?

- Define your audience
  - Who are your current customers?
  - Who do you want as customers?
    - Next generation?
    - New audience?
  - Who will be future customers?
- Which platforms are they on?

Source: <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>

## Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

# Demographics variations

## Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16
White	79	67	35	34	29	23	22	16	18	17	15
Black	84	74	49	35	27	26	29	23	30	17	10
Hispanic	85	72	52	18	19	31	23	46	31	14	8
Ages 18-29	95	70	71	32	30	65	42	24	48	36	5
30-49	91	77	48	34	36	24	27	30	22	22	17
50-64	83	73	29	38	33	12	18	23	14	10	16
65+	49	50	13	18	11	2	7	10	4	3	8
<\$30K	75	70	35	21	12	25	12	23	22	10	6
\$30K-\$49,999	83	76	45	33	21	27	29	20	29	17	11
\$50K-\$74,999	79	61	39	29	21	29	22	19	20	20	12
\$75K+	90	70	47	40	50	28	34	29	20	26	20
HS or less	70	64	30	22	10	21	14	20	21	9	4
Some college	86	71	44	36	28	32	26	16	24	20	12
College+	89	73	49	37	51	23	33	33	19	26	24
Urban	84	70	45	30	30	28	27	28	24	18	17
Suburban	81	70	41	32	33	25	23	23	20	21	14
Rural	74	67	25	34	15	18	18	9	16	10	2

Note: White and Black adults include those who report being only one race and are not Hispanic. Hispanics are of any race. Not all numerical differences between groups shown are statistically significant (e.g., there are no statistically significant differences between the shares of White, Black or Hispanic Americans who say they use Facebook). Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

# Look Beyond Demographics

Consider this demographic profile:

- White male
- Highly successful businessman
- Income > 1 million/yr
- Born in 1948 in England
- Raised by parents, 3+ siblings
- Divorced & remarried
- 2+ grown children
- Spends winters in Alps
- Loves dogs



# Platforms and Features (some of them...)

Photo/video	Snapchat
	Instagram
Video	Facebook (FB) & Instagram (IG) Stories
	FB & IG Reels
	TikTok
	YouTube Shorts
Live streaming video	Twitch
	Discord
	FB & IG Live
Live audio	Clubhouse
	Twitter Spaces

Predominant Platforms	YouTube
	Facebook
	Twitter
	Instagram
Emerging Platforms	TikTok
	WhatsApp
	Clubhouse
	Twitch
	Discord
Emerging Features	Social Commerce
	Live content (audio/video)
	Augmented Reality



# Knowing Your Audience

Consumer Needs  
Consumer Values

## Social impact



Self-transcendence

## Life changing



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation and belonging

## Emotional



Reduces anxiety



Rewards me



Nostalgia



Design / aesthetics



Badge value



Wellness



Therapeutic value



Fun / entertainment



Attractiveness



Provides access

## Functional



Saves times



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

© COPYRIGHT 2018 BAIN & COMPANY INC.

Image: <https://media.bain.com/elements-of-value/#>

# Why do They Purchase?

## Experience

- Adventure
- Nostalgia
- Playfulness
- Pleasure

## Identity

- Community
- Heritage
- Individuality
- Morals

## Rights

- Empowerment
- Protection
- Respect
- Self-expression

## Surroundings

- Equality
- Ethics
- Localism
- Sustainability

## Technology

- Communication
- Digital Entertainment
- Early-adopters
- Media

## Value

- Budget
- Convenience
- Premium
- Quality

## Wellbeing

- Fitness
- Nutrition
- Physical
- Psychological

# Customer Journey & Experience

- How do consumers become aware of a value-added business (or its products)?
- What tools and platforms do consumers want to use?
- How can consumers engage?
- How do consumers derive value?
  - Are they looking for
    - A community?
    - Discounts, sales, etc.?
    - Value beyond the product?
    - Support
- Are they satisfied?



# Finding Your Voice

- Be authentic!
  - Who are you in-person?
  - What stories are you comfortable sharing?
    - About the farm, business, yourself/family?
  - What issues are you willing to address?
  - What content formats are you comfortable producing?
    - How often?

The collage features several social media posts:

- The Reedsville Creamery** (November 29, 2022): "Alright folks, just admit it...it's a love relationship. 😍😍"
- Painterland Sisters** (March 7 at 6:00 PM - Westfield, PA): "Painterland Sisters is at Painter Land Farms. In a grocery store filled with yogurt options, why choose us? Well, let me tell ya! For starters, we use milk from PA dairy farms (like our own family farm...that's right we are the FARMERS) that practice organic and sustainable methods. From there, we produce and package our yogurts in PA by a 10th generation Icelandic yogurt maker before shipping them across the country to your fav stores! Once the skyr is in your hand, you get to enjoy both the taste AND the benefits of our yogurt! Each of our 5 flavors are:
  - Low in sugar
  - High in protein (16-18 grams!)
  - Lactose-free
  - Packed with billions of probiotics
  - Extra creamy (using full-fat milk!)The equivalent of 4 full cups of milk concentrated down into one little cup of nutrient dense, transparent goodness. Click the link in bio to find us in a store near you to taste our defiantly dreamy skyr!"
- Oklahoma Department of Wildlife Conservation** (22h): "If you need something to do while listening to @taylorswift13 all day, you're always welcome to report your ex boyfriend's wildlife violations to Operation Game Thief. 🌟🌟 (1-800-522-8039) 🌟🌟"
- Penn State Extension**: "Penn State Extension" logo and text.

# Be Aware of Social Media Trends

---



LOCAL/LOCAL  
COMMUNITY  
ENGAGEMENT



USER GENERATED  
CONTENT



NURTURE  
TRUST/CONNECTIONS



SOCIAL COMMERCE



SOCIAL SERVICE/CARE



INFLUENCER  
MARKETING



EPHEMERAL CONTENT



VIDEO/AUDIO  
CONTENT

# Tools for Managing Your Social Presence

---

## Integrated

- Meta Business Suite
  - Facebook
  - Instagram
  - Messenger
  - WhatsApp
- Twitter
- Pinterest
- TikTok
  
- Most platforms have an integrated business manager

## 3<sup>rd</sup> Party

- Hootsuite
- Buffer
- Sprout Social
- Tailwind
- Edgar
  
- Tiered pricing plans
- Some offer a free plan or trial period

# Selecting A Management Tool



Budget



Social platforms & Number of profiles supported



Features & Information provided

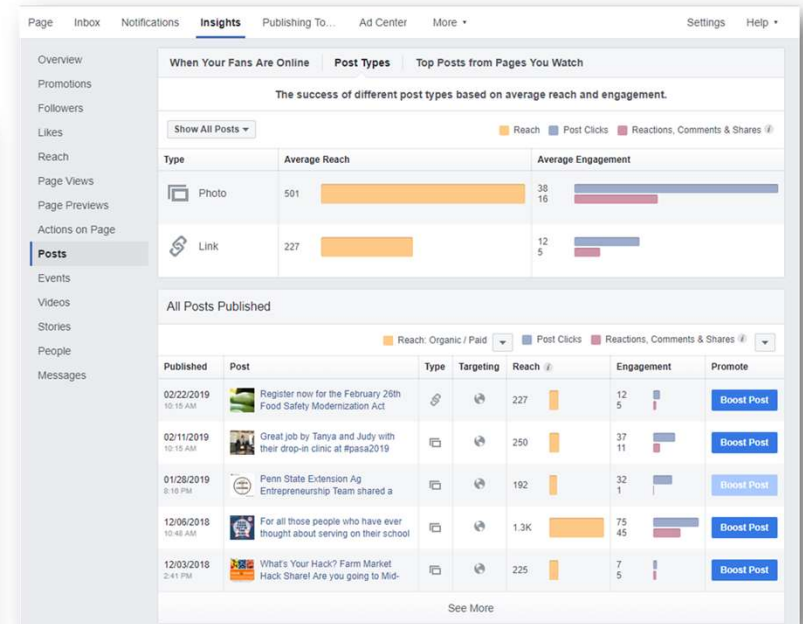
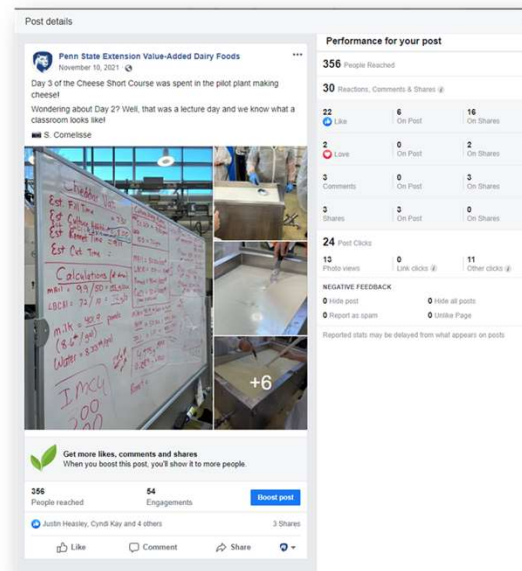
- Planning & scheduling
- Analytics
- Content library
- 3<sup>rd</sup> party integrations
- Number of users allowed

# How Do You Know if Social Media is Working for You?

Analytics

Off-line feedback

Sales data





# Measure Success: Understand Analytics



Image: PhotoMIX-Company/Pixabay.com

- Are you meeting your social media, marketing, and business objectives?
- Data to Review
  - Organic, Paid
  - Quantitative, Qualitative
- Are you efficient in your use of social media?
  - If not, where can you make changes?
    - Timing, Content, Tone, Platform, etc.

# Keys to Success with Social Media Marketing



Image: Microsoft Stock Images

- Consumer centric
- Quality content
- Consistency
- Responsiveness
- Use your analytics

The University is committed to equal access to programs, facilities, admission, and employment for all persons. It is the policy of the University to maintain an environment free of harassment and free of discrimination against any person because of age, race, color, ancestry, national origin, religion, creed, service in the uniformed services (as defined in state and federal law), veteran status, sex, sexual orientation, marital or family status, pregnancy, pregnancy-related conditions, physical or mental disability, gender, perceived gender, gender identity, genetic information, or political ideas. Discriminatory conduct and harassment, as well as sexual misconduct and relationship violence, violates the dignity of individuals, impedes the realization of the University's educational mission, and will not be tolerated. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Office, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901, Email: [aao@psu.edu](mailto:aao@psu.edu), Tel 814-863-0471.



**PennState Extension**

**This presentation is available in  
alternative media upon request.**

Where trade names appear, no discrimination is intended, and  
no endorsement by Penn State Extension is implied.



# Thank you!



PennState Extension



**PennState Extension**

[extension.psu.edu](https://extension.psu.edu)