




Contemporary Communications


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The 4 E's of Social Media

- ▶ Entertain
- ▶ Educate
- ▶ Engage
- ▶ Experiment




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Transmitted How? By Whom?

	Marketer	Other
Mass Media	Advertising, Sales promotions	Public relations
Personal	Personal selling Direct marketing	Word of mouth ☆

Which is the most credible?

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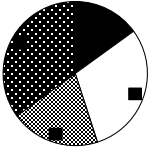
Best Practices

- ▶ Make use of FB groups.
- ▶ Make use of FB events platform.
- ▶ Make use of FB live and/or videos.
- ▶ Experiment with FB Jobs platform.
- ▶ Get comfortable with messaging.

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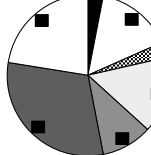
Past and Future Media Mix (percentages)

Past



■ Outdoor □ Television ▣ Radio ■ Print

Future



■ Outdoor □ Television ▣ Radio □ Newspaper
■ Magazine ■ Interactive □ Search

Source: Levens Marketing Defines, Explained, Applied, page 257

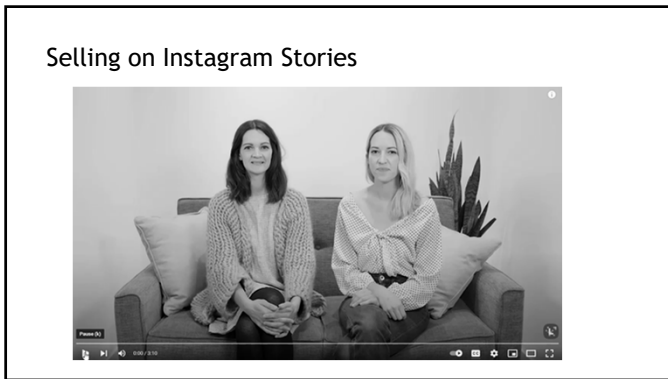
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Best Practices

1. Use your best photos often taken just after sunrise or just before sunset for the best natural light.
2. Create hashtags # to help find posts.
3. Be active year-round.
4. Tell your story about your family and your business.
5. Share your values so your customers feel the authentic value of your products.

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Selling on Instagram Stories

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Text Based Marketing

- SenText offers a dedicated Account Executive. We have a 98% retention rate with tens of thousands of businesses & organizations nationwide.
- Our customers broadcast over 10 Million messages a month to 4 million subscribers (< 1% opt-out).
- Our testimonials are impressive.
- We have an A+ BBB rating.
- We have a referral program where you can reduce your monthly fee to \$0.

SENTEXT

You may receive up to 4 messages per week. Message and data rates may apply when sending & receiving text messages. Messages sent from automated system. Consent not required to purchase goods and services. Text STOP to 51660 or 57711 to opt out. Text HELP to 51660 or 57711 for assistance or call 800-211-0001. To view our Terms and Conditions & Privacy Policy, please visit www.senconnect2consumer.com/privacy-policy

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Best Practices

- ▶ Share inspiring, useful ideas.
- ▶ Add new pins over time, not all at once.
- ▶ Link pins to your website with more information.
- ▶ Use hashtags for search purposes only.
- ▶ Populate the first 50-60 words in the pin description.

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Note: The numbers in each column represent the # of respondents that utilize each social media platform.

What social media platforms are you using?

Segments	Facebook	Instagram	Twitter	Pinterest	YouTube	LinkedIn	Other
Landscape Design/Build	40	27	8	8	13	19	6
Turf/Landscape Management	29	20	4	3	9	15	4
Snow & Ice Management	26	18	4	4	9	14	4
Garden Retailer	13	7	2	3	3	4	0
Grower	18	12	3	2	7	8	2
Greenhouse Production	9	7	2	1	4	6	1
Irrigation	18	8	1	1	3	7	1
Arboriculture	6	3	0	0	1	3	0
Supplier	10	3	0	1	3	5	0

Other responses included:

- Google
- Company Website
- TikTok
- Houzz

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Best Practices

- ▶ Optimize your LinkedIn Business page with keywords.
- ▶ Create how-to's and lists with images.
- ▶ Ask questions to create engagement.
- ▶ Publish articles.
- ▶ Spotlight your employees.

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Marketing Munchies Podcasts:

Season 3 (2020)

- Episode 102: Pat Huddleston on Customer Service Isn't Rocket Science
- Episode 111-112 Trey Malone on Marketing in Turbulent Times
- Episode 115: 7 Tips for Gearing Up Contactless Sales

Season 4 (2021)

- Episode 137: Four Ways to Connect with Remote Consumers
- Episode 140: The 4 5's to Communicate this Spring
- Episode 149: Katie Elzer Peters on Micromarketing and a Couch

Season 5 (2022)

- Episodes 167-168: Mel Knuth on Consumer Houseplant Purchasing

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