# Which social media channel should I be using?





# Not enough hours in the day?

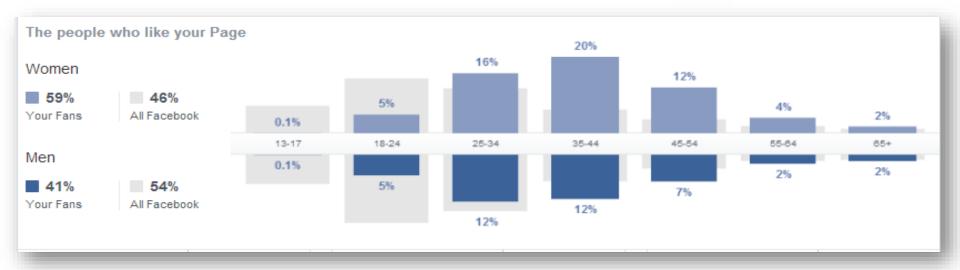
#### Question:

- Should I use social media
- Which one
- Why





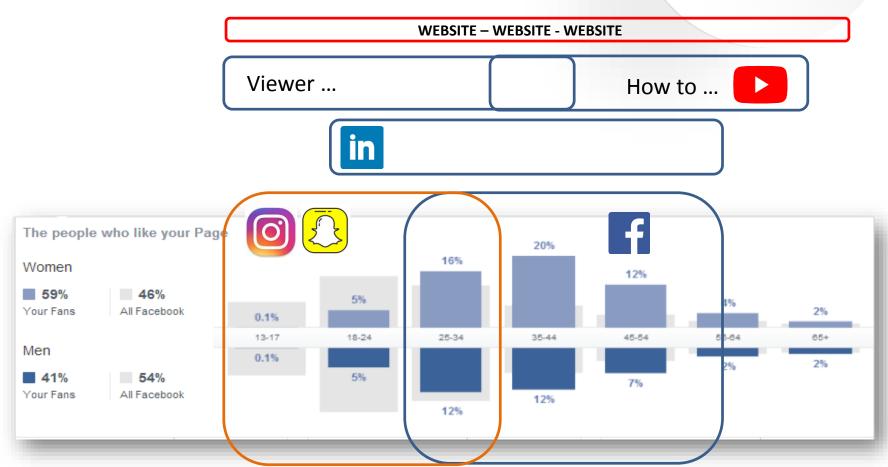
# The Facebook lifecycle





# Are you in the right place?







## You are in the right place





Hospitality

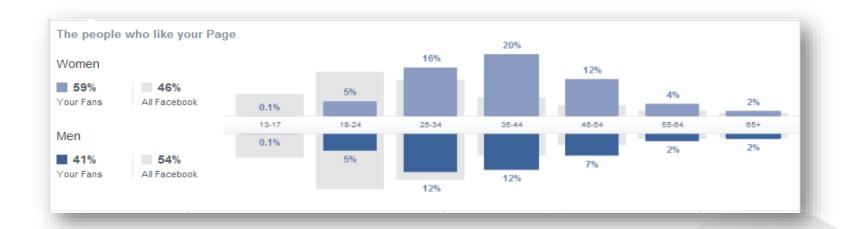
Agriculture

**Sports** 

**Journalist** 

Academics

Entertainment





#### Who do you want to attract?





50+ looking forward to retirement. Mid-High level careers



Busy working families of all ages. Focused on the needs and wants of their children



20-40 something! Child free singles and couples Educated to degree level – work long hours

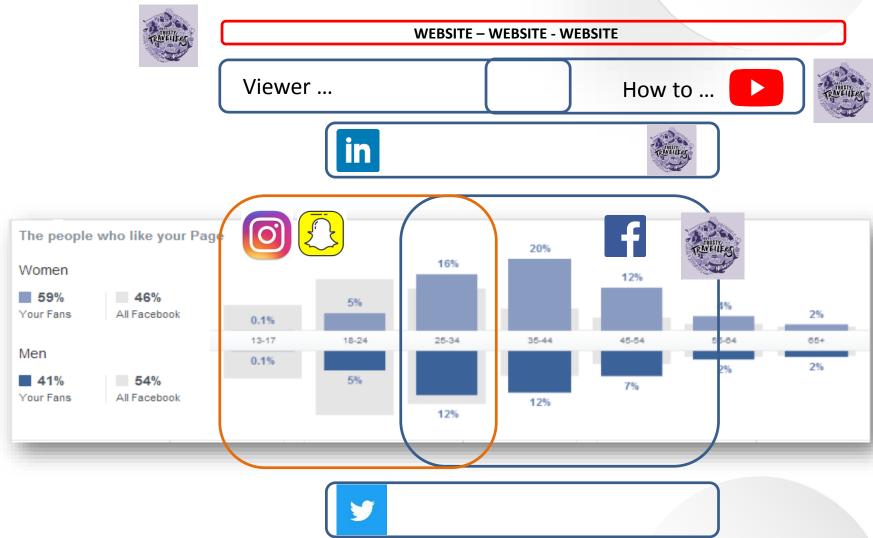


Couple & groups of friends in their 60's - Have worked hard and are now enjoying their retirement



# Trusty Traveller

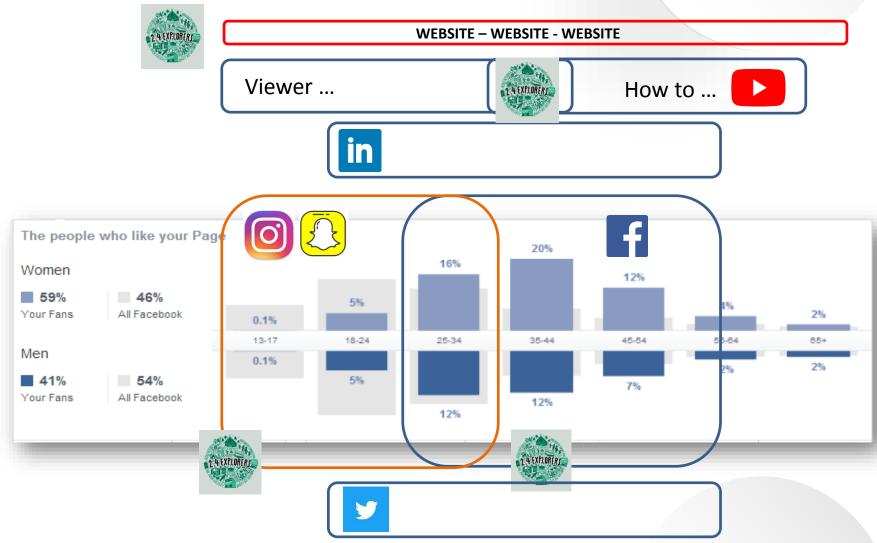






# 2.4 Explorers

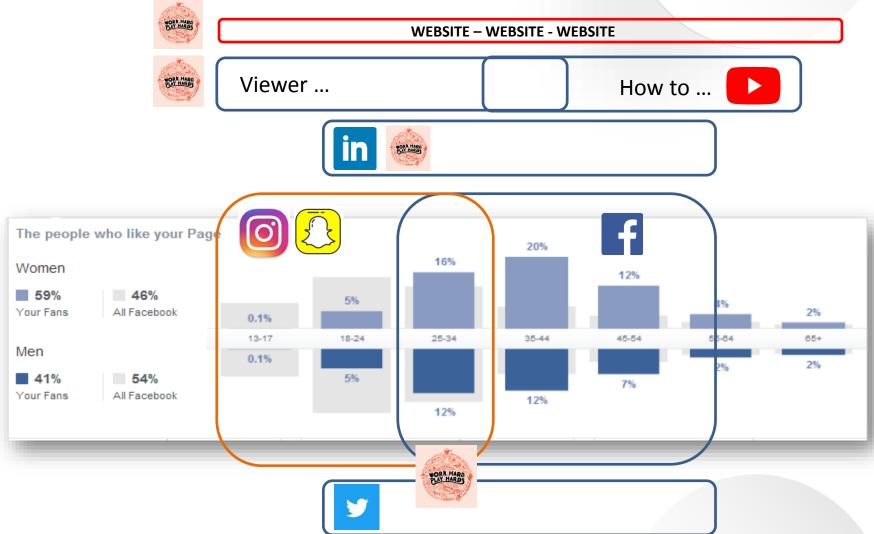






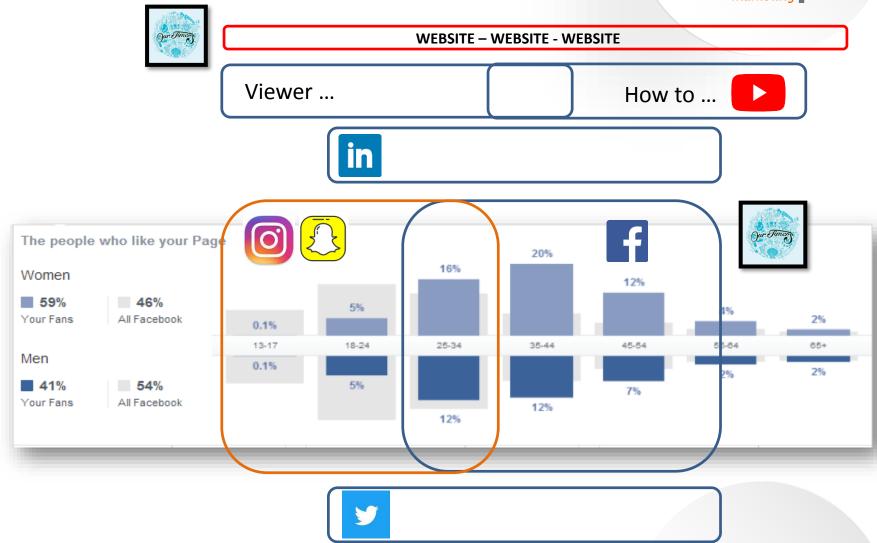
# Work hard – Play hard





#### **Our Timers**







# Having a strategy





#### Who did we want to talk to:

- Decision makers in agri-business sectors
- Rural business owners

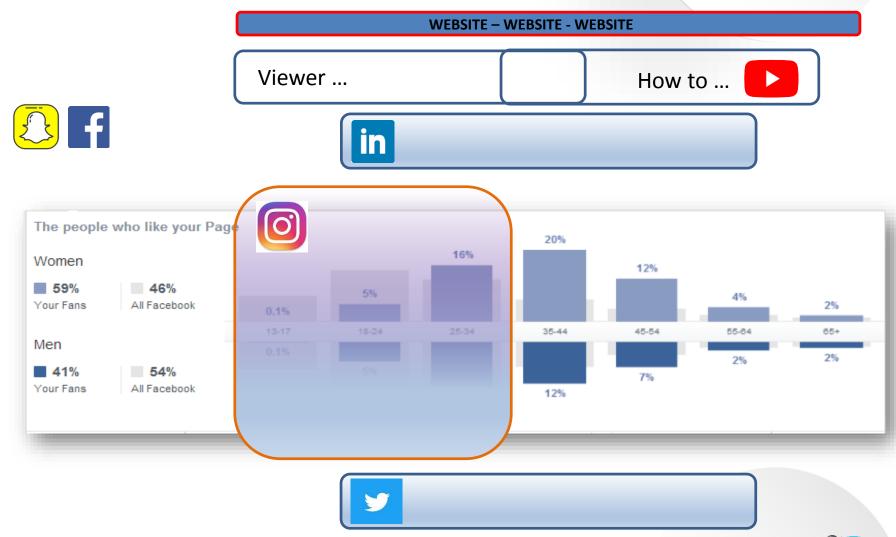




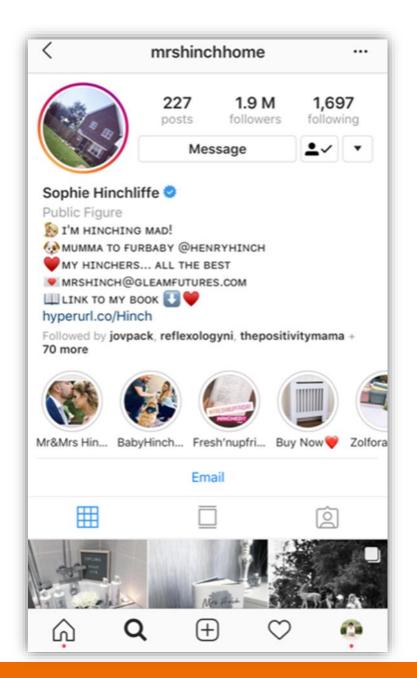


#### What did we decide ...







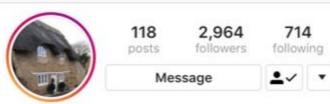




#### What is an influencer









The quintessential Cotswold Thatched Holiday
Cottage in Whichford Soho Farmhouse &
Daylesford nearby, cosy couples hideaway. Small dog
welcome

www.sheepskinlife.com/cottages/thatched-cottage

Followed by ballintaggart





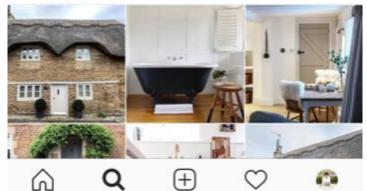














# Do you need a large following





#### How much value ...













24 hours posts 12 hours stories

24 hours

24-72 hours

Weeks/Months /Years Posts – days Articles -Years 12-24 hours





# Everyone needs a strategy

- What is your why?
- Who do you want to attract?
- WHERE WILL YOU FIND THEM
- How will you attract them?





## What now ...

- Choose one platform to start with
- Be consistent
- Practice
- Be present



# Why not ...



Register for one of the training session