

*How*



**ORGANIC**

*Bloomed on  
Social Media*







*Social Media is a JUNGLE.*

**WILD AND UNTAMED, A FRONTIER THAT CHANGES EVERYTHING**





## Social Media is Like a Party of Friends

It gives you hundreds of opportunities to effortlessly join different conversations. You can talk about yourself, your ideas, your brand and industry insights in real time with a real voice.

Demonstrate your expertise and position yourself as the thought leader and trend setter in the gardening industry.

Your customers talk about you and become your brand champions. And they sell your product for you.

Social media is word of mouth to the max.

It alters and shapes how your customers think and feel about your brand. It personally connects your business to your current customers and attracts potential buyers.





## **97% of all consumers search for local businesses online**

74% of consumers rely on social media to influence their purchasing decisions. Brands now have their own personalities and can create emotional connections with consumers through any social media platform.





**Espoma**  
@espoma

The leader in natural organic gardening products including plant foods, lawn foods, & potting mixes.

📍 Millville, NJ  
🌐 [espoma.com](http://espoma.com)  
📅 Joined February 2009

[Tweet to Espoma](#)

📷 376 Photos and videos



TWEETS 1,957

FOLLOWING 1,095

FOLLOWERS 1,008

LIKES 884

Tweets   **Tweets & replies**   Media



**Espoma** @espoma · 19h

Find out the secret to growing blueberries in containers from [@GardenAnswer](#)



**How to Grow Blueberries in Containers**

Laura from Garden Answer shows how to plant blueberries in containers and fertilize with Espoma's Holly-tone.

[youtube.com](http://youtube.com)



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Here are some helpful tips for pruning your tomatoes this season.






**Less is More: How to Successfully Prune Tomatoes**

Pruning may seem counterproductive, but it actually leads to a more successful harvest and is an essential step to keeping tomato plants happy and thriving.

[espoma.com](http://espoma.com)



# Espoma

 Milville, NJ ·  espoma.com · 

A fourth generation, family-owned business that has been the pioneer in organic gardening since 1929.

34  
Boards


1.7k  
Pins




5  
Likes

301  
Followers

136  
Following


### Spring Lawn Care Tips






Follow


### Tomatoes






Follow


### Zucchini's Galore








Follow


### Summer Veggie Gardens



### Fall Gardening Tips



### Safe Paws



## In Just 16 Months, Espoma gained:

## 27,000 New Facebook Likes

## 300 New Pinterest Followers

## 1000 New Twitter Fans





# *Background*

**THE ESPOMA ORGANIC COMPANY HAS PIONEERED  
NATURAL GARDENING SOLUTIONS SINCE 1929.**

Their products work in harmony with nature and are safe for people, pets and the planet.

Espoma produces more than 100 products to cover the nutritional needs of plants and to grow beautiful gardens and lawns.

Garden Media began working with Espoma to develop a social media marketing strategy in 2014. What follows are tips to their success you can use to grow your social media machine.



# Goals, Measurement and Tracking

## GOALS:

- Determine who and where customers are - what platforms?
- Have a narrow focus: i.e., choose the platform where customers are
- Drive awareness about organic fertilizer through education
- Select a brand voice for each social media outlet
- Create measurable analytics

## MEASURE SUCCESS:

- Website Traffic
- New followers/likes
- Blog Traffic
- Views/comments/shares/RT
- Leads generated
- Customers produced





# *Steps to Success*

**YOU CAN DO IT TOO.**

Espoma's Social Media Marketing strategy was successful because everyone involved with the brand helped develop content and ideas.





# *Steps to Success*

## **CREATE PLATFORM PLANS.**

- Analyze platforms you want to hit.
- Define the purpose of each platform.
- Determine metrics for success.
- Budget time to spend weekly on each platform.
- Assign content to an editorial calendar.





# *Steps to Success*

## **DEVELOP A CONTENT CREATION PLAN.**

- Garden Media creates monthly social media editorial calendars.
- All platforms are accounted for and planned 1-3 months in advance.
- Blogs are planned 1-3 months in advance and posted consistently twice a week in the height of their season.
- Blogs are cross promoted on all social media platforms.





# *Steps to Success*

## **ENCOURAGE TEAMWORK.**

- Ensure Everyone is on board.
- Espoma added social media links to its website where customers could clearly see them.
- Social media links were added to email signatures.
- Garden Media shared coordination on different platforms.





*7 Steps to Grow*



# Step One

## GROW A GRAND GOAL.

### Goal: Followers

#### **Strategy: Add variety to your posts**

- Keep your page fresh.
- Alternate between photos, videos and simple posts.
- Once you've got those down, incorporate calls to action, linking to blog content and your website.

### Goal: Fans talking about your brand

#### **Strategy: Interact and engage to create personal relationships**

- Ask fans questions.
- Respond to customer posts and re-post their content and photos.
- 99.5 % of Facebook fans don't create content, so if someone takes the time to post or comment on your page, it's crucial that you take the opportunity to engage and respond.

### Goal: Interaction from Fans

#### **Strategy: Hold monthly, bi-monthly or quarterly contests**

- Ask questions that are quickly and easily answered.
- Drive fans to like, comment or share photos by providing an incentive.
- Offer multiple prizes for multiple winners.





# Step Two

## CREATE AN EDITORIAL CALENDAR.

Decide the different types of content you'd like to share and put that information into an editorial calendar. Social media posts have short lifespans so consistently update the calendar with fresh ideas.

### Goal: Stay Organized

#### **Strategy: Outline exactly what you're going to post and when.**

- Have a separate sheet for each month and break down activities by day.
- Include a column dedicated to reflect which of your team members is responsible for writing and publishing each piece of content.
- Update calendar regularly to reflect what works and what doesn't.





# Step Three

GAIN FOLLOWERS.

## Top 10 Best Practices to Gain Followers

- Post relevant content.
- Be a self-proclaimed expert in your bio.
- Use trending hashtags.
- Engage with others.
- Make content shareable.
- Reshare other people's content.
- Start conversations with influencers.
- Follow other users.
- Use a scheduler, such as Hootsuite, to post content.
- Most importantly, stay active.

There is no single, simple trick to get more followers. Remain patient, determined and consistent and your presence will grow.



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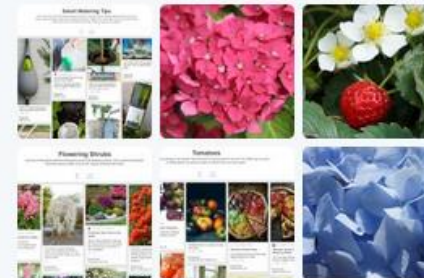
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# Step Four

## USE #HASHTAGS.

The number one question Garden Media gets asked is "what are hashtags?" The short answer is that they are like loudspeakers for your content and take your social media marketing game to the next level.

### Create Conversations

- Hashtags are a tool for creating groups and sorting conversations.
- Placing a "#" in front of a phrase creates a separate feed on twitter that categorizes only posts using that specific phrase.
- Create a brand-specific hashtag to see who's talking about your products.

### Follow the Trends

- Use hashtags for research.
- See what top influencers and consumers say about #houseplants or any category important to your garden business.
- Watch the trends emerge.
- Use one hashtag across all social networks to unite your campaigns and brand messaging.





# Step Five

## CALL FOLLOWERS TO ACTION.

Whatever else your garden business hopes to achieve, meaningful calls to action will help you reach those goals.

### How to Get Interaction

- Ask for responses, retweets or repins.
- Direct your audience to your website or invite them to check out your latest YouTube video.
- Offer a coupon code to be used on your website.
- Create a contest.

# What's Growing in Your Garden?

Kaylin B.



👍 19

Casey L.



👍 17

Kris O.



👍 10

Denise



👍 10

Jenn T.



👍 5

Piper P.



👍 4

Suzi Watson M.



👍 4

Carrie



👍 3

Tracey B.



Elizabeth R.



Sujoy D.



Sheila





# Step Six

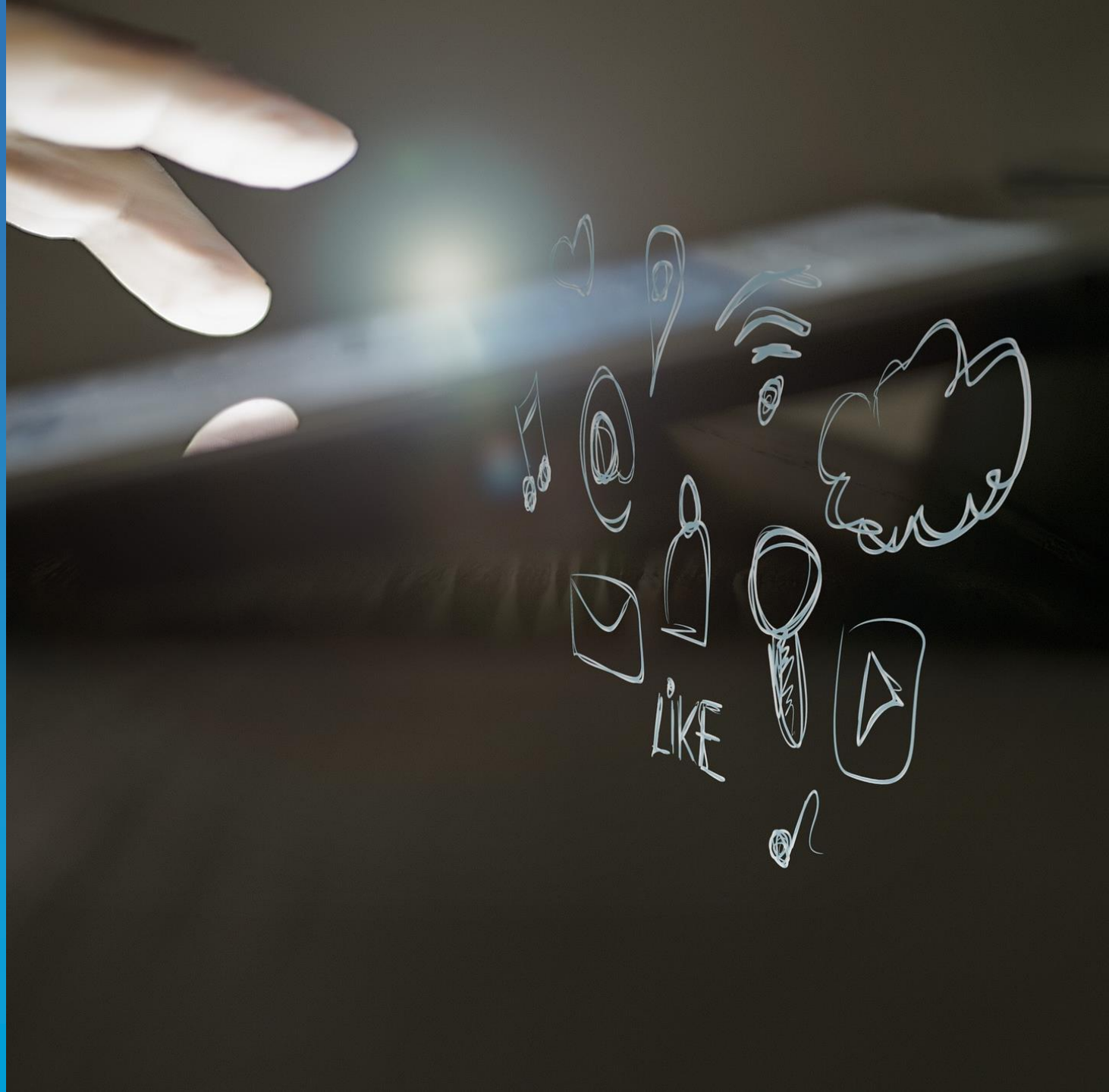
## LISTEN & ENGAGE.

### Social Listening

You've heard it a million times: We have two ears and one mouth for a reason. Listen intently, even online. In order to get your audience to listen to you, you first need to prove you're listening to them. Interact with social commenters directly to let them know you have heard them.

### Engage Listeners

- 92% of garden consumers trust friends and family above all forms of advertising.
- 90% of customers would recommend a brand after interacting with it on social media.
- Four out of five consumers are more inclined to buy a brand after being exposed to it via social media.
- Respond, share their enthusiasm, offer more advice or mirror the syntax and tone of their comment.
- When you converse and interact with your users, 90% of customers will thank you by recommending your brand to friends.





# Step Seven

## MEASURE SUCCESS.

Your last step before setting your plan in action is to decide how to measure your success.

Every company measures success differently. Setting guidelines helps you to determine your Return on Investment (ROI).

Decide what your social media goals are and look for opportunities to create content that supplements existing marketing and PR efforts.

Start by selecting three of the indicators below to see what areas of social media produced great ROIs and where you can improve:

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- Website Traffic
- Blog Traffic
- Loyal Readers & Shoppers
- Page Views per Visit
- Click Through Links
- Subscribers
- Time on Site
- Conversion Rate
- Redeemed Coupons
- Brand Awareness
- Transactions via Social Promotions
- Social Customer Service







# TRANSPLANT THESE IDEAS

- Make a plan for each platform
- Set goals that are realistic
- Create a team effort
- Listen before you speak
- Follow the 60:30:10 rule in which 60% of the content you post is inspirational, 30% you post is educational and 10% drives sales
- Short messages posted often are better than long content posted infrequently.
- Use #hashtags
- Be consistent, be patient and be inspiring



# WE'RE HERE TO HELP

In this case study, we've share secrets to social media marketing. Since you've read this far, you clearly want to attract, engage and convert more customers by creating a social media marketing plan.

If you feel overwhelmed and need help breaking through the noise, telling your story and managing the process, Garden Media has the experience and creativity to make magic happen.

- We use Twitter, Facebook, YouTube, Pinterest, Instagram and blogs to start conversations, make a statement and drastically increase visibility and brand presence on the web.
- Our digital media tactics include blog creation, inbound marketing, optimizing content, YouTube channel creation and product placement.
- We oversee the process from start to finish, ensuring your message and “story” is conveyed accurately and effectively in a shareable manner.

## WE CREATE SOCIAL MEDIA MARKETING TACTICS FOR OUR CLIENTS INCLUDING:

- Social Media Editorial Calendar Development
- Twitter, Facebook, Blog, YouTube, Pinterest Page Creation and Updating
- Blog and Video Sharing
- Keyword Integration
- Press Release Optimization for SEO
- Virtual Press Conferences
- Top Garden Blogger and Twitter Connections
- Online Reviews, Information Exchange & Success Stories
- Social Media Events







**WANT TO CRAFT A SOCIAL MEDIA  
STRATEGY THAT COMPELS AND SECRETLY  
SELLS YOUR GARDEN BRAND?**

Contact us for a free consultation and learn how we can help you create a social media marketing plan from scratch, or help you fine-tune the one you already have!

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