



**RURAL  
FEMMES**  
ERASMUS+ PROGRAM

# Rural Femmes: Social Media

19/10/2021

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# Change to schedule

- ▶ Sunday - No class
- ▶ Monday - Ana
- ▶ Tuesday - Niall

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# How to Create an Instagram Business

► <https://www.youtube.com/watch?v=mnAlI8h6ZhA>



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# Instagram - Overview

- ▶ The audience is mainly between 16-35 years old approximately
- ▶ Lifestyle app - special interest areas to follow e.g. health, beauty, travel, fashion, food, celebrity
- ▶ Video and image sharing app
- ▶ Can sell through the app - link to your website
- ▶ Can do paid advertisement through the app
- ▶ Followers can find what they are looking for through the use of hashtags



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# Instagram - Structure

- ▶ Profile name - keep the same on all channels
- ▶ Profile picture - brand recognition - logo or your image
- ▶ Bio - add keywords and links to your website
- ▶ Register as business profile
  - ▶ Instagram insights - statistics
  - ▶ Add more info about company
  - ▶ Instagram shopping - create links between products on site to Instagram
  - ▶ Link your Facebook page
  - ▶ 10+ followers
- ▶ Stories, Reels, IGTV and Guides



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# Instagram - Engagement

- ▶ Most importantly, ask yourself: Why and how would a user come to your profile?
- ▶ Your account should be open to all users
- ▶ Create an attention-grabbing feed
- ▶ Post frequently and be active in your stories
- ▶ Interact with other profiles
- ▶ Transmit closeness and communicate with your followers
- ▶ Make use of the new tools that the application is releasing



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# Instagram - Advertising and promotion

## 01 Promote a post

- For beginners
- The easiest way
- The cheapest way

## 02 Business Manager

- Complex tool
- Used from facebook
- It is necessary that your IG account is integrated into your FB fan page

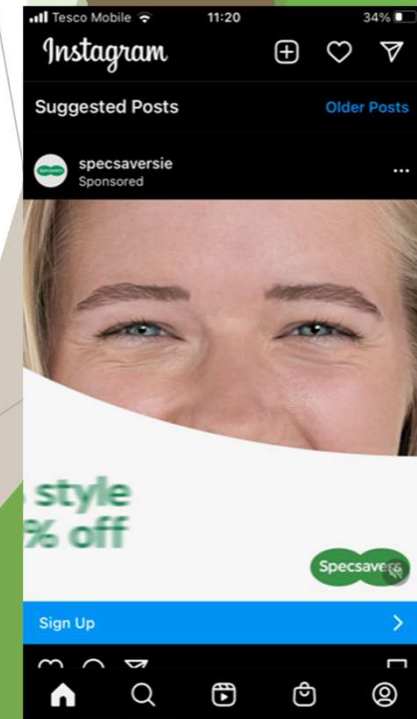
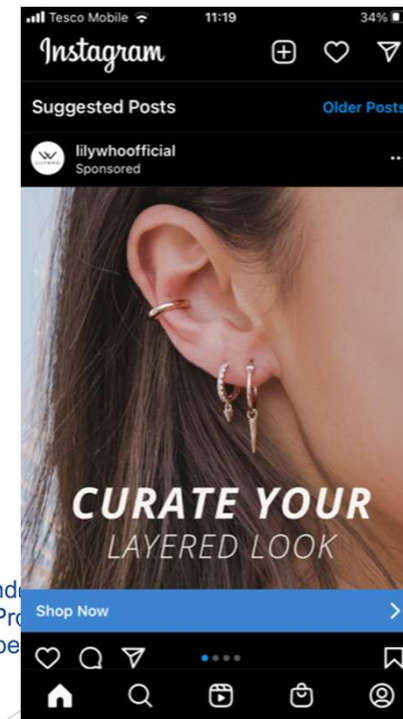
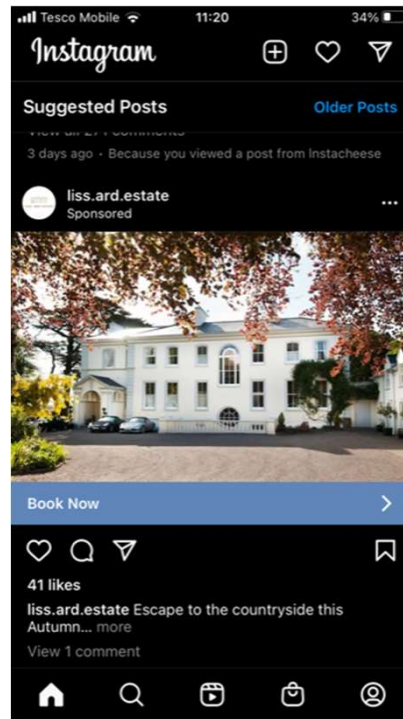
## 03 Influencer marketing

- The most expensive
- Users with capacity



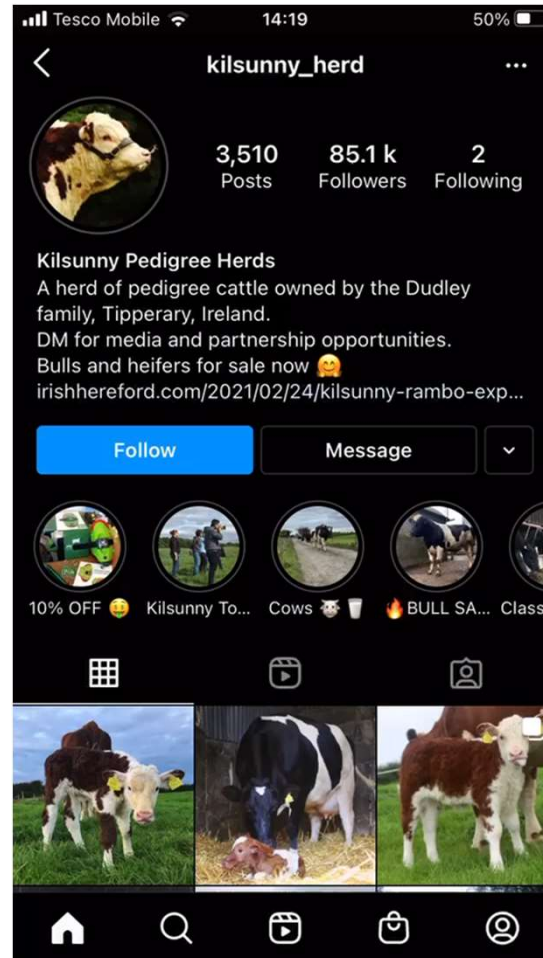


# Instagram Adverts

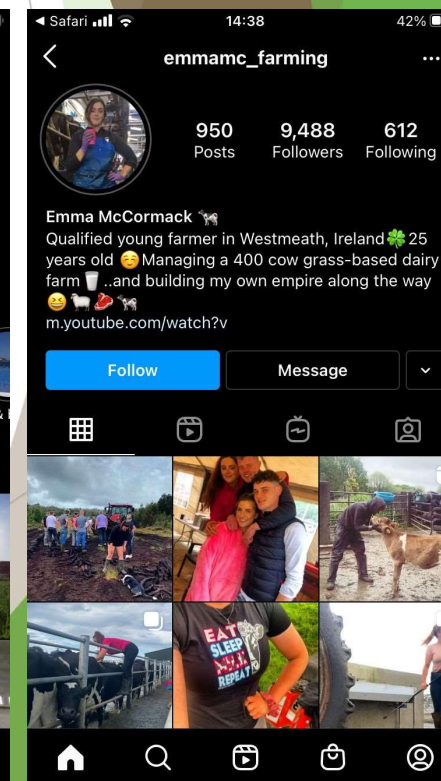
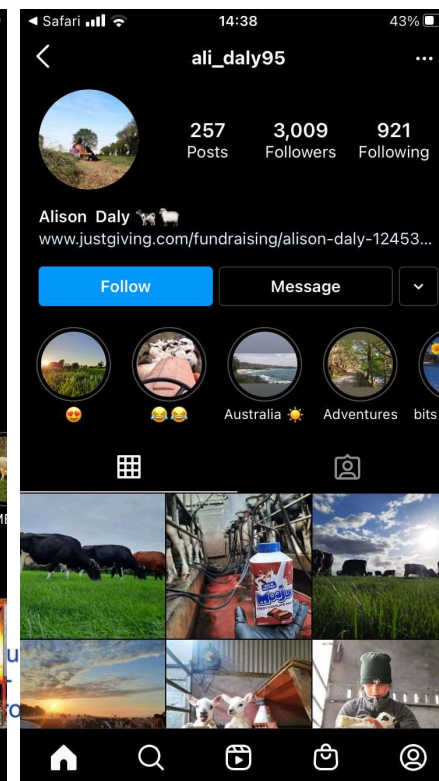
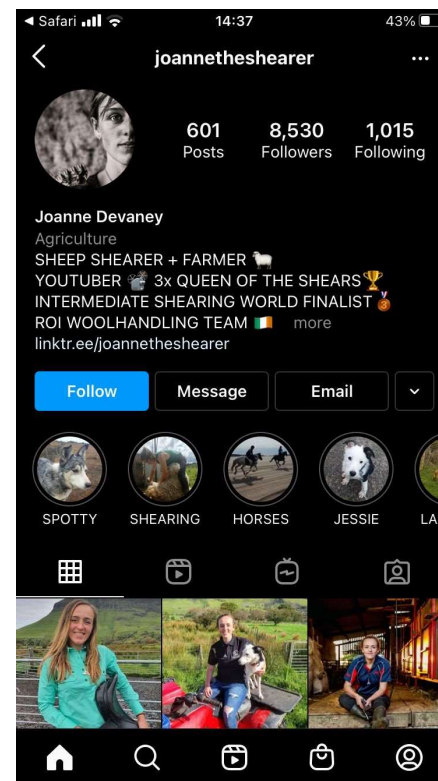
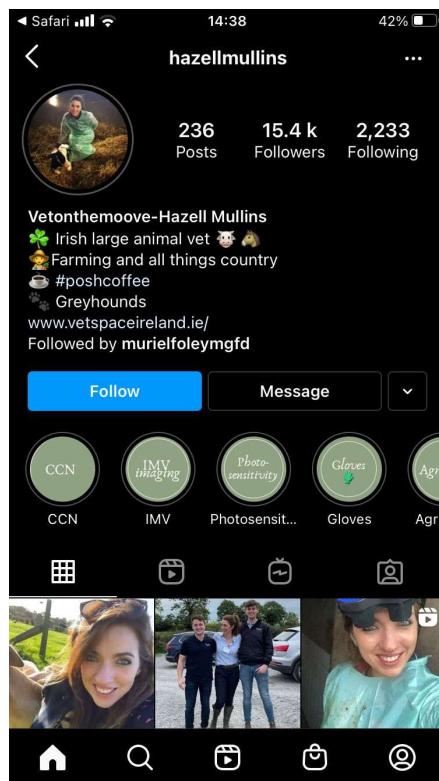




# Example- Kilsunny Herd - 85K followers

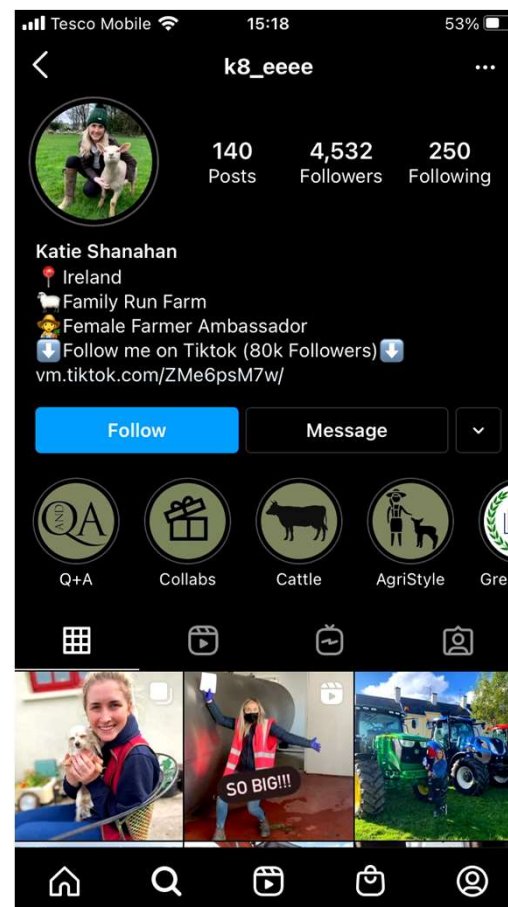
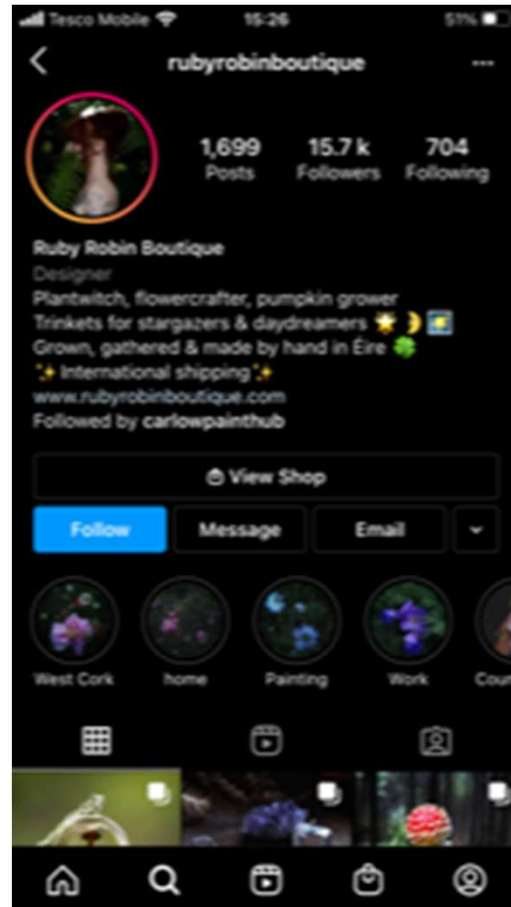
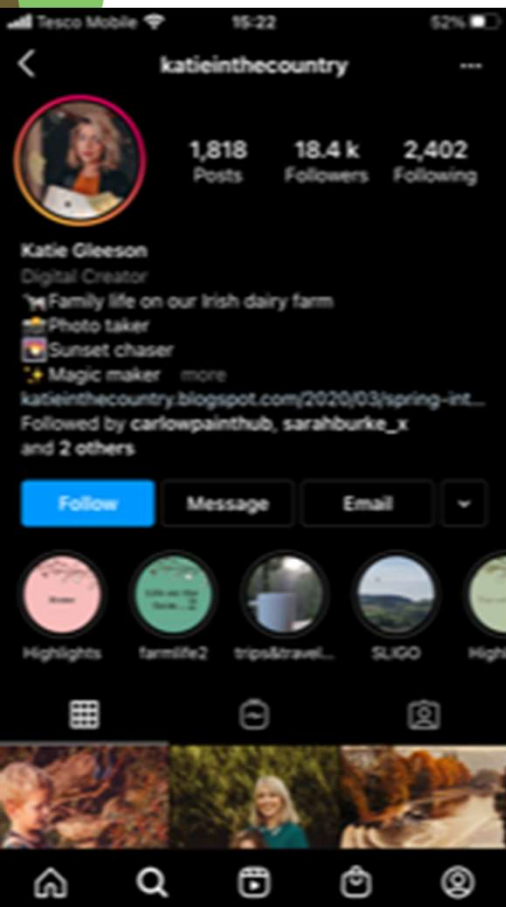


# Rural Women on Instagram





# Rural Women to Follow on Instagram



# Considerations

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# Social Media Analytics Tools - Monitor

- ▶ Plan, implement, control and **monitor**
- ▶ Social media tools for business pages
  - ▶ Ability to see your demographics - who follow you - categories
  - ▶ Likes - how many, growing?
  - ▶ Reach - how many people are seeing your posts - timing
  - ▶ Engagement - how many peoples are commenting, sharing, reacting, clicking
- ▶ Allows you to see the results of your paid and unpaid impacts
- ▶ Allows you to adjust your campaigns based on how interesting the post was, days and times it was posted

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# Benefits of Social Media for Business



**REACH**



**ENGAGEMENT**



**PROMOTION**

**FREE\***



**INCOMES**



**INTERACTION**

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# Generate Engagement for Business



**CONTENT**



**REWARDS**



**POSTS**



**INTERACTION**



**VALUES**



**HASHTAGS**



**STYLE**



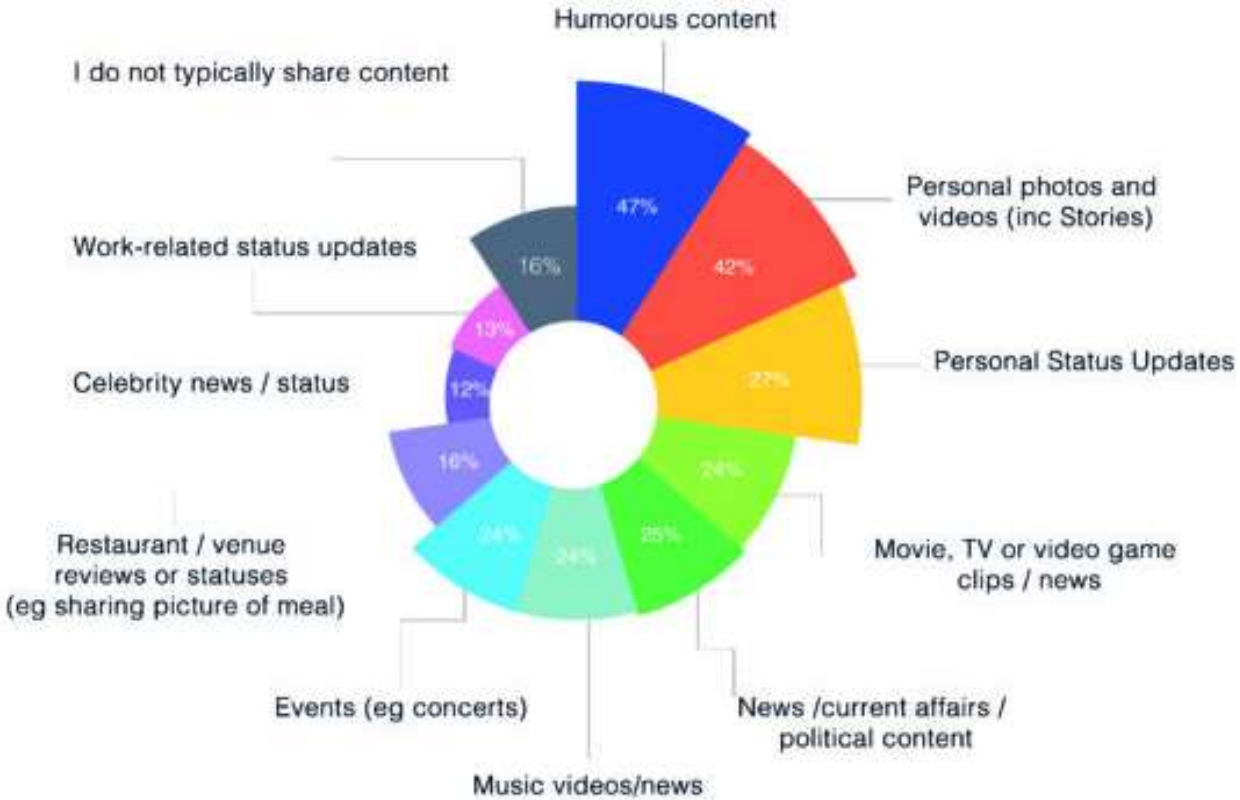
**RELIABILITY**

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# Most Liked Content - Ireland



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## Social Content Mix

Educate	Inspire	Delight	Help
With content that educates consumers about the breadth of product and service offerings.	With content that gives consumers ideas for new and interesting ways to use products and services to enhance their homes & lives.	With content that humanizes the brand and shows consumers <i>"we get you"</i>	With content that gives consumers ways to save time and money, via deals & offers, tips, hacks, etc.

## Content Creation

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# Helpful Tools When Creating Content

- ▶ **Canva** - Graphic design tool - free with premium options available - simple & easy to use
- ▶ **Buffer** - Scheduling content across social media platforms
- ▶ **Facebook Business Manager** - Scheduling across Facebook & Instagram, automatic replies
- ▶ **Pexels** - Free stock images
- ▶ **Send Anywhere** - Sending large files without affecting the image/video quality
- ▶ **Quik & Inshot** - Mobile Apps for video editing

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## More considerations.....

- ▶ Privacy - set a limit of what you are going to share
- ▶ Trolls - ignore them! Delete insults, report and block
- ▶ Negative feedback - Don't delete, consider letting the comment go, respond with kindness, offer an open dialog to contact you via email, be able to admit faults or seek resolution
- ▶ Reputational crisis - take time to think, do not lie, communicate with the people impacted, apologise
- ▶ Consider the best platform for you to engage on - demographics

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# Exercise

- ▶ Highlight the benefits found in social media marketing as opposed to traditional marketing

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## 1.2 What is a value proposal?

If you have an idea, think of your value proposal in terms of the three points about or think about why you bought one product or availed of one service over another recently.

- ▶ A value proposal specifies three things that are linked one to another:
  - ▶ What makes a company's product or service attractive?
  - ▶ Why a customer should purchase it
  - ▶ How the value of the product or service is differentiated from similar offerings
  - ▶ Supports your brand and how it is viewed in the minds of others

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# How to create a value proposal

What do you offer?

- ▶ What kind of product or service do you want to sell
- ▶ Functionalities and components of your proposal (describe everything you do and can offer without taking anything for granted). You cannot offer something you don't have/ offer. It has to be easily understood by your "client", true and without tricks, avoiding misunderstandings
- ▶ Brainstorming of ideas. Not just by yourself, but also with the help of people that know you well and what your offer. The image and perception you have about yourself and your skills might be different to someone else's perspective

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# How to create a value proposal

## What for?

- ▶ What benefits you generate for your audience.
- ▶ Different types can be considered:
- ▶ Rational: what your audience gets or gains from an objective point of view. Something that can be objectively valued. Not just from an economic perspective.
- ▶ Emotional: how it makes them feel. People are more moved by emotions than by reason.
- ▶ Problems you solve. Sometimes it is more intuitive to think about the problems you solve. I.E: product or service for specific needs.

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# How to create a value proposal

For how much?

- ▶ How much it will cost the audience. Taking into consideration the profile of your audience. The reaction to a same price differs from one audience to another. The economic means of teenagers are different to those of middle-aged people. You can't set a price that is not affordable to your audience.
- ▶ A common mistake is to think only about the cost associated with economic value. Different types of risk need to be identified: direct and indirect economic, effort, time, opportunity cost, etc.
- ▶ What is your long term goal? E.g. selling a product/service directly through your own site V's into a retailer - have to take the cost of retailers margin into consideration.

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# Example - Product

- ▶ Ireland's first blue cheese
- ▶ Become an import substitute for Danish blue cheese being imported into Ireland
- ▶ Lush green pastures of Co. Tipperary producing quality milk for cheese making
- ▶ 36 years of cheese making - reputation
- ▶ Diversified - Cozier Blue - sheeps milk
- ▶ Award winning cheeses - World Cheese Awards, Mondial Du Fromage, Great Taste Awards etc.



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## Example - Service

- ▶ Incydoney Surf School
- ▶ Longest running surf school in Cork
- ▶ Experience - in business for 16 years
- ▶ Surfing in Irelands number 1 beach as voted by tripadvisor
- ▶ 10 minutes from the vibrant festival town of Clonakilty
- ▶ Qualifies instructors - safe and secure
- ▶ Everything provided
- ▶ Diversified offering - surf camp, group and individual lessons, rent equipment only, surf cam



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# How to sell your proposal

- ▶ You must know how to sell in an attractive way to draw your audience attention.
- ▶ It doesn't matter if it is a product, a service or a personal brand.
  - ▶ Story telling - highlight your value, audience are drawn to people, brand that they can connect to and treat them well - humanise e.g. person not an agency
  - ▶ Social proof - highlight your successes. It is important to share comments from your followers, testimonials, etc., to build trust and awareness eg amazon reviews
  - ▶ Belonging - the audience likes to feel part of a community. Encouraging the engagement with and among your supporters
  - ▶ Differentiate - the audience will always want to know what value is in it for them. Make this clear and attractive.

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# Your Audience

- ▶ Segmentation is the process of dividing and organizing the population into meaningful and manageable groups or segments.
- ▶ By this way, you can tailor your cultural offer and communications to the preferences of each group.
  - ▶ Geographic - Where they live? (country, city...)
  - ▶ Demographic - Who they are? (gender, age...)
  - ▶ Psychographic - What they are like? (urban, country...)
  - ▶ Attitudinal - How they see the world? (opinions, reactions...)

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# Exercise

- ▶ Take a business idea you have or an example of a rural business you admire or think of a business where you use their products or services. Think of the customer segments for that business idea or business you use/admire
  - ▶ **What are the different customer segments**
    - ▶ Geographic - Where they live? (country, city...)
    - ▶ Demographic - Who they are? (gender, age...)
    - ▶ Psychographic - What they are like? (urban, country...)
    - ▶ Attitudinal - How they see the world? (opinions, reactions...)

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