

POWER of Business

— Share – Learn – Do —

Are We Entrepreneurs?

Using Ourselves as a Case Study to Measure the Impact of Extension's Web-Based Entrepreneurship Outreach



NDSU EXTENSION SERVICE

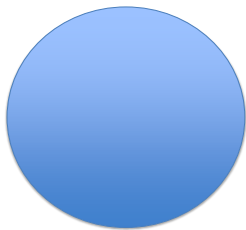


Cornell University Cooperative Extension



extension The University of Vermont

The University of Minnesota is an equal opportunity educator and employer.



What are you thinking right now?

Hello!

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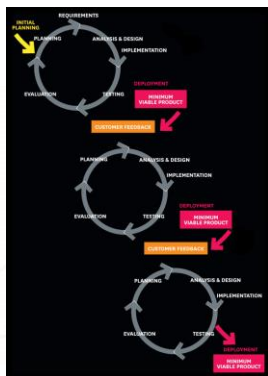
Top 3 Takeaways

- You have **7 Seconds** to make a great first impression
- **Fail Fast, Change Quick:** Work Differently:
- **Diverse Talents & Teams** are Key

Our Approach

Quick, Responsive Development Model

-Harvard Business Review, 2013



Does It Matter to: Extension? Small Business?

The Coming Digital Tipping Point. (2012) *Mission Extension: The Weblog*, Langcuster, J. <https://missionextension.wordpress.com/2012/08/16/the-coming-digital-tipping-point/>

Is Extension Ready to Adopt Technology for Delivering Programs and Reaching new Audiences. Diem, K. G., Hino, J., Martin, D., & Meisenbach, T. (2011) *Journal of Extension*, 49(6), Article 6FEA1

Extension's Online Presence: Are Land-Grant Universities Promoting the Tripartite Mission? - Arnold, Shannon; Hill, Alexandra & Bailey, Nikki (2014) *Journal of Extension*, 52(4), Article 6RIB1.

Internet Use for Small Businesses: Does It Matter? – Gallardo, Roberto & Jacobs, Austin. (2012) *Journal of Extension*, 50(6), Article 4RIB6.





- GOAL - Strengthen and support entrepreneurs and small business owners
 - An extension of eExtension COP - Entrepreneurs and Their Communities

- How do we enhance the business owners experience?
- How can we engage the owners in the conversation?
- What topics are of most interest?
- What format/s do they most prefer?
- How do we help?



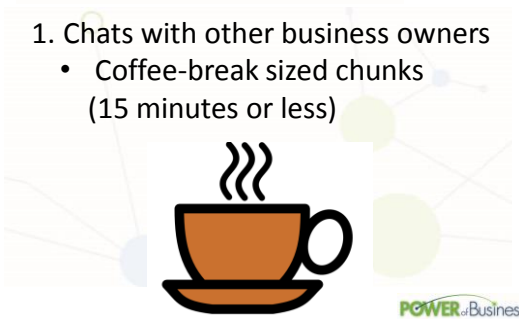


- People are busy!
- People only have so much time!
- People want to learn!
- People learn when they have to!
- People want to learn one thing at a time!



Friday 15– Live Chats

1. Chats with other business owners
 - Coffee-break sized chunks (15 minutes or less)



2. Blog



3. Social Media



4. Curated Content

Paper.li

<https://paper.li/UNLeShip/1319999929>

Hashtags

- #foodpreneur
- #agritourism
- #etailing
- #powerofbiz

Resources

POB Newsletter - <http://powerofbusiness.net/tips-and-resource-digest-help-for-entrepreneurs-small-business-owners/>
 Subscribe

Power of Business

Learn - Share - Do



5. Focus of Session - Measure Impact

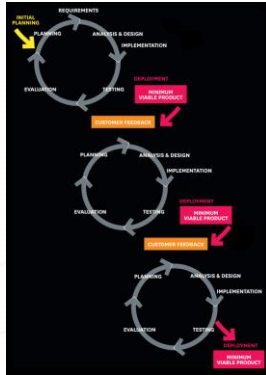
- Experience the tools that business owners are using
- Begin learning what information is being used
 - This example – Use of A/B testing
 - Also using Google Analytics and other tools

Our Approach

A/B Title Testing

7 Videos Developed for Rural Entrepreneurs

Each video also had a downloadable as supporting resource



What is A/B Testing?

A/B testing involves experimenting with at least two variations of the same message to see which one has the best conversion rate.

-O’Kane, 2013

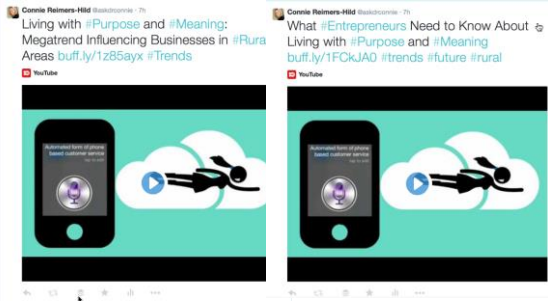


The Plan

- The 7 Topics
 - Marketing
 - Networking
 - Megatrends
 - Living with Purpose and Meaning in Rural Areas
 - The Gig Economy
 - The Decentralized Marketplace
 - Time Management
 - Mobile Security
- One topic per week
- Each topic given 2 titles



A/B Testing: Same Video, Same Hashtags, Same Time; But, Different Titles





- **Time Management**
 - Title A: Don't Have Time? Think Again!
 - Title B: Finding More Time - Learning to Prioritize!

- **Mobile**
 - Title A: Mobile Security Tips to Help You Be Safe!
 - Title B: Are You Keeping Your Mobile Devices Secure?



Goal – Utilize same description, same video, same hashtags, at same times to same audiences –
 – Trying to eliminate variance

- 4 Team members pushed information 6 social media platforms
 - Facebook - 4
 - Twitter - 4
 - Pinterest - 2
 - Blogs - 4
 - Google+ - 1
 - LinkedIn - 3





We learned a lot, including how much we don't know!

And

How much we need assistance from those who know!





- Everything takes two or three times longer than expected
- It's important to have a team.
 - People - Tech experts, Graphic designers, Web Analytics
 - That is committed and ready to make project a priority.
 - Financial support and Time
 - Constant change of people raise havoc with schedule
- Need to be able to have focused time on our calendar.
- Platforms – University software versus Industry standards
 - Transition from different platforms and that require "pro" versions to do what we wanted to do would have saved development time.





- May have been better to have people randomly see either one or the other of the two titles. In our case they would see both within a short period of time.
- Larger pool of people seeing the posts would have provided stronger results
- Millennials are great!
- Time commitments – Clear out part of your calendar.
- Allow plenty of lead time for creation of product and timeline



Lessons Learned

- Grants are nice but be prepared to wait for the bureaucracy to get them processed and the money actually in your hands.
- Need to keep up with trends but not get taken in by “today’s” new tool
- Team learning works
- Need to learn to write and think differently



Lessons Learned

- Universities aren’t as nimble as small businesses
- Platform selection, wordpress.com versus wordpress.org, delayed use of Google Analytics
- Effort showed how teams can become a “personal knowledge network” (PKN)



Working Differently Example

- Networking
 - 1 hour presentation - <http://www.slideshare.net/glenmuske/networking-farrms-215>
 - 4 page fact sheet
- To
 - 15 minute video - https://www.youtube.com/watch?v=2tmq_WivPoQ
 - Traditional 2-page fact sheet
- To
 - 5 minute video - <https://www.youtube.com/watch?v=dCKynKVqzFg>
 - 2 page bulleted fact sheet - <http://digitalcommons.unl.edu/cvicollect/3/>



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Since then.....

- Created a new Power of Business Facebook Page
- Utilized Facebook paid ads
- Started a 'Like' campaign
- Ran a contest
- Promoted a Video/PDF – 2:33 minutes
- Took Video and chunked into three parts
 - 1:50 – started Sept. 3
 - 17 seconds – will start Sept. 10
 - 24 seconds – will start Sept. 17



Since the.....

- **We have learned using Facebook Paid Ads**
- July 29, 2015
 - 630 likes
 - Reached 28,574
 - Learned the right image is critical
 - Using the right keywords is important
 - Discovered mobile is where the audience at
 - Video view of 2,866
 - Learned that the first 7 seconds are key
 - Cost per like – 46 cents
 - Total of \$402.87 – as of Sept. 4
 - Drilling down to identify the audience
 - Utilizing the insights to enhance the content







Future Recommendations

- Invest in Social Media Specialists
 - Analytics continuously becoming more complex
- Consider For-Pay Promotions and Analysis
 - A considerable amount of time was invested in promotion for very little return
- PKNs work but having an expert guide the experience allows learning to move quicker
 - However you don't have option to learn from your mistakes





Future Recommendations

- Tools to Use for A/B Testing
 - Mail Chimp
 - Google Analytics Experiments
 - Optimizely \$\$
 - Kissmetrics \$\$
 - VWO \$\$
- 10 Unique Tests for Every Social Media Channel - <https://blog.bufferapp.com/social-media-tests-ideas-strategies>



Can and how do we compete with the private sector?

- Are we quick or nimble enough?
- Do we have the support we need when we need it?



Resources

- 11 Content Marketing Statistics You Should Care About <http://www.smartbugmedia.com/blog/11-content-marketing-statistics-you-should-care-about>
- Which Stats Matter: The Definitive Guide to Tracking Social Media Metrics <https://blog.bufferapp.com/definitive-guide-social-media-metrics-stats>
- Google Analytics Academy <https://analyticsacademy.withgoogle.com/course01/unit?unit=1&lesson=1>
- Five Psychological Examples of High Converting Websites <http://www.entrepreneur.com/article/235923>
- Five Unique Ways to Measure and Evaluate a Social Media Campaign <https://blog.bufferapp.com/how-to-evaluate-and-optimize-social-media-content>



Resources

- How to Increase Your Facebook Conversions Using Google Analytics <http://www.socialmediaexaminer.com/increase-facebook-conversions/>
- Benchmarking Performance: Your Options, Dos, Don'ts and To-Die-Fors - <http://www.kaushik.net/avinash/benchmarking-digital-analytics-performance-metrics/>
- Four Online Marketing Metrics that Actually Matter <http://www.marketingprofs.com/articles/2015/27590/four-online-marketing-metrics-that-actually-matter?adref=nlk050415>
- Evaluating Your Social Media Activity in Extension Educational Programming <https://learn.extension.org/events/1645#VUeOmtjQPIV>





- North Central Regional Center for Rural Development
 - Grant Funding was Critical
- Alyssa Day-Intern Extraordinaire!
- IANR Media
- Power of Business Team
- Everyone who Retweeted, Favorited and Shared!





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