Are We Entrepreneurs?
Using Ourselves as a Case Study to Measure the Impact of Extension’s Web-Based Entrepreneurship Outreach

What are you thinking right now?
Hello!

• Connie Hancock, is a Community Vitality Initiative Educator with Nebraska Extension (chancock1@unl.edu)

• Glenn Muske, PhD is Rural and Agribusiness Enterprise Development Specialist with NDSU Extension Service - Center for Community Vitality (glenn.muske@ndsu.edu)

• Connie Reimers-Hild, PhD, CPC is the Associate Director for the Rural Futures Institute at the University of Nebraska (creimers-hild@nebraska.edu)

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

Does It Matter to:
Extension? Small Business?

https://missionextension.wordpress.com/2012/08/16/the-coming-digital-tipping-point/


• GOAL - Strengthen and support entrepreneurs and small business owners
  – An extension of eXtension 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?
This We Believe

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
  - Subscribe

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?

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**The Rest of the Plan**

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

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

We learned a lot, including how much we don’t know!
And How much we need assistance from those who know!

Lessons Learned

• 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.

Lessons Learned

• 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/glennmuske/networking-farrms-215
  – 4 page fact sheet
• To
  – 15 minute video - https://www.youtube.com/watch?v=2tmq_WiyPoQ
    – Traditional 2-page fact sheet
• To
  – 5 minute video - https://www.youtube.com/watch?v=dCKynKQzFg
    – 2 page bulleted fact sheet - http://digitalcommons.unl.edu/cvicollect/3/
Top 3 Takeaways

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

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

Tools to Use for A/B Testing
  – Mail Chimp
  – Google Analytics Experiments
  – Optimizely $$
  – Kissmetrics $$
  – VWO $$

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

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
- Four Online Marketing Metrics that Actually Matter
  http://www.marketingprofs.com/articles/2015/27956/four-online-marketing-metrics-that-actually-matter?adref=nlt050415
- Evaluating Your Social Media Activity in Extension Educational Programming
  https://learn.extension.org/events/16458/YUe0mt2QPiV
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Contact Information

• Glenn Muske – glenn.muske@ndsu.edu  
• Connie Hancock – chancock1@unl.edu
• Connie Reimers-Hild –  
  creimershild@nebraska.edu