Supporting Rural Business Success Through New Media Marketing Research

PRESENTED BY: Lauri M. Baker, Cheryl Boyer, Hikaru Peterson
Thanks for joining us today to learn about rural business success through new media marketing research.
Our Agenda for Today

Introduction of Center

Our team

Ongoing research projects
Future research projects

What this means for you

Your questions
The Center
Mission Statement

The Center for Rural Enterprise Engagement seeks to generate research-based knowledge related to new media technologies and rural enterprises while offering hands-on research experiences for graduate and undergraduate students in an effort to serve as a source for local, regional, and national rural enterprises and others involved in improving rural life.
Meet Our Team

background, discipline, training

Dr. Hikaru Peterson
Agricultural Economics

Dr. Lauri Baker
Agricultural Communications

Dr. Cheryl Boyer
Horticulture
Ongoing Research

Federal State Marketing Improvement Program
About new and social media

✓ Owners
✓ Employees
✓ Customers

Not Planning

Owners and employees felt social media should be spontaneous
BUT
Strategy and planning are recommended in theory and practice

Seen as Word of Mouth Marketing

Owners did not see direct economic impact, but indicated social media was a form of online word of mouth marketing

Customers Want Selling

Owners and employees thought they shouldn’t “sell” on social media
BUT
Customers wanted some level of selling
Green Industry Survey

- Comprehensive look at use of marketing practices
- Use and resources allocated to new media marketing
- Identify catalysts & barriers for adopting new media marketing
- Plans to reach as many green industry businesses with retail
- Launched April 2015
Future Research
Future Projects
What’s next

USDA AFRI
• Online communication & marketing for farm-based enterprises (FBE) around the nation
• Communication audit for all FBEs with online presence
• National survey of a sample of FBEs

KDA and Horticulture Research Institute
• Specific recommendations for social media marketing strategies
• Consumer valuation of specific features of social media posts, including content, frequency & delivery method
What This Means For You

Putting it all together

01 Determine your goals
02 Make a plan & invest
03 Talk to your customers

04 Connect with education, personal interest, & selling
05 Evaluate
06 Stay tuned
Questions?
now and later

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