

# Ontariofresh.ca

## How to use social media and the internet to market your business

### Hazelnut Symposium

March 19, 2012

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Communications and Program Manager  
*Friends of the Greenbelt Foundation/  
Greenbelt Fund*

# Overview

- Introduction to the Friends of the Greenbelt Foundation, the Greenbelt Fund, and **Ontariofresh.ca**
- Social media and Internet Marketing 101
- How to Use **Ontariofresh.ca** to Grow Your Business
- Q and A

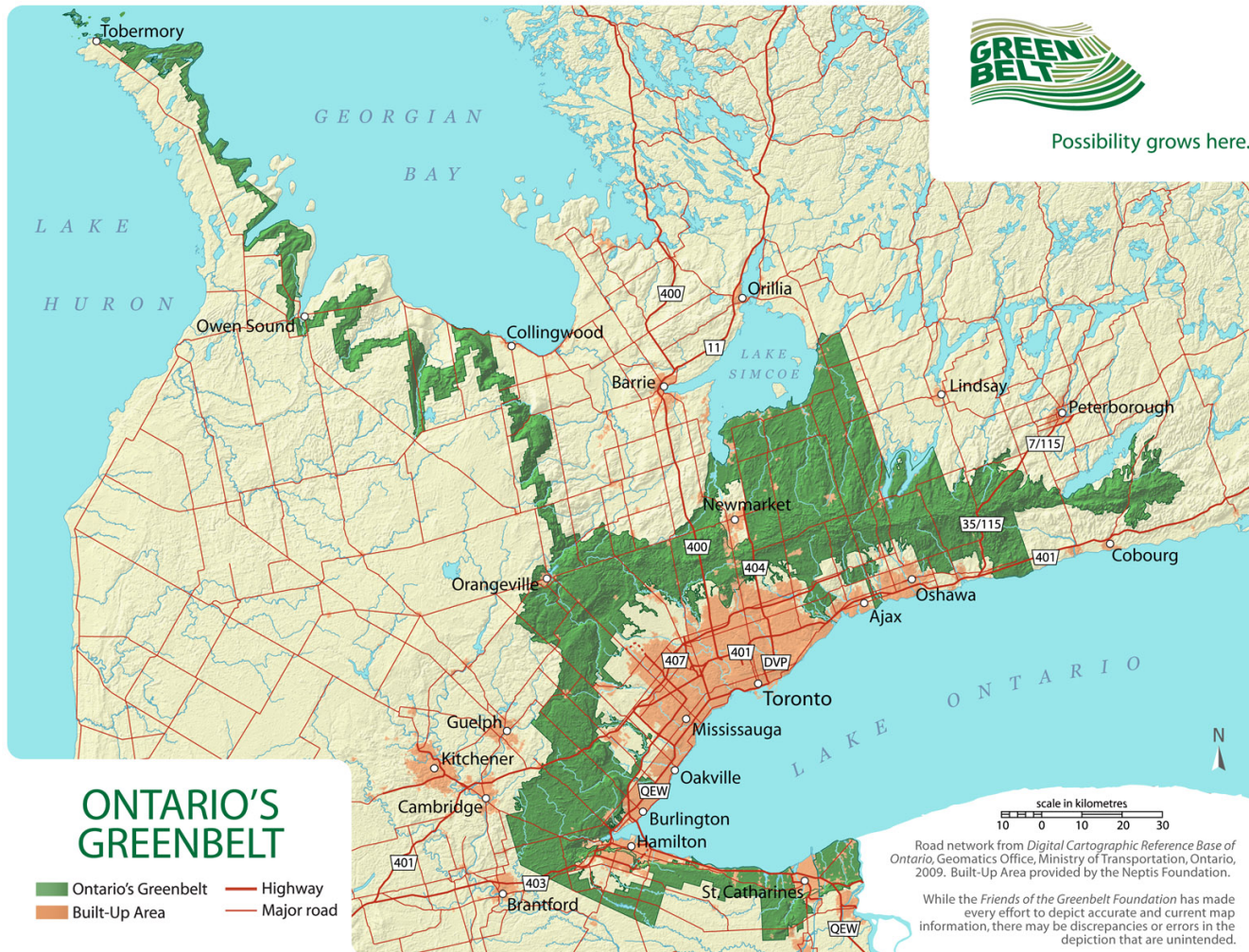


# Background

- *Ontario's Greenbelt*
- *Friends of the Greenbelt Foundation*
- *Greenbelt Fund*

*What do we do?*





Possibility grows here.



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Characteristics	Friends of the Greenbelt Foundation	Greenbelt Fund
Date Founded	2005	2010
Type of Incorporation	Registered Charity	Not-for-profit
Organizational Priorities	Supporting farm viability in the Greenbelt by funding local/regional activities	Supporting farm viability in the Greenbelt by funding Ontario-wide activities
Local Food Program Successes	<p>BPS food policy engagement and lobbying →</p> <p><b>Greenbelt</b><i>fresh.ca</i> →</p> <p>Celebrating Local Food Champions Reports →</p> <p>Feasibility Study for Regional Food Hub in Niagara/Hamilton Area →</p>	<p>BPS funding program</p> <p><b>Ontario</b><i>fresh.ca</i></p> <p>Provincial Local Food Challenge</p> <p>Regional Food Hub Pilot Project</p>



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# What is social media?

*Any website that doesn't just give you information, but interacts with you while giving you information*

# What is social media marketing?

*The process of gaining website traffic and other earned media by utilizing social media platforms*



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# Where to start?



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# Make a plan!

- What do you want to get out of social media?
- How much time and money can be allocated?
- What is your 'brand identity'?
- Who is your audience?
  - Individual Consumers (B2C) or Wholesale Buyers (B2B)?
- What platforms/tactics do you want to use? Why?
  - Website, Twitter, Facebook, Google+, YouTube, Pinterest...



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# Tips for Success

1. Know Your Audience
2. Do Your Homework
3. “Fish Where the Fish Are”
4. Set Realistic Objective and Goals
5. Be Yourself!
6. Determine How You Will Measure Results
7. Monitor and Adjust
8. Reciprocity – *Listen, Learn, Engage*



# You need a website!

- FREE TOOLS

- Wordpress
- Google Analytics

- PAID TOOLS

- Google AdWords

- TIPS

- Keep your content fresh
- Tell your story
- Track Users & Navigation
- Online Store (PayPal)
- Social media integration



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# Using Social Media *effectively*

## 5 Ways to Improve Engagement

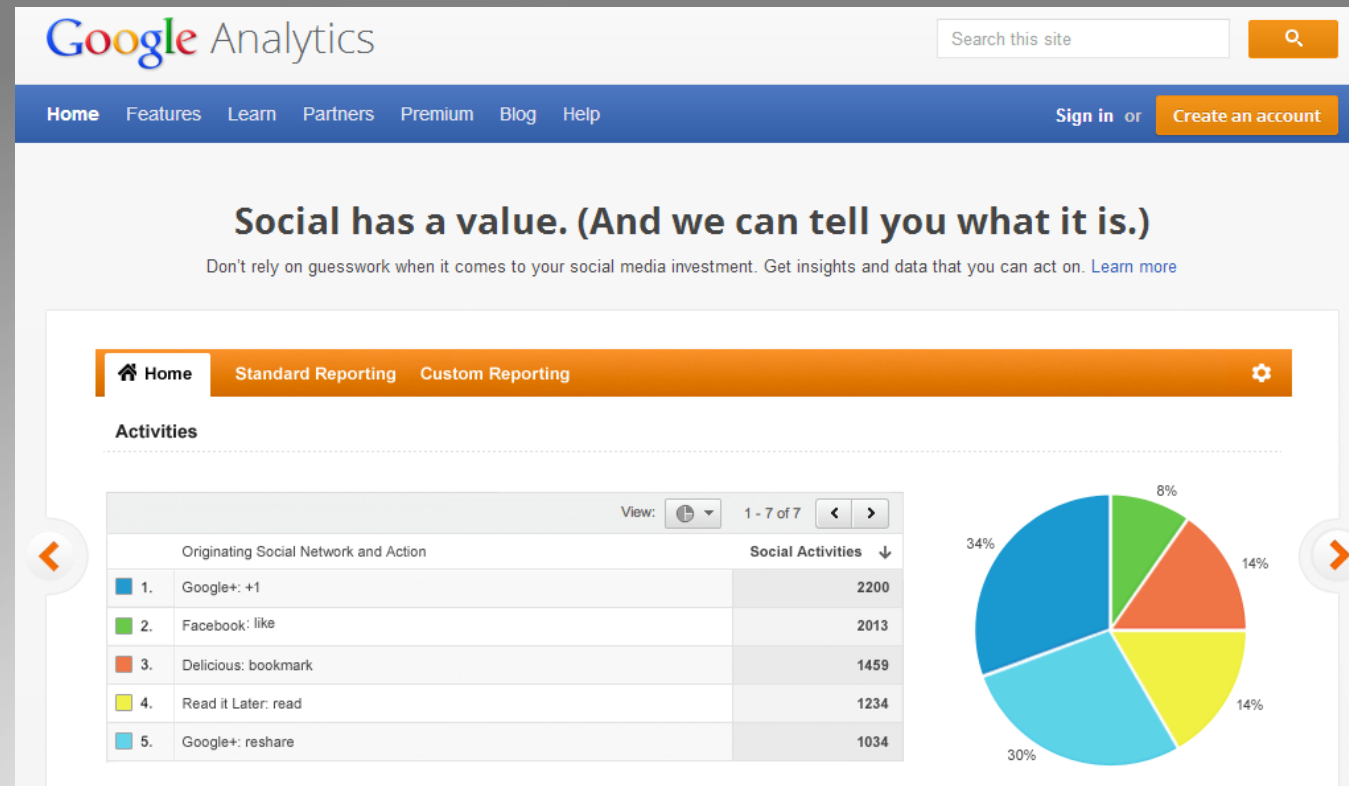
- #1: Post **Client-Centered** Updates
- #2: **Start the Conversation** –use **Questions!**  
Give your clients a chance to chime in.
- #3: **Enable Sharing**
- #4: **Sign Up Now!** – Create Action-Based Incentives
- #5: **Like Us to Enter! Contests!**



# Measure and Adjust!

## FREE TOOLS

- Google Analytics
- Tweetreach
- HootSuite
- AddThis
- Klout
- Facebook Insights
- TwentyFeet



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# Introducing Ontario*fresh*.ca

- ‘Beta’ version launched in November 2011, optimized version launched in August 2012
- Business-to-business (B2B) focus
- Dynamic and Interactive
- Empowering the seller
- Initiate sales and purchases in the *Marketplace*
- Robust News and Resources pages





# Major Activities:

- Marketing and Communications
  - Social Media
  - Events and Conferences
    - Ontario Pavilion at CRFA Show
  - Hosting and Facilitating Local Food Initiatives Online
    - Ontario BPS Local Food Challenge
    - Ontario Farm to School Challenge
- Soliciting feedback
- Industry consultations
- Ongoing site improvements



## Homepage

- Create a profile
- Access the Marketplace
- Featured members
- The latest News and Resources
- Twitter feed

## Search

- By specific product or business
- By profile type
- By farm practice
- By food safety certification






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# The Marketplace




Now at 1,378 Businesses




[BROWSE MARKETPLACE](#)

[NEWS & RESOURCES](#)

[HOW TO](#)

 [DIRECTORY](#)

 [SEARCH BUSINESSES](#)

[Profiles \(1\)](#)

[Marketplace \(0\)](#)


[My Account](#)

[Messages \(0\)](#)


[Connections \(9\)](#)

## Browse Marketplace


Rectangular Snip




**Asparagus Roots For Sale**  
by [Sandy Shore Farms LTD](#)  
Posted in [Vegetables](#)



**Peeled Carrots Available**  
by [Gwillimdale Farms Ltd.](#)  
Posted in [Vegetables](#)




**Green Peas**  
by [P & H Farms](#)  
Posted in [Grains](#)




**Green Peas**  
by [P & H Farms](#)  
Posted in [Nuts, Seeds & Herbs](#)

[Post Wanted Listing](#)


[Post For Sale Listing](#)




Vegetables




Fruit




Grains




Meat & Fish




Dairy & Eggs




Seeds, Nuts & Herbs




Prepared Foods



Beverages



Distribution & Logistics



Other Services



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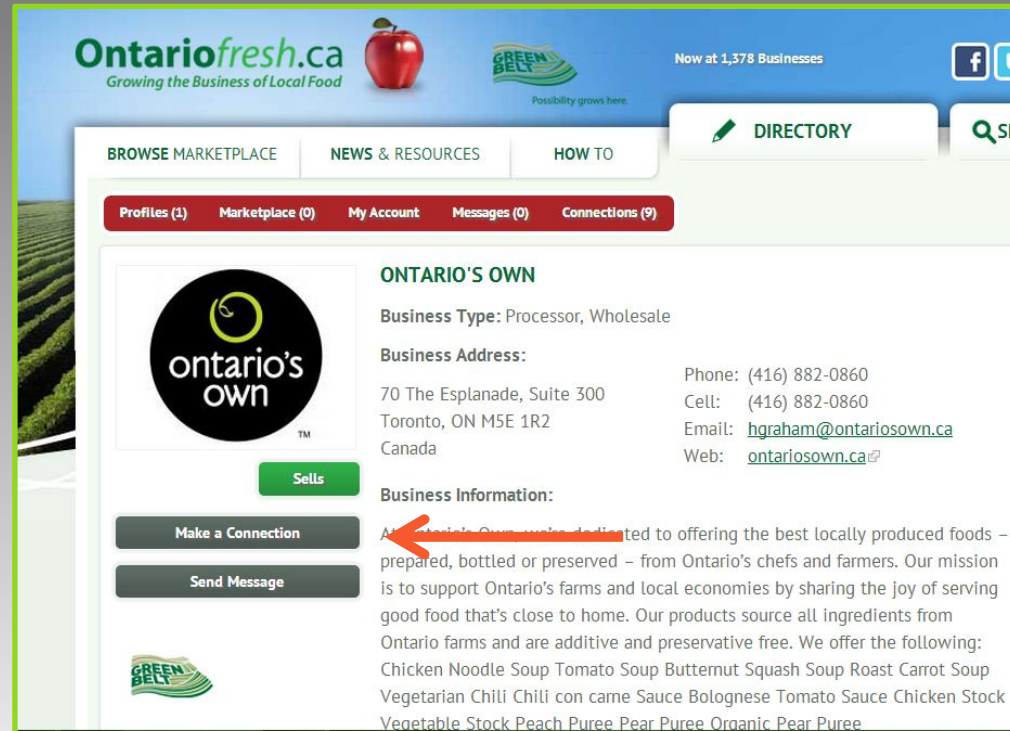
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# Making Connections

- Allows users to 'connect' with potential business partners and grow their networks... ‘
- All 'Connections' are listed on one convenient page
  - Eliminates the need to search and find them again
  - Easy to manage and organize your contacts



# Social Marketing Cycle



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# Questions?

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## Follow Us!



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**@ ontariofresh**



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