



HOW TO SHARE YOUR STORY ON SOCIAL MEDIA TO GROW SALES & COMMUNITY

Telling your story on social media creates a personal connection with your audience, making your brand memorable and relatable. By sharing your values, process, and unique journey, you build trust and authenticity, which encourages followers to support and engage with your business. A compelling story fosters emotional connections that turn casual viewers into loyal customers who champion your farm.

IDENTIFY YOUR UNIQUE STORY

- ❑ **Consider what makes your farm stand out.**
 - What are your values?
 - What farming practices do you employ?
 - Where are you located?
 - How are you involved in your community?

- ❑ **Compare your farm with others like it.**
 - What are YOU doing that they're not? What need are THEY filling? How can you fill another?

CRAFT A COMPELLING BIO

- ❑ **Keep it basic.**
 - Include
 - Who you are, what you do, where you do it
 - Be clear, relatable, and aligned with your brand values
 - Add personal, location-specific details to increase authenticity (and findability)

BUILD ENGAGEMENT AND COMMUNITY

- ❑ **Do the work.**
 - Encourage Interaction: Ask questions, share anecdotes/stories, and invite followers to share their experiences

 - Responding and Connecting: Replying to comments and messages, showing appreciation, and keeping the conversation two-way

CREATE CONTENT TYPES THAT RESONATE WITH YOUR AUDIENCE

- ❑ **Educate and inform (and sell!).**
 - Tips about farming practices or why methods matter
 - How to use the product
 - Recipes
 - Behind-the-scenes: Glimpses into daily work, personal moments, and production/harvest, etc.



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TLD SERVICES: AT A GLANCE



Marketing Assistance

SAMPLE PROJECT QUOTES:

Website Building	\$999+
Online Store Set-up	\$1,350+
Email Template & Training	\$450
Social Media Audit & Strategy	\$900
SEO Report with Recommendations	\$1,500
1 Hour Photo Shoot, all images	\$450+
Logo Design	\$900
Video	\$2000+

Ongoing Maintenance Support

ANNUAL

\$750 /YEAR

5 Hours Per Year of Support
Quarterly website check to ensure everything is running smoothly

REGULAR

\$300/MONTH

2 Hours Per Month of Support
Quarterly website check to ensure everything is running smoothly

FREQUENT UPDATE

\$550/MONTH

4 Hours Per Month of Support
Quarterly website check to ensure everything is running smoothly

74% OF OUR CLIENTS REPORT AN AVERAGE OF 200% ROI IN THEIR FIRST YEAR AFTER TLD MARKETING SERVICES.



CHAR MILLS, MODERN MAISON CO

“Working with [TLD] was amazing. Their joyous and positive demeanor truly made me feel at ease. They took the time to explain concepts unfamiliar to me and provided many recommendations along with solutions for business growth. I'd recommend TLD to anyone.”



FIND MORE EXAMPLES OF OUR WORK AND SUBMIT AN INQUIRY AT LOCALFOODMARKETING.COM