

Digital Marketing 101

Stay open year-round & tell your story online

A changing landscape

Digital marketing includes:

Website

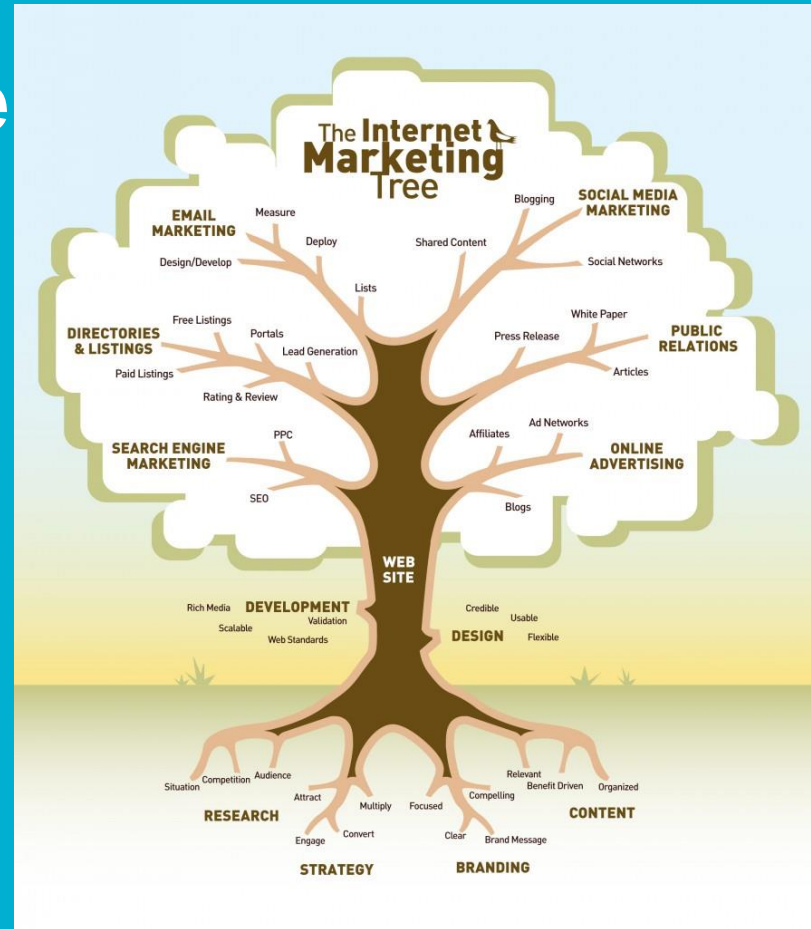
Blogs

Email Marketing

Social media

Online advertising

And lots more.



Where to Start?

Step #1

Answer a few questions in 5 minutes:

What is my biggest goal?

What objectives will help me reach my goal?

What time do I have to put into the project?

What are my priorities?

Possible answers:

Increase the number of CSA customers

Find wholesale partners

Bring more visitors to my farm/booth at market

Increase my visibility/ stand out from competition

“I'd like to be able to hand someone a card with my site listed on it and have them be able to have 'somewhere' they can go to to look at my work. My stuff is pretty visual, so I'd like to be able to drive potential clients to the site in order to build and diversify my customer base.”

- Jason Malone, woodworker

Define Your Audience and Story

Step #2:

What is the story you want to tell?

What is special about your story?

Who are you telling your story to?

How will people remember you?

What do you want people to DO?

Step #3:

I want the people I reach to:

Buy more produce on each visit

Sign up for my CSA, e-newsletter, blog

Visit my farm/stand at market

Call me for special orders or proposal

Interact or engage with me and my
business online

[ABOUT](#)

[GALLERY](#)

[PRESS](#)

[STORE](#)



[CART](#)

[YOU PICK](#)

[RECIPES](#)

[DIRECTIONS](#)

Certified Organic

Heirloom Blueberries & Blueberry Products

Farm Store Hours - Everyday 10am to 6pm

You-Pick Closed . Tours & Tasting Available

Bow, Washington

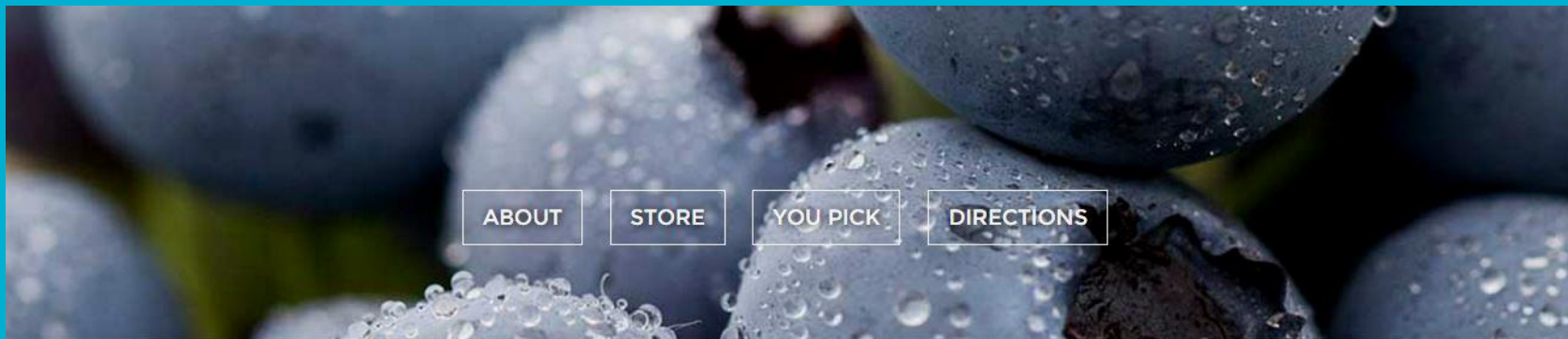


[ABOUT](#)

[STORE](#)

[YOU PICK](#)

[DIRECTIONS](#)



[ABOUT](#)

[STORE](#)

[YOU PICK](#)

[DIRECTIONS](#)

CERTIFIED



MAILING LIST

Email Address

[SUBSCRIBE](#)

FOLLOW US!



Bow Hill Blueberries

15628 Bow Hill Road, Bow, Washington 98232

(360) 399-1006

© 2016



MARIPOSA FARM

Lis and Joaquin Lopez
Everson, WA
(360) 920-1920

We grow a large variety of vegetables and berries in the productive soils of Whatcom County. We sell our produce at the [Bellingham Farmers Market](#), [West Seattle Farmers Market](#), and [Lake City Farmers Market](#). Bulk and Wholesale orders available upon request.

SEE YOU AT THE FARMERS MARKET!



Butterflies migrate long distances over several generations, guided by nature. We migrated from Mexico 9 years ago to work on organic farms in Washington. Now we have started our own family farm in Everson, WA.



Directory, Search Engines

Don't miss out on:

Online exposure, search engine results

Discovery – location, services, products

Fact finding - researching about you

Promotion and PR



mariposa farms seattle

All Maps Images News Shopping More Search tools

About 418,000 results (0.74 seconds)

Growing Washington | Contributing Farms and Businesses
www.growingwashington.org/#contributing-farms-and-businesses/...
The winner of the "Longest Trip to Seattle" award, Alvarez Organic Farms are ...
Mariposa Farm is a small family farm started in 2014 by Lis, a long-time Alm Hill ...

Welcome to Mariposa Farms
www.mariposafarms.com/
Mariposa Farms is a culinary herb farm located in the Midwest. We grow, pack and ship fresh and dried herbs throughout the Midwest.
Missing: seattle

Mariposa Farm - Home
mariposafarm.weebly.com/
Mariposa Farm ... We sell our produce at the Bellingham Farmers Market, West Seattle Farmers ... Now we have started our own family farm in Everson, WA.

Meet Mariposa Farm! - Seattle Neighborhood Farmers Markets
seattleneighborhoodfarmersmkt.tumblr.com/post/.../meet-mariposa-farm
Jul 23, 2015 - Meet Mariposa Farm! Story and photo by Melissa Allison Mariposa Farm is new to the Lake City and West Seattle farmers markets, but the ...

Mariposa Farms
www.mariposafarms.net/
Mariposa Farms is a full boarding facility located only 20 minutes from Will's Park. We offer full board, training board, lesson, and a full GHJA show schedule.
Missing: seattle

This Sunday we welcome a new family farm... - West Seattle ...
https://www.facebook.com/WestSeattleFarmersMarket/.../101534260135...
This Sunday we welcome a new family farm to our West Seattle Farmers Market, Mariposa Farm brought fennel, strawberries, leek scapes, and other delicious...

Mariposa Farms Profiles | Facebook
https://www.facebook.com/public/Mariposa-Farms
View the profiles of people named Mariposa Farms on Facebook. ... Farms Premium BeefStudied at University of WashingtonLives in Seattle, Washington.

If you like to eat, there's big news in little Bow-Edison ...
blogs.seattletimes.com/.../if-you-like-to-eat-theres-big-...
Dec 9, 2013 ... for a bowl of posole stew or some lime-soaked polenta cake at the Farm to Market ... (photos by Brian J. Cantwell/The Seattle Times) ... bakery location to reincarnate early next year as Mariposa, a takeout adjunct to Tweets, ...

Website vs. Blog

WEBSITE

Mostly static content

Professional calling card

One-way communication

Business minded or transactional

Information about products and services

Competition – your biggest competitor likely has one

BLOG

Regularly updated content or storytelling

Informal storytelling

Back and forth communication

Informative and educational

Feedback from customers

Your competition may not have a blog

Your Calling Card

Get a unique URL, or domain name

Read this great blog post on how to choose a good domain name:

<https://moz.com/blog/how-to-choose-the-right-domain-name>

Go to <https://domainr.com/> to see if your domain is available

Check out HostGator or similar sites to see hosting plans:

<http://www.hostgator.com/>

Or, host your blog/website on server that provides that service

A screenshot of the HostGator website's main banner. The banner features the HostGator logo at the top left, a navigation menu with options like 'Web Hosting', 'Cloud Hosting', and 'WordPress Hosting', and a 'Live Chat' button at the top right. The main headline reads 'Powerful Web Hosting' in large blue letters, followed by the sub-headline 'Web Hosting Made EASY And AFFORDABLE!'. Below this, there are two columns of bullet points listing features such as 'EASY Control Panel (Try Demo)', '1-CLICK Script Installs', '\$100 Google AdWords Offer', '\$100 Yahoo!/Bing Credit', '4,500 Free Website Templates', '99.9% Uptime Guarantee', '45 Day Money Back Guarantee', and '24/7/365 Technical Support'. A prominent yellow button says 'Get Started Now!'. To the right of the button, the price is listed as 'Starting At Only \$4.86/mo*'. On the far right, there is a cartoon blue dragon wearing a headset and a large orange starburst graphic that says 'Now 30% OFF*'. The background of the banner is a light blue sky with white snowflakes and a snowy ground at the bottom.

MY SITE

[HOME](#)[ABOUT](#)[CONTACT](#)

Choose Your Website Domain

This is the address where people will find your website online. Reserve your domain now or skip this step and choose it later.

Use a Subdomain of Weebly.com

A great way to get your website started

http:// .weebly.com



Available

Register a New Domain

For a more professional online presence

http://www. .com

Connect a Domain You Already Own

We'll help you connect your domain when you're ready to publish

http://

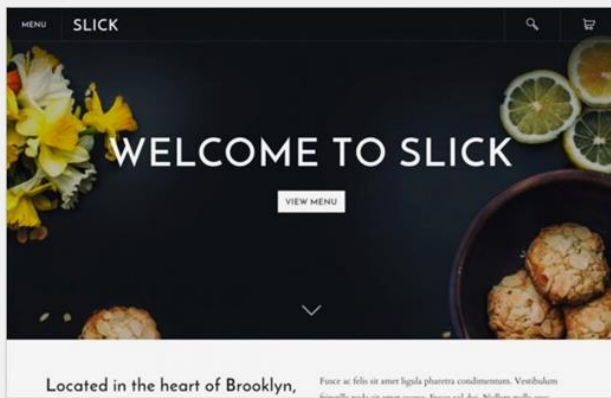
Continue

What's the Focus of Your Site?

- 
Site
- 
Blog
- 
Store

You'll have access to all of our awesome features no matter what you choose!

You can easily change this later



MENU SLICK

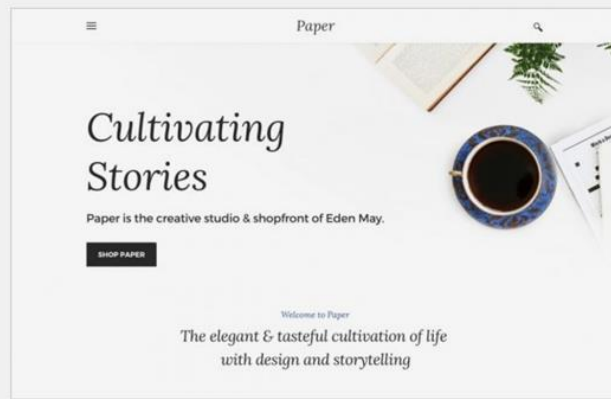
WELCOME TO SLICK

VIEW MENU

Located in the heart of Brooklyn,

Fusce ac felis sit amet ligula pharetra condimentum. Vestibulum

This is a screenshot of a Weebly website template named "SLICK". The header features a dark background with a menu icon, the word "SLICK", a search icon, and a shopping cart icon. The main content area has a dark background with a photograph of yellow flowers, lemons, and cookies. The text "WELCOME TO SLICK" is prominently displayed in white, with a "VIEW MENU" button below it. At the bottom, there is a white section with the text "Located in the heart of Brooklyn," followed by a line of placeholder text in italics.



Paper

Cultivating Stories

Paper is the creative studio & shopfront of Eden May.

SHOP PAPER

Welcome to Paper

The elegant & tasteful cultivation of life with design and storytelling

This is a screenshot of a Weebly website template named "Paper". The header is white with a menu icon, the word "Paper", a search icon, and a shopping cart icon. The main content area features a photograph of a cup of coffee, a notebook, and a pen. The text "Cultivating Stories" is in a large, elegant font, with "Paper is the creative studio & shopfront of Eden May." below it. A "SHOP PAPER" button is present. At the bottom, there is a white section with the text "Welcome to Paper" and a line of italicized text: "The elegant & tasteful cultivation of life with design and storytelling".



IMPACT

HOME ABOUT BLOG STORE CONTACT

Make an Impact with These New Looks

Shop our newest collection before it's too late!

This is a screenshot of a Weebly website template named "IMPACT". The header is dark blue with a search icon, social media icons, and the word "IMPACT". Below the header is a navigation menu with links for "HOME", "ABOUT", "BLOG", "STORE", and "CONTACT". The main content area features a photograph of a blue body of water. At the bottom, there is a white section with the text "Make an Impact with These New Looks" and "Shop our newest collection before it's too late!" followed by a green button.



BIRDSEYE

HOME ABOUT BLOG STORE CONTACT SPLASH

COLLECTIVE JOURNAL

Birdseye is a quarterly-published journal focusing on the beauty and form around us.

READ LATEST

Travel abroad with every issue,

This is a screenshot of a Weebly website template named "BIRDSEYE". The header is white with a menu icon, the word "BIRDSEYE", and a navigation menu with links for "HOME", "ABOUT", "BLOG", "STORE", "CONTACT", and "SPLASH". The main content area features a photograph of a white building with a dome and a large orange pot. The text "COLLECTIVE JOURNAL" is in a large, white font, with "Birdseye is a quarterly-published journal focusing on the beauty and form around us." below it. A "READ LATEST" button is present. At the bottom, there is a white section with the text "Travel abroad with every issue,".

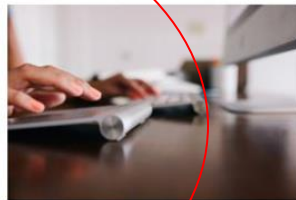


Designed and built by Jason Malone

Nestled in the foothills of the Rocky Mountains,
Pecos Woodworking offers a
full service art and custom woodworking

BUTTON TEXT

Services



Sed ut perspiciatis unde omnis iste
natus error sit voluptatem accusant.

Sed ut perspiciatis unde omnis iste
natus error sit voluptatem accusant.

Maker

Sed ut perspiciatis unde omnis iste
natus error sit voluptatem accusant.

Nestled in the foothills of the Rocky Mountains,
Pecos Woodworking offers a
full service art and custom woodworking

CONTACT

Edit Image



Services



Art Services

Offering a full range of museum quality art handling services.



Custom Woodworking

Traditional, handcrafted techniques combined with contemporary aesthetics create one-of-a-kind objects of beauty, grace and function.



Maker

Modern materials and techniques to create custom solutions. Pictured here: custom office divider for a dental office.

Ready to blog?

Blogging can:

Position you as a thought leader

Promote your business and website

Provide an avenue to interact and answer questions from your audience

Requires frequent updates of content

Drive traffic to your website and improve your standing on web search engines

Make the most of it

Host your blog on your website to build traffic to your site

Update it regularly, 2-3x weekly

“Tag” the posts and use keywords in the headline and body content

Link to other blogs

Answer and respond to your visitors

Find contributors and editors to share the load




Dine out and savor the flavors of the Pacific Northwest and beyond.

Atrium KITCHEN PIKE PLACE MARKET

Attend a seasonal cooking demo, hands-on cooking class or pop-up event in the heart of Pike Place Market. [Read More](#)

t New on Tumblr

-  Valentine's Events in the Atrium Kitchen [Read More](#)
-  13 Gifts for Your Valentine [Read More](#)
-  Happy Hour: 11 Spots to Meet Up for a Drink in the Market [Read More](#)

Seattle's original farmers market, established in 1907.
We proudly continue the "Meet the Producer" tradition, 363 days a year.

Atrium Kitchen Events Valentine's Gifts

 **Handmade Tagliatelle with Cucina Casalinga**
Friday, February 19, 6-8 pm





pikeplacemarketseattle

13 Gifts for Your Valentine

We know it can be tough to find just the right thing for your main squeeze. Time runs out, panic sets in and you find yourself eyeing the forlorn single roses at the gas station. But wait, there's still time to get the perfect gift, one that will do all you need your gift to do: show you are a loving, caring person who has sensitively thought about the perfect Valentine's gift, impress your Valentine with your forethought and, most importantly (let's just be honest here) make you look good. To help you out, we're counting down the days 'til Valentine's Day with 13 fantastic gift options available at Pike Place Market.

13. For the Star Wars Lover in Your Life



AT-AT Love Zip-up Hoodie from [Ugly Baby](#) (\$50)

The mission was to bring down the rebels' shield generator, but these rogue All Terrain Armored Transports (AT-ATs) went on their own mission—a mission of love! Ink printed on a light gray zip-up hoodie. Sizes are unisex, so women may want to order one size smaller than usual. Available at [Ugly Baby & La Ru](#)



pikeplacemarketseattle

Happy Hour: 11 Spots to Meet Up for a Drink in the Market

1. Radiator Whiskey

Rustic-chic spot in the Corner Market building (upstairs near Storyville Coffee and Matt's in the Market), boasting a huge whiskey selection and creative menu.



Instagram by [@moonwaffles](#)

Drink: Bourbon, rye, scotch... the list goes on!

Eat: Try the "Tot-Chos." Tater tots, sour cream, smoked cheddar, Mama Lil's peppers, debris, green onions

LACTO FERMENTED SPICY KOREAN KRAUT

February 3, 2016 By Erica — 2 Comments



Think of this as kimchi for wimps. It's more accessible in flavor than a traditional Korean, long-fermented pungent cabbage or turnip ferment. But it's not so *unlike* kimchi that it won't stand in well as a spicy, pungent addition to rice bowls, soups, and noodle dishes of all kinds.

For the best results on this ferment, you absolutely need to get a Korean style chili flake called gochugaru. I swear by [Mother-in-Law's Kimchi](#) brand gochugaru. You'll notice in the recipe below I call for a *half-cup* of this chili flake.

If you try to substitute regular crushed red pepper flakes at these same quantities, your mouth will melt and drip out of your head like sad, bloody, tongue-colored pudding.

[READ MORE »](#)

Hello, thanks for visiting! I'm Erica, a professional chef turned gardening and urban homesteading fanatic.



New? [Start here](#). If you like what you see, please subscribe! Just enter your email below.

GO



MY BOOK!



MOST RECENT POSTS



FEBRUARY GARDENING CHORES FOR THE PACIFIC NORTHWEST



THE CORPSE REVIVER NO. 2



WHEN CHICKEN KEEPING WAS PATRIOTIC



5 THINGS FRIDAY: 1/22/16



5 MUST-SEE PERMACULTURE AND AGROFORESTRY VIDEOS



WHY YOUR SPRING GREENS BOLT AND HOW TO STOP IT



[IndieBound](#) | [Books-A-Million](#)



UPCOMING EVENTS

[SURVIVAL PODCAST: EXPERT COUNCIL](#)

February 5

[SURVIVAL PODCAST: EXPERT COUNCIL](#)

February 19

[NWFGS: FOOD PRESERVATION IN THE DEPTHS OF WINTER](#)

February 19 from 11:45 am to 12:45 pm

[View All Events](#)



FRIENDS

E-newsletters

Engage with your core audience on your timetable

Express passion for what you do

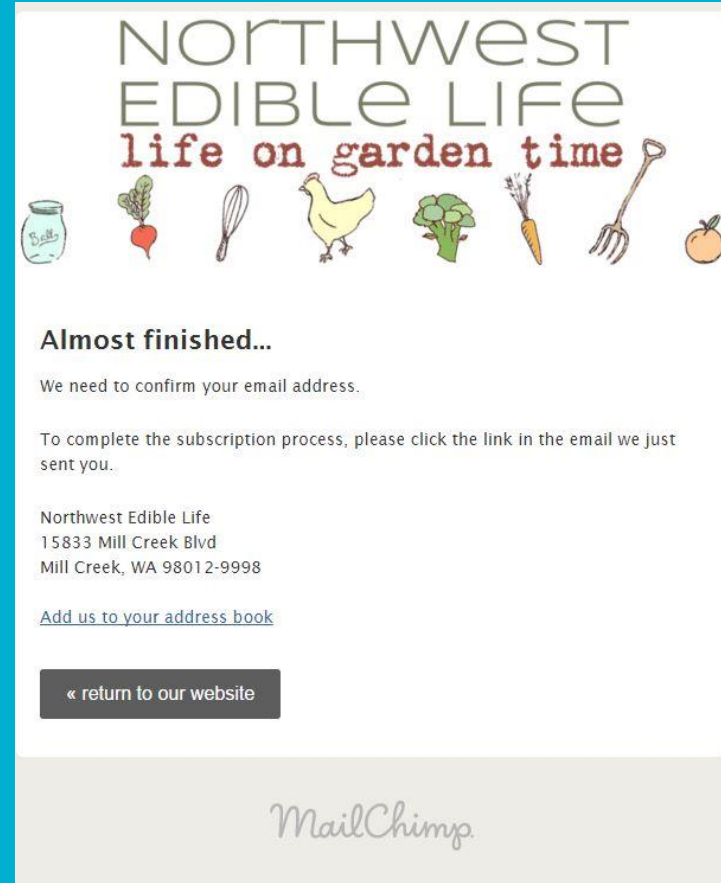
Have an “opt-in” and send an auto responder immediately

Show your identity in your email

Show images, fonts, colors, logo, similar look to website

What to write: help solve problems, inspire and inform

Give them more options to buy, engage or learn



Sellen

Building community.



Pike Place Market Front Construction Update

January 18, 2016

Construction Activities

The Nature Conservancy 

[ADOPT AN ACRE](#) | [DONATE](#)

WASHINGTON

GREAT PLACES

[VIEW IN BROWSER](#)

FEBRUARY 2016



Local
WASHINGTON

Washington: Photo of the Month

The colors of the world's largest temperate rainforest are on display for one Vancouver Island photographer exploring the Emerald Edge.

[See the photo!](#)



Little Qualicum Falls © Tom Parker

FEATURE STORY

10 Birds to Look for in Winter

Attention new birders: Winter is not the off-season. In fact, birds can be especially easy to find in the winter months.

[View Snow Birds](#)



Photo © Claudine Lamothe / Flickr



Thank you!

