

SOCIAL MEDIA & DIGITAL MARKETING

FOR FARMERS & SMALL BUSINESS OWNERS



[KELLEIGH@BIGISLANDCOFFEEROASTERS.COM](mailto:kelleigh@bigislandcoffeeroasters.com)

@BIGISLANDCOFFEEROASTERS

since Feb 2015

*no retail location *no farmers markets

*no advertising *no paid-likes *w/o farm tours

INSTAGRAM:>600 TO 18,500

FACEBOOK: 1,670

TWITTER: 2800

PINTEREST: 1100

PERISCOPE

NEWSLETTER CONVERSIONS

\$1.75

@PARADISEROASTERS

since April 2016

INSTAGRAM:>400 TO 1270

FACEBOOK: >800 TO 1,021

NEWSLETTER CONVERSIONS

FROM \$.25 TO \$.75



napohbarista

Follow

75 likes

5w

napohbarista Friends, you have to treat yourself to @bigislandcoffeeroasters | Big Island Coffee Collection; your tastebuds will thank you. lol
 Seriously, these coffees are unique. Each one is different in complexity, sweetness, and aroma.
 Here's a tip: add a small box of Macadamia Shortbread Cookies to qualify for free shipping!
 Order with confidence as their coffees are

Log in to like or comment.

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Honeyed Yellow Caturra



Uniquely Brewed via "Aerodrip "

This is it, the last 21 g of Big Island Coffee Roasters "Honeyed Yellow Caturra." I received this exclusive bag of coffee a little over a week ago and since, have been savoring every bean. Honeyed Yellow Caturra has been in my bucket list for over a year, and I'm actually happy I waited this long to purchase it, as over the time I've become more knowledgeable in brewing coffee and extracting its flavors.

The brew method of choice for this special occasion is called the "Aerodrip." This method is much like your standard Pour-over in that the coffee grounds are saturated with water and left to bloom, followed by the pouring of water in small increments as the coffee drips through the paper filter. However, the difference is that the relatively small diameter of the Aeropress allows for immersion of the coffee grounds as well as agitation by stirring (if desired).

I chose this method because I wanted to recollect what I tasted a week ago; I guess this was my way of compensating for shelf-life. I believe the key element of this process is immersion and agitation by stirring, as it extracts flavors from all coffee grounds, and not just the center grounds like many of the standard Pour-over methods. However, keep in mind that agitation by stirring also increases the rate of extraction — the more you stir, the shorter your brew time will be.

The result was better than expected. I managed to get some of the floral and fruit notes, however the flavors that stood out the most in this cup are of almond and honey. The cup was clean and smooth with a nice mouthfeel and a pleasant lingering after taste. I will definitely love to try this brew method again with a fresh batch.

Below is the recipe used for my final cup of Honeyed Yellow Caturra:

Preheat the Aeropress, beaker and cup (for heat retention)

Set water temp. to 205 degrees (to compensate for heat loss)

Use a medium coarse grind setting (adjust for desired flow rate and taste)

21g of coffee & 326g of water for a ratio of 1:15.5

Add 50 g of water and let it bloom for 35 seconds

Then add 60g more to reach 100g

Gently agitate coffee (stir only once or twice)

Continue to pour water in small increments until 326 g is reached. (Brew time should be between four to five minutes.

Enjoy and Mahalo

From Napoleon Rincon @napohbarista

REMEMBER

TREAT IT LIKE A GAME - HAVE FUN!

THE RULES WILL CHANGE OVER TIME

YOU'RE RENTING YOUR FOLLOWERS

IT'S NOT A POPULARITY CONTEST: IT'S NOT ABOUT LIKES OR FOLLOWERS



OPPORTUNITY

(not sales, though that is included)

OPPORTUNITIES

- Build your brand presence
- Build a loyal fan following
- Tell your story. Show the multiple dimensions of your company
- Find partnership opportunities
- Drive visitors to your locations
- Gain market insight*
- Establish thought leadership
- Improve search rankings
- Reduce marketing expense
- Transition products quickly (flash sales, etc.).
- Self sufficiency
- Go viral *





GROWING OPPORTUNITIES

We'll cover:

- The pillars of digital marketing
- Setting the foundation for work flow
- What apps and third party tools to use to help manage your accounts
- How to store, edit, and reuse content
- Tips for Facebook & Instagram
- Quick intro to Facebook ads
- Protecting yourself from changes in algorithms.
- Q & A

TRADITIONAL

DIGITAL

27 • DAILY NEWS, TUESDAY, SEPTEMBER 8, 1959

HOW TELEVISION BENEFITS YOUR CHILDREN

OWN A
Motorola
 AND YOU KNOW YOU
 OWN THE BEST

Motorola, leader in television, shows how TV can mean better behavior at home and better marks in school!

Home, sweet TV home! Peace! Quiet! No more "ratty day care" . . . with television keeping small fry out of mischief . . . and out of mother's hair. And that's just one of many TV blessings. "Taking away television from children who 'out up' is a punishment that really works," writes an authority on child psychology. "The very thought of missing some pet program turns little boys into lambs. And, incidentally, those favorite programs in the late afternoon are the world's finest magnet for getting tardy youngsters home on time."

Gets homework done—promptly! The simple rule "Homework first—television second" has solved the problem in thousands of homes . . . has made children more interested in school work. "Television," says the *New York Times*, "can be enjoyed in healthy moderation in the same way as sports or movie-going, but only the mother and father can make certain this will be the case."

Will television strengthen family ties? Educators, religious and social workers all agree it can be one of the strongest forces in America for bringing the family together to enjoy good, clean entertainment right in the home. Parents can select their children's "TV diet" from a wide variety of wholesome programs.

Motorola's leadership in television design as well as performance is recognized with the 1959 Fashion Academy Gold Medal Award. Typical example of Motorola ingenuity is this Table Model 177B. Clean, classy 18" picture, only 7 simple controls, 8 1/2 in. antenna, price only \$199.95. View it at your dealer's along with other beautiful Motorola models from \$199.95 to \$499.95. Then let a Motorola demonstration in your home show you how much TV enjoyment can benefit your own children.

Motorola

TELEVISION



TRADITIONAL

MAGAZINES, BILLBOARDS, NEWSPAPER ADS, RADIO, TELEVISION.

- Large, general reach
- Fixed, usually long life per ad
- One way communication with the receiver, "set it and forget it"
- Consumer receives one glimpse into the company per ad
- ROI difficult to assess
- Expensive
- Without having a marketing team or focus group, the target market may not see the ad, or it might not resonate with them
- Get what you pay for: 1 ad.

DIGITAL

SM, GOOGLE ADS, RETARGETING, FB ADS, ETC.

- Smaller, niche, targeted.
- Flexible ad, photo, or post life.
- Two way communication. Engagement is the rule.
- Limitless opportunities and multiple platforms to tell your story/ describe your product or services.
- ROI measurable through CTR, impressions, sales, behavior tracking, etc.
- Budgetable
- A/B testing
- Gain market insight with each ad

PILLARS OF DIGITAL MARKETING

THE ELEMENTS WHICH COMPRISE OF A COMPREHENSIVE
APPROACH TO ATTRACT & RETAIN CUSTOMERS ONLINE

Email Marketing & Metrics

Content

Social media

Web design

SEO

Paid advertising



CONTENT CREATION

MARKETING APPROACH FOCUSED ON CREATING AND
DISTRIBUTING VALUABLE, RELEVANT, AND **CONSISTENT**
CONTENT TO ATTRACT AND RETAIN AN AUDIENCE.
INCLUDES BLOGS, EBOOKS, INFOGRAPHICS
SLIDESHOWS, PRESS RELEASES, PODCASTS, AND VIDEOS.



bigislandcoffeeroast...

Follow

787 likes

32w

bigislandcoffeeroasters We've made our "[#FiftyShades](#) of [#HawaiianCoffee](#)" photo into a high resolution download that you can print as a poster, hang on a wall, give to a friend and enjoy! Click on the link in our profile or go to shop.bigislandcoffeeroasters.com/downloads/ to grab a copy. [#artandcoffee](#)

//

Pictured above: Ka'u Peaberry, Kona Maragogype, green Puna Peaberry, Honey Process (Honeyed Yellow Caturra), Natural Process, Kenya-Washed, Yellow Caturra Cherry, Pink Bourbon, & Red Caturra.

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Log in to like or comment.

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SOCIAL MEDIA

A PLATFORM FOR YOUR CONTENT

Facebook

Instagram

Twitter

Pinterest

Snapchat

Periscope

Reddit

Quora

LinkedIn

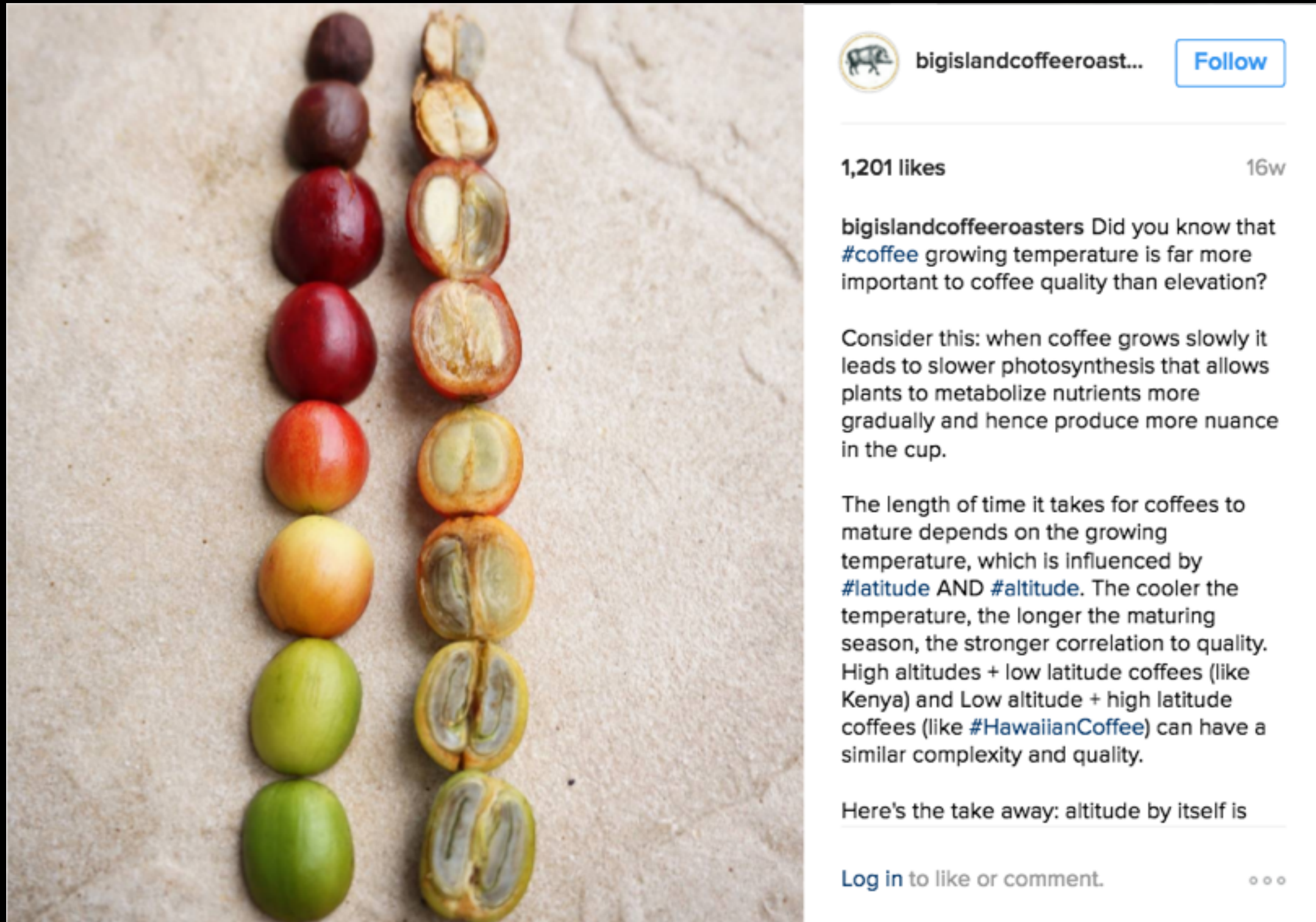
YouTube

Flickr

Begin thinking about your account as a testing ground for sorting the kind of material which engages your customers.

Post which perform well can be repurposed...

1200 LIKES & 61 COMMENTS = FUTURE AD?



65 COMMENTS = HIGH ENGAGEMENT = BLOG POST?



bigislandcoffeeroast...

Follow

452 likes

35w

bigislandcoffeeroasters One reason Puna Coffee tastes so different from other Hawaiian coffees is the volcanic cinder cone it grows from, formed from explosions and lava flows like this one, which happened just 15-20 miles from our farm in 1960.

It's hard to imagine, but the roots of our trees grow not in true soil, but porous, mineral-laden lava rock. This is likely the reason our flagship Puna Kazumura coffee tastes heavy with minerals and is, as most people comment, uniquely aromatic.

[#learnaboutcoffee](#) [#volcanonationalpark](#)

[view all 65 comments](#)

pink_house_alchemy Wow

quest_coffee_co And from the right tree, you can pick them roasted! 😊

quest_coffee_co Love your packaging
BTW we use Roaster as well and have

[Log in](#) to like or comment.

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GAIN MARKET INSIGHT THROUGH ENGAGEMENT



bigislandcoffeeroast...

Follow

527 likes

21w

bigislandcoffeeroasters What's the most or least important trait for YOU in selecting an espresso/ coffee? Direct Trade, Organic, Fair Trade, origin, tasting notes, the coffee background (variety, terroir, elevation), roast level, awards, a friend's referral, or anything from a roaster you trust?

—
#espressolover #specialtycoffee
#coffeeshesh #coffeegeek #coffeelover
#singleorigin #soespresso #coffeetime
#barista #baristadaily #coffeeig
#coffeeoftheday #coffeeprops #coffeedaily
#coffegram #coffeebrewing #handbrew
#pourover #aeropress #chemex

caldwellcoffee Coffee background (processing too), roast level, general tasting notes 😊

ciftcidar It is thoe whole picture i think :)

courtneyy_lucas Direct trade, coffee

Log in to like or comment.

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SEARCH ENGINE OPTIMIZATION

STRATEGIES AND TECHNIQUES USED TO IMPROVE THE WAY CONTENT IS RANKED BY SEARCH ENGINES-- INCLUDING GOOGLE, BING, YAHOO AND OTHER SEARCH ENGINES.

PAID ADVERTISING

RETARGETING, GOOGLE SEARCH ADS, FACEBOOK/INSTAGRAM ADS, WEBSITE BANNER ADS, MOBILE ADS, PPC.

WEBSITE DESIGN

GREAT WEB DESIGN IS ALL ABOUT HELPING THE USER ACCOMPLISH A GIVEN TASK AS SIMPLY AND EFFICIENTLY AS POSSIBLE. SHOULD BE INTUITIVE, OTHERWISE IT'S FAILED.

METRICS

STANDARD FOR MEASURING HOW SUCCESSFUL A STRATEGY OR WEBSITE IS IN ORDER TO OPTIMIZE IT FOR CONVERSION.

ARGUABLY THE MOST IMPORTANT PIECE OF YOUR DIGITAL
MARKETING STRATEGY:

EMAIL MARKETING

Otherwise you're just renting your friends.

BEGINNER'S FORMULA

SOCIAL MEDIA

+

EMAIL MARKETING

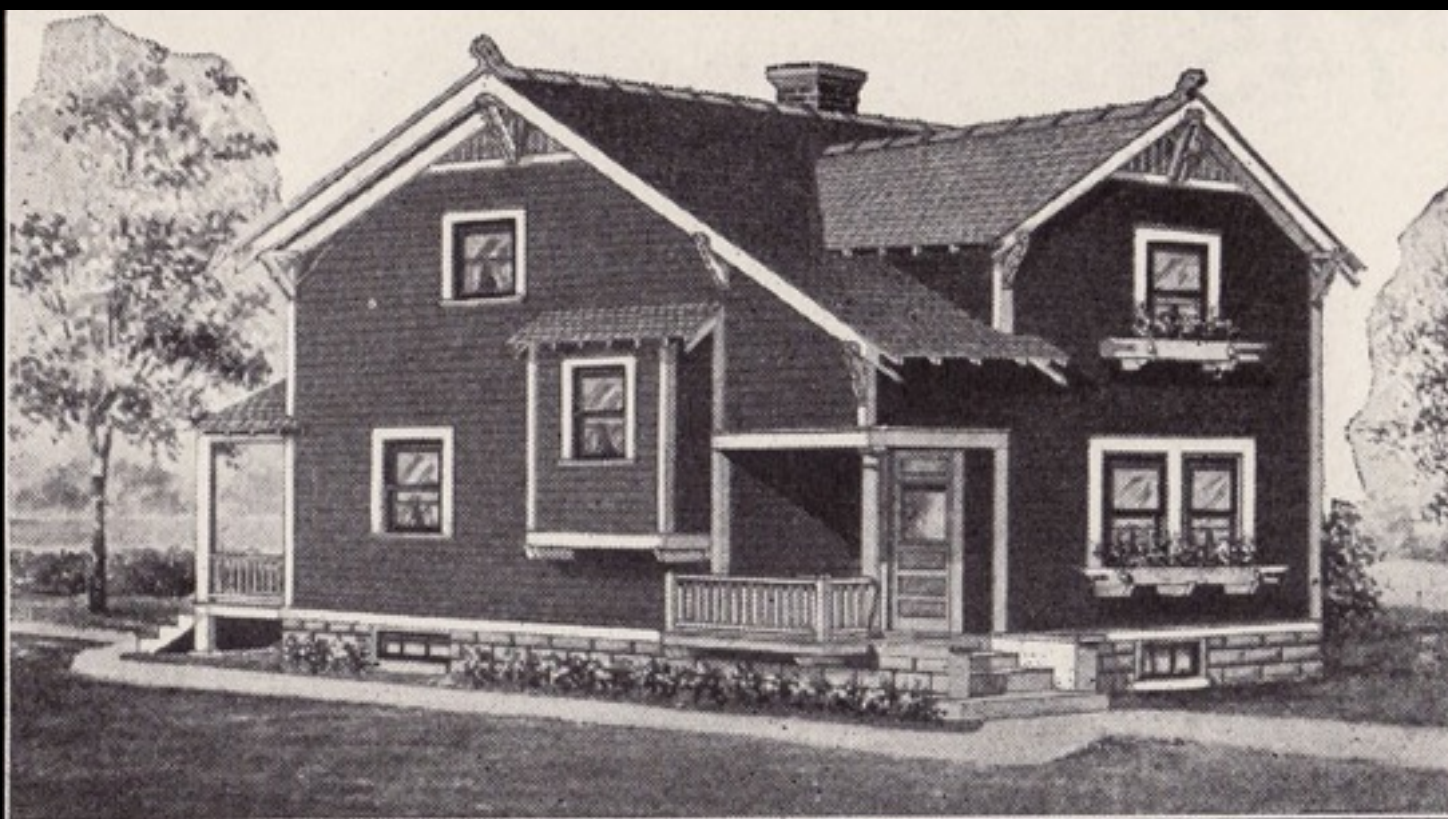
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METRICS

SET THE FOUNDATION

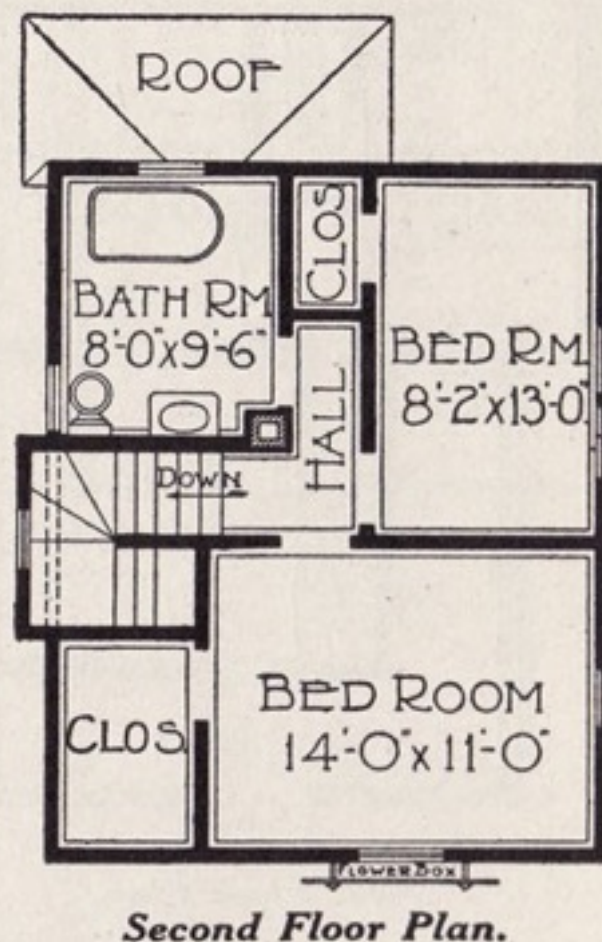
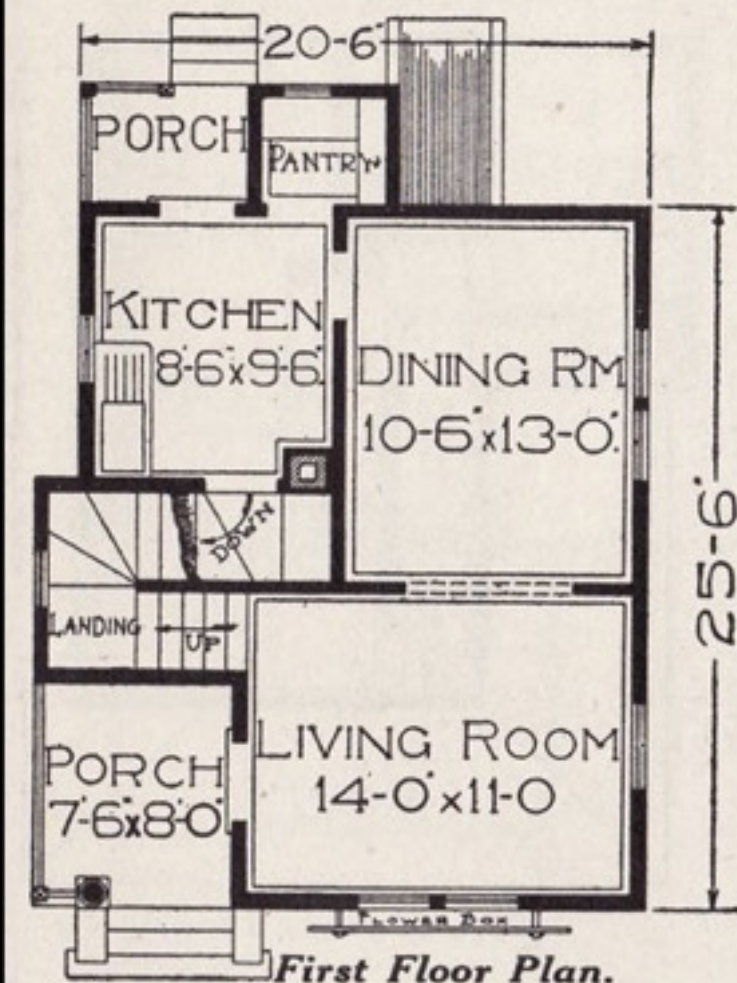
FOR SOCIAL MEDIA WORK FLOW





MODERN HOME No. 264B199

\$647⁰⁰



REGISTER AND
DOWNLOAD THESE APPS:

GOOGLE DRIVE PHOTO STORAGE

IFTTT AUTOMATION

REGRANN SHARING BETWEEN
ACCOUNTS & REPOSTING FAN CONTENT

FLICKR STORING EDITED PHOTOS, FAN
POSTS, AND CAPTIONS

INSTAGRAM SOCIAL EPICENTER

FACEBOOK

TWITTER

PINTEREST

optional: Pixlr for adding text on photos and
making collages

GOOGLE DRIVE OR DROP BOX SNAP & SAVE

Safe keeping and quick access for original photos. Store it while you work.

IFTTT AUTOMATION APP

You create "recipes" where actions trigger events.

Examples:

- If Apple's stock prices fall, send me a reminder to be nice to my brother.
- If you own a digital lighting system, like Phillip Smart Hues, you can trigger it to turn on a light every time you're tagged in an FB post.
- My favorite: change my Android's wallpaper to NASA's image of the day.

Social media IFTTT recipes:

- Automates posting to a Pinterest board
- Posts a native photo to Twitter
- Save your Tweets to a Drive spreadsheet
- Share new links you post on your FB page to your Twitter account.



INSTAGRAM ACCOUNT EPICENTER

- Simply the fastest and easiest way to send one photo to multiple platforms.
- Simple, high quality photo editing.
- Self sufficiency: you have the power to build an authentic following quickly.
- 66% of people are visual learners.
- You live in Hawaii. Show it off a little.

REGRANN LINKING ACCOUNTS

- Push a button and share ANY public photo to Pinterest, Twitter (native), and Facebook.
- **Repost fan photos.**
- Save photos to post at a later time.

FLICKR SOCIAL STORAGE

- Storage for edited photos & their captions
- Easy sharing to other platforms
- Flickr permits photo downloading, so it's a great way to share post-edit content & captions to a team.
- Can be set to private.

PINTEREST, TWITTER, FACEBOOK*

- Simple to link, so why not?
- Establish a presence and focus on later



BEGINNERS WORKFLOW: 1 POST, 5 PLACES



IFTTT RECIPES Create 4 different recipes in IFTTT to send your Instagram post as a native photo to Twitter, upload it to Pinterest, send it to Facebook & Flickr

1. **SNAP** Snap the photo.
2. **UPLOAD** Immediately upload to a Drive or Dropbox folder and save it for later.
3. **EDIT** Edit and add captions using Instagram's native editor. Keep initial hashtags to 3-6.
4. **POST** Post the photo to Instagram.
5. **HASHTAGS** Add hashtags to the first comment.

optional: instead of IFTTT recipes use REGRANN app for to clean up the post and share to Twitter & Pinterest.

10-20 MINUTES

WORKFLOW TIPS

Snapping the photo

TIP: Use photos with symmetry, eye catching subjects, a good use of space and/or attention-grabbing color!

Poorly lit, overly crowded, faded, cluttered, busy, fuzzy photos are not fun for people to look at!

If the photo doesn't deliver the concept or provide value, consider whether you should post it.

Editing and adding captions

TIP: Due to recent changes in the algorithm for FB and IG, posts are being weighted more heavily towards interaction (shares, likes, views, comments). So make sure you've got at least two posts per week you've really spent some time on crafting. *

85% PBS, 15% QVC

For adding text to your post, use apps like Canva, Studio, or Pixlr.

Put phone on airplane mode and hit "POST" to save the edited photo without posting.

For saving captions, use your phone's notebook.

WORKFLOW TIPS

About #hashtags

TIP: Hashtags are simply a means of indexing content.

They can be used to attract like-minded strangers, or for “dominating” a hashtag niche.

With Facebook, use hashtags to only call attention to a word or phrase, to be entertaining (#sheepselfie). They’re rarely used for indexing.

TIP: Store groups of hashtags on your phone to easily copy/paste them into the caption.

ADVANCED HASHTAGGING WITH IFTTT: Through IFTTT, you can use specific hashtags to *trigger* posting to Twitter or for posting to specific boards in Pinterest.

Challenges with automated reposting

Typos go from 1 account to 5.

Each platform has style guidelines to follow for optimized posting. (140 characters to Twitter, active links in Facebook, keyword search-relevant terms in Pinterest).

ADVANCED



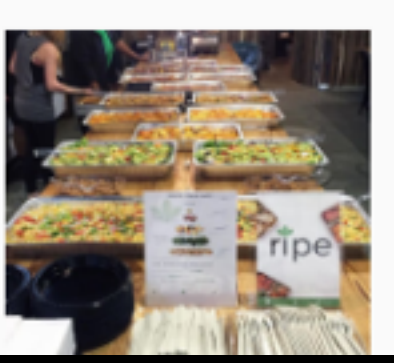
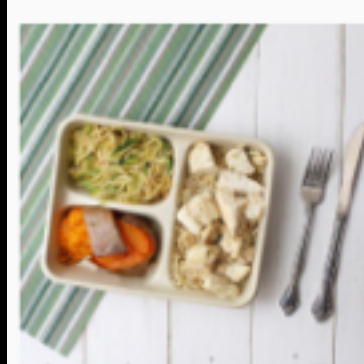
1. SHOOT VIDEO TO PERISCOPE OR FACEBOOK LIVE
2. TRANSCRIBE THE VIDEO TO A BLOG POST
3. USE AUDIO FOR A PODCAST
4. USE 2-3, 1 MINUTE CLIPS OF THE VIDEO ON FACEBOOK
5. USE 3-4, 30s CLIPS FOR INSTAGRAM
6. POST SNAPSHOTS TO PINTEREST
7. CLIP AND SEND QUOTES TO TWITTER

1 POST 9 PLACES



INSTAGRAM TIPS

- Have fun and engage!
- Have a consistent style, color palate or theme. You want your account to look like a magazine.*
- Avoid posting irrelevant photos, like your bike or lunch.
- Get comfortable with removing photos that don't follow the style of your page, or events that have passed. I remove nearly half of what I post.
- Encourage fans to #tag you in photos of your product.
- Don't buy followers! It misses the point.
- Write the way you speak. Shorten your text, use slang and abbreviations.
- User experience first. Don't post so many hashtags that they interfere with the caption
- Interaction is the key to building your Instagram account. Find like-minded strangers and interact with them.



FACEBOOK TIPS

- Facebook is like a bouncer that permits or restricts access to your followers, based on code words, post popularity, and post type.
- Avoid using words trigger words like "Free", "Like", "Share", "Buy", "Sale". These are reach killers. Replace with words like "Join" "Enjoy", etc.
- Trigger words which amplify reach are congratulatory in nature.
- Upload video to FB - DON'T share YouTube videos! FB sees YouTube as a major competitor in the social/online space. Not surprising that it would choose to squash mentions of it in posts.
- Your Insights tab makes it easy to track what is and isn't resonating with your followers – so don't neglect it!
- In the **new algorithm change**, FB will strongly prioritize posts **shared** and published by your Facebook friends, rather than those posted by Pages.
- More important than ever to deliver valuable content! Optimize every post to **encourage sharing**.



FACEBOOK: PAY TO PLAY

BEAUTY OF FACEBOOK IS FACEBOOK ADS BECAUSE IT OFFERS PRECISE TARGETING.

- **Audience targeting:** People who like your page already or the *friends* of people who like your page, but excluding those who like your page already.
- **Location, gender, life event, and like-based targeting:** Newly engaged women who live in San Francisco, watch Game of Thrones and like Blue Bottle coffee.
- The *friends* of newly engaged women who live in SF, watch GOT and like Blue Bottle coffee.
- **List based targeting:** Upload your newsletter list and FB will match the email address on your list with profiles in their system. Then you can target your newsletter list.
- **Look alike audience targeting:** Create a look alike audience of your newsletter list.
- **Pixel targeting:** Insert a piece of FB's code, called Pixel, into one of your website pages and target audiences who landed on that page or arrived at your website but *didn't* land on that page.

IMPORTANT



They're not your followers, they're Facebook's/Instagram's/Twitter's users.

So how do you protect yourself and the audience who wants to see you
from reach-restricting changes?

IMPORTANT

Incentivizing your followers to sign up to your newsletter list.



 bigislandcoffeeroast... [Follow](#)

275 views 1h

bigislandcoffeeroasters Our coffee grows on the slopes of this active volcano. This week we hiked into the lava beds, and stood 5 feet from it to take this footage.

Presently the lava flow is approx. 10 miles long, and only a 1/2 mile from the pouring into the ocean (can't wait to get footage of that!) It's flowing through [#Kalapana](#) in the district of [#PunaHawaii](#), originating from [#KilaueaVolcano](#).

Our coffee grows in the old lava beds ([#pahoe](#)) which, we believe, contributes to the incredible intensity of aromatics and mineral qualities in the cup.

To see more footage, and learn more about how growing on a lava bed contributes to the flavors in the cup, sign up to our newsletter at:
<http://bigislandcoffeeroasters.com/newslett>
or

[Log in](#) to like or comment. ...

You can also...

Ask 'em to enable post notifications.



 bigislandcoffeeroast... [Follow](#)

383 likes 4w

Throughout this week we're posting on the circular economy of coffee and the transformation of by-products into goods. I'll show photos from our experiments growing [#oystermushrooms](#) out of [#coffeecherry](#) pulp, share methods for reusing your [#coffee grounds](#), describe why you don't see [#cascara](#) (dried coffee cherry tea) on the marketplace as much as you'd expect, and more.

There's an 85% chance you'll miss these posts unless you enable post notifications for [@BigIslandCoffeeRoasters](#). Do it by tapping the top-right hand corner > Turn on post notifications.

Finally, a shout to [@roastmagazine](#) whose recent article on the circular economy of coffee inspired this series of posts. .
[#coffeelovers](#) [#learningaboutcoffee](#) [#hawaiiancoffee](#)

Log in to like or comment. ...

QUESTIONS?