



Advanced Online Marketing Strategies for Tennessee Farmers

Tennessee value-added producers, direct marketers and agritourism operators indicated a need for advanced social media and e-commerce information in a 2015 survey. The operators specifically wanted training on online marketing resources, media content development tools and successful promotional strategies.

A regional winegrower association interested in improving its online presence and marketing activities attended the trainings. The association sought knowledge to develop/refine digital strategies to enhance their social media platforms. The workshops provided digital tactics that were used to enhance the association’s social media platforms and create a digital library of engaging videos marketing 19 wineries in East Tennessee. In fact, the association’s social media and digital advertising has now become their primary platform for marketing. Advertising costs have decreased while marketing effectiveness has increased.

The most successful marketing example was a 2018 event where using the Facebook Co-Hosting

functions garnered a reach of over 4.2M – remarkable increase of over 200 percent from previous year! On one wine trail, a new event endeavor was started with three seasonal occurrences; two of the three events sold out using only digital marketing.

The association’s wineries have enjoyed a 10% plus year over year growth; much of this success has resulted from use of digital media and event marketing. Several wineries have expanded production capabilities. Capital purchases at two wineries totaled almost \$100,000.00 with tank capacity being more than doubled at one rural location. Increased production and sales has resulted in increased revenues and growth and jobs being created. These impacts are both direct and indirect, because wine tourism benefits several aspects of the regional economy.



“Association wineries enjoyed a 10% plus year over year growth by focusing on social media and digital advertising.

Winegrower Association



Empowering Producers to Manage Risks



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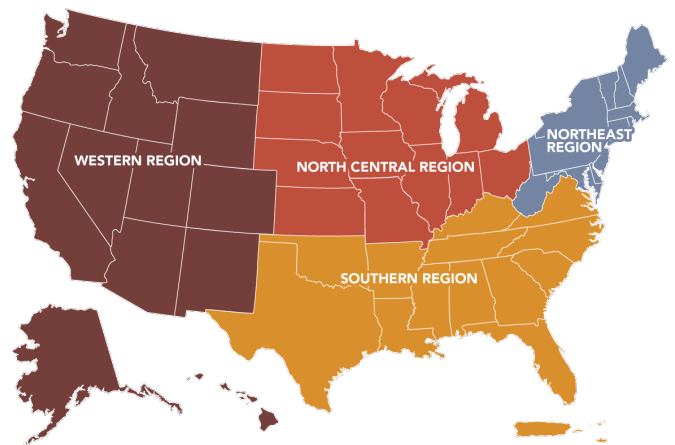
National Institute
of Food and
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“Educating America’s farmers and ranchers to manage the unique risks of producing food for the world’s table.”

Extension Risk Management Education (ERME) is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. ERME is committed to funding results, providing transparent accountability, and encouraging collaboration. View the accomplishments of all funded projects on our website.
<http://ExtensionRME.org>



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EXTENSION
RISK
MANAGEMENT
EDUCATION**

University of Nebraska
Dept. of Agricultural Economics
303 Filley Hall
Lincoln, NE
68583-0922

(402) 472-1742
NCERME.org



**NORTHEAST
EXTENSION
RISK
MANAGEMENT
EDUCATION**

University of Delaware
Dept. of Applied Economics
and Statistics
112 Townsend Hall
Newark, DE
19716-2130

(302) 831-6540
NERME.org



UNIVERSITY OF DELAWARE
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EDUCATION**

2301 South University Ave.
Little Rock, AR
72204

(501) 671-2165
SRMEC.uark.edu



**DIVISION OF AGRICULTURE
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University of Arkansas System



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EXTENSION
RISK
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222 N. Havana St.
Spokane Valley, WA
99202

(509) 477-2168
WESTRME.wsu.edu



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