Navigating the digital landscape in the agri-food sector

Chances & Strategies to Grow & Expand your Business Using Modern Technology

PRESENTED BY:
Ines & Eric Batterton of

My NORDIC Garden
Natural & Sustainable Kitchen Gardens

Réseau Agroalimentaire de l'Est ontarien
Eastern Ontario Agri-Food Network

MODULES

Building a Digital Presence

- Foundational elements of establishing a robust digital presence in the agri-food sector are essential.
- Various components contribute to a strong online identity
- Practical strategies to enhance your digital footprint
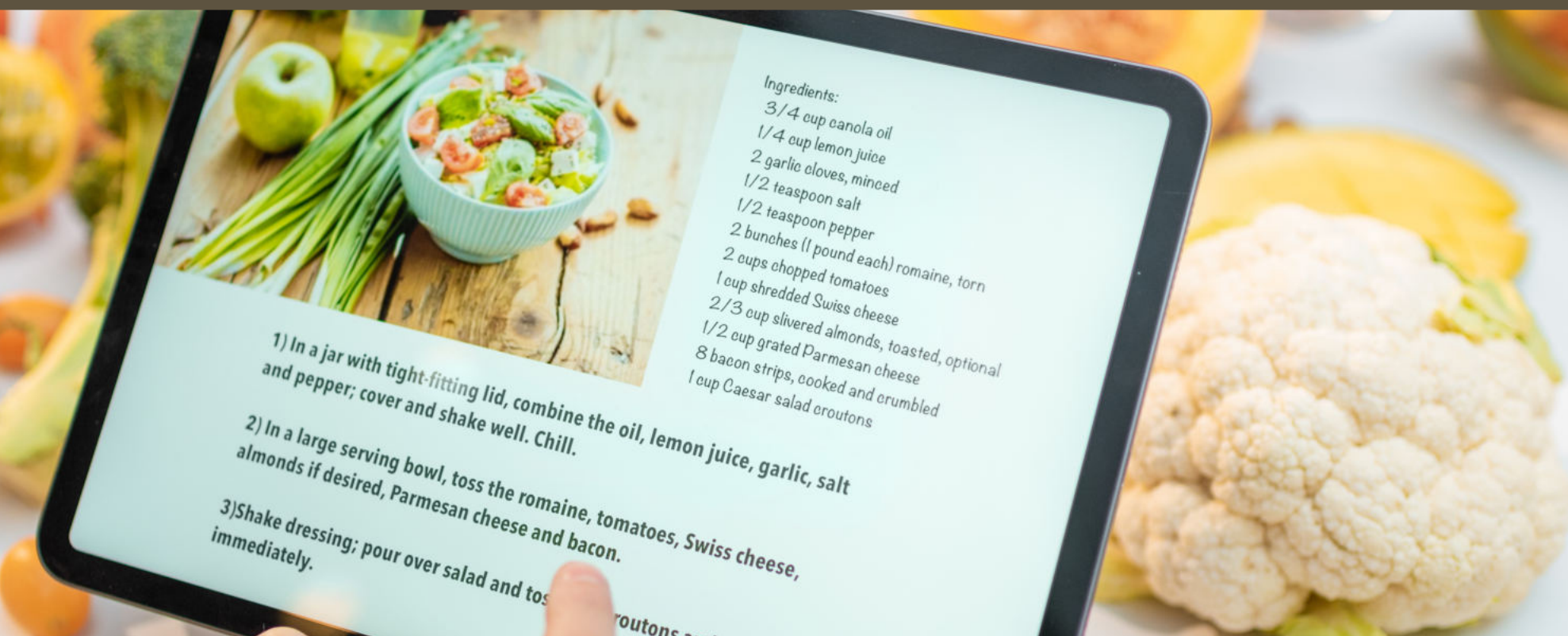
1) Importance of a Digital Presence

Visibility

strong digital presence increases visibility among customers, partners & stakeholders

Credibility

established online identity builds trust & credibility with your audience

Market Reach

digital platforms enable access to a broader market
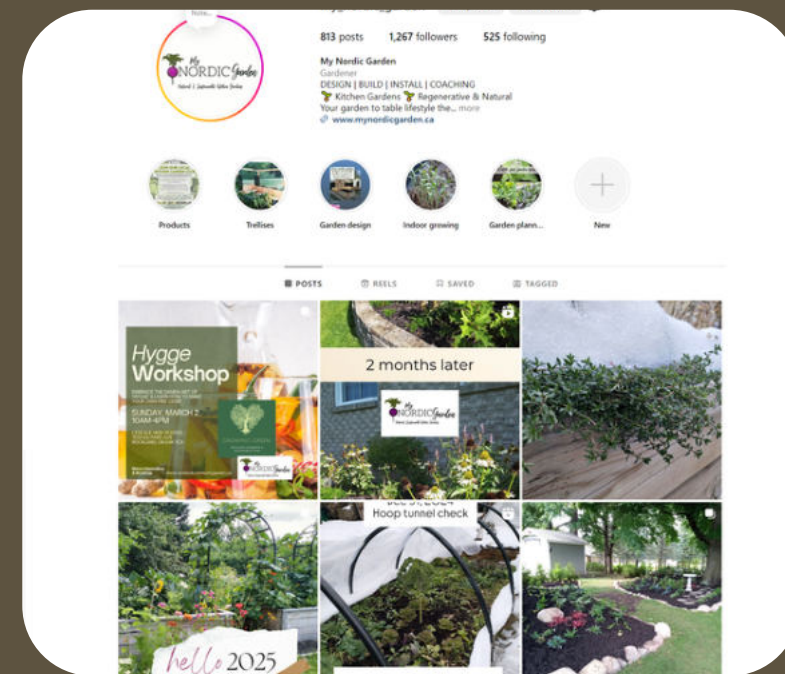
Consumer Engagement

online engagement fosters relationships & encourages brand loyalty

2) Key Components of a Digital Presence

Website

Social Media

**SEO
(Search Engine
Optimization)**

Content Creation

WEBSITE

➡️ ## Your Store Front

- professional
- inviting
- user-friendly
- reflecting your brand

➡️ ## Essential Features

- 'Above the Fold' - part people see first, core information + CTA (call to action) here
- About Us
- Product Catalog
- Contact Information
- Subscribe Option > build e-mail list
- E-commerce Capabilities (newsletters, online sales..)
- Blog

Social Media

Popular Platforms

- Facebook
- Instagram
- LinkedIn
- X
- Pinterest

Content

- tailor content for different platforms
- mix of entertaining, educational, inspirational, promotional, informational, visual, community-building & engaging content
- social media primarily to build trust, attract new clients, build e-mail list & not for sales
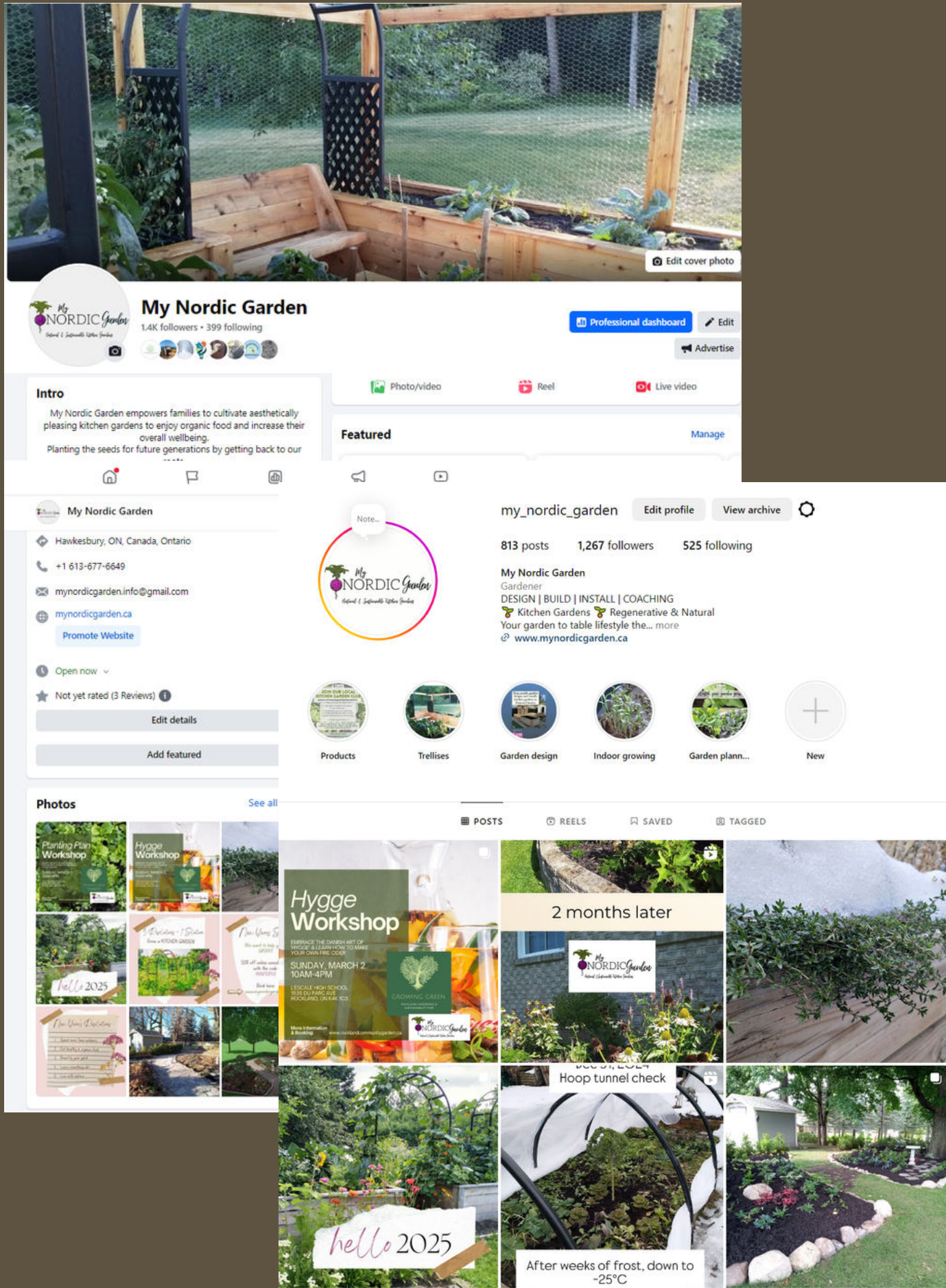
SEO (Search Engine Optimization)

What are SEOs?

- each page of your website has a content 'signature' search engines can find
- helps to rank higher on search engines > more organic traffic to your website
- requires manual refinement

Important Aspects:

- compelling content & accessibility (search engines & users can find you page & find it relevant for their search)
- keyword optimized (easy to find your content)
- meta tags (snippets of HTML code, provide metadata about the content of a web page, easier for search engines to find page)
- mobile optimization (optimizing the mobile version of you website for search engines to find it)

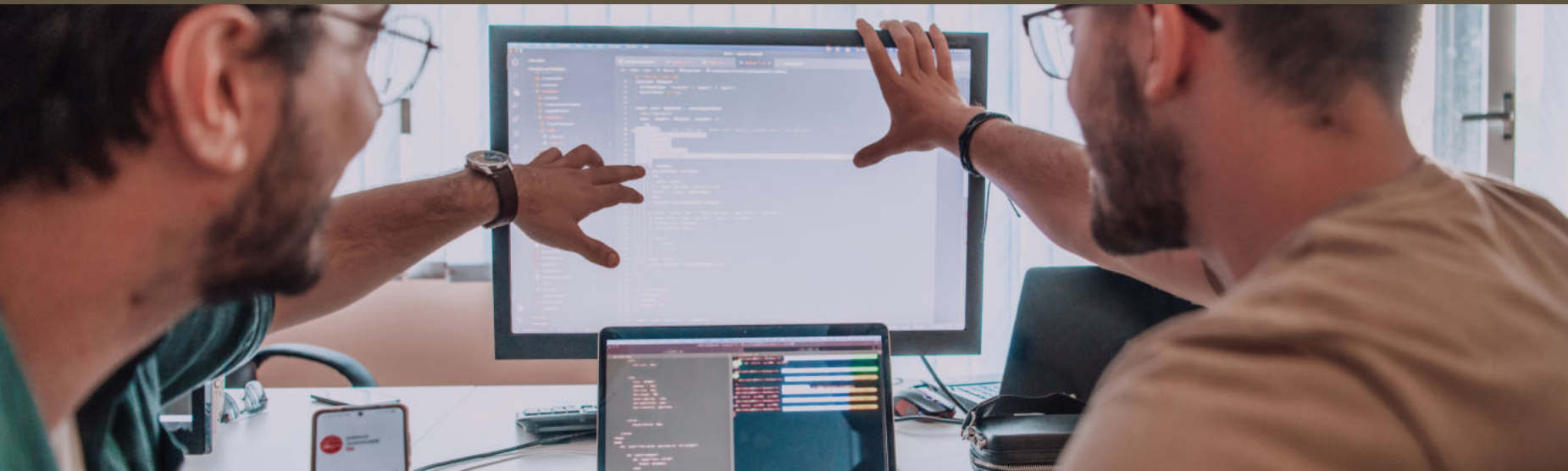# Content Creation

→ ## Types of Content

- blogs
- videos/reels
- infographics
- podcasts
- guides/tutorials

- checklists
- text based posts
- behind the scenes
- images
- GIF's/memes

→ ## Important Aspects:

- quality
- length
- relevance
- clarity
- visual appeal
- authenticity

3) Tools & Platforms to enhance your digital presence

➤ Website Builders

Wordpress
WIX
Squarespace
Go Daddy
Hostinger
Shopify

Ionos
web.com
Weebly

DOMAIN NAME PURCHASE!

➤ Social Media Management Tools

Hootsuite
Buffer
Social Sprout
Later
Sendable

3) Tools & Platforms to enhance your digital presence

SEO Tools

Google Analytics

SEMrush

SEO Power Suite

Moz Pro

Serpstat

Content Creation Tools

CANVA

Grammarly

Video editing software

Phones/Cameras

Lighting/Microphones

ChatGPT

Module 2: Building a Digital Presence

Best Website Builder For Small Business (Which Is The Best Website Builder For Small ...

Share

BEST WEBSITE BUILDER FOR BUSINESS

Watch on YouTube

4) Measuring Success

KEY Performance Indicators:

Website Traffic

Engagement Rates

Conversion Rates

Social Media Metrics

Use Analytics & Social Media Insights to track performance & adjust strategies accordingly.

5) In Conclusion

Building a digital presence is a vital step for success for any business.
Many tools are on the market.

A strong online identity contributes to: VISIBILITY, CREDIBILITY & ENGAGEMENT with customers.

6) Active Engagement Exercises

Analyzing & Optimizing

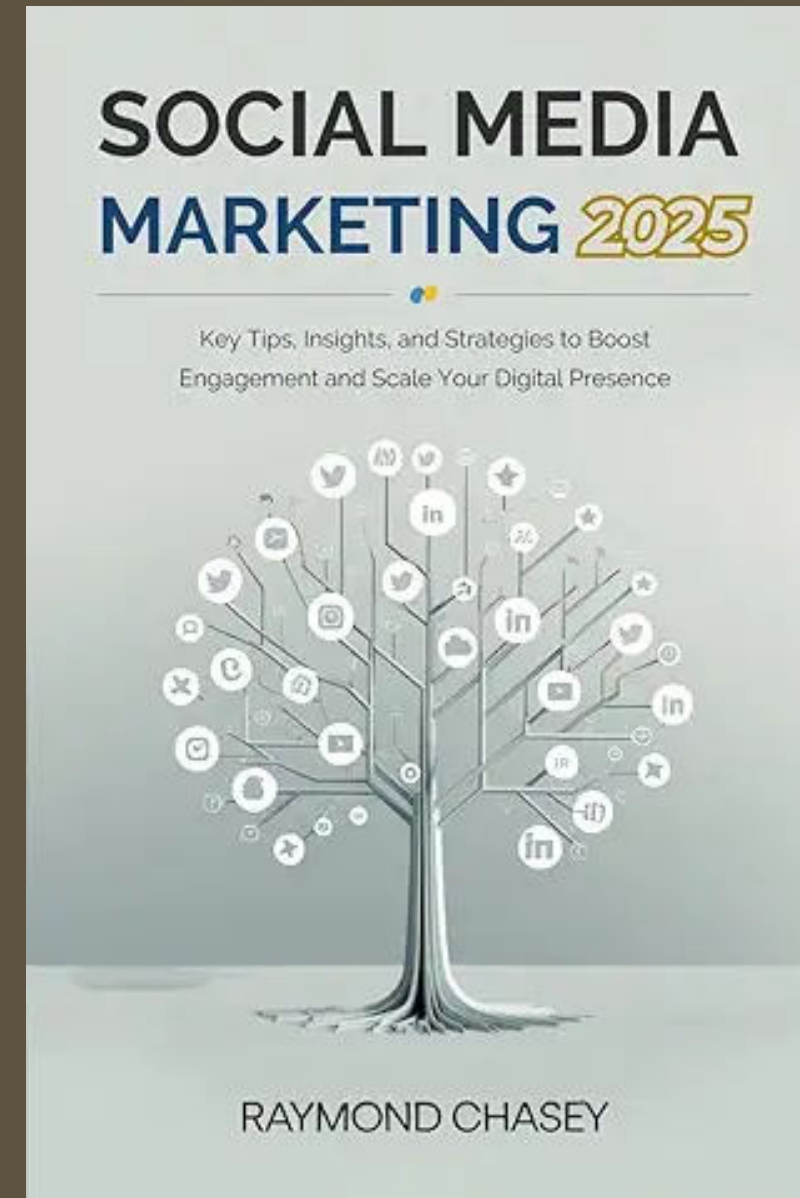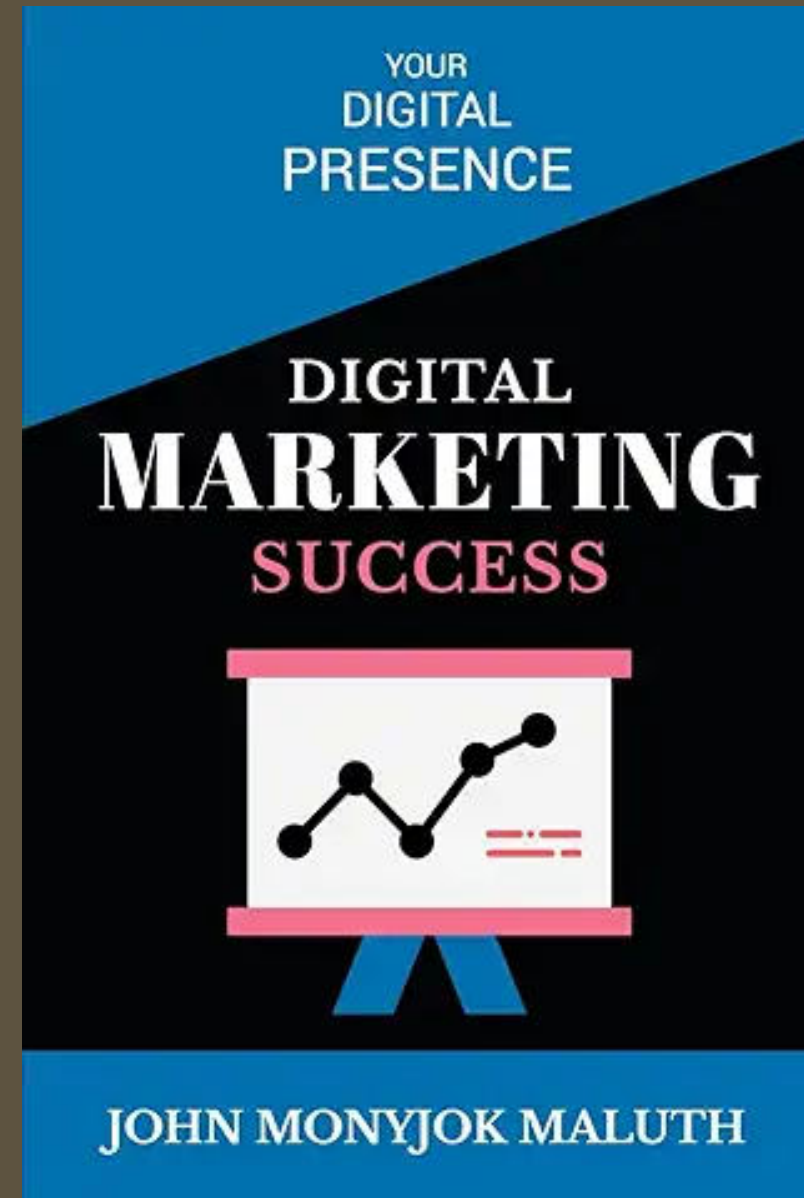Analyze your own website. Use SEO tools and optimize your site.

Ask yourself: Does my website reflect my brand? It is user friendly? Do I capture e-mail addresses? Is it easy for people to find my site?

Planning

Create a brief social media plan for the next month. Outlining potential posts and engagement strategies.

RESOURCES

Expanding Your Digital Presence: Powerful Strategies to Stand Out Online

Master the Essential Tools and Techniques to Strengthen Your Brand, Reach More People, and Drive Your Success in the

Marco de Almeida Santos

YOUR DIGITAL PRESENCE

DIGITAL MARKETING SUCCESS

JOHN MONYJOK MALUTH

SOCIAL MEDIA MARKETING 2025

Key Tips, Insights, and Strategies to Boost Engagement and Scale Your Digital Presence

RAYMOND CHASEY

10 PROVEN MARKETING STRATEGIES TO QUICKLY ELEVATE YOUR HOME SERVICE BUSINESS

BOOST YOUR DIGITAL PRESENCE & TRANSFORM YOUR SUCCESS FAST

DON FRANKLIN

THANK YOU