



Online Marketing

**Great Plains Growers Conference
St. Joseph Mo Jan 6, 2012**

**Kelly Carney
North Pulaski Farms**



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved



**North Pulaski Farms was established
in 2008 with the goal of providing the
best quality organic produce to
central Arkansas**

**We operate a 5 acre specialty crop
farm in the northern tip of Pulaski
County AR and utilize a 2.1 acre
Haygrove high tunnel as our main
production system.**



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved





We named our growing systems after Flintstone Cartoon characters.

Fred : 11x24x327 Gutter Connected High Tunnels

Wilma : 20x96 heated greenhouse for seed starting a small 20x50 growing area.

Barney: Future home for a small Blackberry patch

Betty: Insectary and future home for a small Apple Grove.



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved



Winter cover and production crops. Used Billboard Tarps as Ground Cover



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved





Online Marketing

**People search, meet & communicate online first.
Design your online presence to facilitate that process.**

Incorporate transparency and online fulfillment if possible.

Search engine optimization is critical, it matters not how cool your site looks or how great your tomatoes taste if no one can find you.



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved



Search Engine Optimization

Hierarchy based on :

**Site Name - www.whateveryoursearchingfor.com
Title - "Locally Grown Certified Organic Vegetables"
Content - "Welcome to our farm....."
Hidden Tags "organic,farm,vegetables"
Links to/from other sites.
Online fulfillment options.
No broken links or parts.**



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved





Social Networking/Facebook

Facebook is the easiest way to share photos and news of what is going on at the farm.

Twitter if you have time.

Consider blogging about the farm.

People want to know their farmer and building customer equity in the production process will yield more loyal customers.



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved



www.northpulaskifarms.com website is optimized for search engine placement

Calendars/Webcams Promote transparency

Social Networking / Facebook used to facilitate communication



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved





**Online Sales thru the following
locallygrown.net sites:**

www.littlerock.locallygrown.net

www.lrmidweek.locallygrown.net

www.conway.locallygrown.net

www.farm2work.locallygrown.net

**Farmers deliver to central drop sites weekly
and customers then pick up .**

Farm2Work delivers to area businesses.



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved



**We use Google Calendars and documents
for organic certification record keeping.
We publish our calendar on our website
thus making it available to our organic
certifier and use our record keeping system
to complete the organic certification
application from the Oklahoma Department
of Agriculture (our certifying agent).
Being 100% Organic makes it easier.**



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved





To use Google documents you have to have a Google account .

To sign up for a Google account go to this link, read the screen and follow the directions.

<http://docs.google.com>



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved



Benefits of Google Electronic Records

Safe - data is stored on multiple secure systems with no single point of failure

Calendar serves as record keeping and work flow reminders

Log re-occurring events with one entry

Search features allow for easy retrieval

Web publishing facilitates transparency

Larger farms can track individual efforts

One word, FREE



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved





Website:

<http://www.northpulaskifarms.com>

Calendar:

<https://www.google.com/calendar/hosted/kreativelogic.com>



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved



Email kelly@northpulaskifarms.com

Questions?



Locally Grown Certified Organic Produce
Copyright 2011 North Pulaski Farms LLC All Rights Reserved

