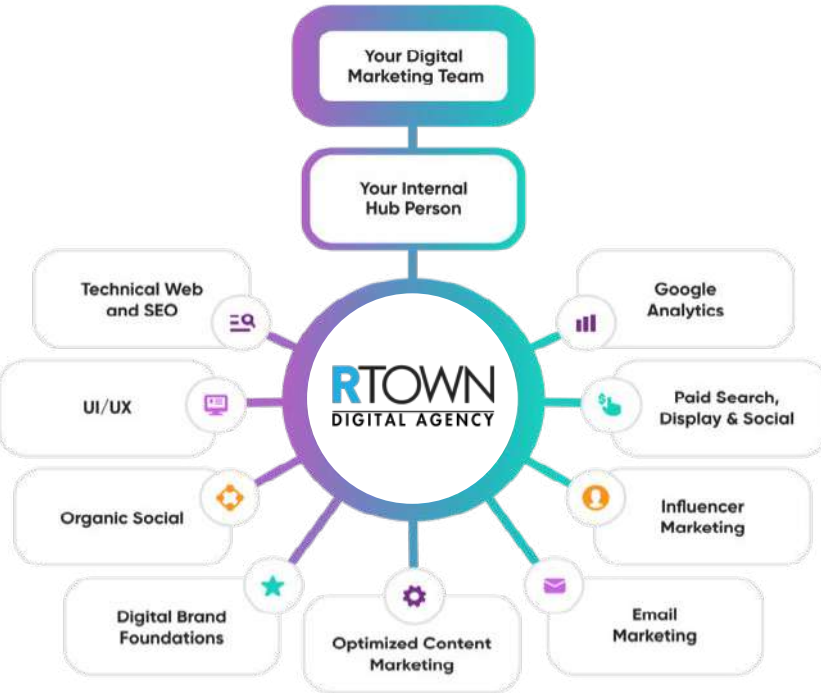


Social Media Strategy

GROWTH PLAN | COMPETITORS | CONTENT EXAMPLES



- 
1. Social Media Snapshot & Goals
 2. Audience & Audience Growth Plan
 3. Competitors
 4. Inspiration
 5. Social Media Tips & Posting Times
 6. Social Media Categories, Inspiration & Examples

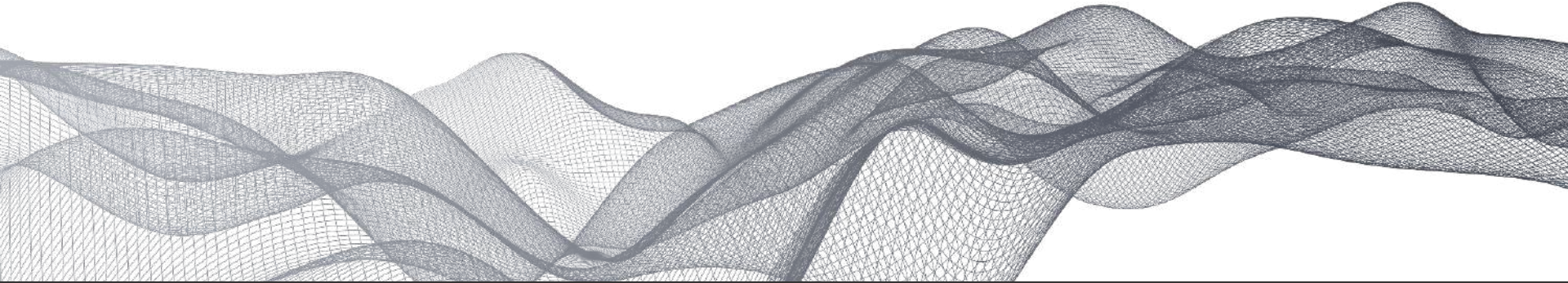


RTOWN is full-service digital marketing agency with clients and employees Canada wide.

We focus first on understanding your business goals then we deliver a custom digital marketing strategy, and execution, to support your goals.

Our ideal client has a valid business offering, but growth is stuck because of marketing.

Social Media Snapshot & Goals





Objective

By building brand awareness through creative educational content, the target audience will be compelled to engage with MLL and continue to learn about the benefits vertical farming brings to the environment, the economy and overall personal health.

Goals

Continually build an audience across the selected social media platforms with differentiated content.

1. Educate the audience about vertical farming, why it is different than organic farming and why they should care.
2. Prove the social media content strategy is working.



Facebook

1,417 likes

1,569 follows



Google My Business

505 reviews

4.6 / 5 stars



Instagram

24 subscribers

FACEBOOK GOALS

Engagement

1%

(likes, shares, comments, link clicks)

Reach Goal

1% - 2%

(Number of people that have seen your content)

Impression Goal

1% - 3%

(Number of times your post was seen)

Page Like & Follow Goal

1% - 2%

INSTAGRAM GOALS

Reach Goal

1%

(Number of unique accounts that have seen your post)

Engagement Goal

1% - 3%

(Comments, likes, saves, shares)

Story View Goals

7%

(View count, taps forward/back, watch through rate)

Growth

6% - 8%

(Number of followers you gain and lose each day)

INSTAGRAM GOALS

Bounce Goal

26% - 40%

(Percentage of visitors with a single page view)

Avg. Session Duration

2 - 3 min

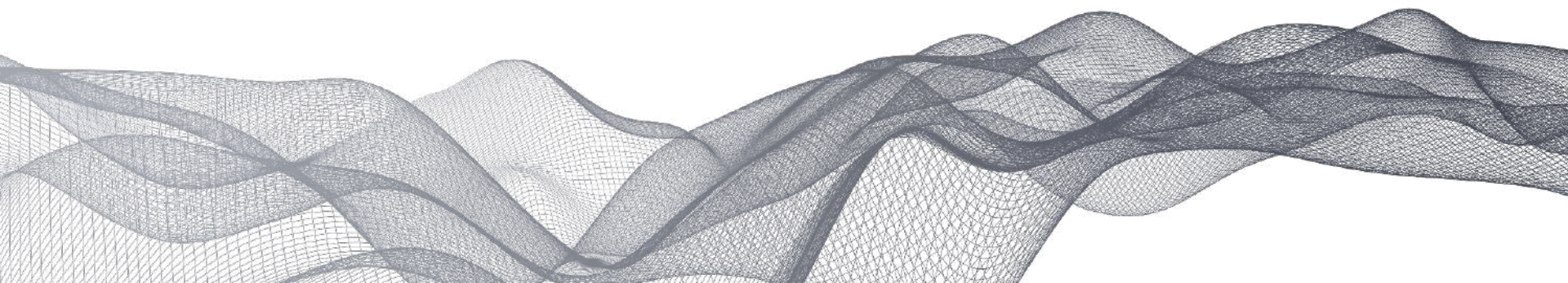
(Average of visitors staying on site)

Page Views

1.2 - 10

(Visitors clicking on your pages)

Audience & Audience Growth Plan



Audience & Audience Growth Plan

The audience My Local Leaf is targeting in social media and beyond are those who:

- are aware of organic farming;
- believe they care about the environment;
- believe they care about nutrition;
- believe they care about buying locally; and
- may have heard about Vertical Farming, but do not understand the differentiating factors and benefits of Organic versus Vertical.

The overall audience growth plan is to increase it by x% over the subsequent 12 months.

Total Available Audience (TAA)

Current Audience:

- Your current audience (number of followers in both Facebook & Instagram) is approximately 350 people
- The current TAA is 1.5M to 4.3M
- Based on this, you are currently capturing .02% of the TAA

Total Available Audience:

- MLL's TAA was calculated both with and without "FB Interests", from ages 18-65+, within a 12 mile radius of each current store location
- TAA with "FB Interests" including: organic, natural products = 1.5M to 1.8M
- TAA without "FB Interests" = 3.6M to 4.3M

Total Available Audience calculated 12 miles around each store location, 18-65+ age range, organic food and natural products interests.

Store locations:

Longo's - Green Lane (18319 Yonge St, East Gwillimbury)

Longo's - Aurora (650 Wellington St E, Aurora)

Foodland - Midland (795 Balm Beach Rd E, Midland)

Foodland - Schomberg (17250 ON-27, Schomberg)

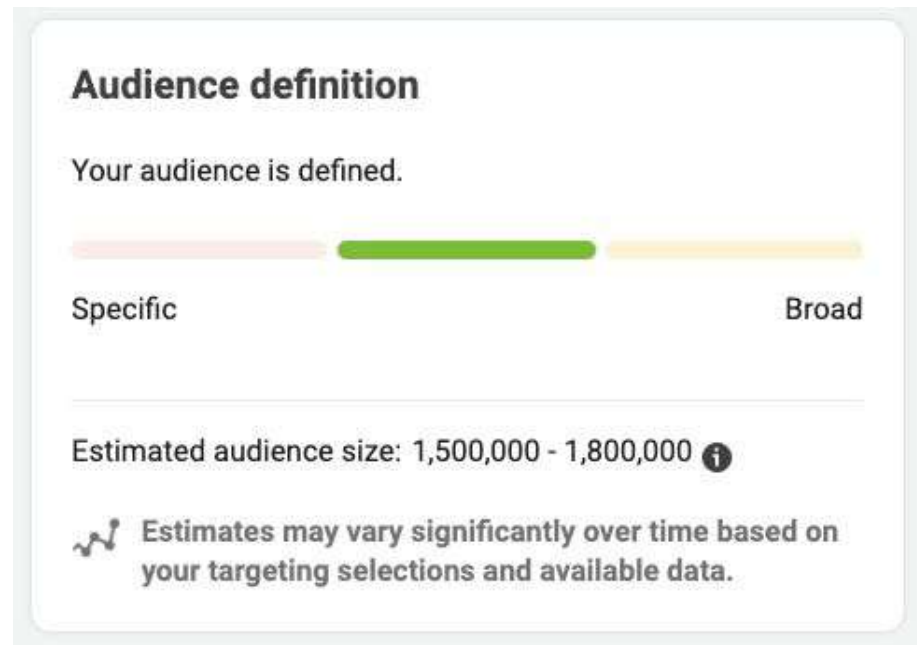
Foodland - Elmvale (14 Yonge St N Elmvale)

Available at all Goodness Me! locations

Sobeys - Bradford (40 Melbourne Dr, Bradford)

Sobeys - Alcona Beach (2080 Jans Blvd, Innisfil)

The Sweet Potato (108 Vine Ave, Toronto)



Total Available Audience calculated 12 miles around each store location, 18-65+ age range, and all interests

Store locations:

Longo's - Green Lane (18319 Yonge St, East Gwillimbury)

Longo's - Aurora (650 Wellington St E, Aurora)

Foodland - Midland (795 Balm Beach Rd E, Midland)

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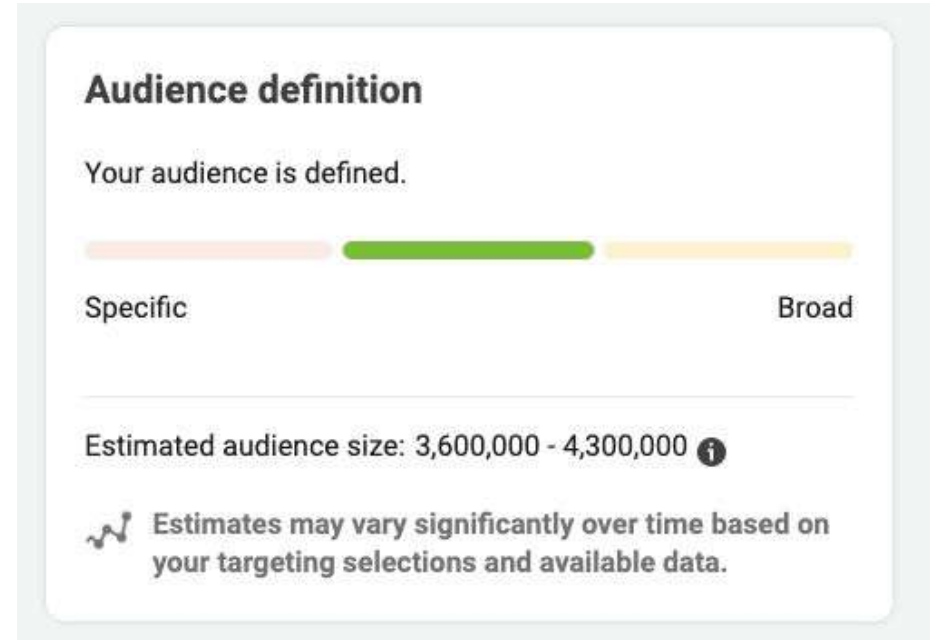
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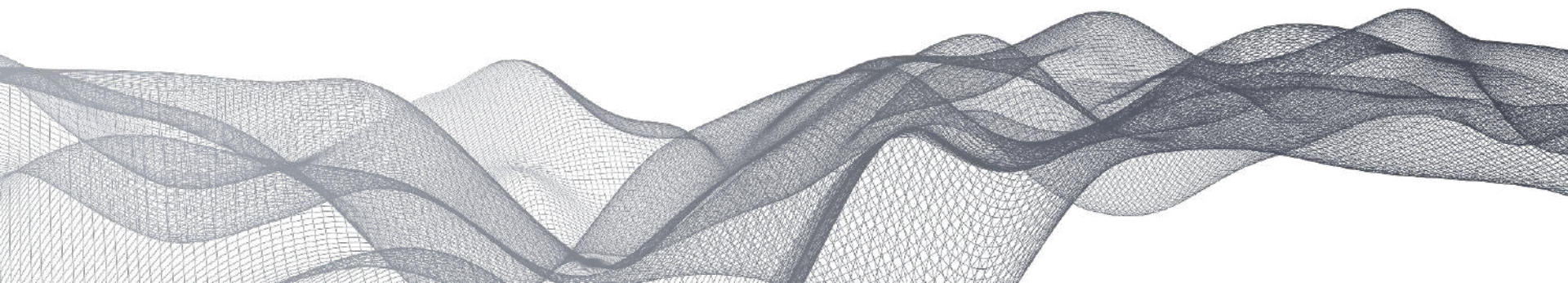
Sobeys - Bradford (40 Melbourne Dr, Bradford)

Sobeys - Alcona Beach (2080 Jans Blvd, Innisfil)

The Sweet Potato (108 Vine Ave, Toronto)



Competitors



GoodLeaf Farms



Instagram

- 2,537 followers
- 1,395 following



Facebook

- 1,208 likes
- 1,323 followers

Notes

- They post a good range of mixed content (videos, articles, and photos)
- They have a signature design in most, if not all creatives being posted
- They post mixed categories for their content (team members, recipes, products, features)



AeroFarms



Instagram

- 51.8K followers
- 659 following



Twitter

- 16.6K followers
- 3,537 following

Facebook

- 23,979 likes
- 26,046 followers



Facebook

- 73,514 followers

TikTok

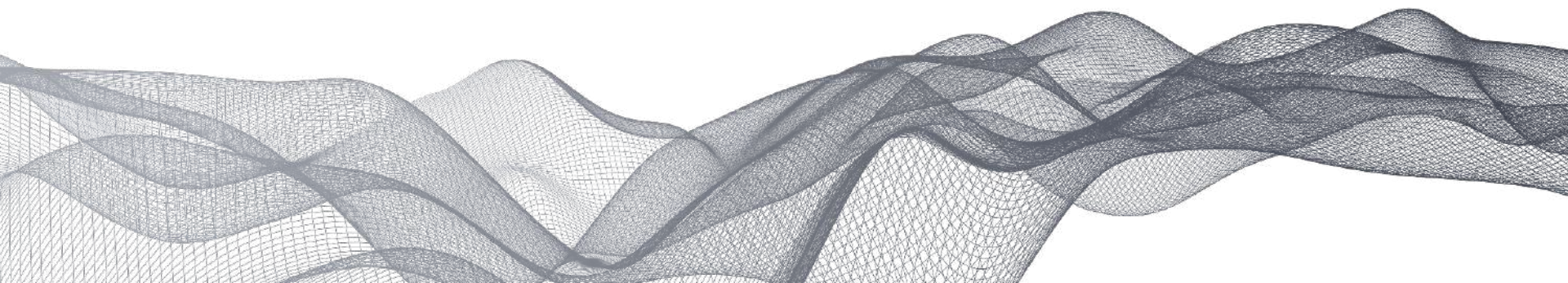
- 10.3K followers
- 23 following
- 77.9K likes

Notes:

- Their content ranges between videos and photos.
- The videos they create are informative about Vertical Farming while tying in the brand.
- They implement different content categories (products, VF informative posts, recipes, testimonials).
- They receive a ton of engagement from their audience (mainly on the VF educational posts).
- They showcase what stores they are at through stories and where you can find their products in order to learn more about VF and the brand.



Social Media Tips & Posting Times



Social Presence Tips

Post Consistently - when posting on all platforms you want to establish a rhythm of posting (categories, dates, times) to better connect with your target audience and what they're looking for

Focus On Messaging - each platform is different because each one carries its own following - understand the demographics and clearly define which you're catering to on each platform

What's Trending - it's doesn't ALWAYS have to be about your brand, look at what's trending and every once in a while throw your social channels a post of what's trending to gain traction and attention

Measure & Analyze Results - this is important to understand what's working and what isn't - this can be done weekly, biweekly, or monthly



Hashtags are used to intercept users of the social platform interested in or searching on, or typing words reflected in your hashtags. Hashtag usage is different across the different social platforms. For example, hashtags in Facebook may not be relevant in Instagram.

Some overall hashtags we noticed that are not being used effectively are:

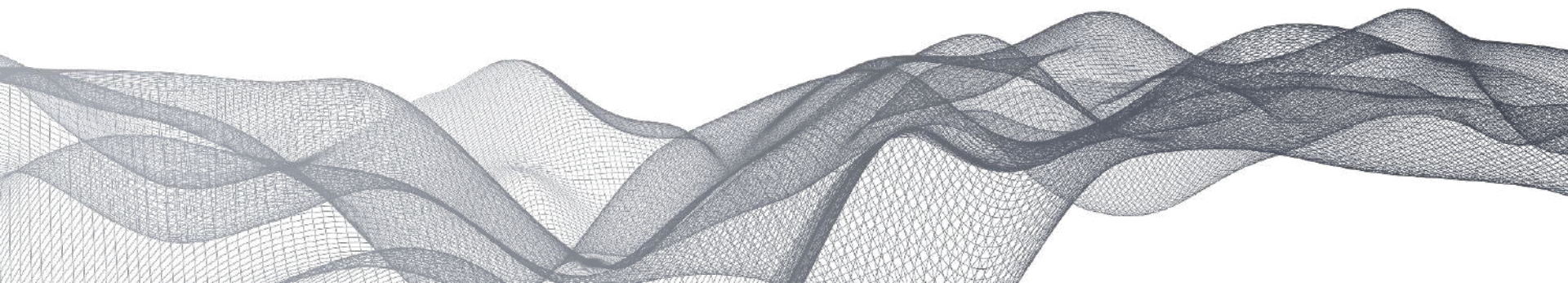
#verticalfarming

#verticalgarden

#verticalgardening

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	6:15 AM - 12:15 PM	6:15 AM - 12:15 PM	6:15 AM - 12:15 PM	6:15 AM - 12:15 PM	6:15 AM - 12:15 PM	X	X
Youtube	X	X	X	12 PM - 4 PM	12 PM - 4 PM	9 AM - 11 AM	9 AM - 11 AM
Instagram	8 AM - 12 PM OR 4 PM - 5 PM	8 AM - 12 PM OR 4 PM - 5 PM	8 AM - 12 PM OR 4 PM - 5 PM	8 AM - 12 PM OR 4 PM - 5 PM	8 AM - 12 PM OR 4 PM - 5 PM	8 AM - 12 PM OR 4 PM - 5 PM	8 AM - 12 PM OR 4 PM - 5 PM
Google	9 AM - 10 AM	9 AM - 10 AM	10 AM	9 AM - 10 AM	9 AM - 10 AM	X	X

Social Media Categories, Inspiration & Examples



Content Categories:

- Education
- Buy Local
- Cartoon Character Educational Videos (Vertical Veggies Family)
- Recipes for Usage (small percentage of posts)
- More Serious Educational Videos

Video Content:

- Cartoon Videos (Vertical Veggies Family) - My Local Leaf cartoon mascots to represent each product and to educate about Vertical Farming, increase brand awareness, and inform customers about where they can buy the product
- Serious Educational Videos - 1 minute educational videos that will tackle the serious side of Vertical Farming and why local matters
 - Ex. Footprints of travel for lettuce from Barrie vs. Mexico

Post Content Example:

- Vertical Farming uses X amount of water, while organic farming uses X amount (copy explains what this means) - have a visualization of the water comparison



Arugula Cocktail



Edible Garden Bouquet



Lemon Pudding on Romaine Lettuce



Beet & Kale Tacos



Edgy Veggie



Wall Planter

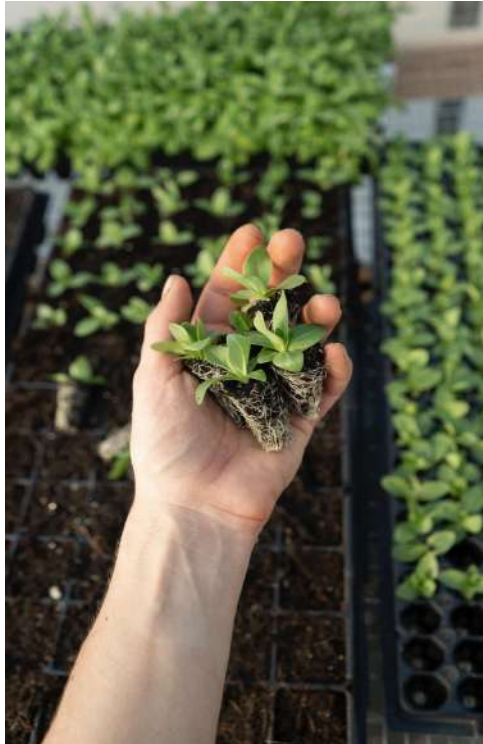


Romaine Pillow

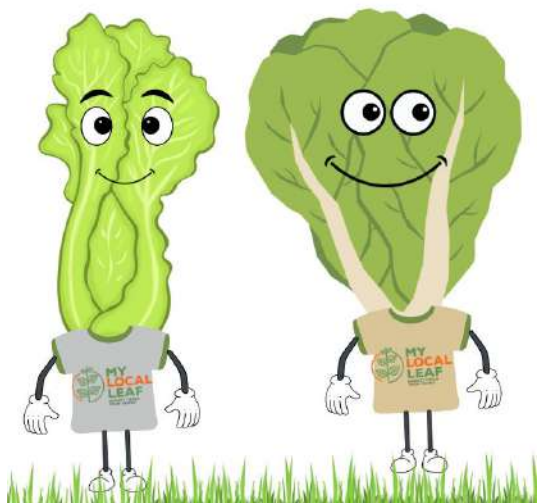


Beer Lettuce





The Vertical Veggie Family is a collection of your products turned into loveable, educational leafy green characters. The Vertical Veggies are all about educating viewers, while providing entertainment and valuable content that is creatively different from the rest.



Vertical Veggie Family Name Examples

Arugula: Ancient Arugula

Basil: Basilisk, Bilbo Basil, Baby Basil

Kale: King Kale, Kung Fu Kale, Kalexander

Romaine: Romaine Empire, Roman Lettuce, Roman Romaine

Butter Lettuce: Butterhead

Spring Mix: Monsieur Mesclun



Healthy body, healthy life.

My Local Leaf uses 100% plastic-free, compostable packages to distribute our products.

#MyLocalLeaf #LocalLeaf #Healthy #Sustainable



Growing our produce in a controlled environment has many advantages vs. traditional farming. Our recycled water system not only uses 95% less water than traditional farming, it further sanitizes municipal water with UV light & ozone, eliminating common causes of illness and food recalls.

#MyLocalLeaf #LocalLeaf #Sustainable #FoodSafety





Don't wait for tomorrow when you can start today.

Check out our new blog on tips to living a healthier lifestyle!

#MyLocalLeaf #LocalLeaf
#HealthyLifestyle



Healthy life with healthy food.

By growing in a controlled environment, that is not only chemical and pesticide free, but free of the soil and water born causes of illness, we dramatically reduce the likelihood of these dangerous recalls.

#MyLocalLeaf #LocalLeaf #Sustainable
#FoodSafety #LocalFood





My Local Leaf - Safe and sustainably grown.

If you do buy our produce, remember that our containers are plastic free and 100% compostable, so please remove the labels and dispose of it like organic waste!

Learn More button



Create healthy habits not restrictions.

Our team is dedicated to providing the freshest of produce to give you the perfect healthy lifestyle.

Learn Now button

Contact RTOWN to learn more about our Social Media Strategy Package.

[Website](#)

website@rtown.ca

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