Tap Into The Passion For Real Maple

Join the IMSI and its Members in a joint Social Media Marketing Effort!
The Power of Social Media

• Social media allows us to hear what our customers think about our business, products, and services so we can always improve
• Allow your passionate customers to share your message, products, etc. with their friends along with an instant referral
• Tell the story of your business to build brand identity and loyalty
• Very little money invested can get big returns
• A simple Picture/Post shared with 100 friends + 50 share it with 100 More + 25 Share it with 100 more another 4 times over = Over 15,000 see your message (and that’s only the beginning)
• Oh Yeah did we mention that almost everyone carries a phone in their pocket with social media updating on it constantly!!!!!
Maple is Made for Social Media

- People love to share what they are passionate about on social media, and whether you are a producer, consumer, or professional, Maple is something to be passionate about!
- Social Media marketing is about telling the story of your company/product.
  - Facebook: Hosts the whole story with pictures and text. Allows consumers to constantly interact with you. Make them feel like they are part of your Maple Operation
  - Instagram: Fill it with Photo’s and be honest what is more picturesque than Maple
  - Twitter: Detail every step in the process. Maple is hard work, and that increases the value of your products.
  - YouTube: Short videos can be worth millions of words and thousands of pictures. Plus this is double points because you can share the video in the other venues.
  - Pintrest: Share new and unique experiences or uses for Maple that peak the interest of your customers. Greater increases in sales will come with less effort from existing consumers simply using a little more.

REMEMBER PHOTOS AND VIDEOS ON SOCIAL MEDIA GET MORE VIEWS IF THEY ARE OFF HAND, AND SEEM VERY UNPROFESSIONAL!
The IMSI’s Role

Use the collective, creative power of our industry professionals to design a toolbox for Maple Associations, Producers, and Other Followers to use.

• Develop a theme and possible hashtags each month.
• On the IMSI Facebook Page Post once per week with content related to the theme
• Help to coordinate important industry messaging during times of need.
• Educate members and other producers on how to get involved.
What is the IMSI Focused On Promoting?
• The Health Benefits of Maple as a Sweetener.
• Cooking with Maple to increase the number of ways it can be used.
• The Green/Local Effects of Maple Syrup Production.
• A way to showcase Misrepresentation of Maple in the Marketplace

Oh Yeah – **IT TASTES SO GOOD!**
How To Get Involved

- Either yourself or a family member go to Facebook.com/InternationalMapleSyrupInstitute
- Click Like and Follow
- Each Month the first post from IMSI will feature the Theme
- Each week the IMSI will have a new post, if nothing else share and like it when you see it
- Use the IMSI theme and Hashtags to create your own content on social media
- Tell other Syrup Producers to Sign in and Help the Cause.

Use the Social Media Expertise of the next Generation.....There already on it all day anyway!

Facebook.com/InternationalMapleSyrupInstitute
Why Work Together?

• Common Themes and Hashtags add credibility and help to shape the perception of the public.
  – Everyone shares pictures of the fall foliage
  – Now add a common theme “Experience the Colors of Maple” and a #ExperienceMaplesColors to every post
  – Local Consumer is blitzed with 6 different maple operations sharing the idea of experiencing these photos and decides to take family for a ride into the country, and visit a local gift shop or sugar house while viewing the foliage
  – Goes back and shares their photos of the trip on social media, and to be trendy uses the #ExperienceMaplesColors
  – Many of their friends see the post and it gets 100 likes which are seen as a referral to go “Experience the Colors of Maple” themselves.....on and on it goes....
  – A handful of sugar houses ends up reaching thousands or maybe millions of potential users by sharing a picture and a common theme.
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Social Media Tips

• Post on a regular schedule if possible (Posts on Thursdays are currently the most viewed)
• Learn from the feedback and results of your posts
• Get your customers engaged so they can do the work
• Highlight events and opportunities for customers to interact with you
• Make it personal if possible

Let’s Work Together!