

# Social Media Marketing 2023

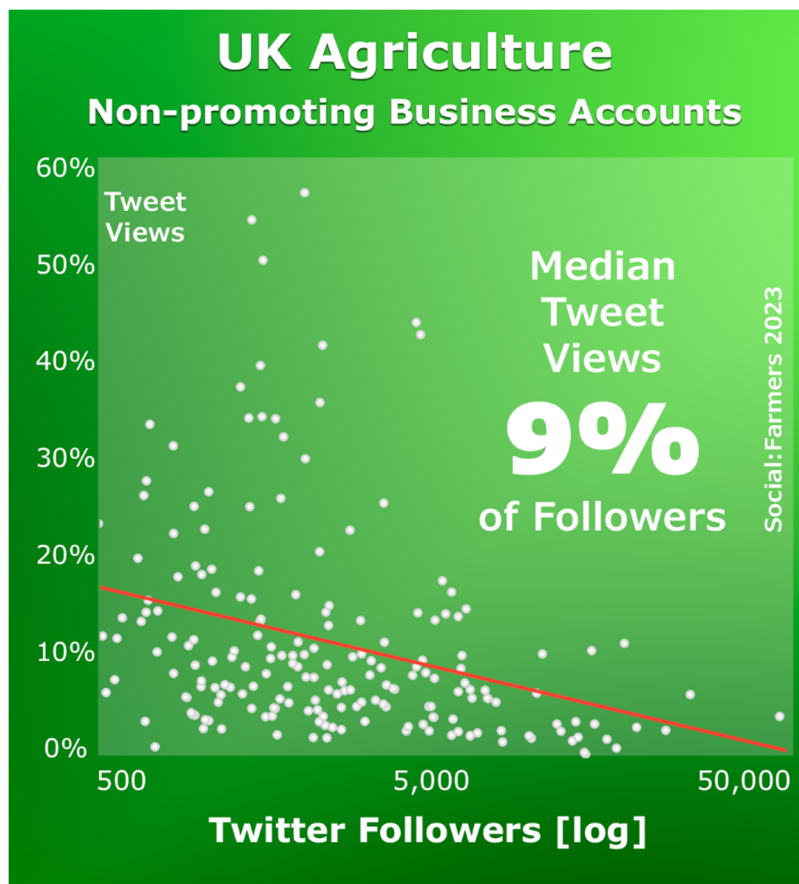


## The Really Big Reveal

**J**ust hours before Christmas 2022, and clear out of the blue, Twitter began showing the number of views every tweet receives.

This newfound transparency is of supreme significance for social media marketing: long-hidden secrets of the algorithms are open for inspection.

In our specialism of social media marketing in agriculture the new data have already yielded seismic insights. The chart below is from Social:Farmers' vanguard 2023 study into the social media performance of 500 UK agriculture businesses.



The scale of the algorithms' big-shrink of free-to-use social media is must-know information for every marketer everywhere ... because Facebook, Instagram and TikTok are doing exactly the same as Twitter, they just aren't being so open about it.

Since day one of social media marketing a core assumption for many has been that increasing an account's number of followers would increase its marketing reach, Facebook, Twitter and Instagram all co-fostering the myth.

In fact, using the number of followers as a measure of business performance is like having to run faster and faster up an accelerating down escalator.

Likewise the popular belief that most followers see most of an account's posts or tweets has been revealed to be a particularly hollow assumption.

As the chart shows, for UK businesses in agriculture the median average number of followers seeing tweets is just 9%. Facebook, Instagram and TikTok are no better, free marketing from free social media was always a mirage.

But what about shares and retweets? Especially those by influencers? Shares and retweets receive short shrift on the basis of the greater the number of their followers the shorter the shrift. Sponsored content in flagship industry print titles fares equally poorly. The algorithms really are out to get you.

## Reach Is King

For business accounts reach is king. Working to produce great marketing content to be seen by only a miniscule part of the target audience would obviously now be a hard-to-justify marketing call.

Reach comes first: only then can the great content follow.

Social: Farmers has lead the field in precision social media targeting to the farming audiences since 2015. Our precision targeting for Twitter, Facebook and Instagram, is by far the most accurate on each platform and across all of agriculture.

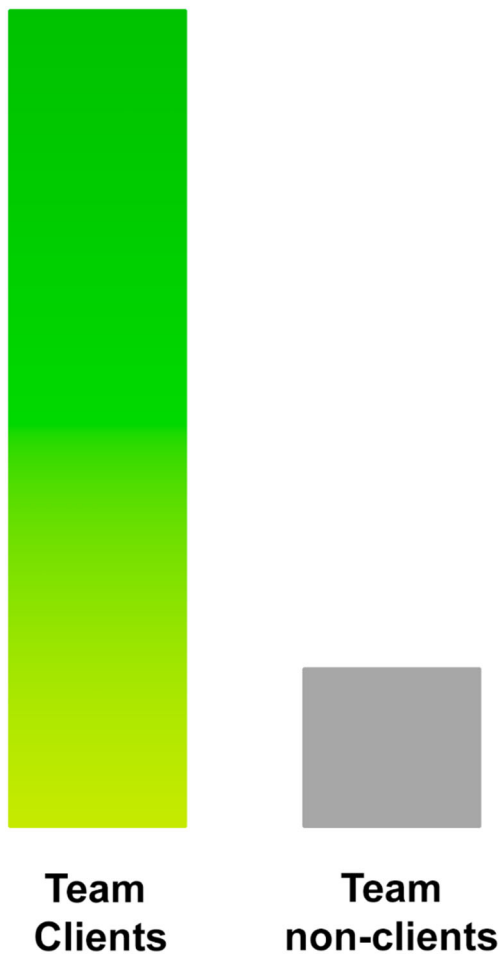
Exactly how do we know? It's part of what we do, our unique promotion tracking systems keeping tabs on the use of social media promotion to farming audiences.



## What Will We Get?

We often see, through our tracking, accounts testing out the platforms' promotion interfaces to reach farming audiences. This is logical and absolutely on the money but the visible outcomes include unfeasibly high views relative to the size of the target audience, majority engagement from members of social media's vast general public, and sometimes, depending on the brand or product, unfavourable negative commenting from 'antis'. At the root of the problem is systemic mis-targeting by the platform promotion interfaces. So, what's the solution?

We have developed precision systems that accurately reach farming audiences. Together with our clients we have been deploying paid promotion, and paid promotion only, for their agricultural social media marketing since 2015. This equates to tens of millions of paid, and precision targeted audience views delivered (all with almost zero non-target engagement).



Now, thanks to Twitter's new transparency valuable new data have been revealed on the performance of our clients' competitors.

So, to the left is a bottom-line comparison of the numbers of target audience views being achieved by our clients and by each of their respective closest competitors.

Target audiences picked by our clients include arable farmers, agronomists, farm contractors, machinery dealerships, dairy, beef, sheep, pigs, poultry, vets, horticulture, amenity horticulture and the agribusiness sector itself.

Available territories include UK, USA, Canada, Australia, New Zealand, Brazil, Argentina, Colombia, Mexico, Ireland, Benelux, France, Germany, Spain and Africa.

## FAQs

**We love our marketing agency to bits but see an additional need for specialist expertise in precision social media targeting for agriculture. Might you be able to set us up with your precision audiences?**

This is exactly what we do. Our precision audiences are stand-alone solutions and available now, off-the-shelf, for your Twitter or/and Facebook-Instagram.

**Which content works best with promotion?**

Variety is the spice of social media life. Within the mix, video is most effective, being 100x superior to non-video for measurable engagement. For our precision reach plus content clients we blend video with composite graphics, taking care to never run any promotion for longer than a handful of days. Repetition is the opposite of reinforcement on social media: like reading print or watching TV, very few people are there to see the same ads again and again and again. Remember Goldilocks.

**We post video on YouTube, are you saying promoted social media is better?**

Because they have to be visited or found, videos on YouTube frequently score very, very low for views. (For the same reasons websites are becoming yesteryear's digital marketing story: while still required as a backstop they command only a small fraction of the business profile being delivered by promoted social media.) Once the foundation stone of precision targeting is in place, promoted social media video proactively pops up in front of the audience to always earn high views. N.B. The platforms are indifferent (to put it generously) as to how accurately promotion targeting is working out for users; they earn many billions from inaccurate targeting.

**Our posts consistently get likes, isn't that the most important thing?**

Almost certainly those likes, as you may have clocked, are mostly from the same accounts. This is a part of how algorithms keep users feeling effective despite the less obviously seen reach being small. And then there is the puppy paradox to bear in mind. Posting pics of dogs and cats scores a few easy likes but doesn't do much marketing, unless, of course, you're selling loo-rolls. The paradox being that the most effective social media marketing creatives tend not to get public likes from farming audiences. Likes aren't sales as the adage goes, we use a much more sensitive method of accurately measuring farming audience interest – a real silver bullet of ours when planning and designing novel content.



**Are there other benefits?**

Time saving. When using our audiences managing promotions requires only 10 to 20 minutes a week and content can either be produced in-house, or perhaps outsourced to ourselves to save further time.

## Indicative Prices 2023

### Precision Twitter Farming Audiences

- Our audiences are long-proven as the most effective way of using Twitter for social media marketing to farming audiences.
- We have years of experience tracking social media marketing, so far we haven't seen an agricultural account that wouldn't benefit greatly.
- Our precision audiences deliver effective social media marketing irrespective of an account's number of followers, right down to zero. £1500/year
- New users receive a copy of our unique Twitter Promotion User Manual to help make the most of precision social media targeting.
- Audiences include arable, agronomists, farm contractors, dairy, beef, sheep, pigs, poultry, farm vets, horticulture and amenity horticulture.

### Precision Facebook & Instagram Farming Audiences

- Our audiences are the most accurate way of reaching desired discrete farming audiences from Meta's huge amorphous database.
- The recent major re-structuring of Facebook & Instagram's promotion targeting algorithms is fully factored-in.
- New users receive a copy of our unique Meta Promotion User Manual to help make the most of precision social media targeting. £3000/year
- Facebook and Instagram precision targeting is complementary to Twitter precision targeting, we usually recommend deploying both.

### Social Media Marketing Content for Farming Audiences

- As the leading specialists we've originated 2000 promoted videos and composite artworks for farm audiences, more than any other agency.
- Our content incorporates original videography and photography from our library of 40,000 social media assets. From £6000/year
- Creatives are strongly marketing-message driven with video and composite artworks originated according to your direction.
- And our unrivalled expertise is available to help inform marketing decision-making on story angles, campaigns, tactics and strategy.

UK prices shown, ex. vat. Also available are USA, Canada, Australia/NZ, Brazil, Argentina, Colombia, Mexico, Ireland, Benelux, France, Germany, Spain, Africa.

## At A Glance

- Social media platforms promulgated the 'social media is free marketing' myth.
- A growing 20% of global ad spend now goes into paid social media promotion.
- Farming decision-makers are on Twitter and Facebook, fewer on Instagram.
- Promotion with accurate farming audience targeting is 100% essential.
- Social:Farmers' Precision Audiences are uniquely accurate.
- Our Precision Audiences offer low-cost, high-value marketing proven to win new business.
- Social:Farmers has produced more promoted farming content than any other agency.
- For instant new marketing impact contact us: 01743 352041 / [peter.gill@social-farmers.com](mailto:peter.gill@social-farmers.com)

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## The Bottom Line

For typical UK business accounts precision farming audiences increase the effectiveness of social media marketing by 3,000% to 5,000%.

