



# BPOA – Effective communication.. Who is listening? What are you saying? Can they hear you?

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# Why should you invest?

- Social Media is the No1 Online activity.
- 2/3 of the Global internet population visit Social Networks.
- The internet, including Social Media, is the most influential source in helping consumers to make purchasing decisions.
- Your competitors are there & your customers have been there a long time



# Why do I invest (engage)?

9 pages managed  
2000+ 'likes'



Facebook = shop window

Linked In = Professional  
engagement & discussion

Twitter = Linking & Sharing



Combined network  
of 3200 linked to  
12m+ professionals

twitter



@GrowingDirect  
27,818 tweets  
3,189 followers  
2,280 following



# Why do I invest (engage)?

- E xtend your networking reach.
- N uture new & existing business relationships.
- G ain credibility by showing your expertise.
- A ccelerate your marketing - with a difference!
- G uage what your customers are saying about your business.
- E ffectively use the relevant social networks.





# What is the ROI of Social Media

Can you afford not to listen to your customers?

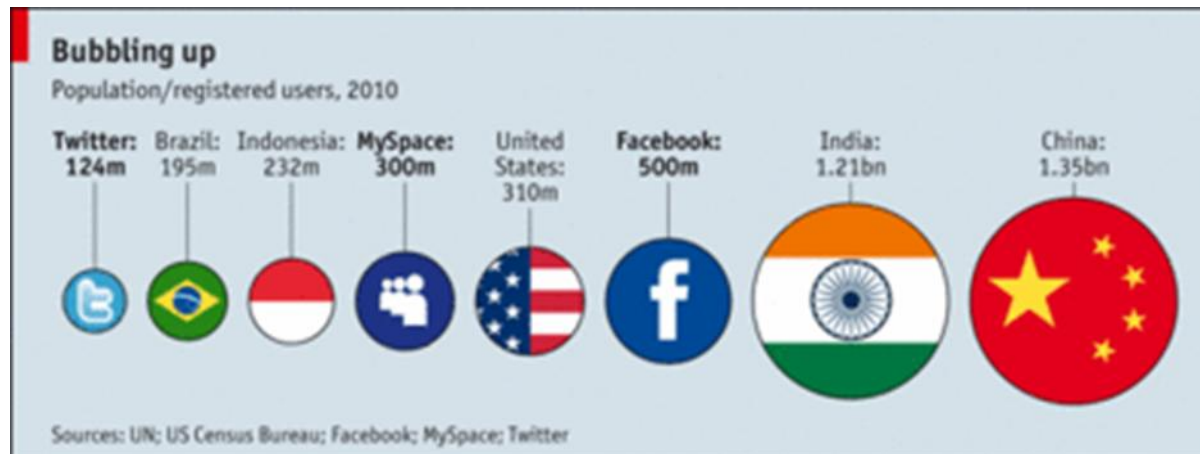
# What is it?

- What is Social Media?
- Why is it important?
- The platform you use to communicate & collaborate online, with tools such as Facebook or Twitter.



# What is it?

- Social Networking = what you do with Social Media!
- Fact of Life - People DO business with those they:
  - Like / Know / Trust



850m active users

# What is it?

- Some stats:
  - Facebook +800m users/consumers:
    - 900m objects that people interact with.
      - Business Pages / Groups / Events / Community.
      - If you include web links & news items this jumps to 3.5billion.
    - 50% of active users log-on everyday.
      - Connected to 80 pages / groups / events.
      - 45% of Retail Consumers use Social Media for customer support versus 35% via phone.





# What is it?

- Some stats:
  - Twitter 300m+ live accounts / influencers:
    - Tweet = 140 characters.
  - 50% log in at least once a month.
  - 50% log in once a day.
    - 34% of Marketers have generated leads.
    - 20% have won new business.
  - 40% don't Tweet, dip in to follow what is being said.
    - 55% access via Mobile devices.
    - As of June 11 - 200m Tweets per day.

twitter





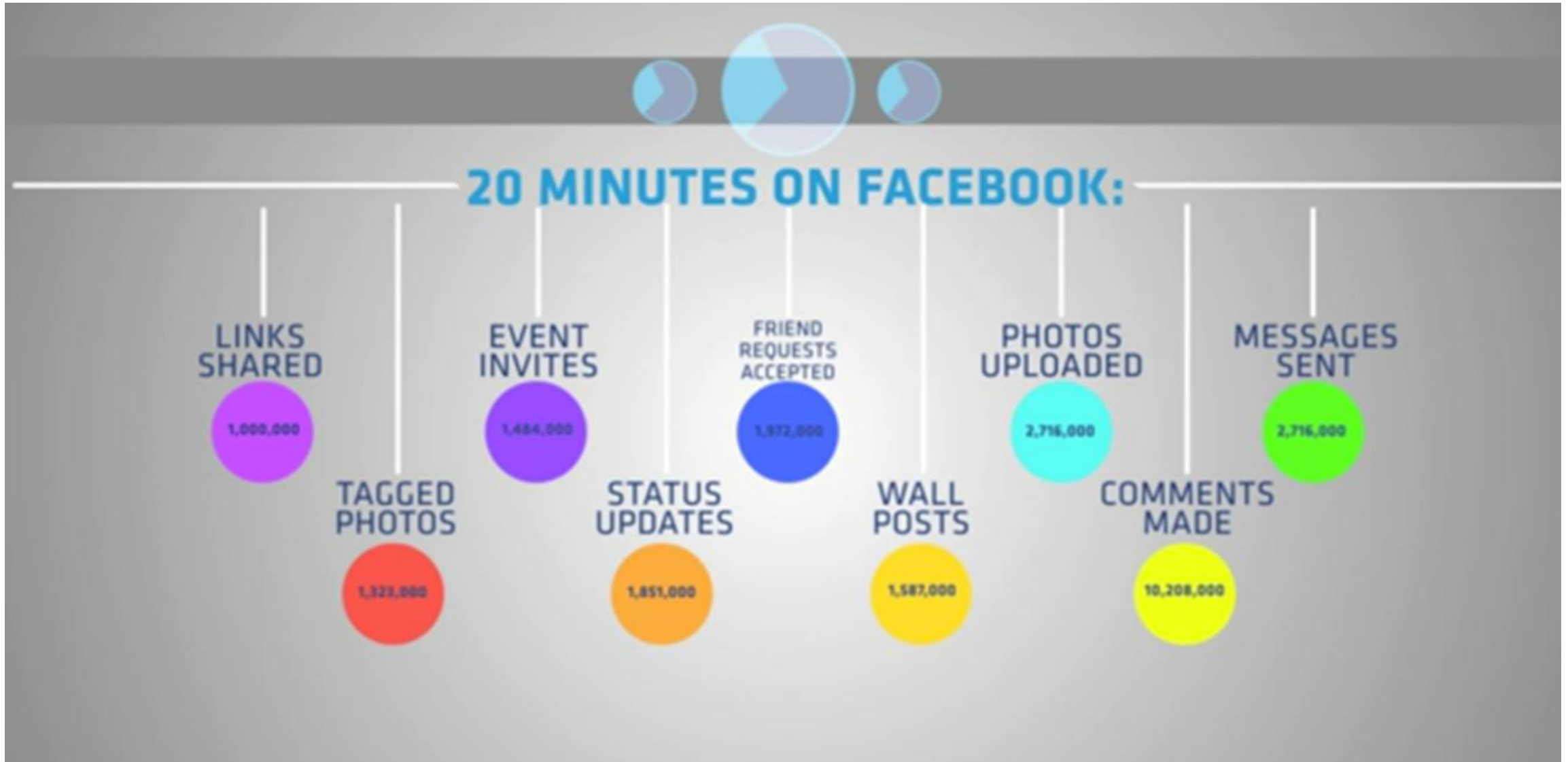
# What is it?







# What happens during 20 minutes of Facebook



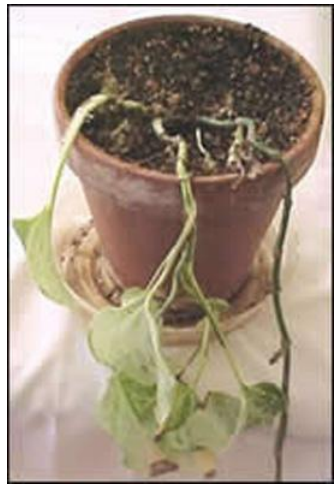


**How might this best work for you?**



# Why should you be 'out there'?

- Communicating with your members
- Communicating with your customers
- Communication with your consumers
- Educating those afraid to care for plants (especially house plants)
- Connecting with journalists, stylists and florists





# Why not? (ROI)

- Knowledge is KING
- Embrace a chosen suite of platforms
  - Set your strategy, one that suits your business & start banging that drum!
- Build a network, strategic targeted groups
  - On-line networking is the same as off-line
- Take advice and get support







# Standing still... or getting it wrong.....

Create Page

2009



## I Fail At 5 A Day

88,026 likes

community  
Fruit and veg is such a burden. Thanks facebook, now i cant post. Get lost spam

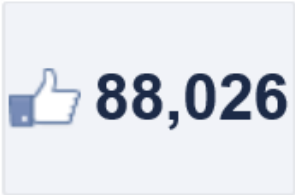

About – Suggest an Edit

✓ Liked

✓ Following

Message

⚙



PhotosLikes

Posts by Others ▾

Post

Photo / Video

Write something on I Fail At 5 A Day...

**Coran Ellen Pattison** ▶ **I Fail At 5 A Day**  
10 April 2013 near Pallion 🌐

Kayleigh Kennedy

Like · Comment

**Daisy Meeds** ▶ **I Fail At 5 A Day**  
12 October 2011 🌐



# What did 5 a day do with this group?





# My personal opinion

- You really cannot afford to ignore social media
- You really need to share your knowledge
- You really need to engage - get out there!

Great plants, great growers



Home

What is Home Grown

Where to find Home Grown Plants

Plant Tips

Latest News

Get In Touch



# Buy Home Grown. Support a great British nursery.



For more information on Home Grown plants  
please scan barcode with a smartphone or visit  
[www.homegrownplants.org.uk](http://www.homegrownplants.org.uk)



## What is Home Grown?

Learn about the values behind Home Grown and what it means for gardeners and the UK



## Who sells Home Grown plants

Learn more about garden centres, nurseries, supermarkets and online retailers who sell Home



## Great advice from growers

As growers we want to share our tips and advice to help you enjoy your Home Grown plants in the



## Home Grown for business

What are the benefits of Home Grown for:  
**growers - retailers - landscapers**

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

#### Tweet to Home Grown

© 2014 Twitter About Help Terms Privacy  
Cookies Ads info Brand Blog Status Apps  
Jobs Advertise Media Developers



## Home Grown

@HomeGrownPlants

Plants labeled Home Grown reassure the gardener that plants have  
been produced in the UK by British nurserymen

United Kingdom · [homegrownplants.org.uk](http://homegrownplants.org.uk)

3  
TWEETS

3  
FOLLOWING

6  
FOLLOWERS



Follow

Followed by [South East Farmer](#).

### Tweets

**BPOA** @bpoa\_simon

Ornamentals News Brief - [eenurl.com/lYcCl](http://eenurl.com/lYcCl)

21 May 2012





# How might this best work for you?



- Establish a brand for offering help to your customers?
  - Twitter date for answering questions
  - Facebook page for sharing top tips
    - Promotions in stores
    - Launch of new lines
    - Competitions to win latest colours
- Be an industry voice
  - Engage with the political and environmental agenda
  - Provide images, stories and inspiration to journalists
  - Engage directly with the PR departments of your retailers



# How might this best work for you?



It ISN'T time consuming  
It DOES pay dividends

Look at what your competitors do... are they getting more coverage?

You are experts in your field, make a good shop window, be available, engage with your customers and consumers

Don't compete against each other, work together, have a strong message, stick to it and improve the lot for the whole British industry



# Please get in touch

Tweet us:

@TweetTeamPiP

@GrowingDirect

@LuvFreshProduce

Be our friend:

Facebook.com/PartnersinProduce

Facebook.com/GrowingDirect

Email us:

[Sarah@Partnersinproduce.co.uk](mailto:Sarah@Partnersinproduce.co.uk)

[Carol@Partnersinproduce.co.uk](mailto:Carol@Partnersinproduce.co.uk)

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growing.direct