

Scottish Agritourism Monitor Farm Programme

June Virtual Meetings Report

Meeting 1 - Designing and delivering a campaign
Monday 1st June 2020

Meeting 2 – Managing your online reputation
Monday 15th June 2020

Meeting 3 – Filming live videos on your phone
Monday 22nd June 2020

Meeting 4 – Creating a marketing plan to refresh your business
Monday 29th June 2020



The Agritourism sector has faced many changes over the last five months, with the Covid-19 pandemic imposing strict lockdown restrictions to comply with the Government's rulings, which resulted in the cancellation of any upcoming Scottish Agritourism Monitor Farm (SAMFP) meetings.

Despite the challenges, the programme is still progressing and has switched from the face to face monthly meetings to fortnightly meetings, lasting two hours via Zoom, which kicked off on the 1st June 2020. Attendance has been excellent so far, with each virtual meeting having over 20 attendees (see full list of attendees at the end of the report).

1st June – 28 attendees
15th June – 46 attendees
22nd June – 43 attendees
29th June – 24 attendees

Virtual meetings have also been held in June with the East Central Community Group and the West Central Community Group, with 17 businesses working on writing up new business plans through the help, advice and guidance of these meetings.

SAMFP also launched the year one report which was shared with national press including Farmers Guardian, Farmers Weekly and the Scottish Farmer during a press briefing on the 5th June 2020.

MEETING ONE SUMMARY – 1ST JUNE 2020

Topic: Designing and delivering a campaign (with Lesley Wood from [LMW Consulting](#))

Top Takeaways:

1. Improve coordination of marketing activities across multiple mediums;
 - o Social media/email/parts of website;
 - o Pros and cons of marketing in your pocket e.g. engagement/optimal length of social media posts;
 - o Good content takes time;
2. A campaign – what does it mean?
 - o Have a clear goal for the end of the campaign. Perhaps set goals for the whole year;
 - o Thematic – dedicated posts, monthly campaign coverage, encourage customer engagement through polls, product demonstration, direct selling;
3. Steps to execute a campaign;
 - o Campaign preparation – brand assets e.g. event logos, banners;
 - o Brand delivery – dedicated landing page, update social, etc.
 - o Competition – like & share competitions on social, build a consumer database, etc.
 - o During campaign – teasers, highlights, competition news, use of hashtags to encourage trending etc.

- Boosting posts – Who are we targeting (young/old/rural people/tourists etc.?)
 - Email marketing – personalised communication;
 - Measuring what you got from this – brand awareness, email database etc.
4. Lifetime value of customer – rinse and repeat process;
 - Tracking where your business is coming from to repeat the process e.g. 'where did you hear about us?'
 5. Test, measure and refine;
 - Measuring – referrals, emails, posts, etc.
 - Tracking website traffic – where are customers coming from;
 - Monitoring post engagement via social media 'back ends';
 6. Thinking about your strategy;
 - Joining everything up to create a complete campaign.

[Presentation available here](#)

MEETING TWO SUMMARY – 15TH JUNE 2020

Topic: Managing your online reputation (with Lesley Wood from [LMW Consulting](#))

Top Takeaways:

1. Find out where your business is being reviewed and always try to reply;
 - Trip advisor, Google My Business, booking.com, social media, Air B&B, Free to Book etc.;
 - Don't be afraid to ask for face to face or paper reviews when customers/guests leave. Have a box and review forms asking people for feedback on departure and ask people to leave their email addresses for you to follow up with a personal email thanking them;
2. Own your reputation;
 - Tell them you're amazing;
 - Be genuine, be there (social);
 - Build customer relationships;
 - Involve the audience – ask them what they like, dislike, want to see more/less of;
3. Create a process policy for online reviews both positive and negative;
 - Reputation goals you set;
 - Standard immediate response to any reviews (e.g. if it's positive have a standard response that is sent out automatically);
 - Timescale for your responses – set a time that you aim to reply by and stick to it (e.g. 24hrs, two days, a week);
 - Logbook/spreadsheet/software/weekly or monthly meeting
 - Actions to remedy;
4. Learn from your mistakes and achievements – reference what you plan to do differently as a result of feedback;
5. Review – before you publish any response (especially to negative feedback) always get a second pair of eyes to check and make sure what is being said is appropriate;
6. Log key themes – logging this in a document will allow you to share with your team and help get a feel for what customers enjoy, want to see more of and what they think needs changed.

[Presentation available here](#)

MEETING THREE SUMMARY – 22ND JUNE 2020

Topic: Filming live videos on your phone – best practice Q&A (with Anna Jones)

Top Takeaways:

1. Feedback on lives/pre-recorded videos;
 - Get the audience involved from the beginning e.g. welcome Qs;
 - Build suspense to the reveal;
 - Be conversational and human. Avoid scripted conversations. Fine balance – make sure to show your face and your farm;
 - Don't just film your grass/field. Have a conversation;
 - The end of the film is the round up/ highlights;
2. Practical tips
 - Sound – integral. Wind/background noise can be an issue. Sound is picked up from the bottom of the phone. Try avoid noisy areas or look into buying a Lapel microphone (other options available) to plug into your device to make the sound stronger;
 - Sound check – do this before your video. Trial live/pre-recorded video where only you can see it and do a sound check. If live, prevent this posting to your timeline and save it to your phone so you can check it;
 - Distance – if someone else filming for you, stay near to the person filming or as mentioned before invest in a microphone (you can buy extended ones) which allows you to stand further away without affecting the sound;
 - Rehearsal/plan is key;
 - Identify who you are talking to. Avoid using jargon. Advise at the start 'please comment if I have used words you don't understand';
 - If two people – feed person talking the questions. Let viewers know how you will be answering their questions;
 - Landscape/portrait orientation - Android/any other phone – auto rotate must be off; iPhone – settings and 'rotate'. Always record landscape;
 - Selfie sticks – very helpful for filming. If filming yourself and you are using a selfie stick, try not use selfie mode on the camera (this reduces the quality of the video). Obviously if you are filming yourself with no selfie stick then selfie mode on the phone is the best option;
 - Acknowledge any noises heard so the viewer can understand what is happening.

MEETING FOUR SUMMARY – 29TH JUNE 2020

Topic: Creating a marketing plan to refresh (or start) your business (with Lesley Wood)

Top Takeaways:

1. Understand why it's important to have a plan;
 - Know who your talking to and why;
 - Understanding why return on the investment makes budgeting easier;
 - **A plan is almost all marketing opportunity;**
2. What are your goals?
 - Building a positive brand reputation?
 - Reaching new audiences?
 - Establishing assets?
 - Developing brand consistency?
 - Rewarding customer loyalty?
 - Customer research?
 - Improving social media engagement etc. ?
3. Manage your goals;
 - List ALL of the goals you have and prioritise;
 - Pick what stresses you the most and tackle it;
 - Consider your own skill sets, if you feel another member of the team would deliver a better skill/service delegate where possible;
 - Consider budget – if budget allows invest in paid marketing to help reduce pressure in your team if resources/time become issues;
4. Listen to what your consumers are saying – what do they want?
 - Know your customer – have a conversation;
 - Measure/listen/refine;
5. What should you know about your customer to make sure they are getting the best experience from your business?
 - Carry out research – go through different groups of people who visit and get a feel for what they are after (e.g. location, age, gender, hobbies/interests, social circles, income range, relationship status etc.);
 - What is your unique selling point and how does it fit with multiple audiences;
6. Branding;
 - What is your brand personality? What makes it unique? What keeps it consistent?
 - If people love your brand they will;
 - Review;
 - Tag on social media;
 - Buy/wear merchandise;
 - Repeat business;
 - Buy new products/services from you;
 - Do research to find out if the branding/marketing was worth it and where have sales come from (e.g. do your research through Google analytics, social media, reviews – frequency & volume, tagging & mentions.

[Presentation & resources available here](#)

PRESS BRIEFING ENGAGEMENT

SAMFP hosted an online press briefing on Friday 5th June 2020 to highlight the achievements from the first year of the programme.

The briefing outlined the key objectives from the programme and heard from both the East and West Monitor Farmers about their experiences. Two community group members also attended the briefing to highlight the value of the community groups and how they have used the support and guidance to develop their businesses. All attendees on the briefing were given a copy of the year one report.

The briefing was attended by some of the national farming publications in the UK including; Farmers Guardian, Farmers Weekly and Scottish Farmer and was also featured in New Zealand's version of Farmers Weekly.

MEETING ATTENDEES

No.	First Name	Surname	Business	Website	1 st June	15 th June	22 nd June	29 th June
	Ailsa	Currie	Bellevue Farm Holiday Cottages & Farm Tours	www.bellevue-arran.co.uk	√	√	√	
	Amy	McConchie	3 Little Huts	www.3littlehuts.co.uk		√		
	Anna	Black	Lindores	www.lindores.co.uk	√	√		√
	Anne	Lennox	Lennox of Lomond	www.shemoreonlochlomond.com	√	√		√
	Balfour	Stewart	The Bus Stop	www.thebusstop.scot		√		
	Bobby	Lennox	Lennox of Lomond	www.shemoreonlochlomond.com	√	√		√
	Caroline	Robertson	Visit Scotland			√		
	Carole	Short	Down on the Farm	www.downonthefarm.net			√	
	Chris	Scott-Park	Portnellan Farm LLP	www.portnellanfarm.co.uk	√	√		√
	Claire	Pollock	Ardross Farm Shop	www.ardrossfarm.co.uk			√	
	Elaine	Lamont	The Bus Stop	www.thebusstop.scot		√		
	Eilidh	Smith	Morton of Pitmilley	www.pitmilly.co.uk		√	√	
	Elen	Austin	Barstobrick	www.barstobrick.co.uk	√	√		√
	Eric	Linklater	Carrae Farm	www.carraefarm.com	√	√	√	√
	Denise	Walton	Peelham Farm Produce	www.peelham.co.uk		√	√	
	David	Scott-Park	Portnellan Farm LLP	www.portnellanfarm.co.uk	√	√		
	Donryn	Dewar	Dupplin estate	www.dupplinestate.co.uk			√	
	Dougie	Wilson	Lennox of Lomond	www.shemoreonlochlomond.com		√		
	Fiona	Grant	Avielochan Cottages	www.avielochancottages.co.uk	√	√		
	Fiona	Scott	The Mill at Fearn Farm	www.fearnfarm.com	√	√		
	Fiona	Smith	Westerton Farmers	www.westertonfarmers.co.uk				√
	Freda	Scott-Park	Portnellan Farm LLP	www.portnellanfarm.co.uk	√	√	√	√
	Gordon	Caldwell	GC Growers	N/A			√	
	Gordon	Murray	Craigmaddie Muir	www.craigmaddiemuir.co.uk	√	√		
	Helen	Smith	Byres farm.	www.byresfarm.co.uk	√	√	√	√
	Jasmine	Jackson	Jacksons at Jedburgh	www.jacksonsatjedburgh.co.uk	√	√	√	

	Jenny	Baird	Greenford farm	N/A		√		√
	Jenny	Cowan	Eastside	https://www.eastsidecottages.co.uk	√	√		√
	Jenny	Chapman	Kirkennan Estate holiday cottages	www.kirkennan.co.uk	√		√	
	Jessica	Stevenson	Luxury Lodges St Andrews	www.luxurylodgesstandrews.co.uk		√		
	Jo	McNicol	DRIFT.	www.castletonevents.weebly.com	√	√	√	
	Joshua	Steedman	Mains Farm Wigwams	www.mainsfarmwigwams.com			√	
	Kate	Sankey	west Moss-side organic farm/Trossachs yurts	www.westmoss.com		√	√	√
	Katie	Roberts	Craigduckie Shepherds Huts	www.craigduckie.co.uk			√	
	Kay	Wilson	Lennox of Lomond	www.shemoreonlochlomond.com	√	√	√	√
	Kirsten	Hannay	Kirkdale Estate	www.kirkdaleestate.co.uk	√		√	
	Lauren	Neill	Cononsyth Farms	N/A			√	
	Linda	MacLeod Brown	Lewis longhouse	https://www.lewislonghouse.com			√	
	Liz	Phillips	Cowden Holiday Let	www.exclusivelyliz.com		√	√	√
	Lorna	Reid	Visit Scotland		√			
	Louise	Nicoll	Newton Farm Holidays & Tours	www.newtonfarmholidays	√	√		√
	Lucy	Randall	Foldyard House	https://house-parties.com/properties/foldyard-house-bev			√	
	Lucy	Tile	Bairnkine Cottages	www.bairnkinecottages.co.uk		√	√	
	Lynne	Jobes	Beirhope Alpacas	www.beirhope.co.uk		√	√	
	Maggie	Dalgleish	S & M Dalgleish Ltd	www.bramblebrae.co.uk		√	√	√
	Martyn	Steedman	Mains Farm Wigwams	www.mainsfarmwigwams.com	√	√		
	Moira	Henderson	The Rings (Firm of M C Henderson)	www.therings.co.uk	√		√	
	Niall	Bowser	Argaty Red Kites	www.argatyredkites.co.uk	√	√	√	√
	Nikki	Storrar	Ardross Farm Shop	www.ardrossfarm.co.uk			√	
	Richard	Hermon	Loch Ken	www.lochkenholidaypark.co.uk		√		
	Robert	MacKenzie	Cullisse Highland Rapeseed Oil	www.cullisse.com			√	
	Robert	Wilson	Fluffy Moos	www.fluffymoos.com	√	√	√	
	Sacha	Grierson	Hugh Grierson organic	www.hughgrierson.co.uk			√	
	Sally	King	Dunnanelly Country House	www.dunnanellycountryhouse.com			√	
	Sally	Duncan	Duncan Family Farms	www.duncanfamilyfarms.co.uk		√	√	√
	Sally	Williams	R & A Wilson Ltd	N/A			√	√
	Sarah	Redman	Creese Escape Shepherd's Hut	www.creesideescape.com			√	
	Sarah	Restall	E M Farming	N/A	√	√		√
	Sheila	Bannerman	Old Manse Farm	N/A		√	√	√
	Shona	Duncan	Duncan Family Farms	www.duncanfamilyfarms.co.uk		√	√	√
	Sophie	Thompson	Newton Farm Holidays	https://newtonfarmholidays.co.uk			√	



	Stephen	Melville	St Andrews Country Lodges	www.standrewscountrylodges.co.uk	√	√	√	√
	Stuart	McNicol	DRIFT.	www.castletonevents.weebly.com	√		√	
	Suzie	Crerar	Craigmaddie Muir	www.craigmaddiemuir.co.uk		√		
	Toby	Eve				√		
	Trudi	Cuteo	Carfrae Farm	www.carfraefarm.com		√	√	√
	Yvette	Lewis	Burnbrae Holidays	www.burnbraehol.co.uk		√	√	
						√	√	
				TOTAL	28	46	43	24