

Scottish Agritourism Monitor Farm Programme

September Virtual Meetings Report

**Meeting 1 – Making Money from Farm Tours
Thursday 10th September 2020**

**Meeting 2 – Loyalty Schemes, E-news, Customer
Databases & GDPR
Thursday 24th September 2020**





Due to the current Covid-19 restrictions the Scottish Enterprise Agritourism Monitor Farm Programme is being delivered virtually to continue to allow support to be provided to Agritourism businesses across Scotland.

MEETING ONE SUMMARY – 10th SEPTEMBER 2020

Topic: Making Money from Farm Tours (with programme facilitator, Caroline Millar)

Carrying out farm tours provides a unique opportunity for the general public and tourists to discover more about the huge diversity of the farming industry in Scotland. It reaches out to people who would not normally have the opportunity of visiting a farm and provides the public with new insights into the agricultural, food and drink and rural sector.

The meeting discussed key areas that businesses should research, review and analysis in order to make the most of farm tours including;

- Setting the right price for tours
- How to adapt your business/personal life to ensure you are offering tours at suitable times (e.g. weekends, after school etc.)
- Top tips to ensure your farm tour offering features high on Google listings.

What is the customer experience looking for when coming on a farm tour in Scotland?

Caroline Millar highlighted that the reality of Covid-19 has identified that the Agritourism sector could improve the standard they are offering. The pandemic has given some businesses the opportunity to reassess their offering and develop it further, including introducing food experiences when coming for a farm tour. This is a great opportunity for businesses to help promote the quality local produce from within Scotland and an area that Visit Scotland are looking to support.

How easy is it to find a farm tour in Scotland when you search on Google?

- Many of the current agritourism businesses in Scotland feature quite far down the listings and some are not featured at all
 - o This could be down to wording on your website (e.g. using 'farm experiences' instead of 'farm tours')
- Make sure your text/descriptions on your website and social channels detail exactly what people want to be searching

[View the full presentation from Caroline Millar on farm tours here.](#)

MEETING TWO SUMMARY – 24th SEPTEMBER 2020

Topic: Customer Databases, Loyalty Schemes, E-news, & GDPR (with Lesley Wood from [LMW Consulting](#) and Tony Couch, GDPR and Business Consultant)

Customer Relationship Management Tool (CRM)

Throughout the Scottish Agritourism Monitor Farm Programme, Lesley Wood has discussed several topics with attendees which all play a key role to help promote and develop their Agritourism businesses digitally. These topics have included website development, utilising Google analytics and offering gift vouchers – all of which rely on;

- A database
- Storing information
- Software to process that information

For most businesses, their most valuable and important asset is their customers, so it is essential that you have a relevant CRM to allow the safe and secure storage of customer records.

Objectives and benefits:

- Easily store important customer information
- Understand who are your best customers
- Segment customer groups (families/couples/corporate clients)
- Identify patterns/habits/preferences that can positively impact sales
- Better communicate with customers
- Ultimately retain and increase sales

Top tips when investing in a CRM system

- Identify what information you need to gather and manage
- What benefit will this information bring to your business
- Typical CRM information required (name, address, number, purchases, DOB etc.)
- Do not assume that your website or email provider offers full CRM functionality

Loyalty Schemes

Loyalty schemes can benefit everyone involved – both the business offering the scheme and the customers. You will be encouraging customers to spend more and more often, and your customers will be getting great deals from a brand they love.

Benefits

- More marketing content (this can be a regular marketing campaign)
- Retain and reward your (best) customers
- Clue is in the name – keeps them coming back
- Gamification and reward level possibilities
- Enhances customer relationship
- Leads to an increase in lifetime value of the customer

Email Marketing (E-news)

Email marketing is the process of targeting your audience and customers through email. It helps you boost conversions and revenue by providing subscribers and customers with valuable information to help achieve their goals.

Benefits

- 99% of customers (with a device) check their email every day



- 59% of respondents say marketing emails influence their purchase decisions
- When it comes to customer acquisition, email is 40 times more effective than Facebook and Twitter combines
- 73% of millennials prefer communications from businesses to come via email.
- Customer loyalty
- Brand awareness
- Low cost

[Full presentation on CRM, Loyalty Schemes & E-news available here.](#)

GDPR

To create loyalty schemes and e-news, your audience must be GDPR compliant. Having a suitable CRM system can help collate information on customers to ensure you are following GDPR.

When compiling GDPR information for customers always consider:

- What data you have
- Why you have it
- What you will do with it
- How will you keep it secure (electronic/hard copy)
- Who will get access to the information (is there any third-party sources you use and are they up to GDPR standards?)
- How long will you keep the information for

GDPR now plays a crucial role for any business which holds information about customers, clients, or staff.

Benefits to your business

- Trust and integrity
- Market leader
- Brand reputation
- Avoid complaints
- Save time
- Avoid ICO fines
- Avoid civil claims
- Food good factor

TREAT OTHER PEOPLES PERSONAL DATA AS IF IT WERE YOUR OWN!

[Full presentation on GDPR available here.](#)

MEETING ATTENDEES

First Name	Surname	Business	Website	10 th September	24 th September
Ailsa	Currie	Bellevue Farm Holiday Cottages & Farm Tours	www.bellevue-arran.co.uk	✓	✓
Anna	Black	Lindores	https://www.lindoresxc.co.uk/	✓	✓
Annabelle	Scott	??	??		✓

Anne	Lennox	Lennox of Lomond	www.shemoreonlochlomond.com	√	√
Andrew	Donaldson	Comrie Croft	www.comriecroft.com	√	
Bobby	Lennox	Lennox of Lomond	www.shemoreonlochlomond.com	√	√
Chris	Scott-Park	Portnellan Farm LLP	www.portnellanfarm.co.uk		√
Caroline	Robertson	Visit Scotland	N/A		√
David	Scott-Park	Portnellan Farm LLP	www.portnellanfarm.co.uk		√
Elen	Austin	Barstobrick	https://www.barstobrick.co.uk/		√
Fiona	Grant	Avielochan Cottages	www.avielochancottages.co.uk		✓
Fiona	Scott	The Mill at Fearn Farm	www.fearnfarm.com	√	√
Freda	Scott-Park	Portnellan Farm LLP	www.portnellanfarm.co.uk	√	√
Gill	Lennox	Lennox of Lomond	www.shemoreonlochlomond.com	√	
Gordon	Caldwell			✓	
Helen	Smith	Byres Farm	www.byresfarm.co.uk	√	
Jasmine	Jackson	Jacksons at Jedburgh	www.jacksonsatjedburgh.co.uk	√	
Jo	McNicol	DRIFT.	www.castletonevents.weebly.com	√	√
Kay	Wilson	Lennox of Lomond	www.shemoreonlochlomond.com	√	√
Louise	Nicol	Newtown Farm	https://newtonfarmholidays.co.uk/	✓	√
Liz	Phillips	Cowden Farm	N/A		√
Lucy	Tile	Bairnkine	www.bairnkinecottages.co.uk		√
Maggie	Dalgleish	Balgownie Mains Farm	www.balgowniemainsfarm.co.uk	✓	√
Moirra	Henderson	The Rings	www.therings.co.uk	✓	
Nikki	Storrar	Ardross Farm Shop	www.ardrossfarm.co.uk		√
Niall	Bowser	Argaty Red Kites	https://argatyredkites.co.uk/index		√
Rhona	Neil	Smahame	https://www.smahame.com/		√
Robert	Wilson	Fluffy Moos	www.fluffymoos.com	√	
Rupert	Shaw	Gled Park	www.gledpark.co.uk	√	
Sarah	Restall	E M Farming	N/A		√
Sarah	Redman	Creeside Escape Shepherds Hut	www.creesideescape.com	✓	
Sharon	Flanigan	James Hutton Institute	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		√
Trudi	Cueto	Carfrae Farm	www.carfraefarm.com	√	√
Tracy	Roan	Roans Dairy	www.roansdairy.co.uk	√	
TOTAL				24	26