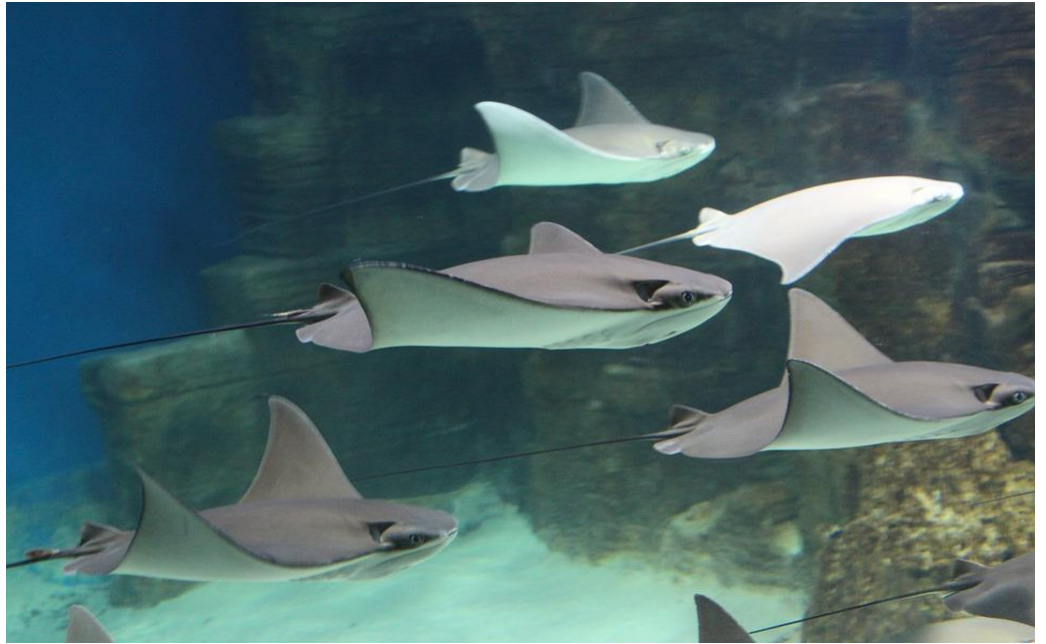


SOCIAL MEDIA MARKETING



TUTORIAL 5

Adding value to your business at
the press of a button!

Today Social Media are an integral part of our everyday life: via our computer or smartphone we can interact with our relatives and friends, share information and follow live news from wherever we are.

But Social media is also a powerful marketing tool that can enable small businesses like yours, without any particular internet related technical knowledge, to expand their network and reach more **potential customers at zero costs** and little effort. Integrating your traditional marketing channels with a presence on social media can undeniably bring added value to your business.

So simply start by drawing a social media marketing plan by asking yourself strategic questions: What do you want to promote? Who is your target audience? What message do you want to send? If implemented correctly, a good plan can allow you to increase visibility and number of customers!

Based on your answers, you can then identify the most suitable on-line platform for you.

On Facebook you will probably already have your network of friends, colleagues, and relatives that can help you disseminate information. You can share photos of your catch, links to the website of your business if you have one [they are really cheap to set up], promote special offers and in turn social media users can contact you to buy your fish and show their support by becoming fans and/or customers. Your network is likely to expand very fast, and you will be able to get in **direct touch with individual customers including the general public, restaurants and retailers.**

Twitter is one of the fastest and most efficient social media platforms. Messages are limited to 140 characters or less, but that's more than enough to post a link or share an image. It is easy to learn and use, and creating a new profile only takes minutes. The biggest advantage is that everything is in real-time, **so your fish could find a buyer as soon as you take it off the hook!**

Instagram is quick and convenient because it connects the camera of your smart phone to all your social profiles. As soon as you snap a photo of your catch, you can share it automatically on the Instagram website, Twitter and Facebook, and your customers and fans can react to your photos.

If you are still not enthusiast about using on-line tools, you can still rely on the application **WhatsApp on your smartphone**. The concept is simple and similar to the traditional SMS texts; if you can text, you can WhatsApp: send live texts to anyone else having downloaded the application on his phone, just by saving his usual mobile phone number. Today there are already more than 700 million users, which makes it the world's most popular messaging platform and a huge database of potential customers.

A number of low impact small-scale fishermen have already seen the added value resulting from their presence on social media.

Kevin, Francis and Andrew, fishers in Cornwall, UK, created the account @Drecklyfish on Twitter and started to sell hake, herring, brown crab and lobster directly reporting 'live' what was being caught, allowing following customers to track and bid immediately. Demand grew so much that they soon reached the limit of their supply capacity and decided to scale up operations and introduce the project into the local Fisheries Local Action Group (FLAG).

Bengt Larsson, a small-scale fisherman from Sweden, relies on the website www.fiskonline.se. He sends a text message to the website with the catch of the day and the time at which it will be available in the harbour. This information is posted online and sent via email and text messages to the customers who have registered on the platform. They go on the website, pay online and pick it up directly from the harbour at

the agreed time. Fishermen can choose their own price for the fish and on the website they all have individual profiles showcasing their activities and products.

What is the role of LIFE and what can LIFE do for you?

The Low Impact Fishers of Europe are active on and experts in social media networks and **can help you promote your business**. We can assist you to identify the most appropriate social media platform depending on your marketing target and build up with you a **network of valuable contacts** to increase your visibility.

If you are looking at a more European dimension, we can help you **translate some of your content** and make your message accessible to as many customers as possible.

Our media space is at the disposal of our members to promote products, offers, initiatives or share information within the community.

In addition, being in touch with a number of artisanal fishers across all European regions, we can put you in contact with other businesses who switched to digital and on-line communications to cooperate, **share best practices**, experiences and advice on the way forward.

We want your product to be not only sustainably caught and freshly landed, but also visible and accessible to an ever-increasing number of potential customers locally and around Europe!

