

SARE Grant Feedback

COMPLETE

#4

SARE GRANT

Relationship Marketing in the Digital Age: Helping Farmers Grow Their Businesses Through Online Marketing

This quick survey will help MDFMA understand the impact of the Sare Grant that paid for Juliet Glass's work with you in 2018. It shouldn't take more than 10 minutes for you to complete and we appreciate your feedback.

CREATED



PUBLIC

Feb 26th 2020, 9:39:18 pm

IP ADDRESS



174.196.133.60

Name

Seward Seward

Farm Name

Red Tree Farmstead

Email

becky.seward@gmail.com

During peak market season, how often are you able to post to your social media accounts?

3 to 5 times a week

If you are do not post every week, why not? Is it a lack of time, lack of ideas, that you forget?

Elaborate below.

(No response)

Looking back on your work with Juliet as part of this SARE grant, please evaluate the following statements:

I understand how to use social media for consistent messaging about my brand and mission across various platforms.: Agree
I have a better understanding of how to use Facebook and Instagram. : Strongly Agree
I am able to cross-post from instagram to Facebook platforms.: Strongly Agree
I understand how to harness the power other social media accounts to amplify my posts.: Agree
I think that my increase social media use has improved brand awareness. : Agree
I think that my increased social media use has improve my sales.: Agree
Social media has helped me connect more with my shoppers. : Agree
A few times a week (or more) I look at my social media accounts and respond to followers' comments and questions. : Agree
In 2020, I plan to continue to use social media to promote my business. : Strongly Agree

Looking back on the work that you did with Juliet to improve your social media presence, can you name a few things that you found particularly helpful?

Juliet was very helpful overall. Specifically, it was useful to know how to use stories in Instagram, how to use hashtags, and how to cross-post. Content tips were also useful.

Likewise, looking back on the work you did with Juliet to improve your social media presence, what could have been improved?

I would have loved to know more about time-saving tips and photography - although these were not in the needs expressed

SARE Grant Feedback

COMPLETE

#3

SARE GRANT

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CREATED



PUBLIC

Feb 24th 2020, 7:57:23 am

IP ADDRESS



71.50.41.1

Name

Kevin Tuckey

Farm Name

Tuckeys mountain grown fruit & vegetables

Email

krtmtngrown@embarqmail.com

During peak market season, how often are you able to post to your social media accounts?

3 to 5 times a week

If you are do not post every week, why not? Is it a lack of time, lack of ideas, that you forget?

Elaborate below.

(No response)

Looking back on your work with Juliet as part of this SARE grant, please evaluate the following statements:

I understand how to use social media for consistent messaging about my brand and mission across various platforms.: Strongly Agree
I have a better understanding of how to use Facebook and Instagram. : Strongly Agree
I am able to cross-post from instagram to Facebook platforms.: Agree
I understand how to harness the power other social media accounts to amplify my posts.: Agree
I think that my increase social media use has improved brand awareness. : Agree
I think that my increased social media use has improve my sales.: Agree
Social media has helped me connect more with my shoppers. : Strongly Agree
A fews times a week (or more) I look at my social media accounts and respond to followers' comments and questions. : Strongly Agree
In 2020, I plan to continue to use social media to promote my business. : Strongly Agree

Looking back on the work that you did with Juliet to improve your social media presence, can you name a few things that you found particularly helpful?

Before I met Juliet I didn't know anything about social media so everything I've learned I've learned from her and she even helped me redownload and program my new phone after I lost some of my social media

Likewise, looking back on the work you did with Juliet to improve your social media presence, what could have been improved?

Offhand I can't think of any improvements she was a fine teaching couch very patient with me as I knew nothing about social media beforehand

SARE Grant Feedback

COMPLETE #2

SARE GRANT

Relationship Marketing in the Digital Age: Helping Farmers Grow Their Businesses Through Online Marketing

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CREATED



PUBLIC

Feb 23rd 2020, 6:02:45 pm

IP ADDRESS



75.165.49.23

Name

Jarrah Cernas

Farm Name

Chicano Sol LLC

Email

chicanosol@yahoo.com

During peak market season, how often are you able to post to your social media accounts?

1 to 2 times a week

If you are do not post every week, why not? Is it a lack of time, lack of ideas, that you forget?

Elaborate below.

Lack of time and energy to do it

Looking back on your work with Juliet as part of this SARE grant, please evaluate the following statements:

I understand how to use social media for consistent messaging about my brand and mission across various platforms.: Strongly Agree

I have a better understanding of how to use Facebook and Instagram. : Strongly Agree

I am able to cross-post from instagram to Facebook platforms.: Strongly Agree

I understand how to harness the power other social media accounts to amplify my posts.: Agree

I think that my increase social media use has improved brand awareness. : Strongly Agree

I think that my increased social media use has improve my sales.: Strongly Agree

Social media has helped me connect more with my shoppers. : Strongly Agree

A few times a week (or more) I look at my social media accounts and respond to followers' comments and questions. : Strongly Agree

In 2020, I plan to continue to use social media to promote my business. : Strongly Agree

Looking back on the work that you did with Juliet to improve your social media presence, can you name a few things that you found particularly helpful?

Juliet went above and beyond. For lack of a better word I had some fears in the beginning and she basically held my hand through it all. She even helped me to get our website current and live again! She had a great attitude through all my frustrating moments! She had also continued to be an outlet when I find myself lost in the tech world/social media and need re-educated.

Likewise, looking back on the work you did with Juliet to improve your social media presence, what could have been improved?

Honestly, nothing. I'm sure I was one of her more needy farmers but she never would have let on to me:)! I am truly great full for her assistance and would not currently be posting to my social media had Juliet not guided me to it.

SARE Grant Feedback

COMPLETE #1

SARE GRANT

Relationship Marketing in the Digital Age: Helping Farmers Grow Their Businesses Through Online Marketing

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CREATED



PUBLIC

Feb 23rd 2020, 4:58:26 pm

IP ADDRESS



69.143.4.25

Name

Suzanne Behrmann

Farm Name

Shepherd's Whey Creamery

Email

suzanne@shepherdsweycreamery.com

During peak market season, how often are you able to post to your social media accounts?

1 to 2 times a week

If you are do not post every week, why not? Is it a lack of time, lack of ideas, that you forget?

Elaborate below.

lack of time. Or the sense that I had nothing relevant to post about

Looking back on your work with Juliet as part of this SARE grant, please evaluate the following statements:

I understand how to use social media for consistent messaging about my brand and mission across various platforms.: Agree
I have a better understanding of how to use Facebook and Instagram. : Agree
I am able to cross-post from instagram to Facebook platforms.: Agree
I understand how to harness the power other social media accounts to amplify my posts.: Disagree
I think that my increase social media use has improved brand awareness. : Agree
I think that my increased social media use has improve my sales.: Agree
Social media has helped me connect more with my shoppers. : Agree
A few times a week (or more) I look at my social media accounts and respond to followers' comments and questions. : Strongly Agree
In 2020, I plan to continue to use social media to promote my business. : Agree

Looking back on the work that you did with Juliet to improve your social media presence, can you name a few things that you found particularly helpful?

Being mindful of the benefit of posting was helpful. Learning how to use hashtags and directly tagging others is something I can see is really helpful, but I still don't feel like I have it down. Juliet was very encouraging and had specific feedback that was helpful

Likewise, looking back on the work you did with Juliet to improve your social media presence, what could have been improved?

I would have liked to have more direct interactions with Juliet - several of our planned meet ups were interrupted with schedule conflicts and time constraints made it difficult.