



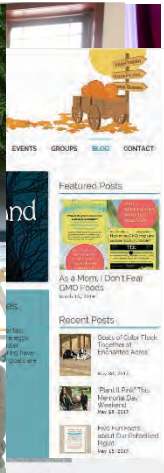
Marketing Brand

YOU

Who are WE

Shannon Latham

Entrepreneurship



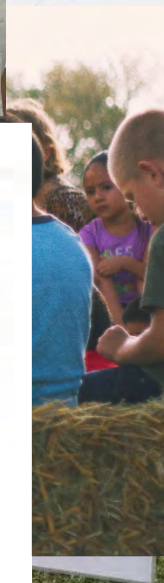
IOWA FOOD & FAMILY Project

ABOUT LET'S GROW FOOD FRIENDS FARMING NEWS

SHANNON LATHAM

Shannon Latham is vice president of Latham Hi-Tech Seeds, a family-owned seed business, and lives with her husband John and their two children near Sheffield. As owner of Enchanted Acres Pumpkin Patch, she has a passion for people, animals and agriculture and raises Boer goats, chickens, oaks and pumpkins on her small farm.

"The best part of my job has always been traveling the countryside and meeting with farmers because many of the world's kindest, most caring people—as well as many of the best cooks—live in the country." Find more recipes and farm stories from Shannon on her blog, TheFieldPassion.com.



Laura Cunningham @LifeonSkyView

- **With Ag Education through Life on SkyView**
 - Agricultural, Business and Farm Safety classes
 - Corn, Soybeans, Chickpeas
- **Dog Mom to Annie**
 - Marketing Manager at Curly Arrow Custom Farm
 - Celebrating 10th season this year





Canon

Joni Erwin



Who are YOU

- Write 3-5 words to describe you in each of these settings:
 - Professional Setting
 - Family Setting
 - Social Setting
 - Things You're Passionate About
 - Volunteer/Community Org Work

What is a Brand?

/Brand/:

The ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group or organization

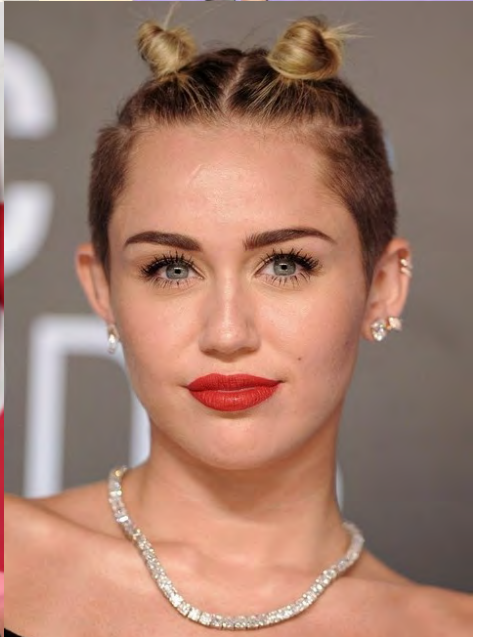
Livestock scenario – “Identifying Mark”

Miranda Lambert





Miley Cyrus



Why does branding matter?

- Reputation Management – Personal & Business
 - Know your strengths
 - Manage your weakness
 - Maintain your individualism

Today's Goals:

1. Turn your *Passion into Power*
2. The 3 **P's** of your brand

Plan | Promote | Protect

Activity: Personal Brand Statement

Example

“As a focused and determined entrepreneur, I set and achieve challenging goals by pursuing my passion of advocating for agriculture by cultivating key relationships both online and in person, as well as nurturing the entrepreneurial spirit of others.”

Shannon Latham

Your Personal Brand Statement

Reference your word list

- What are like at your best?
- Who do you serve?
- How do you do it uniquely?
- I am known for { } & I want to be known for { }

Breakout Sessions

**Marketing
Brand
You!**

Break

Marketing Brand You!

Shannon Latham

&

Joni Erwin

Agribusiness Professionals

3 Steps to Create Brand YOU!

- 1. Plan**
- 2. Protect**
- 3. Promote**

Shannon Latham



Marketing Brand You!

Shannon Latham

&

Joni Erwin

PLAN

Why Plan?

If you don't brand yourself who will?

- Convey personal brand in online bios
- In your voicemail greeting
- E-mail signature
- Create personal logo
- Letterhead
- Agenda
- Business card

Business Cards

PROFESSIONAL

- Up to date information
- Job Title
- Multiple ways to reach you
- Unique Features

PERSONAL

- Personal Contact Info
 - Not work information
- Social Media Handles
- Design represents purpose

Tools to Create Business Cards

- [VistaPrint](#)
- [Overnight Prints](#)
- [GotPrint.com](#)

My Brand Book

BUSINESS CARD ACTIVITY

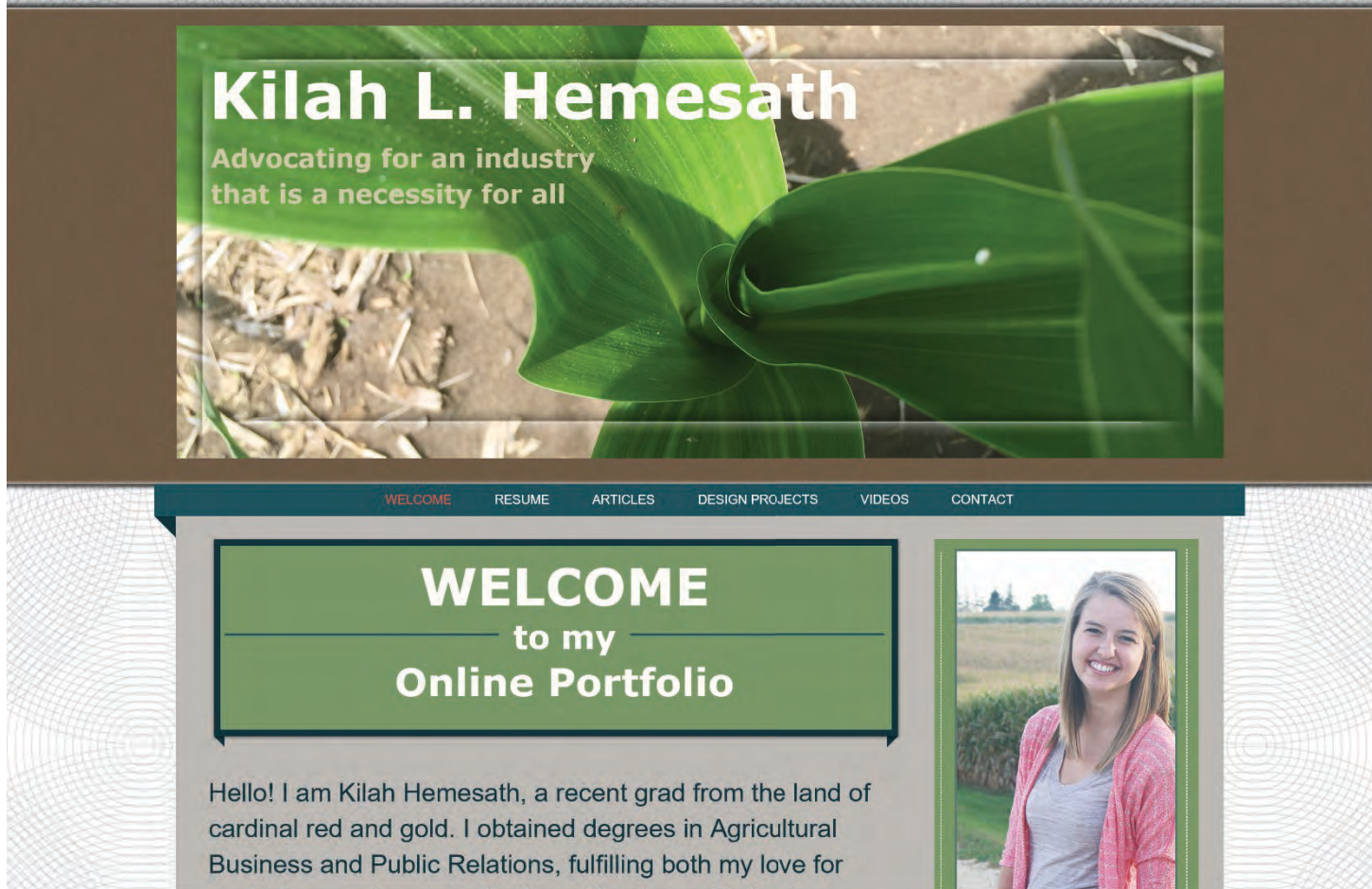
Sketch out what yours new business cards will look like

Online Portfolio Contents

- Brand Story
- Work Experience
- Career Goals
- Examples of your work
 - Photography
 - Written Examples
 - Design
- Consistent with other social media platforms

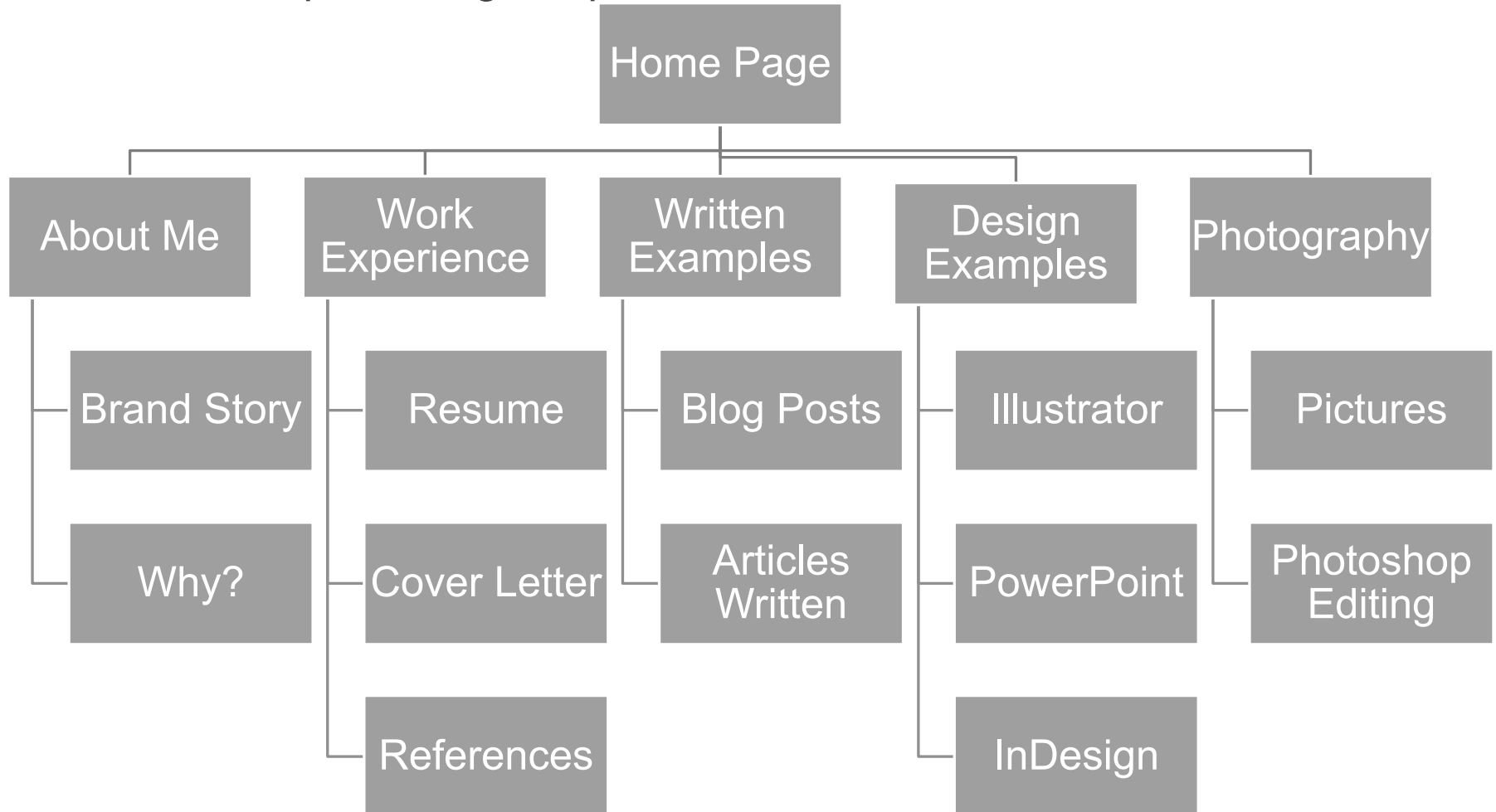
Online Portfolio

Wix.com



Online Portfolio Creation

- Site Maps are a great place to start



My Brand Book

SITE MAP ACTIVITY

Make a site map for your new online portfolio or website

Marketing Brand You!

Shannon Latham

&

Joni Erwin

PROTECT

Best Practices for YOUR Brand

- Create a plan or calendar
- Post with purpose
- Social Media is not a “One-Size-Fits-All Approach”
 - Customize each social media platform
- Keep brand message consistent across all channels
- Keep content consistent with your brand
- Brands may evolve but never depart
- Be Authentic

Best Social Media Practices

- **Guess at the optimal frequency for posting on social media and then measure. Adjust as needed.**
- **Facebook** – 2 times per day, 7 days a week
NOTE: You lose connection with audience by posting only once weekly or more than twice per day.
- **Twitter** – never more than once/hour, 14 times/ week day, 7 times/day on weekends
- **Instagram** – 1.5 times daily, Mondays and Thursdays tend to drive the most engagement, off hours aren't off limits
- **LinkedIn** – 1 time per day, 8:14 a.m., no weekends
- **SnapChat** – Spontaneous. “SnapChat Streak.”

Social Media Presence



- ~~Posting your Facebook profile picture should have one~~
- ~~Bio should include your phone number, email address & what is special~~
- ~~Post photos, stories, videos, & links to your website & social media~~
- ~~Always be positive & make good connections~~
- ~~Coordinate your messages to meet in the future~~
- ~~Be cautious of oversharing with touchy subjects~~
- ~~Variety in what you post or share~~
- ~~Follow people you follow & what you favorite~~
- ~~Link to other social media accounts~~
- ~~*Everyone pull up there last Facebook post and think about what it tells about your brand~~

MY BRAND BOOK

SOCIAL MEDIA ACTIVITY

- Write down three ways that you can improve your social media brand.
- Turn to the person to your right and share what you wrote down.

**So now you have all of this cool
stuff...**

Now What?

Market Brand YOU!

Marketing Brand You!

Shannon Latham

&

Joni Erwin

PROMOTE

Get To Know Your Neighbors Brand

Turn to your left and introduce yourself

Raise your hand if you said your name, company, & title?

Try again...introduce yourself in a way that is unique and portrays
YOUR brand!

What makes you different?

- YOUR unique qualities and characteristics:
 - What have you done to make yourself stand out?
 - What would colleagues or customers say is your greatest strength?
 - What is your most noteworthy personal trait?
- You're not defined by your job title
- You're not confined by your job description
- Think about these points when portraying your brand:
 - Qualities or Characteristics that make you distinctive
 - What have you done lately to make yourself stand out?
 - What would your colleagues or customers say is your greatest strength?
 - Your most noteworthy personal trait?

Brand YOU Campaign

- Your brand is everything you DO...
... and everything you chose NOT to do
- Phone conversations, email, meetings, dress, hairstyle
- “Word of Mouth” is key to personal branding
- Find ways to nurture your network

Ways to Expand Your Network

- Join professional associations
- Get involved with community activities, non-profits, volunteer
- Attend Conferences
- Book speaking engagements
- Reach out on social media

My Brand Book

NETWORKING ACTIVITY

List three groups you could join to expand your network and help you market your brand.

Tip of the Day

*Value yourself.
Learn to say no if
it doesn't work
for you.*

female
ENTREPRENEUR
association

**Marketing
Brand
You!**

Break

Today's Review:

1. Turn your *Passion into Power*
2. The **3 P's** of your brand
 - Plan
 - Promote
 - Protect

Enter to Win

- Go to LathamSeeds.com
- Click the FarmHer Button
- Submit 3 Action Items from this Workshop via the Form
- Submit by July 7th and be entered to win \$25 in FarmHer merchandise





**GIVE A FARMHER
A PAIR OF BOOTS
AND SHE CAN
conquer
THE WORLD.**

Latham
HI-TECH SEEDS

Questions?
