

WELCOME

SCOTTISH ENTERPRISE
AGRITOURISM MONITOR FARM

LAGGAN FARM

“LOVE THY NEIGHBOUR”



Know Your Neighbour

Exercise 1

Everyone has raffle ticket

3 pieces of knowledge about the business you
are asked to speak on...

What can you tell your customers about them?

What would they tell their customers about you?



KNOWLEDGE IMPORTANT

- Visitors are not coming to D&G to one business
- You (and your staff) must be able to speak knowledgeably about other businesses in your area
- Most rated visitor experience is hidden gem that only locals know about – local inside knowledge
- Make other businesses and their staff aware of your business and what you offer
- Open Days
- Invite businesses to experience your business
- Entertain them, build relationships



QUALITY NEIGHBOURS

- Don't recommend another experience which is not going to give YOUR guests a good experience
- Your guests having a bad time somewhere else is made worse when you have recommended this
 - Experience the business before you recommend
 - Be aware of their customer service
 - Be aware of their Trip Advisor Reviews
 - Give them honest feedback on individual experiences good and bad



LOVING NEIGHBOURS A BIT MORE

- Certain of quality experience..
- Recommend from your website
- Use their quality photos
- Promote top ten great places to eat, things to do, places to shop, food to eat with website links
- Ask for links back to your website
- Leafleting and email recommendations



- ✓ Baby changing facilities available
- ✓ Outdoor Play Area
- ✓ The Hub Cafe (hot drinks, snacks & food gi
- ✓ Guided Castle Tours



Recommended local businesses

- ✓ Blair Castle
- ✓ Auchterhouse Country Sports
- ✓ Scone Palace
- ✓ Park Tavern
- ✓ Castleton House
- ✓ Drumshademuir Caravan Park
- ✓ Angus Folk Museum
- ✓ Ogilvy Spirits
- ✓ Strathmore Arms
- ✓ Kinnettles Castle

Digital links to 10 local businesses

Promoting 10 businesses for no cost to that business

Developing relationships and networks

Action for this month –

1. Make businesses which are promoted aware of this



WELCOME TO STRATHMORE ESTATES

Strathmore Estates is situated in the beautiful rolling landscape of the Vale of Strathmore in Angus. It has been home to the Strathmore family since 1372, when Sir John Lyon was granted the Thanage of Glamis by King Robert II. Glamis castle and village are at the centre of this traditional rural estate, which focuses on the development and support of the rural community.

GET IN TOUCH

The estate has changed over many centuries and today comprises a wide variety of properties and has always been to maintain and restore the traditional parts of the rural community to ensure as many people as possible

managed as a whole from the estates office in Glamis. It includes forestry operations with a commercial sawmill, cottages and let farms. At its heart, the estate is fortunate to be situated on Glamis Castle, with over one hundred thousand acres of land. It also manages the in-hand farming operation on the estate,

number of exciting plans, so please visit the website

al properties to let.

To further enhance Scottish Agritourism, business members are promoting being members and supporting Agritourism by displaying our logo on their websites.

Strathmore Estate carries this on each page.

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EXERCISE 2

Checking out existing Website recommendations



LOVING ON SOCIAL MEDIA

- Twitter Love builds relationships
- Twitter Love drives consumers, journalists & others to your business and others
- Twitter Love uses # to build local campaigns and promote local area
- If you are not in it, you are excluded
- They love you, you love them
- Follow popular people & businesses



STRONG SOCIAL MEDIA

- Twitter
 - at least 5 minutes a day
 - Love Thy Neighbour
 - Build relationships, follow key people
 - Retweet, reply, favourite
 - Agritourism images very popular
 - Don't have Twitter linked to Facebook
 - Use of lists & other people's lists

#Scotlandhour #agrichat

- Time smart – iPhone
- You Tube
- Get your customers to sell for you





Sandra B and 2 others retweeted

Business Angus @BusinessAngus · Nov 10

RT @GoRuralScotland: Gail Forbes @Kingennieresort receiving sign confirming genuine quality #agritourism business



3 retweets 3 likes



flourish 9 @flourish9norma · Nov 8

Estate or farm looking to #diversify into retail? Join @ScotLandEstates @BCastleCentre #agritourism @GoRuralScotland scottishlandandestates.co.uk/index.php?opti...

3 retweets 1 like

Using #Agritourism to unite sector, promote sector and engage with others in the sector worldwide

Clinton County Convenion & Visitors Bureau (CVB)

By Pinterest @Pinterest

Are you also on Twitter, Pinterest & other social networks? So are we! An open invitation to connect where you hang



Twitter What to Say

- #FF
- Best places to stay in D&G ...
- Best things for kids in D&G...
- Just had great meal @
- Use photos
- Have you seen @TripAdvisor reviews @



EXERCISE 3

- Follow all other Agritourism businesses on Twitter
- Tweet picture of your group at @lagganfarm @goruralscotland (and include your group Twitter names) plus #agritourism



LOVE THY NEIGHBOUR on FACEBOOK

- Post once a day
- Most “Love Thy Neighbour”
- Like, comment and share other people’s posts
- Images are strongest on Facebook and work really well – use albums to tell a story
- Use high res images and good quality photography
- TAG other businesses to include them
- Use back end of Facebook to monitor your stats & make sure you are posting when your fans are on



FACEBOOK – WHAT WORKS WELL

- Albums
- Your albums and high quality photos of other businesses
- My guide to Top 100 things to do in D&G
- Competitions work well on Facebook



Facebook - www.facebook.com/gorural

The screenshot shows the Facebook profile page for 'Go Rural Scotland'. The page features a cover photo of two people in Santa Claus costumes ziplining over a landscape. The profile picture is a logo with a cow and the text 'Discover Rural Scotland & Go Go Rural'. The page has 4,369 likes and a post from Sheena Howden about a Christmas competition at Craigie's Farm Shop and Cafe. The right sidebar shows a list of recent activity, including likes and friend status changes. The bottom of the image shows a mobile browser interface with the address bar displaying 'https://www.facebook.com/gorural' and various navigation icons.

Go Rural Scotland

25 Page Likes

5,798 Post Reach

0 Notifications

0 Messages

4,369 likes

Cath Mogford, Linda MacLeod and 75 others like this.

Promote Your Page

What have you been up to?

Go Rural Scotland shared Craigie's Farm Shop and Cafe's photo. Posted by Sheena Howden 171 · 10 hours ago

Win your Christmas dinner with Craigie's Farm Shop and Cafe www.goruralscotland.com/craigies

Have you entered our Christmas Competition yet?

Here at Craigie's, we're giving you the chance to win your Christmas dinner!

Included in the prize is a 5kg Garmorn turkey, your choice of stuffing, a pack

Riddell Graham likes Kelso Quins's photo.

Keve Price and Iain Garvie are now friends.

Siobhan Early likes Prime Fitness Queenstown's status.

Andrew Stewart likes Positive Farmers.

Georgina Swinfen likes Brian King's link.

Sophie Stanley likes Erin

Pam Carr · Web

Jim Smith

Linda MacLeod · 6h

Kate Hegre · Mobile

Jaynie Elizabeth... · Mobile

Laura Donaldson · Mobile

Michael Lavelle · Web

Natasha Dupont · Mobile

Andy Smith · 5h

Graham Smith · 2h

Go Rural Scotland

Sign up now for FREE at www.goruralscotland.com for great deals at quality Rural Businesses

Like Page · 4,369 people like this page

Promote Page

Go Rural Scotland

https://www.facebook.com/gorural



Social Networking Bigger than Web

- 72.2 Million US Social network users engage with social media at least once per day when travelling
- People go on holiday to brag
- People can share their holiday while they are on it
- Growing number of people take photo of meal before they eat it
- Growing number of people – first thing they do on arrival in hotel room or cottage is take pictures for Trip Advisor



The Vicarious Traveller

- 1 person takes 250 people on holiday with them
- Constantly engaging, commenting and recommending
- You must engage with this conversation too
- Yours sales are controlled by what your guests tell others... massively and growing
- If you don't have wifi you are stuffed
- If you don't have free wifi you are really stuffed



Building Relationships via Competitions

- Competitions are a good way to work with others
- Buy a prize at cost from another local business
- Ask another business for a prize
- If you giving away a prize to another business things to look at
 1. How many consumers do they have per annum
 2. How many on their database they will be promoting this to?
Where and how?
 3. Twitter and Facebook following
 4. Ask for opt on data
 5. Basic terms and conditions – e.g. use your logo and brand in correct way



Packages

- Make your offering to customers more exciting and appealing by adding in items from other businesses
- Either for “free” or in package at cost
- Buy items at discount or cost from local business to include – works well out of season, low demand
- In return for promotion of their full offering, brand
- More formal packages bundle items and agree on profit share



Examples

- Accommodation business buying 10 membership in health club for free access for guests
- Wigwam business buying 6 annual family memberships for kids activity party for free access for guests

Q – What would you offer another business?

Q - What is attractive to you?



Joint Marketing

- Sharing marketing costs on campaign, possibly with investment in professional
- Tasmania Strategic Marketing on Food Trail
- Love Loch Lomond www.lovelochlomond.com
- Highland Safari Pass
<http://www.highlandsafaris.net/leisure/safari-pass>



Key Issues – for Scottish Agritourism

- Large % of agritourism businesses don't mention they are on a farm or use word farm (25% in our recent survey)
- The businesses gaining most are those who are the most engaged & proactive and who “get” social media/digital
- Those who don't engage on Twitter & Facebook outwith #Agritourism community – difficult for us to share content if there is none!
- Proactive have links to Go Rural, identify themselves as in the sector, promote Go Rural & Agritourism
- Much Photography poor and can't be used for promotion
- Around 50% of business websites really poor
- People on the whole don't measure where their sales come from



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www.goruralforbusiness.com (B2B)

