

Case Study

My Maryland Farmers





CASE STUDY: My Maryland Farmers

Challenge

Maryland Soybean Board and Maryland Grain Producers Utilization Board set a goal to educate consumers on Maryland agriculture and bridge the communications gap between consumers and local farmers.

Solution

TSN Communications:

- Collaborated with Maryland Soybean Board and Maryland Grain Producers Utilization Board to develop a digital marketing strategy that included a consumer-focused blog, a full-featured website and a robust social media strategy to spotlight farmers across the state.
- Developed a content calendar to draft and post social media and blogs on a regular cadence. The twice monthly blogs each received their own social media ad campaign.
- Established a click-through strategy to move visitors between pages on the site that encouraged continued engagement.
- Identified sources of human-interest stories and shared current news related to farmers and the farm industry in Maryland.
- Created a portal for web visitors to easily discover more about the state's agriculture through key resources across Maryland, including the state's agricultural department, universities, farm bureau, state fairs and more.

Result

Since its launch in 2017, My Maryland Farmers digital marketing has produced tremendous results on social media. Collectively, the organization's social media channels have generated over 5.4 million impressions, 308,000 engagements and 33,000 link clicks to additional Maryland agriculture resources.

The website (www.mymdfarmers.com) continues to grow as a respected and trusted source of information about food and farming, featuring farmers' personal stories, up-to-date statistics on the industry and helpful resources.

“Working with TSN Communications on My Maryland Farmers garnered tremendous results in a short amount of time. The staff is friendly, knowledgeable and highly responsive. They have turned our vision for this project into a reality that has helped build trust between consumers and local farmers.”

— Danielle Farace, executive director, Maryland Soybean Board

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