

Digital and Social Best Practices

Small marketing department workshop



ROOSTER

James Arnold

- Been involved in agriculture and digital for more than 20 years.
- I care.

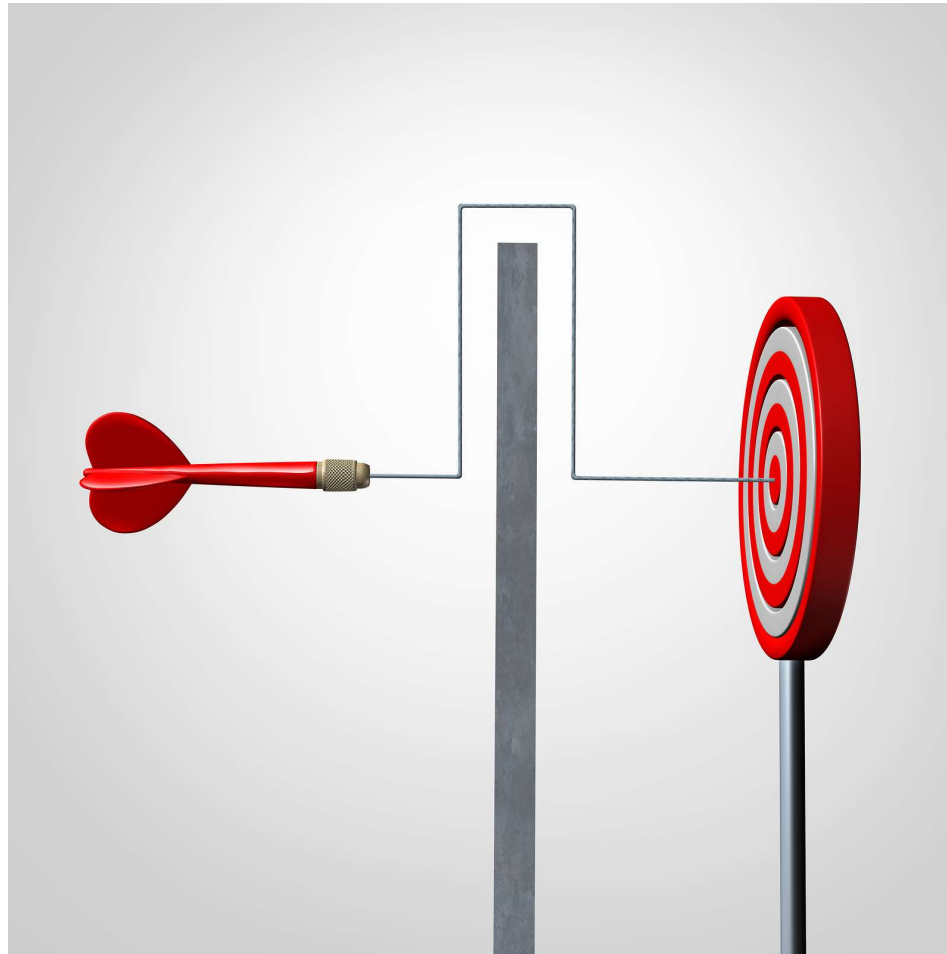




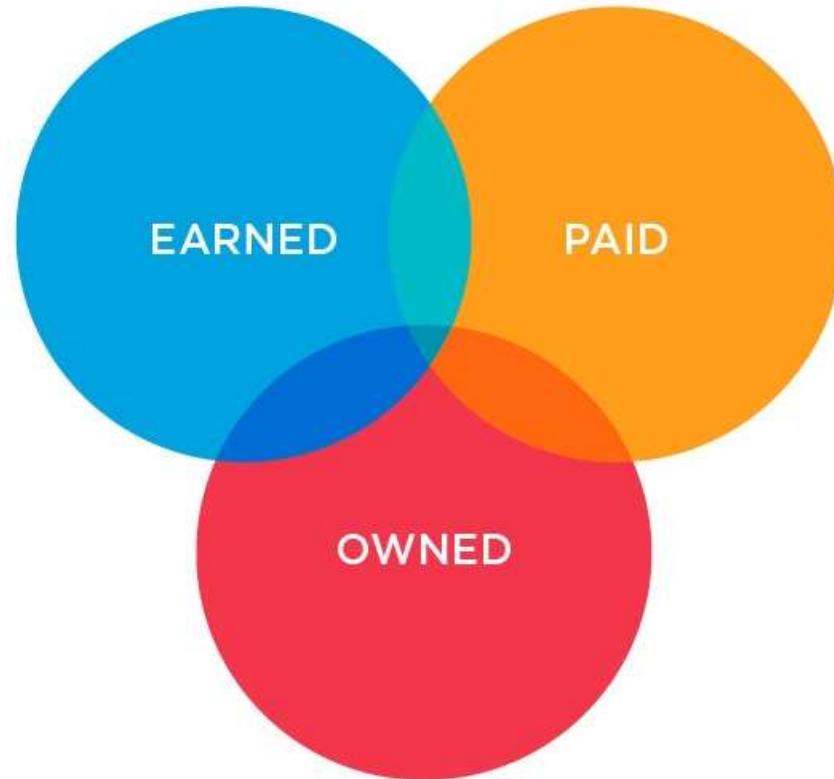
“If I can prove the value, I can do more!”

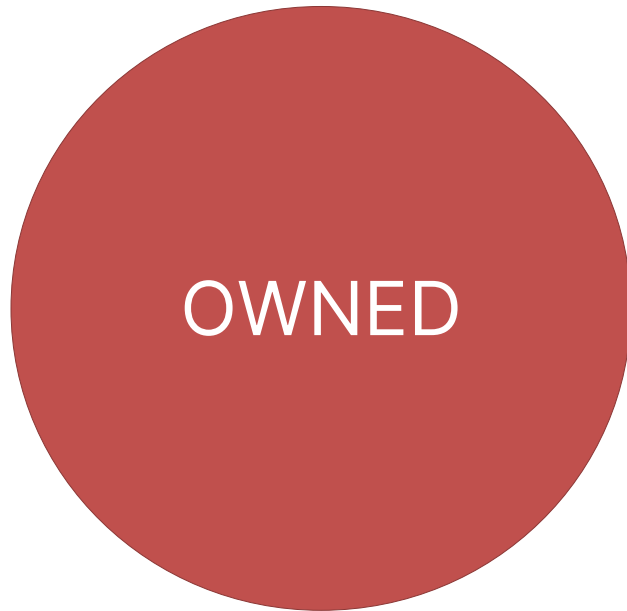


STEP 1:
Break down the
self-imposed
barriers









- Web site
- Email
- Data
- SEO
- Tech stack
- Content marketing
- Social media





- Content marketing
- Social
- Relationship





- Learn the digital landscape
- Build trust with the best vendors
- If you don't have time for that...
 - Paid search
 - Paid social
 - Mobile messaging
 - Email marketing
 - Social influence
 - Video



QUESTIONS

- Email: james.arnold@roosterstrategy.com
- LinkedIn: [linkedin.com/in/james-arnold-a4426a3/](https://www.linkedin.com/in/james-arnold-a4426a3/)
- Cell: (913) 291-6996
- Twitter: @CdoRooster
- eNewsletter: Digital Intelligence Report
- Microcast/Podcast: The Rooster Cast

