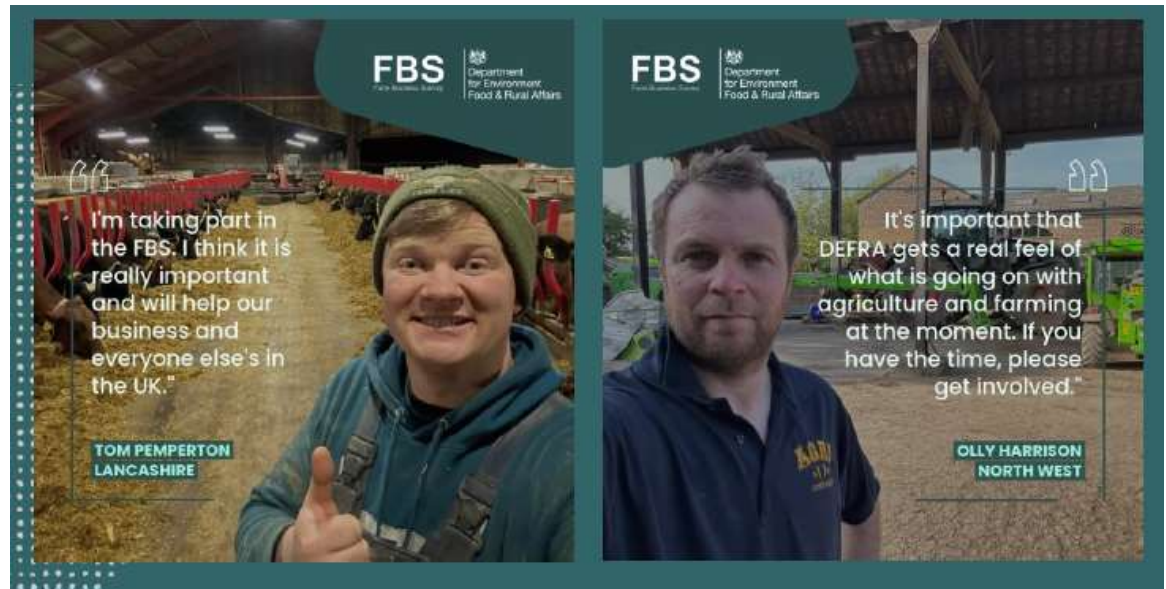




Digital Marketing Campaign Farm Business Survey - England



HILLSGREEN



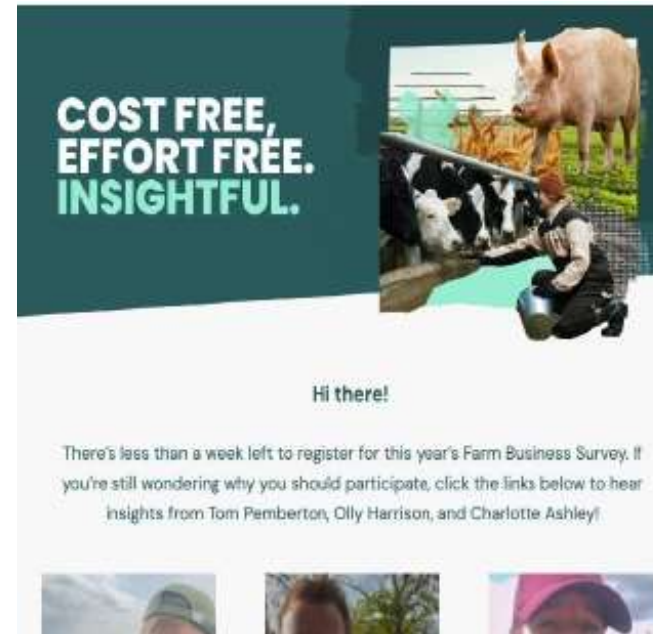
The Challenge

- Replace 400+ farmers lost from FBS when the contract transferred
- Specialist farm types: horticulture, general cropping, pigs, poultry
- Budget £15k social media, £15k management, plus £5k setup



Strategy

- Landing Page
- Emails
- “Look-alike” Social Media
- Influencers



**COST FREE,
EFFORT FREE.
INSIGHTFUL.**

Hi there!

There's less than a week left to register for this year's Farm Business Survey. If you're still wondering why you should participate, click the links below to hear insights from Tom Pemberton, Olly Harrison, and Charlotte Ashley!

[Tom Pemberton](#) [Olly Harrison](#) [Charlotte Ashley](#)



FBS Department for Environment, Food & Rural Affairs

ARE YOU A FARMER?

The FBS Research Project is back!
Your input is crucial, now more than ever.



WHAT IS THE FBS?

The FBS provides unbeatable insights to support your farm business performance.

- ✓ FREE benchmarking and profit analysis report.
- ✓ Uncover wasted costs and missing profits.
- ✓ Get the detail and analysis you won't get from your accountant.



TOM PEMBERTON

www.farmbusinesssurvey.co.uk

Why Tom Pemberton has signed up for the project.


Sign up

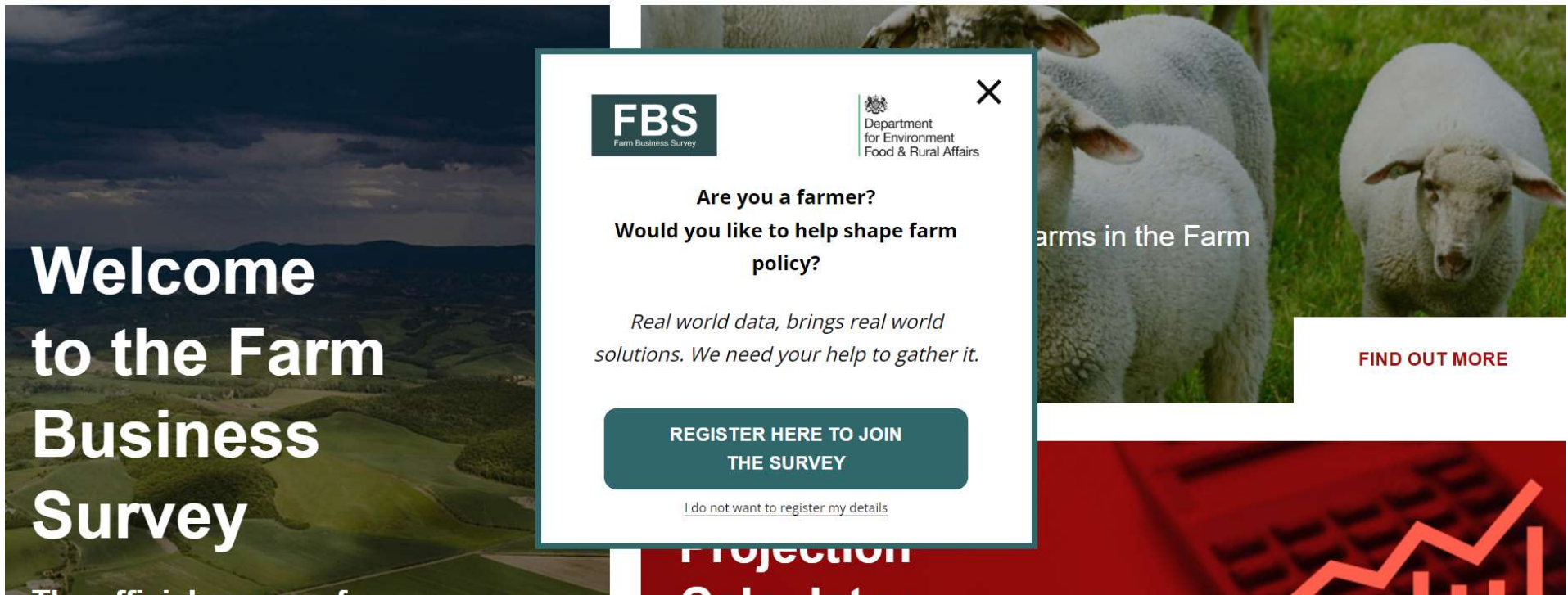
Landing Page

Issues:
Cookie Policy
Data Protection
Hosting
Terms and Conditions

FARM BUSINESS SURVEY

Are you a farmer? [CLICK HERE TO JOIN THE SURVEY](#)

MENU 



Welcome to the Farm Business Survey

FBS
Farm Business Survey

Department for Environment Food & Rural Affairs

**Are you a farmer?
Would you like to help shape farm policy?**

Real world data, brings real world solutions. We need your help to gather it.

REGISTER HERE TO JOIN THE SURVEY

[I do not want to register my details](#)

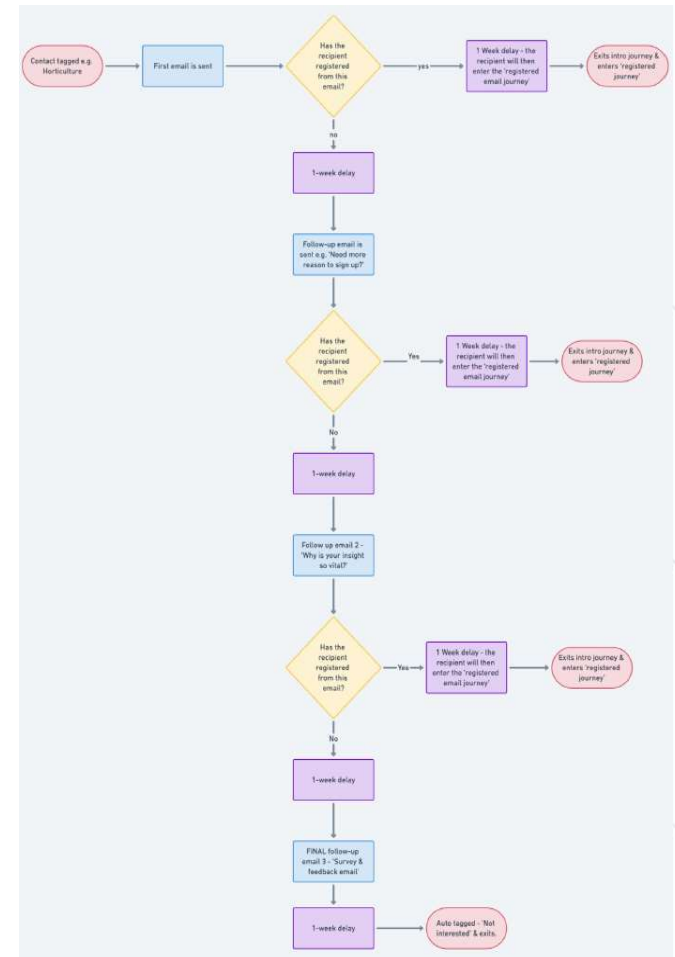
FIND OUT MORE

arms in the Farm

Projection

Email Campaign

- First email
- First follow-Up Email
- Second follow-up email
- Final email and survey



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FBS Department for Environment, Food & Rural Affairs

Do you want free, expert, independent insight and analysis into how profitable your farm business could be?

3 WEEKS TO GO!
REGISTERING IS EASY

You get personal, invaluable insight into your business. DEFRA gets confidential, collected data from farms across the country.

Make sure your voice is heard.

FBS Department for Environment, Food & Rural Affairs

SIGN UP TODAY

Social Media

- Awareness
- Sign-up request
- Influencer support

EASY FOR EVERYONE

Unlock a year's worth of valuable insight on farm profits in just a couple of hours with FBS.

- Effortless and cost-free. No-brainer solution for valuable insights.
- Input your data once. Keep a year's worth of insightful analysis effortlessly.
- Tailored for farms of all sizes nationwide. Completely free of cost.

Unlock valuable insight. Your voice, your f...

Sign Up

BENCHMARKING

Measure and manage with invaluable FBS benchmarking.

- The only benchmarking tool of its kind. In-depth, insightful and invaluable.
- See where your business differs, ensuring informed decision-making.
- Know what other farms are doing. Make the changes that make more profit.

Invaluable FBS benchmarking. Your voice, your f...

Sign Up

FBS Department for Environment, Food & Rural Affairs

"I'm taking part in the FBS. I think it is really important and will help our business and everyone else's in the UK."

TOM PEMPERTON
LANCASHIRE

FBS Department for Environment, Food & Rural Affairs

"It's important that DEFRA gets a real feel of what is going on with agriculture and farming at the moment. If you have the time, please get involved."

OLLY HARRISON
NORTH WEST

FBS Department for Environment, Food & Rural Affairs

"It's no good whinging about government policy and not doing your part to help shape it in the first place."

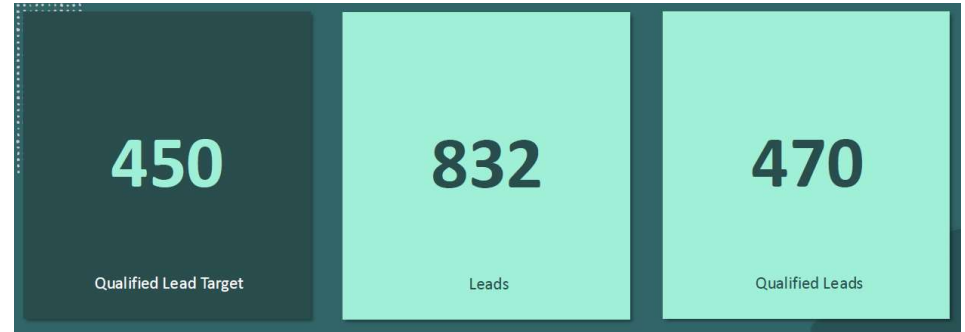
CHARLOTTE ASHLEY
CUMBRIA

FBS Department for Environment, Food & Rural Affairs

"Most importantly, it gives you a say in our industry. I know paperwork can be a strain, but I think this one is worth it."

MARIA WARNE
CORNWALL

Results



- **Click-through rate exceeded industry standard**
- **About even split email, social media and influencer success**
- **1/3rd conversion from 250 leads so far**
- **Under budget (£10k spent on Meta, £15k on management plus £5k setup)**

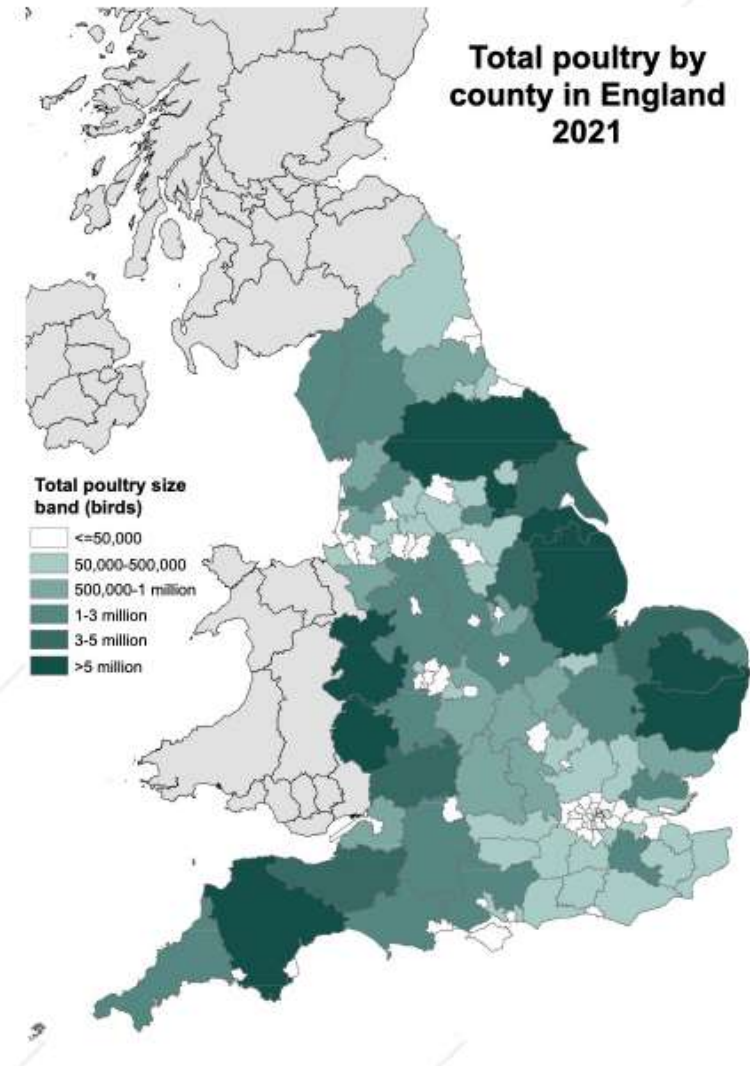


Future learning

- Spam control/maintenance
- Mailchimp setup
- Resource to follow up on leads: 200 leads to go
- Influencers introduced too late
- Timing of campaign (lambing)
- Closer vetting of graphics
- Farm type was hard to target
- Parameters of free offer

Autumn Campaign

- Target markets
- Specialist paid leads c. £10k
- Start now
- Team ready to follow up leads



Questions?