



MARKETING BASICS

BEST PRACTICES EVERY BUSINESS
SHOULD KNOW AND CAN DO

Molly Haungs
Marketing Manager
LandPro Equipment



INTRODUCTION

- ❖ Who am I
- ❖ Molly Haungs - Marketing Manager for LandPro Equipment
 - ❖ Public Communication Degree 2005
 - ❖ Career Path
 - ❖ For LandPro - Advertising, Public Relations, Event Planning, Retention & Outreach
 - ❖ The reality... I try to "make tractors popular"



WHAT I HOPE I LEAVE YOU WITH TODAY...

YOUR STORY MATTERS

Your story is your unique opportunity to connect to customers.

EVERYONE IS A MARKETER

The internet has made everyone a marketer, use your people.

CONTENT IS KING

Creating content can be daunting but it's the difference between being seen and not seen.

SOCIAL IS A NECESSITY

Find the platforms that match your needs with the people on them.

NOTHING ON THE INTERNET IS AN ACCIDENT

Every ad you see is with purpose.

YOUR WEBSITE

- Do you have a website?
- Cost and Complexity is nothing like it used to be!

THINGS TO KNOW...

1. The Purpose of your site
Think of your website as your hardest working employee.
2. Organic VS. Paid
3. Google VS. Bing
4. GA4
5. When you think you have it, it will change



YOUR WEBSITE - SEO BASICS

Have the budget? Tool to help - SEMRUSH.

Text vs. Photos

Both! But do it right

Links

Google favors useful information - Be useful!

Blogs

All about the content - what could you write?
Be accurate, but inclusive - The tacos of it all.

ANY budget... Let's talk AI...

WHAT IS AI?

CHATGPT

- <https://chat.openai.com/>
- How are we using it?
 - Used Equipment
 - Blog Writing

THINGS TO REMEMBER

- It's not perfect
- You will need to fact check
- Personalization with your voice is key

LET'S TALK SOCIAL



- Find your fit
 - YouTube
 - Facebook
 - Instagram
 - LinkedIn
 - TikTok
 - Pinterest?



UNIVERSAL ADVICE

1. Tell your story - be real.

Perception vs. Reality is not your friend

2. Create influencers in your employees

Let them help you - ask them to share and create!

3. Engage your customers

Ask to be tagged, share their content, how do your stories co-exist?

4. Follow your competitors

Don't copy them but be inspired by them

5. Post Daily

Kids & dogs.

6. People are happy to be mad...

*Toughen up - find the opportunity
Don't be that guy.*



GOOGLE BUSINESS

The Mothership of “not really social and not really a website” but your key to local search.

GOOGLE BUSINESS

SECURE YOUR LOCATION

Make sure you've claimed your page.

- Address
- Phone
- Hours
- Category

PICTURES

Add photos often!! Google loves a photo. Include your logo! Videos are also huge.

PRODUCT CATLOG

Products to sell?

List them!

Small and mid-size businesses only, large businesses use inventory ads

YOUR PROFILE

Be complete.

- Use your keywords
- Be detailed and accurate
- Think of this as your 5 minutes

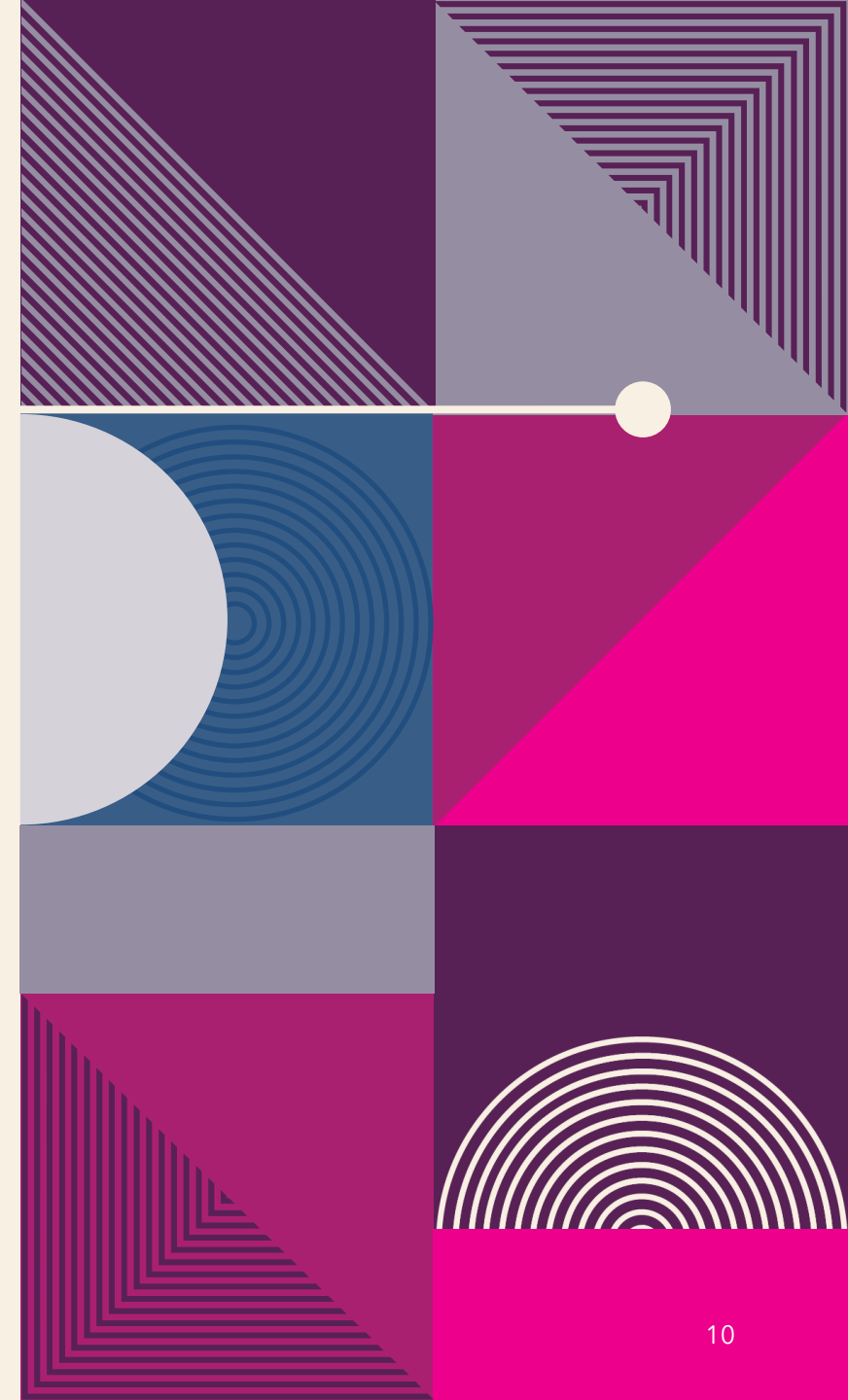
POST

Post your events and offers

- Publish your local events
- Specials

REVIEWS

It's less about the reviewer than the people reading the review. Be accountable, be honest and be calm.





REVIEWS & FOLLOWS

ASK FOR REVIEWS AND FOLLOWS

MAKE IT EASY!



FOLLOW UP!

If you have a system of follow-up ask for the 5 star review!

SOCIAL FOLLOWS!

- Facebook Boosted Posts
- Instagram - Follow competitor likes.



E-MAIL MARKETING



E-MAIL MARKETING

HOW TO COLLECT

- Website
- Events
- Social push
- Scrape your business system
- When you are in front of people - ask!

BASICS

- Tagging - How to keep your content specific.
- Don't over do it.

IMPACT SAMPLE

- 1,700 vs 4,000
- Double leads
- Total Conversions - up almost 200%



**IF YOU HAVE
A LARGER
BUDGET**



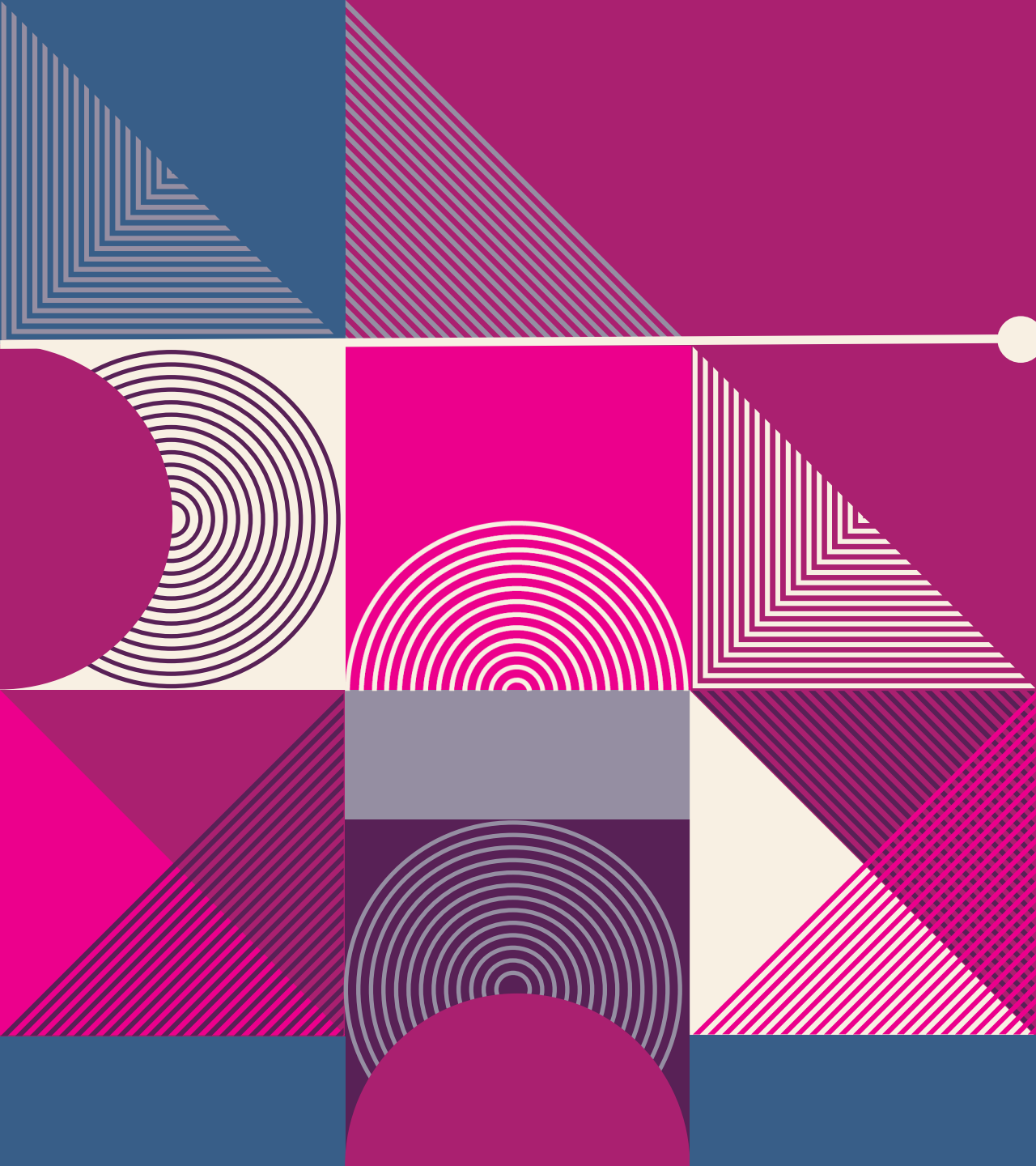
IF YOU HAVE SOME BUDGET

**GOOGLE
PERFORMANCE
MAX**

**SOCIAL
CAMPAIGNS
AND
BOOSTING**

**DON'T
SLEEP ON
BING**

“Nothing you see on the internet is
an accident”



THE COMMON THREAD

CONTENT



THANK YOU!!

Questions?