

**RURAL
AMERICA**
IS A *remarkable*
PLACE.

**IT'S TIME
TO TELL THE**
world.



Remarkably Rural
CONSULTING SOLUTIONS BY **JENRUS FREELANCE**



Remarkably Rural

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ANDY



JOSEY



LUKE



JENNY

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Social Media Marketing





A Look Back

**How We've Changed
Social Media Marketing
Who's Using What**

Connecting with Your Audience





A Look Back



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1985



 **34** years ago



1985 Mass Communication



2019



1985

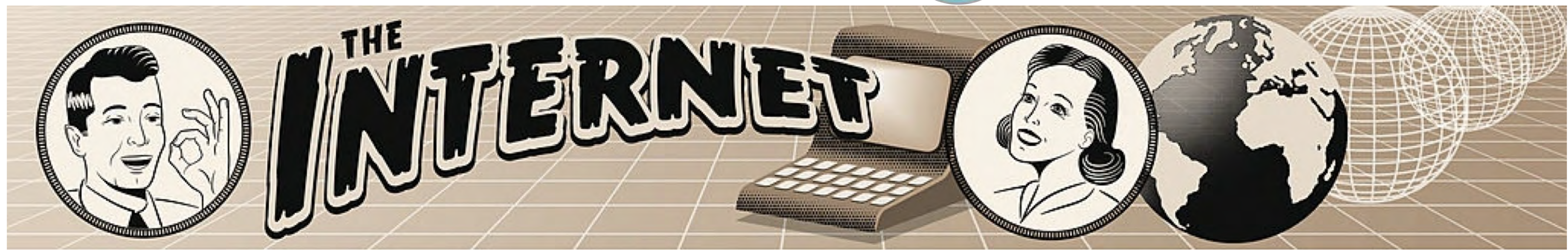


1951



25 years ago

1994



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1996

2000

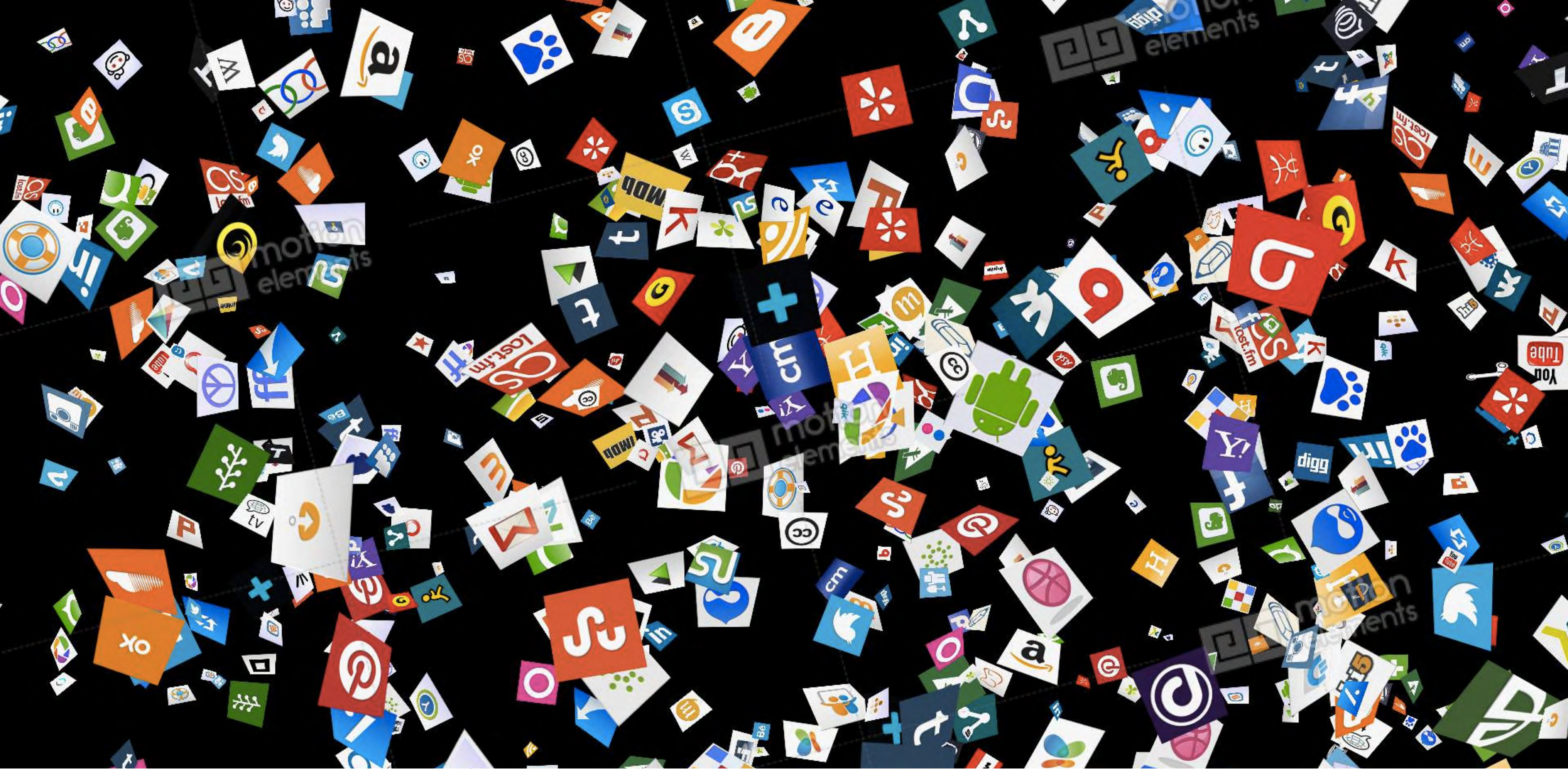
2003

2004

2006

2007





2019



Fractured Communication Channels

Niche Marketing

Mobile is a Must

Online Presence

- **brand building**
- **customer service**
- **online shopping**



A Look Back
How We've Changed
Who's Using What



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CHOOSING THE RIGHT CHANNEL

WHO IS YOUR *Audience?*



18-29



30-49

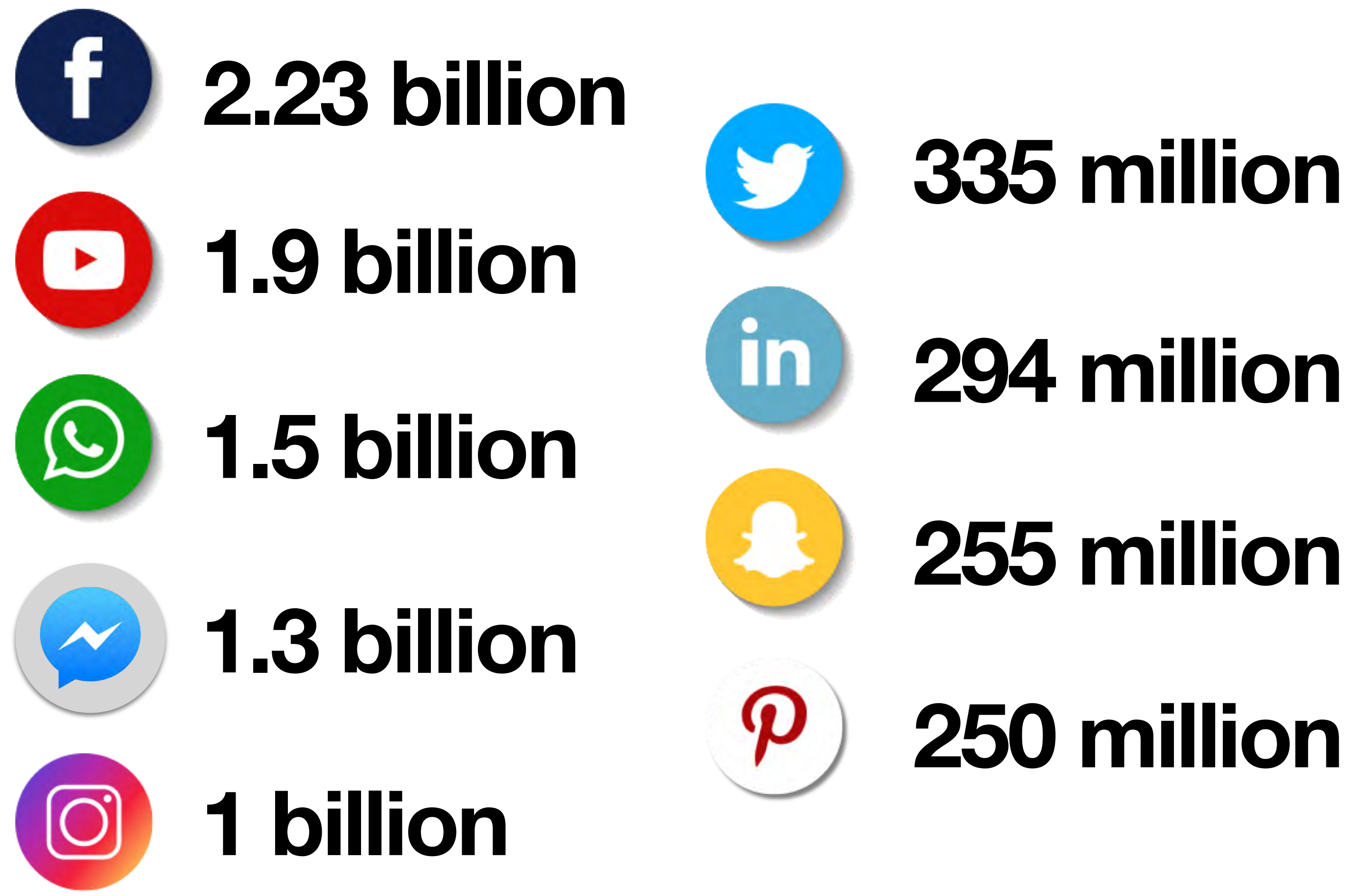


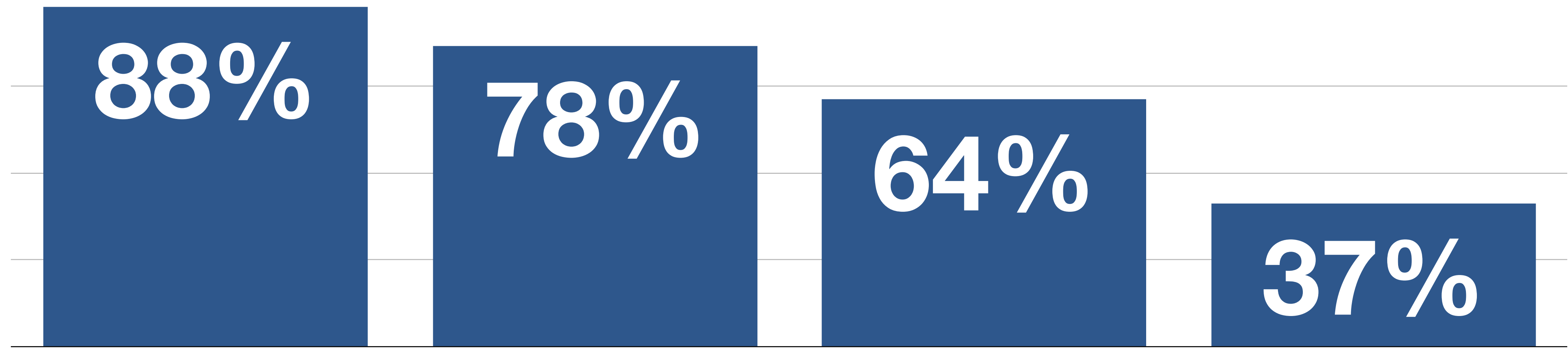
50-64



65+

MONTHLY ACTIVE USERS





18-29



30-49



50-64



65+



18-29



91



81



68



64



40



34



29



27

PERCENTAGE



30-49



85



78



40



34



33



32



27



26

PERCENTAGE



50-64



68



65



26



24



21



19

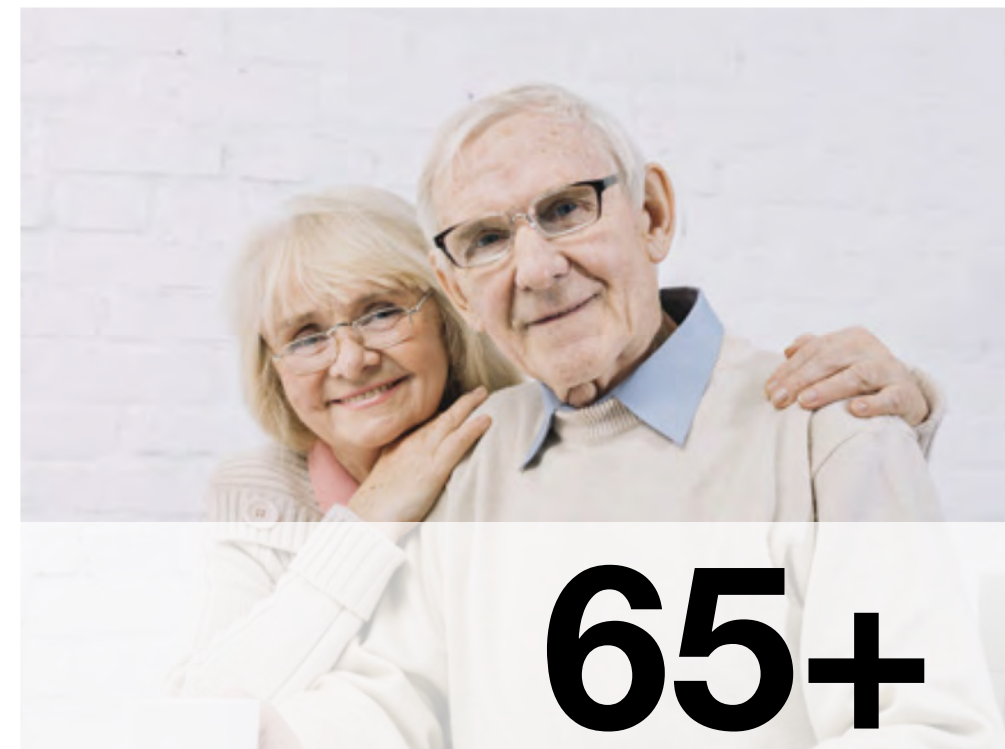


17



10

PERCENTAGE



65+



41



40



16



10



9



8



6



3

PERCENTAGE



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CONTENT - WHAT TO SAY

Tips and tricks
In-depth guides
How-to
Company insights
Ask questions





Kanopolis Drive In

4 mins · 🌐

Lots of first timers coming to the Kanopolis Drive in Theater this weekend. Awesome, yes. Thank you, definitely! Here are some of the questions we heard this week (and answered) to hopefully make your evening here great.

1. Can I spend the night on the lot after the show ends?

No. All vehicles must leave the theatre immediately after the show ends.

... See More

CLICK HERE AND READ THIS, PLEASE!

1. Gates open at 7 pm. Not 8 pm like before...the sun sets sooner now, so we start sooner than in the middle of the summer.
2. The movie soundtrack is broadcast on 101.1. We have portable FM radios in the concession stand! Or bring your boombox from 1985. Either way is cool.
3. No checks. Czechs are fine. We're Czech. Cash or card only. And no checks from Czechs, we don't care how closely related you are to us.
4. Bring LAWN CHAIRS or BAG CHAIRS!
5. NO PETS. Leave Toto at home.

CLICK HERE AND READ THIS, PLEASE!

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PHOTOS



100% more engagement than text only.



35% more engagement than text only.



100 Million photos/video uploaded DAILY.



Karg Art Glass

47 mins · 🌐

February 1st through 14th all heart paperweights that are originally priced at \$39 will be on sale for \$30!



👍❤️ 8

1 Comment 3 Shares



Brant's Market

January 28 at 1:00 PM · 🌐

The big game is this weekend - are you ready? We have everything you need for a delicious party tray, like homemade Bologna and a variety of cheeses, including our easy-to-grab cheese curds in nine flavors. Come see us this week!



👍❤️ 139

4 Comments 22 Shares



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Brant's Market
December 22, 2018 · 🌐

On the twelfth day of Christmas, all fresh cut steaks and pork chops are 10% off! No holds - first come, first serve in the store. We have T-Bones, Ribeyes, Strips, and Bone-In Pork Chops. Any of these would make a delicious Christmas dinner!



👍❤️ Kathy Foss, Sam Jackson and 29 others 1 Comment 6 Shares

👍 Like 💬 Comment ➦ Share 🐾



Kansas City Royals
8 hrs · 🌐

Chocolate + flowers: 😊
A surprise visit from Sluggerrr: 🤩🤩🤩
That's right, Valentine's Day Sluggerrr Grams are BACK!
❤️ atmlb.com/2TmzEZv



👍❤️😂 Kendra Smith Trueblood and 504 others 28 Comments 32 Shares



12TOMATOES.COM

How to make New York Style Cheesecake like a pro!

We normally order this at a restaurant, but our homemade version was...



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VIDEO



2nd Largest Search Engine



**Live video viewed 3x longer
than recorded video**

82% prefer live video to a regular post.

80% prefer live video to reading a blog.

87% want behind-the-scenes videos.

VIDEO



 **The Wool Market & DIY School**
March 28 at 8:37 AM · 🌐

Another edition of things you didn't know you needed!

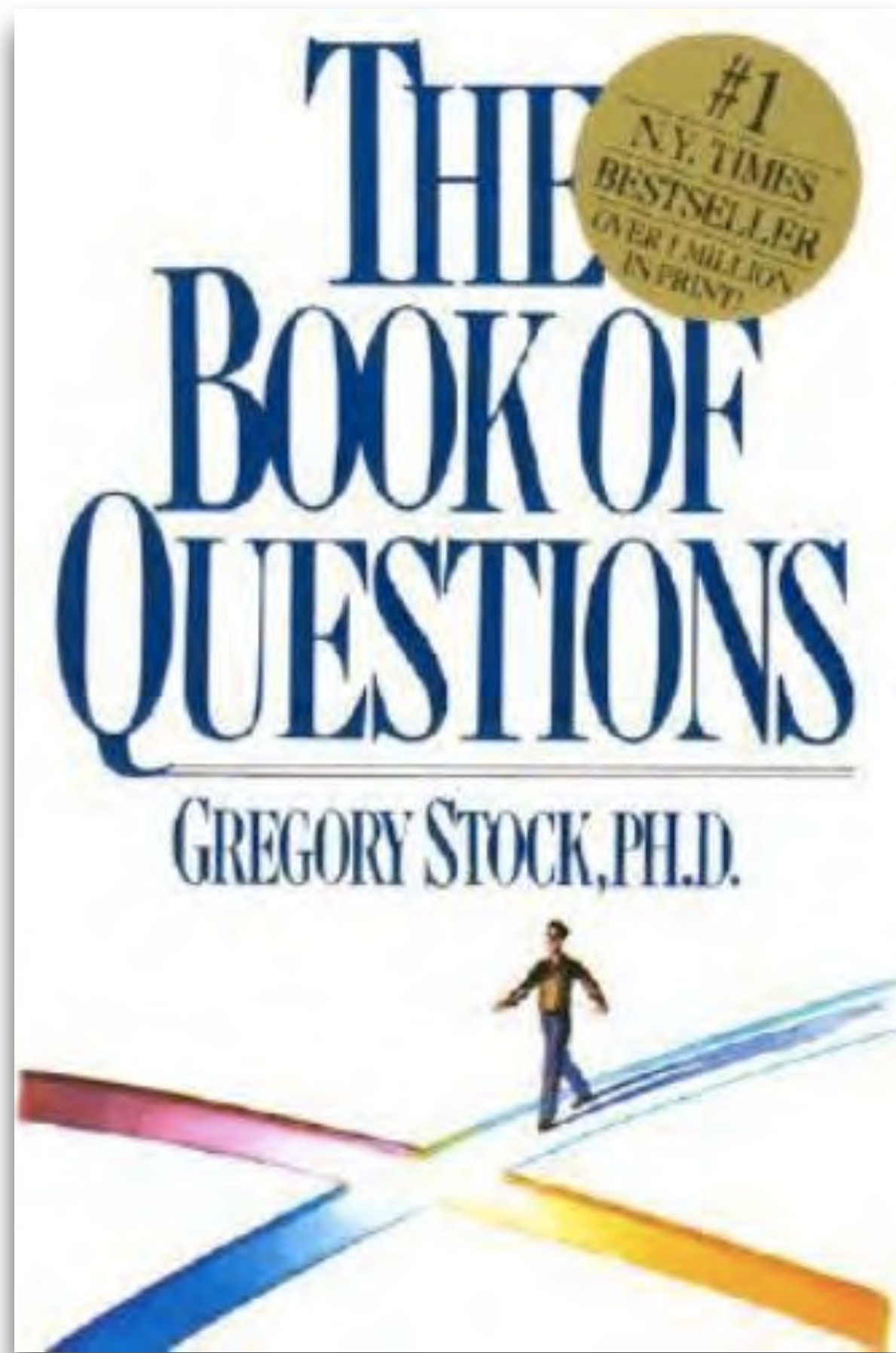


Watch this video with your friends Start Watch Party

  41 4 Comments 7 Shares

A Facebook post from 'The Wool Market & DIY School' dated March 28 at 8:37 AM. The post features a video of a woman with glasses and a blue shawl standing in a yarn store, holding a small object. The video player has a play button in the center. Below the video are interaction options: 'Watch this video with your friends' and 'Start Watch Party'. At the bottom, it shows 41 likes, 4 comments, and 7 shares.

ASK QUESTIONS



Related to your business/organization.

Not related to your business.

Current (non-confrontational) events.

Completely “out of the blue” topics.



Remarkably Rural

Published by remarkablyrural [?] · Yesterday at 8:14 AM ·

What's your favorite kind of pie? #PIE #yummy #fruitvscream #everyone likes pie #smalltown #remarkablyrural



530

People Reached

86

Engagements

Boost Post

Kim Ellenz and Andy Stanton

13 Comments 1 Share



Like



Comment



Share



Most Relevant



Write a comment...



Tim Bradford Apple 1

Like · Reply · Message · 1d



Leah Garman 🍋 lemon 1

Like · Reply · Message · 1d



Melodie Ted Glasco Strawberry rhubarb 1

Like · Reply · Message · 1d



Robin Dilley VanAtta All pie...except coconut cream pie!

Like · Reply · Message · 1d



Sherie Mahin All pies 1

Like · Reply · Message · 1d



Kathleen Norman Pumpkin with whip cream! 1

Like · Reply · Message · 1d



Ashley Douglas Peanut butter 1

Like · Reply · Message · 1d



Michaela Elliott Pate Chocolate meringue:) 1

Like · Reply · Message · 1d



Christy Zutz Newman Snickers, PB, Coconut... anything cream!



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CREATE EVENTS

Upcoming Events



CREATING QUALITY SOCIAL MEDIA POSTS

Join us for a live, interactive webinar covering different ways to create social media content that informs, entertains, and creates more social interaction with your audience.

LIVE WEBINAR

3 PM | TUESDAY | APRIL 2

REMARKABLYRURAL.COM/SERVICES/WEBINARS

\$10.00 - REGISTER BY NOON ON APRIL 2, 2019

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Apr 2 Live Webinar - Creating Quality Social ...
Today 3 PM · Remarkably Rural · Courtland, K...
Jenny and 6 friends

[View Promotion](#)

Increased ticket/registrations
Constant reminders
See friends who are interested
FB shows suggested events
FB shows events near you

GO BEHIND THE SCENES



87% want behind-the-scenes videos.



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GO BEHIND THE SCENES



Team-building content shows your team works well together.

Funny content creates an emotional connection with your audience.

Personal content shows that you're relatable.

SHARE TESTIMONIALS



Sarah Jenks — "B-School gave me step-by-step guidance on how to grow my business and make more money. My first major launch brought in \$50,000 in one week."

[Read More](#)



Tangela Ekhoft — "My husband is proud of me, my kids are proud of me, but most of all, I'm proud of myself for never giving up, no matter how bad it got. B-School truly changed my life."

[Read More](#)



Amy Tan — "My biggest win from B-School was understanding how to create a business that is custom-tailored for me and that allows me to work in my genius zone and reach the people who need my help

the most." [Read More](#)

Establishes Credibility
Builds Relationships
Stories Capture Attention

BE AN EXPERT



Establish Credibility
Show off your skills
Show off your products
Show off your knowledge
Show people how to do things

**When they have questions...
they'll come to you!**

SHARE COMMUNITY EVENTS

Events

Events

Calendar 2

Collectible Auction, SUN. APRIL 7 at 10 ACL, Plainville, KS

Birthdays

Discover

Hosting

[+ Create Event](#)



APR 7 **Collectible Auction, SUN. APRIL 7 at 10 ACL, Plainville, KS**
Public · Hosted by [Prairie Heritage](#)

Interested Share

Sunday at 10 AM – 5 PM
5 days from now · 46–70°F Rain Showers

Prairie Heritage
1001 S Washington St, Plainville, Kansas 67663 [Show Map](#)

Related Events [See More](#)

-  **Memorial Day Celebration & ...**
Sun, May 26 at Morland, KS
43 guests
[Interested](#) · [Going](#)
-  **Yoga**
Tomorrow at Plainville Recreati...
24 guests
[Interested](#) · [Going](#)
-  **Come & Go Good Friday Serv...**
Fri, Apr 19 at United Methodist...
445 guests
[Interested](#) · [Going](#)
-  **2019 Spring Poppy Patch Cr...**
Sat, Apr 27 at 200 Main St, Ha...
146 guests
[Interested](#) · [Going](#)
-  **Plainville Car Show and Crui...**
Fri, May 3 at Plainville, Kansas
363 guests
[Interested](#) · [Going](#)
-  **Garden Day**
Sat, May 11 at Bethesda Place
2 friends are going

WHEN TO POST?



Think About Your Audience
Mid Week - Mid Day
When You Are Able to Interact
Timely Posts



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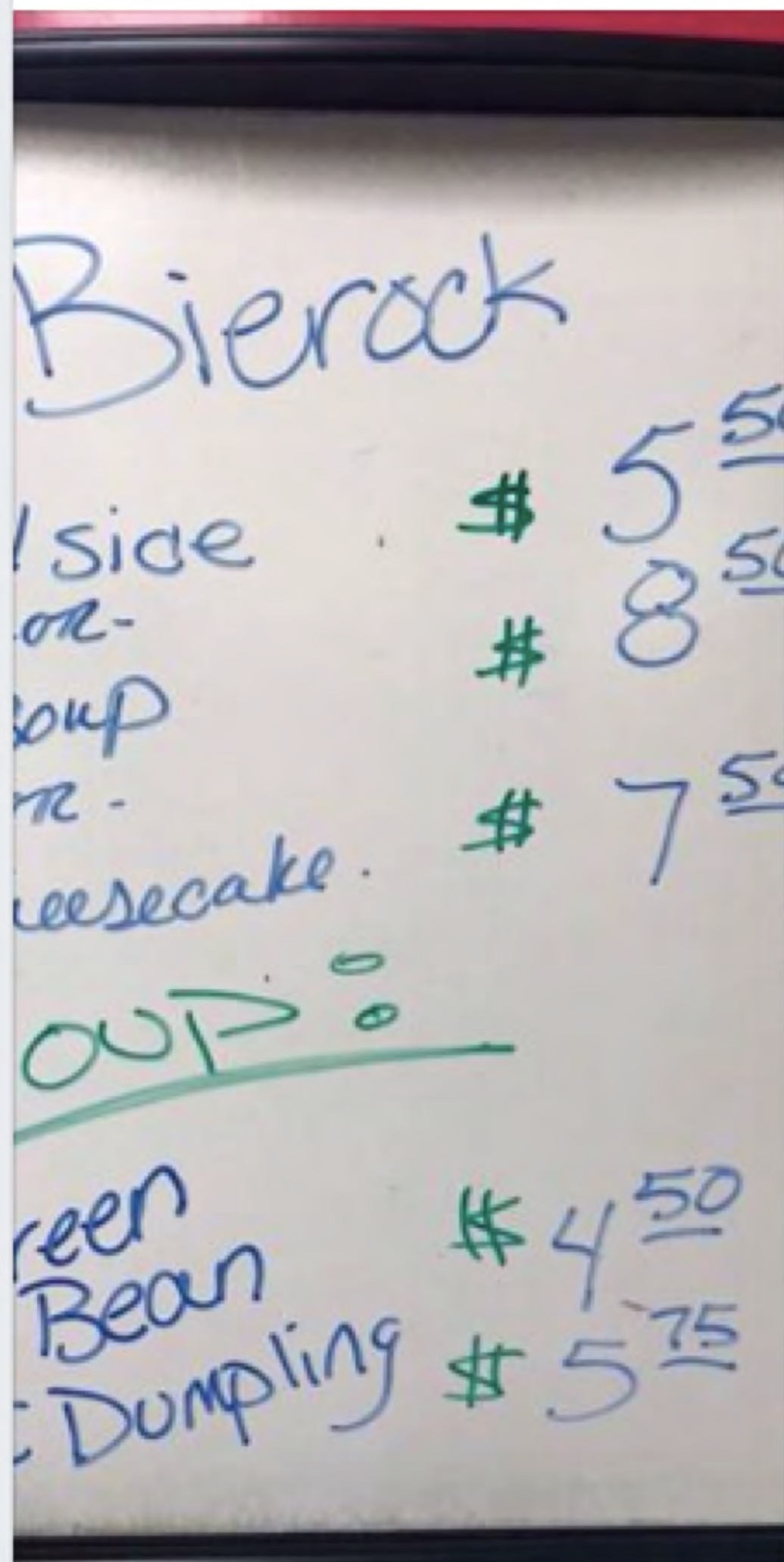




AUGUSTINE'S BAKERY

25 mins · 🌐

It's Bierock Day!!! And we have Green Bean & Dumpling Soup too!



👍 5



Katz's Delicatessen

Yesterday at 11:01 AM · 🌐

Look at this amazing pastrami Reuben made specially at A Taste Of Katz's in Brooklyn! Thanks @befatbehappy for the awesome picture! @dekalbmarkethall ❤️😊



👍❤️😋 374

23 Comments 34 Shares



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WHAT'S NEXT?

Who is Your Customer?

What Do You Want to Achieve?

Choose a Social Media Platform.

Create a Strategy.

Build Relationships!



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Social Media Marketing



A Look Back

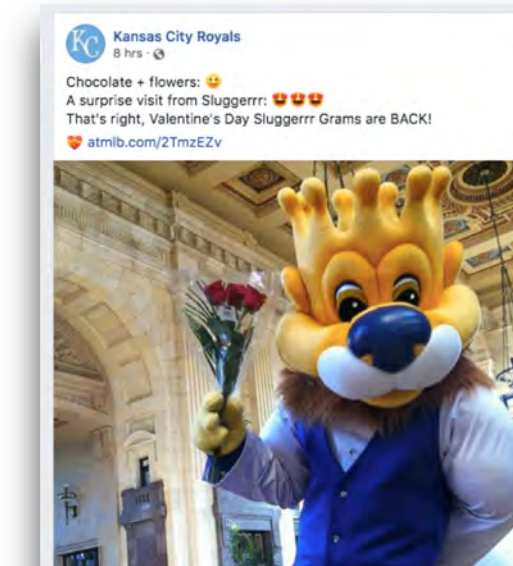


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