

**Who is your target audience, your end user? If you think they aren't using FACEBOOK – you're probably wrong!**

## **FARMERS AND FACEBOOK**

We recently met with a local feedstore in our area about their target audience - it seems that local farmers are using Facebook on a regular basis - why?

1. To reach out to others in the agriculture industry.
2. Share with other farmers, what are their experiences, issues, concerns.
3. Farming is an ever-changing industry and it allows farmers in remote areas to share information and learn from large producers around the country on how they can improve their operations.
4. Farmers these days produce more than just food - it's fibre, household products and energy - technology and innovation allow them to produce higher yields and profits!

Using Facebook to connect and share with your target audience demonstrates that a business cares that they succeed!

WSI professionals advise about and deliver digital marketing solutions across every industry including start-up businesses. Email us at [info@wsicuttingedgeedesign.com](mailto:info@wsicuttingedgeedesign.com) if you want to discuss how you can ensure you maximise your business exposure in a world of digitisation.