AMERICAN
SADDLEBRED
HORSE ASSOCIATION

ASHA BASIC DIGITAL MARKETING RESOURCE GUIDE

An Introduction to the Tools that Help You #SharetheSaddlebred & Grow Your Brand

We want to help you promote the American Saddlebred and yourself!
Below is a step-by-step guide for commonly used actions of Facebook. Social media capabilities and trends are ever-changing. The ASHA understands that for many keeping up with the trends are daunting. We are providing the list below to support and educate our members to equip you to better promote the American Saddlebred.

This guide has been prepared to accompany the hands on instruction for Digital Marketing in Minutes from ASHA Staff, but also can serve as a valuable resource outside of the classroom. In this packet, we will focus on simple and basic digital marketing tools that can help you promote your barn, horse show or community events. The areas of focus will be getting you familiar and teaching you how to use basic digital resource to edit graphics and videos, create a Google Ad, create a free website, the power of a blog and social media ad and post tips.

ASHA is passionate about supporting our members' efforts to #SharetheSaddlebred and successfully introducing more people to the American Saddlebred.

Facebook Basics

First things first, Facebook is the social media medium for Moms. While we are not suggesting that everyone on Facebook is a Mom, it is important that when using any social media platform you know who you are talking to. Current trends show us that the primary user of Facebook is getting further and further away from the college undergrads it was intended for. Basically, if you are a barn primarily focused on lessons to children or teenagers just now that on Facebook you aren't talking to them, you are talking to their parents or grandparents. Today, Facebook is the social media platform of choice for adults and has become an online community center. This section will highlight the basic tools to maximize the power of your online presence on Facebook to attract and communicate the decision makers and money earners of the household.

- How to make a Facebook page
    - Go to www.facebook.com, or download the Facebook app
    - On the home screen, click "Create a New Account"
        - Input name, email, password, birthday, and gender to create your account
        - Push the green button that says "Sign Up"
- How to make a Facebook post
    - Go to the top of your Facebook feed, and click on the box that says, "What's on your mind?"
        - From there you can post a status (just words), or attach a picture, video, tag people, tell a feeling or activity, or "check in", aka sharing your location
- How to make a Facebook event
    - Log into your Facebook page (see above for creating a page) at www.facebook.com
    - On the blue header at the top of your page, click "create", then "event"
    - Decide whether you'd like your event to me private (only invited guests can see the event) or public (anyone can see and search for this event on Facebook)
    - Add details about your event: location, description, time, hosts, etc
    - Create your event and share it with those you'd like to attend!
    - ALTERNATIVLEY, USING THE APP
        - Click on the three horizontal bars at the bottom right hand corner of your screen
        - Click on event, then "create" in the top right hand corner
        - Follow the same steps regarding privacy and event details as above

- How to make a Facebook business page
  - Go to www.facebook.com/business
  - In the top right corner of the screen, you'll see a button to "create an ad"
    - Click on the small arrow next to it, and you will see "create a page" - Click on that
  - Choose whether you're promoting a 1) business or brand or 2) community or public figure
  - You will have to log into a personal Facebook account to continue with the process
  - Put in the requested information regarding your business
  - Upload profile and cover images
    - Notes:
      - Pick photos that make your business/brand easily identifiable, people should be able to glance at your page and know who you are
        - For example, a logo is always a good place to start
      - Remember that your profile photo will be round – make sure that this won't cause anything important to be cropped out
      - Your cover photo is going to be more prominent than your profile picture – make that your standout shot
  - Add a short description of your business (just a couple of sentences to tell people what you're about) as well as other details in your "About" section (i.e. hours you can be reached, contact information, links to other social media accounts)

Making Your Mark: Simple Steps to Creating a Facebook Post

Target Audience: Families, Parents of potential riders, professionals/retirees seeking riding opportunities

Platform: Facebook,

Goals: Visually attractive, informative, eye-catching advertisement to get target audience to want to further research your barn

Facebook: How-To

Creating a Facebook Post:

- Go to top of screen, click on the box that says "What's on your mind?"

- Posting a status: Type your message, attach photos/videos, share any relevant anecdotes, etc.

Facebook "Do's and Don'ts"

What to include: Scrolling thru Facebook, users are want to see something attractive and eye-catching. Including a graphic that invokes emotion is always a good attention-grabber.

Length: Posts that are extremely lengthy are not going to entice viewers. A few sentences to explain what is going on in the barn is necessary, but stay away from including every little detail. Short captions with wit or humor tend to create relatability and likeability.

Content: Keep in mind: What am I trying to accomplish with my post? How does this post affect the image of the barn? Who am I trying to reach? Is this post relevant and relatable to my age demographic?

Frequency: Posting every hour is not going to increase people's likeability, it will seem annoying. Posting a few times a week of children with horses, funny pictures of the horses, and scenic pictures around the barn will increase awareness of the barn. Allowing viewers and potential members to get a glimpse of everyday life at the barn will motivate potential members to seek out further information about your barn.

Strong Examples:

Caption ideas:

"Today, we hosted one of our largest events of the year: Our Annual Children's Horse Victory Trot Show. We could not be more proud of all the kids and their hard work this year that was showcased today. A special thanks to all the trainers, horses, and parents that help make "ABC Horse Farm" such a special place."

**Insert Picture of Children on their horses, smiling with awards, parents clapping, action shots of the children and horses, and trainers smiling with children. Short video clips are also fun.

Relevance: Keeping the community updated on special events is crucial for keeping current members happy, while also showing off the unique community that potential members are seeking. Posting photos of happy children, involved parents and trainers, and gentle horses are all great points to highlight. Showing pride for riders and horses builds community and engagement from members.

"After a long day's work, our horses always enjoy the beautiful Kentucky sunsets!"

**Insert picture of beautiful sunset and groups of horses

Relevance: Posting pictures of these beautiful animals with a great backdrop provides potential members with information that the barn and grounds are beautiful. Showing the horses are well taken care of and valued will allow members and viewers to see that the barn is a special place, beyond riding.

"Monday's getting the best of everyone"

**Insert silly picture of a horse laying down, looking grumpy, something creative

Relevance: Showing humor is huge on social media because it brings in engagement and relatability from viewers. Monday's are generally not something people look forward to, so brightening someone's day with a silly horse will promote the barn in a positive way, while also allowing an excuse for more posts. The more exposure the barn can get, the more members it can bring in.

Instagram Basics

Welcome to the cool kids table or the kid in your small town whose family vacation 10X as often and everyone had a passport. If Facebook has become a vehicle for the online community center, Instagram is the platform to be an influencer on a global scale. Instagram is the most "VISUAL" of the current social media platforms. This will be your opportunity to show not say what the experience you are offering is all about. Basically, think of Instagram like the photo album you actually wished your parents would have made to display at your high school graduation party. You looking your best, living your best life and always being candidly cute! Instagram is your brand's life in visual motion, this guide works to help you maximize your ability to show the end user the magic you have to offer.

- How to create an Instagram Account
    - Go to www.instagram.com or download the Instagram app
    - Click on "sign up"
        - You can either choose to log in using your Facebook login information, or to manually put in your name, email, desired username/password, etc
- How to make an Instagram Business page
    - Instagram is a different than Facebook in the sense that you cannot create an Instagram Business page from scratch – instead, you have to change a current Instagram account into a business
    - To do this, create an Instagram account (if you don't already have one) by following the instructions above
    - Go to your profile, then, in the top right hand corner, click on the three horizontal bars
        - This will pull up a menu – at the bottom is the settings button
    - Within settings, click on "account" then "switch to business account"
        - You'll have to enter some information about your business and profile, like an email, phone number, street address, and type of business, before officially becoming a business account
- How to make a promoted Instagram post
    - Can only be done through an Instagram business page, not a personal one
    - Benefits: Better audience targeting, more hits (plus more easily trackable hits), ability to reach previously unreachable people
    - Go to your profile, and tap "promotions", then "create promotions"
    - Choose the Instagram post that you'd like to promote, and fill in the details of your promotion
    - Click "create promotion"

Making Your Mark: Simple Steps to Creating a Instagram Post

Target Audience: Millennials, Teenagers, Gen X and other brands

Platform: Instagram

Goals: Visually attractive, emotion evoking, eye-catching advertisement to get target audience to want to further research your barn

Instagram: How-To

Creating a Instagram Post:

- Go to bottom of screen, click on the box with a "+" in it

- Post a picture or video: Find the most high-quality, artistic in nature photo or video and edit to your liking. You can post up to 10 pictures in a scrolling album & 1 min long videos per slide.

Facebook "Do's and Don'ts"

What to include: Instagram is for showing someone what you want to tell them in an "instant", users want to see something attractive and eye-catching. Creating a photo or video that makes people want to be there and invokes emotion is always a good attention-grabber.

Caption Length: Posts that are extremely lengthy are not going to entice viewers. Short captions with wit or humor tend to create relatability and likeability. Use emojies whenever possible.

Content: Keep in mind: What am I trying to accomplish with my post? How does this post affect the image of the barn? Who am I trying to reach? Is this post relevant and relatable to my age demographic?

Frequency: Posting every hour is not going to increase people's likeability, it will seem annoying. Posting a few times a week of children with horses, funny pictures of the horses, and scenic pictures around the barn will increase awareness of the barn. Allowing viewers and potential members to get a glimpse of everyday life at the barn will motivate potential members to seek out further information about your barn. Also consider post one to two good Instagram stories a week.

Strong Examples:

Post ideas:

**Insert Picture of Children on their horses, smiling with awards, parents clapping, action shots of the children and horses, and trainers smiling with children. Short video clips are also fun.

Caption: Saddlebreds & Smiles, a day in the saddle is always winning. Use horse emoji, award emoji, heart emoji

Relevance: showing followers the experience you offer at special events is crucial for keeping current members happy, while also showing off the unique community that potential members are seeking. Posting photos of happy children, involved parents and trainers, and gentle horses are all great points to highlight. Showing pride for riders and horses builds community and engagement from members.

**Insert picture of beautiful sunset and groups of horses

Caption: Horse emoji, blowing grass emoji, relax face emoji nature's stress reliever

Relevance: Posting pictures of these beautiful animals with a great backdrop provides potential members with information that the barn and grounds are beautiful. Showing the horses are well taken care of and valued will allow members and viewers to see that the barn is a special place, beyond riding.

**Insert silly picture of a horse laying down, looking grumpy, something creative

"#MondayMood tired face emoji or what makes Monday's better(upward hands face emoji) a (horse emoji) of course"

Relevance: Showing humor is huge on social media because it brings in engagement and relatability from viewers. Monday's are generally not something people look forward to, so brightening someone's day with a silly horse will promote the barn in a positive way, while also allowing an excuse for more posts. The more exposure the barn can get, the more members it can bring in.

Graphics, Videos and Other Creative Editing Basics

How do you make a photo, video or post stronger? Add your BRAND! The following resources are easy to use, low cost creative design resources available online and on your phone! They can help you create informative posters, add a logo and event info to a photo or make your own basic commercial to post on social media or elsewhere!

Adobe Spark

- How to use Adobe Spark (a platform to design basic graphics, videos & pages)
  - Go to https://spark.adobe.com/
  - Click on "start now"
  - Click and enter your information to sign in using your Adobe account, Google account, Facebook account, email account, or create a new account
  - Click on the yellow button with a plus sign to start a new project.
  - Click on the type of project you want to create (remember Spark Post is for single graphics, Spark Page is for large projects, and Spark Video is for video
  - From here you can establish you own brand, add logos and create your own designs or use predesigned templates.
  - When you complete projects you then can "share" or download programs to your social media account or to your device
  - Spark also has apps to use on your mobile devices!

Adobe Spark Edit Tutorials
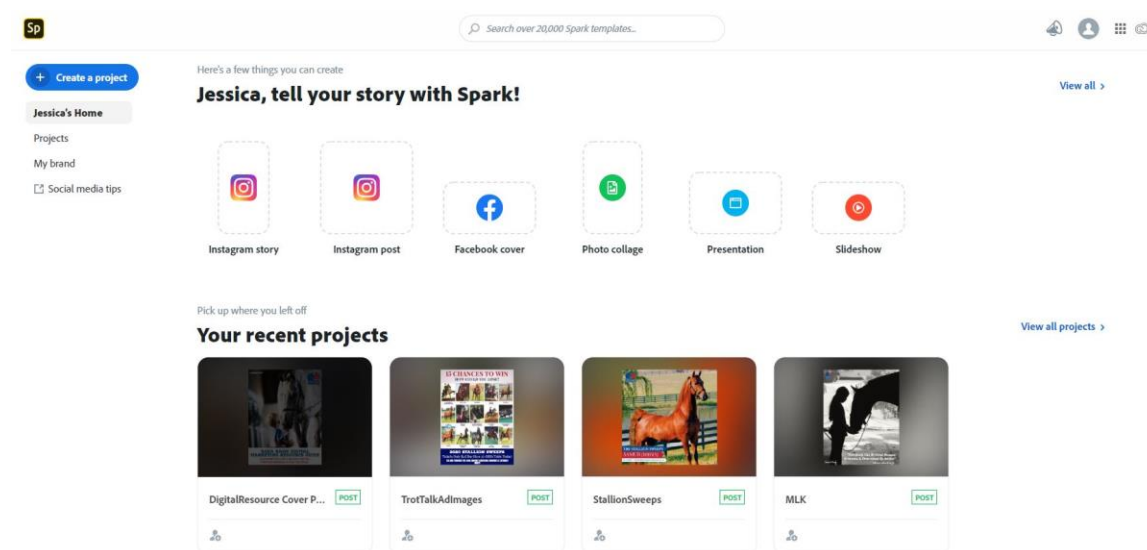
Notes:

Creating a Brand
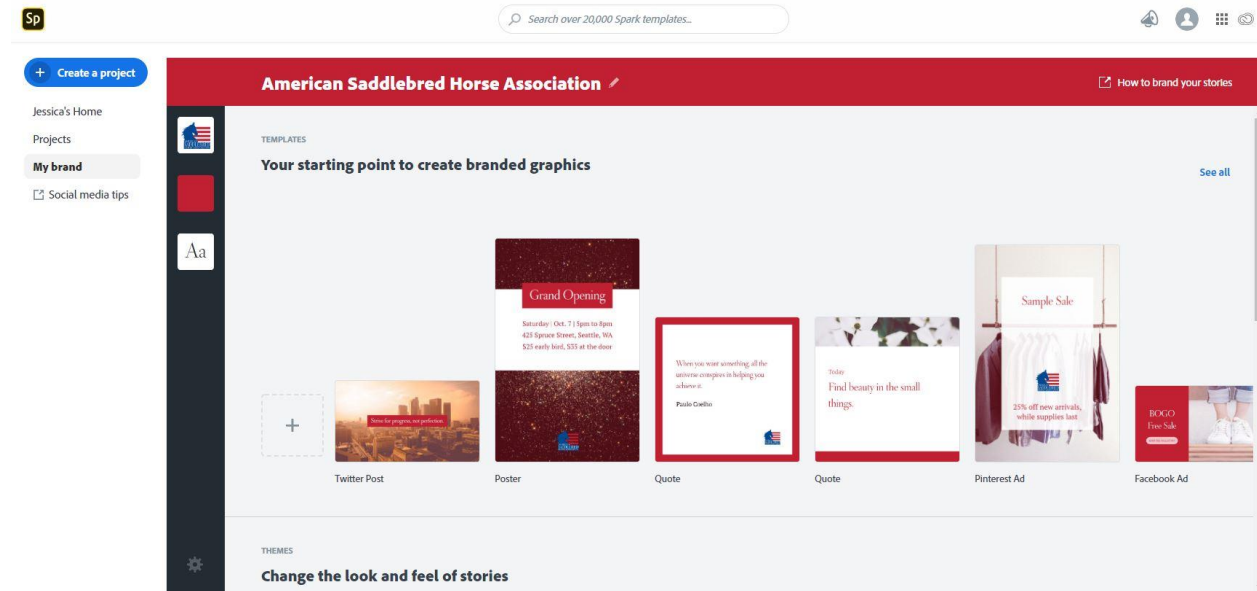
Notes:

Creating a Graphic

Main Page
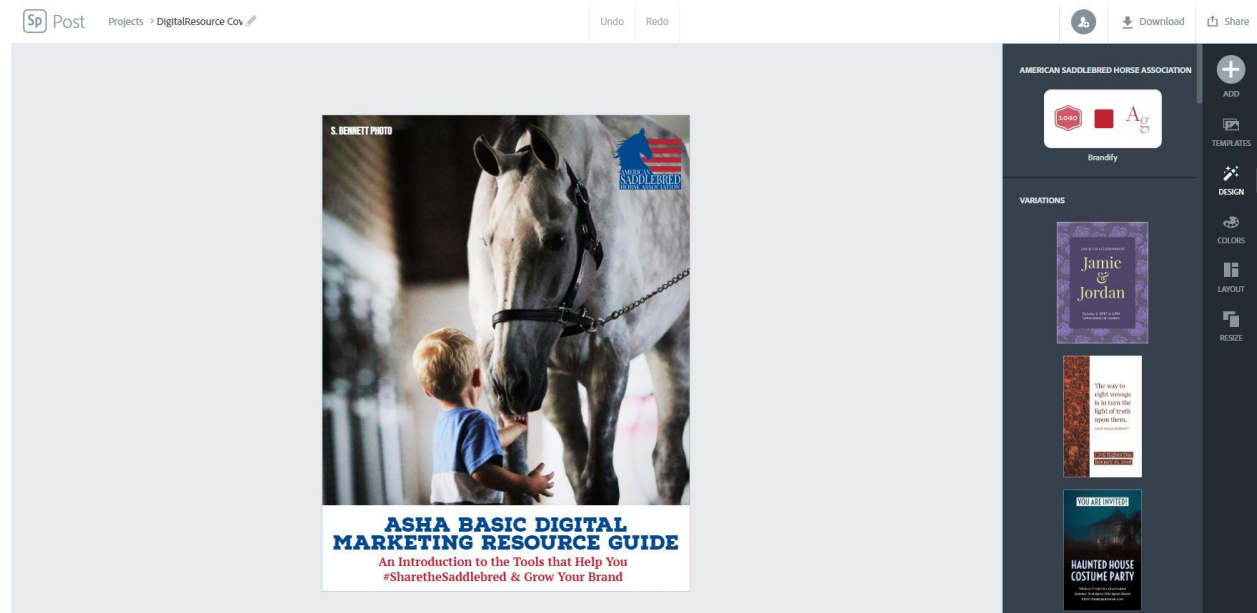
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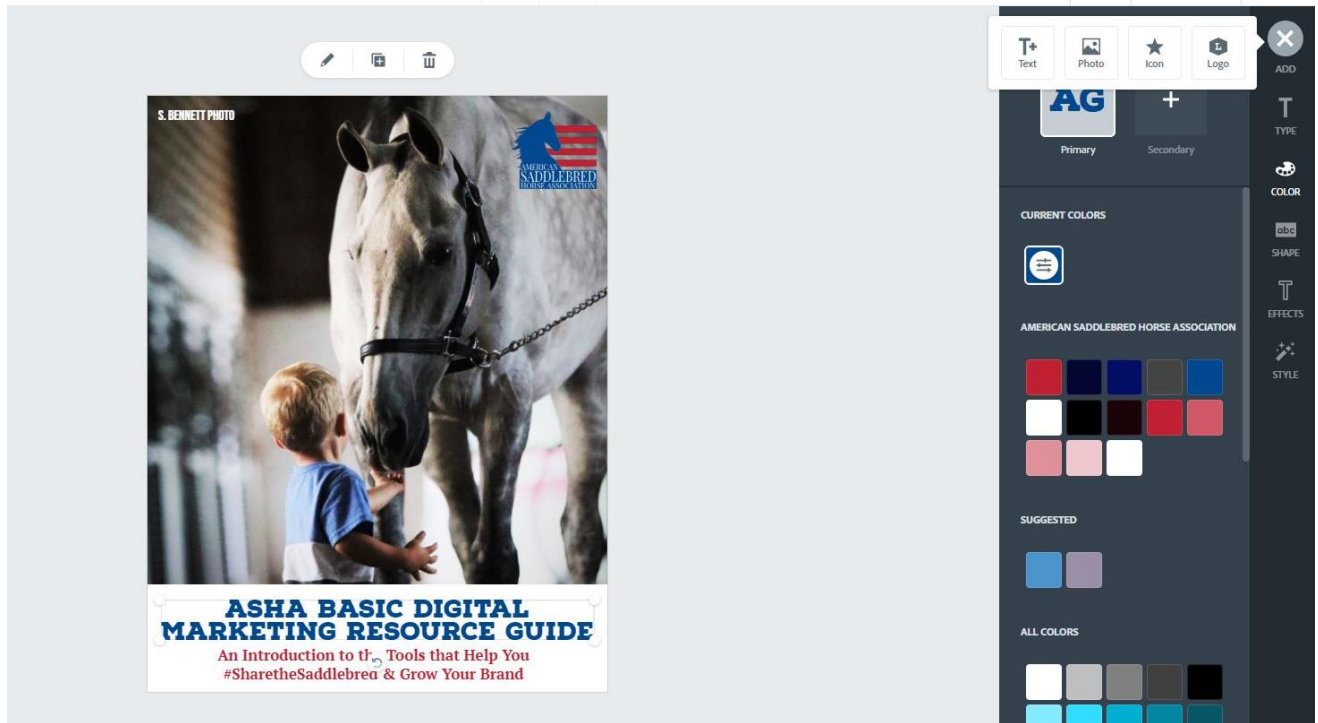
Edit Text
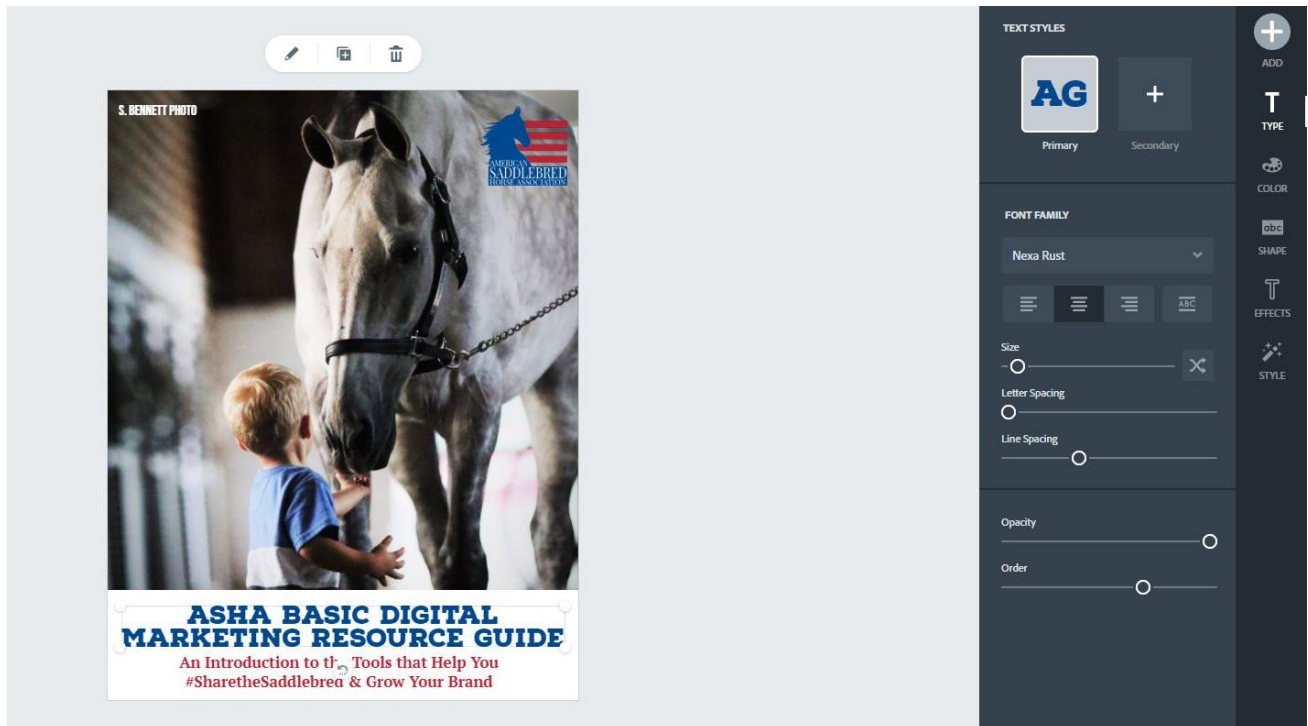
Edit Color
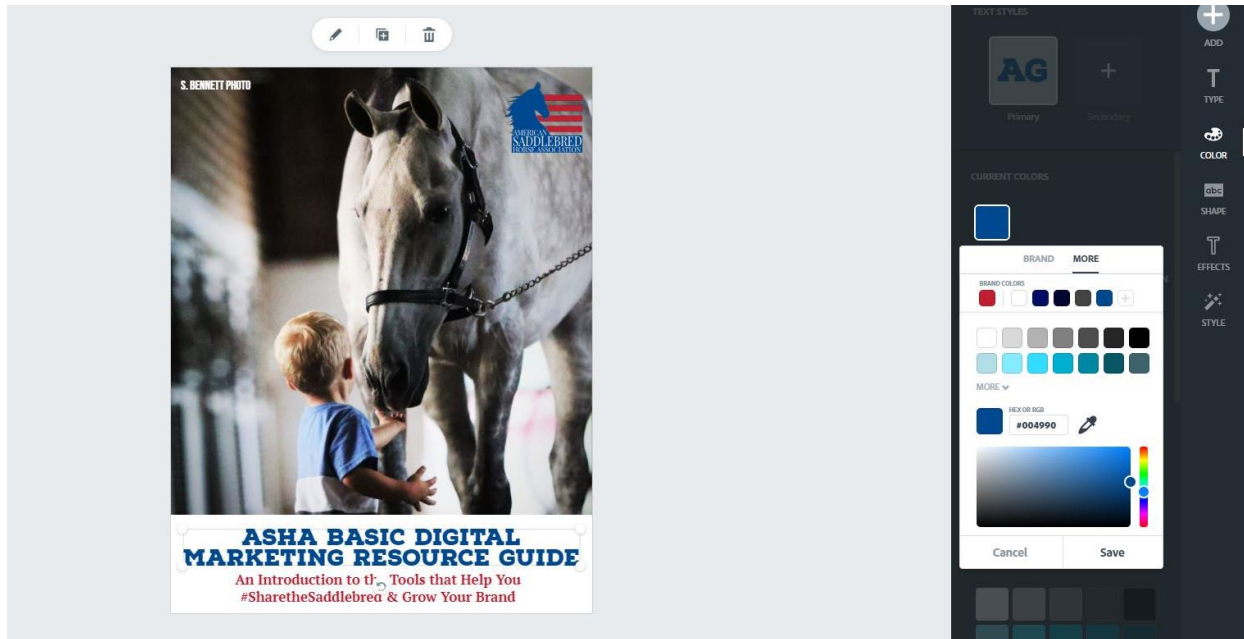
Notes:

Creating a Video

Video Main Page
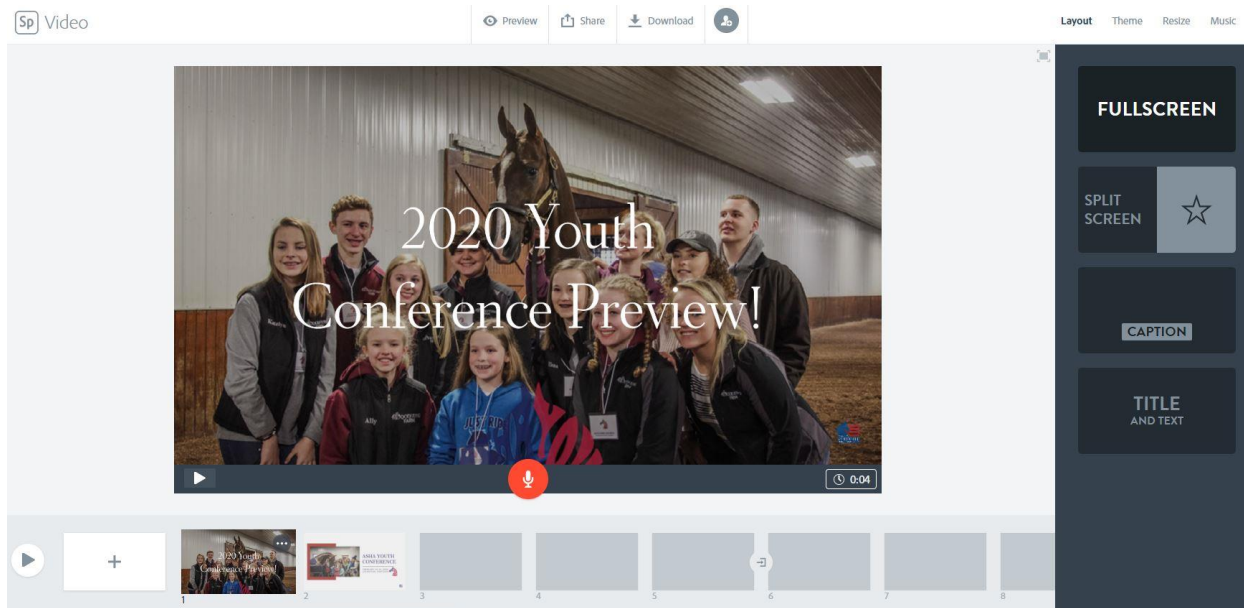
Video Size

Video Theme
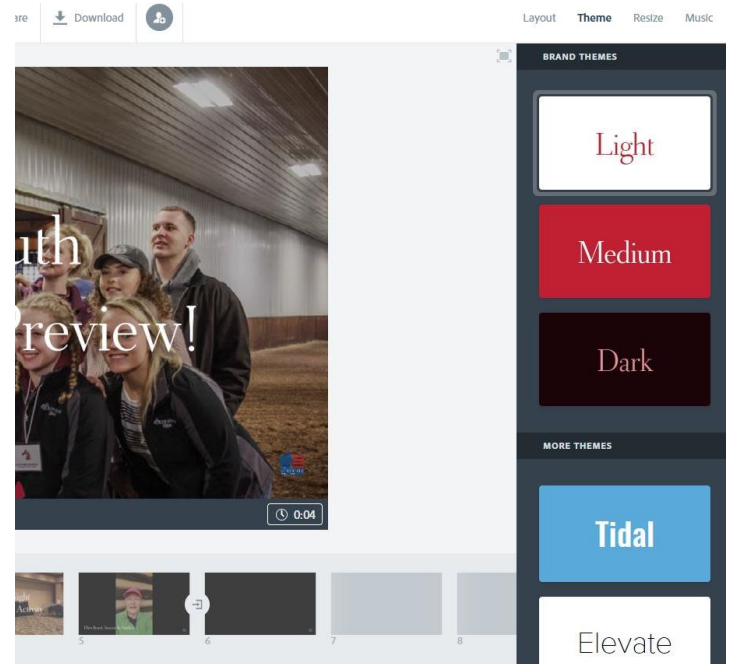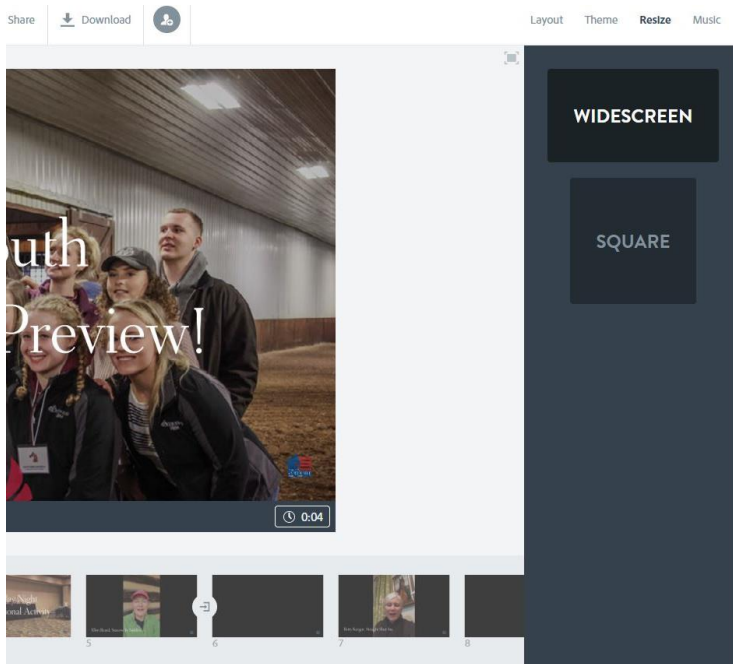
Video Editing
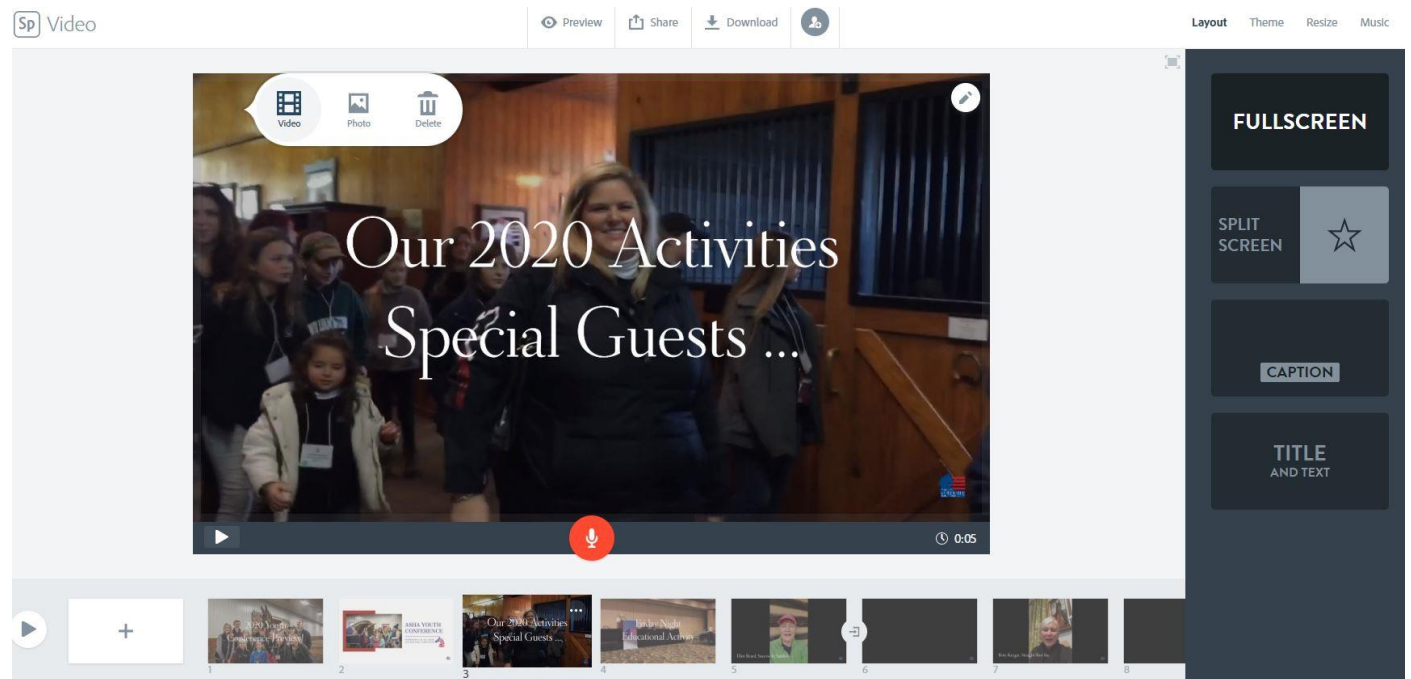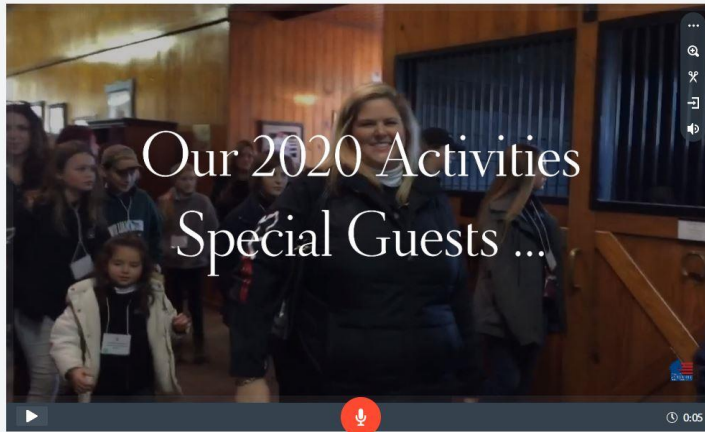
Notes:

Canva

- How to use Canva (a platform to design basic graphics & animations)
  - Go to www.canva.com
  - Click on "free trial" or select a monthly or yearly subscription plan
  - Enter your full name.
  - Choose from the options to sign up with Facebook, Google or your email.
  - Authorize access for Facebook or Google. If you choose to use your email, simply fill out the form with the necessary details.
  - Click Sign up.
  - The Create a design button leads you to a list of available design types you can use to start your design.
  - Home is your Canva homepage upon logging in. From here, you'll be able to create new designs or view your existing designs.
  - Brand Kit is where you set your team's brand colors, logos, and fonts. As a new and standard account, you can only customize your brand colors.

Canva Tutorials

Home Page

Notes:

Build a Brand

Create a Graphic

Notes:

Add Elements

Add Music
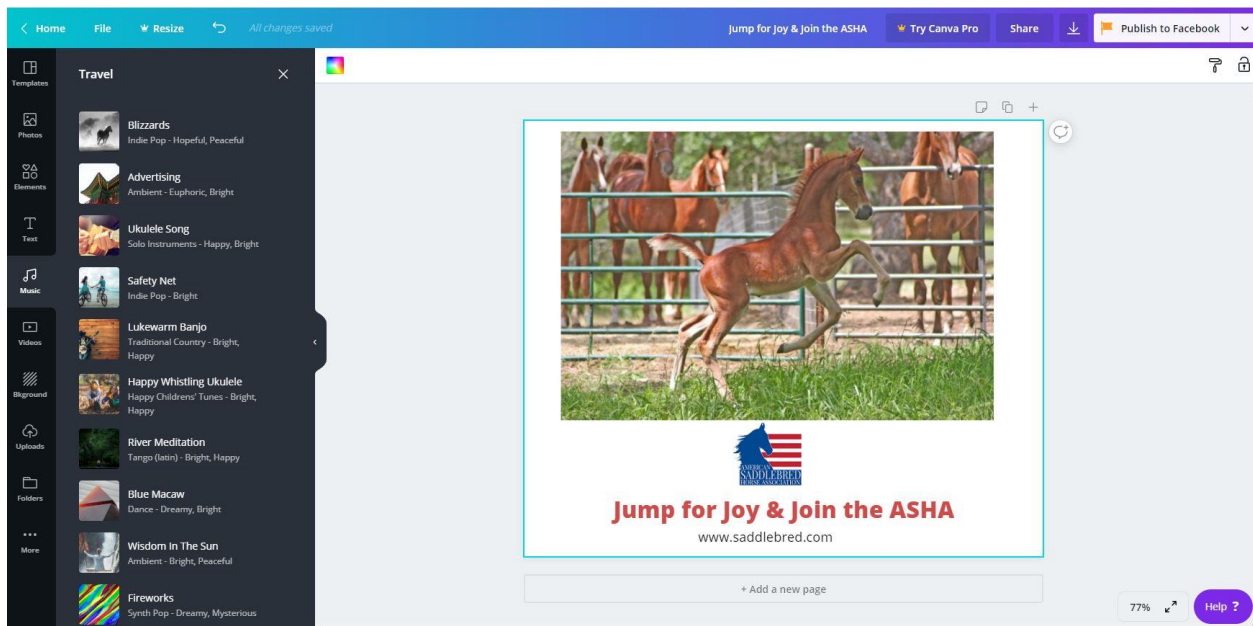
Notes:

Website Basics

Websites can be as complex or as simple as you need. As you business or equine venture grows many will need to upgrade to resources like GoDaddy or similar. Yet, to get you started and help prepare you to manage a more complex website the resources below are great and can meet your basic needs for an online source outside of social media to promote your services.

- How to use Weebly (a platform to create a simple website)
    - Go to www.weebly.com
    - Click on "get started" in the upper left-hand corner
    - Enter your basic information, and click sign up
    - You'll now have to give some information on your business, such as the focus of your site, the theme you'd like it to have, and a domain and subdomain (the thing that comes after www._____.com that people will type in when they want to find your website)
    - Further design elements of your website until it looks just how you like
    - Click publish

- How to use Wix (a platform to create a simple website)
    - Go to www.wix.com, and click on the big orange button that says "start now"
    - Create a Wix account, either through Facebook, Google, or by entering your own information
        - You can choose a free plan (which includes lots of ads) or 7 other plans, which have a wide range of features offered vs ad ratio
    - Choose what kind of website you'd like to create, and what template you'd like to use
    - Edit your website: play around with features, font size/color, text, images, backgrounds, etc
    - Wix allows you to get as in-depth as you choose – between coding, the ability to sell product directly through the website, space for a blog, and offering downloadable applications, Wix offers a wide variety of tools which you can utilize if you so choose
    - Publish your page, and personalize your domain name

Notes:

Blog Basics

Blogs are a great and free tool to help with your websites "Search Engine Optimization" (SEO) or in common language, help you page show up higher when someone Googles or Bings for places to ride, safe horse for kids, horses for sale etc. Blogs are an organic often cost free way to use the words and phrases people are looking for on line to help them find the answer to their question at your business! Below you will find some of the most common horse searches and tips for how to use those key words to help strengthen your website through a blog.

Keywords

- Best family friendly horse
- Best horse breeds for families
- Most kid friendly horse breed
- Most gentle horse breed
- Best horse breed for beginners
- Horse breed with good temperament

Ways to use the keywords in blog posts

- I've found that the "best family friendly horse" is the Saddlebred.
- One of the "best horse breeds for families" is the American Saddlebred.
- My customers tell me that they've found "the most kid-friendly horse breed" to be the Saddlebred.
- As one of the "most gentle horse breeds", the Saddlebred…
- Believe it or not, the Saddlebred is one of the "best horse breeds for beginners"
- The Saddlebred has a very "good temperament"

Google questions
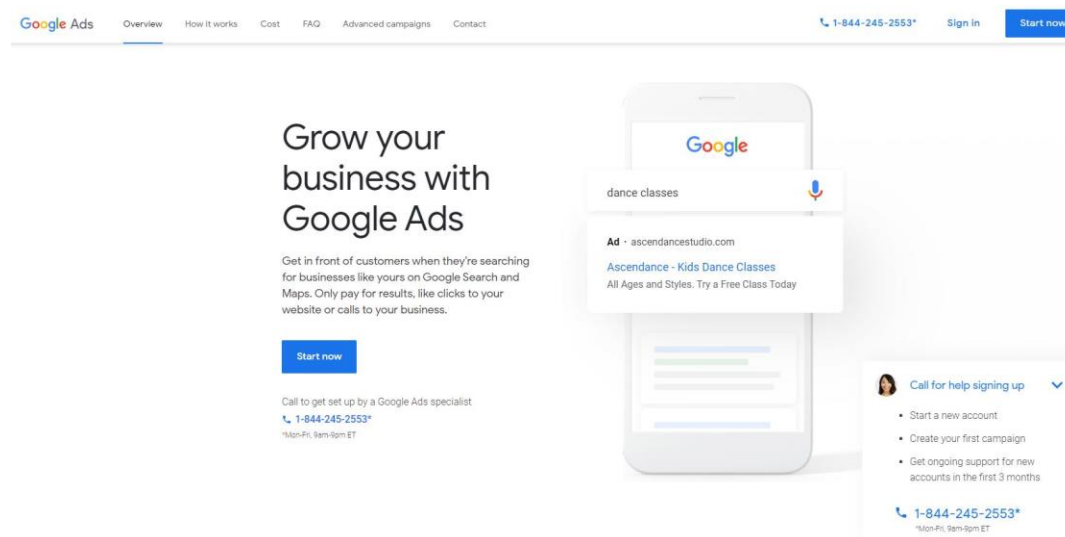
- What's the best breed of horse for a young child to ride?
- What are some good horse breeds for beginners?
- What is the best breed of horse and age of a horse for a 13?

Notes:
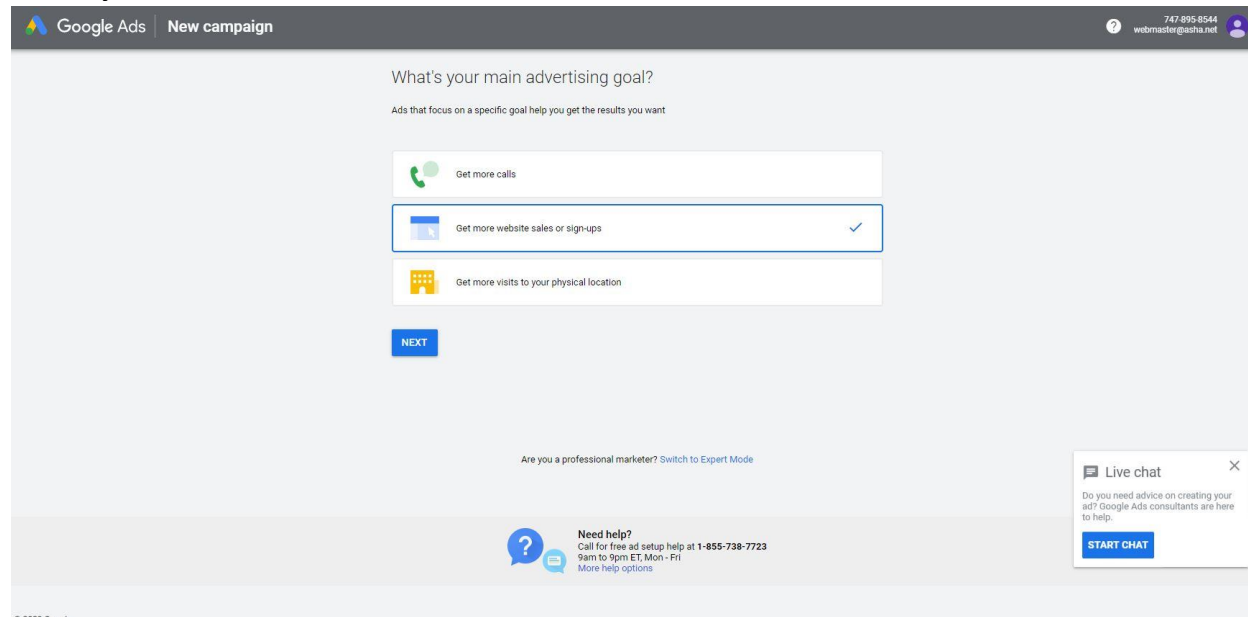
Google Ads Basics

Google Ads is a great way to gain leads and generate interest through people relying the internet to answer the questions. We all have searched Google and had one result highlighted at the top and marked as an ad. The steps below will guide you through creating one of those for yourself! If we are living in a world according to Google, it is a great place to start to let the world know you are here! Google Ads is simple to start, cost effective with pay per click pricing, but require regular management and oversight to keep your ad words relevant. Below you will find the different stages of creating your basic search google ad.

Create an Account

Identify Your Goal

Select Your Target Area

Define Your Keywords

Write Your Ad

Select Your Pricing/Payment Plan

Notes:

For questions or additional information contact ASHA Marketing and Communication Manager, Jessica Cushing, j.cushing@asha.net