

BEECO

PUTTING IT ALL TOGETHER



MARKETING TIPS AND MORE

OUR FAVORITE TOOLS AND RESOURCES

HOW TO COORDINATE CREATIVELY

OUR TOP 5 MARKETING STRATEGIES

BEECO APIARIES



OUR TOP 5 MARKETING STRATEGIES

01 GET INVOLVED WITH LOCAL COMMUNITY

- Visit Georgia Beekeepers Association to find your local club: www.gabeekeeping.com/Clubs/LocalClubs
- Volunteer at Schools, Libraries, Garden Clubs, etc.
- Network at Conferences, Club Meetings, and with other local businesses

02 BUILD A WEBSITE

- Start with a simple landing page & upgrade to commerce plans as needed
- We recommend the following:
 - **Squarespace**: Commerce Plan is \$26/month, \$312/year
 - **Shopify**: ~\$350/year

03 BUILD YOUR EMAIL LIST & SEND OUT QUALITY NEWSLETTERS

- When it comes to the size of your email list and newsletters, remember quality over quantity!
- We highly recommend FloDesk for building custom newsletters and sign up forms
- Get 50% off your first year of FloDesk with our link here:
 - <https://flodesk.com/c/BEECOAPIARIES>
- Encourage email sign ups through your social media channels

04 ADVERTISE & JOIN

- **Georgia Beekeepers Association**
 - \$15/year membership
 - List on the "Member Products and Services" page
 - Contribute to monthly '[Spilling the Honey](#)' newsletter
- **Georgia Grown**
 - \$100/year membership fee (*if annual sales < \$100K)
 - Use of Georgia Grown logo & promotional materials
- **Georgia Farmers & Consumers Market Bulletin**
 - \$10/year subscription
 - Includes online access & one ad placement per issue

05 COORDINATE CREATIVELY

- Prioritize the events and tools that work for you!
- Plan around busy season (seasonal gifts, blogs, articles, speaking engagements)
- Thank your customers frequently with custom thank you cards using **Canva** (free plan available, 100 cards for \$56)
- Systemize and schedule pickups with online scheduling tools like **Calendly** (~\$12/month depending on plan)

DISCLOSURE: SOME OF THE LINKS IN THIS POST ARE AFFILIATE LINKS AND IF YOU GO THROUGH THEM TO MAKE A PURCHASE WE WILL EARN A COMMISSION. KEEP IN MIND THAT WE ONLY SHARE ABOUT COMPANIES THAT WE TRULY BELIEVE IN.



PEOPLE DO NOT BUY
GOODS AND
SERVICES. THEY BUY
RELATIONS,
STORIES, AND
MAGIC.
- SETH GODIN

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