

# ONE **BIG** BROADCAST

Advanced Social Media Innovation

## A G R I C U L T U R E

Agriculture Wholesales are facing increasing challenges to connect with their local markets (buy local) while farmers need to connect with one another in an effort to communicate knowledge, receive valuable updates, and have the option of becoming authors in their local markets. One Big Broadcast has developed and implemented private social networks for farmers and Farm Boards that have captured global recognition.

One Big Broadcast is a content marketing company currently working at the forefront of Digital Marketing. We build cloud powered platforms that simplify and largely automate all the time consuming pieces of the Internet, harnessing the power of content building communities that then become your brand ambassadors and content creators. This enables you to focus on what makes your business unique. Through the formation of our unique cloud-powered console system, we're capable of creating and analyzing vast amounts of content that relates directly back to your company. Our one-of-a-kind, all-in-one CMS offers complete control so SEO-infused materials are effortlessly aligned, search engines are attracted at a rapid pace, and multiple media platforms are fully utilized. This saves you valuable time while promoting visibility, awareness, and sales. We deliver these inspired and innovative web campaigns that emphasize organic content and full social media integration in order for your business to be as effectively immersed as possible. Welcome to full-service digital marketing at its finest.



# HOW OUR SYSTEM WORKS



## Social Casting

Develops fully optimized websites and content.

Integrates dynamic media options - such as blogs, videos, and private image galleries into social accounts and search engines.

Provides a Mobile Simulator, linking sites to smartphones through downloadable apps and software.



## Community Building

Provides community blogs, talk forums, and member only pages that can include such enticing content as private recipes from local chefs?

Introduces an Instagram contest with giveaways (we build these types of contests) to engage and build your local community

Allows alerts to be turned on and off based on employee interest

Creates a richer user experience by delivering the tools necessary for an entire community to listen to each other and work together



## Private Member Platform

Creates private member profiles, showcasing suppliers, producers, and more.

Allows members to upload their own photos, videos, or blogs  
Builds extensive member networks, integrating all profiles in order to increase search engine rankings and attract key demographics

Provides total control to administrator (the client), ensuring that every post meets quality standards .



## Local Search Alignment

Focuses social strategies toward local consumers through keyword analysis, traffic monitoring, and more.

Develops relevant local content

Establishes community connections through event marketing that includes digital broadcasts, scheduled blogs, and geo-tagged image galleries

## ONE BIG BROADCAST BENEFITS

One Big Broadcast delivers innovative social casting to all agriculture companies. This complements - and bolsters - existing websites by combining complete social integration with new and dynamic content.

Our world-class team of graphic designers, branders, and writers will help your company build a deeper connection with your customer base through the utilization of such valuable tools as member only pages and personalized event planning. We create socially charged, content driven, search-attractive websites from the ground up because we know that strong content is what sets you apart from the competition.

With the full power of our SEO, blogs, image galleries, and event marketing platforms, your company will instantly begin to receive local (as well as national) traffic. We'll anchor your company to your community, generating brand recognition and high search rankings. This essential step will direct every potential customer right to your doorstep. By bolstering your agriculture company's online presence, we create a real-world impact.

## One Big Broadcast FAQs

### *What is local social casting?*

Local social casting is the process of linking media outlets - such as blogs, galleries or forums - and promoting relevant information to a specific city, town or community.

### *What impact does a private member platform have?*

A private member platform gives farmers a forum to connect with other farmers. Whether it's to share information - such as articles relating to the industry - or to serve as a place administration can go to in order to immediately communicate important announcements, this is the best way for individuals to stay connected within the community. Farmers have their own profiles, image galleries, social tools, and blogs should they wish to use the portal to connect with their local market and begin engaging in ecommerce sales. More advanced offerings allow for connection to sophisticated financial portals as described in the next section. Learn about the work we did with BC Egg Private Producer Portal here:

[http://onebigbroadcast.com/files/pdf/MyBCEgg/MyBCEgg\\_Powerpoint.pdf](http://onebigbroadcast.com/files/pdf/MyBCEgg/MyBCEgg_Powerpoint.pdf)

### *Does One Big Broadcast have experience with Agricultural suppliers or similar organizations?*

One Big Broadcast has provided its private platform to other farm organizations and is familiar with all promotion strategies. Working closely with BC Egg and other similar organizations developing member portals, working with financial systems, becoming deeply involved in marketing campaigns with ad agencies, content creation, and large scale events has given us unique insight into the world of food supply (Reference IBM's article 'British Columbia Egg Marketing Board boosts food safety and improves operations with business analytics'). OneBigBroadcast delivered a private social network that allows farm members to view industry articles, access their own profiles, write content as industry experts (vetted before going live), place items for sale to other members, and securely connect with the IBM financial system.

<http://www-03.ibm.com/press/us/en/pressrelease/38085.wss>