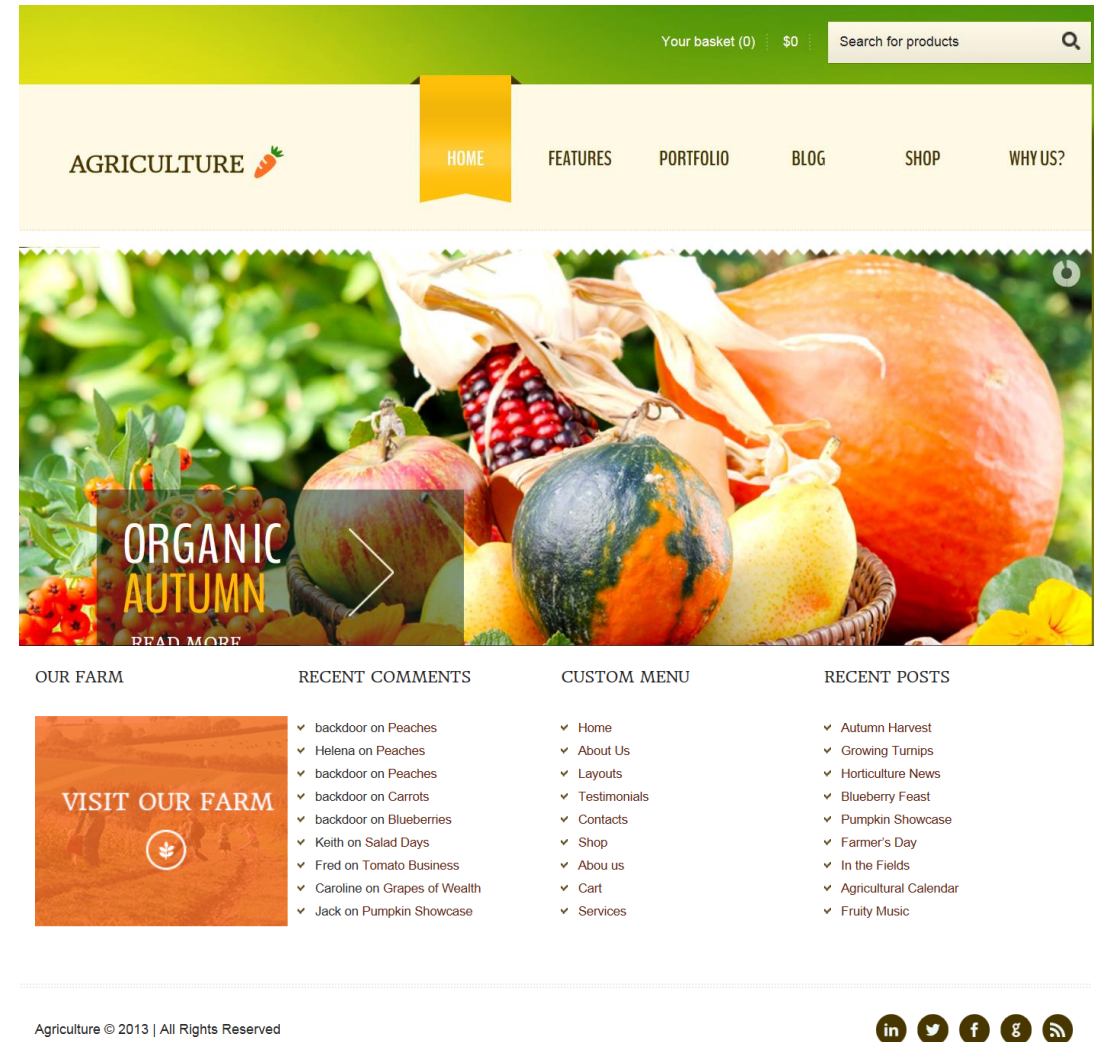


Effective Websites & Social Media for **Agritourism**



Table of Contents

- Elements of a great website
 - Logo
 - Photography
 - Navigation
 - Social Media Links
 - About Us
 - Contact Us
 - Extras – Blogs, E-Commerce, Calendars
 - Responsive/Retina Display
- Do-It-Yourself vs. Designer
- CMS/Hosting
- E-Mail Marketing
- Social Media



Important Features

Logo

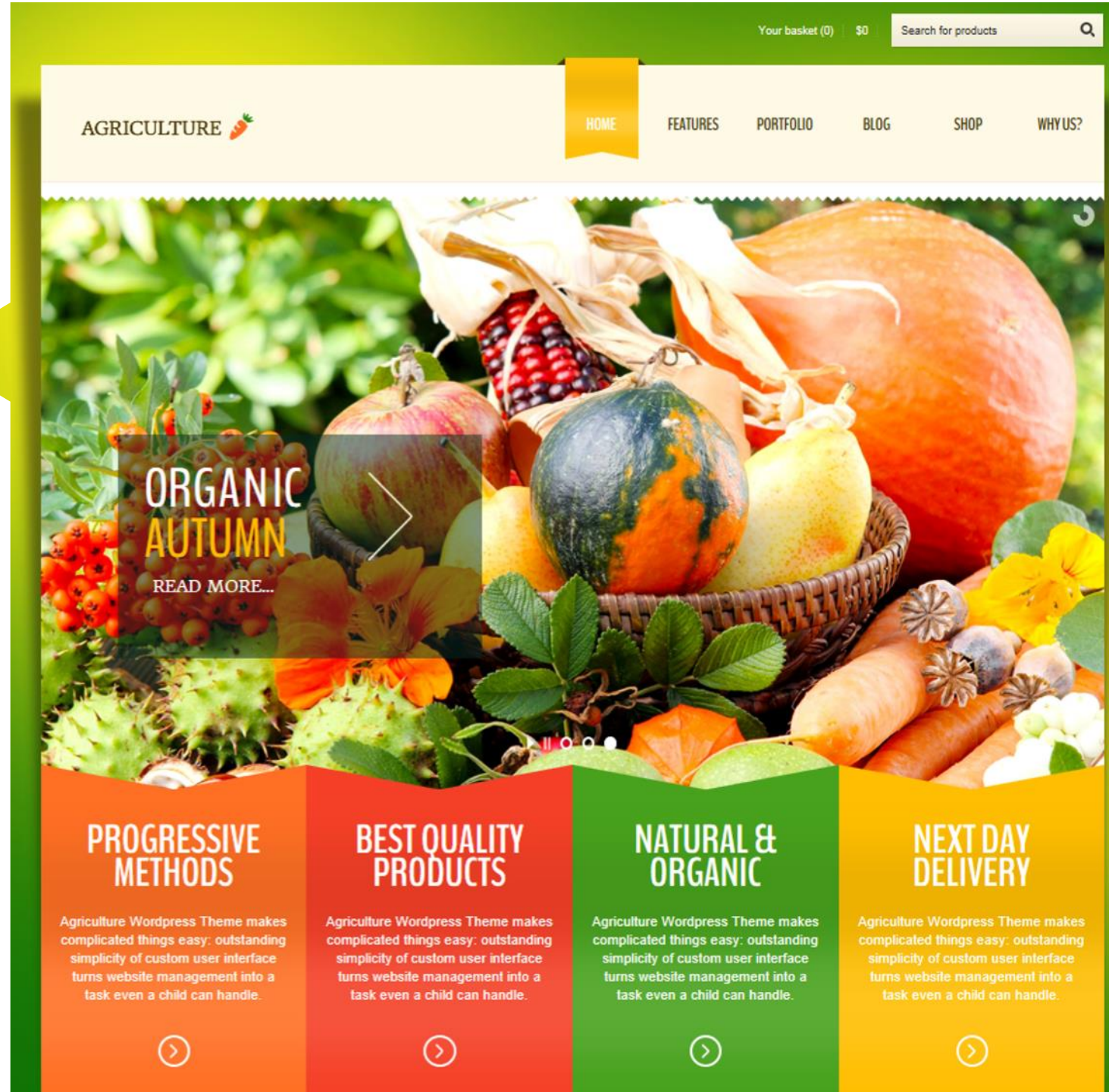
- **Invest** in a good, clean logo

Navigation

- Typically contains **About Us, Contact Us, Blog, Products** and other critical information

Header

- Use High-Resolution Images – 300 DPI Jpeg or PNG



Logo Design

99Designs.com
\$299 & Up





ORGANIC
VEGBOXES

FROM \$9.99 

300+ DPI

Always use high resolution
photography.





Main Navigation

- **About Us**
- **Services**
- Blog
- E-Commerce (Products)
- Calendar (Events)
- **Contact Us**

Footer Navigation

- Recent blog posts
- **Media Section - Press Releases, Downloadable hi-res photos & logo**

Social Media Icons

- **Links** to your social media sites

ABOUT OUR FARM



AGRICULTURE WP THEME

Agriculture Wordpress Theme makes complicated things easy: outstanding simplicity of custom user interface turns website management into a task even a child can handle. Even more, an in-built, customly-designed Woocommerce section lets you add an on line store with a powerful functionality.

Easily add your products, arrange them into categories, schedule automatic sales periods, manage delivery and other options. CMSMasters Studio is a team of professionals. Every member of our team has spent many hours polishing professional skills and earning a unique experience in the spheres of website design, wordpress development, technical support etc. We enjoy the process of creating a theme from its start to its end - from a sparkling design idea, all the way through coding, programming, testing, to the very release, and then still on and on, providing our customers with superior support and guidance. Agriculture Wordpress Theme makes complicated things easy: outstanding simplicity of custom user interface turns website management into a task even a child can handle. Agriculture is a really unique theme!

OUR FARM



JACK SIMMONS
Chief Agronomist

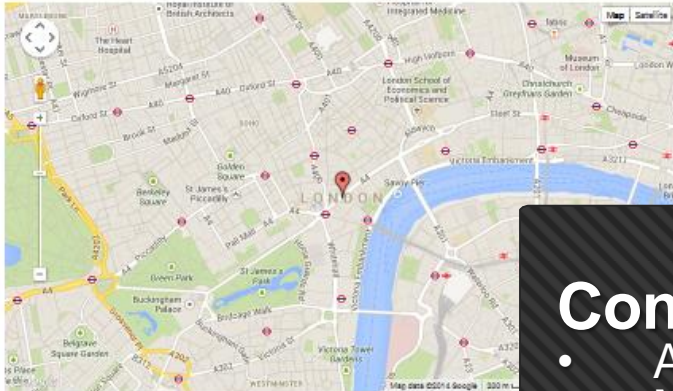


PATRICK WOLF
Selection Specialist

About Us
Who are you?



CONTACTS

Home | **Contacts**



enter keywords

FEATURED PRODUCTS

-  Seed Leaf \$6.30
-  Raspberry

Your Name Last Name

Your Email Message Subject

Message

SEND MESSAGE

Contact Us

- Address
- Map (Optional)
- **Contact Form**
- Phone Number

PUMPKIN SHOWCASE

Gallery Post Format / Pumpkin Showcase



March 10, 2013 / 2 Comments / In Gallery Post Format / by Steven Masters

Concerning the Pumpkin. — This berry is a favorite with the natives of the interior of New England, who prefer it to the gooseberry for the making of fruit cake, and who likewise give it the preference over the raspberry for feeding cows, as being more filling and fully as satisfying. The pumpkin is the only esculent of the orange family that will thrive in the North, except the gourd and one or two varieties of the squash. But the custom of planting it in the front yard with the shrubbery is fast going out of vogue, for it is now generally conceded that the pumpkin, as a shade tree, is a failure.

gallery slider

Farmer's Day

Blueberry Feast

LIKE THIS POST?

Tweet 0 +1 0 Pin it

Need more sharing options?

ABOUT AUTHOR



STEVEN MASTERS (STEVEN M)

BLOG
Be the **Expert!**



STRAWBERRIES

\$14.99



Sugar-sweet berries for delicious desserts and fruit salads! Perfect taste, perfect smell, great price!

1 + -

ADD TO CART

SKU: strawberry-1. Category: Fruit. Tags: berries / fruit.



REVIEWS (0)

E-COMMERCE
Sell your products
online

< JANUARY, 2014 >

SEARCH SORT OPTIONS

15 - 16 TEST EVENT

1:00 am - 1:00 am (16) 1333 Northeast Martin Luther King Junior Boulevard Portland, OR

20 - 21 EVENTBRITE EVENT

1:00 am - 10:00 am (21) 400 Southwest Kingston Avenue Portland, OR

28 - 29 MULTI-MONTH EVENT

8:00 am - 11:00 am (29) 315 SW Montgomery St Portland, OR 97201



TIME
28 (tuesday) 8:00 am - 29 (wednesday)
11:00 am



LOCATION
Riverplace Marina
315 SW Montgomery St Portland, OR
97201

CALENDAR
Post your events.

Responsive Design

RESPONSIVE

- Adjusts to different screen sizes
- **Scales** to fit tablets and mobile phone devices

RETINA DISPLAY

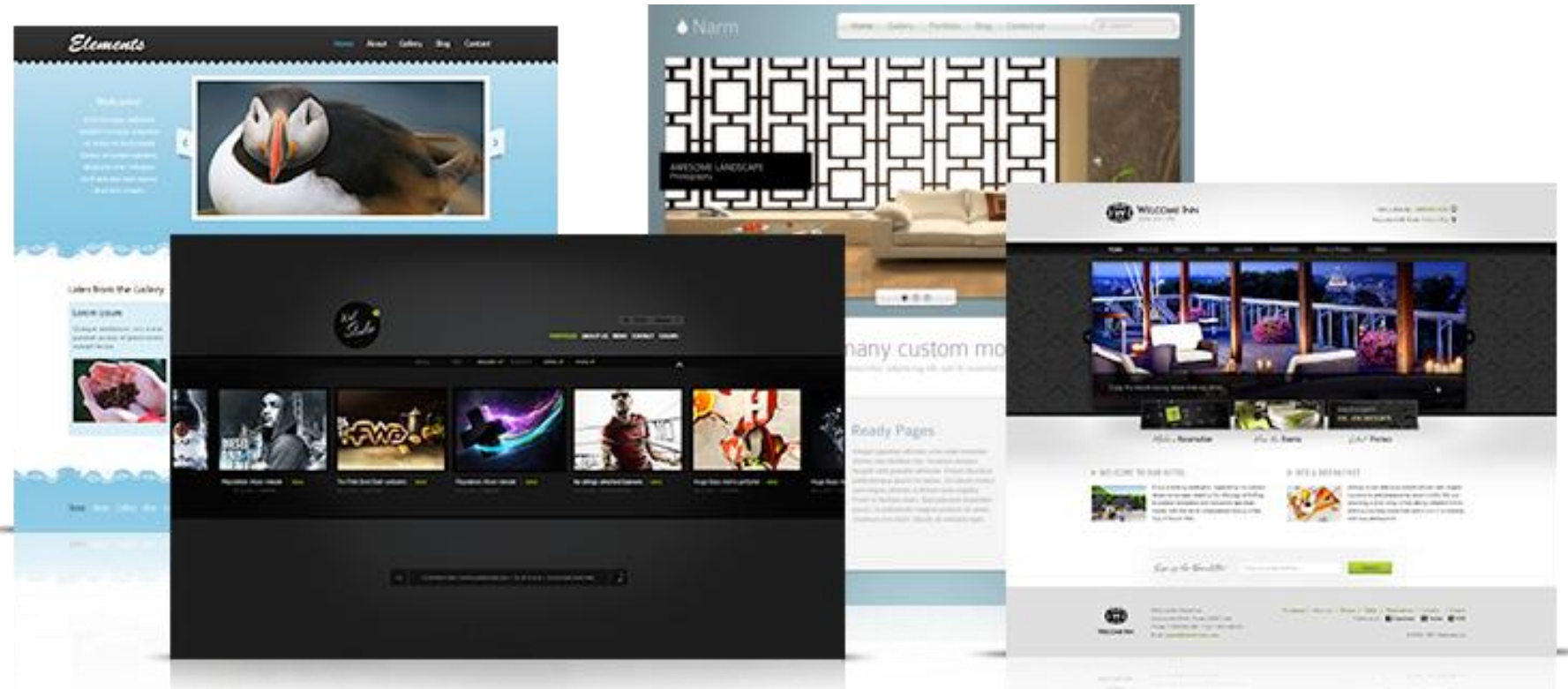
- HD Quality for Apple Devices



www.Webs.com

Prices starting at
\$3.75/month

- **Drag and Drop**
- **Designed Themes**
- **Calendar**
- **Blog**
- **Appointments**
- **E-Commerce**
- **Mobile Site**
- **Social Media Integration**



Do-It-Yourself

Marky Designs

Original Regenerated children clothing made in USA.



[Home](#) [About Marky](#) [Products](#) [Testimonials](#) [Shipping & Returns](#) [Contact Us](#)

Welcome to Marky Designs web site!

Marky's Designs was borne out of one woman's desire to brighten homes and lifestyles with fresh, affordable creations handmade from her home for yours. Every piece, from the **Re-generated Children's Clothing**, is imagined and produced in Marketa Briceno's home workshop in San Jose, California. All product lines of Marky Designs are original and **100% independently handmade** from material selection to the last stitch. It is the wish of Marky Designs that you can infuse your home and life with practical applications of vibrant color and whimsical fancy without breaking the bank. Read more about our specific product lines below!

Handmade in USA
www.markydesigns.com



RE-GENERATED CLOTHING

"Re-generated Clothing" is a term and icon exclusively used by Marky Designs. Marky Designs Bear Pillow Design is a Trade Mark. All rights reserved. Marky Designs products are *not* for resale!

Original Re-generated Children's Clothing

Members Area

 [Sign In](#) or [Register](#)

What is new!

No upcoming events

Find us on:

[facebook](#) [Etsy](#)

Featured Products

 Girls dress 5T No.1360
\$50.00

 Girls dress 3T No.1401
\$50.00

 T-shirt 3T No.1398
\$35.00

 T-shirt 2T No.1392

Art STUDIO

[home](#)

[me](#)

[gallery](#)

[order](#)

My Work just the beginning



TRACK: 07 Drops Of Rain 00:30

Working with a Designer

- Face-to-Face Contact
- Consistent Branding –One Stop Shop
 - Logo
 - Business Cards
 - Website
 - Collateral
 - Ads
 - Video
- Professional Work
- Knows the (tourism) industry



Working with a Designer

CMS OR CONTENT MANAGEMENT SYSTEM



CUSTOM

Ask your developer
which CMS they
will be using?

Working with a Designer

HOSTING



Ask about the
yearly hosting
cost.

Email Marketing

Constant Contact
\$15 and up



A screenshot of an email newsletter for Discover IE. The header features the Discover IE logo with the tagline 'SOUTHERN CALIFORNIA'S INLAND EXPERIENCE' and 'the COMPASS'. Below this is a promotional banner for 'Valentine's Day' at San Manuel Indian Bingo & Casino, featuring a couple and a glass of wine. The banner includes the text 'Share with the One You ❤️', 'Prix Five Menu for Two Available All Weekends!', and 'February 14-16, 5-10pm | \$70 per couple'. Below the banner is a navigation menu with links for HOME, BLOG, EVENTS, and FACEBOOK. The main body of the newsletter contains a paragraph of text: 'Planning your Southern California Inland Experience? Let us be your guide. Our mountains, deserts, lakes, nationally acclaimed resorts, destinations, history, culture, and unique events make the Inland Empire the perfect answer to "What should we do this weekend?"'. Below this is a section titled 'WHAT'S NEW' with three featured articles: 'SUPERBOWL AT DAVE & BUSTERS', 'RED HOT VALENTINE'S SPECIALS IN BIG BEAR', and 'JOIN THE ANTI-VALENTINE'S DAY REVOLUTION WITH A DAY OF SHOPPING AND PAMPERING AT VICTORIA'. Each article has a small image and a brief description.

Social Media

#DreamBig
#DiscoverIE

facebook.

facebook 70 3 Search for people, places and things

Discover IE Home [Create Page](#)

Recent

- 2014
- 2013
- 2012
- 2011
- 2010
- 2009

 **Visit California** ★ ★ ★ ★ ★ (1,207 ratings) ▼ Liked Follow *

688,231 likes · 17,840 talking about this · 4,109 were here

Travel Agency
California has it all: beaches, wine country, theme parks, alpine beauty, big-city fun, family attractions. Get away:
<http://www.visitcalifornia.com/>

About - Suggest an Edit

 Photos  Get Your Guide  Instagram feed  Welcome Centers 5

Highlights ▼

Social Media



Social Media

#DreamBig
#DiscoverIE



Instagram

