

Nicky Hyde



**CANNON HALL
F A R M**

—
SINCE 1989



10 wins in 10 months- top tips for changing habits, and audience building

Keep it in the family

Welcome your audience

Make them part of the story



Granny Josephine
baking

Farmer Roger
missing a swing
during a game of
golf



David's broken
finger

Farmer Robert
walking his dog
Doris



Get staff involved



With big personalities

Our staff use a Whatsapp group to share content

We make the most of the content which has yielded our most popular posts

Celebrate the mundane!



Cannon Hall Farm

Published by Nicola Hyde [?] · 30 March 2016 · 🌐

The video we filmed of a sheep caesarean for our retired racing sheep [Millie](#) has certainly captured folks attention. Many thanks to our pals at [Farmers Weekly](#) for sharing it on their website. You can view the video again here:



Video: Lamb triplets saved after emergency C-section - Farmers Weekly

Triplet lambs have been born on a farm in South Yorkshire following an emergency caesarean section. [Millie](#), an retired racing sheep from the Cannon Hall Fa

FWI.CO.UK

- ▶ We use video and pictures to inspire visitors to come to the farm
- ▶ We use FREE movie editing software like iMovie
- ▶ Our video showing a sheep caesarean was picked up by local media outlets and viewed by over 23,000 people

Celebrate the mundane!



Cannon Hall Farm

Published by Nicola Hyde [?] · 22 March 2016 · 🌐

Millie made it! And so did her babies 😊

WARNING! This video contains scenes which some viewers may find upsetting.

** Huge thanks to [Churchfield Vets](#) for the assistance on this one - we're so relieved our [Millie](#) pulled through! **



60,355 people reached

Boost post

- New baby donkey- reached 208,000 people
- Over 75,000 views to date and increasing!

Celebrate the mundane!



Cannon Hall Farm

Published by Nicola Hyde [?] · 24 March 2016 · 🌐

Huge thanks to our pals at the [Huddersfield Examiner](#) for sharing our story about [Millie](#) The Sheep's caesarean performed by Neil and Victoria from [Churchfield Vets](#).



Lambs delivered by caesarean section at Canon Hall Farm

Amazing video captures drama as vets called in to safely deliver babies


EXAMINER.CO.UK | BY NEIL ATKINSON

- ▶ Local press are very supportive of our business
- ▶ Footage of our Shetland Ponies being moved into their new paddock was by far the most successful we've ever posted - it had almost 203,000 views

Count the pennies!

Keeley Lambert shared Cannon Hall Farm's event.
4 mins · Barnsley · 🌐

Fiona Allsop I think you are on holiday but thought I'd let u know...
Kelly Smith
Claire Deana Peasegood
<https://www.facebook.com/events/111108985970928/?ti=cl>



JUN 11 **Teddy Bear's Workshop at Cannon Ha...**
Jun 11 - Jun 12 · Barnsley
51 people interested · 9 people going

👍 Like 💬 Comment ➦ Share

👍 Fiona Allsop and Claire Deana Peasegood

Claire Deana Peasegood Aw this sounds really cute! Have you seen Emma Hudson and Natalie Newton? X
Like · Reply · 2 mins

Claire Deana Peasegood Are you going Keely? X
Like · Reply · 2 mins

Keeley Lambert Yeah I'm going with Lenny and Gary x

- ▶ Strict budgets don't have to be a barrier – you just have to work smart.
- ▶ Our Teddy Bear event was marketed solely through organic reach (unpaid Facebook posts.)
- ▶ How we did it:
- ▶ We used creative illustrations and video blasts.
- ▶ The sell out event ran over two days and reached 50,000 people on Facebook.

Our customers selling our business for us- Facebook posts



Adele Haywood shared Cannon Hall Farm's event.

1 min · 👤

This sounds like such a FAB event! ❤️

Amy Lewis Emma Gomersall Emma Risk Amy Russell Christie Knox Emmi Pickersgill Laura Fletcher Gemma Low Tracey Gosling Leanne Garforth Hannah Spencer Hannah Spencer Harriet Potts Cat Hepple Kayleigh Bellis Lianne Marie Mease Charlotte Nixon-Moore Nikki Swindle Joe Ormshaw Paula White Katherine Taylor Vicky Walker Victoria Hallworth Charlotte Sarah White



🗨 Mention



Amelia-Jo Designs shared your event.

4 mins · 🌸

For anyone who lives in the area or not too far, this looks to be a fantastic day out for little (and big) kids! We've been on some cracking days out at Cannon Hall Farm



11
JUN

Teddy Bear's Workshop at Cannon Hall Farm

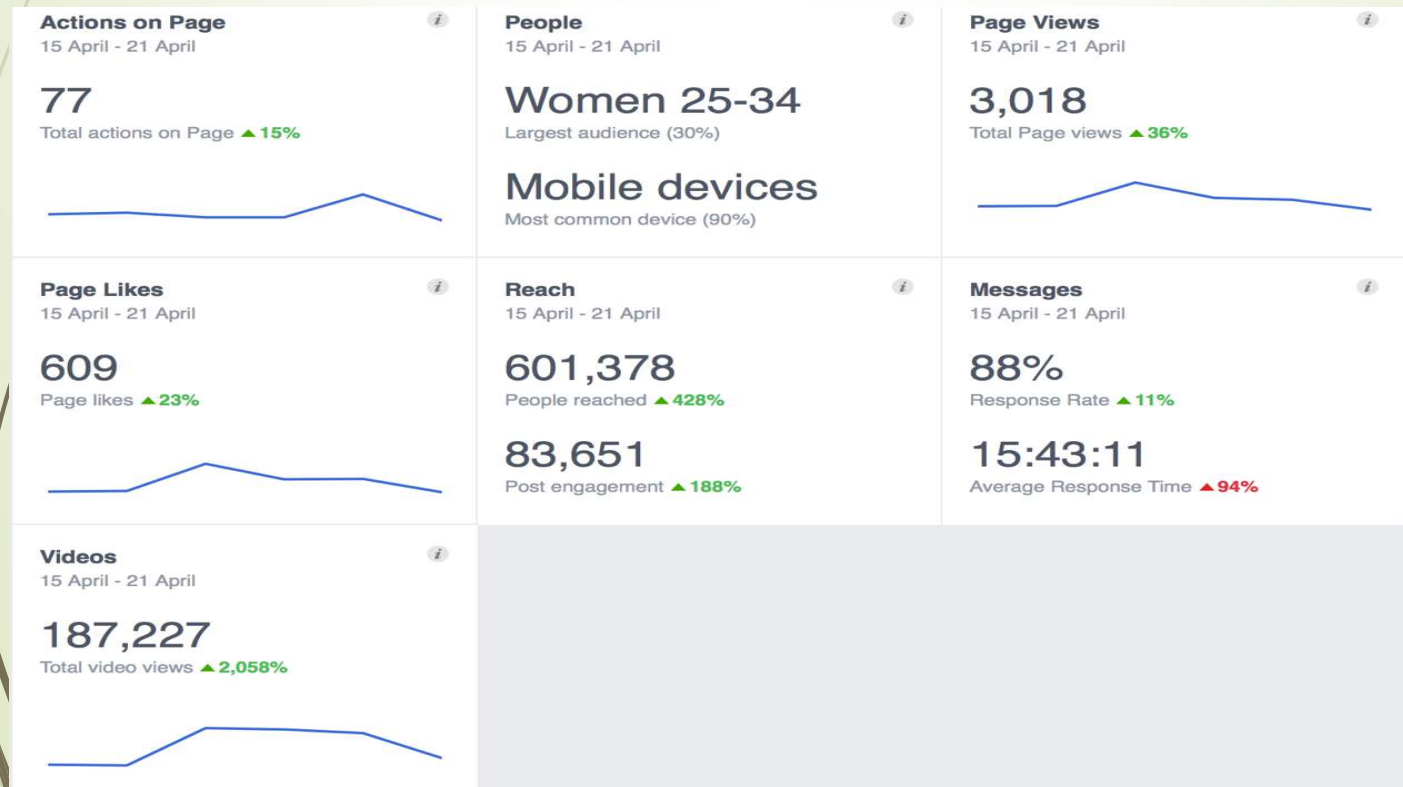
11 June–12 June · Barnsley
61 people interested · 9 people going

👍 Like 💬 Comment ➦ Share

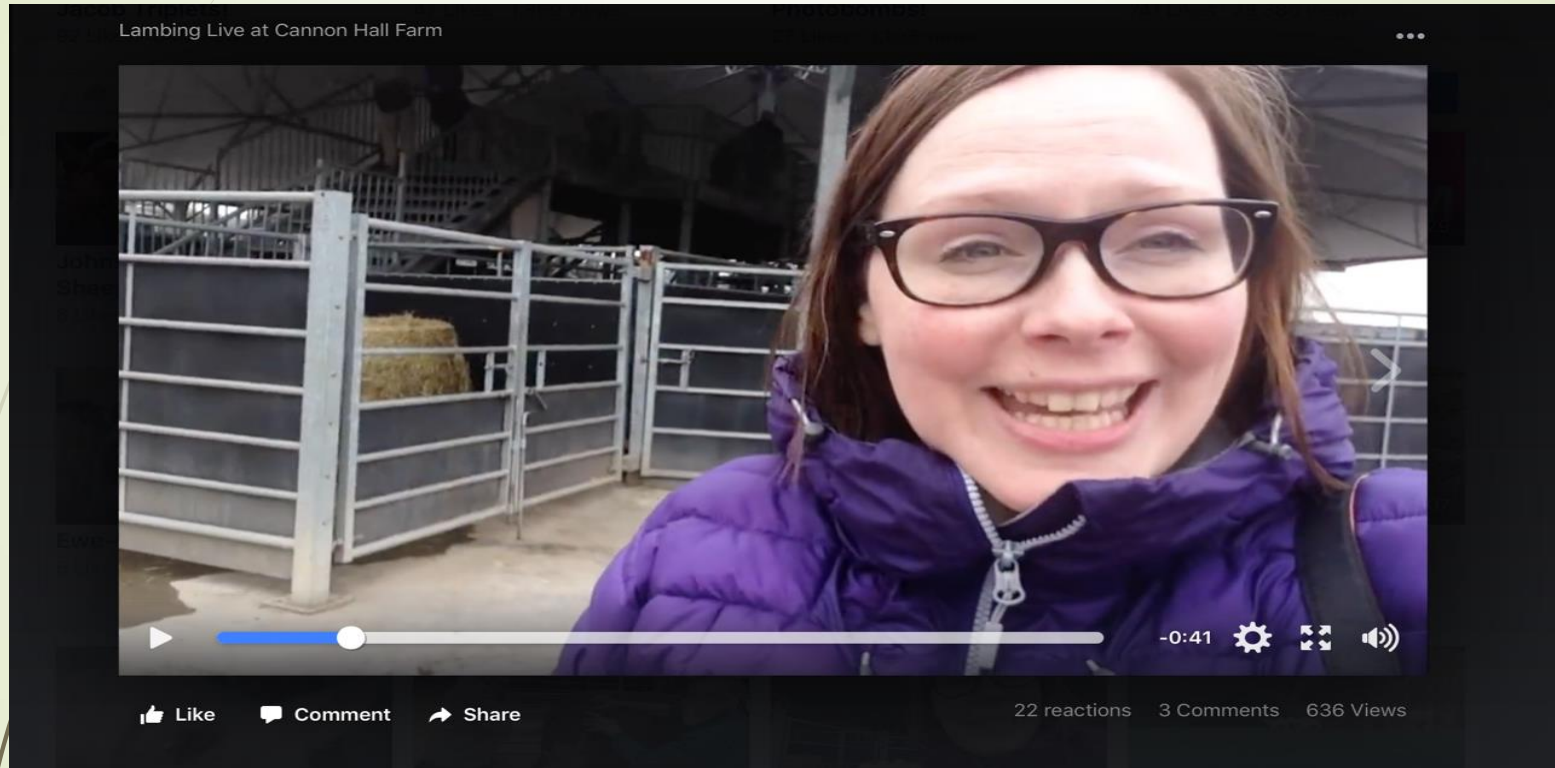
Know your data

Facebook **insights** are free - and they tell you with brilliant detail what's working and what isn't. As soon as we changed our marketing technique, and developed a clear online video voice, we saw numbers change. **Dramatically.**

And so we monitor what works and what doesn't work on a daily basis.



Lead by example



Your staff really will be the best chance you have to get interesting content. But never ask them to do something you aren't prepared to do yourself.

Build a community

We want our visitors to be part of the story - so we encourage them to upload pictures with different hashtags.

We've had **#farmfan**, **#farmcarnival** and **#elfieselfie** which has helped gain significant organic reach - and yielded us a valuable bank of free and useable content.

Every event sheet has Facebook upload details on.

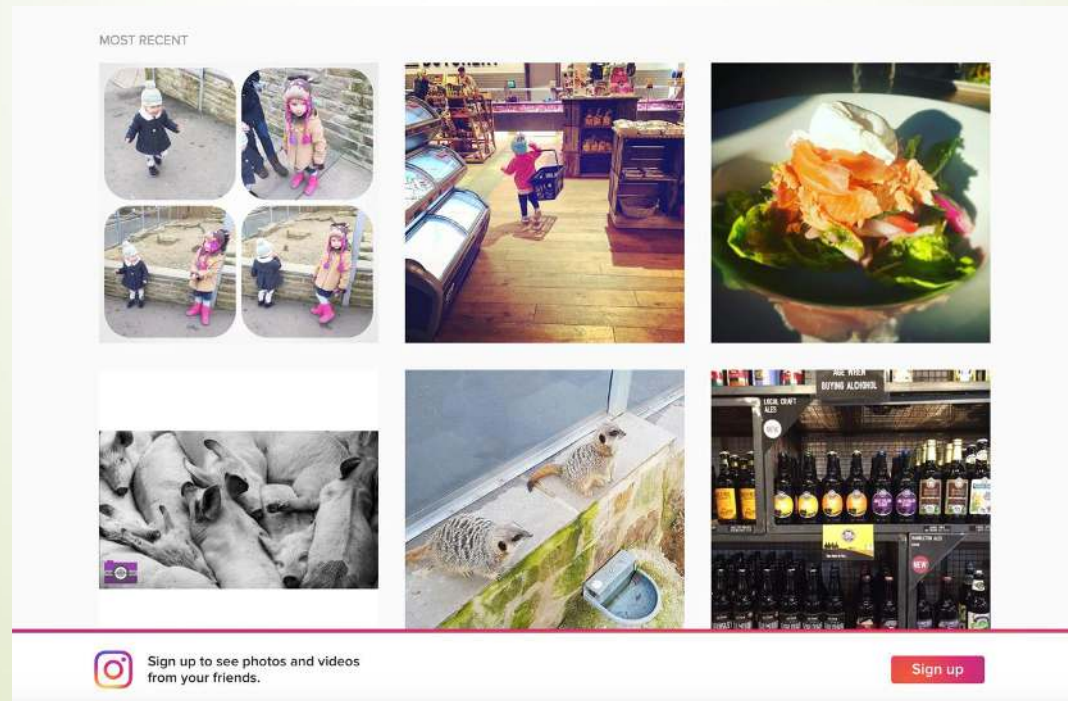


User uploads



Instagram is your friend

- ▶ If you aren't using it yet, you need to be. It's a new way to communicate with customers and it's free!
- ▶ We get absolutely scores of free photographs from Instagram and we embed these into our Facebook page. Our customers always comment when they see their pictures - and they are always happy about it.



Use software if it helps

- ▶ Facebook's native scheduler or Hootsuite.
- ▶ Email database - we now have over 18,000 subscribers and have an average open rate of 26 per cent.
- ▶ We gathered a lot of this data from a piece of software called Heyo.

Our final thought:



These guys are the star of the show!

A decorative graphic on the left side of the slide consisting of several thin, dark, curved lines that resemble stylized grass or reeds, extending from the bottom left towards the top left.

Any questions