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Utilizing Facebook For Success
Top Strategies For Your Rice
Milling Operation?



Maybe you've heard your wife say that she Linked Up with one of her old classmates online. Or maybe your son was talking about Snapchatting with his friends at school or you overheard your daughter saying someone tweeted her. The world around you is spinning chaotically out of control with all of these people linking and liking and poking and tweeting. It's time to get down to the bottom of all of the mystery. They are talking about different social media apps and programs, some which you might have heard of but many which might be new information to you. There are over 100 social media sites which all aim to accomplish different missions, but the most popular platform that is easy to understand as a novice is Facebook.

Most people think Facebook is where moms post pictures of their kids in their baseball uniforms or update what they are having for lunch. If you haven't researched how the power of Facebook can skyrocket your local branding efforts, you are doing yourself and your product an injustice. Here are just a few things that you should be doing on Facebook right now:

1. ***You should have a Facebook page for you as a person AND a Facebook page for your company name or corporate brand.*** Many business owners confuse the social identity between their business and themselves by updating their personal pages with business information and vice versa. Don't fall into this same trap. Your business pages should help accomplish your marketing goals while your personal pages should hold images of your favorite six year old game winning short stop.

2. ***Networking has always been a viable business tool.*** You meet another business owner and before you know it, you're sending referrals to them and they are sending referrals to you. Facebook is no different. All business owners are trying to expand their market just like you are. Within the friendly unwritten rules of consideration, when you "like" another business's page they should in return "like" your business page back. That is important because now you can market to their audience. Find a restaurant close by that will serve your rice and "like" their Facebook page. You might find that before long, their customers will start "liking" your Facebook page. If you are selling direct to customers, they are now knocking on your door for your product. Don't limit your "likes" just for potential customers, though. "Like" all of your local business pages and encourage them to "like" yours. This will build your audience and theirs.

3. **Let people review your product on your Facebook page.** The power of social influence these days can't be matched by the results of traditional marketing campaigns. If your clients are on your Facebook page giving you 5 stars, then every person after them who visits your site will see that you are a viable business selling a viable product that they want to try. It is also a great way to interact with your customers and thank them for their loyalty. Everyone wants to be loved and this is just a small way of showing them some.
4. **Post to your Facebook page 2-3 times per week, but mix it up a bit.** Customers don't always want to have your product shoved down their throat. They want to know what your brand is all about. Sure, do everything you can to sell them your product. At the same time, show them that you are bigger than your product by posting pictures of your charitable work, by honoring employees that work hard for you, and updating activities that are going on in your community that you support. Everyone wants to do business with the good guys.
5. **Facebook has one attribute that everyone on the face of the earth loves - it's free.** There is absolutely, without a doubt, no cost associated with starting a business Facebook page and marketing your product. You can put together a marketing strategy with paid advertising campaigns on Facebook if you'd like, but you can accomplish quite a success with all of the free tools that Facebook has to offer as well.

For more articles like this, visit our blog at www.ZaccariaUSA.com/industry-news. Don't forget - make sure and "Like" our Facebook page at www.facebook.com/zaccariausa. We promise that we will like yours in return. After all, that's what good business partners do for each other.

Rice Milling - The New Kid's Perspective?

by Chad Joyce, Marketing Manager

Not having a background in rice milling, the entire agricultural industry fascinates me at times. I've seen machines do things I never thought possible, learned about the passion that farmers have about their products, and collaborated on some of the most creative projects I've ever been a part of. From pre-cleaning to packaging, the options are limitless when it comes to

the possibilities and are only hindered by your own barriers. Each project has it's own unique set of parameters and benchmarks and desirable outcomes, with attention being focused on every little milling detail. It's those little details that have forced me, like a child, to ask the most important question - "Why?" And, of course, the answer to that "why" usually leads to another "why?" and possibly another, but has never been answered with "Because I said so!"....yet. To see some of the few questions that I think are important to someone who is looking to get into the rice milling industry, go to www.zaccariausa.com/rice-milling-new-kids-perspective/.



#EatMoreRice

Try This Month's Rice Recipe: [Summer Time Rice Pudding](#)

Each month, we will feature a new rice recipe for you to try or suggest to your friends. You can check out all of our rice recipe collections at our Pinterest page by clicking on the image to the right. Eat well, my friends.



Quote-ables

"Family isn't always blood. It's the people in your life who want you in theirs; the ones who accept you for who you are. The ones who would do anything to see you smile and who love you no matter what." - Author Unknown

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