



Making the Connection

*Cultivating Relationships
Through Internet
Presence*

Lauren Gagliano Saline
General Manager

- 100% certified organic
- Urban farm
- Family-owned and operated
- Diverse clientele
- Accessible to the public
- Experiences for all ages
- Educational programs
- Events, Workshops, and Classes

Suzie's Farm

Cultivate, Educate, Inspire





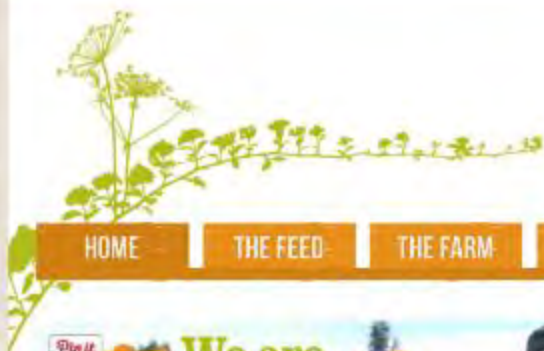
Our Internet Presence

The Function

- Gets the Word Out
- Call to Action
- Make It Sticky
- Storytelling
- Cultivate Brand Culture

The Mode

- Google
- Website
- Social Media
- Web Listings



Book Our Tours

- HOME
- THE FEED
- THE FARM
- VISIT US
- CSA
- GET OUR FOOD
- RECIPES
- THE SHOP



Lucila's Latest

Newsies

May 18, 2016



This Week's CSA

Suzie's CSA Contents, Week of May 23--...



U-Pick Club Harvest List

Find Out What's Growing On

om/the-farm/people-dogs" in a new tab behind the current one

Mobile Friendly!



Buttons!

Boost Your Bookings



Online Booking Programs

- Peek
- FareHarbour
- Convergence

PUBLIC TOURS



 [Book Now](#)

Public Tours

Public tours consist of a 90 minute walkabout through the fields while learning the history and operations of our farm; throughout the tour we'll harvest veggies together to take home. Don't forget your re-usable bag!

- Tour Cost: \$10/person and \$10/bag, minimum 1 bag per group or individual
- Tuesday tours depart at 3:30pm
- Saturday tours depart at 10am and 12:30pm

Please click "Book Now" to reserve tickets in advance. We cannot guarantee accommodation for walk-in guests.



PEEK

Suzie's Farm

Pick a...

MAY

Saturday, June 4

JULY

Public Farm Tour: 12:30pm

Public Farm Tour with Lucila

1) Select Tickets [Redeem Gift Card / Promo Code](#)

- 1 Children (under 3) - \$0.00 each
- 0 General Admission - \$10.00 each

2) Select Date [View all Months](#)

JUNE 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

About This Activity

Take an in-depth tour of Suzie's Farm's fields with Suzie's co-owner Lucila De Alejandro. Learn about Suzie's heart and soul from the woman who started it all and explore the farm from its literal and figurative roots.

3) Select Time

- 10:00am Available Now
- 12:30pm Available Now

Continue »



Tickets Revenue Channels

TICKETS
3 **0** **23**
 Today Yesterday Last 7 Days

BOOKINGS
1 **0** **6**
 Today Yesterday Last 7 Days

View by Activity Date | View by Purchase Date

Today Tomorrow From May 31, 2016 to May 31, 2016

View activities with bookings | View all activities [Switch to Capacity Report](#)

Date/Time	Activity	Tickets	Availability	Resources
3:30 pm Tue, 31-May	Public Farm Tour	2	18 of 20	Public Far... Grace

Public Farm Tour

On **Tuesday, May 31st, 2016**
 At **3:30 pm – 5:00 pm PDT**

Assigned to **Public Farm Tour, Grace**
 Repeats **Weekly**

[Bookable](#) [Booked out](#)

Available: **18 of 20 spots**

[Edit Activity](#) [Add Activity Note](#)

[Manifest](#) [Emails](#) [Print](#) [Export](#) [Share](#) [+ Add Booking](#)

Guest Manifest [Customize](#) [Filter By Resource](#)

Check In	Booking Detail	Resource	Status / Channel
<input type="checkbox"/> 2x Guests	Aaron Hill <small>NEW!</small> 1x Veggie Harvest	Public Farm Tour	Paid

Resource Manifest

Resources	Capacity	Guide
Public Farm Tour	2 / 20	No Guide Assigned ✎

Map!

LOCATION
2570 Sunset Avenue
San Diego, CA 92154

Get Directions



Suzie's Farm
LOCAL ORGANIC FARM STAND,
FIELD TOURS AND EVENTS

The image shows a map of the San Diego region. A red location pin is placed on the map, indicating the location of Suzie's Farm. The map includes labels for San Diego, National City, Chula Vista, and San Marcos. Major highways like I-15, I-805, and I-8 are visible. The text 'Suzie's Farm' is prominently displayed in a large, white, serif font, with 'LOCAL ORGANIC FARM STAND, FIELD TOURS AND EVENTS' in a smaller, black, sans-serif font below it. The map is overlaid on a light-colored background with a subtle pattern.

Resources!

- Recipes
- Cooking Tips
- Farming Information
- Restaurants
- Farmers' Markets
- Grocery Stores
- What's In Season
- Partners

ORGANIC RECIPES

Creamy Kale and Spinach Dip



This cheesy kale and spinach dip is a vegan version using cashew cream and nutritional yeast instead of cheese and cream. Who needs the real thing+...

How to Make Vegan Parmesan Cheese



The vegan parmesan cheese is a healthy and tasty version that would be a highlight on most veggies. Try it out! Recipe from minimalistbaker.com

Creamed Spinach



How long has it been since you last had creamed spinach? This dish may take you back to childhood. Add a pouched egg on top+
...

Social Media *Follow Us!*

- Facebook
- Instagram
- Twitter



- Pinterest
- RSS Feed
- Flickr



Tips

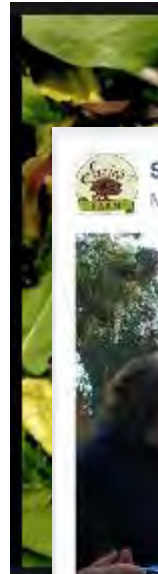
- Ultimate Engagement
- CALL TO ACTION!
- Suggestive, not repetitive
- Posting in batches

Look at this big beautiful nettle. Stinging nettle has been used for centuries to reduce nasal inflammation and allergy symptoms. Its that



Suzie's Farm @suziesfarm · May 12

Who has their recipes already in mind for our CSA Spring Potluck? *hint* We heart carrot cake! Other recipes: bit.ly/1TQPxlL



Suzie's Farm added an event.

May 9 at 11:26am · 🌐



MAY 21 **CSA Spring Potluck**

Sat 12 PM · San Diego

42 people interested · 9 people going

★ Interested

1,799 people reached

👍 Like 💬 Comment ➦ Share

👤 Kristine Custodio, Karen LeClair and 32 others

The Little Things

 **Suzie's Farm** 😊 feeling excited.
Published by Kimberly Baldrige [?] · May 6 at 9:38am · 🌐

CONTEST: 1) Bring Mom to Suzie's Farm this Saturday for a tour, harvesting or buying fresh veggies and starts from our farm stand (open 10am-2pm). 2) Snap a creative picture of her in front of the "I'm friends with Suzie" burlap 3) Post with hashtags #suziesfarm #mothersday2016 4) Best picture will win a Suzie's Farm reusable harvest bag!
<http://suziesfarm.com/public-tour-booking-calendar/>



1,284 people reached Boost Post Chat (

- *Sharing*
- *Tagging*
- *Hashtags*
- *Text Overlay*
- *Emojis/Emotion*

S

Web Listings

Centralize Your Business

- Google
 - *Everyone*
- Yelp
 - *Everyone*
- CA Agritourism Sites
 - *Farmers and Fans*
- TripAdvisor
 - *Tourisits*
- EventBrite
 - *Millenials*
- Red Tricycle
 - *Families*
- LocalHarvest
 - *CSA Community*
- MeetUp & NextDoor
 - *Neighbors*



Thank You!

Stay in Touch:

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www.suziesfarm.com

@suziesfarm