Online Presence Planning

For Website, Facebook, Twitter and Instagram

**Please use this Template for new Product/News input.**Planning your Product or News as a whole online presence on Website and Social Media, gives you a strong online impact and a great way to communicate with end users for free.

Send the information to: [webmaster@kvernelandgroup.com](file:///C:\\1PC7162\\Alle%20TEMPLATES\\webmaster@kvernelandgroup.com)

* add input for Website on page 1-2
* add input for Social Media on page 2-3
* see guidance for writing to Social Media on page 4-5

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| --- |
| **Brand:** |
| **Vicon** |
| **Date/week** (date for publishing news. week(s) for banner slot)**:** |
| **10 December** |
|  |
| INPUT FOR NEW PRODUCT/NEWS FOR WEBSITE |
| **Banner Image, original size (or 1920×700): Image according to new brand guidelines** |
|  |
| **Banner Text:** (Text and link text to click on) |
| Celebrating 10 years of IsoMatch GEOCONTROL! |
| **Images for the main text** (Name of email attached image or url to image on DC): |
| **Vicon ISoMatch GEOCONTROL** |
| **Title** (of the news): |
| Celebrating 10 years of IsoMatch GEOCONTROL! |
| **Introduction**: (text shows together with the Title in the product news and also on the frontpage): |
| IsoMatch GEOCONTROl was first introduced to the market at AgriTechnica 2011, since then a lot has changed within the software**.** |
| **Body text** (add text): |
| At the time, Kverneland Group Mechatronics was one of the first ones on the market with precision farming solutions, like for example IsoMatch GEOCONTROL. Back then the software could handle 24 sections and 1 rate. Since then the IsoMatch Tellus terminal needed to use IsoMatch GEOCONTROL has been exchanged with IsoMatch Tellus PRO and the 7-inch IsoMatch Tellus GO+ terminal was added to the product offering together with several accessories like IsoMatch InLine, IsoMatch Grip, IsoMatch TopService to name a few. All various products which help the farmer be even more precise.  Besides this, the software itself has also received significant updates like adding sections, more rates, several languages, compatibility with implements to now support 110 sections and 1 rate. We are not stopping there, IsoMatch GEOCONTROL is under continuous development and we have many exciting things in store for our farmers in the future.  We are excited for the future of IsoMatch GEOCONTROL, we hope you are too! Join us in celebrating this great milestone!  Add in Youtube video |
| **Attachment** (link to images, brochures, product locator, videos on YouTube): |
| **In email** |
| **Meta tag title** - Length: 50-60 characters – IMPORTANT for Google - Appears on Google Result Pages. More info here: [Knowledge Base](http://online.kvernelandgroup.com/knowledgebase/meta-tags-webinar-seo-training/) Should be like this: Title | Brand) |
| Celebrating 10 years of IsoMatch GEOCONTROL |
| **Meta tag Description -** Length: 120 (mobile) to 158 characters – Please see [Website SEO checklist](https://online.kvernelandgroup.com/wp-content/uploads/2018/11/KVG_SEO_checklist.pdf) |
| Celebrating the launch of IsoMatch GEOCONTROl 10 years ago. Since then one of the first precision farming tools have changed a lot. |

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| --- |
| INPUT FOR NEW PRODUCT/NEWS FOR KvG SOCIAL MEDIA |
| **Preferred Date for Announcement on KvG Twitter** (Social Media team will schedule it to the best fit): |
| On the day of the release of article |
| **Message for KvG Twitter** (max. 140 characters): |
| New and improved IsoMatch Global 3, with an even faster and steadier satellite signal. Want to learn more? Check out this article! |
|  |
| **Preferred Date for Announcement on Kverneland Facebook** (Social Media team will schedule it to the best fit): |
|  |
| **Text for Announcement on Kverneland Facebook** (max. 150 words): |
|  |
| **Preferred Date for Announcement on Vicon Facebook** (Social Media team will schedule it to the best fit): |
|  |
| **Text for Announcement on Vicon Facebook** (max. 150 words): |
|  |
|  |
| **Instagram, Insta Logo, Nye BilderPreferred Date for Announcement on Kverneland Instagram**  (Social Media team will schedule it to the best fit): |
|  |
| **Text for Announcement on Kverneland Instagram** (max. 125 words): |
|  |
| Instagram, Insta Logo, Nye Bilder**Preferred Date for Announcement on Vicon Instagram** (Social Media team will schedule it to the best fit): |
|  |
| **Text for Announcement on Vicon Instagram** (max. 125 words): |
|  |
|  |
| |  | | --- | | In case the product is closely related to **iM FARMING**, please aim the communication for these Social Media channels: | | **Date for Announcement on iM FARMING Twitter** (Social Media team will schedule it to the best fit): | |  | | **Message for iM FARMING Twitter** (max. 140 characters): | |  | | **Date for Announcement on iM FARMING Facebook** (Social Media team will schedule it to the best fit): | |  | | **Text for iM FARMING Facebook** (max. 150 words)**:** | |  | |  | | |

See next page for additional guidance for Social Media.

**Using Social Media – guidance**

When preparing your input for the Web banner slots, please also take into consideration our other online channels in your preparation.

**Thinking Online gives you lots of benefits!**

* To optimize our Multimedia channel communication (maximum utilization of our online communication platforms – and it is for free!)
* To generate traffic to our websites and to the promoted product in particular
* To create ‘buzz’ on Facebook and have customers/dealers to share this information
* Generate traffic to our YouTube channel

**How to prepare your key messages for Facebook, Twitter and Instagram:**

**Twitter**

Add only functional messages (5 w’s), short and sweet, max 140 characters. Use hashtags.

Possible hashtags to use:

* #Vicon
* #KvernelandGroup
* #Kverneland
* #iMFARMING
* #IsoMatch
* #ISOBUS

When using # (hashtags) in tweets, use 1-2 but no more than that. Tweets with hashtags get twice the engagement of those without, but engagement drops if using more than 2 # per tweet.

**Facebook**

Messages have to be informative and nice to read (tone of voice to empath the customer). Facebook is not an advertising platform. Texts should be editorial, not advertorial.

Try to be authentic with the posts. Try not to copy and page posts from other Social Media pages.

Facebook is an International medium; posts will mostly be in English. If needed, translate your post also into your own language, so it can be used as a comment. That’s how local visitors will also be triggered to like the post.

Add relevant photos or videos of reasonable quality. The videos don’t have to be of the same quality as the movies on YouTube, that’s a whole other medium.

We aim for the optimal mix! Limit highly commercial promotion, but aim to mix what will make it interesting; people, product news, events, actions, fun, sponsorships etc.

**Instagram**

This channel is mostly about visual image and video, and a short text. Same communication style as Facebook. Possible to post simultaneously in Facebook and Instagram.

Be aware of the target group you are aiming at. Instagram has a younger target group (13-34). Are the people you are targeting with your post active on Instagram?

Use hashtags;

Possible hashtags to use:

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* #ISOBUS