

Facebook LIVE & Twitter Periscope Curated Events

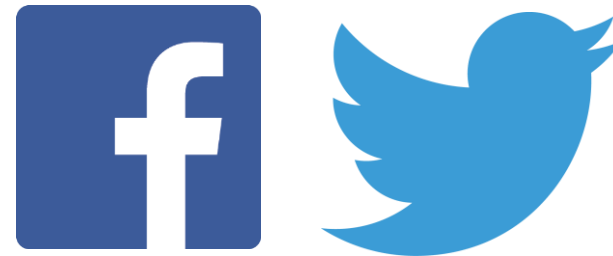
Create brand and product excitement with your key clients and prospects — our user audiences

Use our curated Facebook LIVE or Twitter Periscope services to engage and connect with your followers and our brand followers to grow your audience and understanding of your products or services.

Tell your story – your way. Events are curated by one of our experienced editors, broadcasters and digital staff members that will make your event easy and effortless.

Assemble your custom promotional package to make your Facebook LIVE or Twitter LIVE event a success.

- Solid 48-state market coverage
 - Select your brands from our 48-state local and regional brands or crop and livestock vertical market brands
- Recognized and experienced editorial and broadcast personalities
- Engage with our Facebook and Twitter channels using our developed followers
- Instant connection and feedback during your event and residual impact with the post



- Add services —
 - Data lists to build anticipation for your announcement or product news with our best in class/market reach – choose and target your key market
 - Custom Targeted Emails
 - Digital promotion
 - And more

USEFUL FOR

- Create brand and product awareness and excitement
- Thought leadership
- Product announcements and introductions
- Staying top of mind to customers
- Expanding your event impact

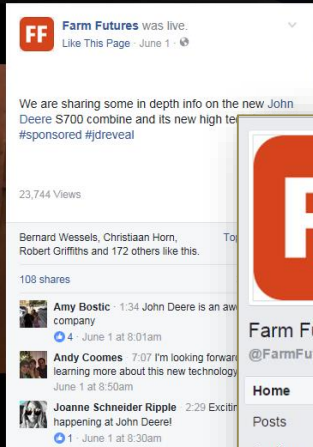
*For more information please contact your Farm Progress account manager.

Facebook Live & Twitter Periscope Curated Events, continued

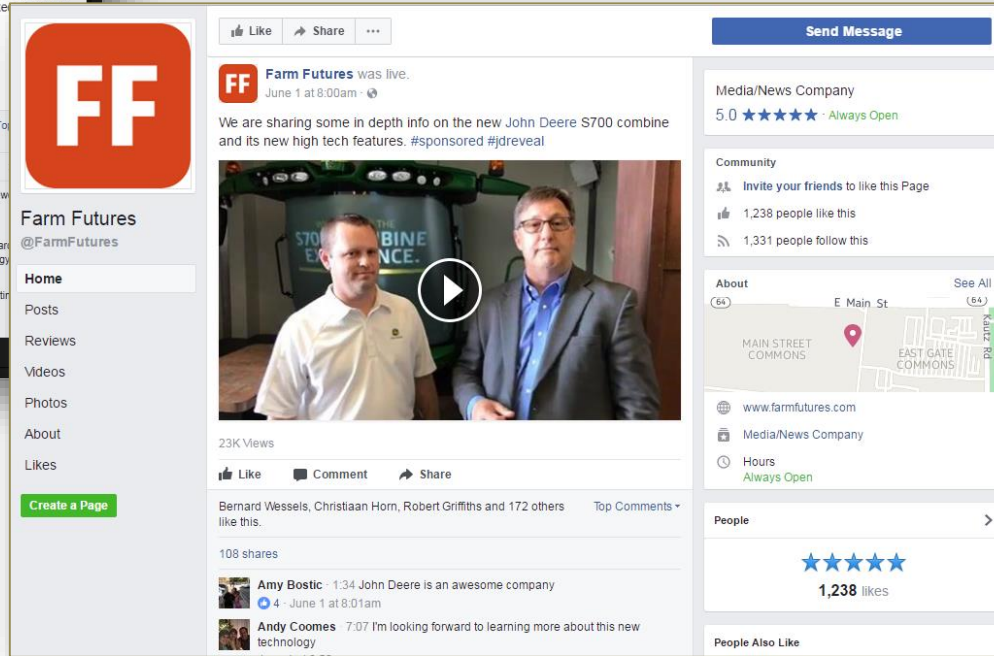
Case Study: FB Live Event Using Farm Futures



Live video feed hosted on **Farm Futures Facebook** page – with instant viewer feedback. Client can link to post on their website and Facebook page



Videography by Farm Progress staff and hosted by Willie Vogt, FP exec. editor



Viewer feedback that creates deeper engagement

- Amy Bostic** · 1:34 John Deere is an awesome company
4 · June 1 at 8:01am
- Andy Coomes** · 7:07 I'm looking forward to learning more about this new technology
June 1 at 8:50am
- Joanne Schneider Ripple** · 2:29 Exciting things happening at John Deere!
1 · June 1 at 8:30am
- Amy Bostic** · 1:17
2 · June 1 at 8:01am
- Weis Brandon** · 2:27 Wow
2 · June 1 at 8:02am
- Thomas Newman** · 0:00 that's cool
June 1 at 8:08am
- Joshua Dean** · 6:44 I want one 😊
June 1 at 8:06am
- Diamond H Farms** · 7:41 I still run a Deere 3300 and its a good ole girl!!
1 · June 1 at 8:08am
- Toni Jaschinski** · 4:12 Ok
June 1 at 8:04am
- Logan Aamold** · 0:33 A 3300 wow that's got to be a small farm.
2 · June 1 at 8:59am
- Mike R Nootz Sr.** · 0:59 I am in, where is the line start..
June 1 at 9:21am
- Logan Aamold** · 7:30 Is it going to be bigger than the 690?
June 1 at 8:58am
- 1 Reply
- Matt Haldean** · 0:00 Impressive!
June 1 at 8:36am
- Charlie Booth** · 0:00 Yessss can't wait
June 1 at 9:10am
- Sahil Desai** · 3:50 Good to see you Kevin Ripple! 👍
June 1 at 10:01am
- Mark LaCross** · 4:30 Outstanding

***For more information please contact your Farm Progress account manager.**