



**MOUNTAIN
HER**

Digital image of the cooperatives

Task 7.2 Outreach to retail businesses and restaurants

Description of the current digital image of cooperatives

Country	Name of the cooperative	Do your cooperative have Google My Business Profile?	Links of web, social networks...
Morocco	Coopérative Al Amal des plantes aromatiques et médicinales	No	https://fr-fr.facebook.com/people/Coop%C3%A9rative-Al-Amal-des-plantes-aromatiques-et-medicinales/
Italy	Corte di Rigoso	Yes	https://www.cortedirigoso.it/ https://www.facebook.com/CortediRigoso https://www.instagram.com/cortedirigoso/?hl=it
Lebanon	Women'scooperative Wadi el Tayem	No	
Croatia	The Power of mountains	No	No
Tunisia	Cooperative Hayet	No	No
Algeria	Cooperative El Wiam	No	https://www.facebook.com/coop.dz?mibextid=ZbWKwL

Morocco

Coopérative Al Amal des plantes aromatiques et médicinales

Al Amal cooperative currently maintains a digital presence only through a Facebook account. However, this limited online representation may not suffice in today's dynamic market landscape.


Analysis of existing channels - Facebook

Positives

- Existing banner image, Address, Contact information including phone number and email address.


Uvod



La coopérative AL AMAL des plantes aromatiques et médicinales a été créée en 2006 par un groupem

 Stranica · Zdravlje/ljepota

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 Još nije ocijenjeno (0 osvrta) 

Negatives

- The Facebook profile has only 3 posts, all of which were made on a single date, October 1, 2016;
- No official logo;
- No reviews.



Steps to achieve visibility for Al Amal cooperative

Step 1: Define your brand and target audience

Clearly define the brand, including its mission, values, and unique selling points. This needs to include graphics for logo, banners and other visuals.

Identify the target audience for the products. Understanding your audience will help tailor your content and marketing strategies accordingly.

Step 2: Build a website

Choose a reliable website hosting platform and acquire a domain name related to your business.

Design a user-friendly and visually appealing website that aligns with your brand.

Include essential pages like Home, About Us, Products, Contact, and a Blog (for content marketing purposes).

Make sure the website is mobile-responsive and optimized for search engines (SEO).

Step 3: Set up Facebook and Instagram accounts

Create a Instagram Business Account. Use the business name and relevant details. Add all needed information on Facebook page as well.

Add a profile picture and cover photo that reflects the essence of your brand.

Fill out the profile information with a compelling bio, contact details, and a link to the website (if available).

Create content plan and schedule for both existing Facebook page and new Instagram profile.

Step 4: Create a Google My Business profile

Go to <https://www.google.com/business/> and sign in with your Google account.

Click on "Manage now" and enter the business name, address, and contact details.

Verify your business using the preferred method (postcard, phone, or email).

Complete your Google My Business profile with a description, business hours, and high-quality photos.

Additional steps if you want to increase your visibility even more

Step 5: Content creation and Photography

Invest in high-quality product photography that showcases the herbs and medicinal plants in an attractive way.

Capture images of the cooperative's team members, facilities, and the process of harvesting and producing products.

Learn basic photography skills to consistently create compelling visuals for social media and the website.

Use graphic design tools like Canva to create eye-catching graphics for promotions, announcements, and stories.

Step 6: Create a Facebook shop and import products

Set up a Facebook Shop by going to your Facebook Page and selecting "Shop" from the left menu.

Follow the prompts to add products, product descriptions, prices, and product images.

Connect your website's online store (if available) to the Facebook Shop for seamless product integration.

Step 7: Plan and execute content strategy

Develop a content calendar to schedule regular posts on Facebook and Instagram.

Create diverse content, including product showcases, behind-the-scenes photos, educational posts about the benefits of herbs, and customer testimonials.

Utilize storytelling to connect with your audience emotionally and share the cooperative's journey and impact.

Engage with your audience by responding to comments, messages, and reviews.

Step 8: Promote your online presence

Cross-promote your social media accounts, website, and Google My Business profile to increase visibility.

Collaborate with influencers or relevant organizations to reach a broader audience.

Run targeted Facebook and Instagram ads to increase brand awareness and drive sales.

Step 9: Monitor analytics and adjust strategy

Use insights and analytics from social media platforms, website analytics tools, and Google My Business to evaluate your online presence's performance.

Analyze what works best for your audience and adjust your content strategy accordingly.

Step 10: Stay consistent and engage

Regularly update and maintain your online presence across all platforms.

Keep engaging with your audience, share updates, and adapt to changing trends and feedback.

Italy Corte di Rigoso

There is a website, both IG and FB profiles as well as Google My Business profile and Youtube channel. Content is continuing on both social media accounts, branding elements are present and Google My Business accounts have good reviews and grades.



Website is integrated with Google Analytics V4 already, and they are using Google Tag Manager.

Analysis of existing channels

Facebook



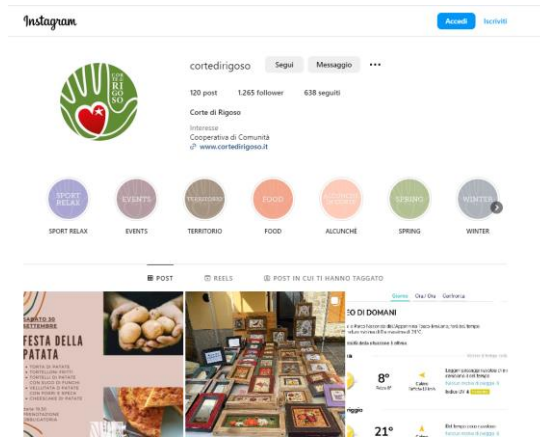
- Basic information added to profile;
- Logo and banner images;
- Fresh continues content that follows brand handbook;
- Good engagement on the posts;

Positive reviews

- Good amount of followers.

This is a well managed social media presence which can be boosted by using paid ads if there is a budget for it, and by implementing Facebook Pixel.

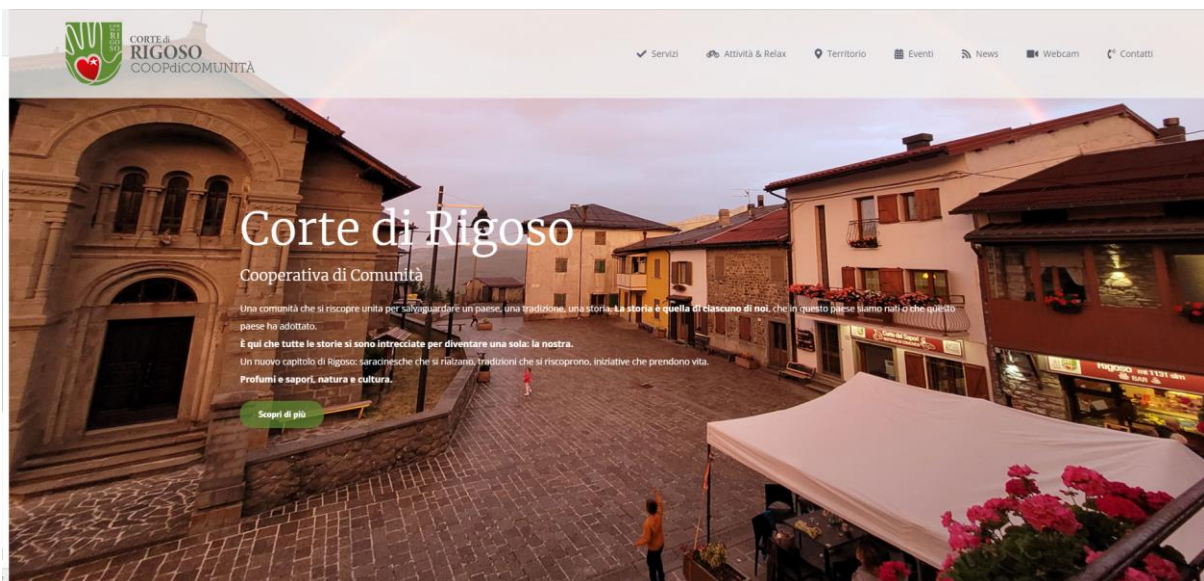
Instagram



- Basic information added to profile;
- Logo and banner images;
- Fresh continues content that follows brand handbook;
- Good engagement on the posts;
- Good amount of followers;
- Well organised story structure.

This is a well managed social media presence which can be boosted by using paid ads if there is a budget for it, and by implementing Facebook Pixel.

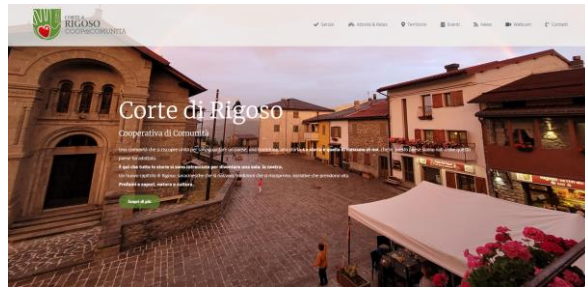
Website



- Well organised and structured website;
- Website integrated with Google analytics tool;
- Content in form of blog posts and events are “fresh”.

Steps to achieve better visibility for Corte di Rigoso cooperative

Step 1 : Adding Facebook Pixel to website – Website is in good condition. What can help is adding Facebook Pixel tracking which helps having more efficient paid campaigns on Facebook and Instagram platforms.



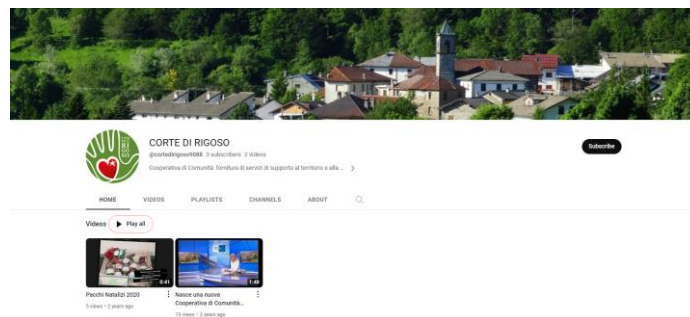
Step 2: Create a Facebook/Instagram shop if it's available in your region – Importing products to it

Step 3: Work on continuously adding more 5 star reviews on Google My Business



Step 4: Add offers, products and services on Google My Business profile

Step 5: Adding content to Youtube channel as it's a second biggest search engine in the world



Lebanon

Wadi el Tayem

Cooperative Wadi el Tayem is not present online.

Steps to achieve visibility for Wadi el Tayem cooperative

Step 1: Define your brand and target audience

Clearly define the brand, including its mission, values, and unique selling points. This needs to include graphics for logo, banners and other steps.

Identify the target audience for the products. Understanding your audience will help tailor your content and marketing strategies accordingly.

Step 2: Build a website

Choose a reliable website hosting platform and register a domain name related to your business.

Design a user-friendly and visually appealing website that aligns with your brand.

Include essential pages like Home, About Us, Products, Contact, and a Blog (for content marketing purposes).

Make sure the website is mobile-responsive and optimized for search engines (SEO).

Step 3: Set up Facebook and Instagram accounts

Create a Facebook Page and Instagram Business Account. Use the business name and relevant details.

Add a profile picture and cover photo that reflects the essence of your brand.

Fill out the profile information with a compelling bio, contact details, and a link to the website (if available).

Step 4: Create a Google My Business profile

Go to <https://www.google.com/business/> and sign in with your Google account.

Click on "Manage now" and enter the business name, address, and contact details.

Verify your business using the preferred method (postcard, phone, or email).

Complete your Google My Business profile with a description, business hours, and high-quality photos.

Additional steps if you want to increase your visibility even more

Step 5: Content creation and Photography

Invest in high-quality product photography that showcases the herbs and medicinal plants in an attractive way.

Capture images of the cooperative's team members, facilities, and the process of harvesting and producing products.

Learn basic photography skills to consistently create compelling visuals for social media and the website.

Use graphic design tools like Canva to create eye-catching graphics for promotions, announcements, and stories.

Step 6: Create a Facebook shop and import products

Set up a Facebook Shop by going to your Facebook Page and selecting "Shop" from the left menu.

Follow the prompts to add products, product descriptions, prices, and product images.

Connect your website's online store (if available) to the Facebook Shop for seamless product integration.

Step 7: Plan and execute content strategy

Develop a content calendar to schedule regular posts on Facebook and Instagram.

Create diverse content, including product showcases, behind-the-scenes photos, educational posts about the benefits of herbs, and customer testimonials.

Utilize storytelling to connect with your audience emotionally and share the cooperative's journey and impact.

Engage with your audience by responding to comments, messages, and reviews.

Step 8: Promote your online presence

Cross-promote your social media accounts, website, and Google My Business profile to increase visibility.

Collaborate with influencers or relevant organizations to reach a broader audience.

Run targeted Facebook and Instagram ads to increase brand awareness and drive sales.

Step 9: Monitor analytics and adjust strategy

Use insights and analytics from social media platforms, website analytics tools, and Google My Business to evaluate your online presence's performance.

Analyse what works best for your audience and adjust your content strategy accordingly.

Step 10: Stay consistent and engage

Regularly update and maintain your online presence across all platforms.

Keep engaging with your audience, share updates, and adapt to changing trends and feedback.

Croatia

The Power of mountains

Association The Power of mountains is not present online.

Steps to achieve visibility for association The power of mountains

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Tunisia

Cooperative Hayet

Cooperative Hayet is not present online.

Steps to achieve visibility for Hayet cooperative

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Step 2: Build a website

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Algeria Cooperative El Wiam

Cooperative El Wiam is represented in the digital world only through the Facebook page.

Analysis of existing channels - Facebook



Positives

- Existing banner image and logo, Address, Contact information in form of phone number and email address as well as Call to Action button in form of “Book Now”;
- Content is continuous and we can see recent posts. It could be helpful to define brand elements and add them to shared images;
- There are over 1100 followers on the page.

Negatives

- Bad engagement on the posts. We only have 1 or no likes or comments on each post;
- Banner image shared above can be uploaded in better quality;
- Add brand elements to shared content (Logo, Color etc...).

Keep engaging with your audience, share updates, and adapt to changing trends and feedback.

Steps to achieve visibility for El Wiam cooperative

Step 1: Define your brand and target audience

Clearly define the brand, including its mission, values, and unique selling points. This needs to include graphics for logo, banners and other steps.

Identify the target audience for the products. Understanding your audience will help tailor your content and marketing strategies accordingly.

Step 2: Build a website

Choose a reliable website hosting platform and register a domain name related to your business.

Design a user-friendly and visually appealing website that aligns with your brand.

Include essential pages like Home, About Us, Products, Contact, and a Blog (for content marketing purposes).

Make sure the website is mobile-responsive and optimized for search engines (SEO).

Step 3: Set up Facebook and Instagram accounts

Create a Facebook Page and Instagram Business Account. Use the business name and relevant details.

Add a profile picture and cover photo that reflects the essence of your brand.

Fill out the profile information with a compelling bio, contact details, and a link to the website (if available).

Step 4: Create a Google My Business profile

Go to <https://www.google.com/business/> and sign in with your Google account.

Click on "Manage now" and enter the business name, address, and contact details.

Verify your business using the preferred method (postcard, phone, or email).

Complete your Google My Business profile with a description, business hours, and high-quality photos.

Additional steps if you want to increase your visibility even more

Step 5: Content creation and Photography

Invest in high-quality product photography that showcases the herbs and medicinal plants in an attractive way.

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Learn basic photography skills to consistently create compelling visuals for social media and the website.

Use graphic design tools like Canva to create eye-catching graphics for promotions, announcements, and stories.

Step 6: Create a Facebook shop and import products

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Follow the prompts to add products, product descriptions, prices, and product images.

Connect your website's online store (if available) to the Facebook Shop for seamless product integration.

Step 7: Plan and execute content strategy

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Create diverse content, including product showcases, behind-the-scenes photos, educational posts about the benefits of herbs, and customer testimonials.

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SUMMARY

Besides Italian cooperative Corte di Rigoso, for which is outlined several steps they can do to improve their digital image, all other cooperatives need a fundamental change.

HOW TO INSTRUCTIONS

GOOGLE ANALYTICS 4 AND MEASURING PERFORMANCE OF YOUR WEBSITE

In today's fast-paced digital landscape, understanding your audience and measuring the impact of your online efforts are pivotal to success. This is where Google Analytics comes into play. Google Analytics is a powerful, free web analytics tool offered by Google that provides invaluable insights into website traffic and user behavior. Whether you run a small e-commerce store or manage a multinational corporation's online presence, the ability to measure results is fundamental to achieving sustainable growth and staying ahead of the competition.

STEPS TO IMPLEMENTING GA4 (GOOGLE ANALYTICS 4)

Here are the steps on how to setup Google Analytics 4

You will first need to have a gmail account, to be able to use Google Analytics. My suggestion is to create one specific for this purpose as this account can be later used for creating Google My Business profile and use other Google tools such as Google Ads, Google Search Console etc...

Step 1: Create a Google Analytics 4 Account

1. Go to the Google Analytics website: <https://analytics.google.com/>.
2. Sign in with your Google account. If you don't have one, create a Google account first.
3. Click on the "Start Measuring" button.

Step 2: Set Up a New Property

1. Click on the "Create account" button.
2. Choose "Web" as the type of property.
3. Enter the Account Name (e.g., "Domain.com GA4").
4. Fill in the Website Name (e.g., "Domain.com") and URL (e.g., "<https://www.domain.com>").
5. Select the appropriate industry category and reporting time zone.
6. Click on the "Create" button.

Step 3: Accept Data Sharing Settings

1. Read and accept the "Measurement Controller-Controller Data Protection Terms" and "Measurement Controller-Processor Data Protection Terms" as required.
2. Click on the "Save" button.

Step 4: Set Up Data Streams

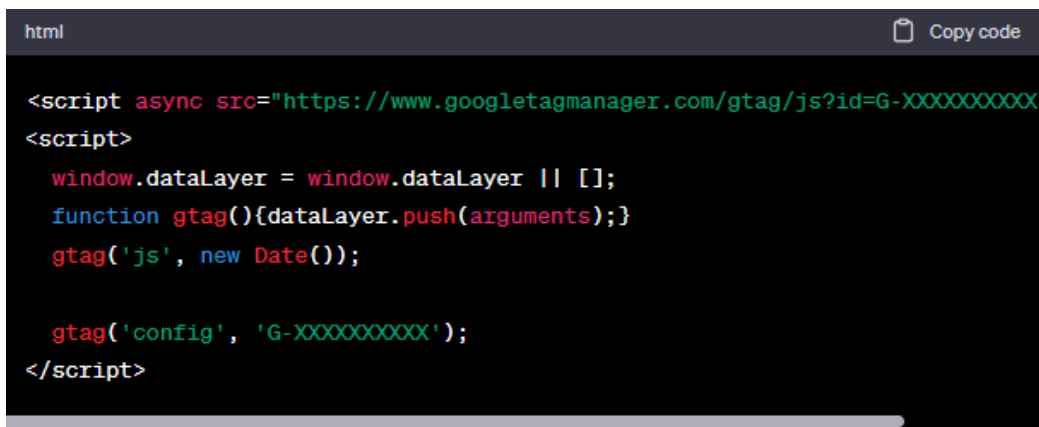
1. In the property's admin area, click on the "Data Streams" option under the "All Web Site Data" section.
2. Click on the "+ Add Stream" button.
3. Choose "Web" as the data stream type.
4. Enter the website URL again (e.g., "<https://www.domain.com>").
5. Set the stream name (e.g., "Website Stream").
6. Click on the "Create stream" button.

Step 5: Get the Measurement ID

1. After creating the data stream, you'll see a page with the Measurement ID. It should look like "G-XXXXXXXXXX" (a series of numbers and letters). Copy this Measurement ID as we'll need it later.

Step 6: Add the GA4 Tracking Script to Your Website

1. Go to your website's code editor or content management system (CMS).
2. Locate the <head> section of your website's HTML code. This is usually found within the <head>...</head> tags.
3. Copy the following GA4 tracking script and paste it inside the <head> section of your website's HTML code. It should look something like this:

A screenshot of a code editor window titled 'html' with a 'Copy code' button in the top right corner. The code is as follows:

```
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XXXXXXXXXX"
</script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-XXXXXXXXXX');
</script>
```

Here is the code example in txt form:

```
<script async src="https://www.googletagmanager.com/gtag/js?id=G-XXXXXXXXXX"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'G-XXXXXXXXXX');
</script>
```

4. Replace "G-XXXXXXXXXX" with the Measurement ID you copied earlier.

Step 7: Save and Publish Your Website

1. Save the changes to your website's HTML file or content management system.
2. Publish your website to make the changes live.

Step 8: Verify the Tracking

1. After implementing the tracking script, go back to your Google Analytics account.
2. In the property's admin area, click on "Realtime" to verify that Google Analytics is receiving data from your website.

With this, you've successfully created a Google Analytics 4 account and added the tracking script to your website. Now, you can start analyzing your website's traffic and user behavior using the GA4 dashboard. Keep in mind that it may take a few hours for data to start populating in your Google Analytics account.

GOOGLE MY BUSINESS

WHY GOOGLE MY BUSINESS PROFILE

In today's digital age, an online presence is crucial for small businesses looking to thrive and grow. One of the most valuable tools in this regard is Google My Business (GMB). This free and user-friendly platform offers a multitude of benefits that can significantly impact a small business's success.

1. Enhanced Online Visibility

Small businesses often struggle to compete with larger corporations in the digital realm. However, GMB levels the playing field by helping your business appear prominently in Google's local search results and on Google Maps. When potential customers search for products or services in their area, having an optimized GMB listing can mean the difference between being discovered or overlooked. This increased online visibility can drive more foot traffic to your physical store or boost website traffic for online businesses.

2. Credibility and Trust

Having a verified GMB listing lends your business an air of legitimacy and trustworthiness. When users see your business listed on Google, complete with important information such as your address, phone number, and customer reviews, they are more likely to perceive your business as reliable and professional. This added trust can encourage potential customers to choose your business over competitors without a strong online presence.

3. Detailed Business Information

GMB allows you to provide comprehensive information about your business, including your hours of operation, website URL, product or service descriptions, and high-quality images. This wealth of information helps potential customers understand what you offer, when you're available, and how to contact you. The more details you provide, the easier it is for customers to make informed decisions, which can translate into more conversions.

4. Customer Engagement

GMB offers various features for engaging with your customers. You can respond to customer reviews, answer questions, and post updates about promotions, events, or new products and services. This direct interaction fosters a sense of community and trust between your business and its customers. Engaged customers are more likely to become loyal customers and advocates for your brand.

5. Insights and Analytics

GMB provides valuable insights into how customers find and interact with your business online. You can access data on the number of views, clicks, and calls generated by your listing. By analyzing these metrics, you can make data-driven decisions to optimize your online presence and marketing strategies.

In conclusion, Google My Business is an indispensable tool for small businesses looking to succeed in the digital age. It offers enhanced visibility, credibility, and engagement opportunities while providing valuable insights into customer behavior. By taking full advantage of GMB, small businesses can stand out in the competitive online landscape and attract more customers to their doors or websites.

STEPS TO CREATE YOUR GMB (GOOGLE MY BUSINESS) PROFILE

Step 1: Sign in to Google

If you already have a Google account, sign in to it. If you don't have one, you'll need to create a Google account first. You can do this by going to <https://accounts.google.com> and clicking on "Create account."

Step 2: Go to Google My Business

1. Open your web browser and go to Google My Business: <https://www.google.com/business/>.

Step 3: Enter Your Business Name

1. On the Google My Business homepage, click on the "Manage now" button.
2. Enter the name of your business as "MyProject."

Step 4: Choose Your Business Category

1. Select the most appropriate category that best describes your business. Start typing the category, and Google will provide suggestions.
2. Choose the category that closely matches your business.

Step 5: Enter Your Business Location

1. If your business has a physical location, enter the address where customers can visit you. If it's an online-only business, select "No" when asked if you deliver goods and services to customers at their location.
2. If you choose to add a physical address, make sure it is accurate and complete. You can drag the map marker to the exact location if needed.

Step 6: Specify Service Areas (Optional)

1. If your business serves customers within a specific area and you don't have a physical storefront, you can specify your service areas. This is especially useful for businesses that offer services at customer locations (e.g., plumbers, electricians).
2. You can enter cities, regions, or specific postal codes that your business serves.

Step 7: Add Business Contact Information

1. Enter your business's phone number and website URL (if you have one). These details will be displayed on your Google My Business listing, allowing customers to contact you easily.

2. Double-check that the phone number and website URL are correct.

Step 8: Choose How You Want to Verify Your Business

1. Google requires verification to ensure the legitimacy of your business. There are several verification options available, such as receiving a postcard by mail, getting a phone call, or receiving an email.
2. Choose the verification method that suits you best. The most common method is by mail, where Google will send a postcard with a verification code to the address you provided earlier.

Step 9: Verify Your Business

1. Follow the instructions provided by Google to complete the verification process based on the method you selected.
2. Once you receive the verification code, enter it in your Google My Business account to complete the verification.

Step 10: Optimize Your Google My Business Profile

1. After verifying your business, you can access your Google My Business dashboard.
2. Complete your business profile by adding relevant information, such as business hours, photos, a description of your business, and any additional services you offer.

Step 11: Publish Your Google My Business Listing

1. Review all the information you've provided to ensure it is accurate and up to date.
2. Click on the "Publish" button to make your Google My Business listing live.



**MOUNTAIN
HER**

Empowering women in mountain
farming communities

