

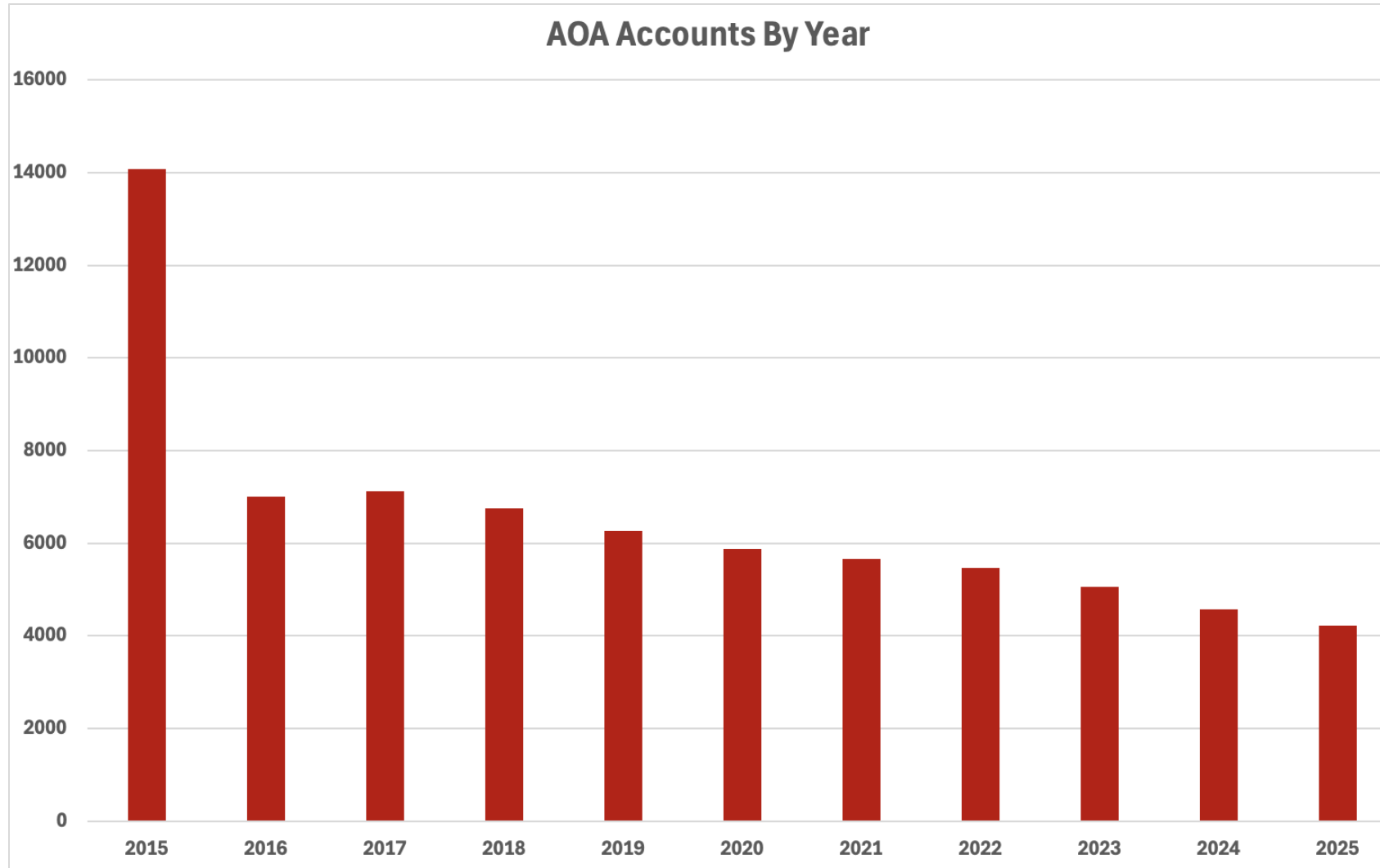
Collaborative Alpaca Social Media Campaign

Spring of 2025

The Why...

Industry Trends Are Not
Sustainable Long-term

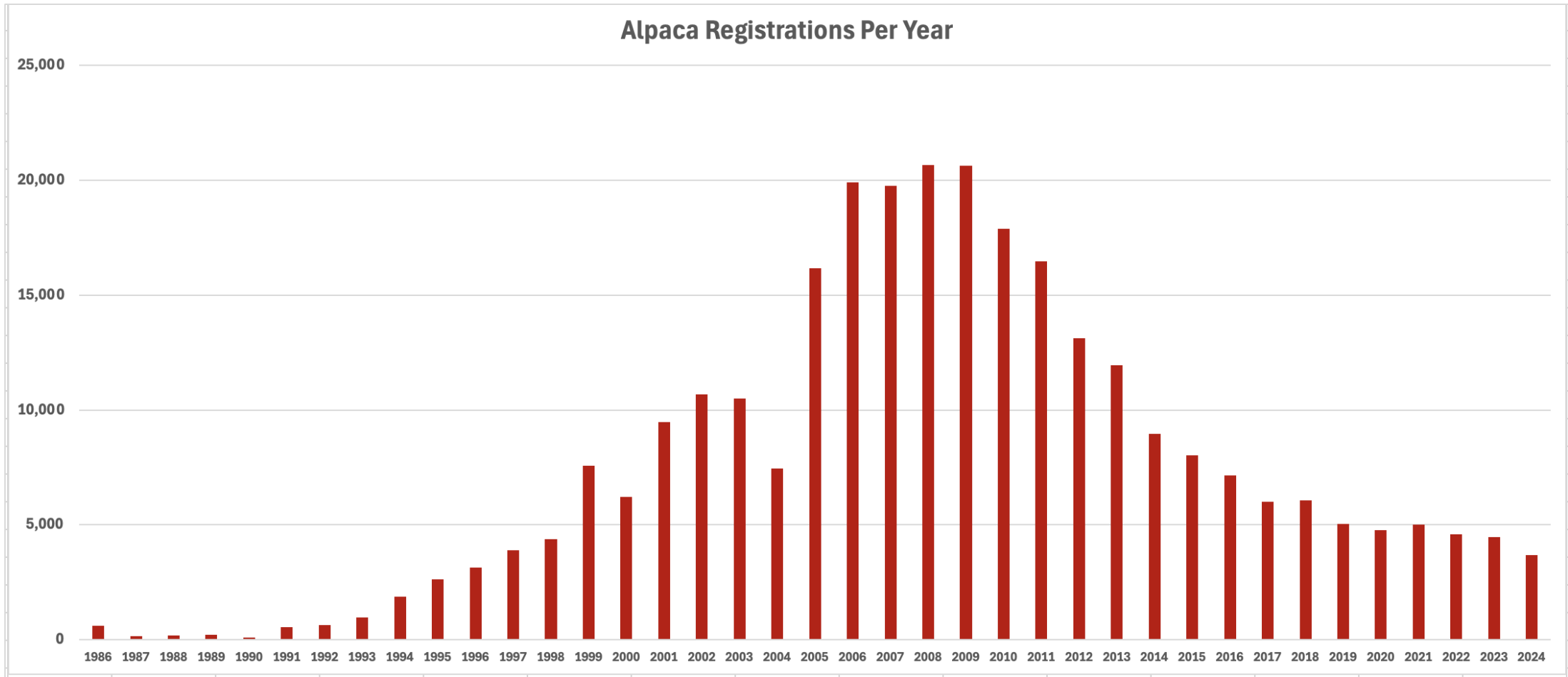
AOA Membership is Dropping Each Year



Data Source:

USA AOA account data pulled from <https://www.alpacainfo.com/about/statistics/accounts-us> and accessed via the Wayback Machine for years before 2024.

Registered Alpacas Are Dropping Each Year



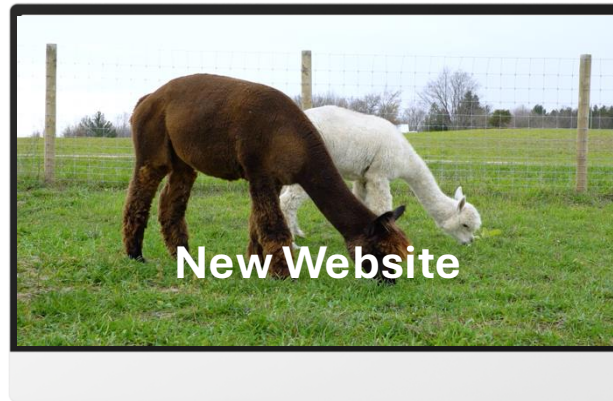
Data Source: <https://www.alpacainfo.com/about/statistics/alpacas-registered-per-year>

The Idea...

Raise Public Awareness
in All Things Alpaca

The Campaign Premise

- The idea is to create a public awareness campaign that drives interest in raising alpacas, highlights the fiber benefits, and educates the general public on available alpaca products.
- We'd like to make interest actionable by providing an easy connection between new interested parties and alpaca breeders, merchandise sellers, mills, agritourism, etc.
- A similar campaign was led by Jerry Forstner of Magical Farms
- Jerry's "I Love Alpacas" campaign increase alpaca awareness from 17% to 82%
- Use Jerry's innovative campaign, but apply it to modern day target personas and utilize social media for outreach



Social media feeds to the website and the website pushes traffic to the community.

Everyone in the alpaca community can benefit from increased awareness.

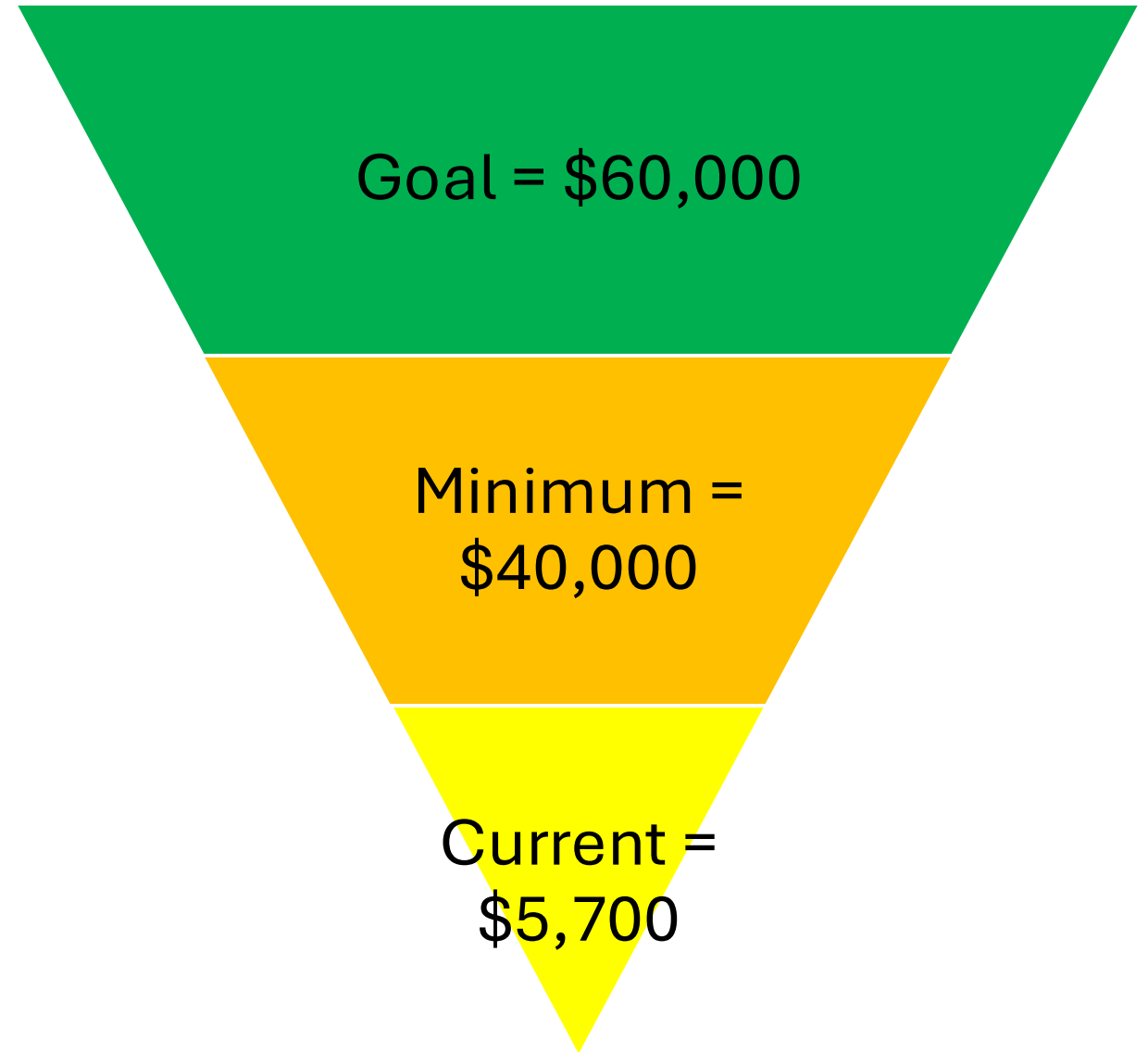


We Want to Build a Community Where Everyone in the Alpaca Industry Can Benefit

- Inclusiveness is the goal
- We help consumers and future alpaca owners learn, find resources, and locate businesses within our industry
- We serve as a hub of information and a gateway to the industry
- Business size, focus, or investment doesn't warrant more or less space on the website
- The more people we attract, the more our industry as a whole wins

Donations Are Key

The more money we raise, the more social media networks we can utilize, and the more people we can reach.



Steering Committee

- Elden Harms – Token Creek Alpacas
- Rebecca Gill – Cotton Creek Farms
- Shelly Walsh – Good Karma Ranch Alpacas
- Yussy McManus – Black Barn Alpacas
- Gina Glasscock – Legendary Alpacas of Texas
- Lynn Edens – Little Creek Farm Alpacas
- Scott Miller – Crescent Moon Ranch

Managing the Funds

- Affiliates and individual farms are pledging money to support this campaign
- Funds will be collected by the Great Lakes Alpaca Association
- GLAA will manage the payment for services to our chosen freelancer

How We See the Campaign Working

Decide **what** we want to promote:

- General awareness and education
- Alpaca ownership lifestyle
- Breeding
- Showing
- Products
- Agritourism
- Youth activities like 4-H
- Therapy
- Meat

Decide **who** we want to target:

- General public
- Consumers who buy products
- Fiber artists
- Future alpaca owners
- New/existing hobby farms
- Future show farms
- Tourists for take tours, yoga, etc.

How We See the Campaign Working

Once we know who and what, we'd have a good idea of **where** to run campaigns:

- Facebook – Gen X and Boomers
- Instagram – All Generations
- YouTube – More Men Than Women, All Generations
- TikTok – Gen Z and Y, Men and Women
- Reddit – Gen Z, Y, and X, Both Men and Women

Once we have the who, what, and where outlined we would **hire** an experienced freelancer who can plan, create, execute, and track performance on the campaigns

Why Is an Outside Freelancer Needed?

- Individual farms lack expertise and time to execute
- Affiliates lack expertise and time to execute
- AOA staff lacks the time and experience for the scale of this campaign
- An experienced freelancer would have:
 - Expertise in targeting individual personas
 - Expertise in knowing where to post by persona
 - Expertise in knowing how to maximize impressions and engagement
 - Available time
 - Accountability

Phase One of the Project

- Get affiliate and individual farms to pledge funding
- Finalize answers to above questions
- Select a website domain and social handles
- Define available budget
- Create proposal, obtain proposals, and hire freelancer
- Determine theme/voice for use in the campaign
- Collect images and videos from farms and affiliates
- Create list of bitesize education and verbiage for our freelancer

Phase Two of the Project

- Create website which could include
 - Key facts about alpacas
 - Links to educational articles
 - Links to AOA and affiliates
 - Links to farms by state
 - Links to international associations
- Assemble social media campaign material (most likely in Canva)
- Create social media accounts

Phase Three of the Project

- Create social media posts
- Create ads
- Monitor impressions, engagement, and website traffic
- Reporting out metrics to participants, stakeholders, and AOA board
- Adjust campaign based on performance and outcomes

How You Can Help

- Pledge and later donate funds to this project
- Provide photo or video assets to use in our campaign
- Offer suggestions on educational content to showcase on the website