

DISTRIBUTION / SPREADING

Spreading the films and photos that you have produced together with Landsbyggare is one of the most essential tasks on the way to success in the Landsbyggare project. At times it is easier to produce material than achieve sufficient spreading of it, thus it's a good idea to spend some extra time on planning the distribution and consider how best to reach out. If we fail to reach the target groups we will fail in attracting people and inspire them to a life in the rural districts.

Obviously, we want as many as possible to see what we are doing; become inspired by the Landsbyggare and dare take the next step.

BUDGET

Plan to spend about the same amount on distribution as you are allocating to production, to make sure you have the means to reach out and spread the material to the target groups you are aiming to reach.

TARGET GROUP

The target group we are aiming for includes creative, skilled and cooperation-minded entrepreneurs and associations who want to develop the rural districts (25-50 years of age, who live in or wish to relocate to the area, and also interested parties (rural organisations, politicians, etc.

LANDSBYGGARE AS AMBASSADORS

When you meet the Landsbyggare to film them: make sure to build a strong relationship with them so that they are willing to act ambassadors and wish to actively spread what you are producing. Discuss the channels they have and how they can contribute to spreading the films. At landsbyggarekoncept.se there is an example of an email that we Leader Höga Kusten sent to our Landsbyggare at the point of introducing our winter campaign. The Landsbyggare will of course have access to the photos and films of their participation in the campaign.

NB. To distribute the material and spread it to our target groups is one of the essential elements in your work towards a success. To facilitate your work here are some tips and suggestions. Also see the example of a distribution plan before setting off on a campaign.

If you follow the guidelines for the production of material, you may also have the opportunity to spread your campaign via our Instagram account for Landsbyggare, our main distribution channel. This way you can reach out to 4 000 individuals who are interested in a life in the rural districts.

The campaign is also built on cooperation and the spreading via Landsbyggare and the entrepreneurs sharing photos and films from the campaign to jointly strengthen the image of the rural districts.

TIP:

In the communication with Landsbyggare encourage the coordinated sharing of the material for the best spread and effect possible.

Encourage the use of hashtag #landsbyggare to strengthen the brand and reach even further.

INSPIRE THROUGH PORTRAYAL OF LANDSBYGGARE AND DESIGN CAMPAIGNS

In the campaign-making photos have been taken and films produced where the Landsbyggare are portrayed, where they share their best tips to get started together with a film describing how we can help in realising ideas. The Landsbyggare are represented in the campaign by businesses, across various sectors and geographical area who all in their way contribute to the regional development. With the campaign we want to inspire others by showing the Landsbyggare who already have taken the step, to encourage them to realise their idea or relocate to the rural district to run their business in pursuing their dreams. Our call to action is: Everyone who wants to become a Landsbyggare: once decisive, to contact us.

Consider the spreading of your Landsbyggare concept as campaigns. Start with a summer or winter campaign with 5-10 Landsbyggare portrayed in each part. Thereafter the number of campaigns is only limited by the budget. Naturally, it is possible recycle a campaign the following winter/summer season. We do however recommend you design at least two seasonal campaigns to invite a broader image of the opportunities in the rural districts.

DISTRIBUTION MIX

A campaign consists of a number of films (see landsbyggarekoncept.se), complemented by photos and texts of varying kinds. The following channels should be included:

- **Facebook** – Landsbyggare portraits in photos and text – All the films
- **Instagram** – All the short films – Stories
 - Lend the account one week per Landsbyggare in the campaign
- **Opinion/articles** – Debate articles, one/two per campaign
 - Articles "The countryside of the future", min. two per campaign
 - Press release, one per campaign

BOOST AND ADVERTISE

You can advertise both on Facebook and Instagram to spread your message. In order to be able to advertise and to find relevant statistics you need to have a business account on Facebook. Unless you already have one, make sure to create one before starting. When posting an advertisement choose the target group in the admin tool and ensure that the campaign is well-spread. A recommendation is to create three ads and see which reaches the best result (as measured in the number of interactions, i.e. clicks or shares). After one week you can remove the two less successful ads and increase the budget on the remaining one. At landsbyggarekoncept.se you will find an example of a distribution plan to serve as inspiration for your own plan.