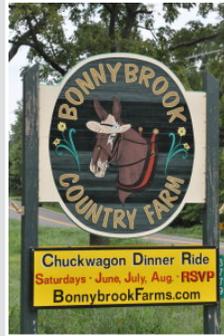




Maps and Apps Case Study from the Ohio Direct Marketing Team

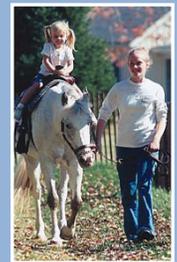
This case study was prepared for the 2013 Maps & Apps Program



*Bonnybrook Farms
3779 Ohio 132
Clarksville, OH 45113*

Business and Marketing Overview

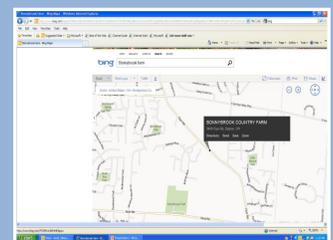
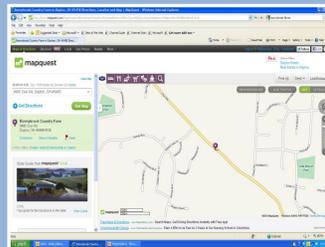
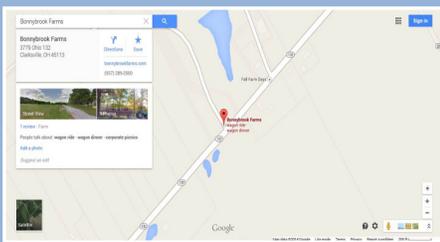
Bonnybrook Farms, owned by Joe and Bonnie Mercuri, is known for its equestrian center and fall farm days. At the equestrian center, Bonnie and Joe work with both adults and children to teach the skills and pleasures of horseback riding. During Bonnybrook’s Fall Farm Days, many fall activities are offered including educational field trips, corporate picnics and haunted hayrides. Bonnybrook focuses on being a fun-filled farm destination for families in the Cincinnati, Dayton and Columbus, Ohio areas.



Internet Maps

Bonnybrook Farms is located in Clinton County, Ohio, about 20 minutes from Kings Island, one of Ohio’s major theme park attractions. The farm is a destination for local people residing in Cincinnati and other villages in Southwestern Ohio. They also draw from two of Ohio’s larger cities - Dayton and Columbus.

Bonnybrook has a very complete presence on Google. Their profile has several pictures, a listing for ATM service available and one review. They also have a Bonnybrook Country Farm listing on Yahoo, MapQuest and Bing. However, the listings are basic and contain no pictures or reviews.



The farm also participates in cooperative marketing programs with the local convention and visitors bureaus. They have a listing on CincyUSA, Clinton County and Warren County Convention and Visitors Bureau. They are also listed on the statewide tourism site, Discover Ohio, and a North American farm site, Rural Bounty.

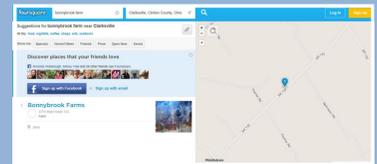
Mobile Apps

Bonnybrook Farms is active on social media. They have a presence on Facebook, Twitter, Pinterest, Foursquare, and have created their own YouTube channel.

The Facebook page has a complete profile. They have done a nice job including pictures and videos to complete the page. Their Facebook page currently has 1724 likes and they have found that paying to boost their posts has helped them gain more visibility. They also have a presence on Foursquare where they have a basic profile with a couple of pictures. To date Bonnybrook has recorded 66 visitors and 72 check-ins.

Bonnybrook has a presence on Twitter where they have a basic twitter page with 27 followers. They also have a large presence on Pinterest. They had eight different boards relating to Bonnybrook Farms ranging from Chuckwagon Meals to Fall Farm Fun to Friends of Bonnybrook Farms. All of the boards are well pinned with pictures that tell an interesting story of the event.

On YouTube, Bonnybrook has developed its own YouTube channel. They have uploaded 6 videos and have 2 subscribers the channel.



GPS Points of Interest

Bonnybrook Farms have seen some challenges with customers using their GPS devices to find directions to the farm. To alleviate some issues they have posted this warning on their website:

Latitude: 39.368809 Longitude: 84.019060

WARNING!!!!

Some (most) GPS systems and internet maps DO NOT work well in “the country”, they incorrectly show Gum Grove, Strout and Fischer Roads as thoroughfares.

- * Buses and trucks cannot travel down State Route 350 at Fort Ancient
- * These directions are more direct than GPS systems and internet maps.

Other Traditional and Social Media Marketing

Bonnybrook Farms has a core customer group from Cincinnati and Dayton. Many of their Dayton customers from the prior location have followed them to their new location. They have also cultivated a new customer group from the city of Cincinnati. To help customers find them, they include directions on their website with their connections to the local convention and visitors Bureau. They also use direct mail advertising through mail chimp. For Bonnie,

business is all about relationships and that is what she seeks to put forth in her advertisements.

