

Mississippi MarketMaker Newsletter



MISSISSIPPI STATE
UNIVERSITY
EXTENSION SERVICE

August 2012 MarketMaker Recap

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How many hits did MS MarketMaker get in August?

In August, the MS MarketMaker page received 60,395 hits.

How many users used MS MarketMaker in August?

In August, the MS MarketMaker page had a total of 3,804 users.

How do these numbers compare to other states using MarketMaker?

The average hits for the other states using MarketMaker was 78,287 and the average number of users was 4,483. While both of our Mississippi numbers are lower, Some states have been with MarketMaker longer and have a larger following. One of our main goals is to increase awareness of MarketMaker to consumers so that the businesses will see the impact of the free marketing tool.

Upcoming Activities for MS MarketMaker:

The MSU-CREC MarketMaker team will be presenting a poster at the Horticulture Field Day in Poplarville, MS on October 4, 2012.

The MSU-CREC MarketMaker team will have an Exhibit at the Mullet Festival in Gautier, MS on October 20, 2012.

The MSU-CREC MarketMaker team will have an Exhibit at the Jackson County Fair on October 21-28, 2012.

The MSU-CREC MarketMaker team will have a joint poster with Alabama at the Bays and Bayous Symposium, November 14-15, 2012.

Where can you find MarketMaker?

MarketMaker (MM) can be viewed at – <http://ms.marketmaker.uiuc.edu/>.

You can also find MM by searching for “Mississippi MarketMaker” in your favorite internet search engine.

You can follow MM at Facebook — <http://www.facebook.com/foodmarketmaker>

You can also follow MM at Twitter — https://twitter.com/MS_MarketMaker.

You can use MM on your smart phone – <http://www.ms.foodsearcher.com>.

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