

## *Marketing Points*

Who are you customers, who are you going to market to? How have you figured this out? Have you frequented local farm markets, talked to friends/family/parents of kids at your child's school events, at soccer games, etc.

Where will you sell product at: on farm; farmers markets; CSA; through a cooperative pool?

Will your availability to sell-market blend with customers' availability to buy? If you are only open until 5, will your customers be able to get to you to buy? What is your willingness to commit to evening and weekend hours?

What other farms are offering in your area?

How are you planning on marketing?

- Social media – setting up a business Facebook page vs. personal page.
- Road front signage
- Newspaper
- Website, a professional look for your business which can link back to social media
- Email campaigns

Create a relationship with the local community to draw in customers. It's critical to sell your story to help draw people to you. Anyone can go to a grocery store to buy vegetables but if you share your story it helps customers relate to you. Assuming you are selling a premium product, they'll return as a customer as they start to get to know you, your story, your farm's story, etc.

Have to be creative with marketing. Use bright clear colored pictures. Create a "mascot" for the farm to help people relate to your business. Customers can follow the "mascot" via social media, the "mascot" can help promote and draw people in for specials, new products, etc.

Use social media to post updates – what's growing in the greenhouse, what new livestock has been born on the farm, what animal are you highlighting this month, what new products are being reviewed to bring to customers. Keep posts fresh, new, updated. Provide a short paragraph or description –something to keep your business in front of people.

Review – referrals. Use social media or "mascots" at local farm markets to "poll" customers, ask them what they like, what they would like to buy, etc.

Provide recipes, ideas on how to cook vegetables, meat products, etc.

Educate yourself on "hot topics" so you are able to better market your product. If you sell meat products, do your research and be able to talk to folks about antibiotics in food, grazing vs. grain fed products, etc.

Set aside time every week, other week, month, etc. to review sales, planting strategies, livestock breeding needs, etc. If you don't know what each area of the business is doing (expenses, income) how can you plan and market effectively? If no one is buying eggplants if you don't review sales, you may end up planting double the amount of planting and throw money away.