



# Farmers Market Marketing Plan

Branding & Promotional Tactics to Reach Your Goals





# Marketing Plan Design

- Branding – What is it? How do you design one?
- Overview of Marketing Strategies & Tactics
- Pros & Cons
- Implementation Plan & Concerns



# Considerations

- Who is currently responsible for marketing?
- How often is the marketing happening?
- Where is it happening? This refers to the different marketing channels, such as social media, print, radio, outreach with partners, etc...
- If there is not someone responsible for marketing, why?



# But first....A Quick Review

Setting Up Systems to Track The Effectiveness of Your Goals





# What Are Your Goals for a Marketing Campaign?

- Example One:

We want to educate consumers about using SNAP benefits farmers markets and increase SNAP sales

- Example Two:

We want to increase customer traffic at our market due to weekly social media posts



But how do you know if it's working...



First you need to know where you are starting from....



<b>Measurement</b>	<b>Baseline</b>	<b>Post Marketing Campaign</b>
Customer Traffic	600 people/market day	
SNAP Sales	\$200/market day	
Social Media Presence	700 likes	





# How Do We Do This?

Strategies & Tactics





# Marketing Strategies

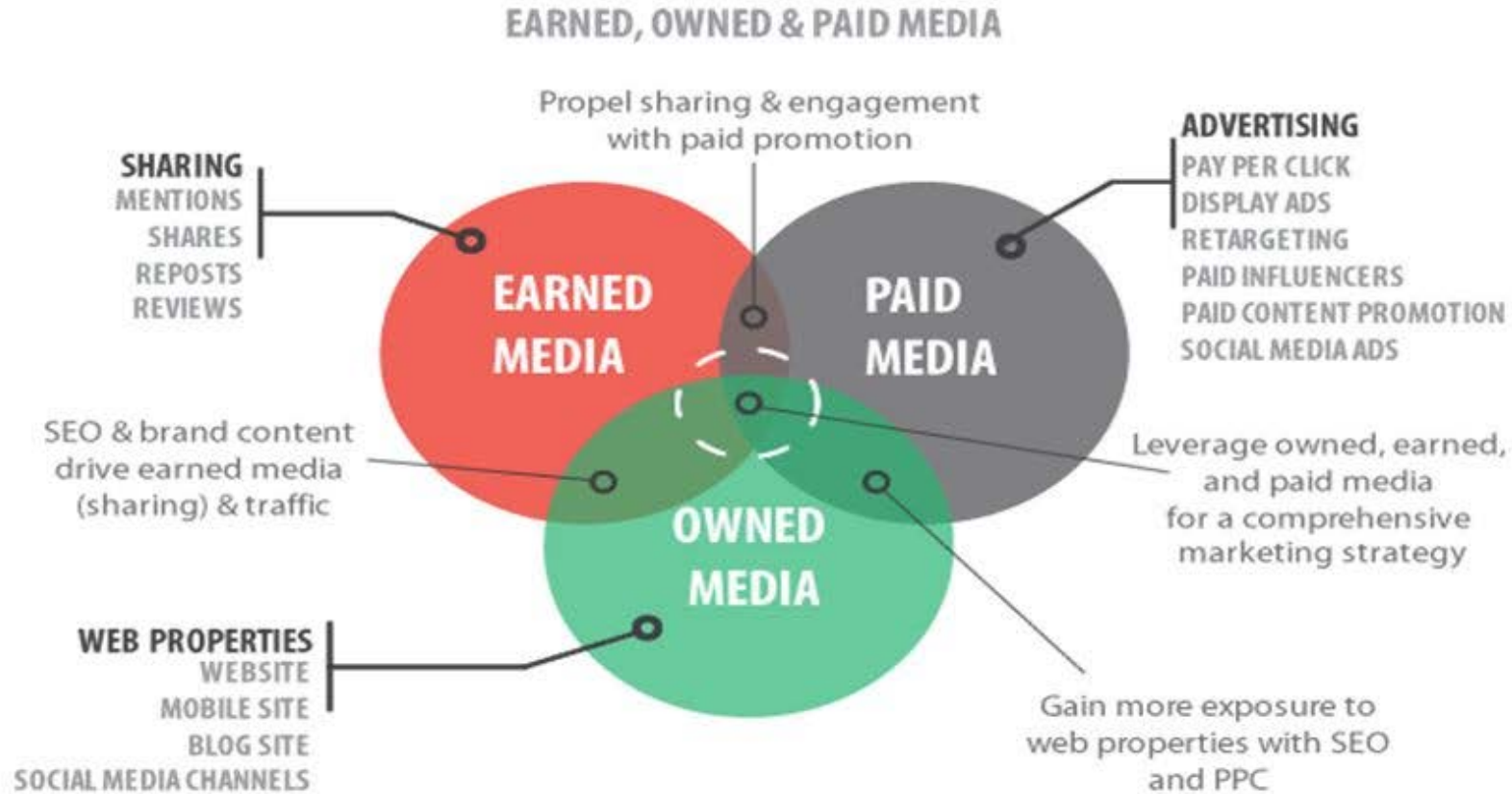
- There are three types of marketing strategies:
  - Low-cost Leadership Strategy: To offer prices lower than your competitors for similar products/services
  - Product Differentiation Strategy: To offer products/services that are different from competition in ways other than price
  - Focus Strategy : To appeal to a segment of the market rather than the total market

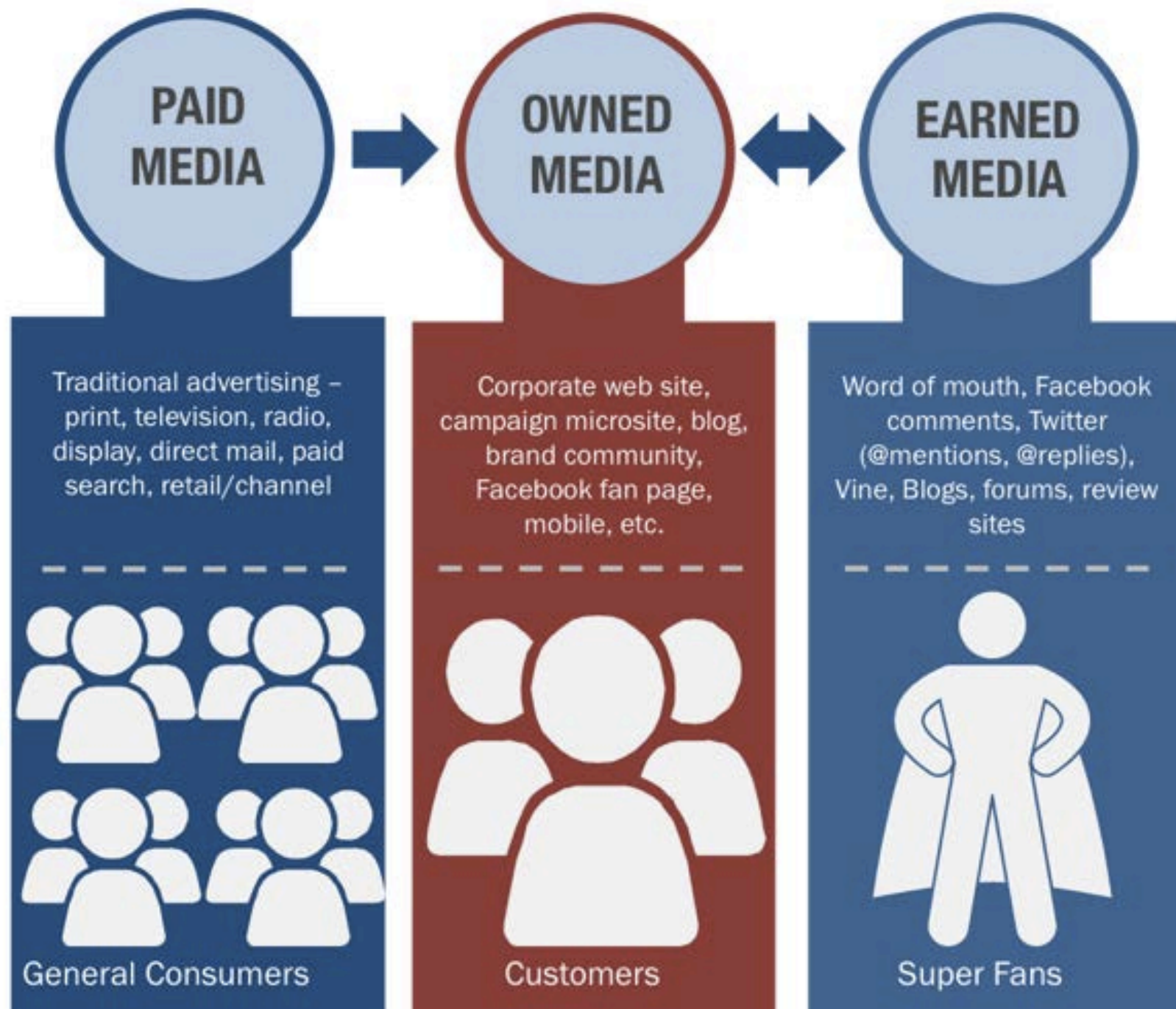


# Marketing Tactics

- Earned: earned is best (it's free and trusted - HARO - help a reporter out website, contact local media let them know you can do interviews, ask for shares on social media)
- Paid (Facebook ads, ads on radio and print)
- Owned (your own marketing assets: website, brochures, your own social media pages, your market booth as a marketing tool)

# Digital marketing







## Strategy Versus Tactic

- Strategy: identifies what you want to accomplish.
  - For example: the strategy of this campaign is to increase SNAP redemptions at farmers markets.
- Tactics: Identifies how you plan to achieve your strategy.
  - For example, we will increase SNAP usage at markets by reaching low income consumers through targeted print ads and flyers stuffed into mailings to local SNAP beneficiaries.

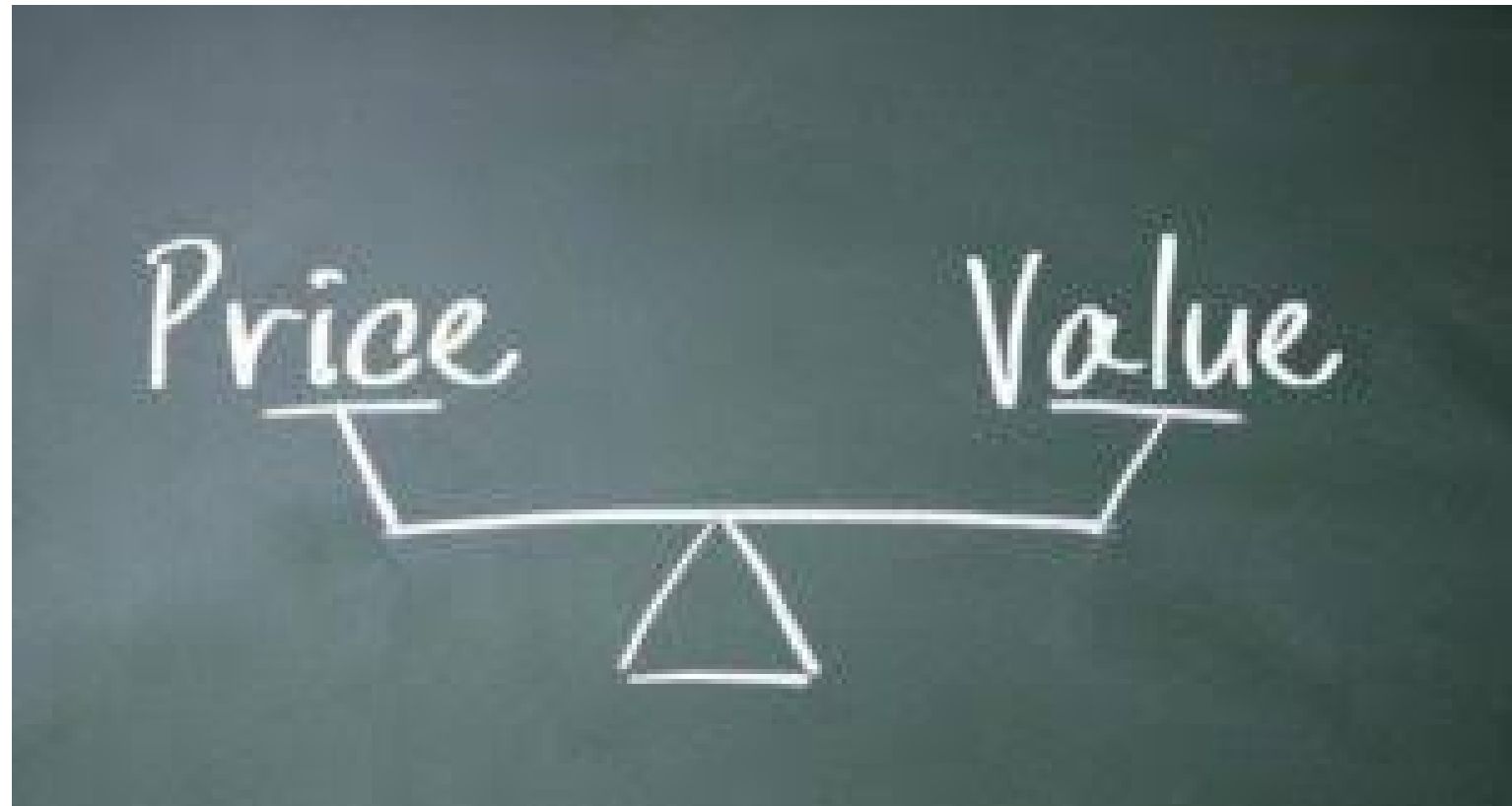


## Let's Walk Through An Example...

Strategy: Increase SNAP redemptions at our farmers market

<b>Current Tactic(s)</b>	<b>Who is Responsible?</b>	<b>How Much Time is Being Spent?</b>	<b>Any Associated Costs?</b>
Social Media posts	Market Manager	2hrs/week	“just” time
Fliers around	volunteers	1hr/week	Printing/design/ time
Signage at market booth	Market Manager	Market time	printing/design/ time
Tabling at agencies	CCE nutrition educators	1hr/week	time

# Marketing Strategies & Tactics Overview





# OWNED, EARNED AND PAID MEDIA

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none"> <li>• Web site</li> <li>• Mobile site</li> <li>• Blog</li> <li>• Twitter account</li> </ul>	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> <li>• Control</li> <li>• Cost efficiency</li> <li>• Longevity</li> <li>• Versatility</li> <li>• Niche audiences</li> </ul>	<ul style="list-style-type: none"> <li>• No guarantees</li> <li>• Company communication not trusted</li> <li>• Takes time to scale</li> </ul>
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none"> <li>• Display ads</li> <li>• Paid search</li> <li>• Sponsorships</li> </ul>	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> <li>• In demand</li> <li>• Immediacy</li> <li>• Scale</li> <li>• Control</li> </ul>	<ul style="list-style-type: none"> <li>• Clutter</li> <li>• Declining response rates</li> <li>• Poor credibility</li> </ul>
Earned media	When customers become the channel	<ul style="list-style-type: none"> <li>• WOM</li> <li>• Buzz</li> <li>• "Viral"</li> </ul>	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"> <li>• Most credible</li> <li>• Key role in most sales</li> <li>• Transparent and lives on</li> </ul>	<ul style="list-style-type: none"> <li>• No control</li> <li>• Can be negative</li> <li>• Scale</li> <li>• Hard to measure</li> </ul>



# Compare & Contrast (Paid Media)

- **Pros**

**Blanket reach with message**

**Clear message with a call to action**

**Scalable → message can reach across multiple channels**

- **Cons**

**Rule of 7**

**Availability of Funds for long term? → Need for consistency**



# Compare & Contrast (Earned Media)

- **Pros**

**Free**

**Trusted (Word of Mouth)**

- **Cons**

**Long term strategy = expensive & time intensive**

**Least amount of control over**



# Compare & Contrast (Owned Media)

- **Pros**

**Control over branding & messaging**

**Low risk → you are creating**

**Long-term asset for marketing**

- **Cons**

**Requires someone with a knowledge base in marketing**

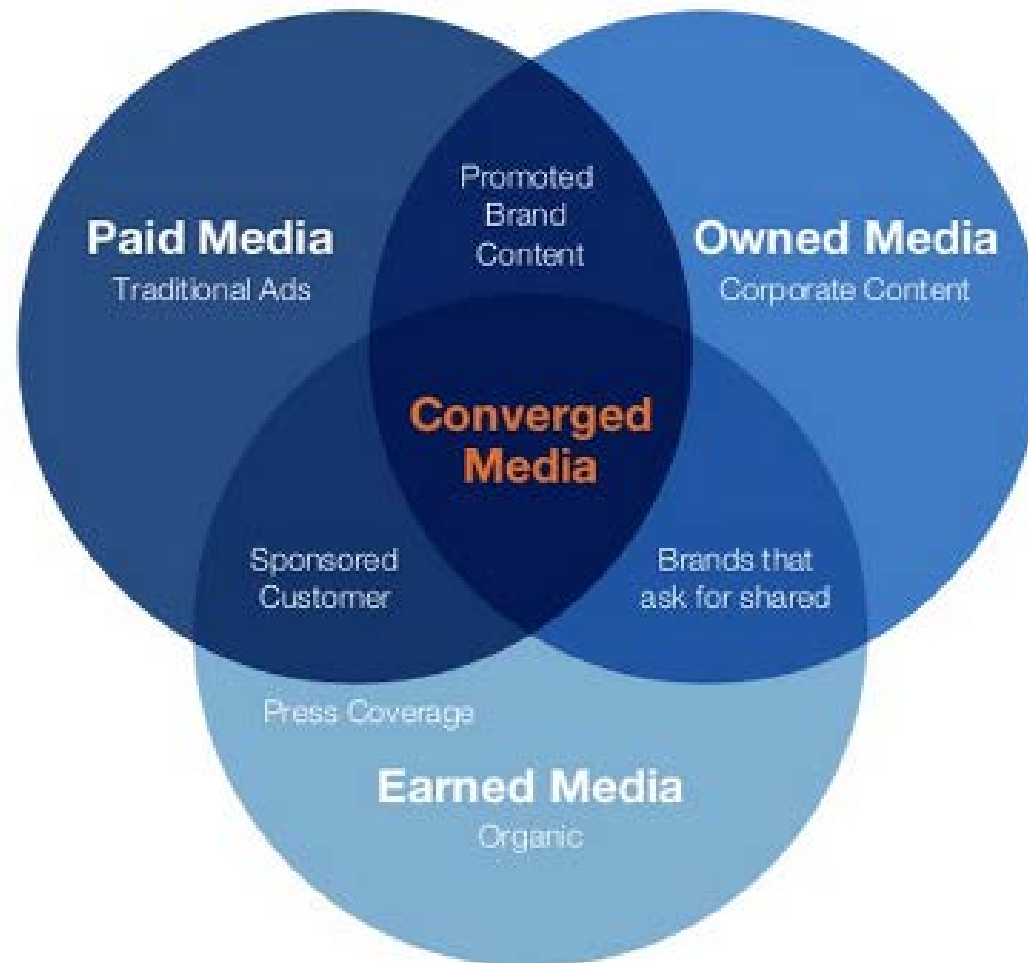
**Must keep content relevant**

**Takes a while to get customers & community to use these on a regular basis**



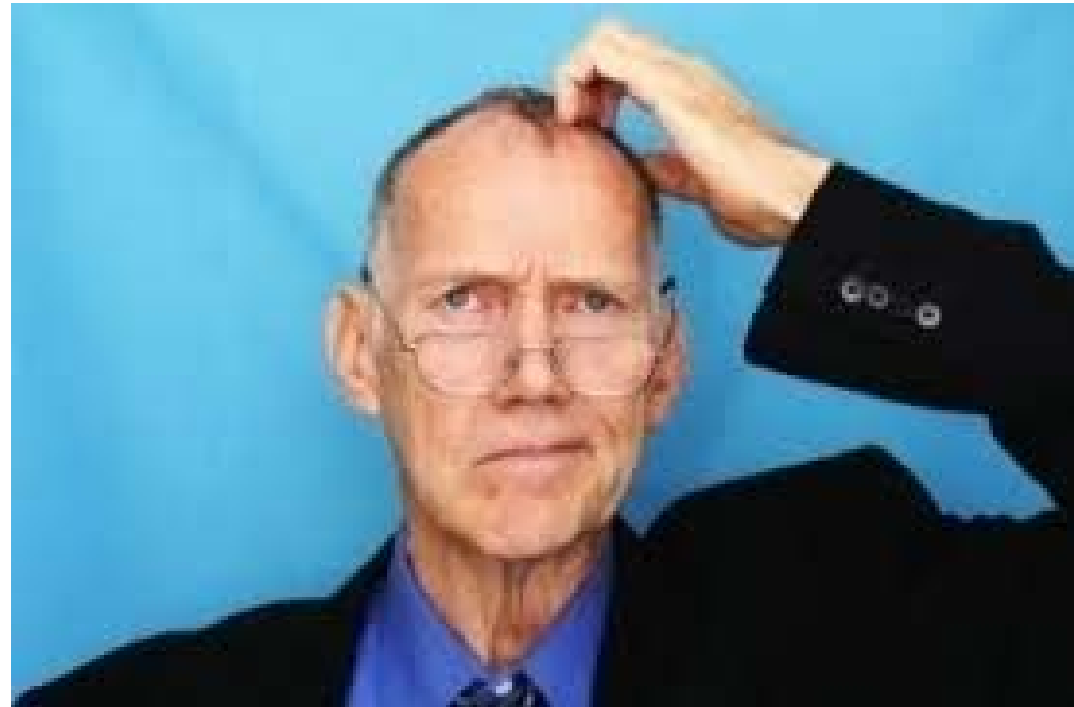
# A blend is always best....

Figure 1: The Convergence of Paid, Owned & Earned Media





But who pays attention to what?





## **Foodies/Locavores/Food Enthusiasts**

These are people who are adventurous and in search of the new, different, and novel such as ox tail or gourmet or heirloom vegetables. While these things may not be new to YOU, they are to the foodie. They are also seeking an authentic experience, and are the least price sensitive of the three groups. They want to interact with you and your farm, and hear your story. Foodies are also highly active online and in their communities, and they like to “brag” about farms and foods they love (which is like free advertising for you!). They’re often busy, and may not have the time to always come and pick up a CSA or come out and spend an afternoon at a U-Pick.



- **Earned**

“Earn” mentions and photos on other Facebook, Instagram, and Snapchat pages

Reach out and ask page owners if they’d share a post/pic of yours

Contact local bloggers and online news sources with ideas for interviews

- **Owned**

Use Instagram and Facebook “Live” to take followers on a virtual tour of the market

Create a blog at your website with gourmet recipes, in-depth profiles on heirloom ingredients

Provide farmers with recipe cards featuring multiple market ingredients

Contact lifestyle magazines to cover the market

- **Paid**

Pay an “influencer” (a social media person or organization with a large following) to promote your market. Use [www.BuzzSumo.com](http://www.BuzzSumo.com) to find influencers near you

Run a Google Ads campaign: you set the budget, target audience, and “bid” on search terms like “farmers markets near me”

Run Facebook/Instagram ads: be authentic, focus on beautiful ingredients!





## The Socially Motivated Consumer

This type of customer “votes with their dollar,” meaning they go out of their way to purchase products that align with a cause they support. Their social causes may run the gamut to include food safety, sustainability, eco-conscious practices, personal health, and humane treatment of livestock. Those who follow religious guidelines – such as Kosher or Halal – are included in this customer group. Like foodies, they want to know the story behind their purchase. The socially motivated consumer’s income ranges from low to moderate, and sometimes high. They may have tough questions for you to ensure that your product meets their cause standards. Sometimes, they are misinformed.



- **Earned**

There are many bloggers and Facebook pages dedicated to niche topics within certain regions (i.e. Vegan, Gluten-Free, Slow Food) – look for them, then contact for a mention!

- **Owned**

At your website, be sure to list out any certifications that any of your vendors carry: certified humane, non-GMO, etc.

- **Paid**

Use targeted Facebook Ads to get your message out! You can narrow down who sees your ad by their interest and location. You can show an ad to those who eat gluten free within a 10 mile radius of your market.



## **Traditional Buyers**

These can be your toughest – but also your most loyal customers. They hold traditional beliefs that since you have “cut out the middleman” through direct marketing, that you should sell your product at a lower price. They are price sensitive and value-driven. However, they love to buy in bulk, so you may be able to offer higher volumes at a lower price i.e. an entire cow or bushels of tomatoes. They are experienced in the kitchen and often can and freeze.



- **Earned**

Submit press releases to traditional media – radio, TV, newspapers – based on when food comes into season (i.e. it's berry season!)

Reach out to other community organizations to do “literature swaps” – you set out literature for the org at your market, they set out your lit at their office!

- **Owned**

Use an email management service like MailChimp or ConstantContact to send professional, informative, “market VIP” newsletters to these loyal shoppers

Use your Facebook page to keep traditional shoppers informed of deals, discounts from farmers and opportunities for bulk buys

Feature specific shoppers – i.e. a “shopper of the week” – on your Facebook page to reward loyalty

- **Paid**

Consider a short “adlet” – a 5-10 second advertisement – on local radio. Keep it simple: “Shop for local produce, meat, and more at the Main Street Farmers Market – every Saturday, 11-2!”

Traditional shoppers love coupons! Use them in newspaper, local newsletters, and other printed publications.



# Who is Going to Do This?

- Community Volunteer
- Pro bono work by a local marketing agency
- Partnership with community college or 4 year university
- Market Manager



Some farmers market  
examples...



Market **VIP**

Fresh **NEWS**



RECIPES  
WITH HEART

# Easy Pumpkin & APPLE MUFFINS

## EASY PUMPKIN APPLE MUFFINS

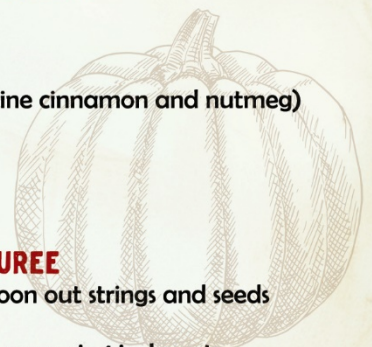
Homegrown with Heart  
in the Sullivan Catskills  
and Found at Your Local  
Farmers Market



HomeGROWN WITH HEART.com

### INGREDIENTS

- ♥ 1 sugar pumpkin, pureed (yields amount of 15 oz. canned pumpkin)
- ♥ 1-2 apples, chopped (you'll need 1 cup total)
- ♥ 2 eggs, beaten
- 2 cups flour
- 3/4 cup sugar
- 1 Tbsp. pumpkin pie spice (or combine cinnamon and nutmeg)
- 1 Tbsp. olive oil
- 1 tsp. baking soda
- 1 tsp. baking powder
- 1/4 tsp. salt




### INSTRUCTIONS FOR PUMPKIN PUREE

1. Remove stem, half lengthwise, spoon out strings and seeds
1. Save seeds and roast them!
2. Place each half flat-side down in a pan in 1 inch water
3. Cover with foil, bake at 375 degrees for an 1 hour, until fork slides in
4. Let cool, remove skin, place in a blender - blend till smooth!
5. You can freeze pumpkin puree for later use

### INSTRUCTIONS FOR MUFFINS

1. Preheat oven to 350 degrees.
2. Mix dry ingredients in a large bowl. Mix pumpkin, beaten eggs, and oil in a separate bowl. Pour into large bowl, add apples, lightly mix.
3. Lightly grease a muffin tin, or use muffin liners. Pour mix into tin.
4. Bake for 25-30 minutes. Makes about 16 muffins.



<http://homegrownwithheart.com/2018/09/13/easy-hOMEMADE-apple-cinnamon-chips/>



eat local ... it's a **SNAP**

# FARMERS MARKETS ROC



**SNAP CUSTOMERS  
GET 40% MORE WITH  
NY FRESH CONNECT  
AT THESE MARKETS!**

**BRIGHTON  
FARMERS MARKET**  
1150 S. Winton Rd.  
(Brighton High School)  
9am-1pm Sundays

**CITY OF ROCHESTER  
PUBLIC MARKET**  
280 North Union St.  
8am-1pm Tuesdays & Thursdays  
6:30am-3pm Saturdays

**SOUTH WEDGE FARMERS MARKET**  
Genesee Gateway Park  
(Mt. Hope & Alexander)  
4-7pm Thursdays

**WESTSIDE FARMERS MARKET**  
831 Genesee St. (St. Monica Church)  
4-7:30pm Tuesdays

**FOODLINK CURBSIDE MARKETS**  
Visit [foodlinkny.org](http://foodlinkny.org) or  
call 211 for schedule information

This material was funded by USDA's Supplemental Nutrition Assistance Program (SNAP). The SNAP program, formerly known as the Food Stamp Program (FSP) in New York, provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, contact 1-800-342-3030 or go to [mybenefits.ny.gov](http://mybenefits.ny.gov). USDA is an equal opportunity provider and employer. In accordance with Federal Awarded LSC Department of Agriculture's policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, religion, political beliefs or disability. To file a complaint of discrimination, write USDA, Director of Civil Rights, Room 214-NW, Wilson Building, 14700 Independence Avenue, SW, Washington, DC 20250 or call (202) 725-4945 (voice and TDD).

Promotion Ideas:

College Days at the Market

Bus transit signs

Postcards to low income households

Newspaper ads in urban newspapers

Banners, flyers and posters

Radio – local shows

Signage in English and Spanish

Market Ambassador Program:

Greet SNAP customers coming into market

Be available to answer questions, explain

process, introduce farmers


























Promote SNAP program throughout the  
community

Arrange market tours for SNAP consumers

Work cooperatively with local NOEPs

# GREENMARKET

B I N G O

				
				
		 FREE SPACE		
				
				

## Jessie's Picnic Shopping Trip

**It's summer!**

Jessie is out of school and ready to have a picnic in the park with her family. She wants to bring yummy foods from the farmers market. Will you help her get ready by finding these things?

Find the **BIGGEST** vegetable at the market.  
What is it called? \_\_\_\_\_

\_\_\_\_\_What is the **SMALLEST** vegetable at the market?

Find a **YELLOW** fruit or vegetable.  
What did you find? \_\_\_\_\_

Find something sold in a jar.  
What is it? \_\_\_\_\_

Find something that grows on a vine.  
What is its name? \_\_\_\_\_

Find something that grows underground.  
How would you eat it? \_\_\_\_\_

Find something that grows on a tree.  
What did you find? \_\_\_\_\_

Jessie wants to know how people get to market. Meet a farmer and ask:  
Where is she or he from? What time do farmers get up in the morning to get to the market?

Jessie likes to try new things.  
Would you try a fruit or vegetable you've never tried before and let her know if you like it?

What did you try? \_\_\_\_\_  
What did you think of it? \_\_\_\_\_

If you were on a picnic with Jessie, what would be your favorite food to bring from the market?




Jessie says, "Thank you for helping me pack for my picnic. I hope you have lots of fun with your family today, too!"



Now, let's talk about building a brand for your market....





**Name:** Typically your market name would include where it is located and/or what is nearby. Oftentimes it will also include your sponsor's name. If you do have a market sponsor or organization in the community you are working with, find out if they have brand guidelines or something already created that you can modify for your farmers market. Remember that you want your market name to be memorable and also individualized.

→ Example:

**Tagline:** A tagline is different from a slogan in that a slogan is for a specific program or campaign your market may run, but a tagline is for the market as a whole. The tagline focuses on three pieces: 1) What do you promise your customers? 2) What are you giving them? And 3) Can you create a double meaning in your tagline?

*Rochester Public Market – “The hands that feed us”*

*Rochester Public Market and consortium– “Farmers Markets Roc”*

*Schenectady Greenmarket – “Buy Local, Eat Local”*

*Fredonia Farmers Market – “Farms Food Health” East Aurora Farmers Market – “Where the Customer Meets the Grower and Producer”*

*Greenmarket – “Garden Teach Recycle”*

*LI Greenmarket – “Bringing Local Food to Local Communities”*



- **TYPOGRAPHY**

 **STYLIZED**

**Script**

**SANS SERIF**

**SERIF**

- **COLOR**

- **ATTITUDE**



### *JOHNNY'S SELECTED SEEDS*

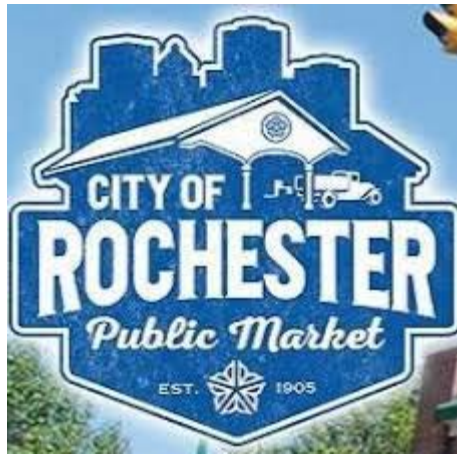
Our company offers SEEDS AND GARDENING SUPPLIES for GROWERS who WANT HIGH QUALITY, ECO-FRIENDLY

### *JOHN DEERE*

Our company manufactures FARM, FIELD, AND GARDEN EQUIPMENT for GROWERS who DEPEND ON RELIABLE, RUGGED MACHINERY.

### *CARHARTT*

Our company produces RUGGED GEAR for WORKERS who LABOR OUTDOORS OR IN HARSH CONDITIONS





# Buy-In & Trademark Infringement

**Once you have come up with a brand that you feel satisfies all the above criteria make sure to ask vendors, community leaders and shoppers at the market for their input. Once you have a final version make sure it can also be utilized on all types of marketing materials (i.e. printed, online, merchandise, etc...) without losing it's quality. Then you are ready to go!**

It's also a good idea to perform due diligence in assessing if your brand is already in use and trademarked. You can enlist help from a pro-bono lawyer. Or, visit the USPTO website and perform a search for your selected name. A simple Google search will also reveal any obvious overlap between your brand, and another one. Even if a similar name is not trademarked, it is still protected under copyright law. Use this roadblock as an opportunity: how can you make your brand name even more unique, and more memorable? You don't want to be confused with another organization anyways!





## Let's Remember What We Discussed Today....

- Creating Marketing Goals, Strategies & Tactics
- Creating a Brand for your Farmers Market
- Creating a Marketing Budget to Fit Your Goals
- Implementation of Your Marketing Goals



## Next Steps

Sign up (if you haven't already) for our next webinar in the series:

Part 3: Finishing Your Plan      February 14th

Consider joining our Shark Tank Business Planning Competition



Questions?

