



Farmers Market Marketing Plan

Marketing Strategy Evaluation & Budgeting





Roadmap for Today

- Evaluation of Marketing Strategies
- How to Track Data
- Putting together a Marketing Budget



End Goal

reach SNAP consumers and encourage them to shop at our farmers market.





How Will I Know If This Is Working?

Important Baseline to Track:

- 1) Likes/Follows/Shares
- 2) Vendor Sales (ballpark by commodity)
- 3) EBT/SNAP sales
- 4) Customer Counts



Supplemental
Nutrition
Assistance
Program

Putting Healthy Food
Within Reach





Now....Implement & Watch....

	Baseline Number	During Campaign	Post Campaign
Social Media Presence (likes/shares/etc...)	6000	7500	9200
Customer Counts (weekly)	250	750	1200
SNAP/EBT Sales	\$250	\$2500	\$5253
Customer survey response to marketing efforts			



What Can You Learn From Tracking?

1) Who is following/interacting with your social media?

→ When you have run specific marketing campaigns what has been impact?

→ If you run a picture versus a blog versus another tactic – which one has gotten the most likes/follows/etc...

2) How many are coming to your market on a weekly basis?

- If you don't know how many are coming to the market, you can't talk about changes

- The most common method is “Rapid Market Assessment”

1) What do your SNAP sales look like?

→ Many markets have a goal of increasing SNAP sales, but not defined



But wait....How much is this going to cost me?





Remember this... Strategy: Increase SNAP redemptions at our farmers market

Current Tactic(s)	Who is Responsible?	How Much Time is Being Spent?	Any Associated Costs?
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

Where Will this Money Come From?





Typical *Income Accounts* for farmers markets include:

Income Accounts	Income Amount	Percentage of Income
Vendor Booth Fees	\$35,000	70%
Vendor Annual Fees (<i>registration, membership</i>)	3,000	6%
Sponsorships	5,000	10%
Grants & Donations	4,000	8%
Fundraising	2,500	5%
Other Income	500	1%
Total Income	\$50,000	100%



What are farmers market expenses?

- Typical farmers market expenses include:
 - Payroll expenses (if your manager is paid)
 - Advertising & Promotion (remember that marketing budget you created in section two, section 2.4?)
 - Insurance
 - Facilities & Maintenance:
 - Supplies & Equipment
 - Office supplies
 - Professional Development
 - Program Expenses
 - Miscellaneous



Farmers Market Expenses...

Typical *Expense Accounts* for farmers markets include:

Expense Accounts	Expense Amount	Percentage of Income
Employees & Contractors	\$32,500	65%
Legal & Professional Services	1,500	3%
Education Expenses (<i>Staff training, e.g. the WSFMA conference</i>)	0	0%
Supplies & Equipment	1,600	3%
Rents & Utilities	4,000	8%
Advertising & Promotions	1,500	3%
Market Music & Events	2,250	5%
Dues (<i>e.g. WSFMA</i>)	650	1%
Insurance	1,000	2%
Taxes & Licenses	2,500	5%
Travel (<i>e.g. to conference</i>)	0	0%
Miscellaneous	500	1%
Total Expenses	\$48,000	96%

Note: If your market manages an alternative currency and incentive program, then you will need to include additional expense and income accounts.



But wait....How Will I Afford This?





How to Create a Marketing Budget...

Venue	Cost per spot	Total spots	Total Cost
Social media:			
Facebook			
Instagram			
Print Ads:			
Newspaper			
Magazines			
Radio:			
Station 1			
Station 2			
Marketing Specialist:	Cost per hour:	Total hours:	Total Cost
Designer			
Copywriter			
Printing			
Total Cost per Campaign			



Who Will Implement This....

Manager

Volunteers

Pro-Bono for Marketing Firm

College Students

Community Partners

??



Shark Tank Competition