

SARE WEBINAR 11.10.20

MARKETING:
STRATEGIES
FOR OUTREACH

CENTERMOST  MARKETING

A hand is holding a map, with the text overlay positioned in the upper right quadrant. The map shows a city street grid with labels like 'Chmielna', 'Wroclaw', 'Parkingu', 'Marszałkowska', and 'Poznańska'.

WHAT YOU'LL GAIN

- Understand why a marketing plan matters
- How to write a “usable” marketing plan
- Marketing strategies including a Paid/Earned/Owned checklist and a content calendar



DO I REALLY NEED
A MARKETING PLAN?



IF YOU BUILD IT, THEY WILL COME.
(NOT WITHOUT MARKETING)

MARKETING IS A MUST...SO IS A PLAN

1. Support Your Farmers & Vendors
2. Enrich Your Community
3. Funding Opportunities/Grants
4. Buy-in From Vendors
5. "Navigation System" with Annual Updates



WRITE YOUR
MARKETING PLAN

A person wearing a light blue button-down shirt is sitting at a dark wooden desk. They are holding a black pen and writing in a yellow notebook. To the right of the notebook is a silver laptop. The background is a solid orange wall.

7 SECTIONS.
ALL WITH PURPOSE.
YOU GOT THIS.

MARKETING PLAN: WHAT'S IN IT?

1-Executive Summary

2-Organization Overview

3-Mission and Vision

4-Situational Analysis (5 C's)

5-Objectives and Benchmarks

6-Marketing Strategies

7-Content Calendar

1-EXECUTIVE SUMMARY (1 Page)

- Write this last!
- Key for funding/grants
- Fifth grade reading level



2-ORGANIZATION OVERVIEW (1 Page)

- The “Big Picture” of your farmers market
- Just THE FACTS
- Important step that comes into play later...

Location

Start/End Date

Day/Hours

Vendor Offerings

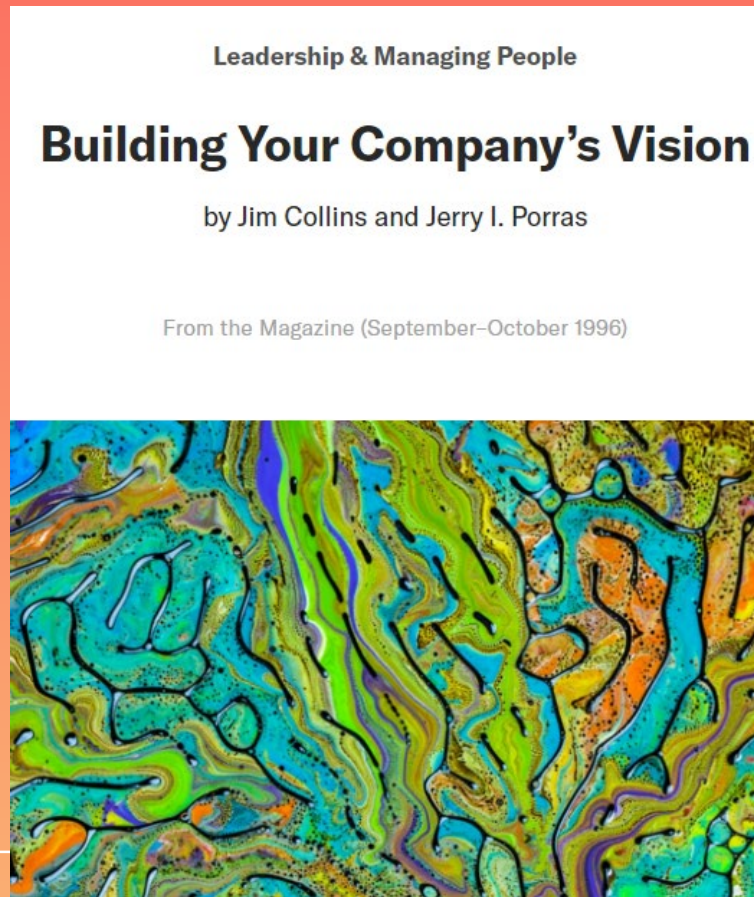
Accept SNAP/FMNP?

Current Marketing Assets

Parking/Conveniences

3-MISSION & VISION (4 sentences)

- What does your farmers market aspire to?
- Recommended Reading!



3-MISSION & VISION (Example)

MARKETS COMMUNITY EVENTS
SUPPORT US VENDORS ABOUT



VISION

The Boise Farmers Market is a community marketplace where local food and agricultural products are available year round and the community can learn about and become engaged in food system issues. The Market is a catalyst and incubator for local food-related activities in the region, and helps to build personal and community self-reliance.

MISSION

The Boise Farmers Market supports a regenerative, healthy food and agricultural system by operating a vibrant marketplace featuring locally grown and crafted products.



4-SITUATIONAL ANALYSIS

(1 page each)

Climate

Competition

Customers

Collaborators

Company (SWOT)

5C's

MacBook Pro

5C's: Climate (1 Page)...RESEARCH!

- MACRO: national, regional trends
FMFNY, National Farmers Market Coalition, USDA,
- MICRO: within your area
County Planning Dept., Cornell Cooperative, NY.GOV, U.S. Census

MACRO: Covid, SNAP/EBT usage rising, interests in "clean" eating, vegan, etc.

MICRO: population overview, agricultural trends

5C's: Customers – Existing + New (1 Page)

Who currently shops at your market?

Income, Age, Ethnicity

What are their shopping habits?

Spend, Frequency

SurveyMonkey.com



5C's: Customers (1 Page)

Based on the CLIMATE, and your OVERVIEW...what types of NEW customers could you attract?

More people receiving SNAP/EBT (Climate)
Located near an office park (Overview)

5C's: Competitors

- Meal kit delivery
- Grocers
- CSAs
- Home gardens
- Other farmers markets

5C's: Collaborators

- What other organizations can help you promote your market?
- Collaborators share the same customers!

Social Service Offices, Office of Aging, WIC

Downtown/Neighborhood Associations

Daycares/Schools

Food Bloggers/

Other Markets

5C's: Collaborators

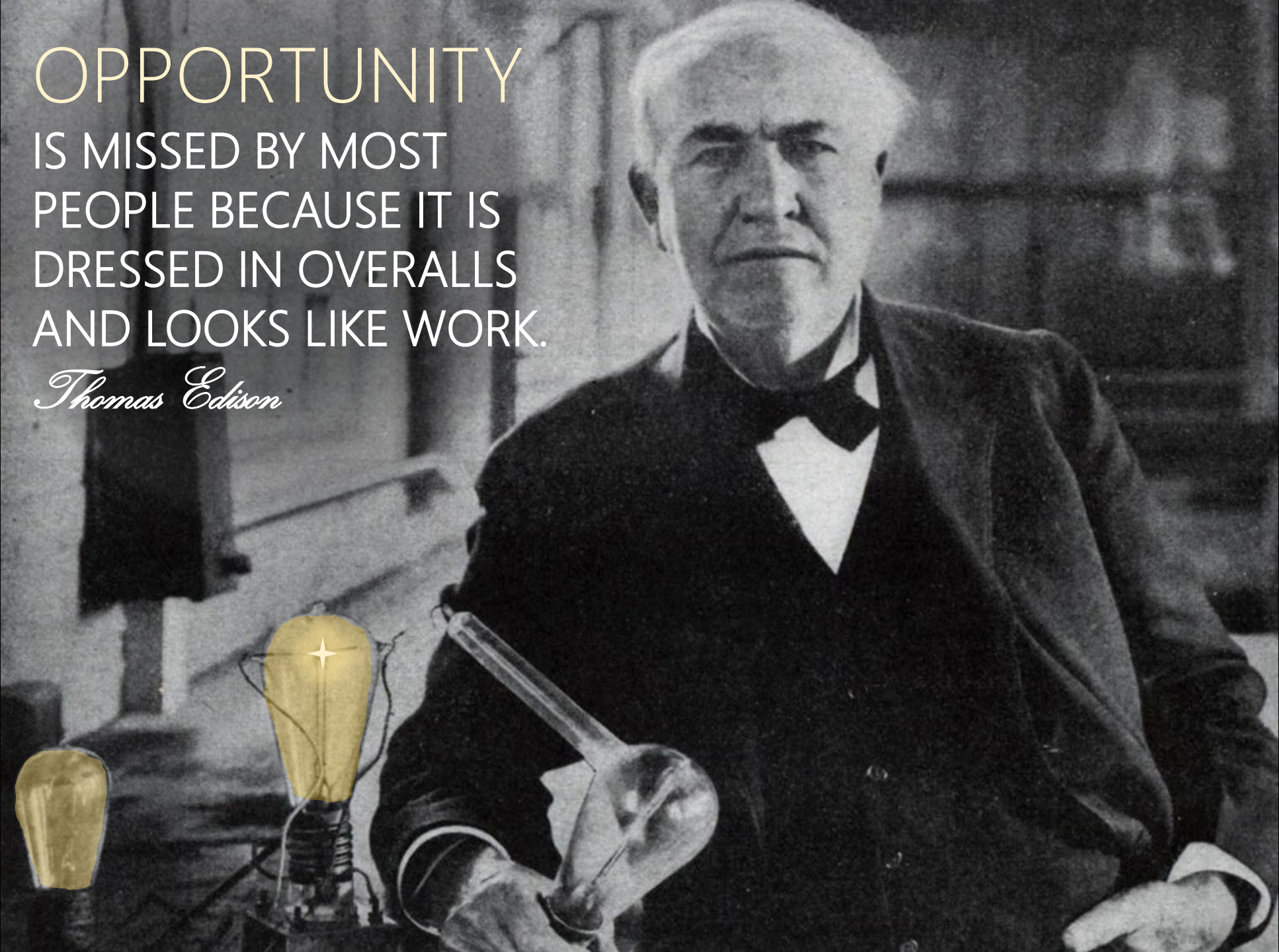
- New York Apple Association
- New York Beef Industry Council
- New York State Berry Growers Association
- Empire State Honey Producers Association
- New York State Maple Producers Association

5 C's: Company (SWOT Analysis)

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

OPPORTUNITY
IS MISSED BY MOST
PEOPLE BECAUSE IT IS
DRESSED IN OVERALLS
AND LOOKS LIKE WORK.

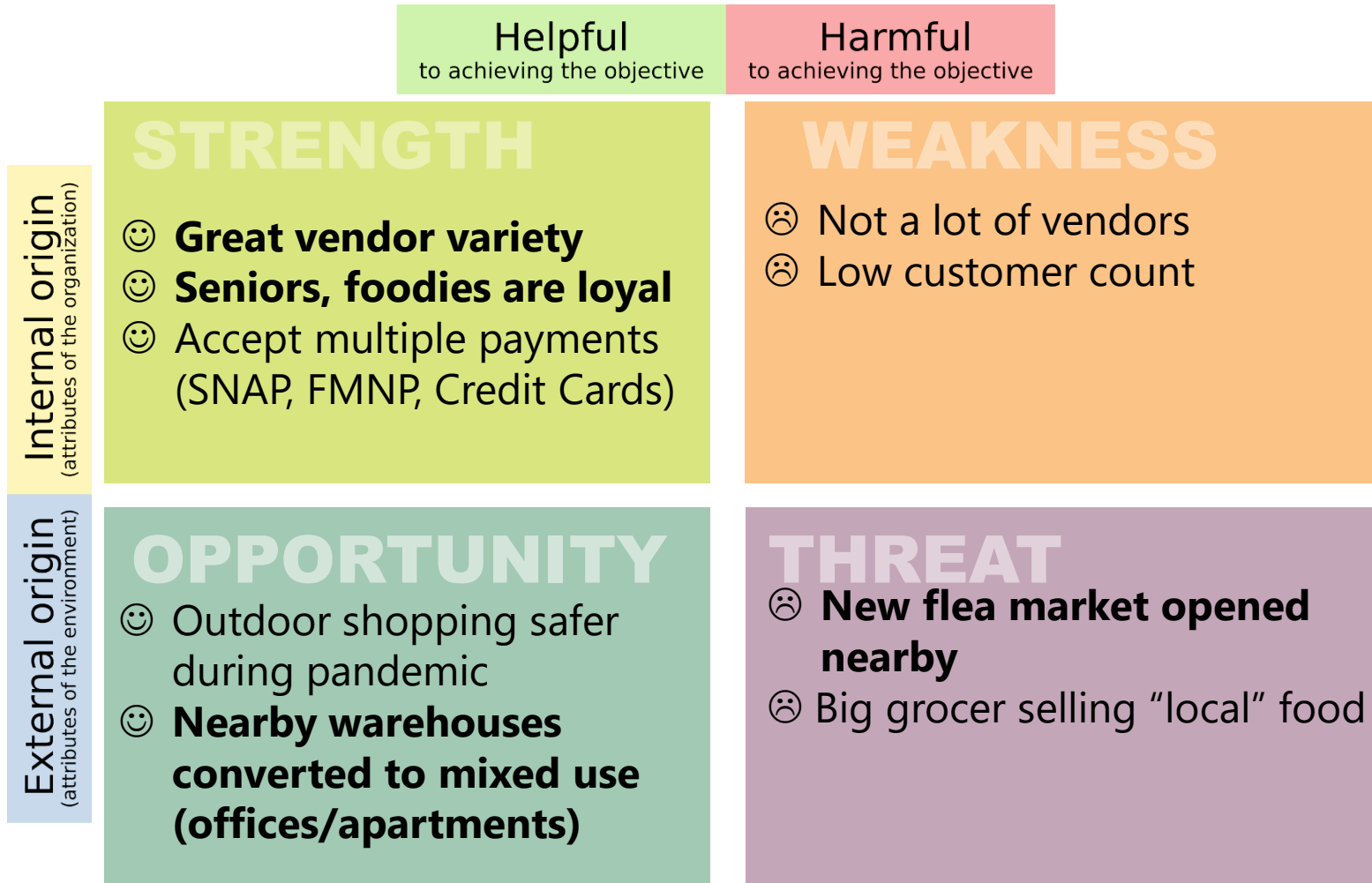
Thomas Edison



SWOT: Find the Opportunity



SWOT Analysis in Action



5-OBJECTIVES & BENCHMARKS

- Your SWOT Informs Your Objectives!

Low Customer Count and Loyal Seniors/Foodies > Increase Customer Count
Accept SNAP and More People Getting SNAP > Improve SNAP Usage
Nearby New Mixed Use Warehouse > Attract NEW Customers

5-OBJECTIVES & BENCHMARKS

- 3-4 total
- Measurable SMART GOALS
- Marketing will help you get there!

Specific
Measurable
Attainable
Relevant
Timebound

5-OBJECTIVES & BENCHMARKS

- Your SWOT Informs Your Objectives!

Low Customer Count and Loyal Seniors/Foodies > Increase Customer Count by 50 per Market
Accept SNAP and More People Getting SNAP > Improve SNAP Usage by 10% Over the Season
Nearby New Mixed Use Warehouse > Attract NEW Customers by 500 Over the Season

Specific
Measurable
Attainable
Relevant
Timebound



6-MARKETING STRATEGIES

STRATEGIES MUST BE CHOSEN THAT ACHIEVE YOUR MARKET'S GOALS

Never do marketing just to do it!

- *Increase customers by 50 people/market*
- *Improve SNAP/EBT usage by 10%*
- *Bring 500 new customers to market*

IDENTIFY TARGET AUDIENCE/S MOST LIKELY TO HELP ACHIEVE YOUR OBJECTIVES

- *Increase customer count by 50 people*

Target: Seniors, families, foodies

- *Improve SNAP/EBT usage by 10%*

Target: Lower Income Community

- *Bring 500 new customers to market*

Target: Nearby new warehouse complex

CREATE MEASUREMENT OF SUCCESS

- *Increase customer count by 50 people*

Target: Seniors, families, foodies

Measure: Customer count 1x per month

- *Improve SNAP/EBT usage by 10%*

Target: Lower Income Community

Measure: Review SNAP redemption report

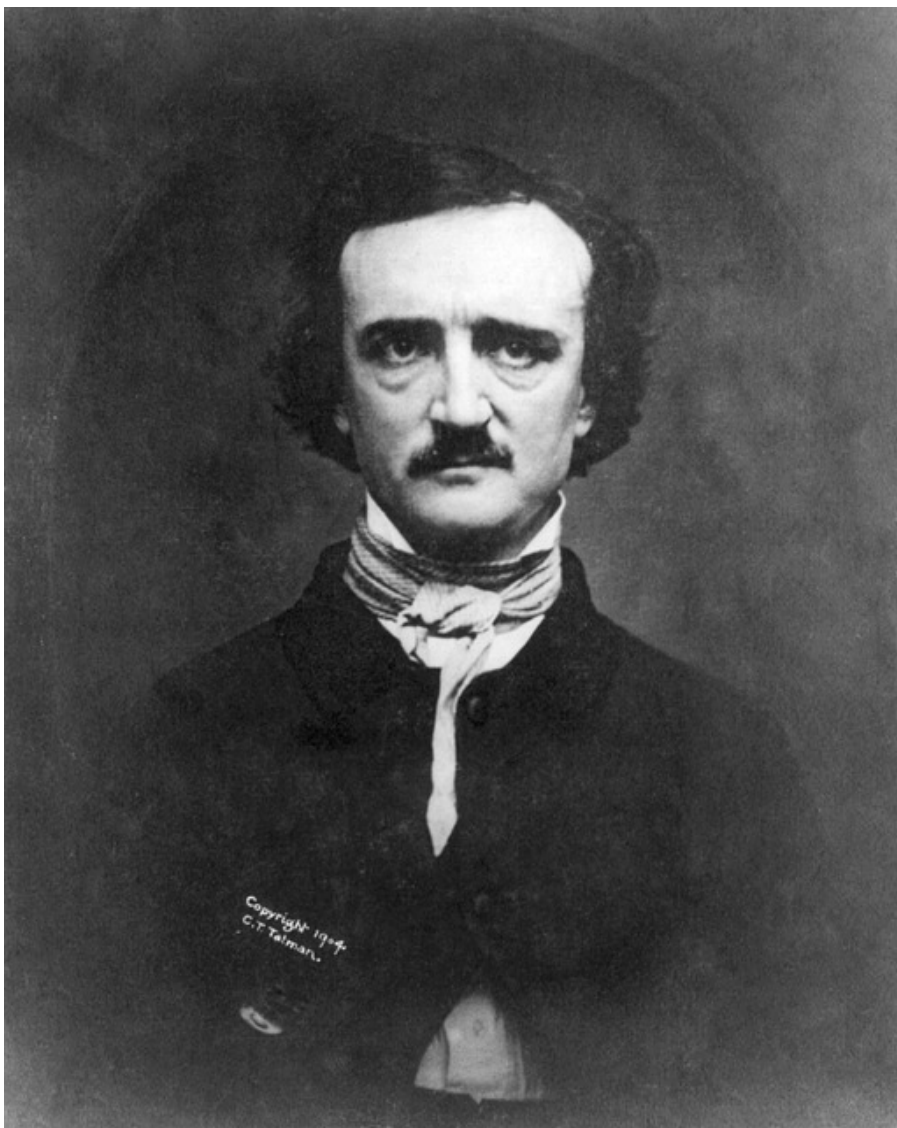
- *Bring 500 new customers to market*

Target: Nearby new warehouse complex

Measure: Create flyer or offer to redeem, count redemptions at season's end

MARKETING BUDGET

- Companies spend 3-6% of gross sales on marketing/advertising
- Farmers markets unique, usually smaller budgets
- Look to grants, sponsorships, cooperative pooling of funds



PAID MEDIA
OWNED MEDIA
EARNED MEDIA

OWNED MEDIA



- ✓ Brochure
- ✓ Flyers
- ✓ Poster
- ✓ Website
- ✓ Your Market's Social Media
- ✓ Profile pages on Google/Bing/Yelp/TripAdvisor etc.
- ✓ Email/e-Newsletter/Text Campaigns

**Use OVERVIEW and MISSION/VISION to populate your owned media with content*



PAID MEDIA

- ✓ Paid Search Campaigns (Google Ads)
- ✓ Facebook/Instagram Ads
- ✓ Influencers
- ✓ "Traditional" Print/Radio/Billboard

EARNED MEDIA "HOLY GRAIL"

Presence on OTHER Media You DON'T Pay For

- ✓ PR Campaign
- ✓ Shares/Endorsements on Social Media
- ✓ (Positive) Reviews on Yelp/Google
- ✓ Listings on Community Calendars
- ✓ Market Ambassadors
- ✓ Tabling/Speaking Events



FREE!

EARNED MEDIA: PUBLIC RELATIONS

- Contact media w/ **NEWSWORTHY** info
- Create media contact list
- Write 1 page press release
- Use <https://www.helpareporter.com/>



WHAT IS NEWSWORTHY?

- Text a friend test
- Market opening
- Demos/events
- Seasonality alerts
- New, exciting vendor

EARNED MEDIA: SHARES ON SOCIAL

Ask OTHER Facebook organization pages, your vendors, and your biggest fans to share and promote your market on social media!

It's the digital equivalent of word of mouth!



EARNED MEDIA: SHARES ON SOCIAL

Create Shareworthy Content! NOT Promotional





#FactortheTractor

- Leave 5 minutes early if traveling country roads
- Farmers are going as fast as safely possible
- They may avoid road shoulders due to debris
- Don't pass until you can SEE no oncoming traffic
(and never pass in a no passing zone)
- Remember, farmers are working hard for you!



Onondaga Grown

★ Favorites · July 26, 2017 · 🌐

Let's keep the awareness going.

#FactortheTractor

We've heard from a few farmers that this message is needed more than ever on our busy country roads. Please share!

Edit

👍❤️👤 51

2 Comments 875 Shares

👍 Like

💬 Comment

🔗 Share



Most Relevant ▾



👤 Author

Onondaga Grown

Thank you everyone for sharing this post. We need drivers to stop risking their lives - and the lives of our farmers - just to save a few seconds!

👍 3

👍 · Reply · Commented on by Lindsay Wilcox · 3y



👤 Author

Onondaga Grown

For more information on SMVs (aka Slow Moving Vehicles including tractors and other farm equipment), check out this brochure:

<http://www.safeny.ny.gov/media/S>



Write a comment...



EARNED MEDIA: REVIEWS

- Illegal/unethical to ASK for *positive* reviews
- But totally ok to ask for and REWARD reviews!

Ithaca Farmers Market

●●●●● 314 Reviews

#10 of 54 things to do in Ithaca

Farmers Markets

Overview

The Ithaca Farmers Market is an owner-operated cooperative market with over 160 members, who grow or produce their wares within 30 miles of the pavilion. You'll find a full spread at the market with something for everyone – hot prepared foods, a... more

🕒 Closed today: See all hours ⓘ

🕒 Suggested Duration: 1-2 hours

📍 Address: 545 3rd St Steamboat Landing, Ithaca, NY 14850-3208 [Map](#)

✎ [Improve This Listing](#)



EARNED MEDIA: COMMUNITY CALENDARS

- FCC requires major media to promote community/non-profit causes
- Radio/TV/Newspaper websites

The screenshot shows the homepage of NEWSRADIO 570 WSYR. The top navigation bar includes links for News, Weather, Traffic, On-Air, and Connect. A search bar is located on the right. The main content area features a large '570 WSYR' logo with the tagline 'Now on 106.9FM'. Below the logo, there are sections for 'Weather & Traffic' (showing 19 degrees and alerts), 'The Feed' (with sub-sections for Latest, Blogs, News, Photos, Audio & Video), and 'Photo Gallery'. A sidebar on the right contains a 'Listen Live' button, a 'Register for 570 WSYR VIP' link, and a 'Join Rush 24/7 Now' promotion. The bottom of the page features a 'Featured' section with a video player and a link to 'School Closings & Cancellations'.

The screenshot shows the 'Calendar' page on the 570 WSYR website. The page header includes the 'Listen Live' logo and the station's name '570 WSYR Syracuse's News, Weather & Traffic'. The main content area is titled 'Calendar' and shows a list of events for January 2016. The events listed are:

- Jan 22** Sweeney Todd - The Play! Presbyterian Education Center • Fri, Jan 22, 2016
Baldwinsville Theater Guild presents SWEENEY TODD At the Presbyterian Education Center, 64 Oswego Street, Baldwinsville Every Friday and Saturday evening at 8pm January 22 nd – February 6 th . Special Sunday Matinee... [More Information »](#)
- Jan 23** Symphoria: Orchestra Spotlight: Mozart & Beethoven Crouse-Hinds Concert Theater at Oncenter • Sat, Jan 23, 2016
Symphoria principal winds are showcased in this performance with Mozart's Sinfonia Concertante and Beethoven's Symphony No. 4 [More Information »](#)
- Jan 23** Sweeney Todd - The Play! Presbyterian Education Center • Sat, Jan 23, 2016
Baldwinsville Theater Guild presents SWEENEY TODD At the Presbyterian Education Center, 64 Oswego Street, Baldwinsville Every Friday and Saturday evening at 8pm January 22 nd – February 6 th . Special Sunday Matinee... [More Information »](#)
- Jan 29** Sweeney Todd - The Play! Presbyterian Education Center • Fri, Jan 29, 2016

On the right side of the page, there is a 'Browse by Date' section for January 2016, which includes a calendar grid. The grid shows the following dates: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31. Below the calendar grid is a 'Submit An Event' button. At the bottom of the page, there is a 'Community Calendar' section.



7-CONTENT CALENDAR

7-CONTENT CALENDAR

- Keep everything organized in one place!
- Update year after year
- Always be ready with CONTENT and inspiration for your PAID, EARNED, and OWNED media!

1	Day	National Day / Event / Focus Area	Social Graphic	Post Link or Share	Website	Public Relations	Email	Advertising Buys	Other / Notes
23	Sun								
24	Mon		Create Seasonality Update Graphic		Add new signups	Prep Contact List for Press Release			
25	Tue	National Strawberry Parfait Day		Post Link to Strawberry Blog					
26	Wed		Wisdom Wednesday		Blog #3: Dairy Topic				
27	Thu					Send Press Release about Farm Fest	Send to Announce 2020 Farm Fest Date	Facebook Buy to Announce 2020 Date	
28	Fri		DAIRY Farmer Friday Video						
29	Sat				Blog #4: Beef Topic				
30	Sun		Post Blog #3: Dairy, reminder to support dairy						

CONTENT CALENDAR: "HOLIDAYS"

- Surprising holidays, 1000s to choose from...great social media exposure
- www.holidayinsights.com
- Use #hashtags to promote
- Always cross check on Google
- Inspire your EVENTS & PROMOTIONS

EXAMPLE: June 4th National Cheese Day

- If market held that day, sampling...a great PR opportunity
- On social media, feature cheese vendors or do poll about favorite cheese
- Send an email with a fun subject line "Not to be cheesy, but..."

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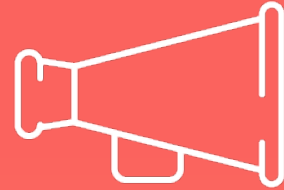
3-Mission and Vision

4-Situational Analysis (5 C's)

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THANK YOU!
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CENTERMOST  MARKETING

The logo for Centermost Marketing, featuring a stylized white 'M' with a location pin icon integrated into its top curve.