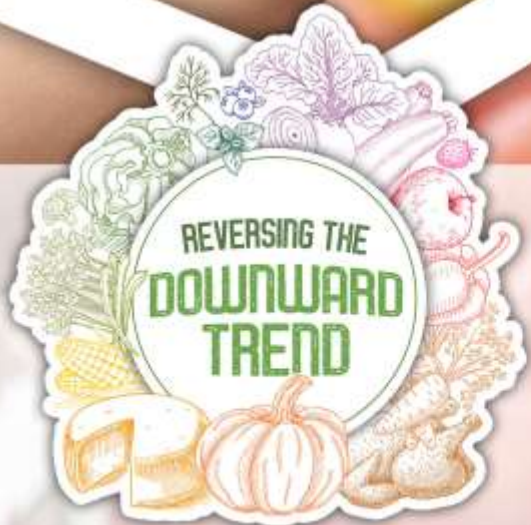


# Branding and Marketing Basics



**2020 PRESENTATION SERIES**  
FOR ADAPTING FARMERS MARKETS  
TO MATCH CONSUMER TRENDS



# Project Collaborators



This material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, through the Northeast Sustainable Agriculture Research and Education program under subaward number ENE18-150.

## Survey and Survey Analysis

Cornell Partner Charles H. Dyson School of Applied Economics and Management,  
College of Agriculture and Life Sciences, Cornell University  
Cornell Team: Todd M Schmit, Roberta M. Severson and Ekubo Sawaura

## Toolkit Authors

Laura Biasillo, Cornell Cooperative Extension of Broome County  
Diane Eggert, Farmers Market Federation of NY  
Lindsay Ott Wilcox, Centermost Marketing LLC

## In Cooperation With

Erin Buckwalter, NOFA-VT  
Amy Crone, Maryland Farmers Market Association  
Ginger S. Meyers, University of Maryland Extension  
Devon Whitley Deal, Community Involved in Sustaining Agriculture (CISA)



# Project Overview

How This Toolkit Came to Be...



# Project Background

- Farmers Market Federation of New York learns of record drops in farmers market attendance, vendor sales in 2017 & 2018
- Other markets nationwide seeing same “downward trends” ...but why?
- Through a NESARE Grant, able to launch a consumer survey in 2018



# Multi-State Effort

- Cornell Cooperative Extension + orgs in NY, Western MA, MD, VT created survey
- Goal was 500 responses per state | 3800 responses achieved!
- Survey captured data on 3 types of customers:
  - ✓ Market Flagbearers
  - ✓ Casual Market Shoppers
  - ✓ Non-Market Shoppers



# What Did the Survey Reveal? 10 Key Insights

1. Local food valued by all 3 consumer groups
2. Convenience is king
3. Customer service matters
4. Perception remains that markets are \$\$\$\$
5. Pricing should always be displayed
6. Demand for diversity of items and amount of vendors
7. Farmer/customer relationships NOT motivating for all
8. Many are intimidated by farmers
9. Belief that markets should be environmental stewards
10. Customers want to feel VIP and have a pleasant visit



# Adapt Markets to MEET Consumer Needs

- After *Cornell Dyson School of Applied Economics* analyzed survey and wrote report, multi-state team collaborated on toolkit
- Toolkit features 17 modules in 4 focus areas:
  - ✓ Marketing
  - ✓ Programs & Services
  - ✓ Enhancing the Experience
  - ✓ From the Farmer's Perspective
- Toolkit gives practical guidance, goal is to stimulate ideas for your own market & community!





# BRANDING BASICS

## Situation





# Situation: Consumers Not Thinking Markets First

- Yes, customers are seeking out local food
- No, they are NOT always thinking farmers markets first!
- In fact, casual shoppers think of grocers first



# Situation: Grocers Confusing Customers!

- Logos and marketing materials with rustic look
- Signage that says “locally grown” but local is just the STATE
- Actual market setups with awnings within stores or right outside
- Focusing on “family farms” as a value point instead of focusing on local i.e. grocer in Syracuse with signage of a family in Pennsylvania





# BRANDING BASICS

## Solution



# Solution: Clear Up Confusion, Strengthen Your Brand

- What IS a brand?

*Business Name | Logo | Tagline | Typography | Color | Attitude/Personality*

- Strong Brands are **1.Unique 2.Memorable 3.Consistent**



# Solution: Why Branding Matters

- Differentiate your market from competition (grocers, other markets, etc.)
- Be more recognizable in community
- Vendors can create more revenue!
- Customers more inclined to talk about your market



# Solution: Optimize the 6 Brand Elements

- Name: Location, history, features
- Logo: Focus on symbols that represent market
- Color: 1 or 2 colors ideal
- Tagline: A promise to customers
- Typography/Font: *Script*, Serif, Sans Serif, *Styled*
- Attitude/Personality: If your brand were a person...



# See it in Action: Rochester Public Market



# See it in Action: Oneida County Public Market







# BRANDING BASICS

Support



# Support: Where to Turn for Branding Help



- Local ad agency
- College or university class
- Local crowdsourcing





# MARKETING ON A BUDGET

## Situation



# Situation: Marketing is a Must, But...

- Most markets non-profits with small staff & budget
- Yet, marketing is essential to showcase your brand, and get the word out!





# MARKETING ON A BUDGET

## Solution



# Solution: How to Pay for Marketing

- Vendor fees
- Company sponsorships
- Media sponsorships (see below)
- College classes
- Trade or pro-bono programs
- Grants!





# MARKETING ON A BUDGET

Support: 8 Ideas



# #1 Digital Homebase

- A digital homebase is a must
- It could be a website or even a Facebook page
- You can hire a web designer or use [www.squarespace.com](http://www.squarespace.com)





## #2 Flyers and Posters

- You can do a lot in Microsoft Word and Publisher!
- See Design 101 Guide in the addendum of the toolkit
- Include essential information on posters and flyers
- Distribute to local businesses in the area
- To print, use [www.Vistaprint.com](http://www.Vistaprint.com) or a local print shop



# #3 Earn Press Coverage

- Use public relations to get the word out about your market
- Write a 1-page press release
- Distribute to local media: Newspapers, TV, radio stations, bloggers, etc.
- Sign up for [www.HelpaReporter.com](http://www.HelpaReporter.com)



## #4 Stand Out with a Sign!



- Ask someone to stand out and flag customers to your market
- This is in addition to yard signs and A-frame signs that no one needs to hold up



# #5 Get Listed and Claim Your Space

- Set up or claim your profile on Google, Yahoo, Bing, Yelp, Trip Advisor
- Be sure all info is correct
- Include food directories too
- Is there a buy local program in your area?
- Media calendars



## #6 Run a Google Ads Campaign

- When someone Googles “local food” wouldn’t it be great to show up?
- It’s possible with Google Ads and you can select any amount to spend
- Get started at [www.google.com/ads](http://www.google.com/ads)



# #7 Email Marketing is a MUST! Why?

- 44:1 return on investment!
- 72% of customers prefer to hear from businesses via email
- It can be FREE
- It's trackable so you can see performance metrics



# #7 Use an EMS to Send Emails



It's summer-meets-fall at the farmers market! Summer favorites like tomatoes and melons are still being harvested fresh from the Catskills. You'll also find fall goodies from apples to squash, cider to potatoes, grapes to pumpkins...and more. Find a market near you!

- Don't use your personal email!
- Use Email Management Software (EMS) like [www.MailChimp.com](http://www.MailChimp.com)
- MailChimp is free for up to 1,500 emails!
- You'll get access to free design templates!



# #7 Collecting Emails is Important

## **Share Your Email**

**Get Occasional Emails with Recipes,  
Market Updates, and Offers!**

- Create simple sign up sheet
- Market manager should always “make the ask”
- Provide a special gift
- Use Facebook sign up button

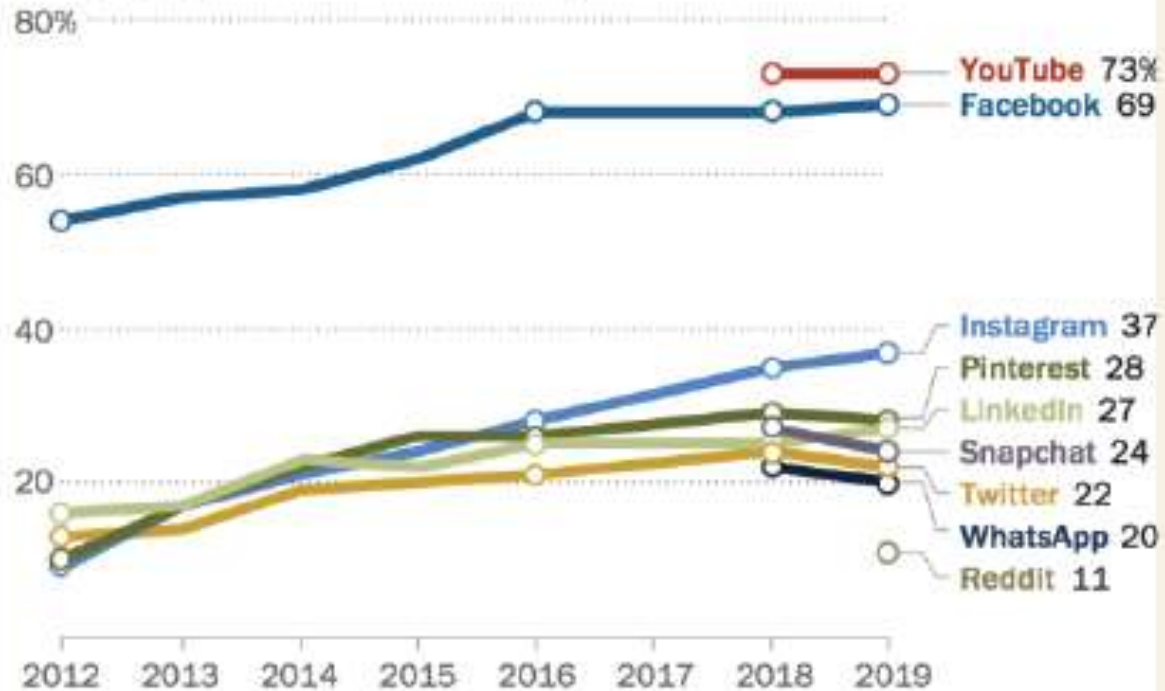




# #8 Paid Facebook Advertising

## Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

*% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone:*



- Facebook is used by 69% of adults
- It's VERY affordable
- You can customize what type of advertising you want to do



Questions? Ideas to Share?

