

A stylized, colorful illustration of a landscape. The foreground features rolling green hills with dark brown soil patches. On the left, there is a green tree, a purple flower, and an orange flower. A small red bird is flying in the sky above the tree. The background consists of layered, wavy blue and white bands representing a sky or water.

Marketing Tips for Your Market Stand

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Mar-ket-ing [máarketing]

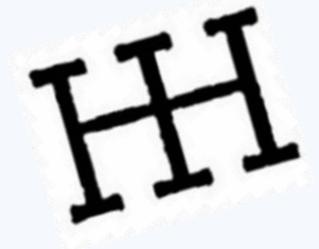
- 1. selling of products or services: the business activity of presenting products or services in such a way as to make them desirable

Marketing Your Farm

- Branding- what is it?
- Presentation
 - You
 - Your Product
 - Merchandising
 - Signage
- Other Sales Opportunities at market
- Social Marketing
- Like a good neighbor, my farm is there

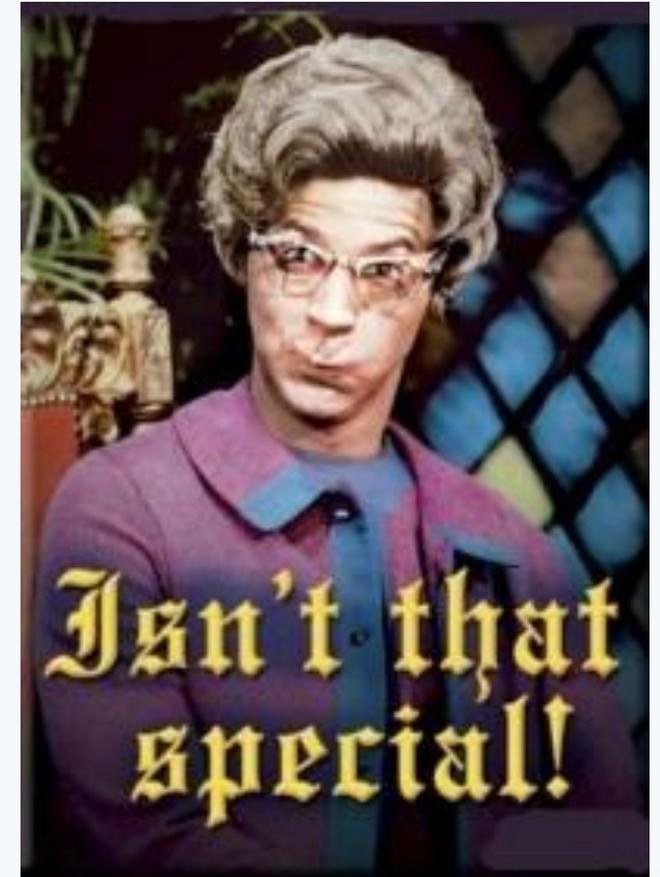
What is your “Brand”- communicating your message visually

- Who are you? What are your values? What message do you want to convey?
- Fun...Relaxed...Ethnic...Modern...Rustic...Earthy...Streamlined
- Set up your stand to visually reflect your values and message. Tablecloths, signage, workers, everything should say “My Farm!!”
- Have consistent visuals between all of your public impressions so that people will know they have found the place they saw on the internet, at the home show, at another market, etc.
- Website, business cards, market stand, labels, etc



Marketing YOU (Relationship Marketing) What makes you so special? Why should they buy from you to begin with and why should they come back?

- To get them to walk toward your stand
make yourself welcoming
 - eye contact (hi, how are you?)
 - body posture (are you happy to talk to them?)
 - stools and chairs (are they interrupting your siesta?)
 - clean clothes & body ('nuf said- ew)
 - phones and electronics (headphones? really???)
- Learn lots of ways to use your product.
Recipe books, google, asking customers how they would prepare it. Engage people in conversations about what you grow.



Marketing YOU (Relationship Marketing)

Continued...

- Get comfortable communicating your message-over and over again-with a smile. It isn't their fault you already said it 20 times today.
- If you are not comfortable speaking with people, get someone to help you out. They will pay for themselves with increased sales and good will.
- People will NOT come back to your stand if you are a grump. No matter how great your product is!!



Merchandising- laying it out

- Tent or Umbrella Placement? A weighty decision!
 - Your customers. Are you going to make them stand in the rain? In the hot sun?
 - Path of the sun/wind. Place your tables so your product is sheltered if need be
 - Traffic Flow. Is it obvious how to move through your stand?
- Leave an empty space on your table for people to set down packages and get out their money!
- Triangle merchandising





Merchandising continued...

- Use height to your advantage. Go vertical, while not blocking your customers from talking to you
- Use baskets, pails, crates etc to help you. If they can't be washed, consider using towels or fabric

Product Presentation

- Walls of produce sell well and give the impression of abundance- think roots (beets, carrots, radish) or corn
- Bunches clean and well manicured- trim bad leaves and make ends even
- If bagged, keep it from the sun or bag only a few at a time
- Keep it fresh! Spray bottles with water, damp towels or newspaper, buckets for bunches



Presentation continued

- Mix colors and textures-
leeks and scallions next to
each other might be
confusing and the straight
habit would be nice to
break up some other
greens

Signage!!

- Farm sign- banner or A-frame. Local sign shop can help you make them for less than \$200. Or you can make them yourself.
- Chalkboards- great but erase easily. Try Chalk Ink
- Dry Erase vs. Wet Erase vs. Sharpie
- Hand sanitizer makes a great sign cleaner!
- Very important for Meat vendors

Marketing beyond the tent. Other opportunities at market.

- C.S.A. pick up at the market stand. I used to do it for my veggie CSA and now I have an Egg CSA. Helps bring people to the market and get them invested in your farm.
- Buyers Clubs/ Debit Accounts- customers prepay for their product and the farmer debits the amount of their purchases as they are made.
- Accept credit cards!!! Once customers know you can take credit, their \$5 purchase becomes \$15! Smartphone apps like Cube and Square make it easy and inexpensive. You can set a minimum, too... (more sales!!)
- WIC and SNAP

Social Marketing- free and vital

- Facebook- very easy but they don't show all your posts to all your customers who follow you. The ads don't work- don't waste your money. Except if you are the market manager!
- Twitter- 140 character limit and most farmers seem to use it in a more personal way.
- Instagram-Photo service for those who like to take pictures. Can tag other farms, hashtag, etc
- Pinterest- heavily female audience. You can make different boards for recipes, businesses you support, photos, etc
- E-newsletters – Constant Contact, Mail Chimp offer services or you can DIY
- Blogs- the best ones are good writers who are regular posters.

Best marketing tactic? Be a good neighbor!

- The rising tide lifts all boats!
- A bad attitude toward your neighboring vendors can lose you sales because most people don't feel comfortable shopping with a catty vendor. A good attitude will get you recommendations from other vendors, reflects well upon your business values and will lead to a much more pleasant season at the market
- When suggesting recipes, be specific about which other vendors customers can go to for the ingredients needed
- Bartering is awesome! Retail to retail bartering is fair for everyone. After they use your product they are going to be much more likely to recommend your stand to their customers



That's all folks!!

Have a great market season!!