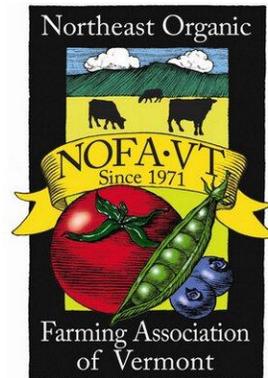
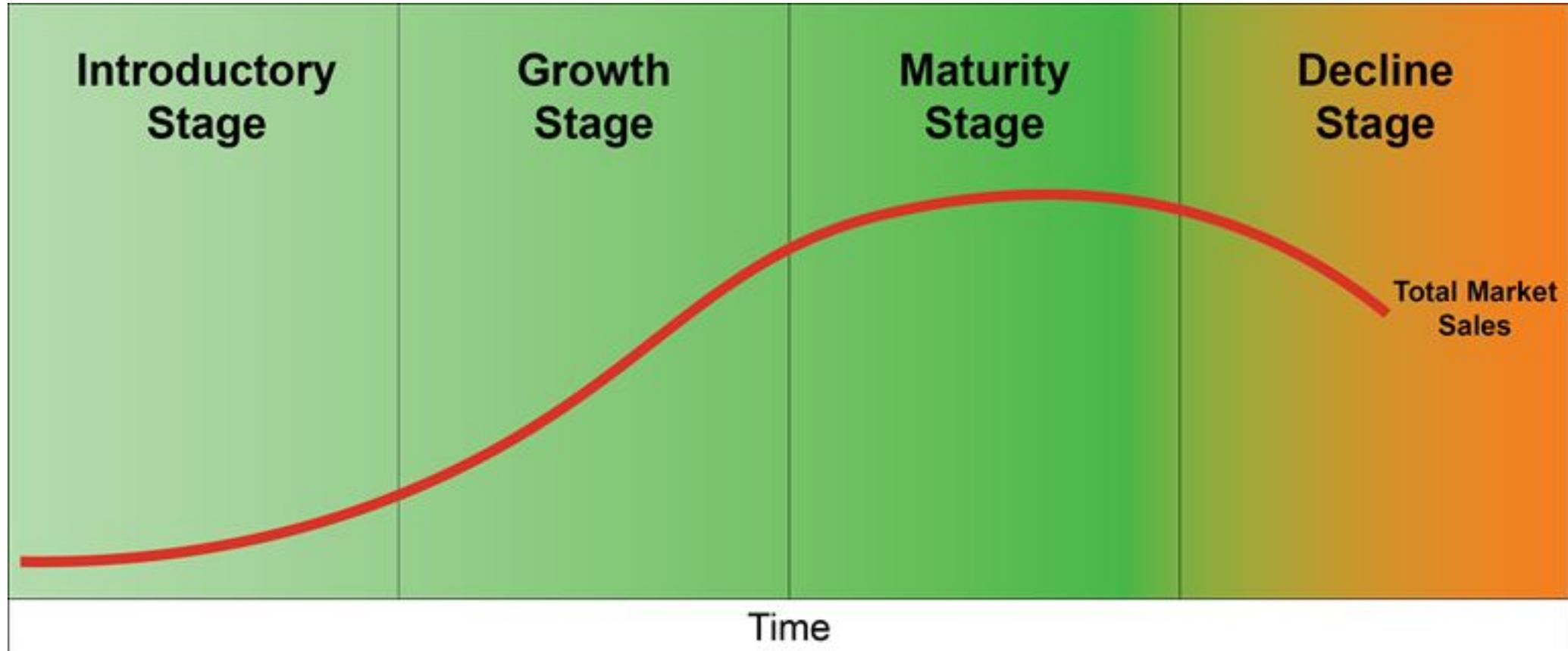

Marketing Campaigns: Why and How



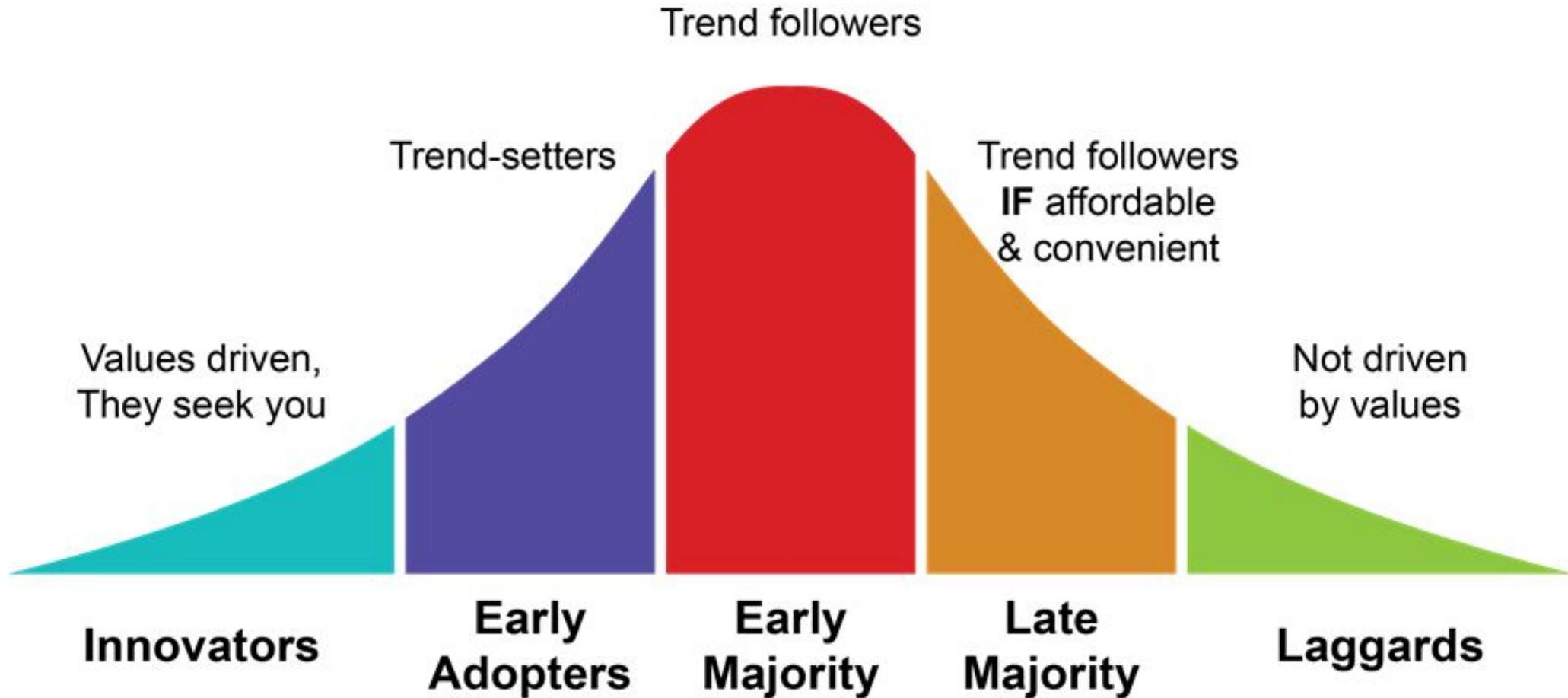
Agenda

- **Why do we need marketing?**
- What is marketing?
- Features and benefits – defining the value proposition.
- Identifying target customers
- Setting up your marketing campaign with goals and success metrics
- Campaign design & budgeting

The Local Foods Market Is Maturing



Customers Change as the Market Matures



Surviving in a Mature Market

1. Understand your customer
2. Use market segmentation
3. Innovate if necessary: new products, services, availability
4. Keep your brand fresh
5. Be able to withstand price pressure
6. Provide a great customer experience
7. Focus on increasing communication and visibility

Innovate to Stay Fresh

- Services
- Offerings
- Value Adding
- Accessibility

Case Study: Evolution of Walmart

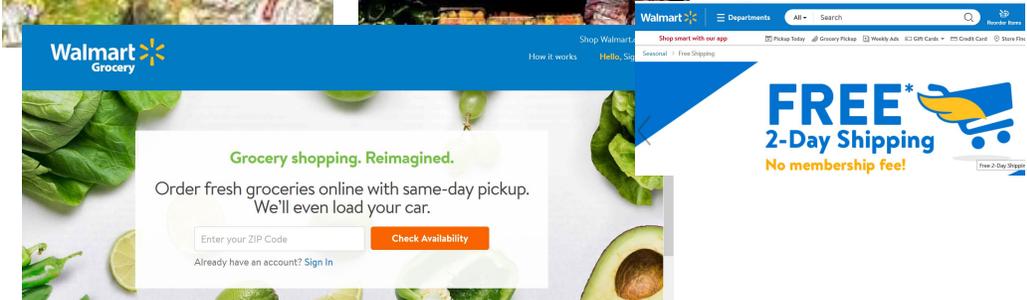
original product and service:
brick and mortar, low cost basic necessities



expanded offerings... food!



new innovations:
organic food, local food!;
new services:
online ordering, home delivery (free shipping!)



Embrace Rebranding to Stay Fresh



Increase Penetration or Expand Targets?

Grass isn't always greener on the other side...

Maintaining and Expanding Market share

- Easiest customer to attract is your existing customer
- Cheapest customer to attract is your existing customer

Focus on increasing the rate (# of visits/year) and dollar value (\$ spent/visit) of your existing shoppers

Communicate Value To Withstand Convenience and Price Pressure

Understand what the competition offers, identify what your customers value about you to effectively counter convenience and price propositions. You must effectively communicate your value proposition.

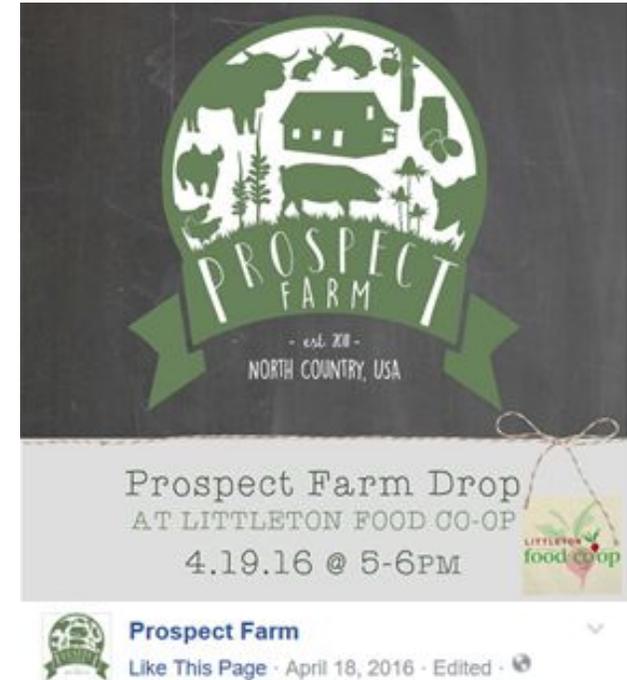
Can you cultivate brand loyalty in your existing customer base such that they withstand the charms of convenience and price and still choose to shop at the farmers market?

Provide a Great Customer Experience

- Outstanding quality & service
- Trustworthy & reliable
- Personal interactions
- Friendly
- Product info
- Authenticity & transparency

Increase Communication & Visibility

- Unique strengths
- Features & benefits
- Differentiation
- Consistency & repetition



Remember to place an order today to have it delivered to the Littleton Food Cooperative Tuesday, April 19th, 5-6pm. We're also having a flash sale in honor of Earth Day! Check it: <http://bit.ly/earthdayflashsale>

Screenshot credit: Prospect Farm

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**When you think of Marketing
what comes to mind?**

Marketing

- the vehicle implementing your sales goals
- responsible for every interaction with your customer



photo credit: Adam's Berry Farm

placement



photo credit: Hartshorn Organic Farm



photo credit: Rogers Farmstead

packaging



photo credit: Sweet Rowen Farmstead

product



photo credit: Lantmans Market

pricing

customer service



Your pre-ski super power

Butterworks is VT's

**Backcountry
Breakfast ...**



Energizing Vermonters, bodies and souls since 1977.
Pick up a quart of our 100% grass-fed, organic whole milk,
plain yogurt on sale at City Market January 8th-14th!

And stop in from Noon - 3pm Friday January 12th to visit
with Christine and Ellie and taste Butterworks yogurt in a
crunchy granola parfait!

promotion

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Market Research

1) Establish the features/benefits of your product

Are you addressing a need?

Improving an existing solution?



Carrots...



Certified Organic Carrots



Market Channel Features and Benefits

Healthy Living Case Study



ALWAYS FRESH.
Sign up for our newsletter!

Your Email Address

[f](#) [t](#) [p](#) [i](#)

ALWAYS FRESH.
SIGN UP FOR OUR NEWSLETTER!

Your Email Address

SIGN UP

Hi! This is the Healthy Living Guest Service Team. Thanks for chatting with us...

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ON SALE NOW
**Fresh Jumbo Red
And Green Grapes**
\$2.29/lb - you save \$1.20/lb



ON SALE NOW
**Seventh Generation
All-Natural Cleaners**
2 for \$6 - you save \$1.98

Hi! This is the Healthy Living Guest Service Team. Thanks for chatting with us...



NEW PRODUCT
**Organic Turmeric -
New Crop!**
Excellent antioxidant and anti-inflammatory properties

Celebrating Women in Business

As a woman-founded and women-owned business, supporting other female business owners is extremely important to us. So, take a moment to meet some of the women behind your favorite local brands!

Hi! This is the Healthy Living Guest Service Team. Thanks for chatting with us...



Wayfair TV Spot, 'The Musical'



Wayfair TV Spot, 'My Secret Weapon'



Wayfair TV Spot, 'Game Changer'



Wayfair TV Spot, 'The Musical: Remix'



Wayfair TV Spot, 'Big Stuff Ships Free'



Wayfair TV Spot, 'Holidays'



Wayfair TV Spot, 'Your Way'



Wayfair TV Spot, 'Save a Ton: Drop the Mic'



Wayfair TV Spot, 'I Can't Explain It'



Wayfair TV Spot, 'Covered: More Ways'

<https://www.ispot.tv/ad/7FGg/wayfair-just-what-i-need>



Wayfair TV Spot, 'Just What I Need'



Wayfair TV Spot, 'Bring Your Home to Life'

Activity – What are your market’s features and benefits?

FEATURES

- Organic
- Local
- Grass fed
- Seasonal
- Diversity of products
- 50+ vendors
- Clean and ready to eat
- Unique products
- Freshly harvested
- EBT and debit cards accepted
- Open all year long
- Concerts and events
- Brand new products

BENEFITS

- Keep synthetic chemicals out of your body
- Support a healthy earth through sustainable agriculture
- Feel good about supporting your local economy
- Participate in a thriving economy
- Enjoy food that is at its peak freshness
- Enjoy a broad selection of items to purchase
- Reduce shopping time by finding you want in one place
- Enjoy the health and flavor benefits of food at its peak freshness
- You are not limited to cash only sales
- Easy to make the farmers market part of your weekly routine
- Experience fun entertainment
- Enjoy the adventure of trying new foods
- Have fun with your friends and neighbors

Agenda

- Why do we need marketing?
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- **Identifying target customers**
- Setting goals and measuring success
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Market Research

2) Who Are or *COULD BE* Your Target Customers?

Early adopters... mainstream?

Local... national?

Millennials *AND* baby boomers?

How can your product appeal to a broader consumer base?

What are their needs & values?

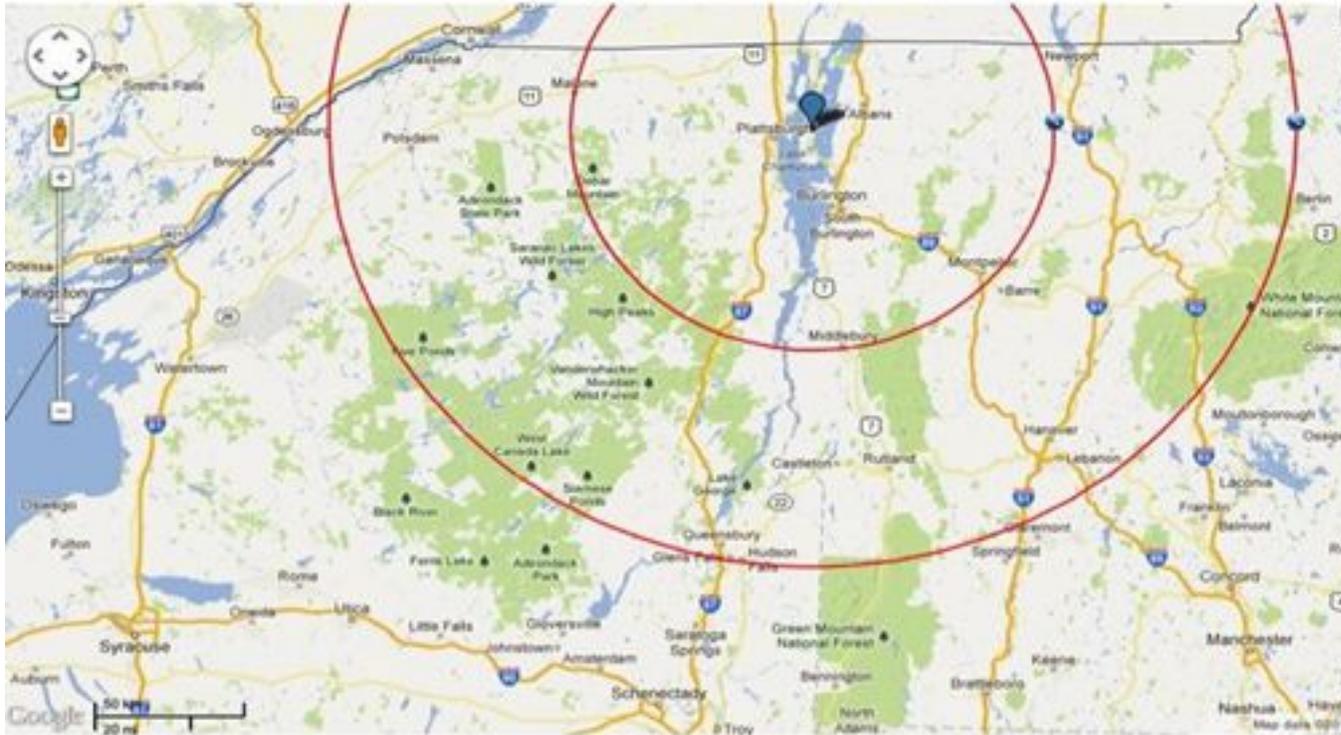
How do you reach & resonate with them?



Feast & Field Market, photo credit Chloe

Market Research

3) Size and Scope: How many of them are there?



Market Research

- How?
 - Customer counts
 - Customer surveys
 - At market
 - Online
 - Community surveys
 - Census data
 - Scoping the competition & colleagues
 - Other third party research- food industry publications, local news, other

Activity – Who are your target customers?

Cultural grouping:

- Back to the lander
- Dedicated localvore
- Aspiring Vermonter
- Traditional Vermonter

Recreational grouping:

- Wine enthusiasts
- Second homeowners
- Outdoor enthusiasts
- Tourists – Bus/Tour Group
- Tourists – Culinary/Beer

Employment/affiliation grouping:

- Eco-conscious college student
- K-12 school community
- Employees of significant local employer
- Municipal & elected officials

Life circumstances grouping:

- Grandmas & Grandpas
- WIC and EBT recipients

Activity – Need to refine value proposition?

- Does your value proposition speak to your target customers?
- Can you refine it to speak more directly to your target customers needs?

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What is a Marketing Campaign

A series of **specific activities** used to market a product, service, or channel to meet **defined goals** with impact assessed through **measurable outcomes**.

Marketing Campaigns have four primary goals:

1. Build awareness
2. Direct
3. Influence
4. Expedite

Building a Marketing Campaign

- Establish goals and objectives for the marketing campaign
- Develop budget
- Identify strategies and tactics to achieve the objectives
- Prioritize them based on return on investment, budget and resource availability, timeframe
- Implement your tactics
- Track your results and evaluate your Return On Investment (ROI)

Establishing Goals

- Develop goals that are specific and can be evaluated with measureable outcomes.
- Goals should support your broader business plan and financial targets.
- Goals are stronger when they address specific target audiences and business goals.
- Goals should be reasonable and realistic within your campaign budget.

Defining Measurable Outcomes

Defining measurable outcomes empowers you to measure the success of your marketing investment.

If you don't measure the impact, how will you know if your money, time, and resources were well spent?

Tips:

- You want to be able to measure your outcomes, so don't make them too complicated.
- Build trackers into your campaign materials so that you easily evaluate their impact

Understanding ROI

ROI formula:
$$\frac{\text{New revenue generated} - \text{Cost of marketing investment}}{\text{Cost of marketing investment}}$$

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Activity - Designing your campaign

- Budget
- Brainstorm campaign activities
- Map our promising ideas on Marketing Matrix
- Allocate resources