MARKETING YOUR MARKET

Patricia M. Hennessy, WSFMA
Julian O’Reilley, Neighborhood Farmers Markets
3 yr./$500,000 grant to develop a Statewide marketing campaign positioning farmers markets as the best place to purchase local food.

Different regions and diverse communities - a one size fits all campaign won’t work.

“Grassroots” - “grasstops” approach to a create toolkit and new technologies you can adapt to your needs and the community’s.

Key communicators/connectors will include the Regional Leads network, steering committee, marketing consultants, market managers, vendors, consumers.
Regional Leads met in mid November - can now provide you with marketing and operational support.

- Market Workshops

- Ongoing communication with key partners and stakeholders

- Hiring of a new Regional Leads Program Manager and Executive Director
WHY SHOP AT YOUR FARMERS MARKET?

- What is the number 1 reason your shoppers are coming to your market?
- How do you communicate that?
- Who do you communicate it to?
- Where do you communicate it?
Things to think about as you develop a marketing campaign

- Vendor Mix:
  Is it hyper local vs larger geographic region?

- Neighborhood Markets vs Destination/Regional Markets:
  Where are folks coming from or going to? Who is missing?

- Competition:
  Where else do your customers shop/get food? How do we differentiate?

- Shopper Expectations:
  What do they want to buy, who do they want to buy it from? What about new shoppers?
DEFINITIONS OF LOCAL AND COMMUNITY

How can we make LOCAL meaningful?

What does COMMUNITY mean at YOUR Farmers Market?
MESSAGING BEYOND THE BASICS

Lake City Farmers Market
Thursdays 3 - 7 pm
NE 125th & 28th Ave NE

Belknap Farmers’ Market
Thursdays 3:30 - 6:30 P.M.

Sugar Grove Farmers Market
9-12
MESSAGING BEYOND THE BASICS
MARKETING - is not the battle of product and services, it is a battle of perception; it is about experience.
BEYOND VENDOR MIX: WHAT HAPPENS AT YOUR MARKET?

Special events, sponsorships, kids activities, cooking demos, etc. Please share!
WHY’S YOUR BRAND?

Why people show up
(i.e. the number 1 reason shoppers are coming to your market).

+ What is happening when they get there.

= the key to developing and building your brand.
What is your market brand? Is it consistent? Unique?
OLD NFM BRANDING
“NEW” (2013) NFM BRANDING
VENDOR [LACK OF] BRANDING

Brand Confusion

Unattractive, Uninteresting

Poor Use of Space, Clutter

Inconsistency
VENDOR [EXCELLENT] DISPLAY & BRANDING
VENDOR DISPLAY MUSTS

- Signage
- Depth
- Levels
- Decor
Offer “Behind the Scenes” experience to your shopper base while also engaging and supporting vendors.
HOW DO YOU TELL YOUR VENDORS’ BACK STORY?
CULTIVATING PRESS AND SPONSORS

Opening day as a big event!
ENGAGING WITH SPONSORS

GRAND PRIZE:
Have Chef Ned Bell cook a specially prepared meal for you & six friends, in your home. Seafood provided by Ocean Wise. Wines provided by The Hatch winery.

2nd PRIZE:

Ned Bell drives a Toyota Prius v and believes in eco-friendly choices, whether driving or shopping.

FARMERS MARKET
CONTEST
ENTER TO WIN

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NFM’S DIGITAL MARKETING GRANT

- Post more than once a day but not every day of the week
- Variety of posts but not high quality images
- No insta stories
- No engagement with the followers

Low quality images

Poor community management
NFM SOCIAL MEDIA CHANNELS

- 8 FaceBook Pages
  - Seattle Farmers Markets (5480 likes),
  - 1 for each market (ranging between 1000 and 4500 - depends on manager engagement).

- @seattlefarmmkts
  - 17k Followers, non-robust posting effort.

- @seattlefarmersmkts
  - 19k followers
  - Robust posting and response

- Weekly E-newsletter
  - 5000 subscribers
OTHER DIGITAL CHANNELS?
SHOPPER PROFILE - FROM WEBSITE

**AGE + GENDER**
- 85% Female
- 15% Male
- 27% 45-54 yrs olds
- 26% 35-44 yrs olds
- 15% 25-34 yrs olds

**INTERESTS**
- Cooking Enthusiasts
- New Junkies
- Celebrities News
- Arts & Entertainment
- Family-Focused
- Book Lovers
- Value Shoppers
- Pet Owners / Dog Lovers

**NEW v. RETURNING**
- 54% of site traffic comes from returning visitors
- 46% of site traffic comes from new visitors

**DEVICE**
- 78% mobile
- 13% desktop
- 9% tablet
SHOPPER PROFILE - WHO? - SOCIAL MEDIA INSIGHTS

**Followers**
- 26% Men
- 74% Women

**Age and Gender**
- 78% Women (54% All Facebook)
- 22% Men (48% All Facebook)

**Age Range**
- 13-17: 3%
- 18-24: 26%
- 25-34: 31%
- 35-44: 33%
- 45-54: 19%
- 55-64: 8%
- 65+: 5%

**Gender**
- Male: 33%
- Female: 67%
SHOPPER PROFILE - WHY?

- Support a local farmer: 37%
- Healthy food: 21%
- Environmentally friendly...: 11%
- Tasty food: 9%
- Atmosphere: 8%
- Other: 6%
- Seeing friends: 4%
- Affordable food: 2%
- Crafts: 1%
- Prepared foods: 1%

Source: WSU Rapid Market Assessments, 2009-2014
GUIDELINES FOR CREATING CONTENT

Things to take into consideration:

- Light
- Viewpoint
- Orientation
- Composition
- Content Buckets
- Marketing + Events Calendar
Good lighting is one of the most important things for good photography.

Natural light is key (don’t use flash). Direct sunlight tends to be too harsh, creating distracting shadows and making whites and light way too bright that they lose texture and shape.

Early morning or late afternoon sunlight is the best to shoot with.
CONTENT GUIDELINES: VIEWPOINT

Good to take photos from varied perspectives: eye-level, high above, close-ups, etc.

Confusing viewpoint - not fully from high above; twisted
Eye-level
High above
Diagonal; more depth
Take photos in both landscape and portrait orientation – depending on the end-use, one is better than the other.

When capturing content for Instagram, take into account that it will be cropped to square, so have the most important elements along the center of the photo.
CONTENT GUIDELINES: COMPOSITION

Play around with the placement of the products

Look for symmetry and patterns – it creates eye-catching images

Be careful of the background – make sure that there are no obtrusive and busy objects distracting from the subject.

Take some photos leaving empty/solid color spaces – useful for adding copy when creating ads.

Not well centered; white cardboard distracts from the berries

Good repetition and symmetry; easy to crop this photo and use it for different purposes/

Bottom right corner has empty space, good for adding text when creating ads.
Each image posted on behalf of the brand should fall into one of the following content buckets.

- Fresh Produce
- Plan Ahead Recipes
- Playful Quotes
- User Generated Content (UGC)
- Happy Customers
- Farming Behind the Scenes (BTS)
CREATIVE SPECS GUIDELINE

Profile Photo:
200 x 200

Carousel Ad Image:
1080 x 1080

Video:
Aspect ratio of 1.91:1 (Landscape), 1:1 (Square), 4:5 (Vertical)
Max size of 4GB
Max length of 60 seconds

Cover Photo:
820 x 312

Image Post:
1200 x 630 (recommended)

Carousel Ad Image:
1080 x 1080

Link Ad Image:
1200 x 628

Video:
Aspect ratio of 16:9 to 9:16
Max size of 4GB
Max length of 120 minutes

Profile Photo:
400 x 400

Header Photo:
1500 x 500

In-Stream Photo:
440 x 220 (min)

Video:
Aspect ratio between 1:3 and 3:1
Max size of 15MB
Length between 0.5s - 30s
Neighborhood Farmers Markets A non-profit running 7 farm-and-food-only Markets in Seattle. Get tickets for our annual fundraiser, An Incredible Feast: click below!
seattlefarmersmarkets.joinme.org/IFix
BEST PRACTICES

CURATE
Post a variety of photos but all encompassing the same visual theme

CONNECT
Tag other accounts, use geotags, and hashtags to increase discoverability and enlarge the audience

ENGAGE
Get the audience to participate by holding contests and posting user-generated content – it strengthens the relationship significantly.

STANDARDIZE
It’s always quality over quantity: post often and during optimal times. Mondays and Thursdays tend to drive most engagement.

DIVERSIFY
Share content in different formats: text, photo, video, gif. and always post natively

REFRESH
Update cover photo with new/recent information or visuals
BEST PRACTICES: EMAIL

KNOW YOUR GOAL
Always think about the purpose of your email before sending. Once you know what you want to achieve, make sure that goal (CTA) is portrayed in the first 500 pixels of your email designs (above the fold).

OMIT NEEDLESS WORDS
Subject lines with less than 50 characters perform better than longer subject lines.

THINK MOBILE FIRST
Almost half the audience already opens email on mobile, and this number will only increase as we continue targeting younger demographics.

USE PREVIEW TEXT
Preview text or pre-header text appears underneath the subject line. A clear and catchy pre-header improves open rates, decreases the chance of being marked as spam, and can even act as subliminal messaging.

DESIGN WITH YOUR WEBSITE IN MIND
Emails are an extension of the webpages they drive to. Increase performance and creative a more seamless experience by designing your emails in line with the site they drive to.

TAG EMAILS FOR METRICS
Enabling Google Analytics tracking on Mailchimp allows for a deeper look inside the consumer journey and success of your emails.

ALWAYS A/B TEST
What works for most does not necessarily work for all. Constantly testing subject lines and design with your most engaged users will help inform how to approach your whole list.
AUDIENCE TARGETING

Prospects
All other prospects with Interest and keyword targeting to deliver maximum scale

Prospects: Engagers
Audiences that have previously engaged with the brand, watched a video, etc.

Prospects: Look-A-Likes
1-10% LALs based on CRM and onsite data for the most qualified prospects

CRM / Site Visitors
Customers, subscribers, event goers, and website visitors. Age (or any other targeting variable) can be overlaid
THANK YOU, PARTICIPANTS!

What are you taking home with you today?

- How can you better market to your Ideal Customer? What about the occasional or missing shopper? Who do you want to target?
- What are two things you can do to make your brand more consistent?
- How can you help your vendors improve their look and brand?
- How can your events drive sales?
- How are you going to manage your social media platforms this season?
- What do you want to learn more about and where can you go for that information?
Inland Northwest FARMERS MARKET Association is hosting a Wine Tasting at My Fresh Basket Kendall Yards @ 4:30pm

Join Us Today:

Thank You!