

# MARKETING YOUR MARKET



Patricia M. Hennessy, WSFMA

Julian O'Reilley, Neighborhood Farmers Markets

# FMPP GRANT OVERVIEW

- 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.

## WSFMA MARKET WORKSHOPS

# FMPP WORK TO DATE & NEXT STEPS

- 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

**WSFMA MARKET WORKSHOPS**

# 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?



# VENDORS + CONSUMERS = MARKET SUCCESS

## 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



# MESSAGING BEYOND THE BASICS





# RELATIONSHIPS + ABSOLUTES = SUCCESSFUL MARKETING



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!



# WHAT'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.**

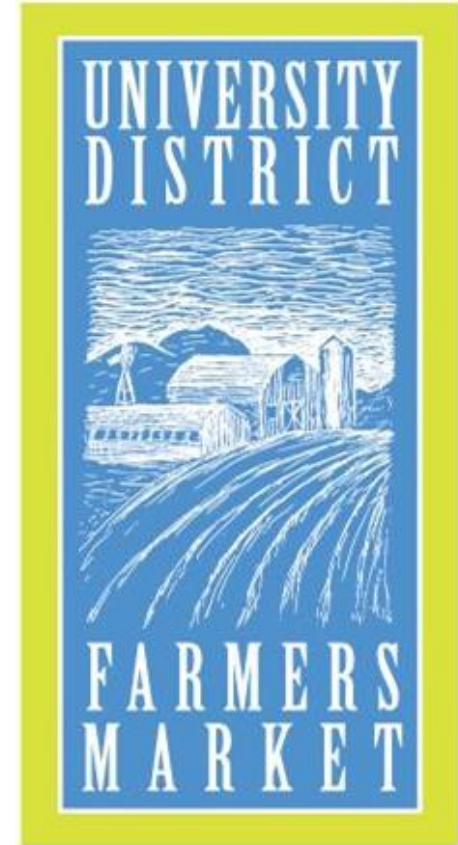
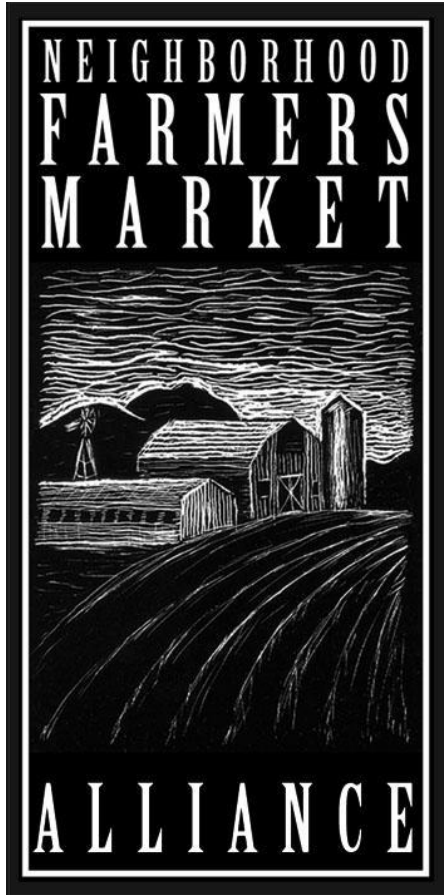
**= the key to developing and building your brand.**

# BRANDING AND DESIGN CONSIDERATIONS



What is your market brand? Is it consistent? Unique?

# OLD NFM BRANDING



# “NEW” (2013) NFM BRANDING



Saturdays  
9am-2pm  
Year-Round



Sundays  
10am-2pm  
Year-Round



Sundays  
11am-3pm  
Year-Round



Wednesdays  
3-7pm  
May - Oct.



Thursdays  
3-7pm  
June - Oct.



Fridays  
3:30-7:30pm  
June - Oct.



Saturdays  
9am-2pm  
June - Oct.



# VENDOR [LACK OF] BRANDING



Brand  
Confusion

Unattractive,  
Uninteresting



Poor Use of  
Space, Clutter

Inconsistency

# VENDOR [EXCELLENT] DISPLAY & BRANDING



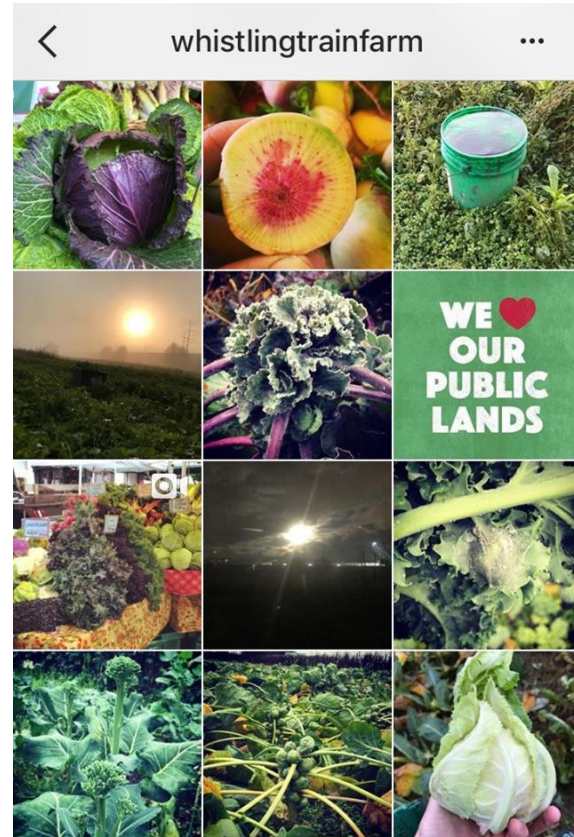


# VENDOR DISPLAY MUSTS



# SOCIAL MEDIA - VENDOR ENGAGEMENT

Offer “Behind the Scenes” experience to your shopper base while also engaging and supporting vendors.



# HOW DO YOU TELL YOUR VENDORS' BACK

STORY

seattlefarmersmkts




View Insights Promote

Liked by connorshmonnor, bainbridgevineyards and 58 others

seattlefarmersmkts When the cold has got you down, just remember... berry season will come again. #behindthescenes #youngquistberries #skyharvestproduce @skyharvestproduce

5 HOURS AGO

## WE GROW WHAT WE SELL!



MARKET VENDOR SINCE 2013


**KIRSOP FARM**

USDA ORGANIC

Thurston County

Kirsop Farm is an organic produce vendor with a 200 member CSA. The farm also markets to stores, restaurants, and local customers through farmers markets.

"Kirsop Farm is dedicated to providing affordable organic produce, while also preserving the agricultural heritage of Thurston County. Our relationship with the South of the Sound Community Farm Land Trust ensures that our land will remain productive for generations to come."



SEATTLE NEIGHBORHOOD FARMERS MARKETS

The Neighborhood Farmers Markets is a 501c3 non-profit organization with a mission to support local farms and communities.

U-DISTRICT WEST SEATTLE CAPITOL HILL  
COLUMBIA CITY LAKE CITY PHINNEY MAGNOLIA

West Seattle Farmers Market shared Present Tense Farm's post.

Published by Sam Kietly (?) - November 27, 2017 -

Present Tense Farm Like Page

November 25, 2017 -

It's most certainly squash season. We'll have plenty tomorrow at the West Seattle Farmers Market, including our favorite: the delicious and adorable red kuri.

<https://www.seattletimes.com/.../the-approachable-adaptable-.../>



The approachable, adaptable (adorable!) red kuri

It's gourd news for squash fans who might have grown tired of pumpkin.

SEATTLETIMES.COM

# 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:

Win a **\$100 Farmers Market Gift Card** (valid for Mount Pleasant Farmers Market)

Must be 19+ to enter. No purchase necessary. Contest closes Sept 12, 2016. Contest Rules available online.



the hatch



TOYOTA

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



Buffalo mountain kombucha

CRENSHAW

FARM CREDIT



THE DOGS.COM  
CHATEAU MORRISSETTE  
HAND-CRAFTED WINES SINCE 1978



REPUBLIC OF FLOYD



# 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



seattlefarmersmkts  
Phinney Farmers Mar... [Follow](#)

---

seattlefarmersmkts Corn is back! Get here by 7:30! #summerfarmersmarketfinds #farmfreshdeals

knitpurlspin It's a Buccaneer!

mirissnackshack Whhhhaaat!

mscolettenoelle Finally!!! 🍌

sydneyhaglund Where is "here"?

washingtonunpaved That's some expensive corn! On the east side of the mountains it's like 3/\$1.00!



seattlefarmersmkts  
West Seattle Farmers... [Follow](#)

---

seattlefarmersmkts What's fresh at the #westseattlefarmersmarket? Edible flowers, cherries, berries, kohlrabi, garlic scrapes, and so much more!

-

@tonnemakers @presentensefarm @whistlingtrainfarm bringing their A Game as usual

amunbeam 🍷

bikramyogawestseattle Beautiful!

jasminka56 @seattlefarmersmkts which farm is it that does the edible flowers? Sooo pretty!! 🌸🌺🌻

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).



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



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



**RIPE + READY**  
AT YOUR NEIGHBORHOOD FARMERS MARKETS

- Weekly E-newsletter
- 5000 subscribers

# OTHER DIGITAL CHANNELS?





# SHOPPER PROFILE - FROM WEBSITE



## AGE + GENDER

85% Female

15% Male

27% 45-54 yr olds

26% 35-44 yr olds

15% 25-34 yr 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

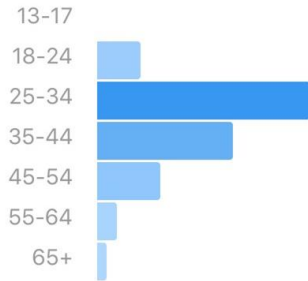


26%  
Men

74%  
Women

## AGE RANGE

All Men Women

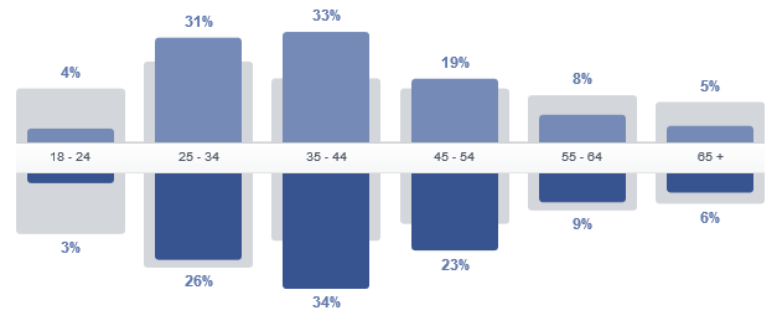


## Age and Gender

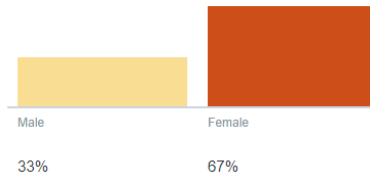
Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

78% Women  
54% All Facebook

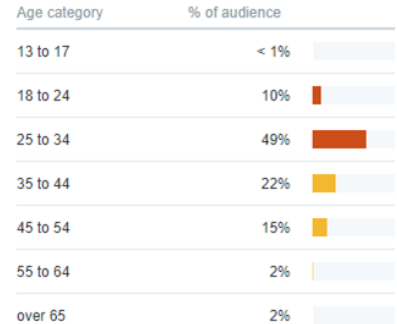
22% Men  
46% All Facebook



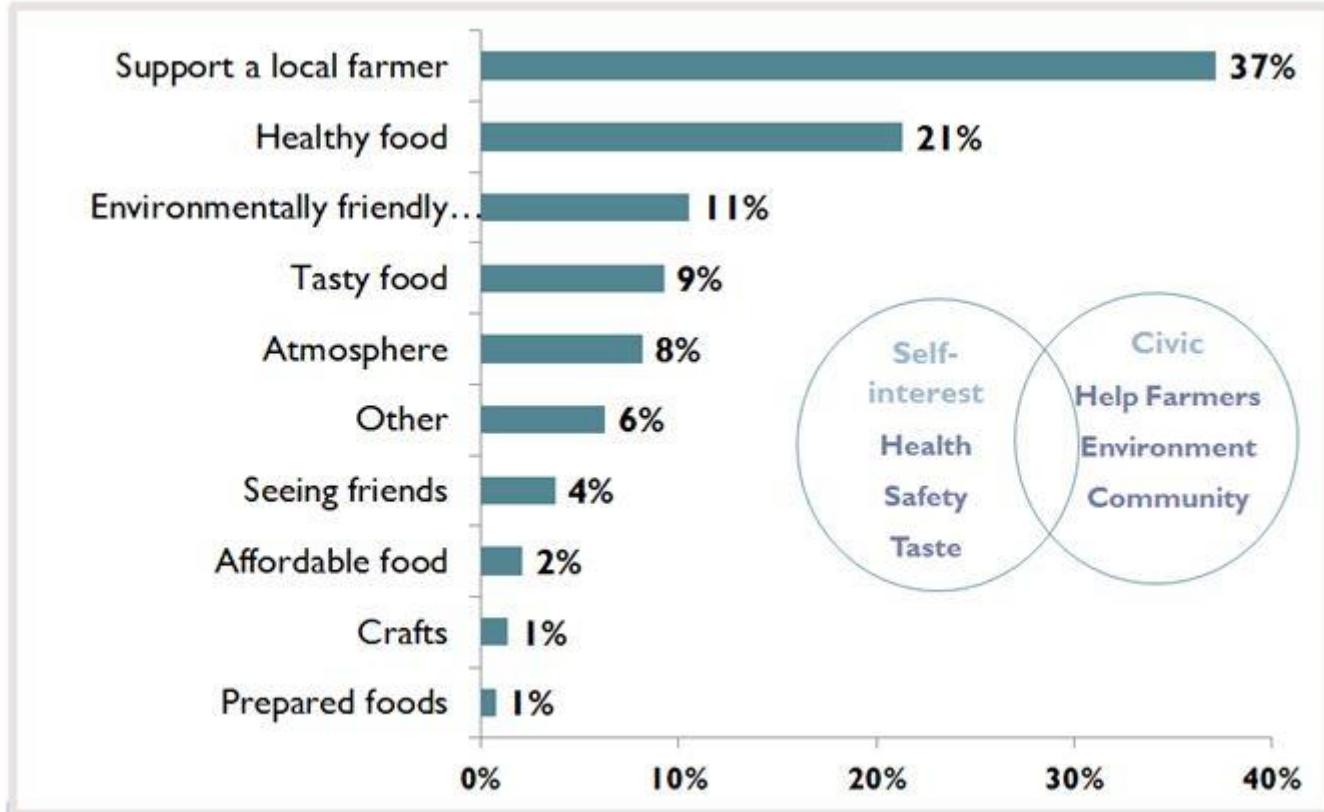
## Gender



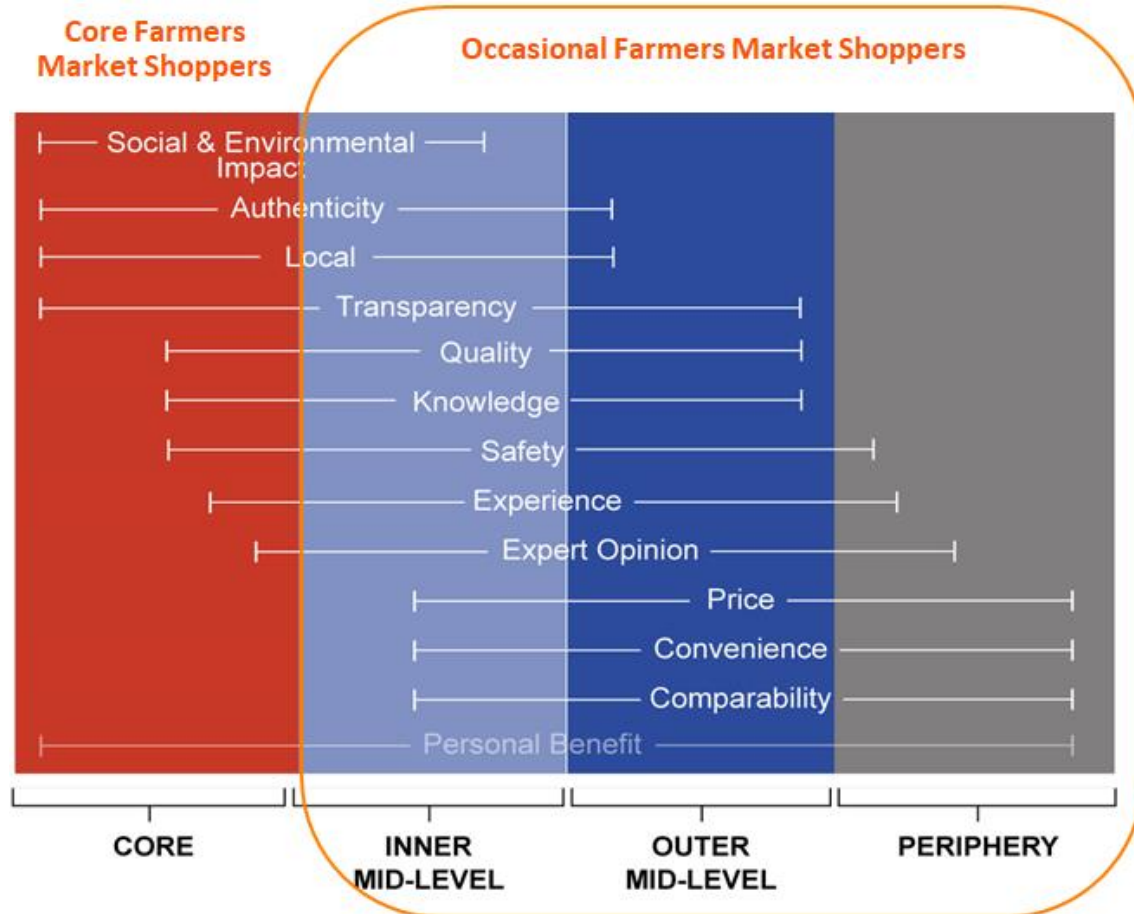
## Age



# SHOPPER PROFILE - WHY?



# SHOPPER PROFILE - CORE VS OCCASIONAL



# GUIDELINES FOR CREATING CONTENT

## Things to take into consideration:



Light



Composition



Viewpoint



Content Buckets



Orientation



Marketing + Events Calendar

# CONTENT GUIDELINES: LIGHTING



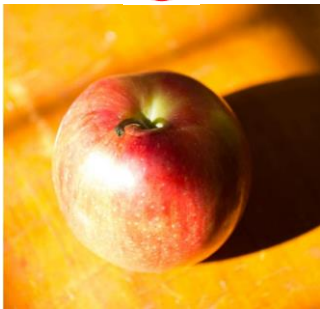
Good lighting is the one of the most important things for good photography.



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

# CONTENT GUIDELINES: ORIENTATION



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.



Not good for Instagram; when cropped square you lose important elements of the photo



Same image, different orientation



# 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.

# CONTENT GUIDELINES: CONTENT BUCKETS



Each image posted on behalf of the brand should fall into one of the following content buckets



# 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

# INSTAGRAM CALENDAR



seattlefarmersmkts [Follow](#)

976 posts 16.4k followers 880 following

**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.ejoinme.org/IFtx](https://seattlefarmersmarkets.ejoinme.org/IFtx)



# 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 create a more seamless experience by designing your emails in line with the site they drive to.



## **TAG EMAILS FOR METRICS**

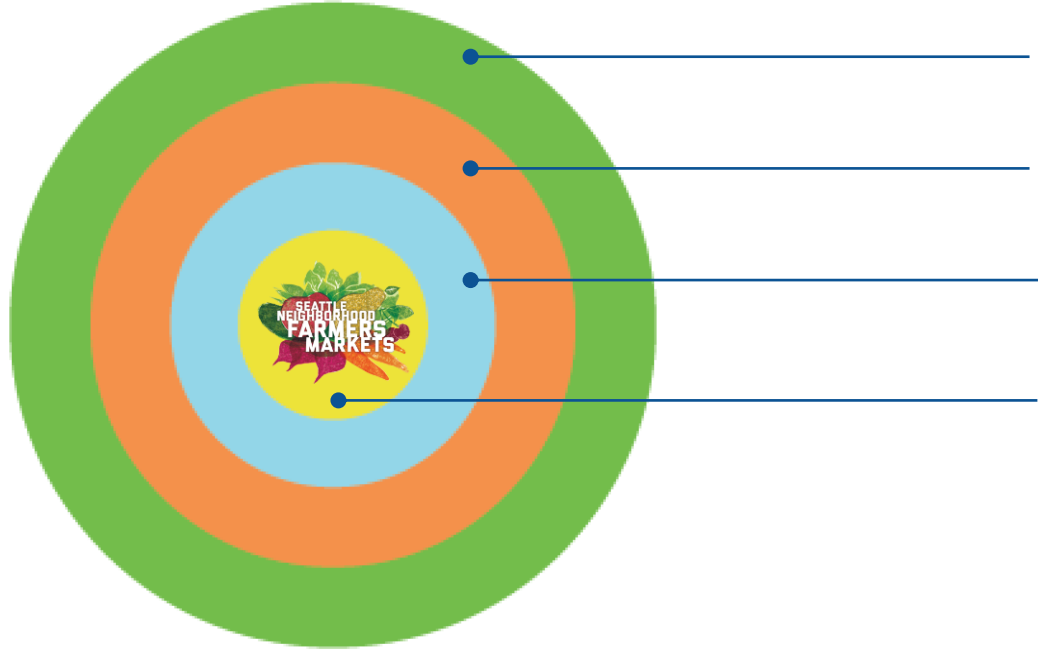
Enabling Google Analytics tracking on Mailchimp allows for a deeper look inside the consumer journey and success of your emails.



## **ALWAYS A/B TEST**

Whats 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?

**WSFMA MARKET WORKSHOPS**



Join Us Today:

*Inland Northwest* **FARMERS MARKET** *Association*  
is hosting a Wine Tasting  
at My Fresh Basket  
Kendall Yards  
@ 4:30pm

**Thank You!**