

MARKETING STRATEGY FOR MARKET MANAGERS

Integrated Marketing Plan
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VOCABULARY:

- **Media**
- **Media Channels**
- **Target**
- **Target Segment**
- **Metrics**
- **Primary Messaging**
- **Secondary Messaging**
- **Reach**

CREATING A MEDIA ECOSYSTEM



PRIMARY RESEARCH

What do we already know?

S.W.O.T. TABLE ANALYSIS

<p>Strengths: What does your market already do well?</p>	<p>Weaknesses: What do other markets, similar to yours, do better?</p>
<p>Opportunities: Where do you have room and resources to grow?</p>	<p>Threats: External factors that may affect your market</p>

TARGET ANALYSIS:


A target is always moving.

Reevaluation of the target is critical.

Who are we already reaching?

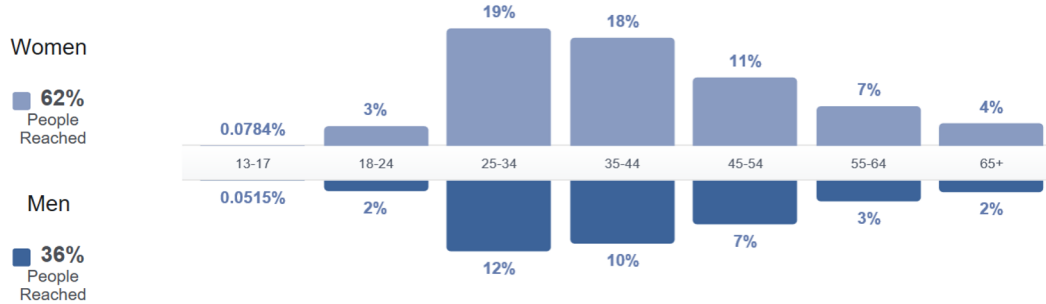
What groups do we want to TARGET for future business?

Who are we not reaching that we should be reaching?

- Overview
- Ads
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Events 
- Videos
- Stories
- People**
- Local
- Messages
- Orders

Your Fans | Your Followers | **People Reached** | People Engaged

The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.



Country	People Reached	City	People Reached	Language	People Reached
United States of America	38,627	Seattle, WA	7,843	English (US)	40,087

DEFINING THE MARKET + THE CURRENT CUSTOMER

Describe the atmosphere of the market

Describe the types of shoppers it attracts

Segment customers:

Major: who do we already reach?

Minor: who do we want to reach?

SECONDARY RESEARCH

What can we learn about this market,
outside our organization?

WORKSHOP TIME

Staffing capacity
Size of market
Age of market
Composition of market
Size of community

MESSAGING

Primary Messaging
Secondary Messaging
Voice

MESSAGING

PRIMARY MESSAGE:

This message should be simple, meaningful, and resonant with the target.

- **"Visit Ballard Farmers Market"**
- **#onlyattheballardfarmersmarket**

All outward facing media communicates this message.

SECONDARY MESSAGING

What other important themes do you want to communicate about the market through the media channel?

- You can always find current, consistently accurate, and necessary information about the market, vendors, and products on all media platforms that represent the Ballard Farmers Market.

VOICE OF THE MARKET

Traits of the market “Personality”:

Voice:

Language:

Tone:

Purpose:

How does the voice get implemented across different media channels?

WORKSHOP TIME

Primary Messaging
Secondary Messaging
Voice

STRATEGY & METRICS

MAKING GOALS TANGIBLE

Reach

How do we measure it?

How do we make it easy to identify?

S.M.A.R.T. GOALS

Simple

Measurable

Achievable

Relevant

Timely

IMPROVE, INFORM, INCREASE

Improve -

Inform -

Increase -

CREATIVE IMPLEMENTATION

Define what these mean for your organization.

Social Media -

Web Development -

Special Events -

Newsletter -

Print Media -

Partnerships -

WORKSHOP TIME

Strategy & Metrics



BUDGET

Set an overall budget in each category, then set specific budgets for specific goals.

Creative ways to raise funds

Volunteers/interns/time

Practical

What's low impact?

EVALUATION & REEVALUATION

Spend ~1 hour a week evaluating progress of goals.

Spend 1 hour a month revisiting goals.

Spend 2 hours every quarter researching target.

THANKS Y'ALL!

It's our job to change the conversation - from local food is expensive, to local food is valuable. That starts with small steps each day to support local agriculture, expand food access, & create community.

A FEW ADDITIONAL SOCIAL
MEDIA PLANNING RESOURCES..



POST CATEGORIES AND FREQUENCY

Day-of-Market

Historical

Featured Vendor

Featured Product

Informative

Follower Content (shared)

Created Images

PLANNING CALENDAR :

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Market Day 2-4 posts on facebook 2 posts to instagram Print newsletter available at desk	DAY OFF	Start template for new newsletter Schedule 10 posts for the rest of the week	Update website photos 1 historical post 1 featured vendor post	1 follower content post Send newsletter	Make sure all materials are ready for any programming 1 product post 2 informative posts	Print newsletter for next day at market 1 created image 1 product post