MARKETING STRATEGY FOR MARKET MANAGERS

Integrated Marketing Plan
WSFMA Conference 2020
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Vocabulary:

● Media
● Media Channels
● Target
● Target Segment
● Metrics
● Primary Messaging
● Secondary Messaging
● Reach
Creating a Media Ecosystem

Ballard Farmers Market

- Facebook
- Instagram
- Website
- Newsletter
What do we already know?
## S.W.O.T. Table Analysis

<table>
<thead>
<tr>
<th>Strengths: What does your market already do well?</th>
<th>Weaknesses: What do other markets, similar to yours, do better?</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Opportunities: Where do you have room and resources to grow?</th>
<th>Threats: External factors that may affect your market</th>
</tr>
</thead>
</table>
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?
The number of people who had any content from your Page or about your Page enter their screen, grouped by age and gender. This number is an estimate.

### People Reached

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Women Reached</th>
<th>Men Reached</th>
<th>Total Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>0.0784%</td>
<td>0.0515%</td>
<td>13%</td>
</tr>
<tr>
<td>18-24</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>25-34</td>
<td>19%</td>
<td>12%</td>
<td>31%</td>
</tr>
<tr>
<td>35-44</td>
<td>18%</td>
<td>10%</td>
<td>28%</td>
</tr>
<tr>
<td>45-54</td>
<td>11%</td>
<td>7%</td>
<td>18%</td>
</tr>
<tr>
<td>55-64</td>
<td>7%</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>65+</td>
<td>4%</td>
<td>2%</td>
<td>6%</td>
</tr>
</tbody>
</table>

### People Engaged

<table>
<thead>
<tr>
<th>Country</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States of America</td>
<td>38,627</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>7,843</td>
</tr>
</tbody>
</table>

### Language

<table>
<thead>
<tr>
<th>Language</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>English (US)</td>
<td>40,087</td>
</tr>
</tbody>
</table>
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
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:

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