Sharing Your Market’s Stories: Gaining Earned Media with Limited Time & Money

2023 Washington State Farmers Market Association Conference
Leavenworth, WA
Recent Work

- USDA AMS Farmers Market Promotion Program Grant

- 2018 - 2022

- Project: Expanding and promoting farmers markets amidst commuter-oriented development

- Digital and
Recent Work

- WSDA Specialty Crop Block Grant
- 2018 - 2022
- Improving Digital Media Content & Capacity to Promote Sales to Specialty Crop Producers
Earned Media

• What is it?
• The value
• How to get it!
• Activity: Press release & press kit
• Examples from farmers markets
• Housekeeping
What is it?

Coverage or promotion of your market/brand through organic means. You do not pay for it – you earn it.
Breaded Bliss and Bakeries at The Olympia Farmers Market

By Mary Ellen Foisick

Breaded Bliss and Bakeries at The Olympia Farmers Market boast five bakeries where you can get your fill of one of life's best comfort foods. All goods are baked nearby using top-notch ingredients. Eye shop everything under the glass counters as you decide which sweet and savory baked goods will make their way with you. You'll be tempted by buttery croissants, dinosaur cookies and cheesy tarts. Find the perfect baked good for any occasion at the Olympia Farmers Market Bakeries: Baker/Potter, Blue Heron Bakery, San Francisco Street Bakery, The Bread Peddler and Wagner's Marketplace Bakery.

Baker/Potter

Ryan Lee and Kristen Jones are Baker/Potter. Their sourdough bread is organic, wood fired and made with Washington grown grain. "We like to keep things simple," says the couple. "We start by sourcing the best grain we can find from responsible farmers in Washington State. That grain is milled in house, hand mixed, slowly fermented using wild yeast, and baked in a wood fired oven. The breads we make celebrate the unique character and seasonality of local grains."

"We buy two loaves of einkorn each week," says one happy dad, who was picking up the family's supply. "We all like it," he added, as his young son nodded in agreement. Sweets are

Credits: MyEverettNews.com
ThurstonTalk.com
Paid, Owned & Earned

**EARNED**
- Online reviews
- Media coverage
- Influencers (non-paid)
- Social mentions/shares
- Podcast appearances
- Word of mouth
- Blog or news article
- Google listing (reviews)

**OWNED**
- (Your) website
- Blog
- Profiles
- Emails
- Social pages
- Banners
- Posters
- Rack cards

**PAID**
- Advertising
- Paid social promotions
- Paid influencers
- Print ads
- Direct mail
- A-Boards

Credit: Codedesign
Benefits of Earned Media

• Incredibly effective.

• It's (mostly) free.

• More credible.

• Positive spiral.
So...How to Actually Earn in
Six Tactics to Get That Attention!

• Engage in community events and event promotion
• Identify your target audience & their preferred media outlets
• Develop newsworthy stories and angles
• Leverage customer testimonials and reviews
• Create really great content
• Pitch to journalists, editors, and bloggers
Engage in community and event promotion

Lake City Farmers Market to host zucchini races

The Zucchini races return to the Lake City Farmers Market on Thursday. Kids are invited to make zucchini cars and race them down the track.
Identify your target audience & their preferred (local) media outlets

**Target audience**: Specific groups of people who are most likely to shop at your market.

- Set Google Alerts
- Read what your shoppers are reading
- Track reporters writing about markets
Newsworthy stories & angles

- Highly relevant
- Anniversaries
- A breakthrough
- Controversial
- Local interest
- A milestone
- Human interest
- Seasonal!

Credit: Crosscut.com

*Nhy WA cherries are so expensive this summer*

This season's crop was even smaller than predicted. A late harvest might provide one last chance to enjoy the fruit.

/Mai Hoang / August 24, 2022
Leverage Shopper Testimonials

- Ask shoppers to "Leave us a review on Google" A-boards
- Use QR codes
- Monitor and respond to reviews
Create really great content

- High quality photos
- Extend your reach through mentions / using other content creators' images
- Consistency
- Various channels
Pitch to journalists, bloggers & creators
CITY, STATE—The lead paragraph should serve as a summary that communicates the key facts and outlines the issue in a way that captures attention. This paragraph should not attempt to explain everything you want to share.

Each remaining paragraph contains information in decreasing order of importance. Recommend 1 or 2 quotes emphasizing the main points.
Housekeeping: Press Contacts

- Emails are listed
- Pay attention via Google alerts &
- Keep a spreadsheet
- Manage in MailChimp / other email marketing
Housekeeping: Photo Storage

- Dropbox (2GB)
- Google Drive (unlimited)
- Adobe Lightroom (1TB)
- Use org email for account
- Establish naming system and file system + write it down!
- Indicate permissions / credits in the name or file
Thank You!

Jennifer Antos
Neighborhood Farmers Markets