

# Using Digital Growth Marketing to Strategically Market Your Farmers Market

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Temporarily Retired Market Vendor



February 23rd, 2024

# Agenda

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Equip farmers markets with practical strategies and digital tools that enhance their online presence and attract and ultimately drive increased revenue.

- 1 What Is Digital Growth Marketing?
- 2 Why is Growth Marketing Important to Farmer's Market Businesses?
- 3 The Key Components of a Great Growth Program
- 4 Designing a Digital Marketing Program for Your Farmer's Market
- 5 Prioritizing Your Growth Efforts
- 6 Measurement and Reporting
- 7 Placing Google and Facebook Paid Ads

# What is Growth Marketing?

The Process of Planning and Executing *Repeatable* Business Growth



# Why Should Farmer's Markets Care About Digital Growth?

**95%**

of WA State residents have access to a wired or unwired internet service

**70%**

of adult report using a social media platform daily

**46%**

of Google searches have local intent

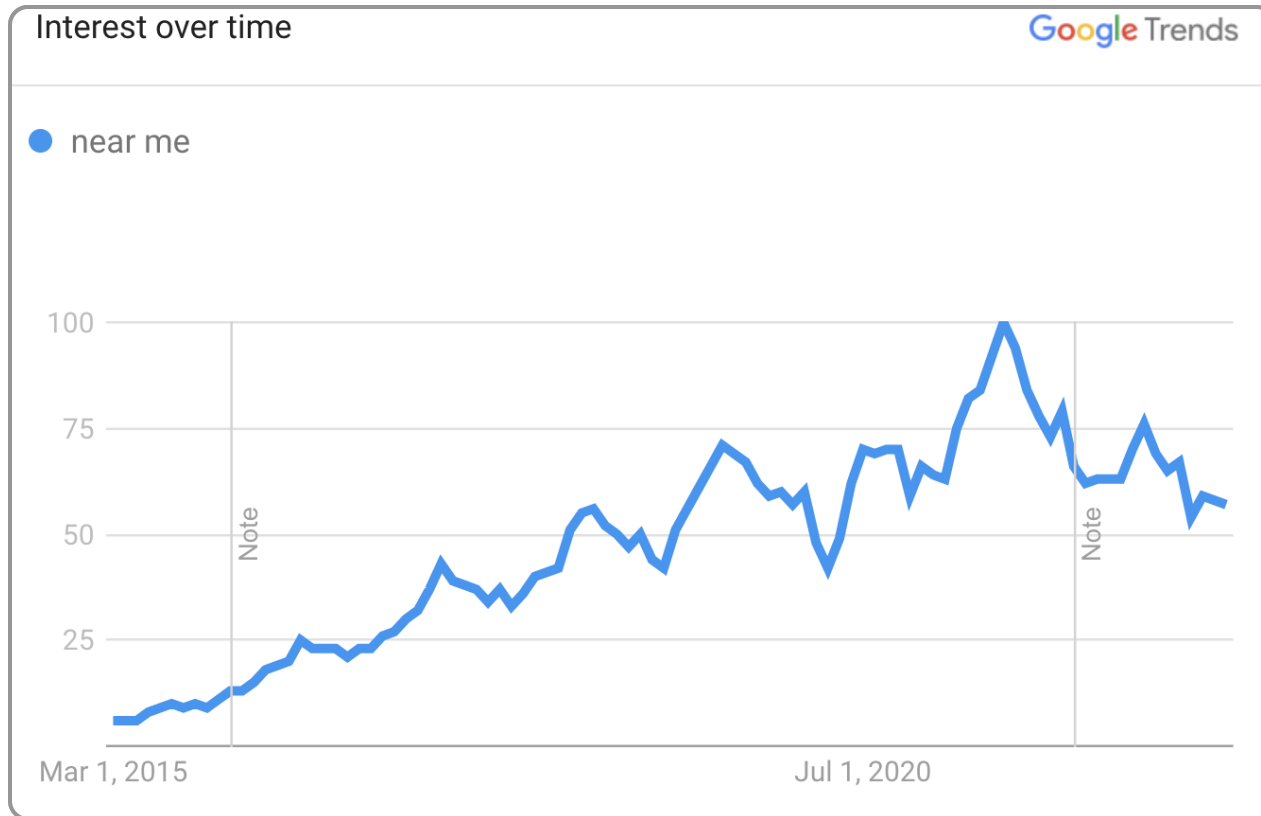
**77%**

of consumers use Google when looking for business information

**21%**

of people in the United States use the Internet to find a local business every day

# Local Visibility Has Never Been More Important



Searches containing "Near Me" in Washington State from Google Trends

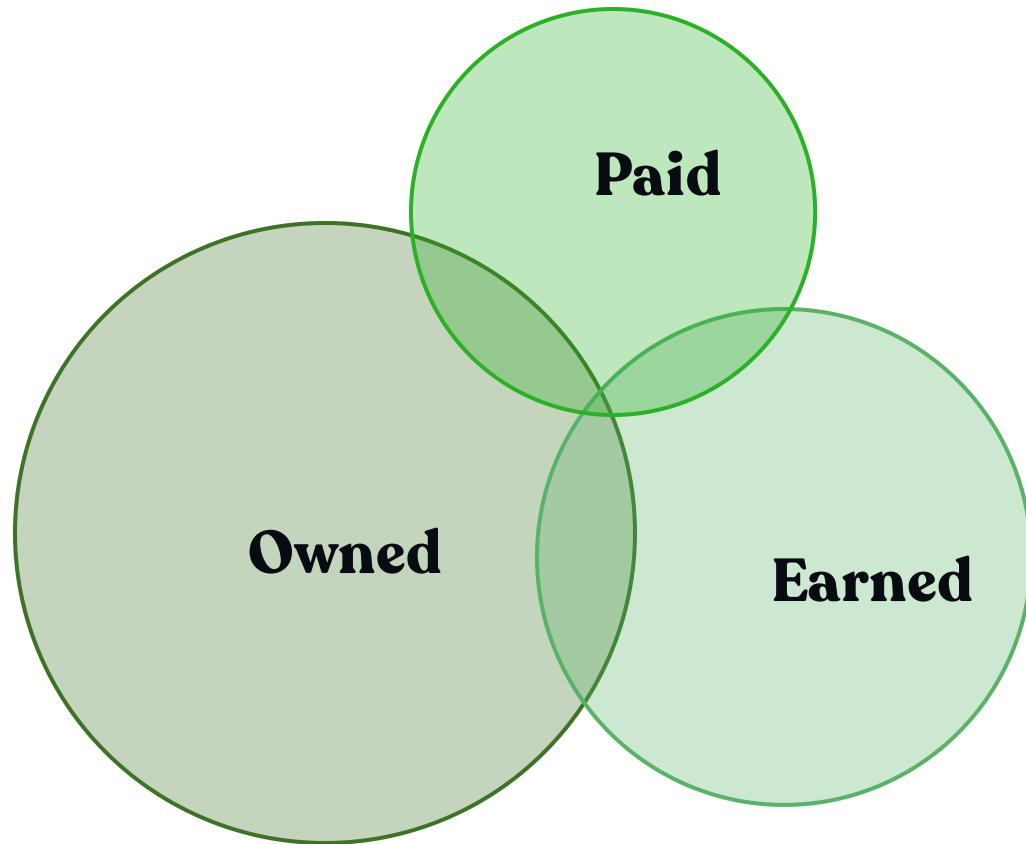
**400%**

Increase in Search terms containing "Near Me" since 2015

Internet users are using Google and other internet platforms to discover local businesses and events

# What are the Key Components to a Growth Strategy?

Creating Owned and Paid Media will build Earned Media



## Owned

Channels under direct control of an organization

## Earned

Organic exposure gained through mentions or shares

## Paid

Promotions that require spending money

# Building Followers with Owned Media

Finding an audience on your own platforms takes time and energy, but is one of the most cost-effective ways to grow



## Organic Social Media

Creating engaging content is a great way to show off what your market has to offer.



## Email Newsletters

Email newsletters can be a neat package to bundle up events, offers, or opportunities for engaged followers.

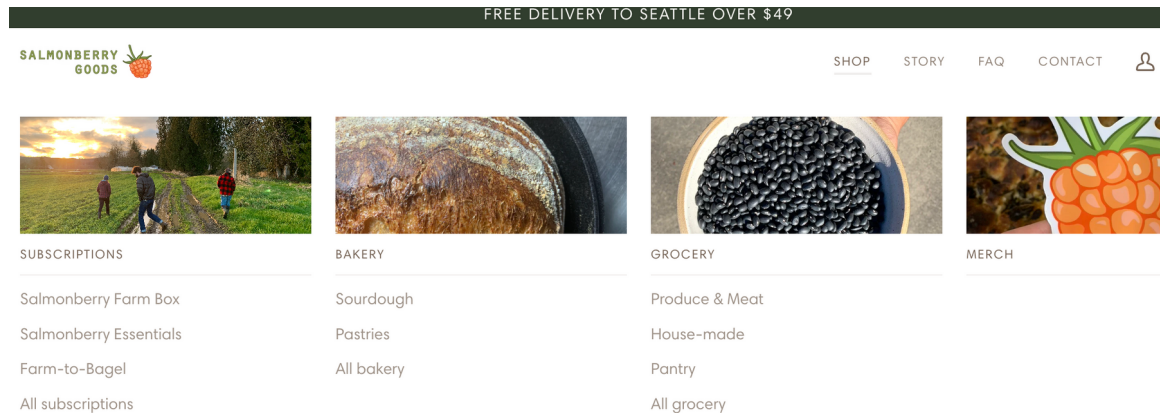


## Blogs

Blog posts are best when longer content is useful.

# Improving Find-ability with Owned Media

Owned Media is more than just an advertising tool - it's a resource. Utilize your platforms to educate your audience

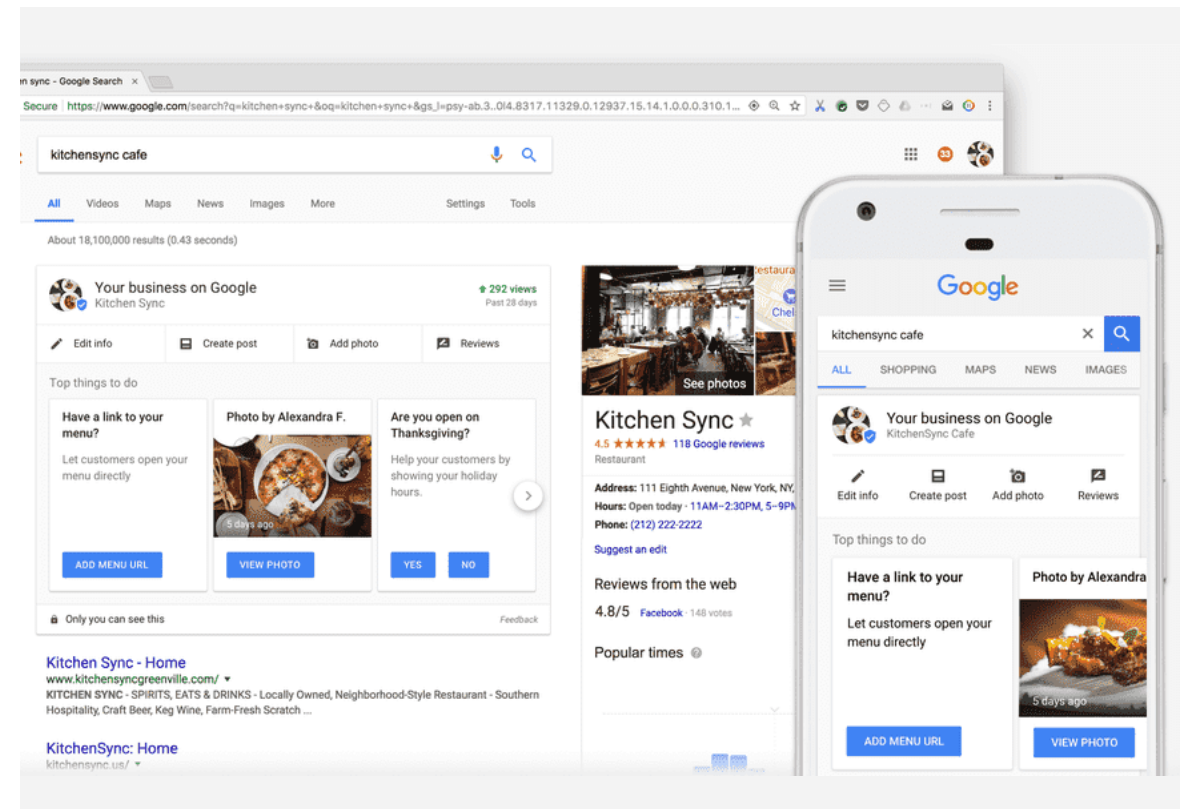


## A NEW GRASSROOTS FOOD SYSTEM.

Stoked to welcome you to our farm food revolution. Our core subscriptions give you access to organic fruits and vegetables 100% small, independent farming families in Washington that we see weekly, share dinners with, work farmers markets and know closely by name. We work with these farmers to pick the absolute best of peak season crops and deliver them to next day along with our bakes, ferments, and so much more.

*PSA: Companies like Imperfect Produce, a venture-backed Silicon Valley-based startup that takes away business from independent farms, are disrupting the Community Supported Agriculture model with well-marketed sales of cheap, poor quality large-commercially grown produce. Read the labels at your local grocery store and you'll see even many of our local co-ops source produce dominantly from large farms and often out of state or country. Through Salmonberry, vote with your dollar and I feed you with beautiful nutrient- and flavor-dense crops that didn't travel across the country, but were grown by your neighbors with care for the soil and love for the earth.*

Website



Google My Business Profile

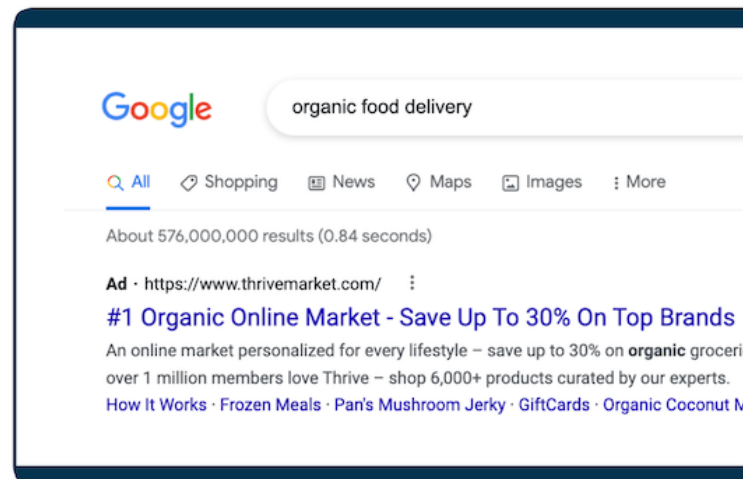


# Finding New Audiences with Paid Media

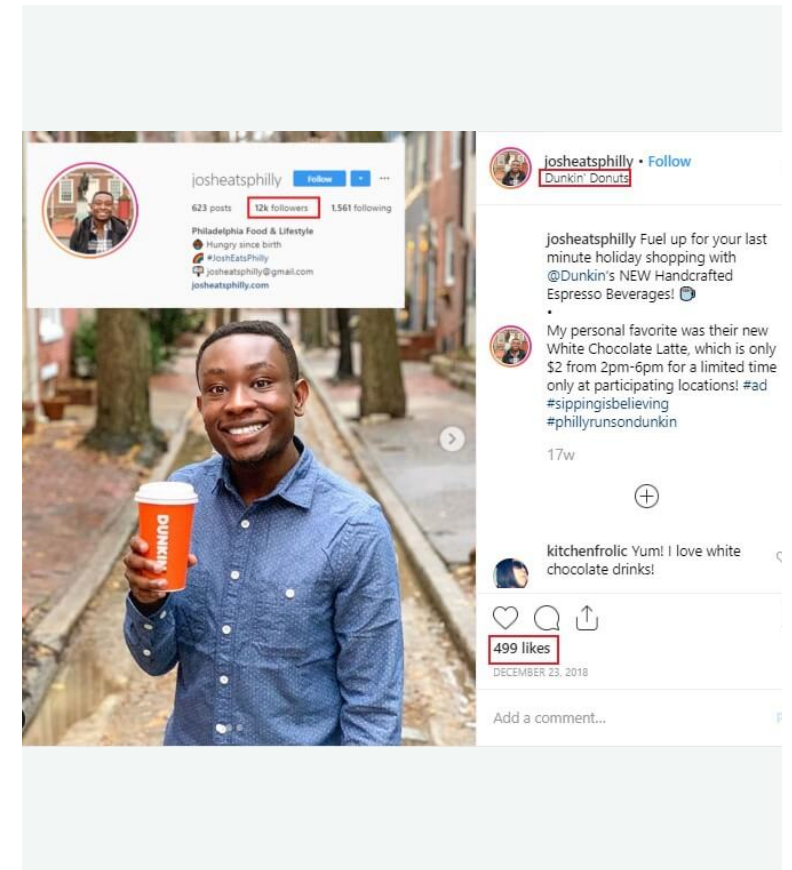
Paid Media is a great tool for audience discovery, especially when organic growth stalls and there are specific growth goals.



Paid Social Advertising



Search Engine Marketing



Influencer Content

# Paid Media In Action

Two examples of Paid Social to use for Farmers Markets



**Sole 2 Soul Sports**  
Sponsored · 🌐

Come join us for the 10k, 25k or 50k trail run in the foothills of Arroyo Grande. Awesome views, food & more!



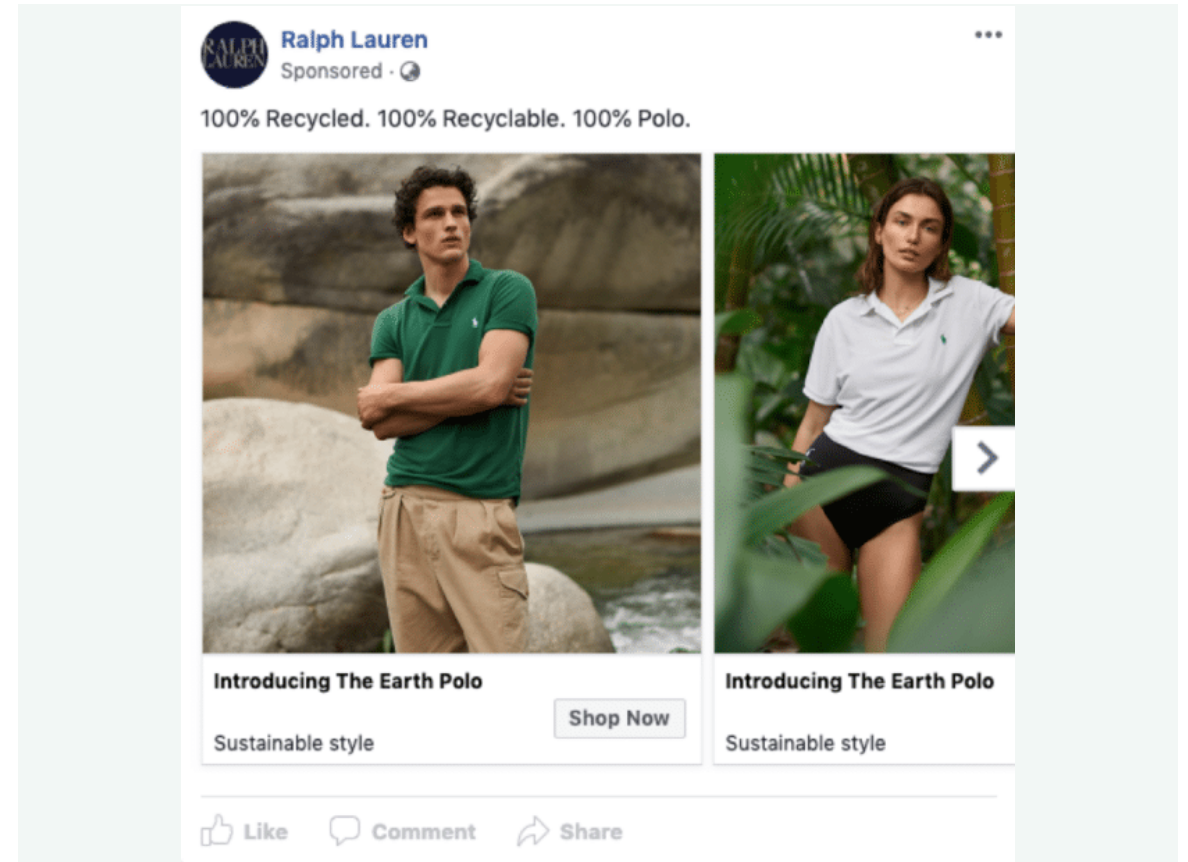
HUASNA VALLEY  
*Tar Springs Ranch*  
ULTRA  
10K • 25K • 50K

**APR 7** Tar Springs Ranch Ultra  
Sat 7 AM · Arroyo Grande  
639 people interested · 140 people going

★ Interested


👍❤️👍 173      16 Comments 17 Shares 4.3K Views

Event Ads



**Ralph Lauren**  
Sponsored · 🌐

100% Recycled. 100% Recyclable. 100% Polo.



**Introducing The Earth Polo**  
Sustainable style

**Introducing The Earth Polo**  
Sustainable style

Shop Now

👍 Like    💬 Comment    ➦ Share

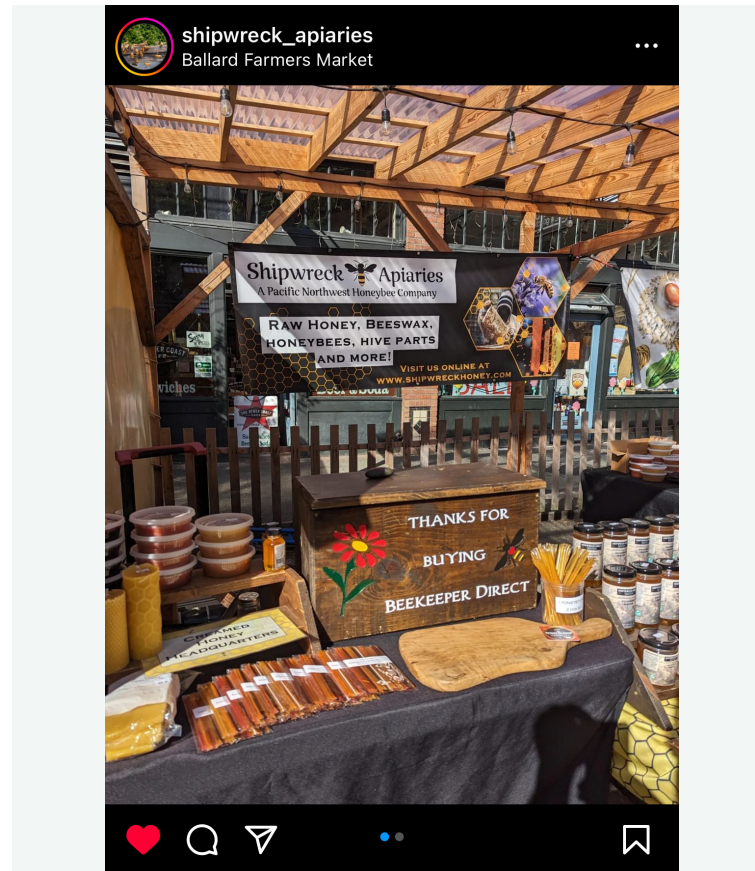
E-commerce Ads

# Sharing Content with Earned Media

Earned media can be thought of as "online word-of-mouth marketing". The more visible you are, the more earned media you will gain.



User Generated Content



Partnerships



Media Coverage

# Break Out #1

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Please take 5 minutes to talk to your partner groups about the following:

- Ask your partner(s) for one example of their orgs Owned, Earned, or Paid Media
- Ask your partner(s) for a great example of Owned, Earned, and Paid Media they've seen outside of farmers markets





# Designing a Digital Growth Program for Your Farmers Market

Setting Goals

Prioritizing  
Your Efforts

Executing  
Your Plan

Reporting  
and Analysis

Doing it Again:  
Test, Harvest,  
and Learn

# Planning Your Digital Growth Project

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Before building your campaign, use this template to organize your thoughts and think through details

Objective (What do we want to achieve?)	
Budget (How much are we willing to spend to achieve our objective?)	
Channels and tactics (Which channels will we use?)	
Target market (Who are we targeting?)	
Personnel (Who is going to be executing the projects?)	
Timeline (When do we want to achieve our objective?)	

# Setting Your Growth Goals

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Your **campaign goals** should ultimately later up into your **business goal**. This goal should typically be revenue or guest visits.

Make sure your campaign goals are realistic, and based on past experience or data. With no data to go off of, you'll need to measure to establish your baseline for goals in the future.

The most common goal is a Cost Per Action, or CPA; How much did we spend for a specific action? (i.e Newsletter Sign Ups, Events Confirmations, Purchases)

## Setting SMART goals

BiteSize Learning



### Specific

The goal is concrete and tangible - everyone knows what it looks like.



### Measurable

The goal has an objective measure of success that everyone can understand.



### Attainable

The goal is challenging, but should be achievable with the resources available.



### Relevant

The goal meaningfully contributes to larger objectives like the overall mission.

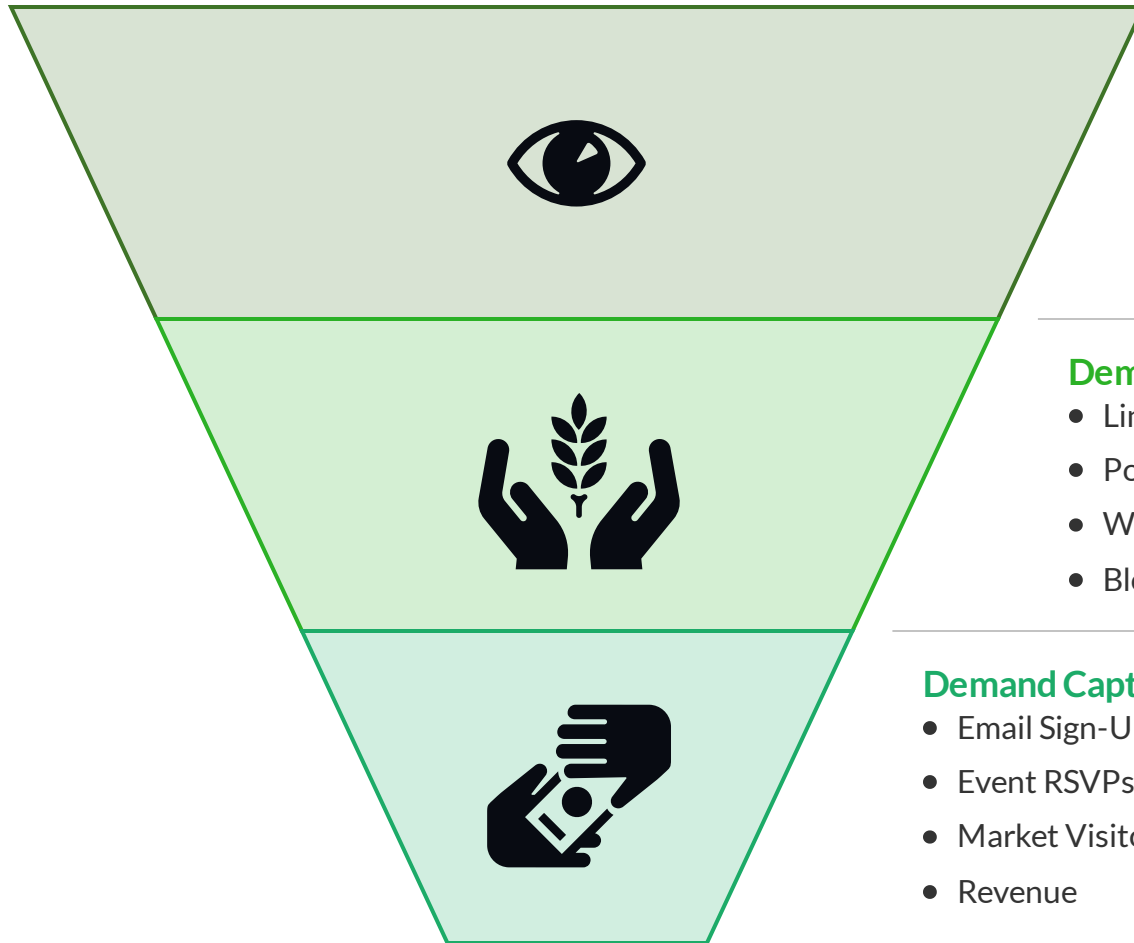


### Timely

This goal has a deadline or, better yet, a timeline of progress milestones.

# The Digital Marketing Dictionary

There are many different acronyms and key performance indicators (KPIs) in a digital marketing funnel



## Awareness KPIs = Audience Growth

- Video Views
- Users Reached
- Impressions

## Demand Nurture KPIs = Follower Growth

- Links Clicked
- Post Likes or Comments
- Website Visits
- Blog or Articles Read

## Demand Capture KPIs = Customer Growth

- Email Sign-Ups
- Event RSVPs
- Market Visitors
- Revenue

## Not all goals are created equal!

For repeatable growth, you'll need to understand which of these are actually driving people to your market.

Most things should tie back to revenue, visits and/or vendor sales.



# Setting Your Budgets to Achieve Goals

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After deciding what your objective is, and how many you need, you have to decide what your objective is worth.



## Calculate Costs

- Determine whether you're spending budget on the objective.
- Determine whether you'll include labor and time costs in your budget calculation
- Collect historic KPIs. Cost per click, CPA, or cost per thousand impressions (CPM) will help.



## Determine your target Cost Per Action

- Use your objective goal to set the number of objectives you'd like to acquire
- Multiply the objective goal by the estimated cost to arrive at the budget needed



## Calculate the Value of the Objective

- Estimate the value of the objective. If there is a monetary value continue to create a ROAS goal.
- If there is no set monetary value, use a Cost Per Action target.



## Determine your target Return on Ad Spend (ROAS)

- Divide total value created by the total cost for advertising for a ratio of money made off money spent.
- Use this metric to gauge how profitable marketing activities are.

***Remember that these goals are benchmarks that should be improved over time***

# Budgeting In Action

We'll use a hypothetical to arrive at a target cost per action for a farmers market. Our objective in this example is an event response for Facebook.



## Calculate Costs

- We'd like to drive 35 market visitors
- It costs \$0.75 per event response
- 45% of the event responders will come to the market



## Determine your target Cost Per Action

- $\$60 \text{ spent} / \$0.75 \text{ per event response} = 80 \text{ Event Responses}$
- $45\% \text{ of } 80 = 36 \text{ attendees}$



## Calculate the Value of the Objective

- The average market customer spends \$20 per market.
- The market makes 9% of the revenue spent with a vendor.
- $36 \text{ attendees} \times \$20 = \$720$
- $\$720 * 9\% = \$65$
- Every event response makes \$0.81



## Determine your target Return on Ad Spend (ROAS)

- $\$65 \text{ Revenue} / \$60 \text{ Spent} = \mathbf{108\% \text{ ROAS}}$

***Typically, businesses aim for 100+% Break-even ROAS. However, growth goals may require operating at less than 100% if it means driving customers.***

# Digital Growth Planning in Action

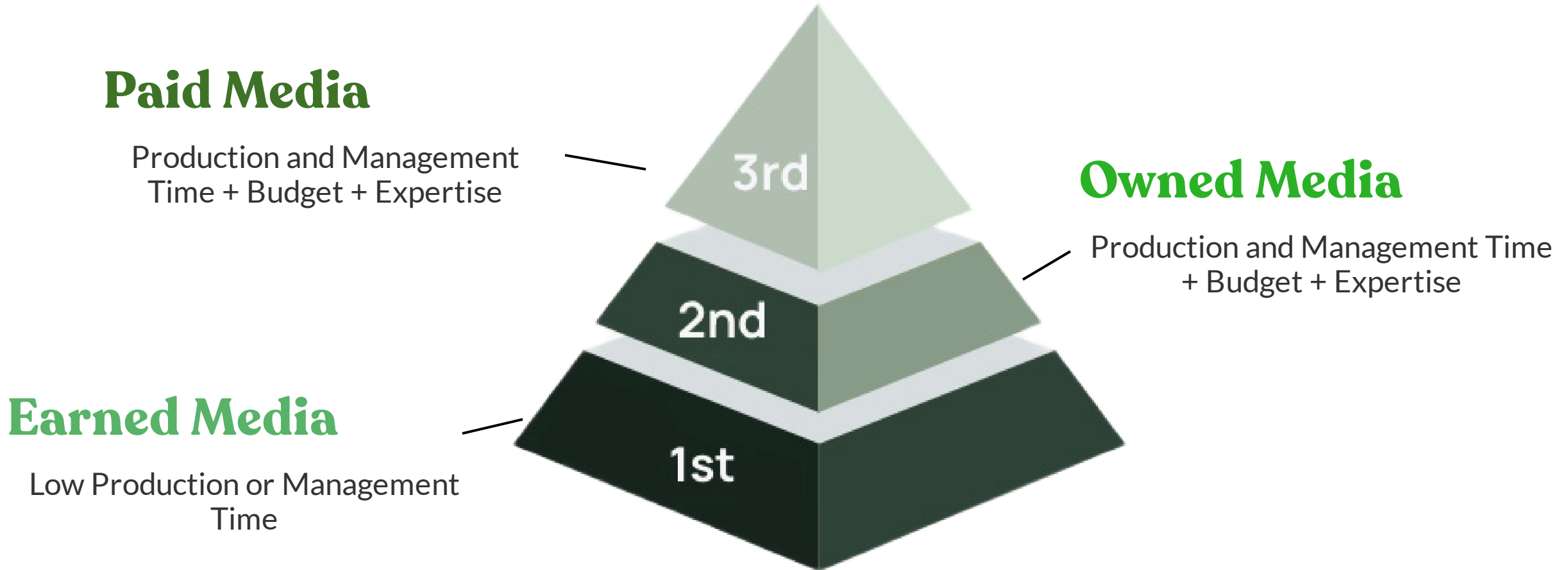
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For our hypothetical, we will be promoting a Family Fun day event at a nearby market.

Objective (What do we want to achieve?)	Event Responses
Budget (How much are we willing to spend to achieve our objective?)	\$60
Channels and tactics (Which channels will we use?)	
Target market (Who are we targeting?)	
Personnel (Who is going to be executing the projects?)	
Timeline (When do we want to achieve our objective?)	

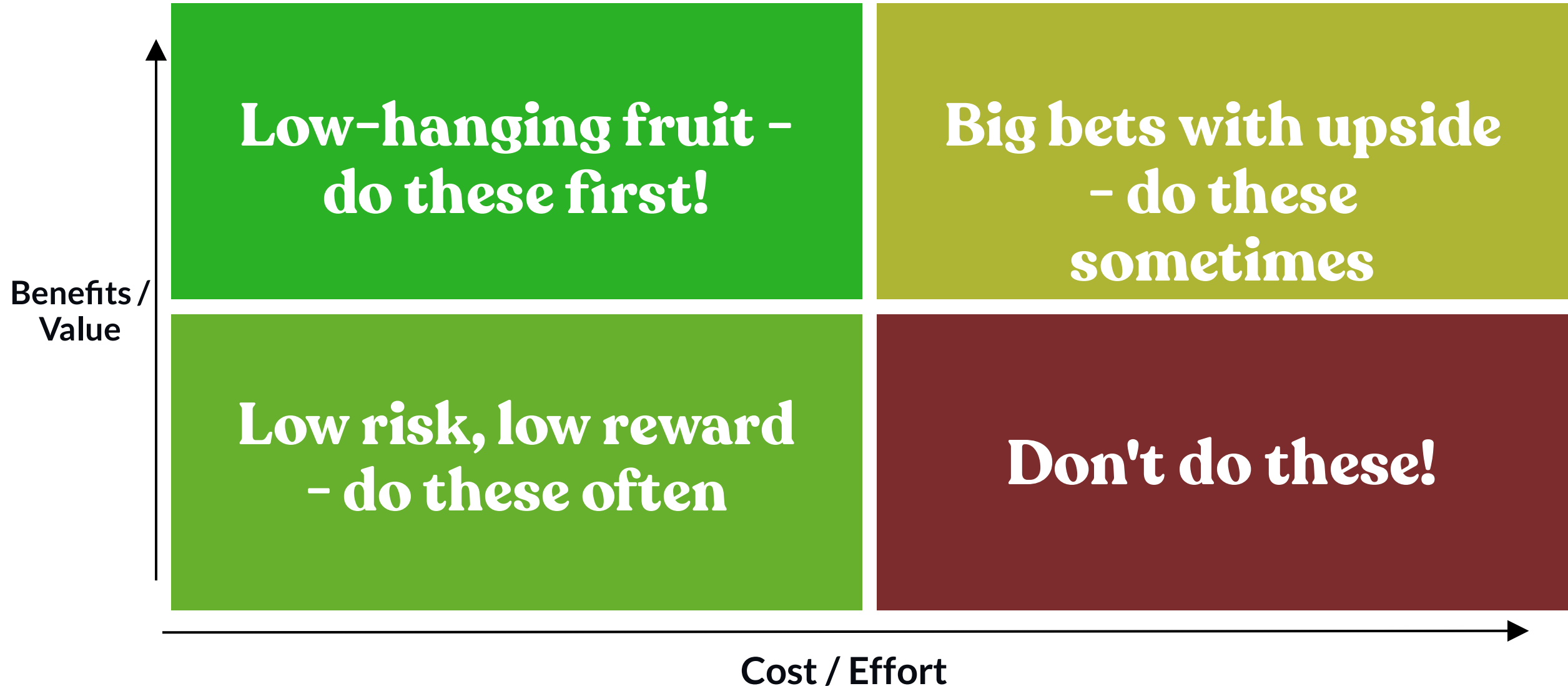
# Prioritize Lower Cost Channels First

Making sure you have a good foundation of Earned and Owned Media before scaling to Paid can keep cost efficient



# Prioritize By Tactic

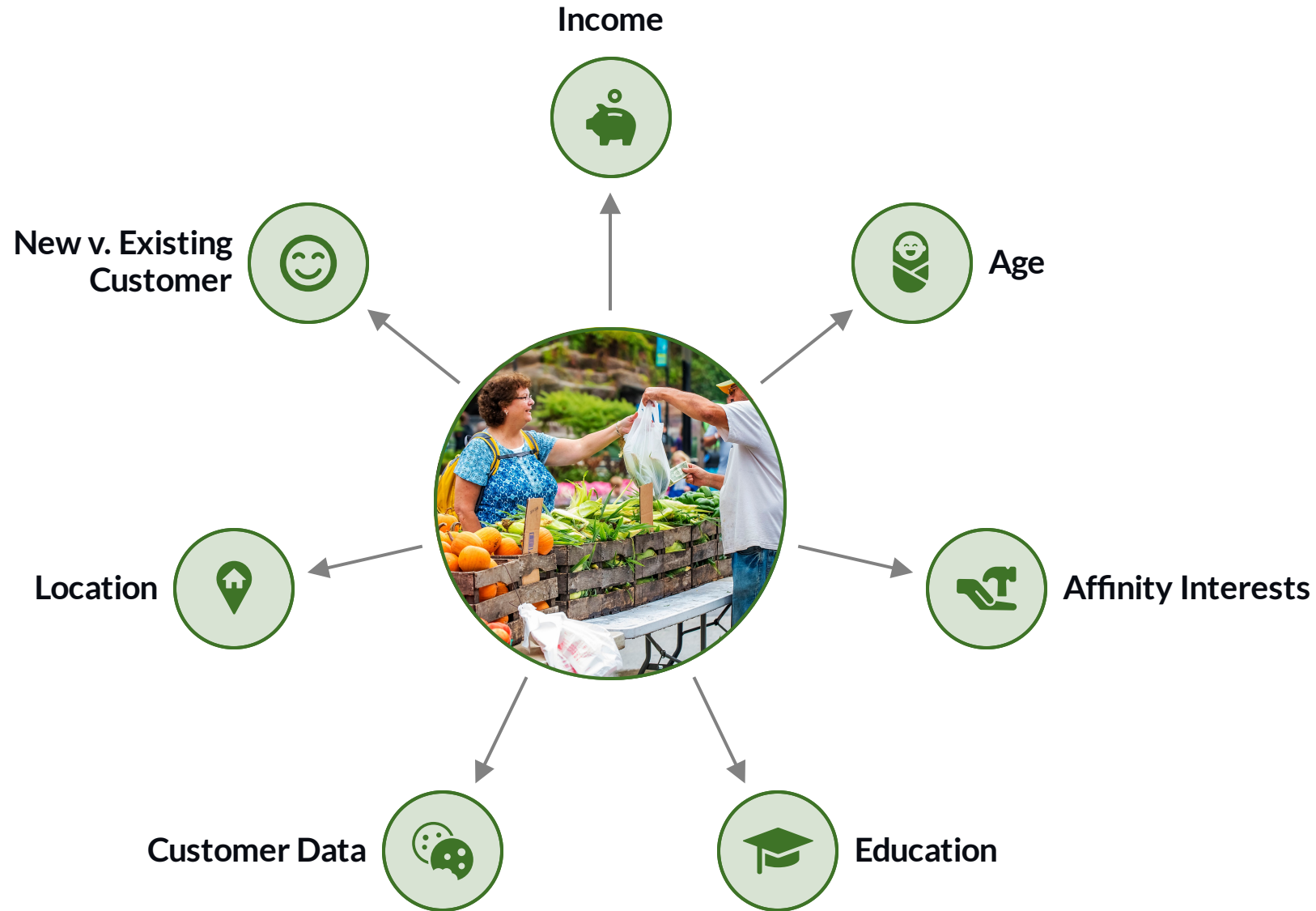
Time and budget will always be valuable resources. Make sure to use them as efficiently as possible!



## Demographics and Audience

# Determining Your Target Market


Depending on your channel choice, you can splice your data many different ways. Some will even allow you to upload your own customer data to automate targeting, taking the guess work out.



# Planning Your Digital Growth Project

For our hypothetical, we will be promoting a Family Fun day event at a nearby market.

Objective (What do we want to achieve?)	Event Responses
Budget (How much are we willing to spend to achieve our objective?)	\$60
Channels and tactics (Which channels will we use?)	Owned Media: Email Campaign, Facebook and Instagram Post Earned Media: Repost customer testimonials from last year Paid Media: Facebook / Instagram Event Ads
Target market (Who are we targeting?)	- New customers in the Greenlake Area of Seattle, Zip code 98103 - Parents, ages 30 - 50 - Interested in sustainable food, local restaurants
Personnel (Who is going to be executing the projects?)	
Timeline (When do we want to achieve our objective?)	

	 FRODO	 SAM	 GANDALF	 ARAGORN	 ELROND
Decide on what to do with ring	C	I	A	C	R
Create Fellowship	R	C	A	C	R
Get the ring to Mount Doom	R	C	A	C	I
Distract and defeat enemies	I	R	C	R	I

# Decide What Team Member Should Be Responsible

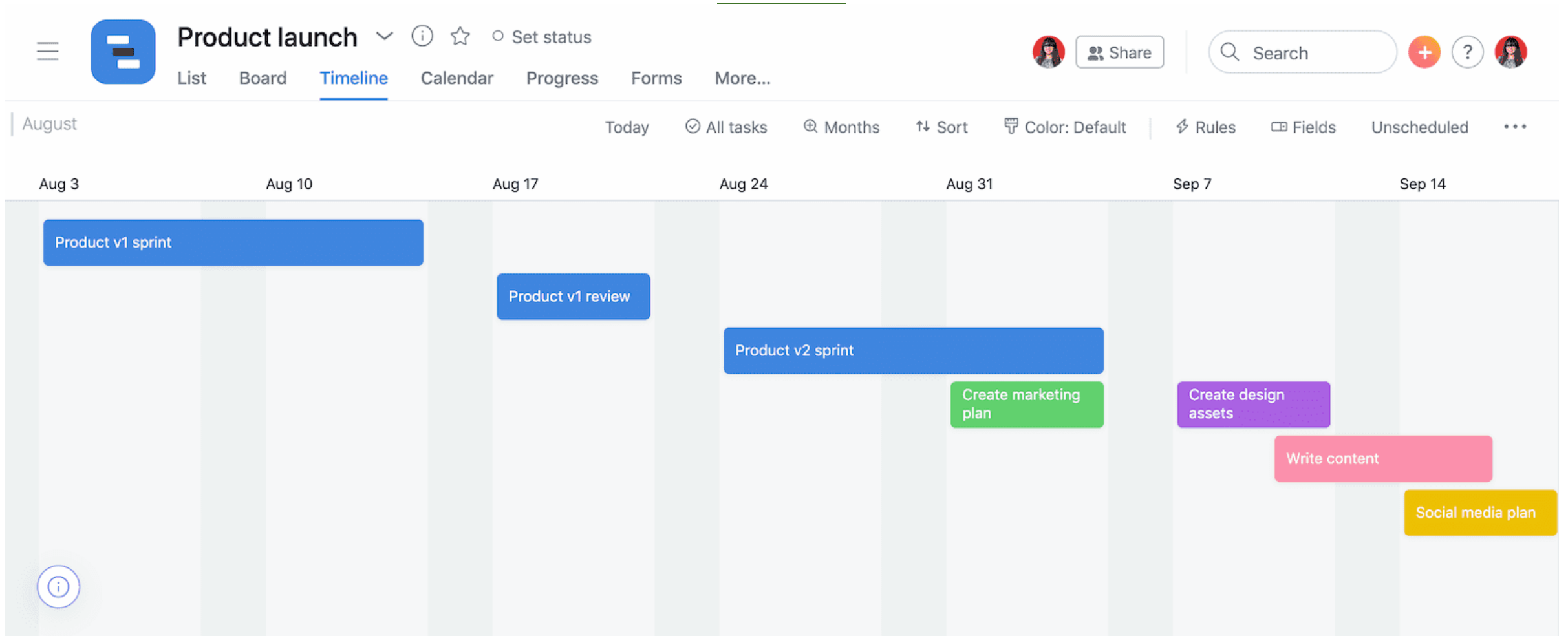
Different teammates will have different interest, skill sets, and time to dedicate to marketing.

When deciding channels and tactics, make sure you have bandwidth and clarity on the owner.

**Using a RACI (Responsible, Accountable, Consulted, Informed) Matrix is a great tool for clearly defining roles and responsibilities**



# Set Realistic Times - and Stick to Them



Project management tools like Asana or Trello can be great shared resources to keep your team on track

# Planning Your Digital Growth Project

For our hypothetical, we will be promoting a Family Fun day event at a nearby market.

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Target market (Who are we targeting?)	- New customers in the Greenlake Area of Seattle, Zip code 98103 - Parents, ages 30 - 50 - Interested in sustainable food, local restaurants
Personnel (Who is going to be executing the projects?)	Market Manager
Timeline (When do we want to achieve our objective?)	Creative and ad execution to be ready 14 days before event day

# Break Out #2

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Please take 5 minutes to talk to your partner groups about the following:

- **With your partner(s), please fill out the Digital Growth Planning Document. Feel free to use an existing project, or brainstorm a new one for your organization.**



**05:00**



# Designing a Digital Growth Program for Your Farmers Market

Setting Goals

Prioritizing Your Efforts

Executing Your Plan

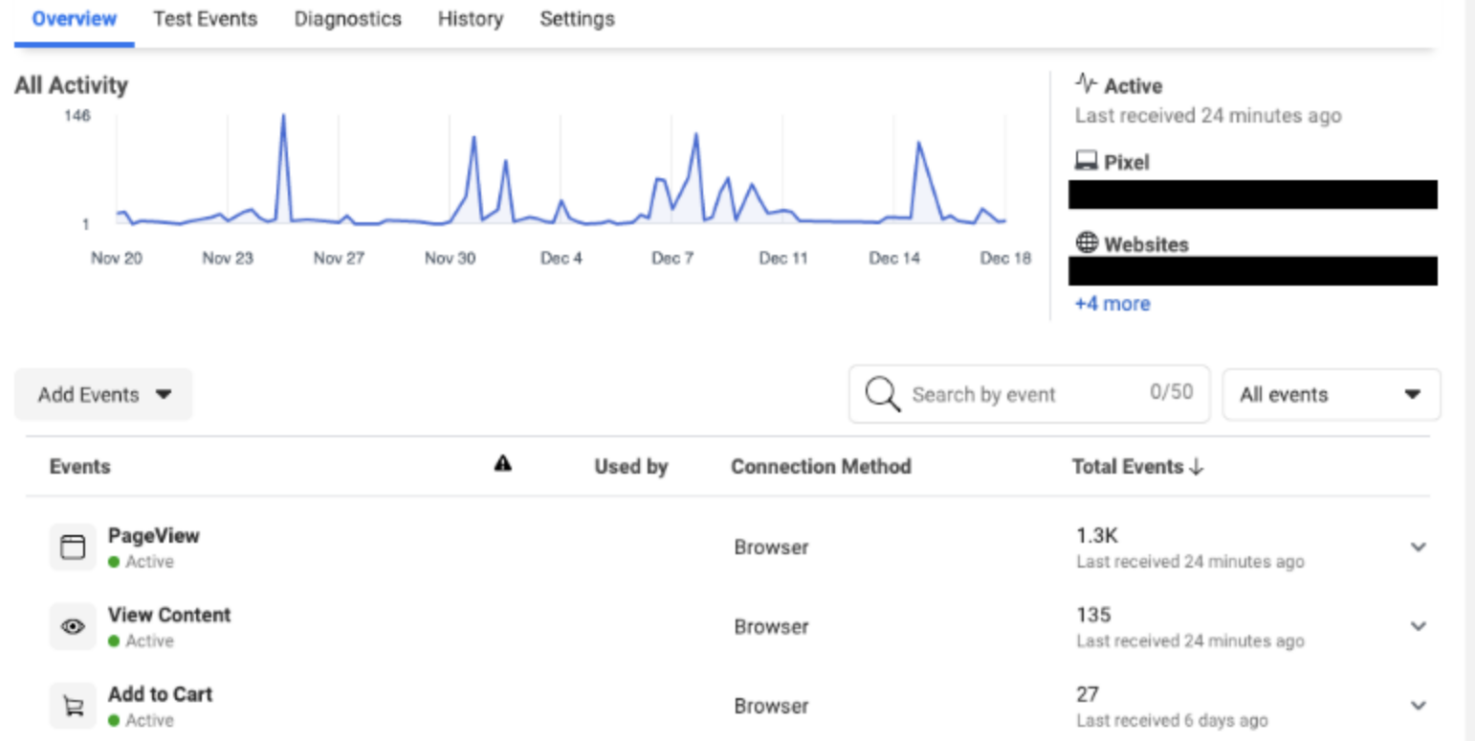
Reporting and Analysis

Doing it Again: Test, Harvest, and Learn

# Building Blocks for Launching Meta

Follow these steps to build your first Facebook and / or Instagram Ad!

- 1 Build or log in to your organizations Facebook Page
- 2 Log into Facebook Ads Manager to create your Ad Account
- 3 Link Facebook Page and Ad Account
- 4 Add and verify your payment method
- 5 Install Meta's Pixel Tracking
- 6 Build Your Ad!



**Demo**

*Pixels are pieces of code that track events on your website. Every ad platform needs these to properly report on your objectives being met.*

# Campaign Structure of Meta Ads

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## Campaign

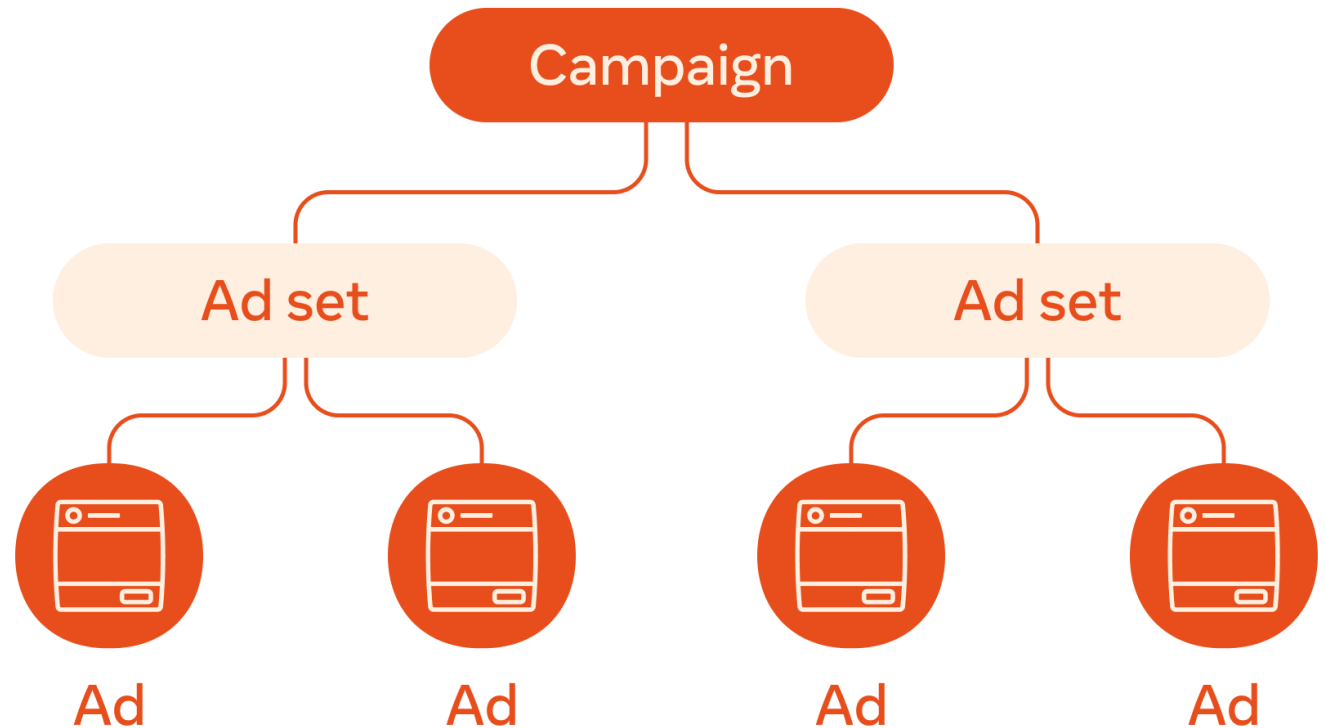
What kind of campaign you'll run. You can choose from traffic, awareness, engagement, and sales.

## Ad Set

What your **audience and budget** details are. This is where you set your targeting and how much you'll want to spend.

## Ad

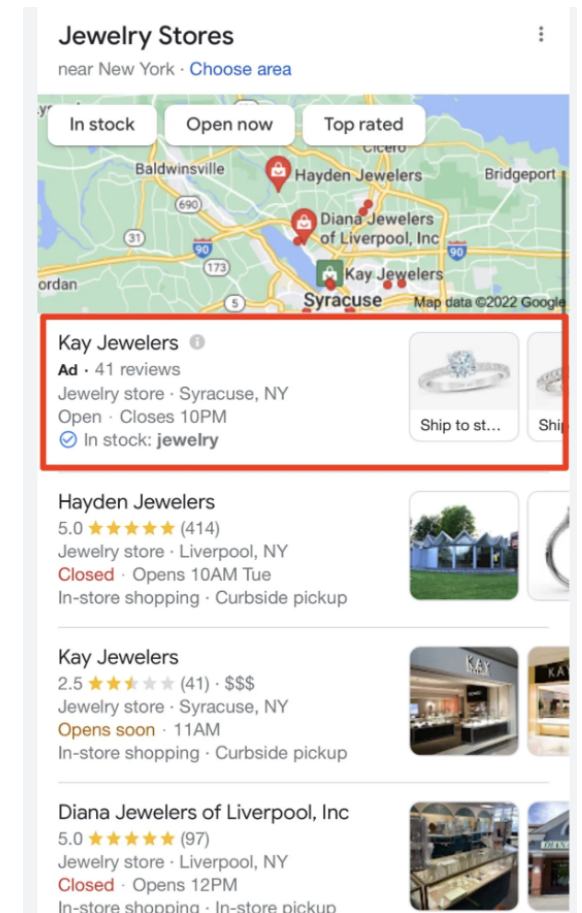
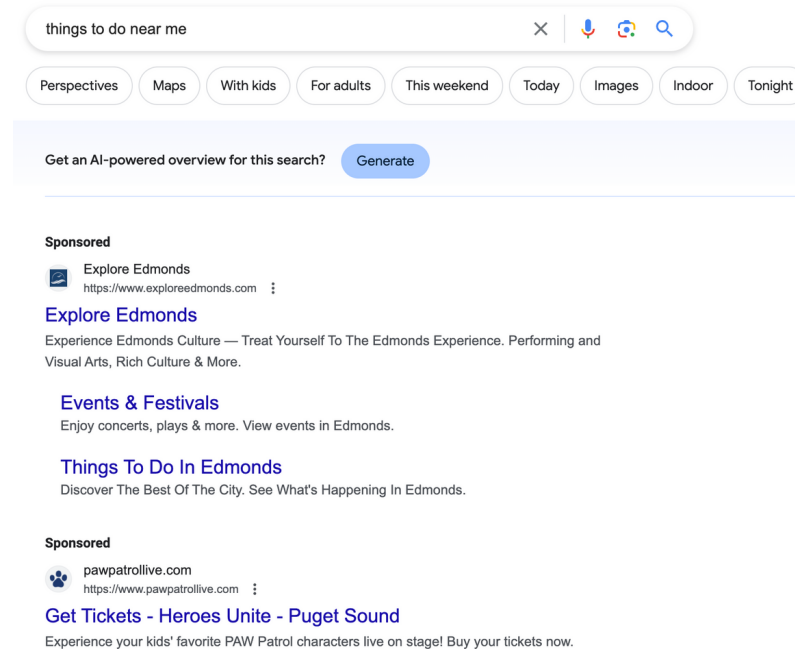
Where you'll place the **creative** you'd like your audience to see.



# Steps for Launching Google Ads

Follow these steps to build your first Google Ad!

- 1 Build or log in to your business's Google Account
- 2 Log into Google Ads Manager to create your Ad Account
- 3 Add and verify your payment method
- 4 Install Google's Pixel Tracking
- 5 Build Your Ad!



Demo

# Campaign Structure of Meta Ads

## Campaign

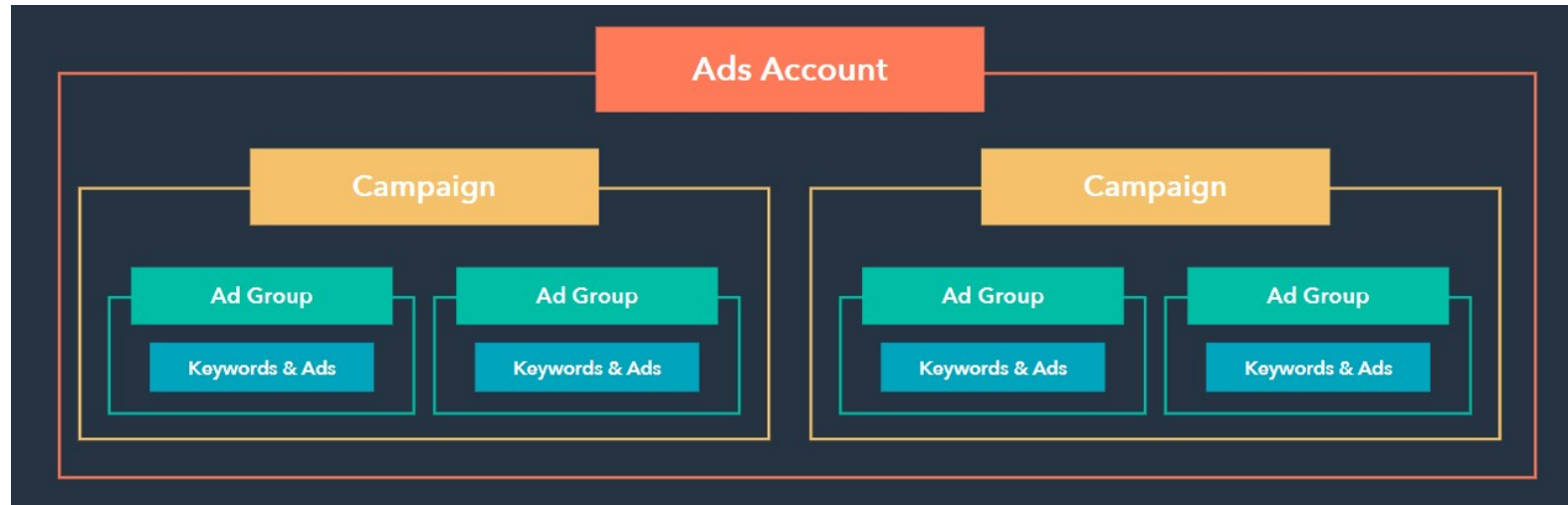
**What kind of campaign you'll run.** You can choose from sales, website traffic, or local store visits.

## Ad Set

This is where your **demographic and geographic targeting**. You'll also set your **bids and budgets** here.








## Ad

Where you'll place the search terms and **keywords** (ex. "things to do near me") you'd like to appear near. This is also where you'll place the **text or image creative** you'd like your audience to see.



Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 <b>Sales</b> Drive sales online, in app, by phone, or in store	 <b>Leads</b> Get leads and other conversions by encouraging customers to take action	 <b>Website traffic</b> Get the right people to visit your website	 <b>App promotion</b> Get more installs, engagement and pre-registration for your app
 <b>Awareness and consideration</b> Reach a broad audience and build interest in your products or brand <a href="#">Brand objectives have merged</a>	 <b>Local store visits and promotions</b> Drive visits to local stores, including restaurants and dealerships.	 <b>Create a campaign without a goal's guidance</b> Choose a campaign type first, without a recommendation based on your objective.	





# Designing a Digital Growth Program for Your Farmers Market

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Reporting  
and Analysis

Doing it Again:  
Test, Harvest,  
and Learn

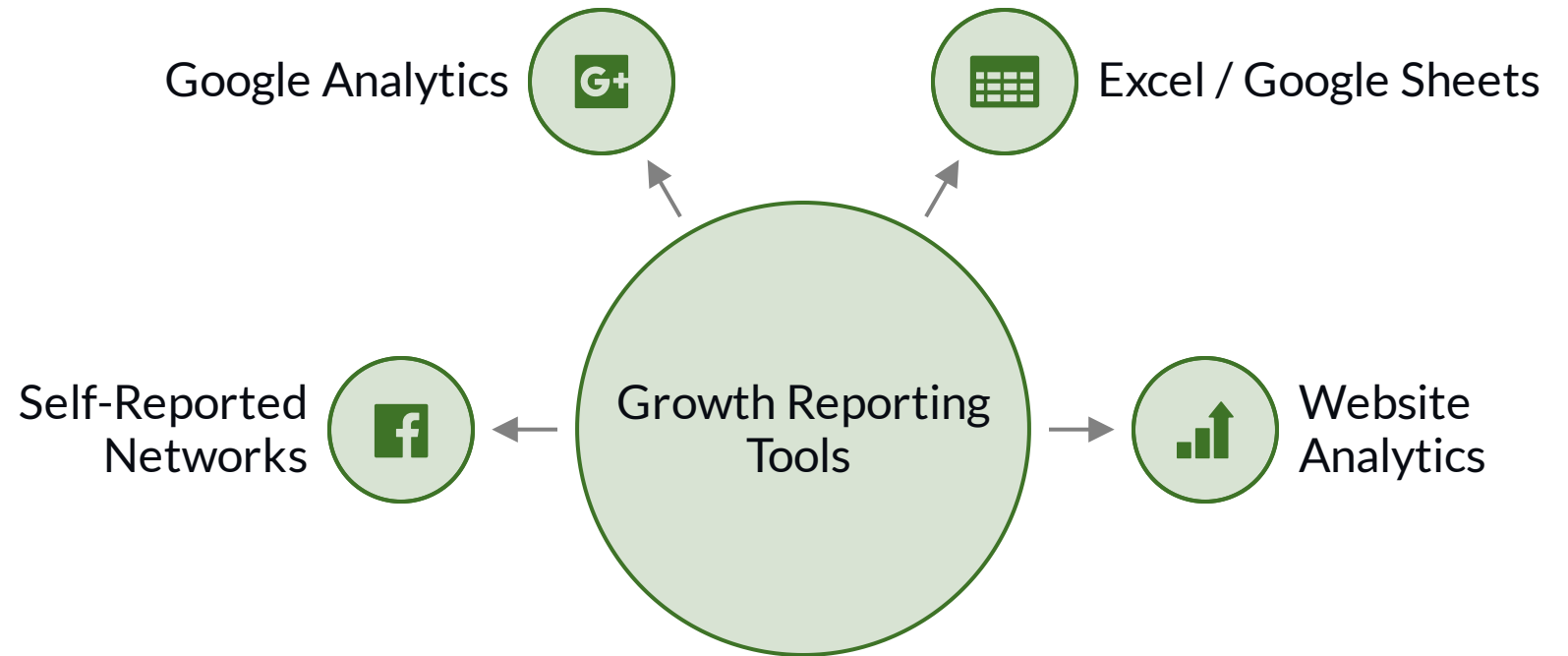
# How to Measure Your Efforts

By organizing our data in a meaningful way, we can create insightful reports to help us make data-driven decisions

## Why is Reporting so Important?

Digital Marketing's advantage over other advertising is the ability to measure actions and improve over time.

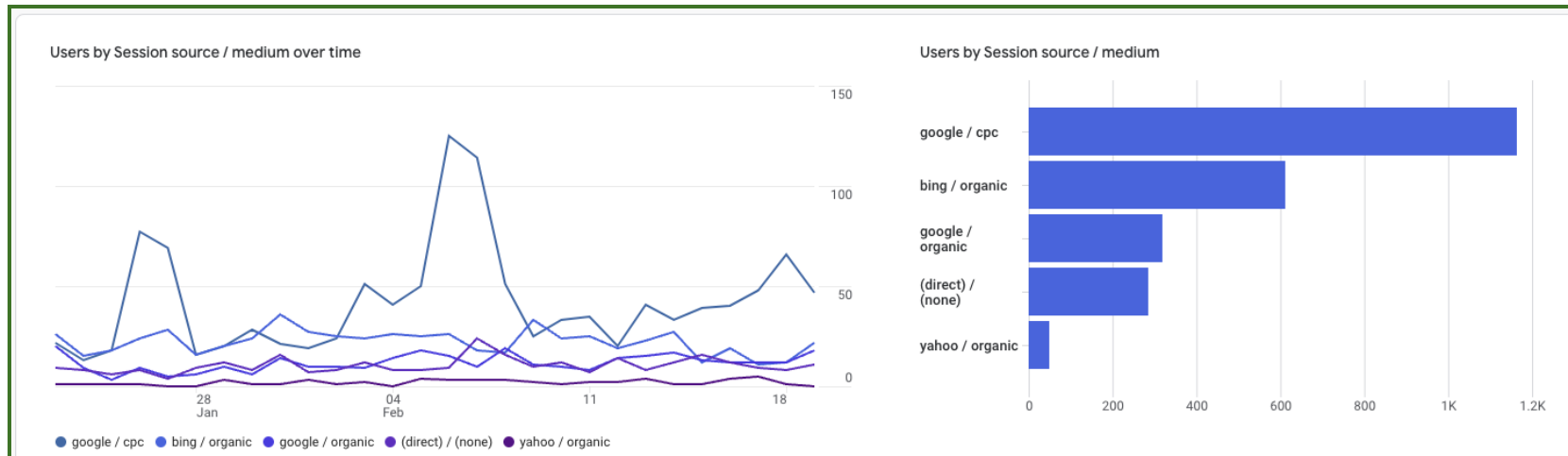
*It's even more important to understand what isn't working!*



*Growth Reporting typically compares data from multiple sources for accuracy*

# Reporting in Action

Strong reporting can not only measure past results, but help to predict future performance



## Reporting Tips

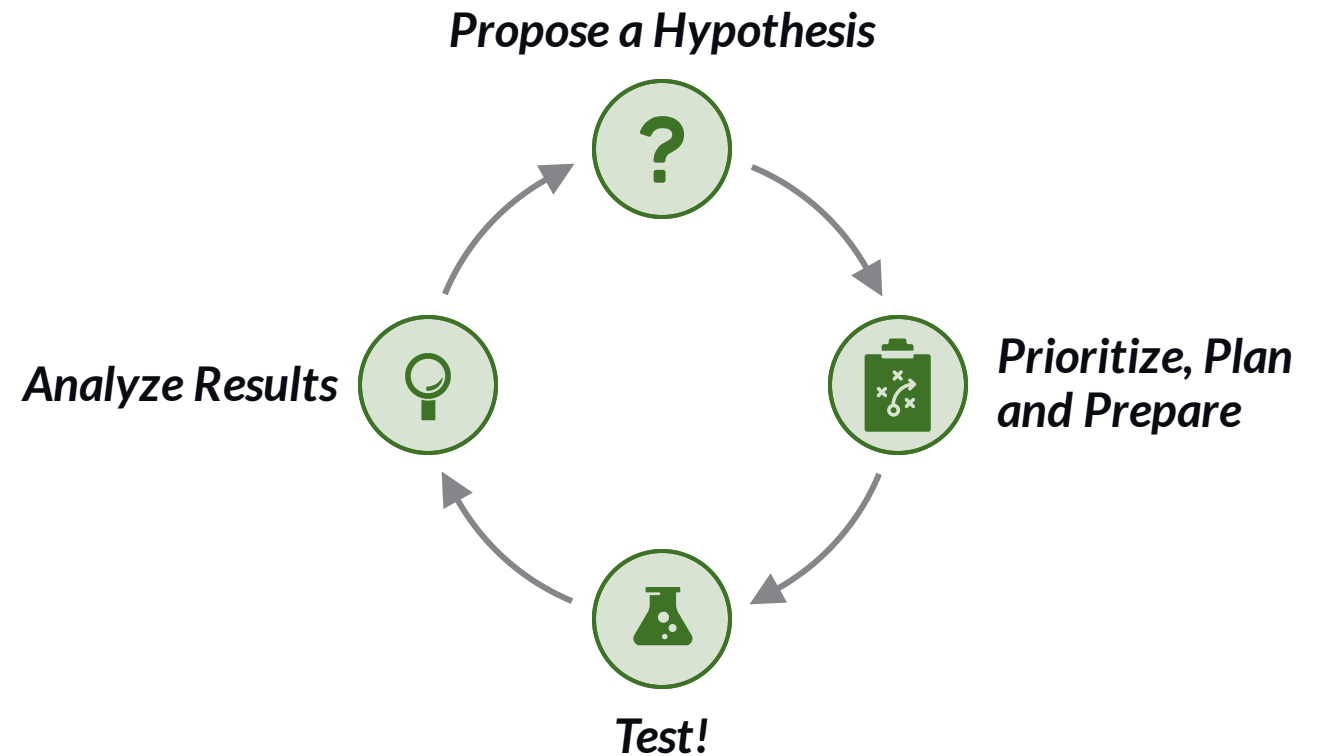
- Keep it simple and build
- Focus on the business impact. ROAS is king!
- Be transparent about results

	Actualized Data				Projected	Incomplete	Projected, 2022	
	2021	2022	2022	2022	2022	2022		
	Prior to Nov	Dec	Jan	Feb	Mar	Mar	April	May
<b>Facebook</b>								
Ad Spend	\$65,638.02	\$7,690.00	\$6,855.89	\$27,240.07	\$15,048.12	\$1,456.27	\$60,000	\$69,000
Impressions	13,684,546	396,141	1,084,289	2,298,318	1,366,356	132,228	7,500,000	8,801,020
Clicks	155,733	1,989	2,645	9,002	10,282	995	30,000	34,500
CTR	1.14%	0.50%	0.24%	0.39%	0.75%	0.75%	0.40%	0.39%
CPC	\$0.42	\$3.87	\$2.59	\$3.03	\$1.46	\$1.46	\$2.00	\$2.00
Installs	71700	1,206	2,062	5,823	5,704	552	16,500	18,975
Cost Per Install	\$0.92	\$6.38	\$3.32	\$4.68	\$2.64	\$2.64	\$3.64	\$3.64
Click to Install	46.04%	60.63%	77.96%	64.69%	55.48%	55.48%	55%	55%
Registrations	28492	351	882	3,302	2,635	255	8,250	9,488
Cost Per Reg	\$2.30	\$21.91	\$7.77	\$8.25	\$5.71	\$5.71	\$7.27	\$7.27
Install to Registrations	39.74%	29.10%	42.77%	56.71%	46.20%	46.20%	50%	50%



# Test, Learn and Harvest

Frequent testing is the backbone of digital growth



Repeatable growth takes trial and error - never trust a silver bullet!



# Designing a Digital Growth Program for Your Farmers Market

Setting Goals

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Your Efforts

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Your Plan

Reporting  
and Analysis

Doing it Again:  
Test, Harvest,  
and Learn

**Remember - Like Markets,  
Growth is about people first!**



**Thank you so much for you time!**

**Q&A and Discussion**

