

Using Digital Growth Marketing to Strategically Market Your Farmers Market |

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Agenda |

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

Break-Out #1

- 1. Ask your partner(s) for one example of their orgs Owned, Earned, or Paid Media*
 - 2. Ask your partner(s) for a great example of Owned, Earned, and Paid Media they've seen outside of farmers markets*
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Break-Out #2

3. ***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.***

Digital Growth Project Planner

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

Acronym	Full Form	Description
SEO	Search Engine Optimization	Optimizing content to rank higher in search results
SEM	Search Engine Marketing	Paid advertising to increase visibility on search
PPC	Pay-Per-Click	Advertising model where advertisers pay per click
CTR	Click-Through Rate	Percentage of clicks per impression in an ad
ROI	Return on Investment	Measurement of the profitability of an investment
CRO	Conversion Rate Optimization	Improving the percentage of website visitors who take a desired action
KPI	Key Performance Indicator	Metrics used to evaluate the success of a campaign
CPC	Cost Per Click	Cost of acquiring a click
CPA	Cost Per Acquisition	Cost of acquiring a desired action
CPM	Cost Per Mille (Thousand Impressions)	Cost of 1000 ad impressions. Impressions are the display of an ad on a user's screen.
CRM	Customer Relationship Management	Strategies and technologies for managing customer interactions and data
CMS	Content Management System	Software to manage and publish digital content
UX	User Experience	How users interact with and experience a website