

MARKETING YOUR MARKET

A CASE STUDY + TIPS & TRICKS



JEFFERSON COUNTY
FARMERS MARKETS
PORT TOWNSEND • CHIMACUM



JCFM Executive Director Amanda Milholland
JCFM Marketing Coordinator Holly Erickson

Project supported in part by a USDA FMPP grant



YOUR UNIQUE MARKET FLAVOR

DEVELOPING A BRAND GUIDE

- ▶ Logo
- ▶ Fonts
- ▶ Colors
- ▶ Tone
- ▶ Style

















YOUR UNIQUE MARKET FLAVOR

CANVA.COM FOR GRAPHIC DESIGN



-  Instagram Post (Square)
-  Instagram Story
-  Instagram Reel
-  Doc
-  Whiteboard
-  Presentation
-  Social media
-  Video
-  Print
-  Website
-  Custom size
-  Upload >



[Sign up for Canva Pro](#)



YOUR UNIQUE MARKET FLAVOR

LOGO



➤ Consider working with a local artist
Logo Maker (Canva App)



YOUR UNIQUE MARKET FLAVOR

BRAND FONTS

TITLES: JOST EXTRA BOLD, ALL CAPS

SUBTITLES: GEOMANIST, ALL CAPS

Copy: Geomanist, regular

Accent: Caveat Brush

► [How to choose the right fonts](#)

[Canva's ultimate guide to font combinations](#)

JEFFERSON COUNTY FARMERS MARKETS
PORT TOWNSEND • CHIMACUM

MEET ME at the MARKET

Community • Seasonal Flavor • Music

PORT TOWNSEND FARMERS MARKET
SATURDAYS
APRIL-OCT, 9AM-2PM
NOV-DEC, 10AM-2PM
600 BLOCK TYLER ST

CHIMACUM FARMERS MARKET
SUNDAYS
JUNE-OCT, 10AM- 2PM
9122 RHODY DR

eggs!

80+ FRESH PRODUCE •
PASTURE-RAISED MEAT •
EGGS • FISH • ARTISAN
PREPARED FOODS • ART &
CRAFT VENDORS

SNAP Market Match

WIC & SENIOR
Farmers Market Benefits
WELCOME HERE!

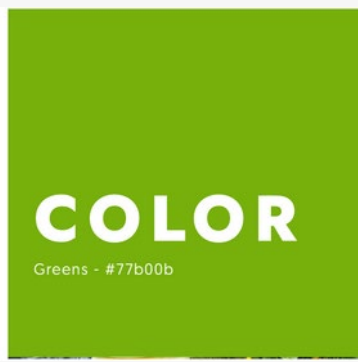
Dollar-for-dollar
SNAP Match up
to \$30

jcfmarkets.org



YOUR UNIQUE MARKET FLAVOR

BRAND COLORS



► **Color Harmony (Canva App)**
[Coolors.co](https://www.colors.co)



MEET ME at the MARKET

Community • Seasonal Flavor • Music



PORT TOWNSEND FARMERS MARKET

SATURDAYS
APRIL-OCT, 9AM-2PM
NOV-DEC, 10AM-2PM
600 BLOCK TYLER ST

CHIMACUM FARMERS MARKET

SUNDAYS
JUNE-OCT, 10AM- 2PM
9122 RHODY DR



80+ FRESH PRODUCE •
PASTURE-RAISED MEAT •
EGGS • FISH • ARTISAN
PREPARED FOODS • ART &
CRAFT VENDORS



Dollar-for-dollar
SNAP Match up
to \$30



[jcfmarkets.org](https://www.jcfmarkets.org)



YOUR UNIQUE MARKET FLAVOR

BRAND GUIDE IN CANVA



TITLES: JOST EXTRA BOLD, ALL CAPS

SUBTITLES: GEOMANIST, ALL CAPS

Copy: Geomanist, regular

Accent: Caveat Brush



▶ [Setting up brand kits in Canva](#)

JCFM Brand Kit

Logos

See all



Colors

See all

Color palette



Wild Orchid



Mellow Barnyard



Fonts

Edit

Heading

Subheading

Body



YOUR UNIQUE MARKET FLAVOR

BRAND TONE

► [Brand Tone Template](#)

PERSONALITY TRAIT	DESCRIPTION	DO	DON'T
INCLUSIVE	We welcome all races, classes, orientations, etc., to our markets. We believe access to nutritious food is a human right.	<ul style="list-style-type: none">• Use gender-neutral terms• Use human-centered language, put person first• Be culturally sensitive• Show appreciation for those who use food access programs as valued customers	<ul style="list-style-type: none">• Use gendered roles• Use religious/spiritual references• Use able-ist or racist language• Prioritize certain types of shoppers over others (visitors/locals/food access participants)
COMMUNITY-ORIENTED	We support small businesses, local non-profits, food systems, social gatherings	<ul style="list-style-type: none">• Refer to “our” neighbors• Highlight local small businesses investing back into our community• Highlight community-building	<ul style="list-style-type: none">• Create an “us” and “them” dynamic• Prioritize certain types of shoppers over others (visitors/locals/food access participants)



YOUR UNIQUE MARKET FLAVOR

BRAND TONE



Jefferson County Farmers Markets

Published by Holly Hester



· November 11, 2024 · 🌐

JCFM participates in [Give Jefferson](#) to raise funds for our food access programs: Supplemental Nutrition Assistance Program (SNAP/EBT) Match, Women Infants and Children (WIC) and Senior Farmers Market Nutrition Program match, and VegRx.

Funds raised through the campaign help JCFM stretch the federal food assistance benefits of our friends and neighbors with low incomes while supporting our local farmers.

**Support 29 Local Non-Profits
Providing Safety-Net Services in our Community.**



YOUR UNIQUE MARKET FLAVOR

STYLE CHOICES





WHO ARE WE SERVING?

DEFINING YOUR AUDIENCE

- Who are they?
- What are their interests?
- What brings them to the market?
- What would motivate them to visit more often?





WHO ARE WE SERVING?

GATHERING AUDIENCE INFORMATION

- Conversations/ Observations at market
- Online sources: [Metabusiness Suite Insights](#), [Google Analytics](#), Website Insights
- Dot survey
- Community survey
- [Survey Monkey](#), [Google Forms](#)





WHO ARE WE SERVING?

WSFMA CAMPAIGN SURVEY RESULTS 2021

Why do you visit the market?

- ▶ Live your values of helping the local economy, using fresh/seasonal ingredients, reducing transportation footprint
- ▶ One day a week to relieve stress, fun, welcoming

What imagery is most appealing?

- ▶ Fresh food
- ▶ Farmers and vendors with shoppers, faces



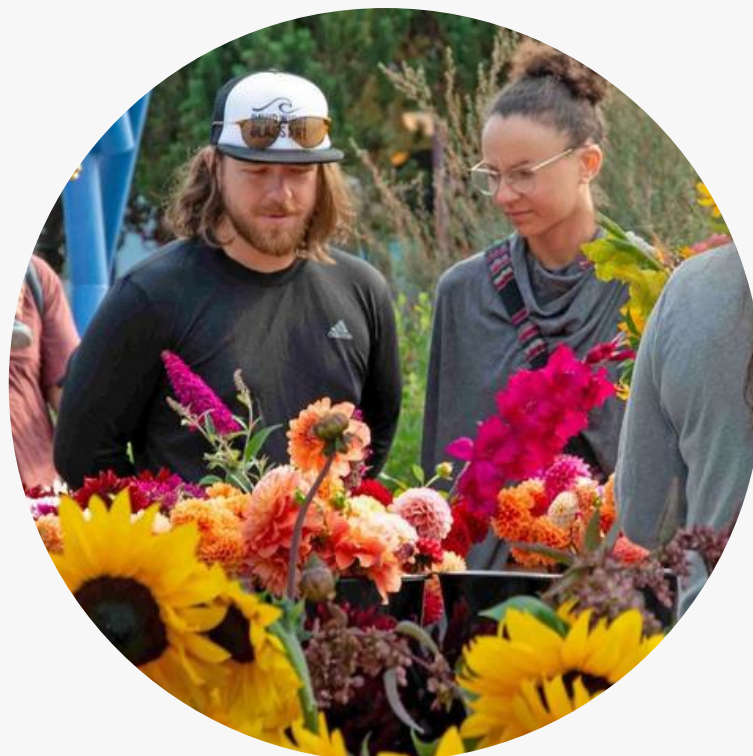


WHO ARE WE SERVING?

JCFM SURVEY RESULTS 2023/2024



- 55+ yrs.
- Social/ Environmental Impact
- Shopping for groceries, food to eat now
- Community connection



- Out-of-town visitors
- Experiences
- Souvenirs



- Families using Food Access Programs
- Positive shopping experience
- Kid-friendly activities



PLATING & PRESENTATION

IDENTIFYING MARKETING CHANNELS

- ▶ What are the best ways to reach each audience?
- ▶ What local and regional channels are available?
- ▶ What feels manageable?





WHAT ARE YOUR LOCAL MEDIA OUTLETS?

GROUP ACTIVITY

- ▶ List local media outlets in your area
- ▶ Share with your neighbors
- ▶ Share with the group



PLATING & PRESENTATION

DIGITAL MARKETING CHANNELS

- Website
- e-Newsletter
- Community Directories
- Social Media
- [Mailchimp](#), [MyCityScene](#)



Join the Farmers Market Community

Subscribe to our weekly newsletter to find out what's fresh! Get seasonal recipes and the latest on Market news, music, and events.

Sign up

We respect your privacy.



PLATING & PRESENTATION

LOCAL MEDIA OUTLETS

- ▶ Local Newspapers
- ▶ Radio
- ▶ Theater (Check out our most recent videos [here](#) and [here](#))





MISE EN PLACE

ORGANIZING YOUR INGREDIENTS

- Marketing Messages
- Photo Library





MISE EN PLACE

MARKETING MESSAGES

Editorial Calendar									
Tr	Event Date	Event Name	Promo Start Date	Primary Messaging	Promotional Channels	Notes	Resources		
	March 21	Spring Equinox	March 15	family What farmers are doing to prepare for market	IG/FB Newsletter				
	April	Earth Month	March 15	Sustainability tips at market and at home	IG/FB Next Door Newsletter				Earth Month Marketing Campaign
	April (1st Saturday)	PTFM Opening Day	February 15	Join us for opening market! Highlight new vendors	IG/FB Next Door Newsletter Website Seattle Stranger Seattle Times My City Scene Leader Newspaper PDN Newspaper KPTZ Calendar Bareboards				Opening Day Marketing Campaign
	April 10	National Siblings Day	April 5	Highlight sibling-owned businesses at market	IG/FB				

► [Editorial Calendar Template](#)



MISE EN PLACE

PHOTO LIBRARY

- Gathering quality photos
- Storage
- Organization
- Integration
- [Google for nonprofits](#)



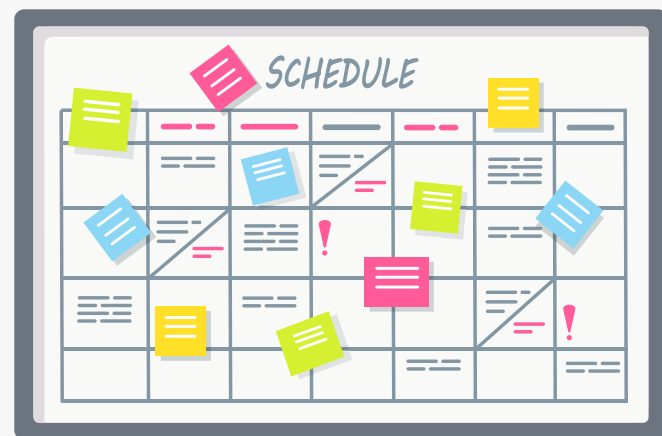
2024-12_PTFM Closing_Deja View Photography





GET COOKING!

DESIGNING A MARKETING CAMPAIGN





GET COOKING!

DESIGNING A MARKETING CAMPAIGN

► Editorial Calendar

Event Name	Promo Start Date	Primary Messaging	Promotional Channels
PTFM Opening Day	February 15	Join us for opening market! Highlight new vendors	IG/FB Next Door Newsletter Website Seattle Stranger Seattle Times My City Scene Leader Newspaper PDN Newspaper KPTZ Calendar Bareboards

► Action Items

- Reserve print & digital ads
- Design postcard
- Create Facebook Event
- Update Events Page on website
- Update open hours on Google Maps, Apple Maps, Next Door

► [Trello task management](#)



GET COOKING!

REPURPOSING CONTENT

JEFFERSON COUNTY FARMERS MARKETS
PORT TOWNSEND • CHIMACUM

3/13/2024

Jefferson County Farmers Markets
360-379-9098
info@jcfmarkets.org

Press Release


**Re: Port Townsend Farmers Market Season Opening
Just Around the Corner**

We are a few days from the official start of spring and only three weeks from the season opening of the Port Townsend Farmers Market. The nonprofit Jefferson County Farmers Markets will cut the red ribbon, ring the cowbell, and parade goats through uptown Tyler Street on Saturday, April 6th, for our Port Townsend Farmers Market (PTFM) season opening. Please join us!

The nonprofit Jefferson County Farmers Markets (JCFM) operates the Port Townsend and Chimacum farmers markets with a mission to support local farmers and artisans by creating vibrant marketplaces that cultivate community and provide access to healthy food for all. On Saturdays, April through mid-December, JCFM brings 50 to 80 farm, artisan food, and arts businesses together on Tyler Street, creating a space for the community to connect and for local small businesses to establish and grow. This year will be the 32nd PTFM season.

Opening Day Schedule, Saturday, April 6th:

JEFFERSON COUNTY FARMERS MARKETS
PORT TOWNSEND • CHIMACUM



Port Townsend Farmers Market (PTFM)
Opening April 6th!

Chimacum Farmers Market (CFM)
Opening June 2nd

[Market Map Here](#)

Ring the Bell, It's Market Season!

This Saturday is the Port Townsend Farmers Market Opening Celebration, 9am-2pm, Uptown.

PORT TOWNSEND FARMERS MARKET SEASON OPENING!
Red Ribbon Cutting • Farm, Artisan Food, & Art Vendors • Live Music • Goat Parade



6

Saturday, April 6, 2024 at 9 AM – 2 PM

Port Townsend Farmers Market Season Opening
650 Tyler Street, Port Townsend, WA, United States, Washington 98368

About Discussion Invite

Details
873 people responded
Event by Jefferson County Farmers Markets

Jefferson County Farmers Markets
Published by Holly Hester
April 4, 2024

Port Townsend Farmers Market Opening Celebration is this Saturday, 9am-2pm, Uptown Port Townsend.

Opening Day Timeline:

- 8:45am: Gather at the intersection of Tyler and Lawrence
- 9:00am: Group photo with Sarah Wright Photography + red ribbon cutting with Mayor David Faber and Julia-Ellen (Julie) Spruiell-Smith, JCFM Board Vice President, and Natalie Motson, JCFM Board Secretary
- 9:05am: Ground Control Goats parade through the market accompanied by live music by Kristin...

15 likes

Press Release



Newsletter



Event Description



Social Post



GET COOKING!

REPURPOSING CONTENT

- ▶ Photo that tells a story





GET COOKING!

REPURPOSING CONTENT

► Newspaper ad



Port Townsend Farmers Market SEASON OPENING!



SATURDAY, APRIL 6, 9 AM - 2 PM

Red Ribbon Cutting Ceremony ◦ Goat Parade ◦ Farm, Artisan Food, & Art Vendors ◦ Live Music



Opening Day 2023 by Sarah Wright Photography

PORT TOWNSEND FARMERS MARKET

Opening Saturday, April 6
9am–2pm, 650 Tyler St

CHIMACUM FARMERS MARKET

Opening Sunday, June 2
10am–2pm, Chimacum Corner



jcfmarkets.org
info@jcfmarkets.org



WIC &
Senior
FMNP Match



Dollar-for-dollar
SNAP Match
up to \$30



WIC Fruit
& Veg
Benefits



GET COOKING!

► Facebook event cover

REPURPOSING CONTENT





GET COOKING!

REPURPOSING CONTENT

► Postcard



Photo Season Opening 2023 by Sarah Wright

PORT TOWNSEND FARMERS MARKET

OPENING DAY

SATURDAY, APRIL 6, 9AM-2PM



SIGNATURE RECIPES

CREATING BRAND TEMPLATES

- Newsletters
- Social Posts
- Postcards

- [Brand templates in Canva](#)

JEFFERSON COUNTY
FARMERS MARKETS
PORT TOWNSEND • CHIMACUM

Hand-crafted,
Hand-poured,
Small batch

GOOD
JUJU
GHEE

ARTISAN
GHEE

TOWNSEND, WA

jar deposit!

WE ARE A SMALL BUSINESS
WEASLI IS PREFERRED

Good Juju Ghee
by Deja View Photography

<p>Port Townsend Farmers Market (PTFM) Saturdays, 10am - 2pm <i>Winter hours</i></p>	<p>Chimacum Farmers Market (CFM) Closed for the season <i>See you next June!</i></p>
---	---



FEEDING A CROWD

CREATIVE WAYS TO INCREASE YOUR REACH

- Maximize social media impact
- Earned media
- Sponsorship
- Local & State Grants

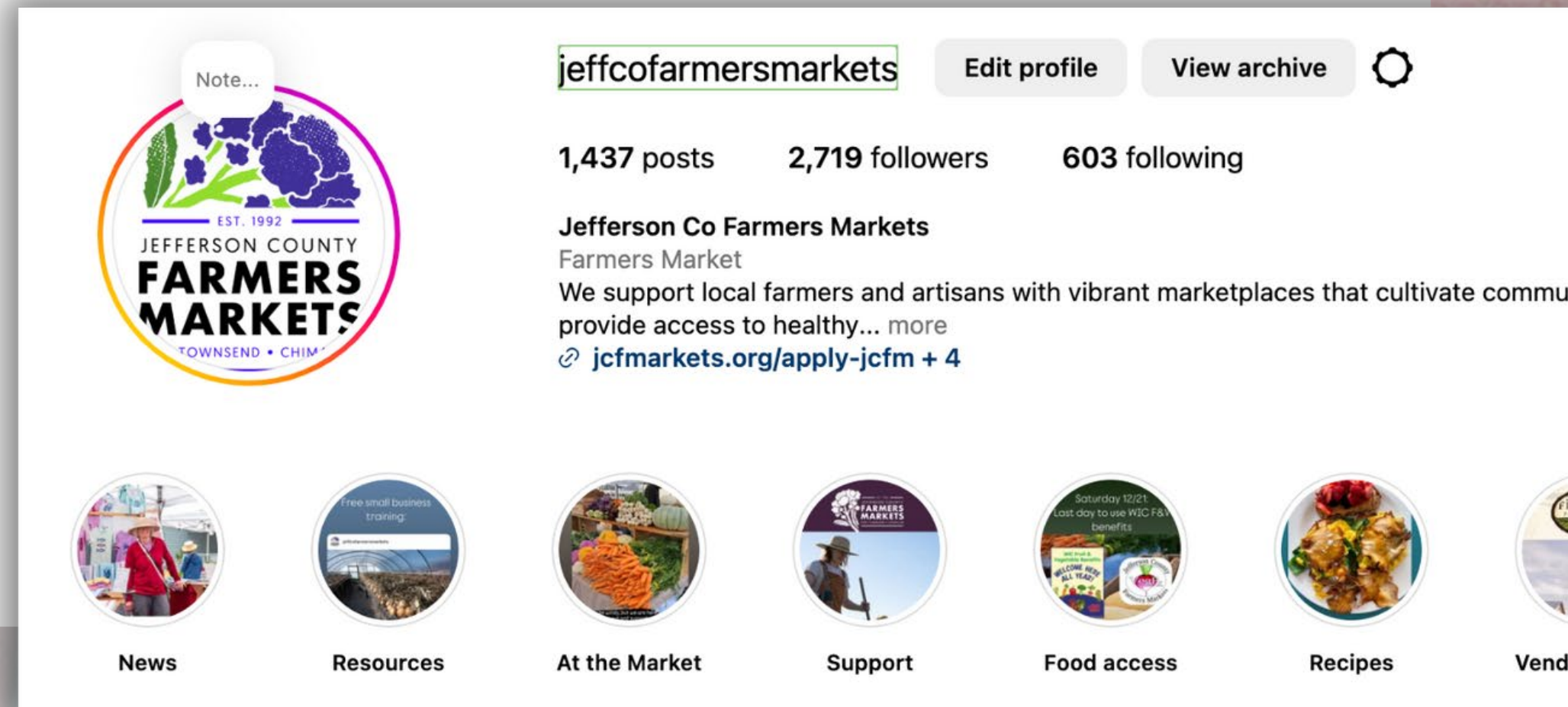




FEEDING A CROWD

MAXIMIZING SOCIAL MEDIA IMPACT

- Facebook cover photo, events, community groups
- Instagram highlights
- Tag partners, vendors, photographers, grant funders, sponsors
- [Social media tagging cheat sheet](#)





FEEDING A CROWD

GENERATING FUNDS & BRAND MARKETING

- ▶ Earned Media
- ▶ Marketing sponsorships
- ▶ Local & State Grants





FEEDING A CROWD

APPLYING FOR GRANTS

- ▶ Lodging Tax
City and County (Heads in Beds)
- ▶ [State of Washington Tourism](#)
- ▶ USDA [Farmers Market Promotion Program Grants](#)





THANK YOU!

Amanda Milholland
info@jcfmarkets.org

Holly Erickson
Holly@jcfmarkets.org