



# Farmers' Market Regional Workshop

Marketing Guide





# Find a Unique Niche

- **What makes your products unique?**
- **Increase average order size**
- **Get rid of excess inventory**
- **Quick and easy- have a “grab ‘n’ go” section**

# Communication

- **Present yourself well**
- **Stand up**
- **Be friendly and talkative**
- **Make yourself part of the display**
- **Display photos from your farm**
- **Befriend other vendors**






# Visual Display

- **Display the best-looking products**
- **Stack your items high**
- **Make the most of your space by maximizing all 3 dimensions – height, width and depth**
- **Create a sense of abundance**
- **Let your products shine**
- **Decorate your table/booth**
- **Make eye-catching signage**
- **Clearly label prices**



# Using Social Media to Drive Market Sales

<p><b>Facebook</b></p> 	<p>This is the most robust site, featuring text, photos, video, links. Doubles as a free and easy to update webpage. Drives 20x more traffic to websites than Twitter.</p>	<p>Total # of monthly active users = 2.4 billion Total # of mobile active users = 2.2 billion Total # of desktop active users = 1.5 billion FB has over 5 million advertisers as of 2017 93% of marketers use FB advertising regularly</p>
<p><b>Twitter</b></p> 	<p>Micro Blogging / Personal News Channel "Tweets" must be 140 characters or less Posts reflect daily activities Users can "re-tweet" your messages</p>	<p>Total # of monthly active users = 330 million Total # of daily users = 139 million Total # of tweets sent per day = 500 million</p>
<p><b>Instagram</b></p> 	<p>Photo- and video-sharing Easy to share photos and video from Instagram to Facebook, Twitter, and other social media sites</p>	<p>Total # of monthly active users = 1 billion Total # of daily active users = 500 million # of businesses on 25 million +</p>



# Using Social Media to Drive Market Sales

- What audience do you want to reach?
- Which social media platforms best meet your goals?
- Which tool would you be most likely to use?
- What tools do you already have?

Continued:



# Using Social Media to Drive Market Sales

- Build buzz before you launch
- Give location updates
- Take high-quality pictures
- Promote your social media pages and website

