Farm & Food Marketing: Training for TA Providers
Session 3 Facilitator Guide

Planning and Measuring Results

Session 3 Overview

This session shows the value of creating a simple marketing campaign plan and demonstrates how to create a plan. It emphasizes the importance of tracking, measuring, and evaluating the results of individual marketing tactics as well as a marketing campaign. By the end of this session, participants will be able to understand and apply these concepts using the provided frameworks.

Included Materials

- PowerPoint Slides:
    - Session_3_Planning_and_Evaluating_Success.pptx
    - Session_3_Planning_and_Evaluating_Success.pdf
- Worksheets & Exercises:
    - Session_3_Facilitator_Guide.docx
    - Session_3_Facilitator_Guide.pdf
    - Instructions_for_Creating_a_4-Step_Marketing_Plan_Exercise.docx
    - Instructions_for_Creating_a_4-Step_Marketing_Plan_Exercise.pdf
    - Sample_Marketing_Campaign_Plan_Evaluation_Scenarios.docx
    - Sample_Marketing_Campaign_Plan_Evaluation_Scenarios.pdf
    - Evaluate_a_Marketing_Campaign_Worksheet.docx
    - Evaluate_a_Marketing_Campaign_Worksheet.docx

Session 3 Goals

- Learn the difference between a comprehensive, long-term marketing plan and a simple marketing campaign plan,
- Show how to develop a simple 4-step marketing campaign plan.
- Practice developing a marketing campaign plan.
- Learn the principles and techniques of tracking, measuring, and evaluating the success of individual tactics and overall plans.
- Practice evaluating the success of a campaign.

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Suggested Pre-Session Reading

Marketing Your Farm, pp 49-64, 141-156

Suggested Agenda

If delivering this entirely live in a 3-hour session, use this high-level timeline:

- 00:00 – 00:10 | Welcome & Agenda
- 00:10 – 00:30 | Presentation and Discussion: Why bother creating a written marketing plan?
- 00:30 – 00:50 | Create a 4-Step Marketing Campaign Plan
- 00:50 – 01:10 | Breakout Group Exercise: Create a 4-Step Marketing Plan
- 01:10 – 01:30 | Report Back to share your group's plan
- 01:30 – 01:45 | Break
- 01:45 – 02:20 | Presentation and Discussion: Track, Measure and Evaluate Your Campaign Results
- 02:20 – 02:40 | Solo Exercise: Evaluate a Marketing Campaign
- 02:40 – 02:55 | Report Back to discuss whether the campaign was successful
- 02:55 – 03:00 | Close