Farm & Food Marketing: Training for TA Providers
Session 4 Facilitator Guide

Mastering Three Key Marketing Goals

Session 4 Overview

This session describes how to achieve three key marketing goals: Attract new customers; Retain existing customers; and Increase Sales from Existing Customers. Participants will learn about tactics for all three goals. 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_4_Mastering_Three_Key_Marketing_Goals.pptx
    - Session_4_Mastering_Three_Key_Marketing_Goals.pdf
- Worksheets & Exercises:
    - Session_4_Facilitator_Guide.docx
    - Session_4_Facilitator_Guide.pdf
    - QUIZ_Choosing_Tactics_to_Attract_New_Customers
    - ANSWERS_for_Choosing_Tactics_to_Attract_New_Customers_Quiz
    - Increase Customer Loyalty Brainstorm Exercise

Session 4 Goals:

- Learn three key marketing goals for farm and food businesses.
- Learn successful tactics for attracting new customers.
- Test knowledge about attracting new customers through a quiz and discussion.
- Learn the purpose of and techniques for customer retention, loyalty, and segmentation.
- Practice brainstorming and evaluating customer loyalty tactics.
- Learn techniques for increasing sales per visit.
- Reflect back on the most useful concepts and tools from the course.

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Suggested Pre-Session Reading

Marketing Your Farm, pp. 87-129

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 – 00:20 | Presentation and Discussion: Attracting New Customers
- 00:20 – 00:30 | QUIZ: Choosing Tactics to Attract New Customers
- 00:30 – 00:40 | QUIZ ANSWERS and Discussion
- 00:40 – 01:00 | Presentation and Discussion: Keep ’em Coming Back: Customer Retention, Customer Loyalty, and Customer Segmentation
- 01:00 – 01:15 | Breakout Group Exercise: increase Customer Loyalty Brainstorm
- 01:15 – 01:30 | Report Back and Discussion
- 01:30 – 01:45 | Break
- 01:45 – 02:25 | Presentation and Discussion: Ways to Increase Sales Per Visit
- 02:25– 02:50 | Reflection and Discussion: Which of the Concepts and Tools from this course are you most likely to use?
- 02:50 – 03:00 | Close