SESSION 4:
Mastering Three Key Marketing Goals

Presented by Myrna Greenfield, Good Egg Marketing & Rio Grande Colonias USDA Regional Food Business Center

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Agenda:
Attract & Retain Customers, Increase Sales

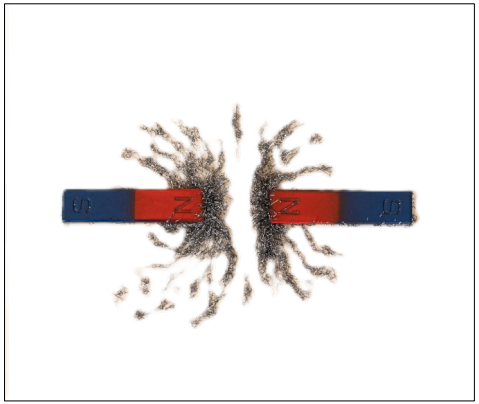


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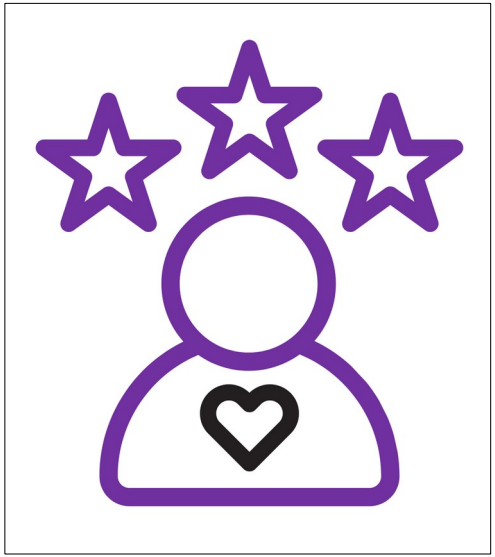
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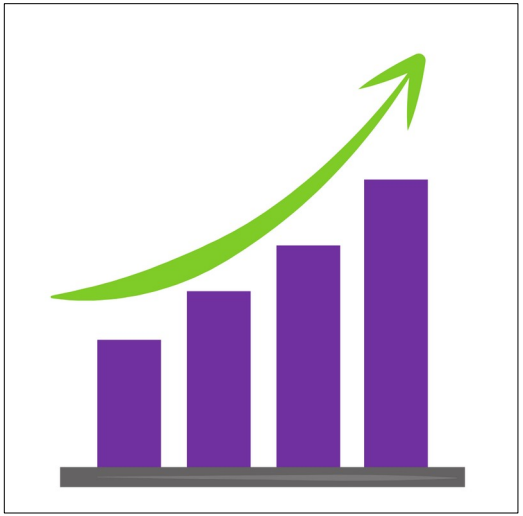
Three Key Marketing Goals



Attract new customers



Retain customers and build loyalty



Increase sales per visit

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Attract New Customers

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Use a Mixture of

Online and Offline Tactics

- Use road, market, and other signage to attract people to your business.
- Put QR codes on signs and printed materials.
- Buy social media ads targeted to attract the people who are friends with your fans, followers, or friends.



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Events and Experiences

Can Be A Customer Magnet



- **On-Site**
  - PYO, workshops, pop-ups, music, kids' activities, festivals.
- **Off-Site**
  - Sell or table at events where your ideal customers are likely to be (fairs, festivals, pop-up events, etc.).
- **Virtual**
  - Hold virtual workshops or tastings.

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ATTRACT NEW CUSTOMERS

Partner with Other Businesses

- Sell and/or promote each others' offerings at your events.
- Like, comment, share, and mention your partners on your print and digital media.
- Share your partners' promotional offers or discount coupons.
- Cosponsor or co-promote a like-minded enterprise, start-up, or charitable event.

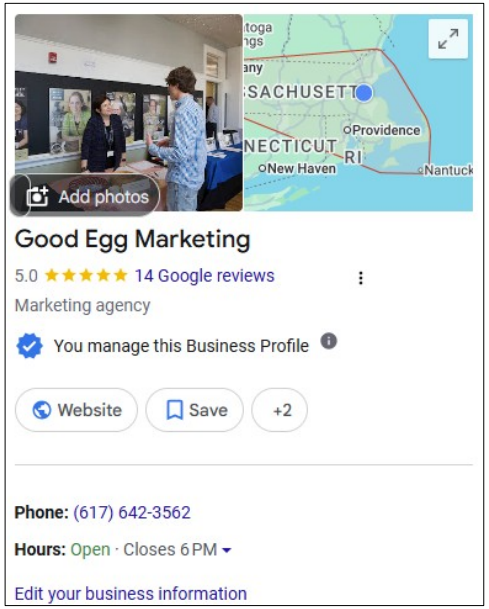


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A Free Google Business Profile (GBP) Helps You Get Found in Local Search



- Google Business Profiles are free. Your local listing can help you get found online (for now).
- Having many reviews that cite your specialties helps small businesses show up in local search results.
- Claim your GBP at business.google.com and fill it out completely.
- Keep your profile updated with photos, holiday hours, etc.

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Getting Found Online Is Harder with AI, But Here Are Some Evergreen Tips

- Get listed in online directories and review sites
- Ask other sites to link to you
- Make sure your website loads quickly.
- Post answers to questions that potential customers are likely to ask about your specialties.



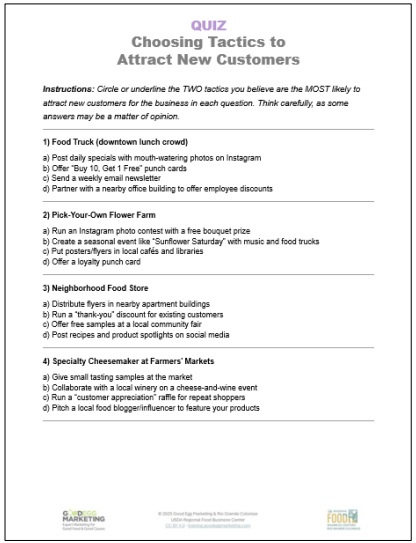
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QUIZ

Choosing Tactics to Attract New Customers



QUIZ

Choosing Tactics to Attract New Customers

Instructions: *Circle or underline the TWO tactics you believe are the MOST likely to attract new customers for the business in each question. Think carefully, as some answers may be a matter of opinion.*

1) Food Truck (downtown lunch crowd)

a) Post daily specials with mouth-watering photos on Instagram
b) Offer "Buy 10, Get 1 Free" punch cards
c) Send a weekly email newsletter
d) Partner with a nearby office building to offer employee discounts

2) Pick-Your-Own Flower Farm

a) Run an Instagram photo contest with a free bouquet prize
b) Create a seasonal event like "Sunflower Saturday" with music and food trucks
c) Put posters/flyers in local cafés and libraries
d) Offer a loyalty punch card

3) Neighborhood Food Store

a) Distribute flyers in nearby apartment buildings
b) Run a "thank-you" discount for existing customers
c) Offer free samples at a local community fair
d) Post recipes and product spotlights on social media

4) Specialty Cheesemaker at Farmers' Markets

a) Give small tasting samples at the market
b) Collaborate with a local winery on a cheese-and-wine event
c) Run a "customer appreciation" raffle for repeat shoppers
d) Pitch a local food blogger/influencer to feature your products

Attracting New Customers Quiz

- Open the "Choosing Tactics to Attract New Customers Quiz."
- You have 10 minutes to take the quiz.
- After you take the quiz, open the "Answer Guide for Choosing Tactics to Attract New Customer Quiz."
- We'll discuss the answers.

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Keep ’Em Coming Back: Customer Retention

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CUSTOMER RETENTION

Be a “Wow!”

Whether customers encounter your business in person, online, or in a package, create a “Wow!” reaction that your customers look forward to experiencing again and again.



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CUSTOMER RETENTION

Be Welcoming



Flats Mentor Farm at Copley Market in Boston, MA makes it clear that it welcomes customers who use SNAP benefits.

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CUSTOMER RETENTION

Be Welcoming

- Post/use photos of people of all ages, races, and family groups on your website and social media, so that everyone feels welcome.
- Train your staff to apply the same rules of conduct for all visitors.



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CUSTOMER RETENTION

Be Convenient



- Well-managed parking is essential, especially for any business that welcomes visitors or holds events.
- Set up additional selling areas in tents.
- Use apps and online ordering to speed up transactions.

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CUSTOMER RETENTION

Be Memorable



Green Mountain Girls in Northfield, VT has a lovely frame at the entrance to their farm that practically begs visitors to take a photo to remember their trip.

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CUSTOMER RETENTION

Offer Incentives To Follow/Subscribe



- Encourage customers to follow you on social media or sign up for your emails or texts with a weekly drawing.
- Keep them engaged with stories about your business as well as special deals and exclusive offers.

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CUSTOMER RETENTION

Combine SMS Texts and Emails For The Win

- Using SMS texts AND emails can be more effective than either alone.
- Texts have up to 98% open rates and can cost less than a penny to up to 5 cents to send.
- Use SMS texts for timely/urgent messages, such as:
  - store demos or tastings
  - food truck locations
  - end of day specials
  - what you're bringing to the market
- Use email for stories, photos, recipes, and updates.



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CUSTOMER RETENTION

Give **Customers** a Coupon For a Free Gift On Their Next Visit



- Promos and discounts can also work, but studies show that **a free gift offer gets the best response.**
- The gift can be small, such as a free bouquet of wildflowers.
- Track how many customers come back to redeem their gift, your costs and profit.

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Loyalty Programs and Incentives

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Why Customer Loyalty Rocks!



- It takes less time and money than attracting new customers.
- Loyal customers visit/shop more frequently and spend more per visit.
- Loyal customers are more likely to rave about your business, both online and IRL.
- It’s more satisfying than starting from scratch with new ones all the time.
- It’s easier to make financial projections when you have a stable customer base.

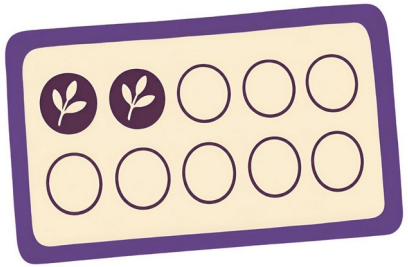
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LOYALTY PROGRAMS

Three Types of Loyalty Programs



Printed punch card
Customer's card gets punched each time they buy a coffee. 10th purchase is free.



Digital loyalty program
You set the rewards levels. The app processes the rewards. It take little effort on your part but beware hidden costs!



Informal loyalty perks, such as an end-of-season party for CSA members.

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LOYALTY PROGRAMS

Design Your Loyalty Program to Achieve A Measurable Goal



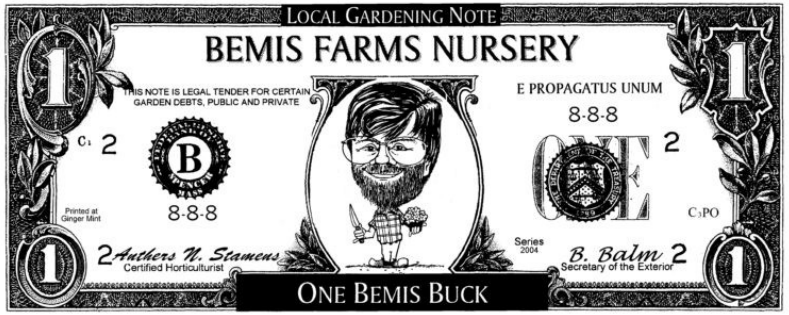
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LOYALTY PROGRAMS

Create Your Own Loyalty Program



- Bemis Farms Nursery in Spencer, MA runs a unique loyalty program.
- Customers receive 1 “Bemis Buck” for every $10 spent in spring, redeemable for up to 50% off any purchase during a 5-day window in July.
- Bemis Farms gets foot traffic during an overwise slow time.
- This popular, profitable program requires lots of planning!

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LOYALTY PROGRAMS

Informal Approaches

- Many farm and food businesses reward their loyal customers in less formal ways. For example:
  - They offer private Pick Your Own hours for their CSA customers.
  - They give loyalty customers free coffee refills.
  - They invite loyalty customers to taste possible new products.
  - They give them a shout-out on social media.



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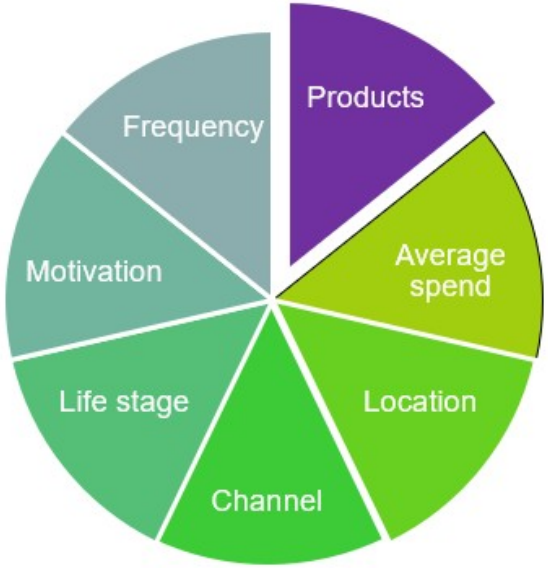
Customer Segmentation

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Why Customer Segmentation Rocks!



- Customer segments can share common shopping patterns or behaviors, interests, beliefs, locations, etc.
- If you want to target a segment with a relevant message or offer, you must be able to reach them through a common channel (e.g., in person at a weekly market, direct mail to a specific zip code, emails to frequent openers, etc.).
- Be clear about why you want to segment certain customers and what you'll do with the information.
- Respect customer privacy—only use info they've opted in to share!

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CUSTOMER SEGMENTATION

Comb Existing Data to Find Segments

- POS data and sales records
- CSA membership info
- Loyalty programs
- Email subscribes, opens, and clicks
- Social media activity
- QR code usage



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Sample Customer Segmentation Chart

Product, Service, Experience	Where/When They Buy	Customer Characteristics	Why They Buy	How to Reach Them
Vegetable CSA	Pickup in city at specific time and place	Young urban families who like to cook for their kids, mostly affluent	Eat healthy, support farmers and local economy, impress friends	At pick-up site, email, Instagram, listserv for their location
Grass-fed lamb customers	Year-round, at farmstand	Empty nesters who ate lamb as children; people from cultures who enjoy lamb	Important part of their culture; need to make a specific dish; nostalgia; comfort	On the farm, email, local events, partnerships with organizations

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BREAKOUT GROUP EXERCISE

Customer Loyalty Brainstorm

- **Purpose:** Practice generating and evaluating customer loyalty tactics.
- Open the Increase Customer Loyalty Brainstorm exercise.
- Meet in your group to brainstorm, rate, score, and choose your top 3 ideas.
- You have 15 minutes.
- Report your recomendations to the full group.

Idea	Ease of execution	Cost (time and money)	Likelihood of success	Potential Appeal for customers	Score

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Break Time!



See you

in 15

minutes

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Increase Sales Per Visit

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Your Goal Is To Shift Where Customers Buy, Not Push Them To Overbuy



- Treat your customers like your business partners, not as wallets to raid.
- Create messages that persuade them to shift loyalty to you: quality, integrity, values, convenience.

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EXPAND OFFERINGS

Offer New Types of Prepared Foods



Gritt's Farm in Buffalo, WV is a popular agritourism site. It offers multiple food stands, such as the Flying Goat Grill, Teagan's Treats, and the Creta Dough Co. This gives customers options and reduces their wait time.

Possible additions:

- Bakery (oh, the tantalizing aroma of donuts frying!)
- Coffee/beverage cart
- Ice cream stand
- Roasted corn, empanadas
- Smoothies made with fruits and veggies from your farm
- Snack bar
- On-site café

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EXPAND OFFERINGS

Offer New Services, Such As a Soup CSA

- Barstow's Dairy Store & Bakery in Hadley, MA offers a winter soup CSA.
- They don't offer delivery, but in-store pick-up times are flexible.
- "The CSA gets people in the habit of visiting the store more frequently," says Denise Barstow Manz. "People pay for the CSA in advance, so when they pick up their soup, it feels like they're getting it 'for free.' So. they're likely to buy a sandwich or baked good when they're here."



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EXPAND OFFERINGS

Offer New Experiences



Create an inviting seating area.

Possible additions:

- Tastings
- Workshops
- Behind-the-scenes tours
- Pre-holiday events
- Contests (photos, cookoffs, lookalikes)
- Activities with dogs or cats

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OFFER CONVENIENCE

Promote Impulse Buys



After Chickadee Hill Farm in Rowley, MA started selling this inexpensive hot/cold storage bag at its farm stand, it sold a lot more ice cream from the cooler, especially on hot days!

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OFFER CONVENIENCE

Make It Snackable or Easy to Cook



- **Americans love to snack and go—we even buy pizza on a stick!**
  - Provide offerings that are fun and easy to eat.
  - Place appealing snacks at the point of sale.
- **Make cooking faster and easier**
  - Provide sauces, prepared foods, heat-n-eat, meal kits, and other foods that require minimal cooking or skill.
  - Provide peeled, prechopped produce (if possible).

These individually packaged cheese snack bars, produced by a collective of eight upstate New York family farms, make it easy to eat cheese on the go.

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CROSS-SELLING

You Want Fries With That?

- McDonald’s famously “cross-sells” by asking customers if they’d like to buy fries to go with that burger.
- Ask customers if they want a cup of coffee to go with that slice of pie or cider donut.
- If verbal suggestions seem too crass, use signage to suggest a pairing.
- If you don’t offer any complementary items, consider partnering with another local business that does.



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Create Displays of Foods That Get Used Together



Chickadee Hill Farm in Rowley, MA uses cross-merchandising throughout its compact farm stand. It displays a locally produced Apple Crisp Mix next to its own apples.

- Display chips next to salsas, crackers next to cheese.
- Print copies of a recipe and display them with the ingredients needed to prepare it.

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ADJUST YOUR PRICING STRATEGY

Price Your Products To Reward Customers Who Purchase Multiple Items



- Forever in Blue Jeans Darm in Gaffney, SC prices its bagged produce at 1 for $4, 2 bags for $7, and 3 for $10.
- Co-owner Sheila Klimek says this pricing approach appeals to her customers and helps the farm sell more produce than without the discount.

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IMPROVE YOUR APPEARANCE

Upgrade Your Packaging



BEFORE



AFTER

- Justamere Tree Farm in Worthington, MA sells at farmers markets and online.
- Their displays and packages must convey the quality of their products.
- They upgraded their design and packaging to create a more consistent look.
- Sales increased 10% after the redesign.

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IMPROVE YOUR APPEARANCE

Customize Your Display Cases



Ferndale Market, a third-generation free-range turkey farm and local foods grocery store in Cannon Falls, MN, uses stunning photos on the exterior of its meat freezer cases to provide a glimpse of the living conditions for its turkeys.

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EXPAND WHOLESALE

Increase Sales to Wholesale Accounts

- Offer tiered-pricing, volume discounts, or free/ reduced shipping for orders over a certain size.
- Bundle your most popular products with newer or less popular products to increase sales of both items.
- Provide additional marketing resources to their retail accounts (product demos, signage, marketing materials).
- Educate the wholesale accounts about your mission and values through on-site tours, videos, and educational materials.



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REFLECTION/DISCUSSION

Which of the Following Concepts or Tools Are You Most Likely to Use with Clients?

- The 6 Ps
- Market research
- Customer profiles
- Peer/competitor analysis
- Branding
- 4-Step Marketing Campaign Plans
- Measurement and Evaluation
- Attract New Customers
- Increase Customer Retention/ Loyalty
- Increase Sales Per Visit

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