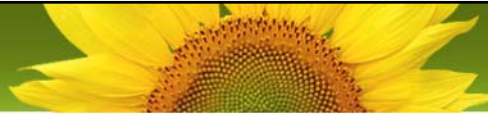




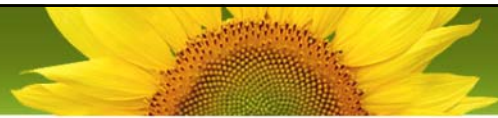
## Marketing Matters

March 12, 2011



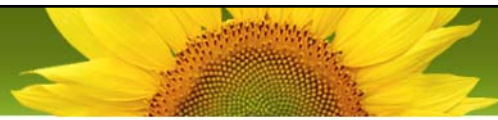
## The Plan For the Day

- Marketing Planning
- Identity
- Advertising
- Signage
- Public Relations
- Merchandising, Activities, Events
- Q&A



*The Farmers Market can be called  
“the slowly turned lazy-Susan of  
the seasons.”*

*~ poet John Hollander*



## Marketing

Create awareness

*MUCH, MUCH MORE*

Trial

Positive experience

Positive communications

Increased visitation

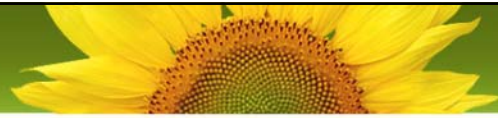
Repeat sales

Ultimately - **PROFIT**



### Marketing Plans PDQ – W's

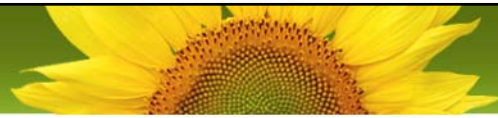
- WHO - Demographic Analysis and SWOT
- WHAT - Objective
- WHY - Message
- WHEN, WHERE - Strategy
- Implementation
- HOW - Goals/Measurement



## Demographic Analysis

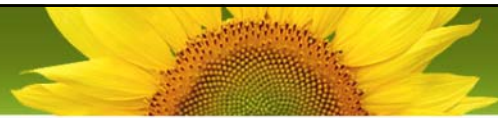
Who is the target audience?

What does the customer you are seeking out look like?



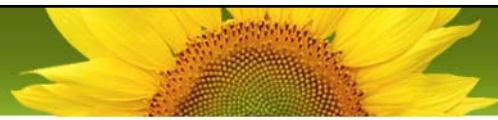
## SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



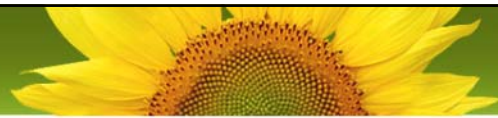
## Sample/Generic SWOT Analysis

- Strengths
  - Good location
    - Easy to get to
    - Safe
    - Fun
- Weaknesses
  - Variable hours
  - Perception about cost
  - Possible language barriers
  - Food availability



## SWOT - continued

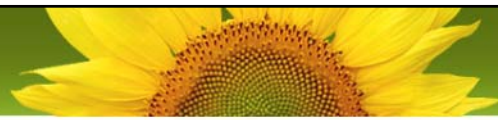
- Opportunities
  - Organic and Green are popular terms
  - Appeal to all ages
  - Possible government funding
  - Kentucky Proud
- Threats
  - Grocery Stores
    - Size, Price (could be an opportunity!)
  - Economy
  - Marketing time and energy



## Marketing Plan

### Messaging

- What do you need to tell people?
- What makes you **unique**?
- Why should they come?
- What will they find when they get there?
- Who should come? When? Where



## Marketing Plan

### Strategy

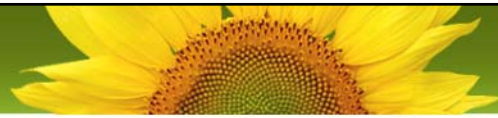
- How will you get your messages communicated?
  - **Media planning**
  - **Public Relations**
  - **Events, Activities**
  - **Signs**
  - **Other**



## Marketing Plan

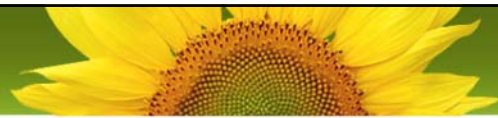
### Goals/Objectives

- Attendance numbers
- Facebook followers
- Articles in local publications
- E-mail addresses
- Sales Goals



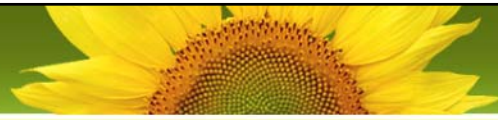
Solution –

Create a marketing committee. Empower and respect them or else serve on the committee.



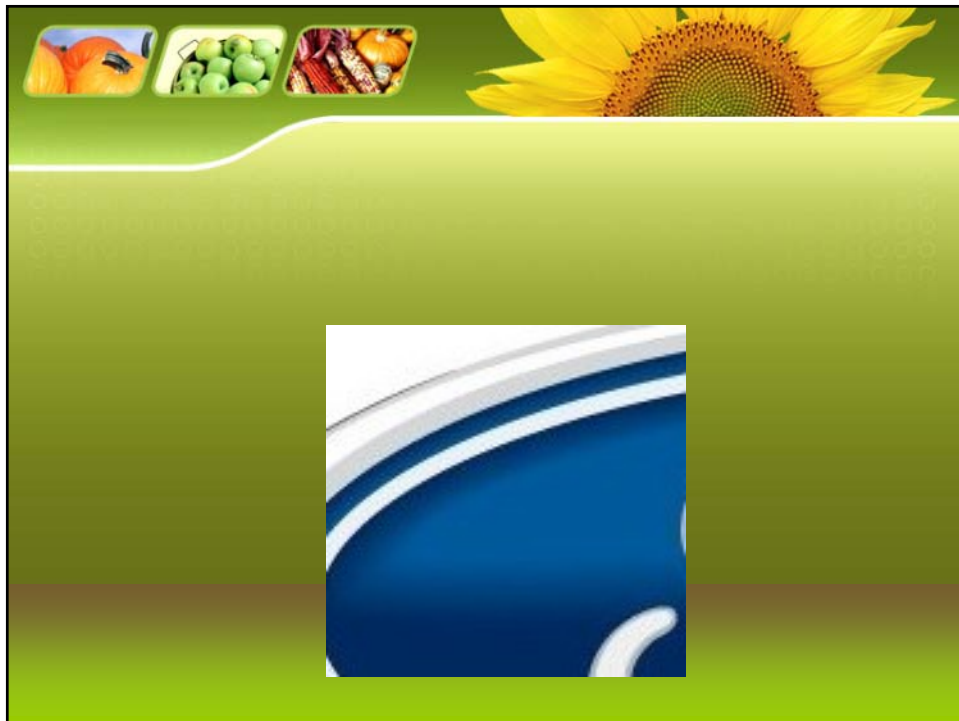
## Recognition – Message Point 1

- First Step: Graphic Identity/Logo
  - Professional artist
  - Artistic volunteer
  - Local community college
- What does it look like?
  - Bold text
  - Simple colors
  - Translates well – B/W, small, large, color



## Why?

- As a reflection of your brand
  - Increased revenues
  - Decreased price sensitivity
  - Leverage the competition
  - Ability to attract and retain customers
  - Ability to attract and retain employees







Some Farmers' Market Logos

Austin Farmers Market Downtown

kingfield farmers market

City of Virginia Beach Farmers Market  
Our Future is Growing



## Advertising – Message Point 2

- PAID placement
  - Print
    - Newspapers, magazines
  - Broadcast
    - Radio, TV
  - Online
  - Billboards, Signs, Flyers



**Print**

Broadcast

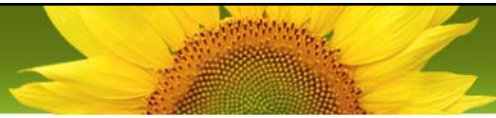
Online

Billboards

Flyers

- Neighborhood Newspapers
- Local/Regional Magazines
  - Local features
  - Adjacent to stories

Unique – Seasonal, fresh  
 Urgent – Limited time  
 Details – Where, When  
 Anything special happening?  
 Photo with people



**Print**

**Broadcast**

Online

Billboards

Flyers

- Local Radio and TV Stations
- Co-op Advertising Program
  - Healthy eating organizations
  - Surrounding businesses
  - Local Convention and Visitors Bureau
- Stations have production capabilities
  - Be picky
  - Be sure to include pertinent info

Upbeat  
 Details – Where, When  
 Still photos or film




Print  
 Broadcast  
Online  
 Billboards  
 Flyers

- Listings – Google yourself and competition
- Website Links
  - Chamber, CVB, Calendar of Events
- E-newsletters
  - Gather e-mail addresses
    - Motivate customer to sign up
    - Share addresses
  - Keep your database up-to-date. Delete any opt-outs immediately
  - Frequency
    - Quarterly
    - Monthly
    - Bi-weekly


### ChewingTown Market Chatter

[www.ChewingTownMarket.com](http://www.ChewingTownMarket.com)



July 2011

*Don't miss the fun!  
 Saturday morning  
 seed spicing contest.  
 Ages 4-12  
 PRIZES!!*



*Fresh off the vine*

July  
 Fresh-picked  
 Local  
 FAVORITES  
 Available


Green Beans  
 Peppers  
 Potatoes  
 Corn  
 Tomatoes  
 Blackberries  
 Honey

*Plus*  
 Breads  
 Salsa  
 Jams  
 And much more!

**Fruit of the Month:**  
 Fresh off the vine - sweet, juicy watermelon.  
 Great prices! Sizes from XS - 3X


**Lazy Sunday Specials: Coffee from Chewy Café**  
**Music by The Country Gals**  
**10 'til noon**

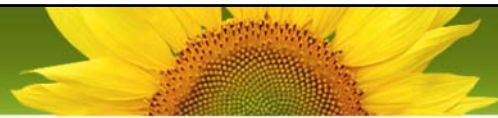
- Stop by and say, "Hi" to our newest vendors:
  - ❖ Honeybee Farms
  - ❖ Sassy Salsa
  - ❖ Lucky Kentucky Farms

 Be sure to follow us on Facebook for updates and delicious deals and check out [ChewingTownMarket.com](http://ChewingTownMarket.com) for recipes a complete calendar of upcoming events.

To make sure your ChewingTown Market eNews makes it into your inbox, add us ([ChewingTownNews@hotmail.com](mailto:ChewingTownNews@hotmail.com)) to your safe senders list. If you no longer wish to receive our emails, please send an email to [echewing@hotmail.com](mailto:echewing@hotmail.com).

ChewingTown Market News is part of the electronic travel program brought to you by to you the ChewingTown Farmers Market.

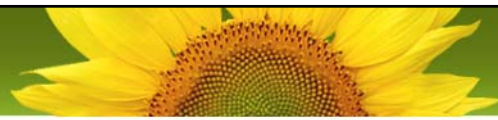




## E-mail Services

- Constantcontact.com
  - Cost per month:
 

1-500	\$20
501-2500	\$30
2501-5000	\$45
  - Six month rates
- VerticalResponse.com
  - Price Ranges vary from 1¢ to 15¢ each
  - Pay as you go
  - Rollover credits



### **BRIEF!!**

Outdoor Advertising Association of America (OAAA)

Print

Broadcast

Online

**Billboards**

Flyers

6-12 words

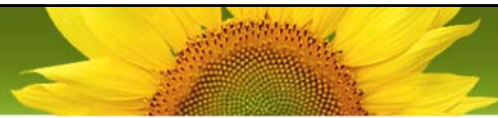
Text contrast to background

Picture

Recognizable logo

Peak interest, lead to more info





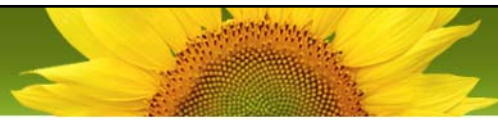
## Inexpensive

Print  
Broadcast  
Online  
Billboards

### Flyers



- Coupons
- Discounts
- All the important information
- Distribute to
  - Local churches
  - Libraries
  - At community events
  - Restaurants
  - Community bulletin boards
  - Partners
  - Surrounding Businesses



## Banners/Signage

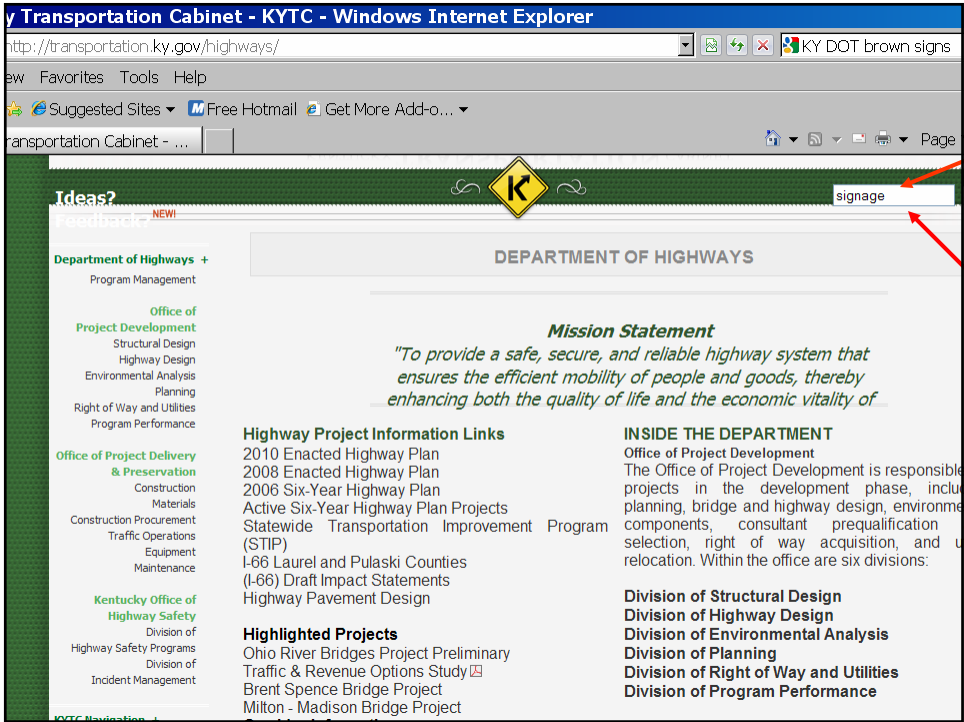
- Directional
- Sense of arrival
- Clean
- Large
- Accurate
- Create a sense of urgency. *Today!*
- BRIEF





## Signage

- T.O.D.S. – Tourism Oriented Directional Signs. Blue signs
- C&R – Cultural & Recreational Signs. Brown signs



Transportation Cabinet - KYTC - Windows Internet Explorer

http://transportation.ky.gov/highways/

DEPARTMENT OF HIGHWAYS

**Mission Statement**  
*"To provide a safe, secure, and reliable highway system that ensures the efficient mobility of people and goods, thereby enhancing both the quality of life and the economic vitality of..."*

**Highway Project Information Links**  
2010 Enacted Highway Plan  
2008 Enacted Highway Plan  
2006 Six-Year Highway Plan  
Active Six-Year Highway Plan Projects  
Statewide Transportation Improvement Program (STIP)  
I-66 Laurel and Pulaski Counties (I-66) Draft Impact Statements  
Highway Pavement Design

**Highlighted Projects**  
Ohio River Bridges Project Preliminary Traffic & Revenue Options Study  
Brent Spence Bridge Project  
Milton - Madison Bridge Project

**INSIDE THE DEPARTMENT**  
Office of Project Development  
The Office of Project Development is responsible for projects in the development phase, including planning, bridge and highway design, environmental components, consultant prequalification selection, right of way acquisition, and relocation. Within the office are six divisions:  
**Division of Structural Design**  
**Division of Highway Design**  
**Division of Environmental Analysis**  
**Division of Planning**  
**Division of Right of Way and Utilities**  
**Division of Program Performance**



transportation.ky.gov/highways/

avorites Tools Help

Suggested Sites [Free Hotmail](#) [Get More Add-o...](#)

ation Cabinet - ...

Home KENTUCKY TRANSPORTATION CABINET Thursday, February 24, 2011

ideas?

NEW!

Department of Highways +

- Program Management
- Office of Project Development
  - Structural Design
  - Highway Design
  - Environmental Analysis
  - Planning
  - Right of Way and Utilities
  - Program Performance
- Office of Project Delivery & Preservation
  - Construction
  - Materials
  - Construction Procurement
  - Traffic Operations
  - Equipment
  - Maintenance
- Kentucky Office of Highway Safety
  - Division of Highway Safety Programs

signage Search powered by Google

**TOURIST SIGNAGE PROGRAM APPLICATION**

TOURIST SIGNAGE PROGRAM APPLICATION. Applicant/Government Sponsor. Address. City . Phone. Contact Person & Title. Agency Name. Address ...

[transportation.ky.gov/kytci-forms/FormsLibrary/TC99/tc99201.pdf](http://transportation.ky.gov/kytci-forms/FormsLibrary/TC99/tc99201.pdf)

Kentucky funded SRTS Projects 2005-2010 - National Safe Routes to ...

Construct sidewalks on Rogers lane, add signage, traffic calming Educational .... lighting, signage and landscaping. Funding will also be used to widen and ...

[www.saferoutes.ky.gov/srts\\_projects\\_031510.pdf](http://www.saferoutes.ky.gov/srts_projects_031510.pdf)

**TOURIST SIGNAGE PROGRAM APPLICATION.docx**

Complete the signage proposal, retain a copy for your records and submit the ... signage. If a project has never received approval for TE funding but the ...

[www.transportation.ky.gov/maintenance/SignPrograms/Tourist%20Signage%20Application.pdf](http://www.transportation.ky.gov/maintenance/SignPrograms/Tourist%20Signage%20Application.pdf)

Internet

transportation.ky.gov/highways/

[www.transportation.ky.gov/maintenance/SignPrograms/Tourist%20Signage%20Application.pdf](http://www.transportation.ky.gov/maintenance/SignPrograms/Tourist%20Signage%20Application.pdf)

http://www.transportation.ky.gov/maintenance/SignPrograms/Tourist%20Signage%20Application.pdf

o To Favorites Help

Suggested Sites [Free Hotmail](#) [Get More Add-o...](#)

w.transportation.ky.gov/...

1 / 10 116% Find

Unknown Zone

## TOURIST SIGNAGE PROGRAM APPLICATION

Please read the following instructions & suggestions carefully:

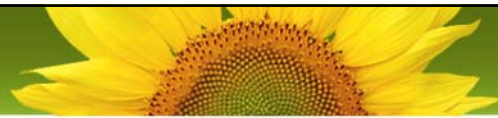
1. Review the program guidelines as found on the web site.
  - <http://transportation.ky.gov/Maintenance/SignPrograms/index.html>
2. Complete the signage proposal, retain a copy for your records and submit the original documents to the following address:

(I-66) Draft Impact Study Highway Pavement Division of Highway Safety Programs

submit the ... signage. If a project has never received approval for TE funding but the ...

[www.transportation.ky.gov/maintenance/SignPrograms/Tourist%20Signage%20Application.pdf](http://www.transportation.ky.gov/maintenance/SignPrograms/Tourist%20Signage%20Application.pdf)

Internet

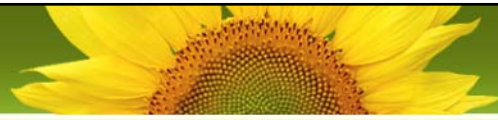


## Transportation Cabinet Contact

Steve Spradlin

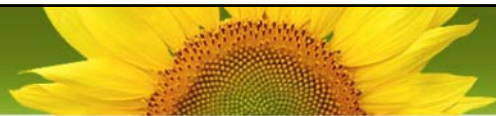
[Steve.spradlin@ky.gov](mailto:Steve.spradlin@ky.gov)

502-564-4556



## Public Relations = Free Media Exposure

- Public Relations (Earned Media)
  - Stories
  - Press Releases
  - Radio Interviews
  - Radio and TV live remote broadcasts



## Press Releases

- Cover the facts
- Include a photo or link to photos
- Seek out the correct contact person
  - Business editor
  - Food and Lifestyle editor
- Make them believers
  - Provide samples
  - Follow-up
  - Show appreciation



### **MEDIA ADVISORY**

For Immediate Release  
February 23, 2011

Liz Chewning  
ChewningTown Farmers Market  
[www.ChewningTownMarket.com](http://www.ChewningTownMarket.com)  
[ChewningTownFarmersMarket@hotmail.com](mailto:ChewningTownFarmersMarket@hotmail.com)  
Phone number



#### **Fresh from the Farm**

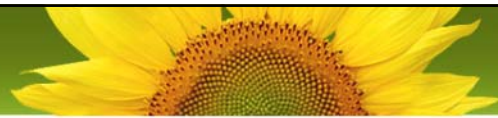
Delicious, fresh, xxx is/are now in season – ripe and ready for your enjoyment at xxx Farmers' Market.

In addition to xxx, xxx market is featuring fresh xxx. You'll find plenty of mouth-watering xxx and xxx to add to your favorite recipes or as a healthy and nutritious treat. Aspiring chefs, families of all ages, and friends and neighbors throughout xxx(town) are invited to enjoy samples, pick up new recipes and buy local products. The xxx market features local farm raised foods, including fruits, vegetables, jellies, sauces and xxx from more than xxx Kentucky farms.

Xxx Farmers' Market is located at xxxx. The market is open xxx – xxx (time and days). Ample parking is available and bike racks are located at the xxx end of the parking lot. For additional information, go to [www.xxx.com](http://www.xxx.com) or call xxx-xxx-xxxx.

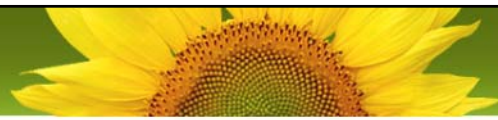
# # #

Digital photos available upon request or at [www.xxx.com](http://www.xxx.com)



## Topics for additional releases:

- Featured Food
- Upcoming Entertainment
- Special anniversary/commemoration
- Business Angle
- Invite a celebrity

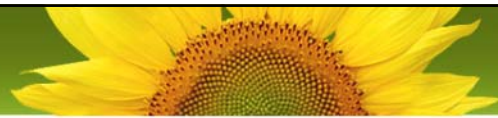


## Other ways to extend your budget and build awareness

- Sponsorships
  - Banks
  - Hospitals
  - Dietary Programs
- Reciprocal
  - Inclusion in their communication programs to customers, exposure in yours

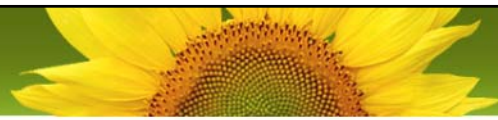
Saturday, June 19 Evans Realty Day!!	
9:00-11:00 am	Emmett City Yo-Yo Comp.
11:00-11:15 am	Star Performers
11:15-11:30 am	EJHS Dance Team
11:30-Noon	EHS Dance Team
12:30-1:00 pm	Nancy Kelly
1:00-2:00 pm	Raks Al Dunia
2:30-3:00 pm	<b>GREAT CHERRY BAKE-OFF (AWARDS)</b>
3:00-4:00 pm	<b>CHERRY PIE EATING CONTEST</b>
4:00-5:00 pm	Gem Cloggers
5:00-6:00 pm	Silverleaf Square Dancers
6:00-7:30 pm	<b>CHERRY FESTIVAL PARADE</b>
7:30-9:00 pm	The Forgotten
9:00-11:00 pm	The Fabulous Chancellors





## Events and Activities


- Live music. Compensate musicians with a gift from the market
- Chef program, create new dishes, samples and recipes
- Schools, bands, sports groups and tours
- Open during special events such as Artwalks or concerts
- Themed days, parades, holidays
- Decorate
- Cook to create an enticing aroma
- Involve the community, non-profit organizations



## Events and Activities

- Tastings
- Demonstrations
- Contests
- Kid specific games/contests
- Informational table at
  - County Fair
  - Library
  - Other Community events
- Talks
  - Rotary
  - Bookstores (tie-in with books)
  - Schools





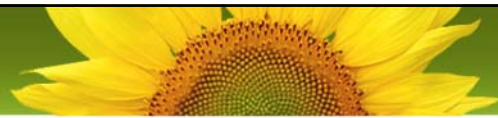
*Almost done...*



### Merchandising

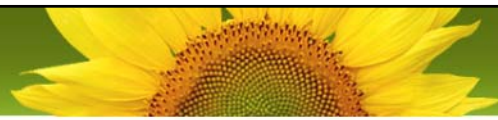
- Shop the competition
- Appeal to the senses
- Entice
- Entertain





## Displays

- Colorful, attractive
- Organized
  - Elbow to eyebrow
  - Nothing directly on the floor
  - Slopes are good (15 – 25 °)



- Packaging/Value
  - Tomatoes, Onion, Garlic
  - Corn, Onion, Peppers
- Surplus/Familiar
  - Inspire them with something new





- Information - Lots
  - Pricing
  - Product Info
    - How it was grown
    - How to cook
    - How to make it last longer
  - Farm Info
- Bountiful
  - Restock
  - Rearrange



***Don't forget why people go to the Farmers Market***

- Freshness
- Flavor
  - Quality product
  - Varieties
- Friendly atmosphere
  - Customer Service




**Deliver all with abundance!**



How do you eat  
an elephant?



One bite  
at a time.



Questions?