

Grassroots Marketing



*Maine
Centers for* **Women,
Work & Community**





Goals

In the next 90 minutes, you will learn tools and tips to:

- **Incorporate** free or inexpensive tools for promoting your farm business or market
- **Integrate** traditional marketing techniques with online technology
- **Develop** and carry out a comprehensive marketing plan

This workshop will **NOT**...

- Design your logo or brochure
- Set up your website
- Walk you through every step of Facebook
- Magically make customers flock to you

*Marketing is work –
and help is available!*

In the Beginning: Basics for Success



Farmer, Know Thyself



Your Marketing Plan

- **Product**
- **Price**
- **Target Market**
- **Competition**
- **Image & Branding**
- **Advertising & Promotion**



Your Product

- What are you selling?
- Why do people want it? (WIIFM)
- What's your story?

Tips:

- Use **words** that speak to your customers
- Develop descriptive, compelling language and **content** – *communicate with passion!*
- Think **VISUAL**

Keywords

<https://adwords.google.com/o/KeywordTool>

Farmers market:	1,500,000
Farmers markets:	1,220,000
Farmer markets:	1,220,000
Healthy food:	1,220,000
Local food:	110,000

Keywords

<https://adwords.google.com/o/KeywordTool>

Organic food: 673,000

Natural food: 450,000

Natural foods: 368,000

Organic foods: 368,000

American food: 368,000

Content



- Website/Blog
- Social media
- Email, mail, phone, in person, at market, in all communications

Tips:

- **Updates** on products, people, events, activities
- **Profiles** and stories (*engage, relate, share*)
- **News** and links about customers and collaborators
- **Proofread**, spell check, test, enlist a friend

Visuals



Your Price



- Find the sweet spot
- Competitive niche/Value added
- Direct, retail, and wholesale pricing
- Unit cost and unit contribution
- **Partnerships, packages, referrals**

Your Target Market



Your Target Market

- Who? Where? How many? What %?

Tips:

- Set monthly sales **goals** and yearly income **projections** NOW
- Determine volume of sales and **strategies** needed to reach goals

Your Competition

- Industry leaders
- Colleagues and competitors
- Direct and indirect competition

Tip:

Where do you compare?

Google™ *Yourself*

- Your business name
 - Your name
- Your email address
- Your phone number

***Google Alerts**

Who are you online?

Clean up your act. Be your business.

Google™ *Your Competitors*

- General search for industry sector or product
- Business names and town/state/region
- **Survey the scene:**
 - **Search rankings:** websites, pages, news, publicity
 - Facebook, Twitter, and other **social media**
 - Online **advertising**
 - E-commerce and online **sales**
 - **Branding** and image

Google™ *Maine farmers market:*

- **Get Real, Get Maine:** www.getrealmaine.com
- **Maine Federation of Farmers' Markets:**
www.maine farmers markets.org
- **MOFGA:** www.mofga.org
- **Farmer's Market Online:**
www.farmersmarketonline.com/fm/Maine.htm
- **Harvest to Market:** <http://harvesttomarket.com>
- **Portland:** www.portlandmainefarmersmarket.org

Google™ *Maine farmers market:*

- **Portland:** www.portlandmainefarmersmarket.org
- **Camden:** www.camdenfarmersmarket.org
- **Belfast:** <http://belfastfarmersmarket.org>
- **Rockland:** <http://rocklandfarmersmarket.org>
- **Waterville:** www.snakeroot.net/waterville/index.shtml
- **Sandy River:** <http://sandyriverfarmersmarket.com>
- **Hermon:** <http://hermonfarmersmarket.com>

Tip: Visit successful sites, search to understand why they rise to the top, and link with industry leaders.

Make Yourself Known



Image & Branding



- Logo
- Signage (stand, store, booth, vehicle, etc.)
- Materials (brochures, biz cards, etc.)
- Website
- Social media pages
- Collateral materials (stationery, signature, etc.)

Tip: 100% brand consistency & repetition

Advertising & Promotion

- Print media
- TV/radio
- Online advertising (*test campaign first!*)
- Memberships and sponsorships
- Networking, outreach, continuing education



Tip: 100% brand consistency & repetition

Put Your Business on the Map

- Google Places
- Yahoo Local
- Bing Local
- Directory/Industry listings
- Chambers of Commerce
- Town officials/Downtown networks
- Maine Tourism Association
- Neighbors and networks



Your Website



Your Website

- **Domain name**

- Get all common extensions: .com, .biz., .net, .org

- **Design**

- DIY or professional designer (*ownership/updates*)

- Navigation and ease of use

- E-commerce & sales: one-click action



- **Content**

- Pages, posts, text, images, links, plug-ins

SEO



Search Engine Optimization (SEO)

- Keywords , text, and **quality content**
- Title
- Meta description tags
- Alt-image attributes
- URL
- Links
- **Freshness, popularity, and social sharing**



Social Media



Social Media

- **Facebook** - 63% market share
 - US = 54% of population, 70% of online population
- YouTube - 20% market share
- Twitter - 2% market share
- Pinterest - 1.08% market share
- **Google+** - 1.03% market share

...Any others?

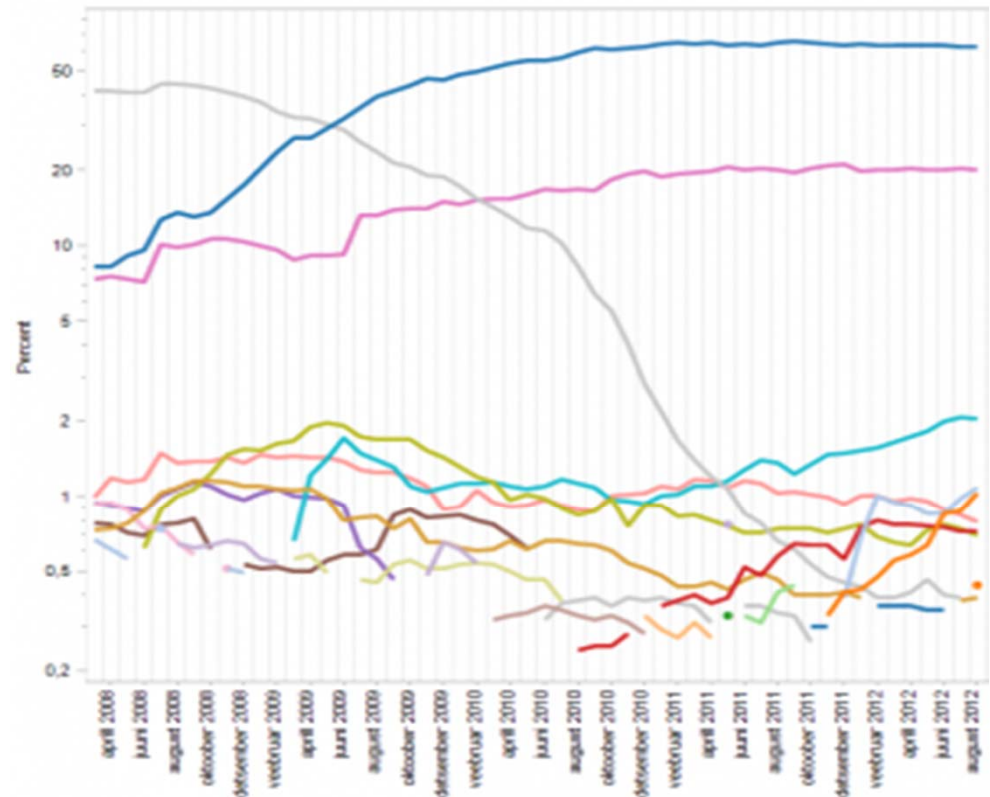
Next in line...

- Yahoo Answers
- LinkedIn
- Tagged
- Instagram

Goodbye MySpace...

Top 10 Social Networking Sites & Forums 2008-2012

U.S. Market Share of Visits (Prit Kallas, www.dreamgrow.com)



- Social Networking Sites**
- Google+
 - Pinterest
 - Instagram
 - Yelp
 - Bebo
 - CafeMom
 - Club Penguin
 - Facebook
 - Village
 - LinkedIn
 - Meebo
 - MeetMe/MyYear..
 - MocoSpace
 - MySpace
 - MySpaceTV
 - MyLife
 - Tagged
 - Twitter
 - Windows Liv
 - Yahoo Answer
 - Yahoo Group
 - Yahoo Profile
 - YouTube

Created by Prit Kallas @ www.dreamgrow.com

Data from: <http://www.marketingcharts.com/categories/social-networks-and-forums/> Note: The Hitwise data featured is based on US market share of visits as defined by the IAB, which is the percentage of online traffic to the domain or category, from the Hitwise sample of 10 million US internet users. The market share of visits percentage does not include traffic for all sub-domains of certain websites that could be reported on separately.

Who Uses Social Media?



Who Uses Social Media?

Percentage of adult internet users who use social networking sites:

Men = 61% Women = 71%

Ages 18-29: 86%

30-49: 71%

50-64: 50%

65+: 34%

Less than \$30K = 71% More than \$75K = 69%

Urban = 69% Rural = 64%



The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font. The text is centered within a solid blue rectangular background. A small registered trademark symbol (®) is located at the end of the word.

facebook®

Facebook



**PERSONAL AND
CONFIDENTIAL**

Business or Personal?

Facebook

- **Personal Profile**
 - You and your friends
 - Individual users
 - Personal email address (if using for personal purposes)
- **Fan Page**
 - You and your customers (“fans” or “likes”)
 - Business users
 - Business email address (use on profile linked to page)
- **Group**
 - You and your clique (“members”)
 - Closed: not indexed, invite only, invisible to public

Facebook: Getting Started

- Business Name
- Logo/Photo
- Username/Facebook “vanity” **URL** (30+ likes)
- Invite fans – import customers, colleagues, and prospect contacts from **email**
- Social **plugins** – connect FB to your website with “Like Box” button

Content & Conversation



Facebook Content & Conversation

- Post YOUR business **photos and videos**
- 1-3 sentences maximum
- Link to longer content via your website
- Share RELEVANT links and commentary
- Pose questions and encourage **engagement**
- **Tag** individuals and pages – link to share
- Follow customers – initiate and respond
- Follow colleagues and industry leaders

Facebook No-No!

- Games
- Coupons and sales (*that aren't yours*)
- Politics
- Religion
- Sex, drugs, rock & roll
- Puppies and babies
- Memes (*make your own instead*)

Facebook Advertising

- **Targeting:** geography, demographics, topics
- Connections:
 - Current fans? New contacts?
 - Friends of friends?
- Pricing: daily vs. lifetime budget
- Small budgets: **test market**, evaluate success

Goals



Facebook Goals

- **Likes**
 - Connect to customers and colleagues
- **“Talking about this”**
 - Encourage interaction
- **“Were here”**
 - Check in with location from mobile devices
- **Conversions**
 - To website, to customers



Balance



- **Inform**
- **Entertain**
- **Sell**

Other Social Media



Other Social Media

- **Twitter**

- 140 characters
- Handle: @johndoe Hash tag: #keyword
- Entertainment, politics, industry leaders & more

- **LinkedIn**

- Professionals, job searchers, industry sectors

- **YouTube, Pinterest, Instagram**

- Visual sharing

Back to Basics



Back to Basics

- **Email**

- Professional signature (with links to website, Facebook, and other online platforms)
- E-newsletters: Constant Contact

- **Phone**

- Professional voicemail
- Dedicated number (or well-trained kids & spouse)



Tip: Always invite information (especially email) to keep in communication with customers. Constantly update your “mailing list” or customer database .

Make Room for Mobile!



Mobile Optimization

- Sales from mobile devices = 8% of online sales (\$6.7 billion dollars!)
- Only 21% of major advertisers have launched mobile-friendly sites



Mobile Optimization

- Ensure website **functionality** for mobile devices
 - Toddler size & thumb friendly
- Provide opportunities for mobile **interaction**
 - Foursquare; Facebook location
 - Customized apps
- Utilize mobile **sales**
 - Square, Intuit, PayPal, Groupon

QR Codes



Get Creative!



© 2013 Women, Work, and Community

Evaluating Results

- **Google Analytics**
 - Page views, visitor information, conversion rates
- **Facebook Insight**
 - Engagement, interaction, reach, demographics
- **ClickTale**
 - Shows visitor mouse moves, clicks, and scrolls

Following Trends

- **Mashable**
 - <http://mashable.com>
- **Small Business Trends**
 - <http://smallbiztrends.com>
- **Maine SEO Blog**
 - <http://www.maine-seo.com>
- **Your industry leaders**
 - Research, analyze, compare, and follow

Need More Help?

For further info or help with business planning and marketing, contact your local business counselor at Women, Work , and Community, Maine Small Business Development Centers, or Maine Women's Business Center at CEI:

<http://womenworkandcommunity.org>

<http://www.mainesbdc.org/>

<http://www.wbcmaine.org/>



Maine
Centers for **Women,**
Work & Community

Thank you!



Erica Quin-Easter, Microenterprise Coordinator

Aroostook County Center
Women, Work, and Community

33 Edgemont Drive, Presque Isle, ME 04769

(207) 764-0050

erica.quineaster@maine.edu

www.womenworkandcommunity.org