

# YOU'VE GOT TO MOVE IT, MOVE IT



Marketing for your Farmer's Market Business  
with  
Erica Hellen of Free Union Grass Farm

- **KNOW YOUR AUDIENCE**

- Who do you want to sell to?
- Who are you actually selling to?
- Google Analytics (!!!)

- **STRONG BRAND / LOGO**

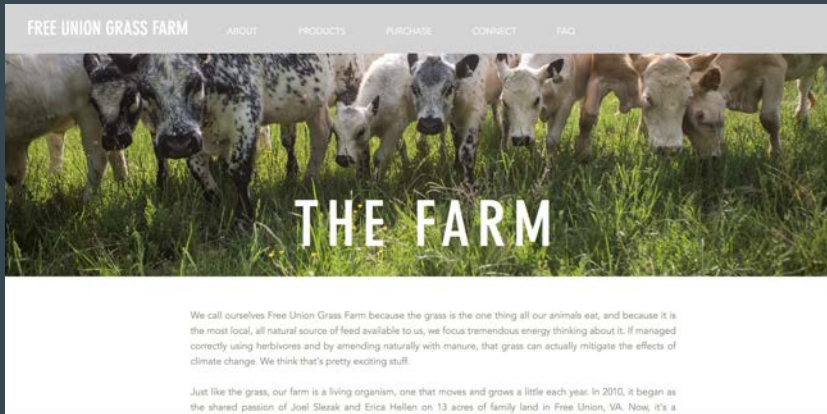
- Think outside the box, but not too far
- Expensive? Consider bartering goods or services
- Use your brand consistently across all marketing efforts



- **MANY WAYS TO MARKET YOUR STUFF**

- Free / Cheap
  - BFBL guides, Local Harvest, Eatwild, etc
- Slightly More
  - Website
  - Email List
  - Social Media
- Expensive / One time or not often
  - Banners / signage
  - Print Materials
  - Videography
- Expensive / Ongoing
  - Newspapers
  - Local guides

- **FOCUS ON LOW INPUT → HIGH PAYPACK**



- SHARP WEBSITE
  - Wix / Squarespace / Wordpress
  - Tell your story!
  - Professional photos
  - Lots of info / FAQ's
  - Keep it current
  - Check your Google Analytics!

## ● EMAIL LIST

- Add a prompt from your website
- Use templates for polished look
- Be consistent, but not redundant
- Images - people want to see you
- Consider your tone
- Learn from your stats and adjust campaigns accordingly

### FIND US THIS WEEK:

#### FARMSTAND

Friday 1-5 and Saturday 10-1

#### FARMER'S MARKETS

Cville City Market 8-noon  
RVA South of the James 8-noon

#### PURVEYORS

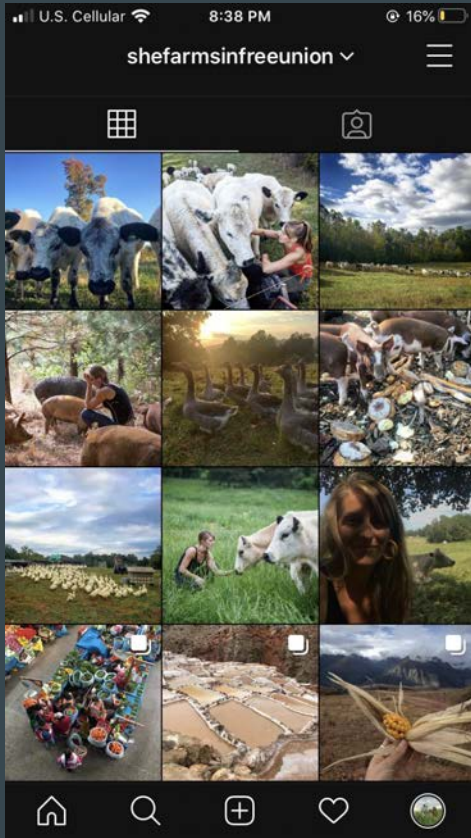
New! Kama at the Violet Crown, Feast, Mas Tapas, Veritas Vineyards, the Clifton Inn, MarieBette, JM Stock, A Pimento wine dinner, Greenwood Gourmet Grocery, Crate + Marrow, and Hunt Country Market.



### 3. FARMERS FOR A GREEN NEW DEAL



Last weekend Eric traveled to Philadelphia for an exciting convergence of the minds (read: a believe lot of PhD's, many of whom were women and people of color) discussing how to *actually design* a Green New Deal. I've been interested in this since the policy idea was revealed back in February, but have been skeptical due to its big-ideas-but-lack-of-practical-strategy framework. This symposium shed light on so many vital areas of Green New Deal implementation, and remarkably, after 10+ hours of panel discussion and keynotes, I left feeling really hopeful.



- **SOCIAL MEDIA**

- Consider your layout
- Curate your images
- Mix of personal / professional
- Keep it consistent to your followers
- Clever captions / hashtags
- Engage with other users
- Sponsor ads strategically
- Be conscious of ad fatigue

- **SHAMELESS PLUG:**  
**@SHEFARMSINFREEUNION**  
**@FREEGRASSFARMER**

## ● PRINT MATERIALS

- Business cards, brochures, postcards
- Something to take home

## ● YOUR MARKET BOOTH

- Email sign up list
- Invest in professional banners
- Be redundant
- Clear, current signage
- Strong images
- Get creative with your display
- Don't sit down, or bring a barstool
- Think psychologically



**THANKS!**