



CREATING GREAT SOCIAL MEDIA FOR YOUR MARKET

WITH NM LEGACI MARKETING



Supporting Partners



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**WE ARE
NM LEGACI
MARKETING AND
WE ARE EXCITED
TO WORK
WITH YOU!**



WHY IS SOCIAL MEDIA USEFUL FOR FARMERS MARKETS?

- It's where the people are!
- It's a promotional tool to get the word out about your market.
- Easily engage with your vendors and attendees.



TARGET AUDIENCE

- Families
- Community Residence
- Vendors
- State-wide Attendees



WHAT MAKES FOR GREAT CONTENT?

- ENGAGING!
- APPEALING!



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Content is not for your website.
Content is not for social channels.
Content is not for sales.

Content is for your audience.

HERE'S SOME EXAMPLES OF ENGAGING CONTENT!

- Answers a question
- Eye-Catching and Shareable
- What to expect



EXAMPLES CONTINUED...


- Tells the attendees who's coming!
- Eye-Catching and Shareable
- Vendors showcase their attendance



EXAMPLES CONTINUED...

- The market in action!
- Trending sound or popular music that attracts a wider audience (new attendees)
- Shows support and interaction at your market.





SCHEDULE YOUR CONTENT!

Scheduling content takes time off your hands and allows you to plan ahead!

| CONTENT CALENDAR SAMPLE | |
|---|---|
| <div>MON</div> <div>Message/Motivation Monday</div> | <div>TUE</div> <div>Tuesday Tips teaching your audience something new</div> |
| <div>WED</div> <div>NO CONTENT</div> | <div>THU</div> <div>Event Promo Reel or Still Photo</div> |
| <div>FRI</div> | <div>SAT</div> |

VIDEO TECHNIQUES

- **What is a reel?!**
- **A Reel is pieces of content put together in a video collage on Instagram or Facebook.**



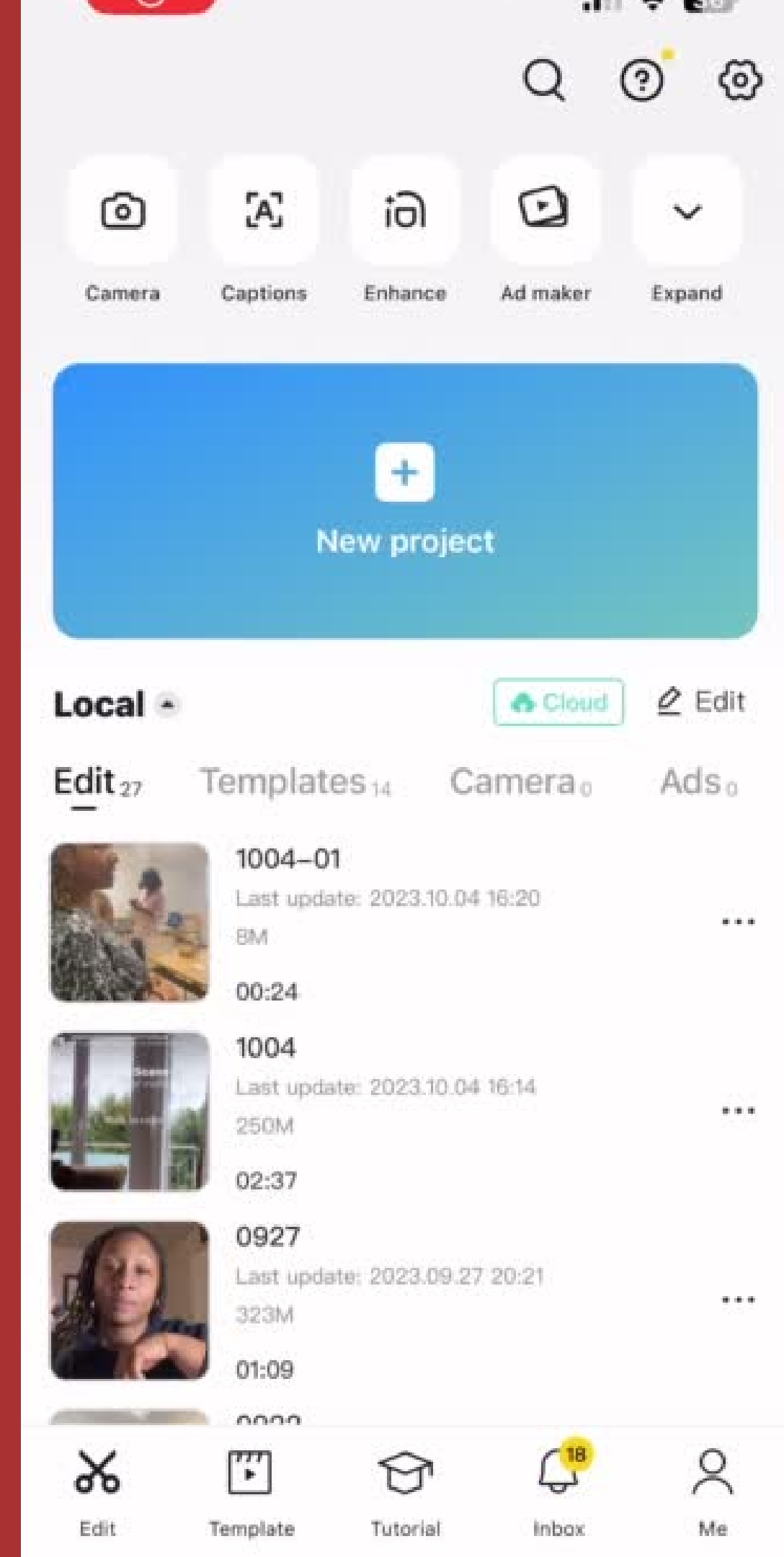
VIDEO TECHNIQUES

- **Recording angles, zooming in and out, and panning also play a major role in getting your message across in your reels.**



VIDEO TECHNIQUES

- **Video editing tools. (Canva, Capcut, Inshot, iMovie)**



RULES AND REGULATIONS

- **Don't post any inspection violations!**
- **Be very aware of what you are recording.**



WHAT SHOULD BE INCLUDED IN YOUR CONTENT.

- **Address**
- **Event Start and End Time**
- **Contact Information**



KEY TAKEAWAYS!

- **Social Media is a guaranteed tool to promote your market!**
- **Plan your content ahead of time!**
- **Don't over think your content.**
- **Be aware of what you are recording!**



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**THANK YOU
FOR YOUR TIME!**

Let's Have A Pop Quiz!

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