

## ***Steal This Idea! Cheat Sheet:***

***Remember to tailor these content ideas to your brand and market, keeping your audience's preferences and interests in mind. Experiment, analyze engagement, and refine your strategy based on what resonates most with your community. Don't forget, everything is content and don't overthink it!***

### **A. Visual Content**

*Importance of High-Quality Images and Videos:*

Use high-resolution images and videos to enhance visual appeal.

Have your camera settings for videos at 4k:60

Invest in good lighting and composition for professional-looking content.

Ex: Close up of one or two of your products to enhance the detail or wide shot video of the market in action

*Eye-Catching and Color:*

Use vibrant colors to capture attention.

Ex: Organize a photo of your fruits or vegetables by color to reflect the season, bright colors in the spring, warm colors in the fall

Maintain a consistent color palette to establish brand identity.

Ex: create posts that include your brand colors when making flyers, cancellation announcements, and requests for vendors.

### **B. Educational Content**

*Sharing Nutritional Facts:*

Ex: Share interesting nutritional facts about a fruit or vegetable that you are selling with a 'Did you know?' graphic or create a video of yourself explaining the benefits of your product.

*Post simple and healthy recipes using market ingredients.*

Ex: Share an easy summer salad recipe using items from the market, include pictures and tag the vendors who sell them.

*Highlighting Benefits of Locally Grown Produce:*

Ex: Interview local growers and have them share nutritional benefits of buying local produce versus the grocery store

Emphasize freshness, supporting local businesses, and environmental benefits.

### **C. Behind-the-Scenes Content**

*Featuring Stories of Local Farmers and Vendors:*

Ex: Share personal stories and journeys of farmers and vendors, visit their farms where they grow their items

*Use images and videos to showcase their day-to-day activities.*

Ex: Record farmer's harvesting process and take pictures of the packaging process to promote their preparation for the upcoming market.

*Showcasing the Process of Bringing Produce to the Market:*

Ex: Take a pictures of vendors unloading for the day to highlight the amount of product they will have to sell for the day. Provide a glimpse of the behind-the-scenes work involved and highlight the journey from farm to market.

D. Shareable Content

*Vendors Wanted:*

Ex: Create visually appealing posts calling for vendors using graphics in the market brand colors, record yourself requesting vendors, record vendors sharing their experience vending at your market as that is also promotion.

*Include market dates and clear instructions:*

Ex: Create a graphic reflecting all market details, make a video explaining market details as additional promotion

*List of Vendors Attending:*

Ex: Regularly update a list of vendors participating in the market, create a carousel with pictures of 4-5 vendors that will be attending

## **5 Bonus Content Ideas and Best Practices**

*Ask Vendors for Exciting Products:*

Ex: Record a video to feature weekly highlights of a vendor's most exciting product.

*Vendor Favorites:*

Ex: Promote cross-collaboration by recording a video asking vendors about their favorite products from others.

*SNAP and Other Programs:*

Ex : Regularly post pictures about SNAP and other available programs to encourage community engagement.

*Share Influencers and Shoppers' Posts:*

Ex: Ask your followers and attendees to post their purchases and tag your market so you can repost content from influencers and customers using your products.

*Share Press Mentions & Awards:*

Ex: Showcase any positive press coverage or awards received by the market.