



STEAL THIS IDEA! FARMERS MARKET PROMOTION

WITH NM LEGACI MARKETING





Supporting Partners



ASSOCIATION •









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



GREAT QUALITY VISUALS

Union Square Green Market
@unsqgreenmarket



Bright colors, eye.catching

Portland Farmers

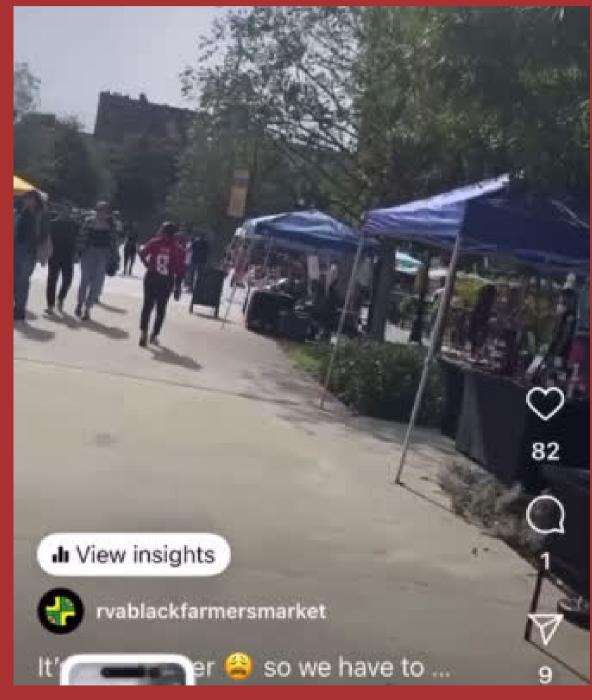
@PortlandFarmersMarket



High-quality shot. Clarity.

RVA's Black Farmers Market

@rvablackfarmersmarket



A reel or video shows the market in action.

TEACH THEM SOMETHING!

Spotsylvania Farmers Market @spotsylvaniafarmersmarket



Share products that are in season!

Charlottsville Farmers Market

@cvillecitymarkets



Share the importance of buyiing locally grown products

Broad Rock Farmers Market
@broadrockfarmersmarket

FOR THE COMMUNITY



Gardening and farming tips!

BEHIND THE SCENES CONTENT

MD Farmers Markets @mdfarmersmarkets



Share photos of produce vendors unloading for set up!

RVA's Black Farmers Market
@rvablackfarmersmarket



Market Preparation

Overland Park Farmers Market

@opfarmersmarket



Acknowledgements, Accolades, and Awards

MAKE YOUR CONTENT SHAREABLE!

Upper Merion Farmers Market

@umfarmersmarket

UPPER MERION FARMERS MARKET VENDORS WANTED WINTER MARKET FEES FOOD TRUCKS - FREE SCHEDULE ALCOHOL VENDORS - FREE 12/15 OTHER VENDORS - \$15/DAY 1/19 **APPLY BY 11/13** 2/10 3/16 **LINKS IN BIO** 4/19 SWIPE TO SEE THEMES Fresh Bread

> **Vendors Wanted Flyers** w/ Market Dates

Shemanski Park Farmers Market @portlandfarmersmarket



Farmer's Market Info w/ **List of Vendors in Carousel Format**

Suffolk Farmers Market @suffolkvafarmersmarket



Farmer's Market info with all pertinient info on one page

SCHEDULE YOUR CONTENT!

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

CONTENT CALENDAR SAMPLE

MON

Message/Motivation Monday TUE

Tuesday Tips teaching your audience something new

WED

NO CONTENT

THU

Event Promo Reel or Still Photo

FRI

SAT

BONUS CONTENT IDEAS AND BEST PRACTICES

Worthington Farmers Market

@Worthingtonfarmersmarket



Show SNAP/EBT & WIC Accepted!

RVA's Black Farmers Market

@rvablackfarmersmarket



User-Generated Content!

Kakaako Farmers Market @alohafarmlovers



Encourage your followers to vote for you!

KEY TAKEAWAYS!

- Everything is content, even the little things we do to prep for the market.
- Have fun and be creative.
- Shoot in 4k.
- Capture the aesthetic of your market. Get the market in action!



POP QUIZ GIVEAWAY!

The first to answer in the chat gets a FREE consultation, content calendar, and Virginia Farmers Market Association Swag





BUT WAIT, THERE'S MORE

- Follow All Of Us!
 @nmlegacimarketing
 @farmersmarketuniversity
 @virginiafarmersmarkets
 - Create a post about attending this workshop and tag us!
 - Stay tuned to see who wins!

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THANKYOU FOR YOUR TIME!

Let's Have A Pop Quiz!

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