



3 Step Marketing Method To Keep Customers Flowing In

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University of Idaho
Extension



Food Systems

WASHINGTON STATE UNIVERSITY

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email

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**Type in questions for speakers
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**The webinar recording and
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Today's Presenter(s)



Emily Black

Farmer & Marketing Coach in N. Idaho

Lone Mountain Farms & Cultivating Your Market



Colette DePhelps, facilitator

Area Educator, Community Food Systems

University of Idaho Extension, Northern District



3 step marketing method

Keep your customers flowing in!



Why **MARKETING?**



Help us sell our product.

Connects the dots from ***Making*** the product to ***Selling*** the product.



With Great Marketing ...

- Customers are coming to you
- Selling out
- Growing your business



Marketing Plan

Framework to develop a marketing plan:

- get you in front of new customer
- build your credibility
- keep customers coming back for more





3 Step Marketing Method

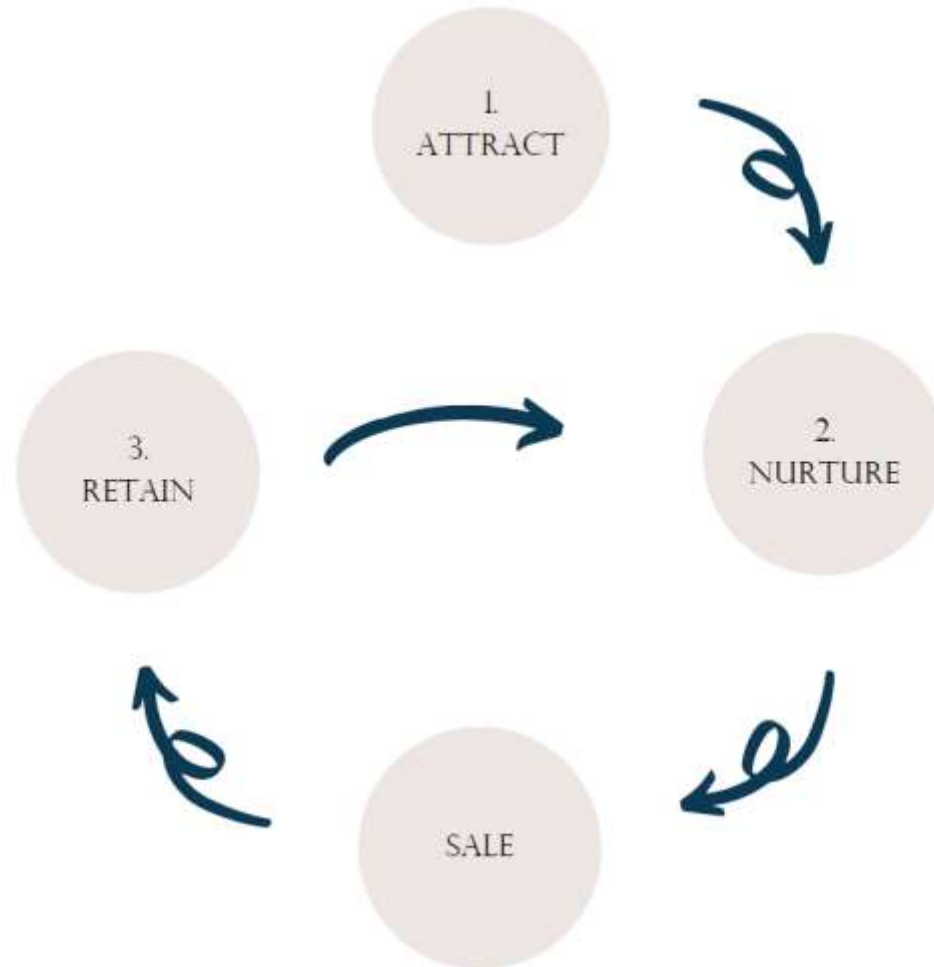
① *Attract*

② *Nurture*

③ *Retain*



3 Step Marketing Method





Attract

Reaching **NEW** people

Sharing you, your business, and your products
with **NEW people** who will LOVE what you offer!

These people don't know you yet

- Not following you on social media
- Haven't seen you at the farmer's market
- Aren't family or friends





Attract

Reaching NEW people

Goal: Reach people who want what you've got!

1. Not everyone is your customer
2. Know who you're talking to
 - Location, Interests, Demographic
3. What do they want
 - Local, Nutrient Dense, Delivery, U-pick, an outing with family
4. Where will they come across your farm





Attract

Reaching NEW people

How:

Website/3rd Party

- Search

Social Media

- Facebook Groups
- Facebook Ads

Print Materials

- Fliers/brochures/business cards
- Ads - newspapers, magazines
- Articles

Events





Nurture

Build trust

These people are now aware of you!!

They've taken the next step

- Following you on social media
- Are on your email list

Now you can continue the conversation with them and take them deeper!





Nurture

Build trust

Goal: Build trust & credibility

Educate

- Why should they buy from you instead of someone else.
- What are the benefits

Bring them along the journey with you.





Nurture

Build trust

How:

Website/3rd Party

- Searching for YOU specifically

Social Media

- Facebook & Instagram – Your Business Acct
- Facebook & Instagram – Share on Your Personal Acct
- Facebook Ads

Email

- Send out emails





Retain

Keep them happy and invite them back

It's SO much easier and cheaper to keep customers coming back vs finding new customers.

Build a good customer experience.

- What experience did they have?
- How did they feel?
- Did issues arise and were they solved?





Retain

Keep them happy and invite them back

Goal: Keep existing customer buying

Give Value

- What info/resources will help them use your product?

Building loyalty

- How can you make them feel special





Retain

Keep them happy and invite them back

How:

Website

- Blog – recipes, how to use your product

Social Media

- Facebook & Instagram – Your Business Acct
- Facebook Ads - retarget

Email

- Send out emails
- Segment customers and send them specials

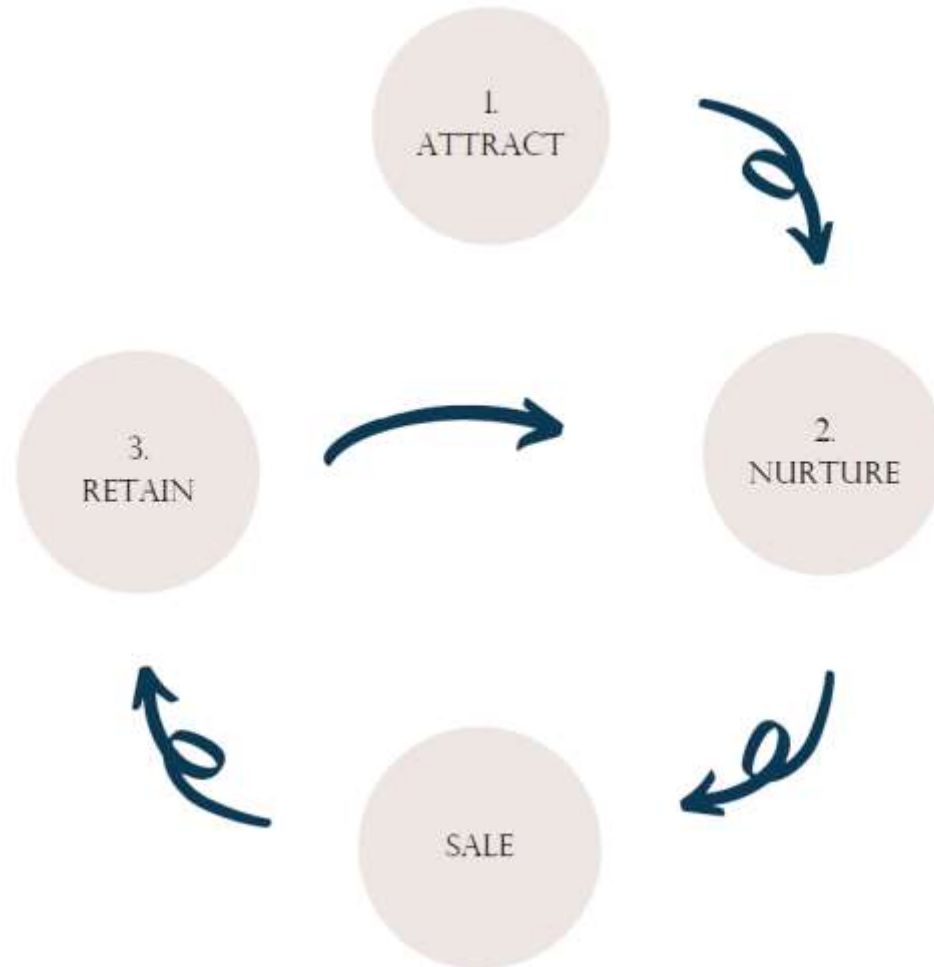
Print Materials

- Specials & Invites





3 Step Marketing Method





Thank you!

LONE MOUNTAIN
FARMS

LoneMountainFarms.com

- Beer, produce, eggs


emily black

CultivatingYourMarket.com

- Marketing Coach/Consultant

Feel clear, empowered, and supported!

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