



General Marketing Guide



Come in, **WE'RE
OPEN**



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Marketing & Advertising



General Marketing Guide

Why is Marketing Important to Your Market?

Marketing can serve many roles for your market.

It can help you:

- Promote your market
- Inform your customers
- Boost your sales
- Engage with your community
- Generate new customers

This guide will give you the basic tools to find the most effective marketing strategies for your market, regardless of the market's budget.

Different Types of Marketing

Paid

vs.

Non-paid

Marketing that requires payment for placement, printing, etc.

Physical

- Advertising in printed materials
- Promotional materials
- Signage

Digital

- Outside website advertising
- Post boosts on social media
- Text message marketing

Marketing that requires NO payment for placement, printing, etc.

Physical

- Press releases
- Community calendar listings

Digital

- Social media
- Testimonials
- Promoting use of Hashtags on social media
- Emails/newsletters

Branding

What is Branding?

Establishing branding is an easy way to ensure continuity among your messaging materials and allows audiences to immediately identify your market.

Logos

The use of a logo is one of the best ways to identify your market.

Example:



Design

Consistent design elements work hand-in-hand with your logo, to allow continuity and identification.

- **Color** — Pick 2-4 colors and stick with those when designing all your marketing materials. This does not limit the use of other colors, as long as it is done sparingly.
- **Font** — Choose a coordinating font set, with fonts identified for headlines, sub-heads, and body text.

Example:

This document has this font set:

Heading — Sanchez

Sub-head — Roboto Condensed - Bold

Body Text — Arimo

- **Elements** — Certain elements like borders, lines, shapes, pictures, etc. (you might already be using some) can be incorporated into all your designs.
- **The key of design is to stay consistent.**

Marketing

Media Promotion

- Send press releases for openings, or other special events and promotions for your market. There is a guide to writing press releases on page 10.
- Be courteous to the media. They can help you get free advertising through news stories and possible public service announcements.
- Take advantage of community calendar listings in newspapers, on radio stations, and on websites.

Word-of-Mouth Promotion

- Consider having T-shirts or reusable shopping bags made with your market's logo. They are great advertisements and could be used as a prize for giveaways.
- Participate in community organizations, such as the chamber of commerce, and remind people of the market at meetings

Social Media Promotion

Social media is a great way to promote your market when working with a limited budget.

To learn more about using social media, check out the social media section beginning on page 16 of this guide.

Below are a few examples of social media marketing:

- Host an online giveaway. Post a message that says "Like our page and share this message to be entered to win _____." This gives your message and your market more exposure.
- Create a hashtag and ask people to use it when posting about your market.
- Ask for testimonials about your market. Put individual testimonials about your market on social media. Before sharing the testimonials on your social media make sure you have the writer's permission. Once approved, post the testimonial and tag the writer, so they can share it with their friends.

Community Engagement

- Flyers on community bulletin boards.
- Create a booth display for your market to use at county fairs, home and garden shows, etc.
- Participate in or sponsor health programs in the community.



Advertising

Advertising

Advertising is the promotion of a product, service, or event. It comes in many forms and the cost may vary, but it is rarely free.

Print Advertising

Advantages:

- Perceived as more credible
- Long viewing life
- Can choose the medium, size and placement of the advertisement

Examples:

- Newspapers
- Magazines
- Billboards

Disadvantages:

- Must be scheduled in advance
- Very difficult to alter once printed

Digital Advertising

Advantages:

- Allows effective targeting of audiences
- Easily track your results
- Short time needed for scheduling
- Can include interactive links

Examples:

- Advertising on websites
- Boosting social media posts

Disadvantages:

- Message can be lost in the clutter of the web
- Competition for keywords and ideal space can be fierce



Advertising

Broadcast Advertising

Radio

Commercials

Advantages:

- Produced quickly
- Allows for targeting of audiences

Disadvantages:

- Limited to audio message
- Listeners may switch stations to avoid commercials

Live Radio

Advantages:

- Free
- Played during prime radio listening time (e.g., morning and afternoon talk shows)
- Is not in a traditional advertising format

Disadvantages:

- Usually requires a lot of effort (e.g., contacting stations, pitching your market as a story, etc.)
- Since it is free there is no obligation for the studio to allow the airtime

Public Service Announcements

Advantages:

- Free

Disadvantages:

- Announcement is at the mercy of the station manager to be played



Advertising

Broadcast Advertising: Continued

Television

Commercials

Advantages:

- Reaches large audiences in a short period of time
- Research suggests that this form of advertising has a strong impact
- Offers use of video, audio and images

Disadvantages:

- High cost
- Must be scheduled in advance
- Consumers may change the channel during commercials

News Coverage

Advantages:

- Free
- Played during prime time for television watching
- Is not in a traditional advertising format

Disadvantages:

- Usually requires a lot of effort (e.g. contacting stations, pitching your market as a story, etc.)
- Since it is free there is no obligation for the studio to air the story

Other types of digital screen advertising:

- **Movie Theaters** — Many local theaters sell advertisements to local businesses to play before movies.
- **Local Channels** — Some communities have local channels that allow service announcements.
- **Bowling Alleys** — Bowling alleys often allow advertisements to be purchased to be displayed on score screens when they are not in use.

Press Releases

What are press releases and why use them?

A news or press release, also called a news release, is an official statement written to be given to media outlets. It is the hope that these outlets will take the information in the release and publicize it. This means FREE publicity for your market or event.

Elements of a Press Release

NEWS RELEASE
Date of Release
written:
Month Day, Year

Start with the city
the release was
written in all capital
letters, then a
comma, followed
by the shortened
form of the state.
Add a dash then
begin your release.

Be sure to include
at least one quote
but no more than
two.

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NEWS RELEASE
March 13, 2018

For more information:
785-564-6706
AgMedia@ks.gov

Governor's Drought Declaration Assists Farmers and Ranchers

MANHATTAN, Kan. — Today Governor Jeff Colyer signed a drought declaration for all 105 counties in the state of Kansas to provide assistance to farmers and ranchers as they cope with the impact the drought will continue to have on crops and livestock.

This action activates the disaster response efforts at the state level and provides authority for the deployment and use of personnel, supplies, equipment, materials or facilities available to aid the drought response. Importantly, this declaration will temporarily suspend certain motor carrier rules and regulations in order to expedite efforts to transport hay to livestock in drought-stricken areas.

In addition, the Governor issued letters to the Kansas State Executive Director of the U.S. Department of Agriculture Farm Service Agency and all county executive directors to encourage them to act quickly to review the situation on the ground and consider making a request to permit the use of acres enrolled in the Conservation Reserve Program for haying and grazing. Granting access to CRP acres would provide critical forage resources for Kansas livestock, and would also reduce potential fuel loads to aid in fire suppression.

Secretary of Agriculture Jackie McClaskey attended the signing of the drought declaration. "We are hopeful this early collaboration with our federal partners will allow for immediate relief to Kansas farmers and ranchers," she said, "and we are committed to continuing to work with all of our partners through the duration of the current drought."

At this time, 57 counties in the state of Kansas are at D2 (severe) or D3 (extreme) drought levels. The U.S. Drought Monitor, used to track drought across the United States, identifies general areas of drought and labels them by intensity. The Kansas Drought Response team utilizes this data along with projections from other sources to make recommendations about necessary action for drought conditions. See the latest from the U.S. Drought Monitor at www.droughtmonitor.unl.edu.

Agriculture makes up 45 percent of the state's economy, and contributes \$68 billion to our state. When the state experiences a drought, it can impact each and every Kansan, and KDA will continue to work with farmers and ranchers and all of our partners in agriculture to help provide access to the resources they need to cope with crop losses and impacts on livestock.

###

Put the release on your letterhead if you have it. At the very least make sure your name, address and general contact info is at the top.

Your direct
contact info.

A title that conveys
your message. (no
more than 8 words)

When writing the
body of the release
include all the
important information
(who, what, when,
where, why) in the
first paragraph. Then
order the rest of the
paragraphs by the
level of the
importance of the
situation.

Boilerplate: A
boilerplate is a short
paragraph with general
information on your
organization/market.
This could include a
brief history and the
market's hours.

The use of three hashtags (###)
lets the reader know that there is
no more information.



Press Releases

Press Release Helpful Hints

- **Write it like a news story** — it will more likely be used if it requires minimal editing.
- **Keep it brief** — don't omit any of the important details, but be sure not to fill your release with too much unnecessary information.
- **Provide good quotes in the release**
- **Is it newsworthy?** — Is the topic of your release worthy of being in the news? Market openings and special events are most likely to result in newsworthy stories.
- **A good relationship with the media is half the battle** — make sure your release is going to the right people and make your correspondence with them personal. After you send your release, follow up with a phone call.

Newsletters

What is a newsletter and why use one?

A newsletter is a bulletin that is sent periodically through either post or email. These bulletins are a great way to provide in-depth information about your market to its customers.

How to create a newsletter?

When it comes to creating your newsletters there are a few options you have for putting them together.

- **Online toolkit newsletter templates** — On the *From the Land of Kansas* website we have provided a PDF option for you to fill out in Adobe Reader.
- **Microsoft Office** — Microsoft Office offers many user-friendly newsletter template options.
- **Canva** — Canva is a free online graphic design tool. You can create your own layouts by choosing "letters" or modify one of their templates to fit your needs.
- **Web Platforms** — Platforms like MailChimp or Constant Contact allow you to create and send newsletters from the site. These sites' prices depend on the number of subscribers receiving the newsletters; MailChimp is free to use for < 2,000 subscribers.

What could be included in your newsletter?

Finney County Farmers' Market
Fall • 2018

Upcoming Events

- April 1 - Market Opens for the Season
- April 8 - Regular Market Hours
- April 16 - Tomato Fest
- April 21 - Regular Market Hours
- April 29 - Regular Market Hours
- May 4 - Regular Market Hours
Music provided by the Trey Fry Band

Letter from the market manager

Farmers' Market Season is Right Around the Corner

Farmers' markets are growing across the state and continue to be an important source of fresh fruit, vegetables, meat, dairy and other value added agricultural products from small towns to large metropolitan areas. In 2017, 85 farmers' markets were registered with the Kansas Department of Agriculture's Central Registration of Farmers' Markets. To support Kansas' farmer's markets we are pleased to offer the following workshops: *Note: The Kansas Senior Farmers Market Nutrition Program requires face to face or webinar based training for all new farmer wishing to become KSFMNP Certified. All returning KSFMNP Certified farmers are encouraged to attend a face to face or webinar training, but are only required to review the 2018 KSFMNP Training slides individually. All farmers (new or returning) must submit an annual agreement with KDHE to participate.

Sincerely,
Rebecca Kyle
Market Manager

Website and Social Media

fromthelandofkansas.com — Facebook: From the Land of KS

Upcoming events

Pictures

Come in, WE'RE OPEN

KANSAS

Newsletters

Welcome new vendors

Who's new at the Farmers' Market

We are excited to welcome Wilson Farm's Produce to our market this season! Wilson Farm's offers a mix of fruit and vegetables grown right here in Finney County. Stop by their booth for fresh tomatoes, zucchini, squash, watermelon and asparagus. They also sell various jams and preserves depending on the season and fresh baked bread!

Be sure to stop by their booth when you visit the market this season!



Mark your calendars for Tomato Fest

Come join us in celebrating the season's favorite round red fruit! Enter your favorite tomato-based recipe into the recipe contest. Try FREE tomato samplings from several vendors or purchase their specialty tomato products!

Event announcements or recaps

Recipe of the Season: Mint Cilantro Pesto

- 2 cups fresh mint leaves, washed and patted dry
- 1 cup fresh cilantro, washed and patted dry
- 1 clove garlic
- 1/3 cup pine nuts
- 2 Tbsp. fresh lemon juice
- 1/2 cup olive oil
- 1/3 cup grated Parmesan cheese

In the bowl of a food processor, combine mint, cilantro, garlic, pine nuts, lemon juice and lemon zest. With the motor running, add the olive oil in a steady stream until mixture is moistened. Use a spatula to scrape down bowl, if needed, then add cheese and season to taste with salt and pepper; process briefly to incorporate, then scrape sides again. Move pesto to a bowl and cover until ready to use.

Instructional or how-to articles and recipes



Profiles or spotlights of current vendors

Get to Know Vendor: Mary Jesse

Farmers' markets are growing across the state and continue to be an important source of fresh fruit, vegetables, meat, dairy and other value added agricultural products from small towns to large metropolitan areas. In 2017, 85 farmers' markets were registered with the Kansas Department of Agriculture's Central Registration of Farmers' Markets. To support Kansas' farmer's markets we are pleased to offer the following workshops: Farmers' markets are growing across the state and continue to be an important source of fresh fruit, vegetables, meat, dairy and other value added agricultural products from small towns to large metropolitan areas. In 2017, 85 farmers' markets were registered with the Kansas Department of Agriculture's Central Registration of Farmers' Markets.



We want to hear from you!
Contact Us!

Rebecca Kyle
Market Manager
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wheat111@fcfm.com

Contact Information

News from the Kansas Department of Agriculture

Industry news

Farmers' markets are growing across the state and continue to be an important source of fresh fruit, vegetables, meat, dairy and other value added agricultural products from small towns to large metropolitan areas. In 2017, 85 farmers' markets were registered with the Kansas Department of Agriculture's Central Registration of Farmers' Markets. To support Kansas' farmer's markets we are pleased to offer the following workshops: Farmers' markets are growing across the state and continue to be an important source of fresh fruit, vegetables, meat, dairy and other value added agricultural products from small towns to large metropolitan areas. In 2017, 85 farmers' markets were registered with the Kansas Department of Agriculture's Central Registration of Farmers' Markets.

Websites

Websites

Having a landing page on the internet allows consumers to easily access information about your market. There are many options for website creation and we have provided examples of the content you can include on your website on page 15.

Website Options

When it comes to creating a website you have plenty of options ranging in price and level of sophistication.

High Cost

Hiring a company to design a custom website for open source content management system (CMS) or building one with custom framework will be more expensive but also more sophisticated. A benefit to these CMS sites is they are very customizable and can be built to fit your exact needs.

Moderate Cost

Using a DIY website builder, template, or themed open source CMS offers simplified website creation and maintenance at a lower price. A drawback to these sites is they do not allow maximum customization.

- Wix
- Squarespace
- Weebly
- WordPress

No Cost

Technically, these would not be an actual website for your market, but it would serve many of the same functions. Both are free and fairly unsophisticated options, but would not allow for a lot of customization.

- Facebook page
- Profile on the *From the Land of Kansas* website (to update/edit your profile, email FromTheLandofKansas@ks.gov)



Websites

What content should be on your website?

- Market location and directions
- Map of market with vendors
- Seasonal hours and location
- Parking available near market location
- List of payment options
- Whether the market accepts SNAP or Double Up Food Bucks
- General list of products available
- Special events or attractions
- Variety of photos and video to showcase the market
- General market standards and rules/regulations
- How to join the market as a vendor
- How to volunteer to help with the market
- How to become a sponsor

Social Media





Social Media

Using social media sites is a great way to promote your market and interact with your consumer base. The challenge is that social media is always changing. What works today may not tomorrow. It's hard to keep up! Use the Facebook "Kansas Farmers' Market Managers" group if you have questions.

Prime Posting Time and Scheduling

The prime time to post on social media can vary depending on the platform and the audience, but many studies suggest that 1:00-4:00 p.m. is a strong time. That window may not always be a convenient time, so you should consider using a social media scheduling site, like Hootsuite or TweetDeck, which can schedule posts to go out at specific times. Some of these sites can post your message across all of your social media platforms at once.

Content

- Whether or not the site you are using has a word limit, keeping messages brief improves their likelihood of being read.
- Pictures and videos receive higher levels of engagement than text.
- Use hashtags.

What is a hashtag? A hashtag is a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. Adding hashtags specific to your market to your post allows them to be indexed by the social network and become searchable/discoverable by other users.

To claim a hashtag you simply have to start using it. Run a quick search of the hashtag to see if anyone else is using it to ensure your a hashtag will be unique to your market. According to social media analytic software company TrackMaven, using 1-2 hashtags can increase engagement by 21 percent. (using more than 2 decreases engagement).

Facebook



General Purpose and Uses

- It's an easy way to develop connections with your audience and showcase your products through pictures and albums.
- Keep your customers up to date with your market by keeping your "About" information current and posting weekly updates on your page.
- Facebook Live is a great way to explain products, show how they are made, or give live tours of your market. Additionally, the videos are always present at the top of news feeds.
- Links in posts are a great way to direct traffic to your website.
- Facebook allows you to create events to promote the farmers' market weekly, monthly or before special events.
- Be sure to check out the social media posts templates available in the online toolkit for even more content ideas.

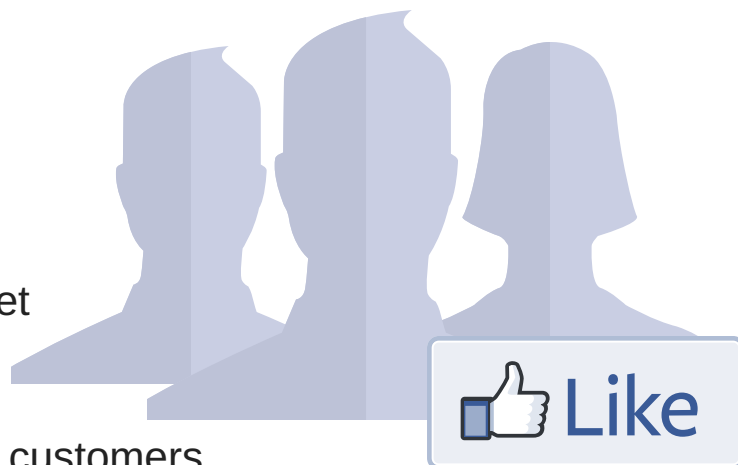
Facebook Page

Creating a Facebook page for your market is the best way for your market to utilize the site. Use a page rather than a personal profile or group to post public updates. A page is also a great place to display information about your market and interact with your consumers and community. Some information to include on your page:

- Address
- Market hours
- Contact information
- Website link
- Payment accepted

From this page you will be able to:

- Post information about your market
- Host and manage events
- Send and receive messages
- Receive reviews and ratings from customers
- People can "like" your page and your post will appear in their feed



Facebook

Facebook Posts

Facebook allows you to add as much text as you would like to your post, but a good rule of thumb is to only use three sentences. This is the average number of sentences that people will read before losing interest.

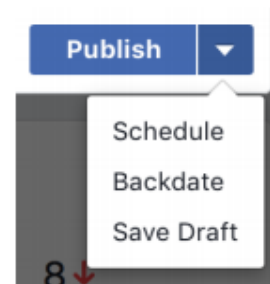


What to include in posts for higher interaction numbers:

- Pictures
- Videos
- Links
- Contests

How to Manage Posts:

Facebook has great management and analytics tools built into the website. When posting, you have several different options.



You can Publish, Schedule, Backdate or Save Draft. Here's what they all mean.

Publish: Your post is posted immediately onto your page.

Schedule: Scheduling a post means you can set the exact date and time you want your post to be posted to your page.

Backdate: This allows you to set a date before the current one that you want your post to be shown as.

Save Draft: This saves your post so you can come back to it later perhaps to edit the message or insert a picture, and then publish when it's ready.

Facebook



Facebook Events

Facebook Events allow page administrators to create a calendar-based invitation to an event. The event can be sent to a select group of people or can be made public and will include information about the event, the time and date of the event and even images related to the event. This feature is extremely useful for promoting special events. Facebook will even send reminders to potential attendees as the event gets closer.

Event Stories: Facebook Event stories is a feature that allows you and others to post video and photos during your event. All the photos and videos posted will appear on the story feed for 24 hours.

Creating a Facebook Event:

1. Click "Events" in the left menu of your news feed.
2. Click "+ Create Event" on the left side.
3. Click to choose between a private or public event. If it is public, set the event host as yourself or a page you are also the manager of. You cannot change the privacy setting once the event is created.
4. Fill in the event name, details, location and time. If the event is public you can:
 - a. Add dates and times
 - b. Select a category for the event
 - c. Add keywords about the event
 - d. Add a link to a ticketing website (if applicable)
5. Click "Create"

Twitter

General Purpose and Uses

Twitter is primarily a site used to send out short messages (280 characters per tweet). Think about Twitter as a platform for an "elevator pitch." Pictures and videos can also be posted on the site.



According to a Pew social media report:

- Twitter has a younger demographic than Facebook, 36 percent of user are between 18-29 years old.
- Using 1-2 hashtags can increase engagement by 21 percent. (Using more than 2 decreases engagement).

Instagram

General Purpose and Uses

Instagram is primarily used to share photos with short captions. The site/app allows users to edit and upload photos and short videos through a mobile app.



- This site is best for visual messages.
- Instagram has an even younger demographic than Twitter; 59 percent of Instagram users are between the ages of 18-29 years old according to the Pew social media report.

Instagram Stories

Instagram stories is a feature that lets users post photos and videos that vanish after 24 hours. Content shared on stories also won't appear on your profile grid or in the main Instagram feed. Stories can also be recorded and watched live.

Events





Events

Why host events?

Hosting events in your market encourages customer turnout and can extend the average amount of time they spend at the market. Hosting events can also encourage attendance of new customers depending on the nature of the event.

Event Examples

Festivals — A festival is usually an event to celebrate a certain aspect of the market or community.

Festival ideas/examples:

- A crop that is in season or is special to the area (e.g. "Tomato fest")
- Mini music festival — invite local bands to come play during the market
- Take advantage of holidays (e.g., Fourth of July, Oktoberfest)

Live Entertainment — Invite a band to play music during the market, or hire an artist or chef to do a live demonstration.

Market Anniversary — Celebrate how long your market has been part of the community. Maybe offer a percentage off purchase or have special promotional items.

Kids Activities — Finding ways to entertain or educate children when their parents bring them to the market makes it a family experience.

Activity ideas/examples:

- Host a coloring table or craft
- Hire a balloon artist or other children-targeted entertainer
- Check out the kids' activity pages we offer on FromtheLandofKansas.com

Use the marketing and social media tips in this guide to promote your event.