



MARKETING ON A BALING TWINE BUDGET

Marketing & Diversifying Your Farm



Monnett Farms

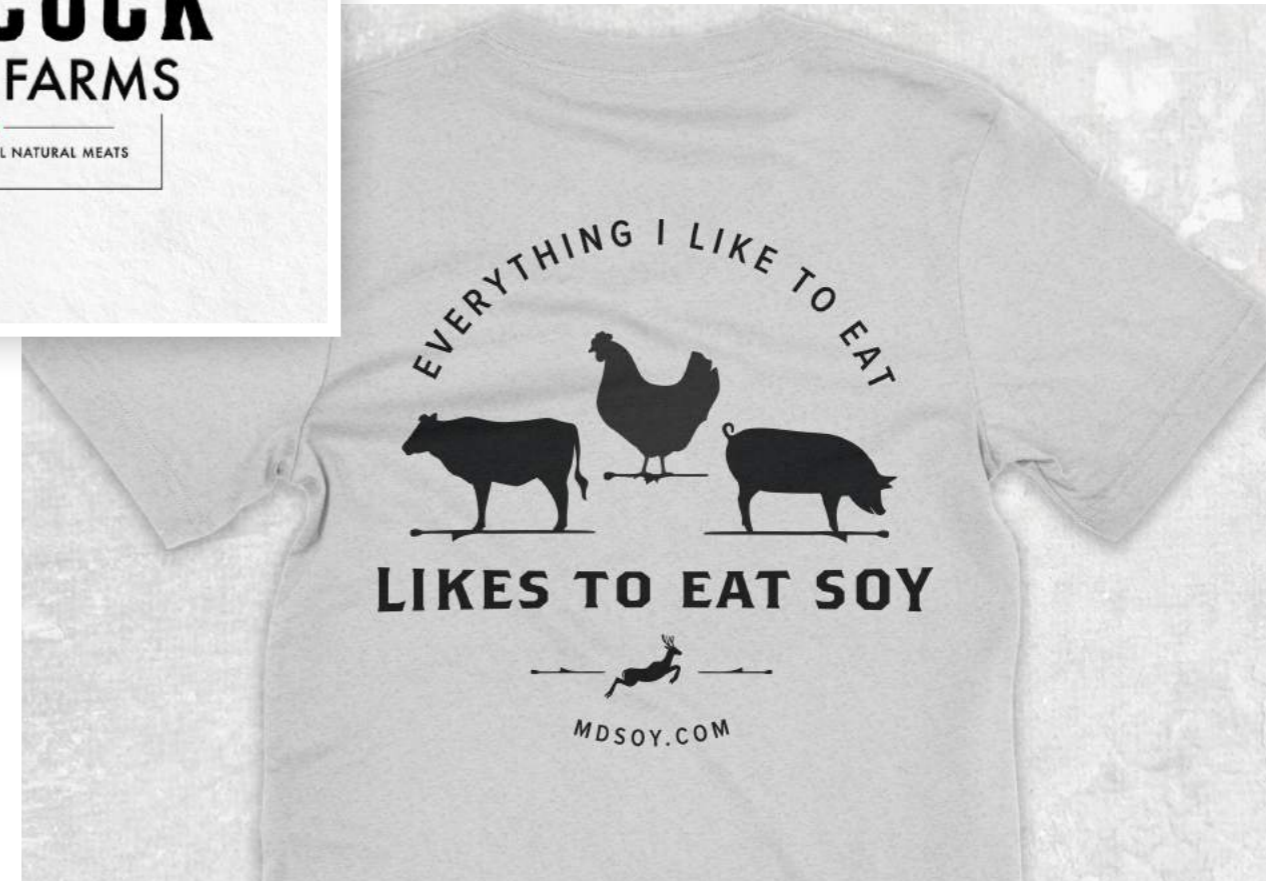
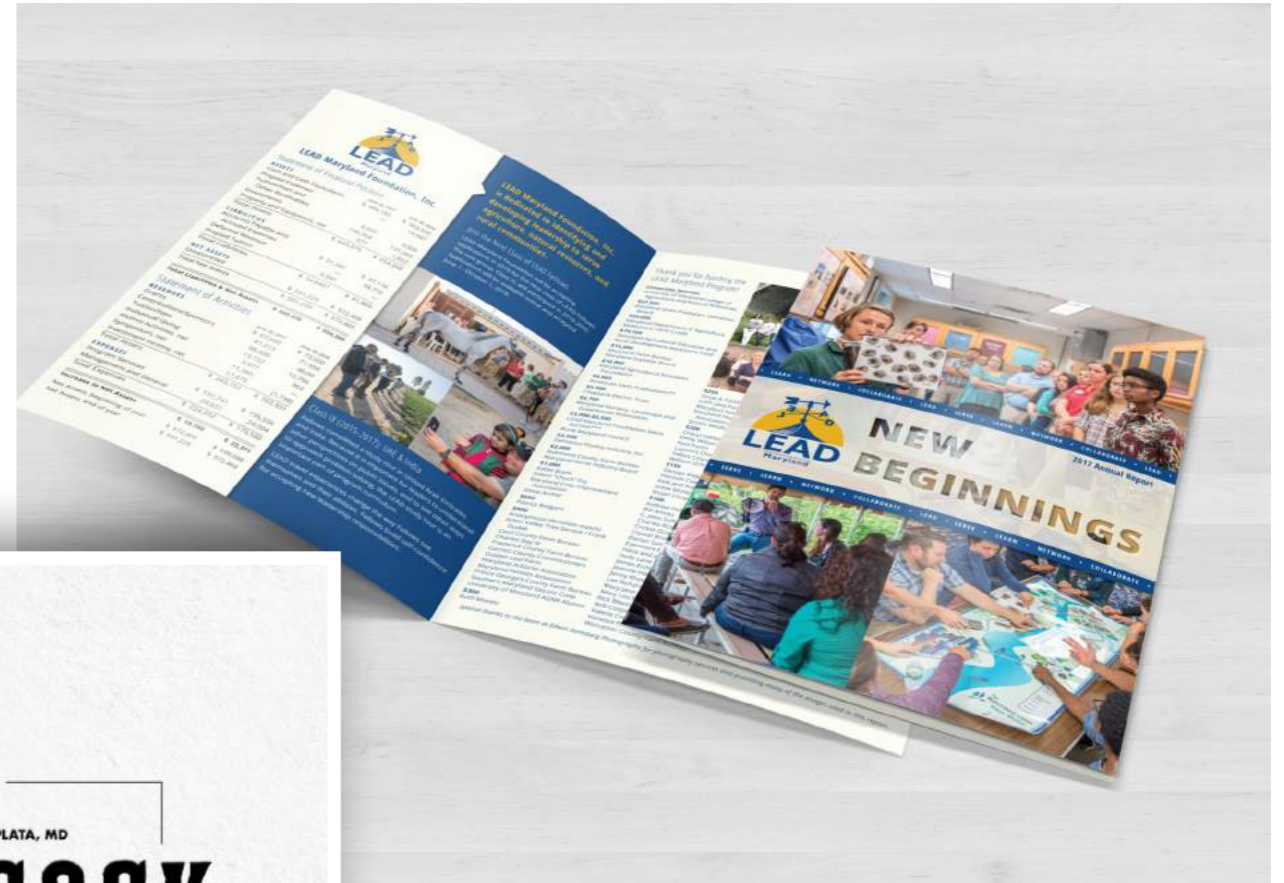
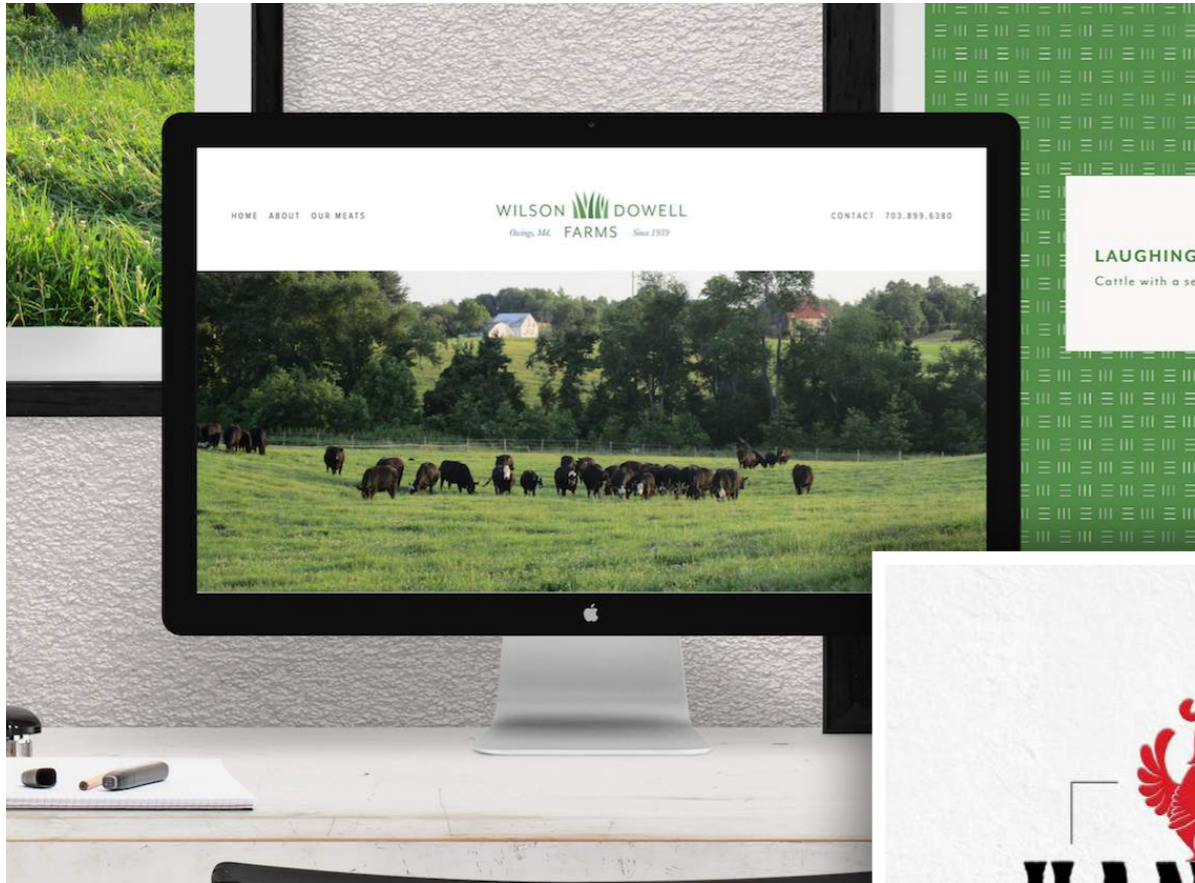
June 29, 2019 · 🌐

If you stop by the farmers market today, be sure to wish Henry a happy birthday! Find us at the Sneades Ace Home Center in Lusby until 1pm.



👍❤️ 36

12 Comments 🌐



**MARKETING AND ADVERTISING
ARE NOT THE SAME THING.**

“People don't want to buy a quarter-inch drill. They want a quarter-inch hole!”

- Theodore Levitt,
Harvard Business
School Professor



MARKETING BASICS

- Setting business goals and objectives
- Identifying your target audience
- Creating a strategy and messaging to engage customers
- Evaluating performance and adjusting campaigns

SMART GOALS DETERMINE PERFORMANCE

Specific (What is the specific objective/goal you want to achieve)

Measurable (What measurement can/will you use to determine success)

Achievable (You have the resources necessary to meet the objective)

Relevant (The objective is relevant to your business)

Timely (You have a specific timeframe for achieving the objective)

MARKETING IS NOT ABOUT YOU.

IT'S ABOUT WHO.



*Content your audience is
interested in.*

What you offer.

Audience Analysis

Demographics

Specific and quantifiable attributes of your ideal customer:

- *Age*
- *Gender*
- *Marital Status / Family Stage*
- *Income*
- *Ethnicity*
- *Location*

Psychographics

Subjective information that defines the ideal customer's interests, activities and attitudes:

- *Values*
- *Interests*
- *Hobbies*
- *Needs*
- *Desires*
- *Fears*
- *Aspirations*
- *Patterns / Habits*

DEFINING YOUR AUDIENCE HELPS YOU

- Be in the right place at the right time
- Craft the right kind of messaging
- Connect with influencers and partners
- Generally be more efficient with your time and efforts

5 Generations of Shoppers

From Marketing Firm, Acosta *The Why? Behind The Buy* 14th Edition

	Gen Z	Millennials	Gen X	Boomers	Silents
Age/Birth Years	12-21 1996-2005	22-36 1981-1995	37-52 1965-1980	53-71 1946-1964	72+ Before 1946
Population Size¹	42.1 million (7% of shoppers 18+)	67.1 million (27% of shoppers 18+)	65.7 million (26% of shoppers 18+)	72.1 million (29% of shoppers 18+)	27.5 million (11% of shoppers 18+)
Average Household Size²	3.18	2.85	2.92	2.78	1.87
Average Spend Per Month on Groceries²	\$269	\$298	\$380	\$314	\$287
Key Differentiators	Not big spenders – yet –but they’re dedicated to healthy, organic food, and make frequent trips to the store	Using technology to shop and save, and they’re not particularly brand loyal– but they’re driven by speed, convenience and variety	Biggest spenders on groceries, loyal to their brands, and big users of digital coupons	Downsizing, technology-capable, and interested in locally sourced products	Have the highest per-person grocery bill, but live on fixed incomes and are motivated by value

¹ U.S. Census Bureau, 2016 Population estimates by age, July 1, 2016

² Acosta Custom *The Why? Behind the Buy™* study, Spring 2017

**KNOW YOUR AUDIENCE
AND FIGURE OUT HOW YOUR
PRODUCT CAN SOLVE THEIR
PROBLEMS.**

CREATING YOUR VALUE PROPOSITION

- What do you do
- Who do you do it for
- Why does it matter



iPod.
1,000 songs in your pocket.



expect more.
pay less.

GiftCards

expect more.
pay less.







PRODUCT = GOODS & SERVICES

- Look for underserved segments of the market
- Create a recognizable brand
- Diversify your product and/or service portfolio
 - ▶ Fresh vegetables, CSA, canning workshops
 - ▶ Cuts of beef, side/whole beef, jerky/dog treats
 - ▶ Cut flowers, bouquets, floral design classes
- Focus on value — what does your product/service do for the customer

PRICE

- How are you positioned in the marketplace?
- What value does your brand provide?
- What are the benefits of buying your product or service?
- What are the disadvantages of buying an alternative product/service?
- Also consider payment options — accepting credit cards, Venmo, online payments, cash, EBT, etc.
- You may need to offer **short term** incentives, discounts, specials or package prices to move product or promote services.

PLACE

- Where are your customers located?
- Where will people connect with your brand?
- Where can they buy your product? Farmers markets, online, at the farm, in retail stores, at restaurants, etc.
- Retail versus wholesale — pros and cons of each

PROMOTION - SPREADING THE WORD

- Website, search engine optimization and paid online advertising
- **Social** media — promoted posts (paid advertising), viral content, connecting with influencers, building relationships
- Public relations — reaching out to the media and other influencers
- Advertising — No, print is not dead. Yes, sometimes you have to pay for exposure in print or online.
- Merchandising — product labels, point of sale displays, store/booth design, signage

PEOPLE - BUILDING BRAND LOYALTY

- Making sure everyone in your organization understands the mission, goals and value of your organization.
- Relationships are what matter most. With customers as well as other businesses.
- Brand loyalty is the most valuable asset — it costs far more to acquire new customers than it does to retain existing ones.
- What will the experience of buying your product or service be like, what will the experience be like after they get it home?
- How will you maintain relationships with customers — how will that encourage them to be advocates for your brand and bring in new customers?

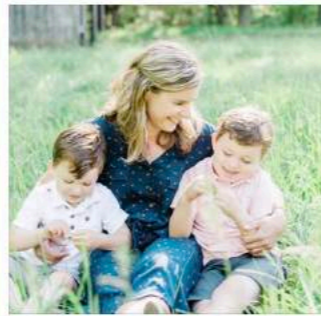


MB Photography is at Monnett Farms.



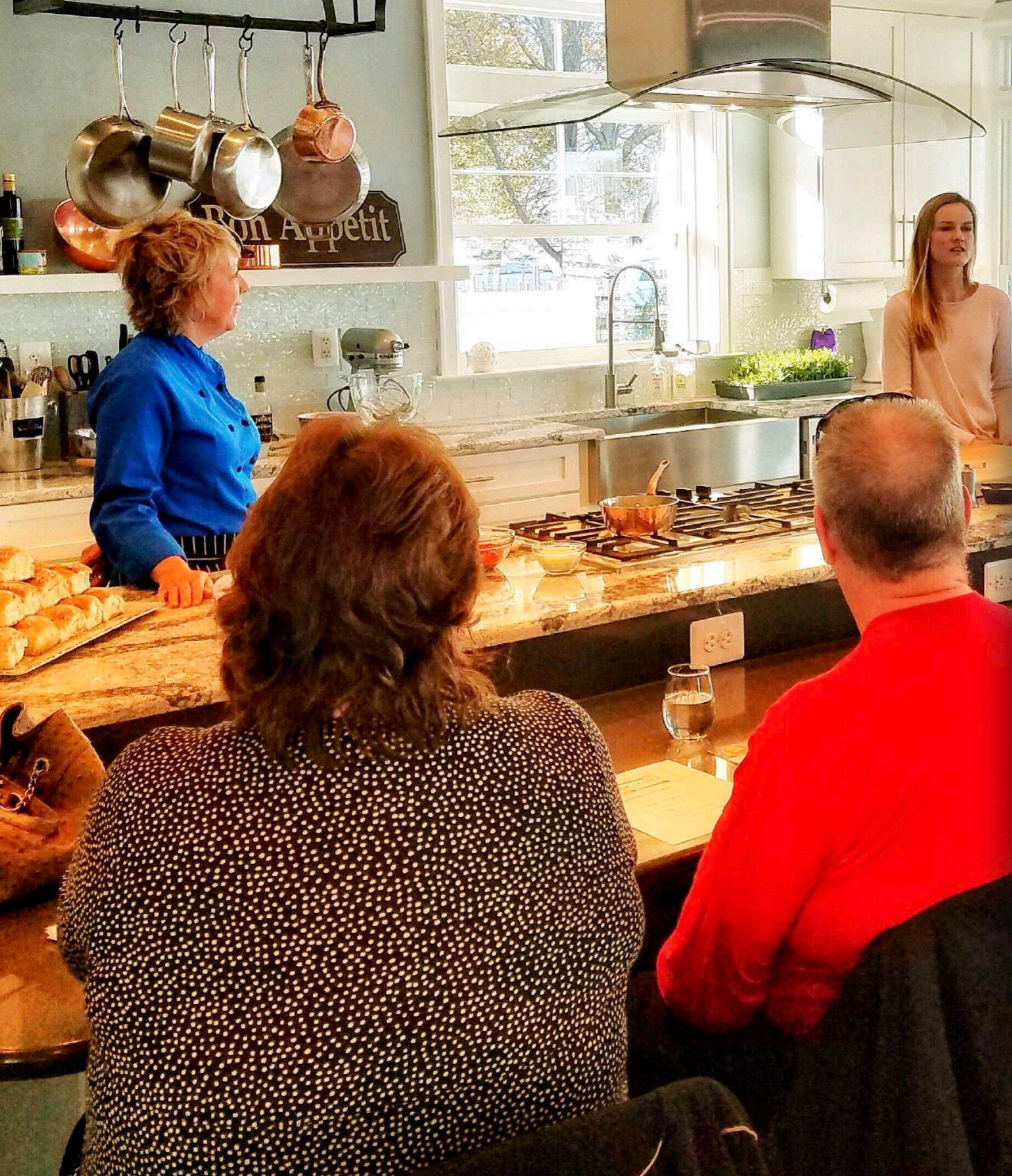
April 28, 2019 · Prince Frederick, MD ·

This was the best weekend! Easter Mini Sessions are officially a wrap! Thank you to all 30 families who came out and made this so fun! A big than... See More



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6 Comments



Farm to Table: Monnett Farms
Thursday, April 19 6-8 pm; \$25/person
Southern Maryland has a wealth of amazing local growers of everything from produce and meats to beer and wine, honey, and flowers – and so much more. Each month we want to showcase one of those folks. And this month we're excited to introduce Jamie & Benson Tiralla of Monnet Farms. A fourth-generation family farm

The 5 P's of Marketing

PRODUCT	PRICE	PROMOTION	PLACE	PEOPLE
Branding	Positioning	Advertising	Retail	Staff
Quality	Value-added	Public Relations	Wholesale	Culture
Value	Payment Methods	Social Media	Location(s)	Experience
Benefits	Discounts	Merchandising	Inventory	Relationships

DIY DESIGN TIPS

- Be consistent in your messaging and design.
- Use the same color palette and fonts so people recognize your posts.
- Do not over do it on text in images — people will read the caption if they want to learn more, people will ignore the entire post if it's overwhelming.
- Use high quality images — consider hiring a professional photographer especially for brand/product photos.
- Experiment with video — it does not need to be “Hollywood” quality, people connect with authentic brands.

DESIGN TOOLS

- Designing graphics: Canva, Snappa & Stencil
- Editing photos: Snapseed, VSCO & Afterlight
- Video editing: YouTube, Inshot (Instagram), CutStory
- Other fun apps: Word Swag, Plann, Pic Collage

**SUCCESS IS GOING FROM
FAILURE TO FAILURE
WITHOUT LOSING
ENTHUSIASM.**



TAKE THE TIME TO KNOW WHAT WORKED (AND WHAT DIDN'T)

Be specific in your goals and objectives.

Know where your baseline is.

Review results on a quarterly or seasonal basis.

Don't get caught up in the day to day numbers game.

Be patient.



TOOLS FOR MEASURING RESULTS

Facebook/Instagram/Twitter - built in analytics

Google Analytics - website performance analysis

MailChimp - built in email marketing analytics

Ask your clients and LISTEN to their answers



THE STRATEGIC MARKETING PLAN, SIMPLIFIED

allagmedia.com/annies-project



IN SUMMARY

- Make a plan (Know **who**, what, when, where, and why)
- Map it out (Organize your plan and use tools to implement the strategy)
- Measure your results (Evaluate whether you were successful or not)



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