

# FarmEasy – Marketing Campaign Strategy

## Why FarmEasy?

FarmEasy was born out of a simple thought — farmers deserve better profits, and consumers deserve fresher food. Middlemen often eat away both ends of the chain. FarmEasy bridges this gap with a digital marketplace where farmers sell directly to consumers.

But even the best product needs people to know about it. That's where this marketing campaign comes in.

## The Goal

The main objective is to **spread awareness, build trust, and convert interest into real usage**. I wanted to design a campaign that feels authentic, farmer-friendly, and appealing to young consumers who love the “farm-to-table” idea.

**connect farmers directly with consumers** through a digital marketplace, removing middlemen so that:

- Farmers earn better profits 💰
- Consumers get fresh, affordable produce 🥬🍅
- Both sides build trust and transparency in the supply chain ✅

## Who Are We Talking To? (Target Audience)

- **Farmers:** They're our sellers, often underserved by digital platforms.
- **Urban youth & families:** Buyers who want fresh produce, transparency, and a sense of community impact.

## How Do We Reach Them? (The Funnel)

Instead of just random posts, I followed a structured funnel:

1. **Awareness** → Let people know FarmEasy exists.
  - Instagram posters, reels, and simple storytelling.
  - Offline posters in community spaces and colleges.
2. **Engagement** → Build trust.
  - Farmer spotlight posts (“Meet Ramesh, who grows your tomatoes 🌱”).
  - Fun recipes with FarmEasy produce.
3. **Conversion** → Drive first-time users.
  - A discount coupon for the first order.
  - Simple CTAs like “Order fresh veggies today!”
4. **Retention** → Keep them coming back.
  - Referral programs (“Bring a friend, get 10% off”).
  - Loyalty rewards for repeat buyers.

## Channels We Use

- **Digital:** Instagram, LinkedIn, Twitter (to engage both students and professionals).
- **Offline:** Posters and word-of-mouth in colleges and communities.

## How Do We Measure Success?

I didn't want to just design posters — I wanted to **track impact**. So, I planned KPIs like:

- Social media reach (followers, likes, shares).
- Number of farmers who join the platform.
- Orders placed (conversion %).
- Repeat customers (loyalty rate).

## Execution Plan (In Simple Terms)

- Start small: 1-week launch campaign on Instagram + posters in colleges.
- Collect engagement metrics and see what works.
- Optimize — if reels work better than static posts, do more reels.
- Scale to farmer communities via WhatsApp groups.