Marketing Strategy Outline (*Building a Sustainable Business)\**

1. **Markets: who are our target customers and what do they value?**

**-Segmentation**

**-Sales Potential**

1. Product: What product will we offer and how is it unique?
2. Competition: Who are our competitors and how will we position ourselves?
3. Distribution and Packaging: How and when will we move our product to market?

-scope

-movement

-packaging

-delivery scheduling and handling

1. **Pricing: How will we price our product?**
2. Promotion: How and what will we communicate to our buyers or customer?

-image or product

-message

-tools and delivery

-timing and frequency

-costs

1. Inventory and Storage Management: How will we store inventory and maintain product quality?
2. Strategic Marketing Action Plan

-marketing strategy summary:summarize market research and strategies for each product and note how these strategies and external conditions may change through the start-up period. Briefly describe your distribution, packaging, pricing, and promotion strategies for each product and begin gathering expense estimates. Then summarize product strategies into a whole farm strategic plan with SWOT analysis.

*\*Worksheets 4.1-4.9* [*https://conservancy.umn.edu/bitstream/handle/11299/115840/Building\_a\_Sustainable\_Business\_%20Guide\_for\_Farms\_and\_Rural\_Businesses.pdf?sequence=1&isAllowed=y*](https://conservancy.umn.edu/bitstream/handle/11299/115840/Building_a_Sustainable_Business_%20Guide_for_Farms_and_Rural_Businesses.pdf?sequence=1&isAllowed=y)

Business Plan and Marketing Strategy Outline WORKING DRAFT-

a. Cover

b. Executive Summary

c. Values

d. Mission Statement

e. Farm History

f. Current Situation

g. Vision

h. Goals

**i. Marketing Plan:**

1. Markets: *who are our target customers and what do they value*?

-Segmentation (empirical descriptive data, real world, real people, “potential customers”) Market research & segmentation - what are the requirements to sell to the wholesale customers?

-Pricing -Distribution & packaging (Include in product profile, for wholesalers)

-Ideal Customer/Target Customer Profile (Identifying your target customer and writing customer communications in a way that speaks directly to them)

-Sales Potential (customer list and budget goal)

* Here's the Distributors & Aggregation/Food Hubs listed on VT Farm To Plate. Some in particular I think you should look at are Hannaford's (they're the largest chain I know of in VT that actively works with local producers), Farmers To You, Myers Produce, Deep Root Organic, Bear Roots Market.

1. Product: What product will we offer and how is it unique?

-Overall Marketing/Brand

Purpose - why does your farm exist

People - who do you serve

Product - what are you selling + what difference does it make in the lives of your customers

-Identify crops & products

Retail

Wholesale (typically 40% off retail pricing)

Cucumbers, scallions, asian greens (bagged salad/braising) whole heads, summer greens mix -- wholesale

Kimchi product -- wholesale, for fall sales

Farm Stand & farmers market w/more variety

1. Competition: Who are our competitors and how will we position ourselves?

-Market research/competition

Who are your competitors?

How much are their products sold for?

Where do you want to position yourself - low, middle, high?

* Shared Legacy Farms — this is a CSA farm that does a great job speaking to their target customer and educating potential customers on how their product/service works.
* Floret Farm — this is a flower farm that offers education in a multitude of ways. I know you said you'd like to implement an educational aspect to your farm, and Floret is a beautiful example of including education on a website.

1. Distribution and Packaging: How and when will we move our product to market?

-scope

-movement

-packaging

-delivery scheduling and handling

1. **Pricing: How will we price our product?**

* And here are those Enterprise Budgets from Organic Growers School, w/example from Richard Wiswall and the Demystifying Farm Enterprise Budgets, Richard Wiswall.

1. Promotion: How and what will we communicate to our buyers or customer?

-image or product

-Overall Marketing/Brand

Purpose - why does your farm exist

People - who do you serve

Product - what are you selling + what difference does it make in the lives of your customers

-message

-tools and delivery

* Here's a tutorial on making a Wordpress Site. WPbeginner has awesome guides, and I used their team to transfer our website from wp.com to wp.org a few years ago. For hosting, we use Bluehost, which is what they recommend, too.
* For *email marketing*, I recommend either MailChimp, ConvertKit, or Mailerlite. I personally use MailChimp, but the other two are worth looking into. You can do a comparison of each and pick which one feels right for you.
* Connecting With Wholesale Buyers

-timing and frequency

-costs

1. Inventory and Storage Management: How will we store inventory and maintain product quality?
2. Strategic Marketing Action Plan

-marketing strategy summary:summarize market research and strategies for each product and note how these strategies and external conditions may change through the start-up period. *Briefly describe your distribution, packaging, pricing, and promotion strategies for each product and begin gathering expense estimates*. Then summarize product strategies into a whole farm strategic plan with SWOT analysis.

-Writing/building your website. A simple site with a homepage, about page, product page, and contact is all you need to get started.

-As you start writing *your website*, you'll bring your farm vision and ideal customer together, and *write it in a way that your customer feels like you're talking to them and highlighting your offer in a way that speaks to their needs and desires*. We can talk more about this at our next meeting, and *I can also put together a tutoria*l.

-For *email marketing*, I recommend either MailChimp, ConvertKit, or Mailerlite. I personally use MailChimp, but the other two are worth looking into. You can do a comparison of each and pick which one feels right for you.

-Set up listings on NOFA-VT, Local Harvest, Front Porch Forum, and Google

\*Worksheets 4.1-4.9

Work Schedule:

**Here's what I can help you with:**

* Identifying your target customer and writing your website/emails in a way that speaks directly to them.
* Writing/building your website. A simple site with a homepage, about page, product page, and contact is all you need to get started.
* Setting up email marketing and training you on how to use it to attract customers and make consistent sales.
* Set up listings on NOFA-VT, Local Harvest, Front Porch Forum, and Google.

**The next step is to create a schedule. Here's what I'm estimating on time:**

* Target customer & website creation: 12 - 16 hours
  + creating a list of local target wholesale customers and distributors
  + wholesale and retail pricing
  + creating an actionable marketing plan
* Email marketing set-up and training: 4 - 6 hours
* Farm listings on business sites: 2 - 4 hours