



# MarketFarmers

"MarketFarmers markets farmers' markets"







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# Introduction

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# Problem Introduction

- Farmers market needs to be advertised because fewer people are attending the farmers' market.
  - To attract more customers...
    - We plan to make an application to engage customers with the farmers market and the vendors themselves .
    - To promote this application, we are creating a social media-based ad campaign and partnering with local businesses.
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# Scenario

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# Scenario

HIS NAME IS JOE.

- He decided to sell his products at farmers' market to get rid of the medium circulation.
- But people didn't come, so he couldn't sell his things.
- He thought advertise was a problem and he asked us to do it.







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# Research and Data

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# Research

- Source #3: “6 proven ways of engaging your app users”
- Inapptics details six key points that are necessary in providing quality user experience and retention. Getting people to download your app isn’t as difficult as getting them to continually use it.
- Source #4: Survey
- We sent out a SurveyMonkey survey that covered potential interest in an app along with potential features within the app.





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# Research

## Establishing and Operating a Community Farmers' Market

- Market Feasibility
  - consumer preferences
- Sponsorships
  - community involvement
- Favorable environment
  - Wholesalers
- Location and site
  - convenience
- Marketing Facilities
  - parking, shelter, low traffic
- Why customers shop at Farmers Markets
  - fresh, good quality
  - cheaper prices
  - larger quantity

### Why Customers Shop at Farmers' Markets

#### Percent

Want fresher, better quality produce .....	46
Want cheaper price .....	14
Want larger quantities .....	13
Enjoy the market .....	10
More variety .....	9
Know the farmer .....	5
Other reasons .....	3

**January** • Gather a group of interested people  
• Determine specific goals and tasks

**February** • Explore the mechanics of direct marketing  
• Look for and settle on a location  
• Gain community support and fund raising  
• Check into legalities  
• Begin publicity to farmers  
(continue through May)

**March** • Promote the farmers' market concept

**April** • Market management and organization

**May** • Begin publicity to consumers  
(continue through September)

**June** • Open the farmers' market

**July** • Promote the farmers' market (peak season)

**August** • Sponsor a special activity

**September** • Organize and solidify farmer-consumer association

**October** • Extend the marketing season with fall crops

**November** • Solicit and evaluate suggestions from farmers and consumers

**December** • Close market





# Research

ACM: Chutney and Relish: Designing to Augment the Experience of Shopping at a Farmers' Market

- Augmented Reality
- builds relationships
- visible assurance

A Research on Effectiveness of Facebook Advertising on Enhancing Purchase Intention of Consumers.

- Facebook advertising increases customer engagement
- Increase in customer interaction, increases buying intention
- "Interactive advertising" Advantages

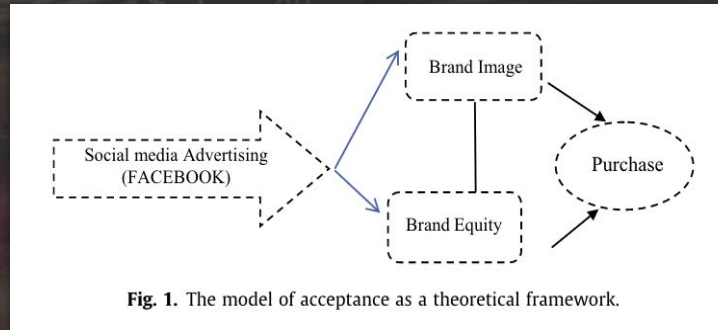


Fig. 1. The model of acceptance as a theoretical framework.



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# Solution Design

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# Our Solution: Overview

## What we aim to accomplish:

1. Product Awareness
2. Community-Producer Relationship
3. Reciprocity

## Three-sided approach to promotion:

1. Social Media-Based Marketing
  2. Mobile Application
  3. Reciprocal Community Advertisement
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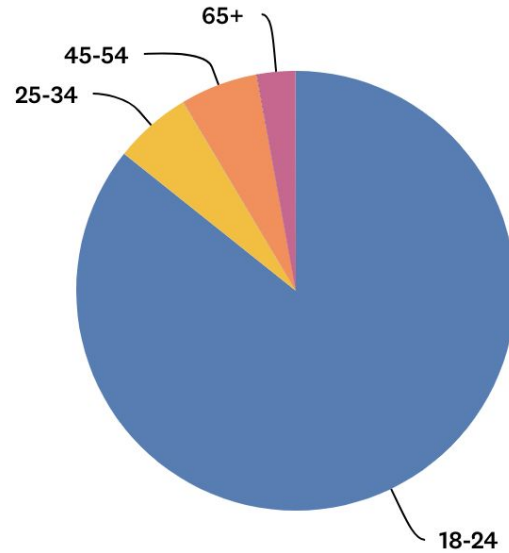
# So, How Does it Work?

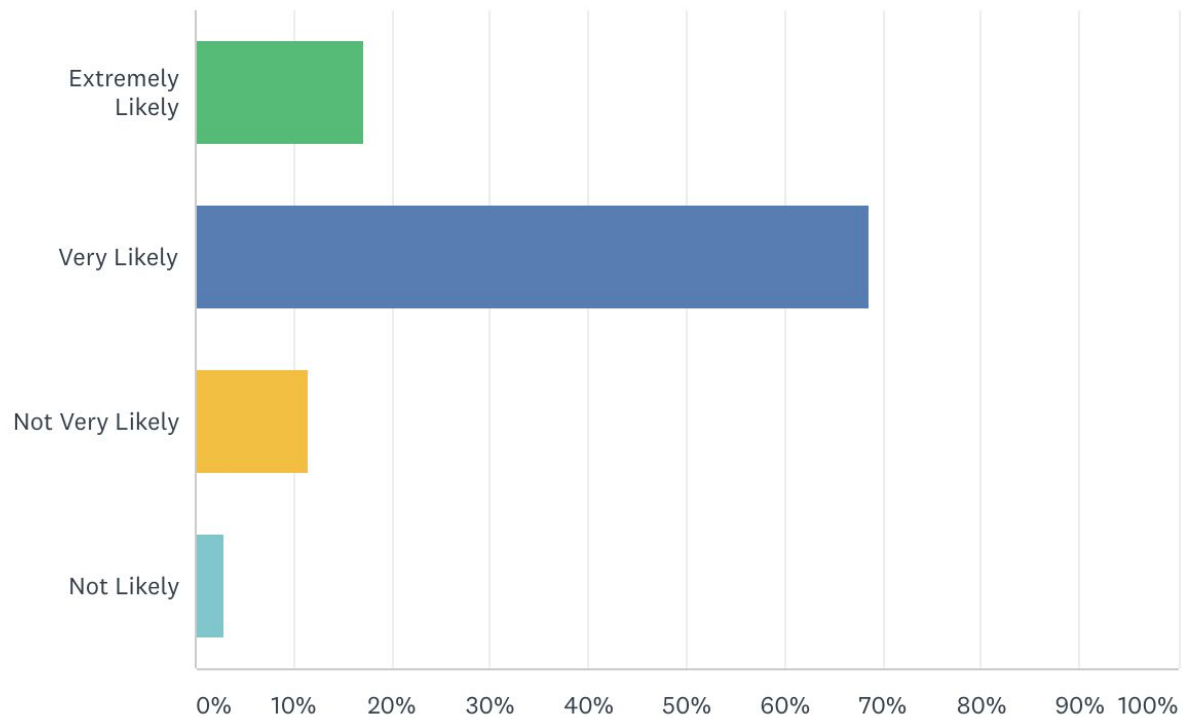




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# Who Are We Targeting?









# Potential Competitors

- Farmstand - links users through taking/posting pictures of different markets and vendors
- Seasons - Shows the availability of farmers markets and local food based on growing seasons
- Locavore - Database of farmers/markets, has recipes for in-season ingredients



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