



GRASSROOTS MARKETING TACTICS

EVERY FARMER SHOULD KNOW

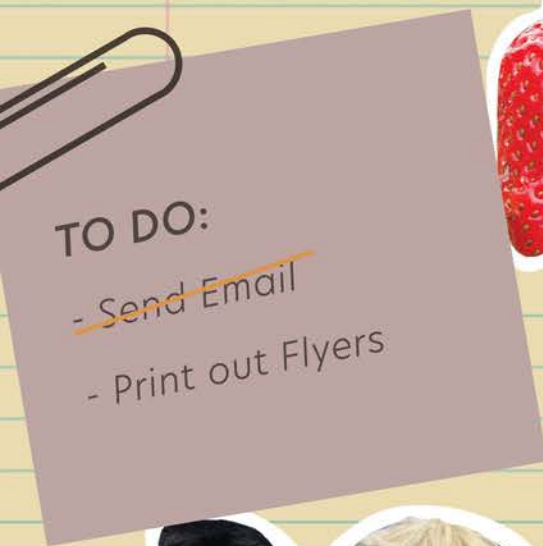


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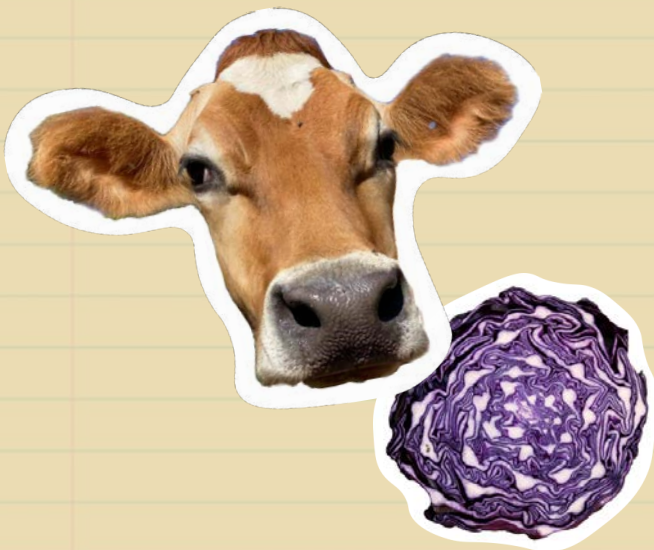
INTRODUCTION

Whether you've just started your Farm or have been in operation for years, it's essential to spread the word about your business. Today, many Americans use the internet to learn about local businesses, but there are several traditional outlets that remain valuable, too. Thoughtful and strategic marketing tactics have the power to increase brand awareness and drive Farm sales.

If you're struggling to increase Farm visibility due to a lack of resources like time or budget, there are several tactics that any Farmer can use to market your business and drive awareness in the local community.

This eBook provides Grassroots Marketing Tactics that every Farmer Should Know to increase sales and access more customers. What is grassroots marketing? It's

the implementation of targeted activities to boost the awareness of your Farm brand locally without heavy costs. Think of it as word-of-mouth marketing, but amplified! This eBook will share cost-effective and simple tactics that have proven to drive Farmers' average order value by 3x and expand customer bases by over 150%!





SHOW UP AT LOCAL SCHOOLS

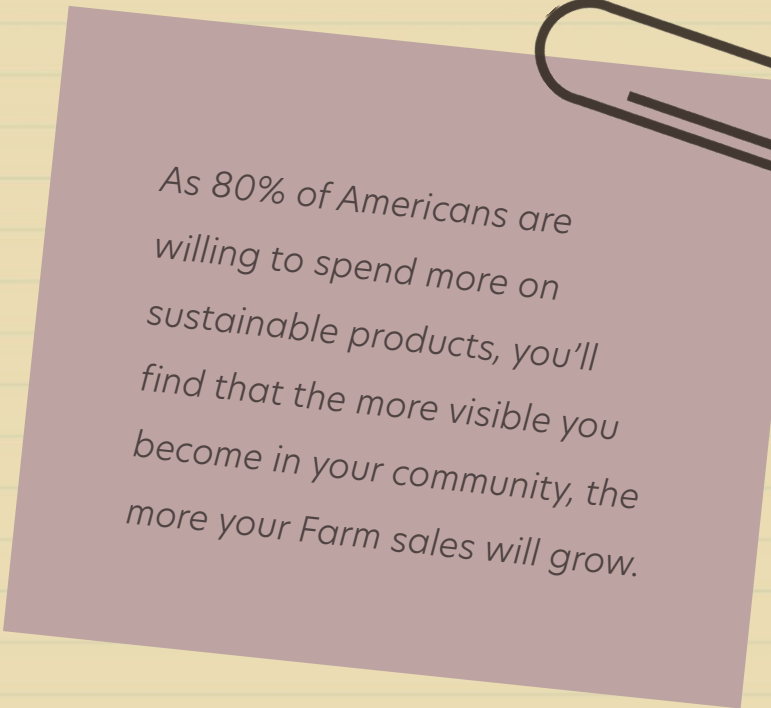
One of the most strategic ways to boost brand awareness in the local community is by showing up at local schools. By investing in educating the next generation of buyers, you're creating trust in your business and expanding your customer base to include all ages!

Children seek new knowledge, and schools appreciate guest speakers who are qualified in their field. As a Farmer, you know more about the land and how to cultivate it.

!!! { This is valuable information that teachers, parents, and students will appreciate.

For this tactic, the resource you're offering is your time. However, it has the power to increase your brand

visibility, attract new customers (parents), and generate more sales. So, what can you share? Educate the youth on the importance of local foods (and supporting local businesses!). Keep it child friendly as you share your background, how you



As 80% of Americans are willing to spend more on sustainable products, you'll find that the more visible you become in your community, the more your Farm sales will grow.

VOLUNTEER TO SPEAK!!
Sustainable Ag?

started farming (family farm, learned about it in school, or if you were drawn to the lifestyle), and the methods and practices you use to produce your products. It will be hard for children to understand certain practices depending on their age, so keep it simple. And, bring in examples of your products that kids can taste and touch.

Showcase the difference between real food grown locally versus what's found at the grocery store (which many kids do not appreciate). That's why it's critical to educate them about their local food system. Here are three ways to drive awareness about your Farm with the youth:



STEPS TO SUCCESS:

1

Contact your Local School

If you have children who attend (or did attend) a local school, or if you're an alumni, then contact school administrators or teachers with whom you have a relationship. For younger kids (primary schools), keep the presentation more generalized and focused on how good stewardship translates to good, healthy foods. For older kids (secondary school), you may be able to dig in deeper into the ecology, biology, or business aspects of your Farm, depending on the classroom audience.

Local business tactics?
Regenerative practices?

2

Pass Out Flyers to Everyone

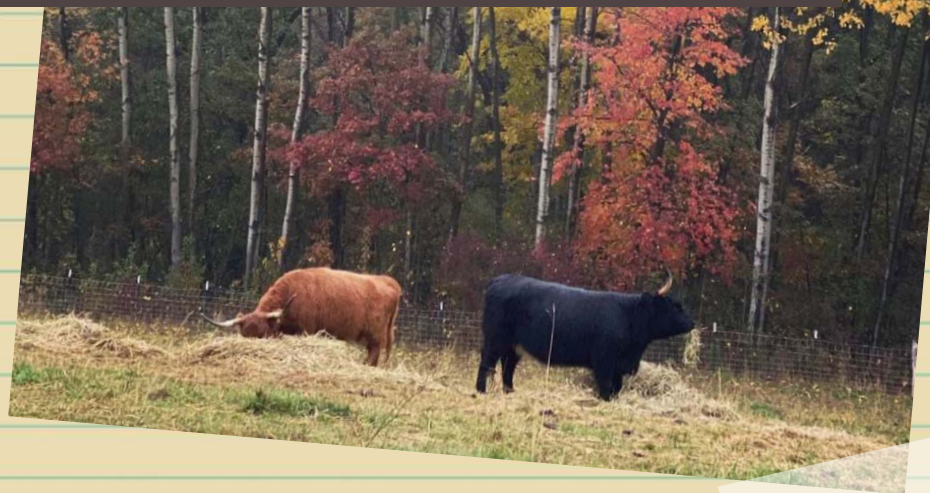
Passing out flyers to the kids after your talk may seem silly, but it's really important. If you give an engaging presentation, they will likely share your flyers with their parents. Include a link to your website and QR code to join your mail list. Then parents can view your products and practices, and make a purchase. Include a first-time purchase promo to generate more interest!



"After speaking at a school, every kid goes home with a flyer advertising our online store. So that way, when they get home, they can show their parents. Ideally, they'll check out our online store and place an order with the first-purchase promo."

- Pastured Protein Farmer, Michigan

GENIUS!!
We have to try this!!



3

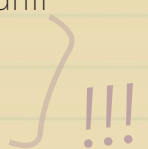
Field Trips and Summer Camps

Consider offering to host a field trip to the Farm to get kids connected with the land. This is a great opportunity to educate them on the importance of locally grown food. Field trips can be arranged after you speak at a local school. It should be kept simple – like a tour, picking products, or engaging with the animals (depending on your Farm).

Pick strawberries
Collect eggs

If you're ambitious, some Farms offer summer day camps to show kids what it's like working on the Farm. Build an itinerary with different activities focused on the aspects of your Farm each day. Activities make it easier for kids to consume the knowledge and allow you to dive deeper into specific Farm tasks. Depending on the length of the camp, charge accordingly!

As 80% of Americans are willing to spend more on sustainable products, you'll find that the more visible you become in your community, the more your Farm sales will grow. Focusing on educating the youth can help you build trust with the kid's parents and teachers – expanding your customer base. Hosting on-Farm activities and events to bring people closer to how their food is grown has the potential to drive Farm sales and build a large contact list!



READ: [How Showing Up At Your Local School Can Translate to Farm Sales](#)



WATCH: [Connecting with Community & Growing a Farm Brand](#)



LISTEN: [How to Build Relationships with your Customers with Valerie from Grass Fed Cattle Co](#)



COLLECT EMAILS, EVERYWHERE!

Email is a powerful and free tool to grow brand awareness, engage customers consistently, and increase average order sizes by up to +30%. A strong email strategy helps Farms drive sales and generate consistent orders every week. Many Farmers have seen up to 80% of weekly sales come through a single Newsletter! These Farms leverage the Barn2Door + Mailchimp integration to keep customers engaged and save time through automatic order reminders generating frequent and regular orders.

To build an email strategy that will pay your Farm dividends, you need to always be collecting customers' email addresses. Why? 1 out of 7 people physically move homes each year, which means you must grow your customer list at least 14% annually to maintain your current revenues. A 14% increase in your customer list can be simple to achieve with the following tactics:

STEPS TO SUCCESS:



Collect Emails Everywhere: Pop-up, QR Code, or Manual Sign-Up Sheet

In-person, use a QR code that links to your online sign-up form allowing customers to subscribe wherever you are - at the market, local business, church, school, etc. A manual sign-up sheet is another option, though it

REMEMBER!!
Bring email sheet w/ QR
code to the market!

will take extra work to add to your system later. When customers visit your website, they should be able to subscribe to your newsletter through an email capture or pop-up form! Subscribing to your emails should be easy and hassle-free.

2

Incentivize Employees to Gather Emails

If you have employees, they can help you build your email list at the farmer's markets or other in-person opportunities. Offer employees \$1 for each verified email they collect. When employees check someone out at the market, encourage them to ask customers to subscribe to the newsletter to access new products and special promotions. You'll be surprised at how many emails you'll collect!

FOMO!!



Leveraging email automation, like the Barn2Door + Mailchimp integration, can be a powerful tool in your marketing strategy. Automating your emails saves time and ensures that you're sending the right email to the right customer. Here are some emails we recommend you send after gathering buyers' contact information:

Welcome Email: Welcome new subscribers to your Farm, providing your history, information about your products and practices, and how to order from the Farm. Farms that automate sending Welcome emails generate quicker first-time purchases!

Newsletters: Newsletters are meant to keep customers informed and engaged with your Brand, driving consistent weekly or monthly sales. For 90% of consumers, receiving updates about your Farm through a Newsletter is preferred. Send 1-2 newsletters per month to keep your Farm top of mind and visible in the inbox.



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Loyalty Emails: Customers like to feel valued by the brands they're loyal to (i.e., through regular purchases or Subscriptions). Provide loyal customers with exclusive deals, first access to new products, and special updates. Remember, previous customers are 3x more likely to order from your Farm than new customers!

Re-Engagement Emails: Your contact list is full of busy people who often forget about your Farm if you don't remind them! Offer exclusive deals

with subject lines like "We missed you! Take \$15 off" or "It's been a while! Here's 15% off". You'll be surprised by how many quiet customers will become loyal customers again.

Love this! Set up + include promo!

Studies show that email is one of the best ways to retain customers and drive sales! If you're consistent with your implementation, sending emails will keep your Farm top of mind, generating regular orders. Send 1-2x emails per week to keep customers engaged with your Farm. With a constant focus on building your email list, the emails you send have the power to generate \$1000's in orders.



READ: 3 Email Tactics Every Farmer Needs to Know



WATCH: 5 Steps to Write a Winning Email



LISTEN: A Chimp, Software, and Farming... Let's Talk Email Marketing

Print out extra sheets
for Saturday!!

"I printed the 'Email Sign-up Sheet' my Account Manager emailed me last week to use at the farmers market. I could not believe I got 4x pages of new email contacts! Thank you!!!"

- Pastured Farmer, Illinois



3

PASS & POST YOUR FARM FLYERS!

Farm flyers are a great way to drive attention to your online store during in-person interactions with community members – whether you're at a local market, speaking at a school, or at a community event. Post your Farm flyers wherever your buyers frequent on a daily or weekly basis - it will translate to new buyers and sales. Start with local coffee shops, diners, and gyms, as these businesses typically have bulletin boards available for these purposes.

***Here's what to include
on your Farm flyer:***

- 1 Farm Logo
- 2 Brief Product Description & 1-2 Photos
- 3 Farm Location/Address
- 4 QR Code linking to Newsletter Sign-up Form
- 5 URL to Website and Web Store



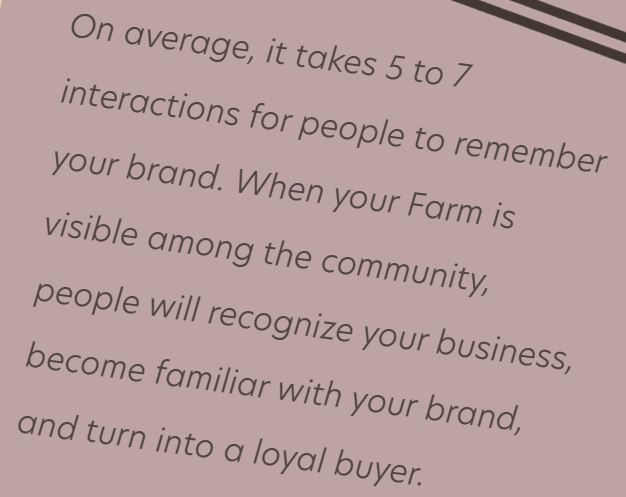
It's cost-effective to visit your nearest print shop (e.g., FedEx or UPS) and print flyers in bulk. Keep them in your vehicle to easily pass out, post in local businesses, and have them handy!

*Print flyers + leave
them in the car!*

If you're unsure where to use the flyers, think about the buyers you want to have

and how to find them. Is there a weekly activity that brings your community together? Church, scout troops, or local sporting events? Pass out your flyers in these gathering places where you can build awareness with the locals or get an ad posted to your local newspaper or magazine.

To look for more events, check with your local city council. Many cities have a list of events to support small businesses in the area. You can also use sites like Eventbrite, Meetup, and NextDoor to discover more opportunities to connect with your community. Participating in events is the perfect opportunity to hand out flyers to generate awareness of your Farm business. On average, it takes 5 to 7 interactions for people to remember your brand. When your Farm is visible among the community, people will recognize your business, become familiar with your brand, and turn into a loyal buyer.



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READ: [How This Farm Increased Sales by Focusing on Fewer Markets](#)



LISTEN: [A Farmer's Market\(ing\) Campaign to Grow Faster Online](#)

BRING FLYERS TO:

Little League! Soccer games!

Community center/YMCA

Ask some local business to hang them



"Our farmer's market presence is directly responsible for our online sales. Converting those customers to our online store accounts for 60% of our sales. We had 20,000 farmer's market customers this year, and every single one of them got our flyer to the online store. You can see in our sales how that's impacted the business."

- Tom Bennett, Bennett Farms

4

BUILD YOUR LOCAL BRAND ONLINE

To build a strong brand that's recognized in your local community, you need to be in front of your customers wherever they are: online or in-person. Both channels are key to accessing the most diverse group of buyers and building a loyal

customer base. Attending events will allow you to build awareness in-person, but it's also essential to focus on online efforts to build your brand and engage loyal and potential customers.

Americans check their email inbox 5+ times daily and spend an average of 1 hour on social media every day.

Farms that use email and social media to engage their audience keep their Farm top of mind. Email and social media are both free tools to reach customers in places they visit every day! These tools are meant to engage your audience, but they should also be used to drive awareness of your products, driving sales to your store. !!!

Sharing a balanced mix of engaging and entertaining content will make it easier to stay top of mind and drive orders. Use the 3 E's:

Entertain, Educate, and eCommerce to create content for both email and social media channels, ensuring a range of information is always being shared:

Plan the social content 2 weeks out!

LOVE THIS IDEA!

Entertain: Entertain your audience and prompt them to participate in the comment section. Build visibility with your followers by sharing the ups and downs of farming (a new calf just born, a simple picture of the fields about to be harvested, etc.). Keep things light-hearted by sharing a story or breakdown of “a day in the life” of what it’s like to be a Farmer!



DON'T FORGET!
Announce the new
products on Instagram
+ Facebook!

Educate: Americans don't know the ins and outs of farming, and who better to learn it from than a Farmer! You have the most knowledge in your field, and your followers will be interested to know more. Detail your practices (how do you promote sustainability, how does it work, why are your practices important to you), share why you Farm, and what farming means to you and your family.

eCommerce: Your customers will want to purchase from your Farm store but only if you drive them there! Fuel sales with promos exclusive to social media or your email contacts. Promote your products for sale - whether those are Pre-Orders, Subscriptions, or items available for Delivery. Always include a “Shop” button with your Newsletters.

Americans check their email inbox 5+ times daily and spend an average of 1 hour on social media every day. Staying top of mind is key to making customers remember your Farm exists when they're ready to make a purchase. When you engage them across multiple channels (email and social media) you're keeping your Farm top of mind and generating more interest to purchase products from your store.



READ: Why Social Media is Important to Growing Your Farm Business



WATCH: Building Channels Online and Offline to Grow Your Farm Brand



LISTEN: Direct Farm Tactics #4: Tips from our FANs



ENTERTAIN
EDUCATE
eCOMMERCE

"The three E's really work! I'm having fun with my posts and it's generating interest with my followers. And, I got my first sale!"

- Protein Farmer, Texas



5

PARTNER WITH LOCAL PRODUCERS

Partnering with local growers, producers, and artisans in your community is a great way to grow your customer base and increase awareness of your business. Meet these people at the events you attend and build your own community of like-minded individuals who produce high-quality products.

It's best to collaborate or partner with those whose target market overlaps with yours - other Farmers (but those that produce different products!), local artisans, businesses in health and wellness spaces, and restaurants that prioritize locally sourced ingredients. By focusing on these business types, it's easier to attract the customers you want with the aim of building a larger, loyal customer base.

Fill all buyer needs in one place!

STEPS TO SUCCESS:

1

Offer Complimentary Products From Your Farm

Customers prioritize convenience in today's market. Farmers have the capability of offering a more convenient shopping experience from their Farm when they offer a range of complementary products. By partnering with other producers, local artisans, and growers, you can give customers a "one-stop-shop" experience to access a variety of goods through a single transaction.

For example, consider offering a breakfast bundle, including sausage patties or links, eggs, dairy, and bread from a local bakery. Depending on where your products fit in, fill in the gaps by partnering with others.

"Local Bundle"
"Shop Local - Subscription"

Coupled with convenient tactics like Direct Delivery, Pick-Up, and Subscriptions, buyers will spend more money with your Farm when you offer complementary products. Since buyers prefer to shop locally, they will choose to support your business and become a loyal customer if it's convenient, from ordering to fulfillment.

2

Include Value-Added Products

Customers aren't just looking for raw vegetables, cuts of meat, or bottles of milk, they also want value-added products like honey, bread, jams and jellies, rubs, and cheeses. By adding these products to your Farm store,

customers will be delighted to find everything they need to service their needs.

It's easy to increase your profit margin and extend sales year-round with shelf-stable products made by your Farm or sourced from other local producers that you can bundle with your products. These products also help to extend the season and repurpose excess inventory to delight buyers.

Offering value-added products is a great way for Farms to increase their net profit. As 94% of consumers would rather support local businesses, Farmers can delight customers with complementary products while increasing their average order size and profit margins.



!!! { Offering value-added products is a great way for Farms to increase their net profit. As 94% of consumers would rather support local businesses, Farmers can delight customers with complementary products while increasing their average order size and profit margins. By offering a Farm store where buyers can purchase multiple products in a single transaction, you'll create a more loyal network of buyers and drive revenue when the season winds down.



READ: How Value-Added Products Can Increase Average Order Value



LISTEN: Terra Firma Farm Creamery: One-Stop Shop for Local Community



Contact other Farms + Artisans about partnering! One-Stop-Shop!

Emphasize opportunity of convenient fulfillments + subscriptions

Cross promote in emails & social!



Ask some customers what they want to see in our store!!

Flowers? Dairy?

"We partnered with a local protein Farm to add a Meat Bundle to our store! It sold out in 24 hours! We had to add more into inventory and are almost sold out again!"

- Dairy Farmer, Iowa



CONCLUSION



Leveraging different marketing activities that focus on expanding your local reach is essential to growing your Farm business and driving net profits. By focusing on key strategies that will help scale your business – being present in your community, email marketing, and establishing local partnerships, you'll move more products, increase sales, and become a staple in your local community.



Prioritizing grassroots marketing efforts will boost your Farm's visibility without requiring a large investment. Choose one to two strategies outlined in this eBook to implement, then expand as you gain traction and build brand awareness. With these local marketing tactics, you'll reach new audiences, boost online and in-person sales, and better establish your Farm brand and business locally.

Barn2Door provides an all-in-one solution to grow and manage your Farm business. If you're curious to learn why successful Farms run on Barn2Door, [watch this 5-minute video](#).