

FARM MARKETING GUIDE

PAY LESS

MAKE MORE



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INTRODUCTION

Whether you're an Independent Farmer who is just getting started or have been in the business for years, you have invested time and money to build top-tier products for your local community. While that is a starting point, you also need to engage in regular marketing activities in order to routinely sell your products. As an Independent Farmer and business owner, it is crucial to market your Farm and quality products to capture enough interest across enough customers to ensure sales. With an effective marketing strategy, you can attract loyal customers seeking local food and drive consistent year-round sales.

This guide provides Grassroot Marketing Practices that every Farmer can use to attract new customers, maximize profits, and grow your Farm's visibility. What is grassroots marketing? Grassroots marketing includes free or 'unpaid' marketing tactics and efforts to engage and target new customers, promote your brand, and secure recurring sales. It costs time, but little to no money, and is a highly effective approach whether your business is just getting started, needs to improve margins, and/or is looking to scale. Learn how to reach ideal customers and improve your Buyers' experience [to increase sales] while promoting your brand like a pro.





CHAPTER 1

BOOTS ON THE GROUND

Today's Buyers are increasingly conscious about the quality of food they consume, are looking to support local businesses, and expect a convenient buying experience. As an Independent Farmer and business owner who spends long hours on the Farm, it can feel overwhelming to reach Buyers. It's important to think about how to appeal to potential Buyers, including giving yourself maximum opportunities to build a loyal base of local customers. On average, 33% of Americans use the internet to search for local businesses every day. Having an online presence is key, as is putting 'boots on the ground' in your local community.



You wouldn't let your cows go a day without food, or your chickens a day without water. We think about our business the same way. We are intentional about tending to our business every day.

– RANCHER MICHELLE (TX)

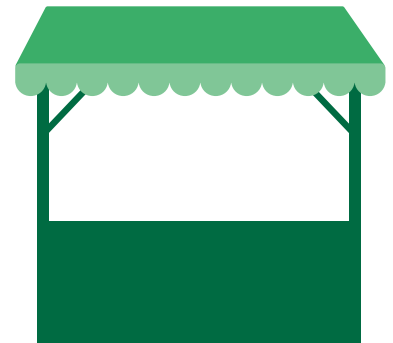
FIND BUYERS IN YOUR “LOCAL LOOP”

Choose a nearby town, city, or metropolitan area. For some Farmers it is close, for others a bit of a trek. Either way, you need to drop a symbolic pin on a map, attach a thread, and draw a circle. Don't do it willy-nilly, do it with an eye toward 'my target customers' that I will regularly serve. This provides a focus for the area where you will then concentrate your marketing and branding efforts. It is ideal to set boundaries for where you will promote your brand and grow your customer base.

In your target area where your customers live, they also have daily errands, routines, responsibilities, and habits. They may grab a daily coffee, drop and pick up their kids from school, hit the gym, and/or attend church on Sundays. This is their local loop. You now have your target area and have identified local loop opportunities in or near that area. This is where and how you 'meet them where they are at' to get their attention, then grow your business:

LOCAL FARMERS MARKETS

A Farmers Market is often an ideal place for your Farm to engage local Buyers in person (and convert them to loyal customers). At a Farmers Market, you are physically showing up for a community week over week. Your brand is on display — from your logo on t-shirts and banners, to your Farm products, to your smiles and handshakes. The benefits are more than the food you sell at markets; it is an ideal place to collect emails and begin building relationships. Note: There may be market fees associated with this grassroots marketing exercise, including gas, booth fees, and labor costs.



LOCAL BUSINESSES

87% of Buyers prefer to support a local business [over a national conglomerate]. Be sure to promote yourself as a local business, including local pickups or delivery. People want to invest dollars into their communities and want to reduce their imprint on long supply chains. Why buy long distance when you can buy local? Lean into this Buyer priority! Get your name out there as a source for local farm food: promote your brand at pickup sites, with packaging, and on your delivery vehicle. Drop postcards into mailboxes, posters at coffee shops, and/or place ads in school or church bulletins.



LOCAL CHURCHES



68% of potential Farm-food Buyers believe supporting local churches is important. If you are a member of a local congregation or denomination, consider offering food for sale with pickup in the church parking lot. Many successful Farmers partner with churches, finding success with food pickups not just on Sundays — but different times of the day or week! In addition to Sunday worship, local churches are often a hub of activities - including youth groups, adult groups, childcare, schools, and events. Schedule pickups with routine attendance or events.

PRO-TIP: Once you start growing awareness and routine around this location, group customer emails and tag as 'church-buyer' list. You can then schedule automated order reminders to this group the day before order cut-off, to encourage buyers to 'add-on' to their orders!



LOCAL SCHOOLS

Families are ideal customers, as they have many mouths to feed and are often tuned into food quality. If some of your Buyers have school-aged children, they are routinely dropping off and picking up their children from school (aka their local loop!). Consider offering school parking lots or curbs as pick-up locations; Buyers can 'select' school pickup when checking out of your online store. If Buyers are already on site, you've just created a hassle-free experience! Bonus: Consider offering school field trips to your Farm to educate on the importance of locally grown food, while expanding your contact list. PRO-TIP: families eat regularly, offer consistent (e.g., weekly on Wed from 2 pm - 4 pm) pick-up opportunities so they can depend on your provisions.



BUILD PARTNERSHIPS

Building partnerships with local businesses can expand your customer reach, further expose your brand, and lock in more sales. Get your brand out there through other local businesses; associate your brand with high-quality coffee shops, butchers, restaurants, and gyms. You can leverage partners to create brand ‘experiences’ like events or giveaways, to improve ‘convenience’ by enlisting them as a pickup location, and/or to work directly with local partners to make value-added products like beauty products or preserves. Choose partnerships that align with your goals and values, that create a “natural” complement to your Farm brand and products.

→ VALUE-ADD:

Reach out to local vendors that sell products that are different from yours, but are complementary. We often see Farmers with meat offering coffee, flowers, eggs, or bread from a partner Farm or artisan — and vice versa. You might also consider working with a partner to craft value-added products from your Farm. If you sell beef, you might find someone who will use your tallow to make candles or beauty products. If you sell produce, work with someone who specializes in crafting pickles or salsas.



→ SHARED EXPERIENCES & EVENTS:

Attract new local Buyers and deepen Buyer loyalty with existing customers through branded experiences and events. Partner with a restaurant for a Farm-to-table dinner, ask a coffee shop to host a pickup location, or invite vendors to your Farm for an event (think products or entertainment). Your Farm benefits from exposure to their customer base and vice versa. Partner with schools for tours and send them home with samples. Have berries? Partner with an ice cream shop for a special flavor or promo. Offer a pop-up Farm booth or show up at holiday markets where customers see, experience, and can buy from your Farm. Be creative! Expand your reach to other brands' customers, and create opportunities to build feel-good experiences of your brand. This can expand your reach while also fostering loyalty with existing customers. When your existing customers are loyal, they are 3x more likely to purchase than potential customers.

→ CALL-TO-ACTION:

Look at in-person events as a perfect opportunity to promote a 'next action'. What does this mean? When you are at the Farmers Market, don't let customers come and go, perhaps never to return. In marketing, this is considered a lost opportunity. Instead, when people show up at your booth, request their email (future engagement), provide a promo (future purchase), and/or offer tickets to a farm dinner (future event).



Sell tickets, offer a giveaway, host a contest, or showcase a QR code to join your newsletter OR to follow your Farm on social media. Net-net, be thinking about that 'next step' you want each customer to take to taste your product, make the next purchase, hear from your Farm, and experience your brand.

- Read: [The Data on Buyer Demand for Local Farm Pick-ups](#)
- Listen: [Building Farm Partnerships in your Community's Local Loop](#)

CHAPTER 2

EMAIL MUST HAVES



Email is your most valuable marketing asset as a Farmer. One Farmer recently said if his whole Farm was burning down (he has a 7-figure operation), all he would need is his email list to rebuild. Why? Because it is his customer list. It is the means to consistently engage customers, maintain and build brand loyalty, and procure regular sales. Our most successful Farmers recommend emailing Buyers weekly. Email-collecting should be your #1 ‘grassroots’ marketing priority and exercise. Email-sending is a free tool for your Farm to stay top of mind with your Buyers; 70% of Americans look to email when making their purchase decisions. A recent analysis shows there is a direct correlation between a Farmers’ email list size and their annual revenue.

monthly revenue	total Buyers with email on file (median)	total Buyers with credit card on file (median)
\$100,000	3529	1054
\$50,000	2465	1426
\$25,000	827	396
\$10,000	831	374
\$1,000	272	105

“

If my barn was burning down, and I can only grab one thing, it would be my email list. It's the most valuable asset that I have. If I had my email list, I could rebuild this Farm, but if I lost it, that would be devastating.

— TOM (MI)

BUILD A CUSTOMER LIST

Your Buyer Email List is one of the most valuable assets your Farm has. It is the pillar of your marketing and the vehicle for routine email marketing to produce sales. Buyers are online for hours daily, where they also do much of their shopping. In fact, 93% of Americans have ordered from Amazon, and 3 of 5 Americans regularly buy groceries online. Buyers are also easily distracted, busy, and forgetful — and even the most loyal customers can forget to make a purchase. Email inboxes are increasingly like Twitter feeds, whereas Buyers only pay attention to what is at the top of their inbox. A habit of successful Farmers is sending weekly, simple order reminders in addition to 1-2 newsletters per month.



PRO-TIP:

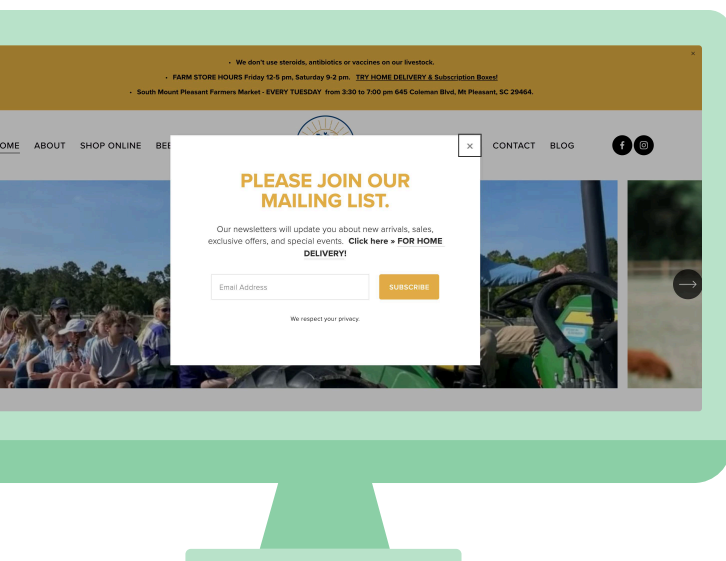
1 out of 7 people physically move [homes] each year, which means you must grow your [email] customer list at least 14% every year just to maintain your current revenues. You should always be adding to and using your email list. Keep collecting and adding emails, then keep emailing so Buyers stay engaged and make regular purchases from your Farm.

● Read: [Farm Email Marketing: Best Practices to Increase Orders](#)

● Listen: [How Marketing Can Help Your Farm Succeed](#)

COLLECTING ONLINE:

Make sure your website has a “pop-up” with a prompt to capture email addresses when visitors arrive at your website. Pop-ups will be the first thing your visitors see, making it a time-saving tactic to quickly gather information.



Spark interest by adding a call to action, such as receiving a promo code in their first email or gaining exclusive access through a loyalty program. Your online store should enable your Buyers to create an account and/or shop as a Guest. Check that, in both instances, they can opt in to Marketing emails so they will automatically be added to your email list.

Regularly sharing how to sign up for your newsletter will help you attract new contacts in your local community. Make sure you promote your newsletters in as many places as possible, including Facebook, Instagram, local online groups, online circulars, partner newsletters, and community bulletins.

→ COLLECTING IN-PERSON:

Leverage all in-person opportunities to collect emails (e.g., Farmers Markets, pick-up locations, local businesses, schools, churches, gyms, etc.). Always carry a business card and/or information that directs prospective customers to join your email list. At Farmers' Markets, consider putting up a banner or handing out flyers with your website URL or a QR code that links directly to your sign-up page. Your Point-of-Sale (POS) device for in-person transactions should automatically capture emails at checkout. Double check to make sure those emails are being added directly to your email list. Many successful Farms also put out clipboards to collect emails at the market; some even pay their staff \$1 for each validated email collected to spur friendly competition.

SAVE TIME

Automating email collection saves time and ensures timely engagement with Buyers. Most successful Farmers send emails 1-2x a week. By staying top of the inbox, you are more likely to capture timely sales. Here are five emails our team recommends you send after gathering Buyers' contact information.

Order Reminders: Schedule order reminders for your customers. This should be a VERY simple email that reminds them to shop, with a single button to your online store. Ideally, you schedule reminders to auto-send as often as it makes sense per Buyer type. For consumers, match their shopping schedule. Most consumers grocery shop 1-2 times a week; sending a weekly reminder makes you their weekly option. You might set automated order-reminder emails for your wholesale customers within 12-24 hours of your order cutoff window, so they can fit in any last-minute purchases before delivery. Ideally, you set up your order reminders, and then it sends on autopilot, creating no work for you.



#1

WELCOME EMAIL

Schedule a welcome email to people who just signed up for your newsletter; provide your history, information about your products and practices, and instructions for ordering from the Farm. Some Farmers send “Enjoy 15% off your First Order” promo codes to lead potential Buyers to their online stores, resulting in quicker first-time purchases.

#2

NEWSLETTERS

90% of consumers prefer receiving Farm updates via newsletters. Send 1-2 newsletters per month to keep sharing what’s new and to build relationships with your Buyers (Buyer loyalty = more sales). The more they learn and the more timely the information, the more likely they are to buy. Farmers who send newsletters enjoy an average of 28% + more total monthly orders. Include Farm stories, best Farm practices, Q&As, or surveys to keep your audience curious and consistently engaged with your Farm brand.



#3

RE-ENGAGEMENT EMAILS

Your contact list is full of busy people who haven’t ordered in a while. (First, make sure your store is current, has a good product mix, and includes convenient logistics like direct delivery or local pickups — lack of an easy shopping and fulfillment experience(s) will cause Buyer hesitation). Use 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 become loyal again — especially if you’ve made it even easier to get your products! Remember, previous customers are 3x more likely to order from your Farm than new customers.

#4

LOYALTY EMAILS

Set parameters for your email solution to identify loyal customers via their purchase history (e.g., recent purchase, subscription customer, large purchase), so you can trigger automated email sends. Make loyal customers feel special by sending them exclusive deals, first access to new products, secret recipes, and/or exclusive invitation(s) to events. Consider adding “smart recommendations” to automate specific product suggestions from your Farm store.

CHAPTER 3

SEASONAL MARKETING FOR THE WIN

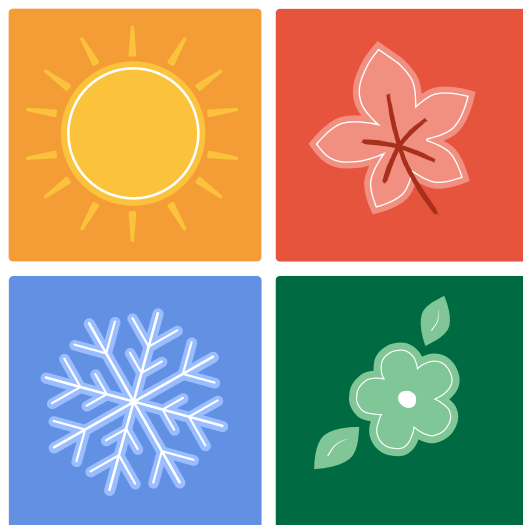
Some Farmers sell year-round products, others have seasonal products, but in all cases, you should think of marketing as a year-round exercise. For Farmers with year-round products, you can and should alter your marketing based on product mix and season. Think of the year in 4 quarters or 4 seasons, and have a slightly different plan and approach for each season. For Farmers with seasonal products, we recommend the same strategy, particularly to maintain customer relationships, build new ones, and extend your selling season in the 'off-season'.

QUARTER-OVER-QUARTER

Think of each year in 'seasons' when mapping out your marketing strategy. Take an hour to sit down and quickly brainstorm per Quarter: what is the weather/season for my Buyers, what am I trying to sell or presell, and what is the best way to gain new customers this time of year? Let this influence the content of your newsletters, what you are promoting, and tactics for adding new customers.

→ WHAT SEASON IS IT:

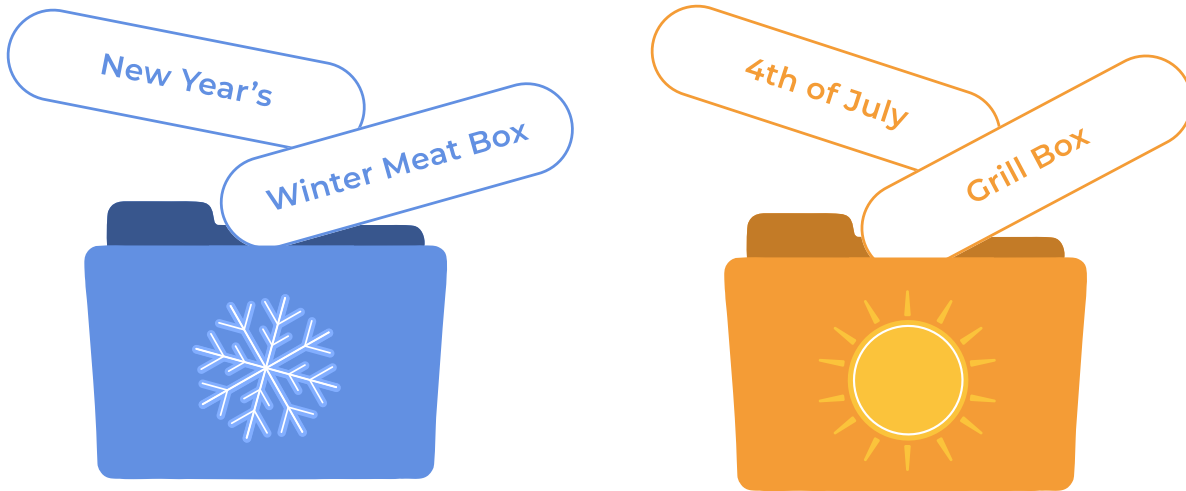
Think through what is happening each Quarter of the year, for example, what is happening both on the Farm and in the lives of your customers in Q1 (Jan/Feb/March), Q2 (Apr/May/June), Q3 aka Summer, and Q4 Fall, and the Holiday Season. Don't let the months constrain you; perhaps you choose to clump the months differently, such as Nov/Dec/Jan as Winter and Holidays or March/April/May as Spring. Regardless, put together 4 series of months that best reflect the weather wherever you live.



● Read: [Farm Marketing in the Busy Season vs. the Off-Season](#)

● Listen: [Busting Farm Marketing Myths](#)

Drop ideas under each season, including key holidays (New Year's, Mother's Day, July 4th, etc.), describe the general weather (frequent showers, sweltering heat, early dew), add ideas for the school year and Farm business opportunities (Sept is back to school, May begins Farmers Markets, Oct for pumpkin patches). Finally, drop in ideas for sales/promotions, Farm dinners or tours, and when you plant, harvest, and plan for big projects.



→ WHAT AM I SELLING / PRESELLING NOW:

Look at those same seasons and write in what will be harvested and selling per Quarter. Then, add a section for any items from the 1-2 Quarters prior, and identify any items you can pre-sell. For example, if you are selling half and whole pigs, you can readily sell (reserve w/deposit) 6-8 months ahead of time. CSA boxes, subscriptions, or holiday baskets can and should be promoted months and months in advance, and turkey deposits, while harvested with delivery or pickup in November, can readily be reserved and/or purchased starting in early summer.

→ BEST WAY TO GAIN NEW CUSTOMERS:

Now that you have mapped 'seasonal marketing' focus areas, you should think about your strategy for consistently retaining and acquiring customers. Keeping customers may vary by time of year and could include tactics such as Farm dinners or tours (summer), in-person engagement at Farmers Markets (spring/summer/fall), and sending newsletters and posting/tagging on social media (year-round). Newsletters and social media then become your consistent, persistent means of promoting your brand story and keeping current customers engaged and relevant. Newsletters (emails) and social posts are also your pathway to pre-sales, in-person events, pursuing sales, and loyal customers.

HIGH SEASON, LOW SEASON MARKETING

We work with many Farmers on marketing year-round, even if they don't have year-round products to sell. Why? Just because you don't have products to sell, you are selling a brand, and you have and need customers. Marketing and branding don't sleep, especially if you want to keep your customers coming back next year. If you are not top of mind, they may resume grocery shopping or shopping from other Farmers. Think of it as keeping relationships warm!

If you do have an off-season or lighter season, this is a good time to promote your brand, build your customer list, and engage and retain loyal customers. Since 94% of people said they'd be highly likely to recommend a brand they were emotionally engaged with, those loyal customers are great brand ambassadors for your Farm! This may be a good time to host a Buyer appreciation on-Farm tour and/or partner event.

Light seasons might not always be light, and pre-selling months ahead means that ongoing marketing is the right venue to get cash in the door sooner. Many of our Farmers go from selling holiday items in the fall and winter to selling early-bird CSA sign-ups in January and February. It's great to think about what items you can promote each month, as this helps you change and inform your email content and social posts!



PRO-TIP:

Take photos year-round for 'next year's marketing'. This year's big, beautiful turkeys in November will be useful next June when you start posting for pre-sales. This summer flowers will help you sell next Spring's flower subscriptions. Take individual product photos (steaks raw or on the grill, eggs, cauliflower, or milk!) that you can use at any time, including to post in your online store.



CHAPTER 4

ORGANIC SOCIAL MEDIA MARKETING

“Organic” social media is how marketers define ‘free’ or ‘unpaid’ social media marketing. Not only are social channels free to use, but the average person spends over 2 hours a day on social media. Media channels create organic ‘word of mouth’ in your local community (like, share, forward, tag!) and in neighborhoods. . Leveraging social media, you can become friends with local influencers and chefs, get the attention of Buyers’ friends and neighbors, and target your nearby church(es), gyms, and school(s).

Customers who connect with a brand are

3x more likely

to become a repeat Buyer.



Telling your story is a huge opportunity. Farmers are very humble people who don't like talking about themselves, or necessarily sharing their story. But consumers need to know that side of it, and how important it is. So I think you're doing yourself a disservice if you do not utilize social media, because one of the neatest things for consumers is to be along the journey with you.

– FARMER JOSIE (IA)



SOCIAL MEDIA BEST PRACTICES

01

REAL-TIME ENGAGEMENT

Outside of being in person at events or the Farmers Market, you may have little-to-no opportunities to engage customers in real time. Social media provides a real-time engagement opportunity, where you can be 'present' in real time with all your customers at once.

In the U.S alone, **79%** of people have some kind of social media account.

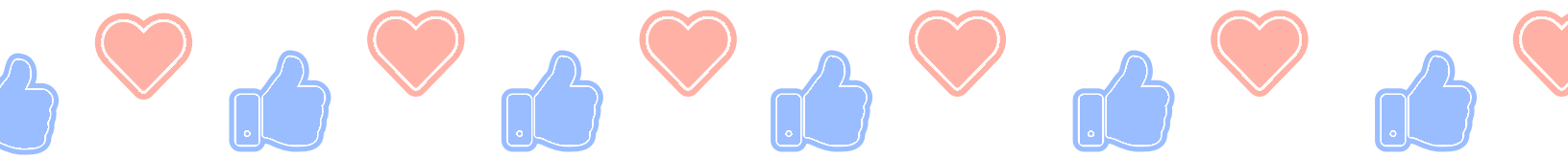
Your posts can reach many customers in an instant and give them a real-time touchpoint with you and your brand. Buyers feel like you are accessible when you post on social media, when they can comment and participate in a back-and-forth 'conversation' or 'real' moment. This is marketing gold. Individual phone calls or in-person conversations aren't possible with all your customers (you wouldn't have the time!), but you can show up and be present with them all at once on social media. Buyers feel closer to you when they experience the behind-the-scenes of your Farm, or see what you have to share 'today.' Buyers who feel an emotional connection to your Farm are more likely to become repeat customers and refer others.

02

THE THREE E'S

The Three E's: A lot of Farmers struggle with what to post, or they feel like all they're doing is pushing products. An easy Guide is the three E's: Entertainment, Education, and Ecommerce. Post roughly equal amounts of each 'E' on your social posts, rotating between them. For Entertainment, consider humor, a splashy photo or image of you or animals 'in action' on the Farm. Rotate every 3rd post something Educational, whereas you provide a recipe, Farm chore, Farm learnings, or share more about a specific product or practice. For ecommerce: invite them to click and place an order!





The goal is to make a sale! Provide a button or link to go to your store, use 'this' promo code today only, and/or click to see what is new! Josie of Dan & Debbie's Farm teaches a class on Social Media for Farmers, she claims "If you hit those 3 every single week, it's gonna make a huge difference."

04

ONGOING 'MAINTENANCE'

Today's Buyers aka your customers, expect and enjoy regular news, offers, and updates, as well as feeling like they have access to their favorite brands. All your posts, interactions, and communication will add up to 'brand touchpoints'. Your consistency keeps you top of mind while also improving brand recognition and loyalty. Providing your audience with quality information regularly keeps you at the forefront when they next consider a purchase.



You access 50%+ more customers with an online presence where they can shop, choose their delivery option and pay upfront. It's been a huge benefit for our business.

– RANCHER MICHELLE (TX)



PRO-TIP:

Be sure to include a one-click button or link to those item(s) on your online store!

03

FEAR OF MISSING OUT (FOMO)

When encouraging Buyers — who are scrolling on social media — to stop and shop from your Farm, you will need to get their attention! Create urgency to stop, click, and purchase. You can often create urgency and more clicks by creating FOMO. People don't want to miss out on a short-term promo, limited quantity, new coveted product, or timely savings.

STAY ORGANIZED

A key to successful social media marketing is staying organized. Previously, you sat down and brainstormed marketing ideas for different seasons, considering weather, products, and the best ways to sell at a given time of year. You can use that information in a table or spreadsheet to map out monthly topics, weekly emails, and frequent social posts. Many of our most successful Farms have a routine weekly office hour, locking themselves in a room, so to speak, to then write emails, gather photos, and schedule posts.

→ PLATFORM PURPOSE



Instagram is a valuable platform for real-time glimpses of life on the Farm. This is a great place to show you are real, so be real and be accessible. Share visuals that are worth a 1000 words, be cheeky, share your heart and story, and respond to comments. This is a great place to engage partners, customers, talk about what is current and new, and share what's coming soon. Collaborate with business owners, snap a photo of your food at a restaurant.



Facebook is geared toward longer-form conversations, information about logistics or events, contests, customer surveys, recipes, and inviting people to join your newsletter. Make sure both platforms have a link to your online store (in bio).

Need monthly design and content ideas?
See [**Barn2Door's Marketing Toolkit.**](#)



→ TIME-SAVERS

Aim to have the next 1-2 weeks' worth of content always done. Take your 'office hour' and drop ideas into upcoming newsletters, add in images, and check the health of your online store. Consider creating a weekly checklist that includes creating and scheduling social media posts, writing and sending emails, organizing photos, responding to social media content, and keeping your online store and store banner up to date. If you are a few weeks ahead, no matter what happens, you will have peace of mind knowing your marketing is on track and will continue to generate sales in the background.



PRO-TIP:

Scroll through seasonal content from a year ago around the same time to recycle content and ideas!

● Read: [Farm Marketing in the Busy Season vs. the Off-Season](#)

● Listen: [Busting Farm Marketing Myths](#)



CHAPTER 5

MARKETING 101: FIRST IMPRESSIONS AND LONG-LASTING CUSTOMERS

Buying local food directly from Farmers is preferred **by 9 out of 10 Buyers**. They typically are looking to eat nutrient-dense food, reduce their carbon footprint, and support their local economy. To reach these Buyers your Farm should communicate exactly what they are looking for. Marketing helps you bring this to their attention, and your store setup and logistics will help you insert yourself into their typical routines and shopping paths.

The reality is that you won't attract those 9 in 10 Buyers unless shopping with you is easy and barrier-free. And you won't keep Buyers if your store is out-of-date and fulfillment options are inconsistent or inconvenient. The only way to attract customers and convert them to regular Buyers is to first and foremost make sure you have an easy-to-navigate, self-serve shopping experience with routine, convenient fulfillment options. You only get one chance at a first impression, then you need to maintain a top-notch online shopping and fulfillment experience if you want them to keep coming back.

“

When I first started Farming, I was a real caveman with technology. But I knew if I'm gonna expect busy moms and dads to shop with me, I would need a website and an online store that was super easy to use. I need it to be as close to an Amazon experience as possible.

– FARMER ALEX (SC)

Here are the **FIVE Steps** to ensuring your Buyer Experience sets you up for success, nailing Buyers' first impressions, and turning them into loyal customers to drive recurring sales.

STEP 01

VISUAL EXPERIENCE



LOGO:

Brand all digital and physical assets with one cohesive logo (newsletters, emails, Farm vehicles, social media, packaging, etc.). Pair a QR code with your logo to attract more prospective customers and lead them to direct information. Each logo placement should be intentional to reinforce your brand and increase the chance your Farm will be remembered.

WEBSITE:

Create a website custom-tailored to reflect your Farm brand, vision, and values. A website is like an online brochure that leads to your online store. Reaching potential Buyers with a polished website, inclusive of an online shopping experience, will put your Farm in the best possible position to drive sales. A website with no store leads to fewer sales and lost Buyers if the next step is reaching out for more information, rather than putting items in a cart and completing a purchase.

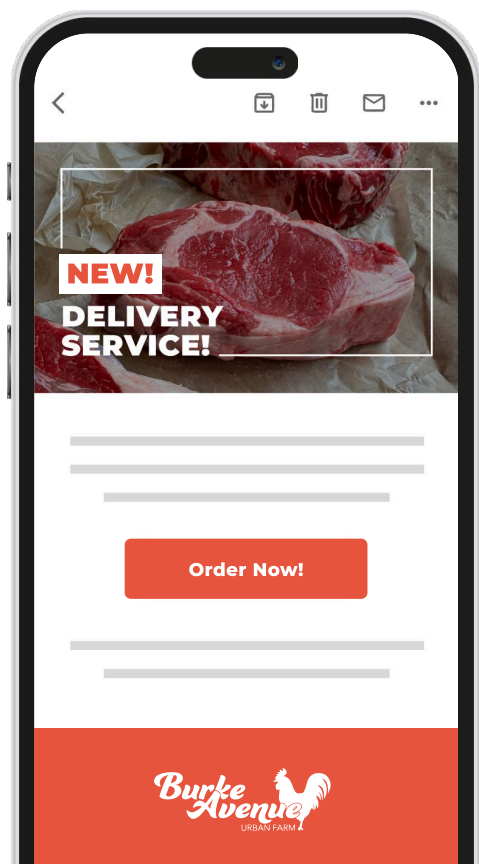
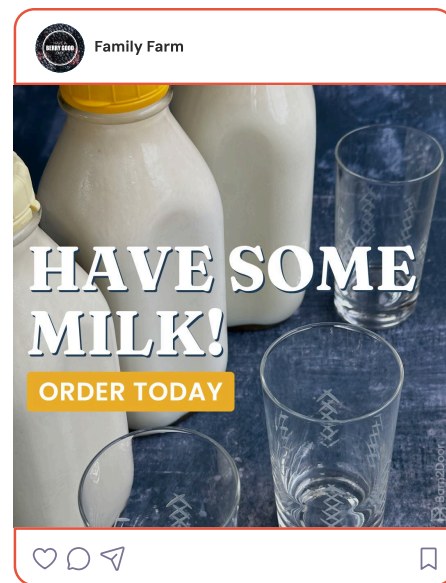


STEP 02

COMMUNICATION EXPERIENCE

SOCIAL MEDIA:

Keep your Farm top of mind with brand consistency and high-quality, polished content. Maintain your social media presence to keep your brand 'living', providing connection and accessibility for existing and potential Buyers. Ongoing posts are a sure way to stay top of mind for 'shopping', show up in feeds, fuel sharing, and cultivate brand recognition. Social media is a conversation space you create and should maintain with your customers. Utilize **Barn2Door's Marketing Toolkit**, making it easy to schedule social media posts, enhance newsletters, and automate email sends, while ensuring consistent marketing.



EMAILS:

Farmers who send weekly order reminders enjoy 28%+ higher average order volume. Buyers are busy, and weekly emails keep you at the top of the Buyers' inboxes and top of mind for their next purchase. Our most successful Farmers also send 1-2 newsletters each month. They can be short, but are good for monthly updates, news, offers, and more meaty information than weekly order reminders. Newsletters are also a great resource for your loyal Buyers who want to search for information from your Farm in their inbox (via archive).

STEP 03

SHOPPING EXPERIENCE

SELF-SERVE SHOPPING:

The majority of today's Buyers will not shop or make a purchase if you introduce friction into the shopping experience. Self-serve shopping via an online store means Buyers can shop whenever they want, wherever they are, when they think to order food. They don't want to have to email, text, fill out a form, get out cash, or talk on a phone. All of those create barriers and introduce friction to the buying experience. Friction is the fastest way to lose first-time and repeat Buyers. Today's buyers want 'freedom' to purchase on a moment's notice, an ability to see what is available, with easy digital payment at checkout. Plus, it is easy for you to share your store URL, which allows you to readily capture sales. Buyers only need to click to shop and complete their transaction.

ALL THE DETAILS:

Provide Buyers with all the necessary information to make their purchase decision. Buyers should not have to talk to someone or wait for a response to learn more. All information about products and fulfillment should be complete; Buyers should not have unanswered questions when shopping, selecting items, or choosing delivery options. Share appropriate practices (e.g., grassfed, no-till, pasture-raised, or free-range), and inputs (non-GMO feed). Provide information on weights or typical cuts, and culinary details such as spiciness or ingredients in sausages or soaps. Ask yourself what a Buyer may ask themselves about products. Make sure pickup and delivery options are clear, with specific times and dates, and routine, not sporadic. Your goal is for Buyers to quickly consume information, have all questions answered, commit to delivery option(s), and make a purchase.

VARIETY:

You should not have too many pages and too many items to choose from, or your Buyer will get Buyers' fatigue. Most won't scroll very far or get beyond a few pages. Include a few different-sized bundle boxes to ensure you capture ALL potential Buyers. You have folks that are single, couples, or big families, so have S-M-L options to ensure they all choose to buy. Offer a sample box or a one-time purchase of each subscription so Buyers can try before committing to a longer-term plan. If you sell half and whole cows or hogs, offer 1-2 smaller meat boxes as well, for all those who don't have a garage freezer or prefer to sample before spending more.



STEP 04

PAYMENT EXPERIENCE



DIGITAL PAYMENTS:

98% of consumers prefer Digital Payments, including credit cards, invoices, ACH, Apple/Google pay, or cash/check. Most people no longer carry cash or checkbooks. If you only accept cash and checks, you are vastly shrinking the number of Buyers that will purchase from your Farm. Offering payment options, including digital payment, will maximize the number of Buyers who will consider buying from your Farm. Net-net don't make buying from your Farm difficult; if you add friction, you miss out on sales and lose customers before you even gain them.



About 30% of our sales are subscriptions, so that's given us peace of mind as we went full-time Farming. That's when we said, okay, the Farm's gotta pay for itself, it's gotta pay us, which was terrifying, but the subscriptions really helped us to know at least 30% of our income was counted on each month.

– FARMER RACHEL (NC)

SUBSCRIPTIONS:

Subscriptions offer a pathway to recurring revenue. It means next month and the month after, products are already sold and set up to auto-charge. This takes the pressure off moving products each month, while supplying consistent operating capital for your Farm. Buyers love it too: they can lock in favorite items, and not worry about when to order next. Whether you're selling meat, dairy, produce, or other Farm products, consider giving Buyers multiple payment and fulfillment options. If you offer only one payment option (or only one fulfillment option), you will lose Buyers who don't like or cannot commit to that single option. Offer Buyers the option to pay upfront or pay per delivery, and include a range of digital payment options.

STEP 05

FULFILLMENT EXPERIENCE

NEARBY DELIVERY:

Statistically speaking, you can reach 80% of Buyers within 5 miles of any pickup location. 8 of 10 Buyers say they are willing to drive to get Farm food within 5 miles of their home (or a local loop that includes their daily/weekly driving routines). Place pick-up locations in highly populated areas for maximum Buyer reach. Turn your Farm vehicle into a mobile advertisement with a self-adhesive sticker or magnet that goes on each door and the back of your vehicle, including a QR code. You'll be surprised at the number of additional customers who will discover your Farm this way.

PICK-UP CAPTAINS

Most Farmers offer pickup locations in cities and often in neighborhoods. This can ensure concentrated word-of-mouth, brand exposure, and a geographical starting point for building a base of loyal customers. With a branded truck and packages, and neighbors who literally talk over the back fence — you can build customers in target areas.

In some cases, a Farmer asks an existing customer if they can use their home (address) as a 'drop site' for other customers to pick up their food. A loyal customer is happy to promote your Farm and to keep an eye on things. As a thank you, Farmers sometimes give them free products or a 'forever' discount of 5% or 10% off. A benefit of a home pick-up location is the ability to offer a long pick-up window, for example, pick up from 2 pm - 6 pm, to accommodate a broad range of Buyers' schedules (moms running carpool, workers commuting home after 5 pm).

PRO-TIP: We have found consistent pickup locations, for example, "meet us at this church parking lot every fourth Monday at 5 o'clock," gives people confidence they can get your product routinely (in this case every fourth Monday) – Peter (ND)



STEP 05

FULFILLMENT EXPERIENCE (CONT.)

LOCAL DOOR-TO-DOOR DELIVERY:

Farmers offering doorstep delivery receive larger orders from Buyers (up to 2x those of Farmers who do not offer delivery). Delivering to your Buyers' doors removes all fulfillment friction, making it as easy as possible for them to buy from you. Two myths: 1. My buyers won't want to pay for delivery (not true, they already do for other delivery services), and 2. If I deliver, it will be successful overnight (also not true). If you start a delivery program, be patient with yourself, as it takes time to build. PRO TIP: Offer a few different yet consistent delivery schedules to capture Buyers with different work/life balances who still desire routine deliveries. Moms may prefer weekday morning deliveries (every TUE ~9 am), and those who work 9-5 will make a purchase if they can count on routine weekend or evening deliveries.

● Listen: [Exclusive Content: Five Key Tips from CSA Farms Making Six Figures](#)

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A mom is not likely to pack up her kids after school and come out here to shop in our [physical] on-farm store. But if I send her the link for one pound of ground beef and she sees it can be delivered to her home, she soon becomes one of our good customers.

– FARMER LOIS (PA)



CONCLUSION

Implementing efficient marketing tactics is essential to amplify your brand and expand your local reach, thereby driving consistent revenue with a loyal base of local customers. By implementing ongoing marketing strategies, you can both gain new customers and keep existing customers engaged and making purchases regularly.

Grassroots marketing can be a highly effective way to gain and build a customer base while capturing ongoing sales for your Farm. Many Farmers get 'over their skis' and prematurely turn to paid marketing (which is costly and often inefficient or ineffective) before trying these tried-and-true 'unpaid' marketing tactics and habits. To ensure successful marketing that drives sales, implement these basic marketing strategies while also removing friction so your Buyers can easily shop and get your products. Get started! Choose two to three strategies outlined in this ebook to implement, then continue to add more as your brand awareness grows. Remember, be methodical and also persevering. It takes time to build customers and recurring revenue, but your efforts will pay off!



I look at my marketing as 3 different things: in-person stuff, social media marketing, and your email list. There certainly is a quality factor as well as a quantity. But keep posting, and keep building that email list.

– FARMER PHIL (GA)

Barn2Door offers software for Independent Farmers to make more money, ditch the office work and look like a pro. If you're curious to learn more, [watch this 5-minute video](#).

