

Marketing Plants

Julie Rubaud
of
Red Wagon Plants



Our History

- **Started in 1996 with a card table at the farmers market.**
- **Wanted to increase income in early part of the season.**
- **A few grocery stores and garden centers and hardware stores were interested, so I grew more each year.**
- **Stopped growing vegetables to focus on plants in 2005.**
- **Added a retail greenhouse in 2006.**
- **Now have 10 greenhouses, a wholesale and a retail operation**



Our focus is on edible plants for the kitchen garden





WHY

The first question you
answer in marketing
101.

What is your “WHY?”



Gardening is the antidote

Wellness

Outdoor activity

Growing food

Beauty

Bounty

Keeping it real

Ecological



Employee retention

Plants allow us to pay
higher wages.

Bounty at every level.



Our core team has years of experience in horticulture, farming, retail and business management..



Garden Education

We teach people how to garden.

Bringing people together with food, plants, and knowledge.

Most of our staff have professional farming and / or landscaping experience.



Community Outreach

Plant donations

**Customer surveys /
feedback**

**Events / parties / garden
tours**

Garden Education



**Pollinator garden planting at
Starr Farm Community Gardens**



Marketing evolution since COVID

Online workshops and education extend our reach beyond our immediate community and offer unique product integrations that add value to our business.



Life Lessons Harvested From My Garden
\$25.00

Quantity *

- 1 +

Attend

Date & Time:
Sat, Dec 5
12:00 PM - 1:30 PM

Location:
Virtual - zoom link will be sent prior to workshop
Hosted by Red Wagon Plants and All Heart Inspirations.
Virtual meeting, over Zoom
Hinesburg, Vermont 05488, US

Description:
How have you bloomed from where life has rooted you this year? What life lessons have you harvested from your garden? Join Julie Hubaud (Red Wagon Plants) and Serena Paris Meyer (All Heart Inspirations) for this storytelling workshop sharing life lessons learned from their personal gardens and beyond.

****For those in need of a subsidized registration fee, please contact Fern@allheartinspirations.com for a discounted code to register online. We encourage anyone who wants to partake in this conversation to join us, regardless of ability to pay.****



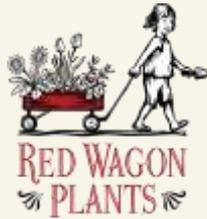
E-commerce provides new opportunities for our team to shine.

A new way of selling has created off-season work and diversified work opportunities.



New channels for reaching customers.

The addition of e-commerce, to our brick and mortar core offers us the opportunity to meet customers where they are.



The mechanics of our marketing

Word of mouth and customer relations

Social media

Newsletter

Drive by traffic

Events - free publicity

Very rarely do we pay to advertise

Our plants are branded



Our wholesale partners help us with word of mouth that drives business to our retail.



We offer a delivery /
inventory service to a select
group of wholesale
customers. We used to do
this for free, and now we
charge for that service.



We are working at separate work stations these days, so it is hard to get a picture with all the smiling faces in it, but the gang is here, planting away. Together but apart.

We are Here for You

March 25, 2020

Hi friends. We are here for you. Many, many of you have reached out over the past few days to ask about plants for your gardens. Please know that we are doing all we can to get plants to you by the time gardening season starts in a couple of weeks. Our warm and sunny March and being in refuge at home have fueled our gardening fires. The demand is high, the stakes are high, and we are calmly figuring out the best way to safely provide you with the plants you crave.

At the heart of our marketing is our newsletter.

Collect names! Farmers Markets, Workshops, Events - try to always have a clipboard and sign up sheet.

After our newsletter, our social media is our most important tool.

Our social media is active on a daily basis during peak season. We do not boost posts or pay for sponsored posts. But we used to. We are fairly quiet in the



- Use your FAQ's as a driver for content
- Be a resource
- Marketing should be about making yourself helpful to your customers and your employees.
- Keep lists! Names and Ideas



**Our plants are
branded.**

We have learned so much about marketing from other growers, from consultants, workshops, and conferences. While it seems much easier now, it is something that we have spent a lot of time on in the past.

At the heart of our marketing has always been to have the highest quality plants, and in the end that makes our job much easier. They sell themselves.

Thanks for listening and please come by for a greenhouse tour or feel free to email with any follow up questions.

julie@redwagonplants.com

www.redwagonplants.com

