

Maple Business Digital Marketing Assessment

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Acer Series: Maple Forest Business Development

Visit www.maplemanager.org for maple development resources

The phases of developing a digital marketing plan for your farm:

Design – What is our purpose?

Get Discovered– How are people going to find out about our online presence?

Relationship Building – How are we going to get people to engage with our content?

Commerce – How do we make sales and increase them?

Community Growth – How do we build community loyalty and advocacy?

These phases are meant to initially be followed chronologically, but each phase/section can be revisited for modifications.

Consider the questions posed in the planning template below and draft your marketing plan in the blue boxes below each section

Design

Define your brand, its purpose, and the products you sell.

Define who your target audience(s) will be and how you will present your brand and products to that audience. What motivates them to buy from you?

Define specific “Calls to Action” for those audiences by appealing to their motivation.

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- ◆
- ◆

Get Discovered

What tools are you going to use to implement your outreach and intake? Website? Social Media? Email Marketing? Affiliating with other businesses?

Who will manage this?

What’s your budget?

How will you integrate offline marketing with online marketing?

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Relationship Building

How will you manage your contacts? Will you use a Customer Relationship Management (CRM) system?

Do you understand the different types of traffic that come to your business? Online: Direct, Organic, Referral, Social, Email. Offline: word of mouth, farmers markets, etc.

How will you turn them into long-term customers?

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Commerce

How are you going to measure marketing tactics and relate them to sales?

Have you established Key Performance Indicators (KPIs)?

Are you implementing some form of Analytics, such as Google Analytics?

Are you comparing yourself to your online competition?

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Community Growth

Are you measuring: Repeat purchases? Lifetime value of customers? Satisfaction rates?

Do you have plans on how to positively influence community growth?

Who are your brand advocates? What motivates them?

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Access a full digital marketing plan template at:
https://blog.uvm.edu/farmvia/files/2020/05/Farm-Business-Digital-Marketing-Plan-Outline_UVM-2020.pdf



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