3 Strategies for Successful Farm Marketing

Myrna Greenfield, Good Egg Marketing

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Agritourism GATHERINGS

A virtual series for farm, food, and travel communities

POLL: Which of the following marketing tactics have helped you attract or keep customers? Check all that apply.

- ❑ Getting found on Google
- ❑ Using QR codes
- ❑ Partnering with other businesses or nonprofits
- ❑ Email marketing
- ❑ Posting on Facebook or other social media
- ❑ Advertising on Facebook or other social media
- ❑ Other (type into chat)
- ❑ Not applicable/none of the above

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INTERNATIONAL WORKSHOP ON AGRITOURISM

eurac research

AgMRC agricultural marketing resource center

THE UNIVERSITY OF VERMONT EXTENSION

3 Strategies for Successful Farm Marketing

1. Build customer loyalty
2. Increase sales per visit
3. Attract new customers

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1. Build Customer Loyalty

- Give them a coupon for their next visit
- Keep in touch (email, text, social media)
- Reward them for their loyalty

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2. Increase Sales Per Visit

- Sell refreshments made on your farm
- Offer additional products or experiences
- Sell t-shirts, hats, and other merchandise

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3. Attract New Customers

- Road signs
- Postcards with QR codes
- Partnering with other businesses or nonprofits
- Social media and review sites
- Get found online (Google)
- Advertisements

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Parlee Farms

Ellen Parlee, Co-Owner

@parleefarms

Growing Since 1987

Then…

- 4 acres of pyo strawberries
- A tarp, plank, scale and cash box used for checkout
- Open for 4 weeks

Now…

- 100 acres with diversified crops, offerings, and infrastructure
- Open for 5 months

Build Customer Loyalty

Memorable Customer Experiences

- First quality fruits & flowers available for picking are essential
- Friendly, helpful employees
- Keep wait times to a minimum
- Young farm animals to pet & feed
- Family friendly accessible bathrooms
- Cleanliness is a top priority all over the farm

Build Customer Loyalty

Email Newsletter

- 1-2 times per week during season
- Email subscribers receive the first notice of a new crop available for picking
- Specials are announced through the email first
- Farmside pickups are only available to email subscribers

Increase Sales per Customer

Food Offerings

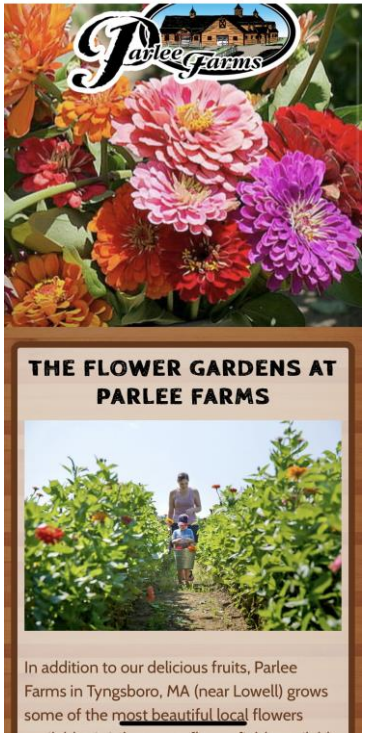
- Apple Cider Donuts
- Ice Cream Stand offering fresh fruit desserts
- Bakery with made-from-scratch treats
- Roasted Corn
- The Lunch Box

Increase Sales per Customer

In our Farmstand, we offer:

- Our Own Fresh Picked Fruits, Flowers and Corn
  - *We do not wholesale, so our farm grown items are only available here!*
- Local Vegetables
- Honey from our Beekeeper
- Local Milk, Cider, and Lemonade
- Parlee Farms T-Shirts and Bags
- Private Label Jams, Jellies, and Sauces
- Imported Handmade Baskets

Attract New Customers



Focus is on our online presence

- Hire SEO company to keep parleefarms.com near top of Google searches
- Parleefarms.com is updated daily during the season
- Newsletter Signup Banner on website to add to our email subscribers

Attract New Customers

- Social Media ~ daily updates on Facebook and Instagram during season
- Hire professional photographer and videographer, who obtain signed consent for photo release
- Create photo-ops for others to post on their social media

DeMeritt Hill Farm

Lee, New Hampshire

- PYO apples, peaches, blueberries, & Xmas trees
- Hayrides, school tours, Cross Country running, hiking trails, and events
- Full commercial kitchen
- Torey Roderick Performance Horses
- The Haunted Overload

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Build customer loyalty:
Create a memorable experience

- Children visit with their school or parents and want to return.
- We train our staff to make everyone feel welcome.
- We use QR codes in the orchards to educate visitors about our products.

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Build customer loyalty:
The Haunted Overload

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- Internationally famous haunted attraction
- Attracts thousands of visitors each fall
- Voted one of the top 13 haunted attractions in US
- Won ABC's Great Halloween Fright Fight in 2014

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Build customer loyalty: *Customize your offers*

- We use Square and other apps to create our online store, take payments, track inventory, send discount coupons to customers, and offer gift cards.
- We customize emails based on the events customers attended or products they purchased.

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Increase Sales Per Customer

Make it easy and fun to buy

Our outdoor store has been a success.

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Increase Sales Per Customer

Gotta have cider doughnuts

- Full commercial kitchen on the farm
- We design professional packaging for our baked goods
- Voted best apple cider doughnuts last year!

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Increase Sales Per Customer

Offer an online store

- Started an online store during Covid
- Sell products during the summer and fall
- We get orders from past visitors all over the US

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Attract new customers:

Make people smile

Every farm needs an antique pick-up truck!

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Attract new customers:

Get help from professionals

- Do most of our own marketing
- Use a mix of free and paid social media and paid search ads to attract new customers.
- Hire a drone videographer and professional photographers when needed
- A digital marketing agency optimizes our website, so people find us online

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Questions?

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