



5 Steps to Creating a Marketing Plan





Fortunate Farm in Ca

#1 Set (SMART) Goals

Examples:

1. Sign up 250 CSA box subscribers by April 30th
2. 50 Farm Stand customers each Saturday from May -October
3. Increase Hip Camp revenue by 20% this year

SMART Goals

Specific

Measurable

Attainable

Relevant

Time-bound



#2 Know Your Budget

Your marketing plan is part of your business plan.

Without numbers, you only have ideas.





Know your budget AND ~~your goals~~ ^{your goals}...



#3 Profile Target Audiences



Target Audiences

Primary Audiences

- Local CSA box subscribers
- Farm Stand retail customers
- Wedding floral customers
- “Hip Campers”
- EBT Customers

Secondary Audiences

- Wedding venue renters
- Food Hub wholesale customers
- Educational tours
- U-Pick pumpkin customers
- Neighbors
- Volunteers



#4 Match Strategies with Result



Results-driven strategy. Design for Success

Goals

Audiences

Strategies/Tools

250 CSA Box
Subscriptions by
4/30

Local families, working professionals,
retirees
EBT Customers
Farm Stand Customers

E-newsletter
Social Media
Word of Mouth
POP Signage at Farm Stand

50 Farm Stand
Customers each
Sat. (May -Oct)

Increase annual
Hip Camp
Revenue by 20%



#5 Develop your Branding

Your branding is designed to meet your goals.



Branding Essentials: Style Guide & B

Style Guide

The visual part of your brand. Sets the aesthetic tone.

- Logo
- Fonts
- Colors
- Stationary, Business Cards, Presentation Templates
- Usage guidelines (eg. print vs. web)
- Paper, materials
- Graphics
- Photography & Video

Brand Voice

Voice is constant across *all* mediums and communications.

It's a representation of your brand's personality and beliefs via the written word. It's your tone, and how you show up in the world.

What is your brand personality described in an adjective?

For example: earthy, polished, warm, exclusive, playful, or campy.

Thank you!

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