

Workshop Title:

Drawing Customers In: Marketing and Promotions

Speakers:

Michelle Wolf

Executive Summary:

The session covered a series of tips and ideas for marketing and promotions. Michelle Wolf started the session by brainstorming what customers love and using that to tailor your promotions and marketing techniques.

Main Notes:

Things people love:

- ◆ Atmosphere
- ◆ Delicious food, fresh food
- ◆ Sense of community
- ◆ Fair pricing
- ◆ Place for the whole family
- ◆ Feeling of it being a special occasion
- ◆ Environmentally sustainable shopping option

Why do consumers go?

- ◆ Local
- ◆ Routine
- ◆ Community
- ◆ Selection
- ◆ Quality

- ◆ Atmosphere
- ◆ Education
- ◆ Knowledge from vendors
- ◆ Certain vendors?

Top Reason

The people-Personalities (positive) -Smiling-Engagement-Advice for product users

Second Reason

Signage and Display -Clear signage -Photos and history -Farm practices -Good labels
-Artistic presentation -Cleanliness -Neatness

Third Reason

Pricing-Clearly priced signs -Discount prices

Fourth Reason

Product-Quality-Interesting products

She mentions some other reasons consumers choose certain vendors include: samples and reliability.

Competition:

You aren't selling "just" a product Identical products don't exist

SALES=3P *PrinciplePerson + Presentation + Product*

You cannot manipulate who will like you; no one can sell to everyone; how we present, brand, and merchandise our product also influences who likes your product

Best Practices for vendors:

- ◆ Don't look distracted
- ◆ Try to avoid bringing your kids
- ◆ Be warm and courteous
- ◆ Stay the entire time
- ◆ Be a great person
- ◆ Acknowledge those who are next in line

Talking about her personal business:

(Pumpkin Moon Farm) Her Slogan: Features Tell, Benefits Sell!

Example: bunch of beat greens

Features tell: freshly harvested, baby greens, heirloom beet variety

Benefits sell: fresh, vitamin/mineral/antioxidant profile, keep longer, baby size

She suggests not making people guess the meaning-sometimes they don't know, and worse, they can get it totally wrong

Marketing Your Market:

Whatever your mission is, your marketing should be about communicating that mission by choosing words, images, symbols, a brand, and marketing material that brings the mission to life in the minds and hearts of your community. Telling your mission explains why your market exists, not simply what your market does.