

The search for new vendors is very much like a marketing campaign. But in this case you will be marketing to potential vendors. So while the process is similar, this will specifically target farmers and other potential sellers for the market.

Using this sheet as a guide, create your own vendor recruitment campaign that will fulfill your market’s needs and add more shopping options for your customers.

1. Based on your market needs, identify your SMART goal for your recruitment campaign. For example, if you are a new market, your goal would be to do a wide search for a variety of farmers and vendors; otherwise, what products are missing from your market or are in short supply. Be sure that your goal fits the SMART goal parameters: specific, measurable, attainable, relevant and timebound.
2. Create a budget to cover this recruitment campaign. Show how the funds will be utilized.
3. Create your message that will help you reach farmers and vendors. This message needs to include the information that would be helpful to the potential vendors in deciding to participate in your market. This includes things like market demographics, potential income for the seller, how the market is being promoted, cost of participation, anything you have found in your market research and evaluation that can be shared from the seller’s viewpoint.
4. What marketing materials will you need to conduct this recruitment campaign? Show examples, even if rough sketches. Be sure that your materials include your market’s branding and reflect your market’s mission. Identify how these materials will be distributed.
5. Plan your strategy for implementing your recruitment campaign. How will you conduct the outreach, when and using what marketing materials.

Your final document should be your full recruitment campaign, including all work done to complete each step. You will now have a complete plan to add to your market manager toolbox to help you plan out future recruitment campaigns.