

All farmers markets need to advertise to promote the market and build a customer base. But most markets have a very small budget to accomplish their promotional goals. This assignment will help you plan your marketing strategy to achieve the best possible results.

Using this sheet as a guide, create your own market’s promotional campaign that will look at the needs of your market and work to reach your goals.

1. Knowing what your market’s needs are, identify a goal for your marketing campaign. Once you identify a goal, determine that it fits the definition of a SMART Goal:
   1. Specific
   2. Measurable
   3. Attainable
   4. Relevant
   5. Timebound
2. Using the marketing budget in your overall market budget, create a budget that identifies how you will utilize those funds to achieve your marketing goal.
3. Create your core message that will help you achieve your goal. Does it contain a call to action? Does it appeal to the demographic you are targeting?
4. What marketing materials will you need? Are these represented in your budget; including creation, printing, and distribution? Be sure that your materials fit with your market branding (logo, color, font, atmosphere). Show some examples of the materials you will use (even if just rough sketches).
5. Plan your strategy. Identify how and when you will deliver your message. How will you track/evaluate your progress and success? Create a marketing calendar to map out your campaign.

Your final document should be a complete marketing campaign from beginning to end and showing all work done to complete each step. This document will now be able to live in your market manager toolbox to follow and duplicate in coming years.

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