3 Cow Marketing
WHERE YOUR FARM FLOURISHES - FROM PRODUCTS TO PROFITS
FARM Marketing from the Heart

HOW TO ATTRACT YOUR DREAM CUSTOMERS TO BUILD YOUR PROFITABLE FARM

CHARLOTTE SMITH
Where to Advertise?
MAYBE THIS IS YOU...

• You need more customers who will pay the prices you need to be sustainable.

• How do I get people to come back next time? (next month, season, next year?)

• How do I get them to stop comparing our prices to grocery store prices?

• How do I get people to find me?
TRUE MARKETING & SELLING IS ABOUT

giving to others

SHARING WHAT YOU PRODUCE TO 
IMPROVE PEOPLE’S LIVES
Where do you go for answers?
Marketing is:  
The Lifeblood of your Business  
Your Responsibility to Learn
FARMERS MARKETS ARE NOT A MARKETING PLAN

Nor is ... facebook, Instagram, social media
You need...

Loyal, Consistent Customers

They pay your price without question

They come back to buy from you

Don’t have to worry about competition
You’re Selling...

Solutions to their Problems

What is your solution to their needs?

Clarity on Profit

What problems will they solve with your product/service?
The Essentials

1. Your Ideal Customer
2. Basic Website
3. Email Capturing Service
1. Your Ideal Customer

If you’re selling to everyone...

You’re not selling to anyone
2. Website Design
3. Email Capturing Service

Capture Email

Consistency

Personalize
Your Communication Plan

Copy - Your words. Speak from the heart

Outstanding Customer Service

Focus on what you can give

Sell them what they want
Communication Tips

Be Yourself

Be Consistent

Be Generous

Be Authentic
Fantastic Product

Focus on what you can Give

Sell them What they Want

Be Yourself

Identify your Ideal Customer

Effective Website

Email Capturing

Consistency
UNTIL THEY’RE ON YOUR EMAIL LIST
they are the farmers market’s customers
(OR fb OR OR instagram)
What about Facebook?
Facebook isn’t a marketing plan

1. 3-6% see your posts

2. Can’t email ‘followers’

3. FB has all the control
Build your Profitable Website in 1 Day

Price Your Products for Profit

Get more Customers with Email Marketing
The Profitable Farm facebook group

Connect with 4400+ farmers around the world

Weekly live training videos & marketing support
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