

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

FARM MARKETING FROM THE HEART 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?*

A person with long blonde hair, wearing a blue denim shirt and a light-colored apron, is holding several eggs in their hands. The background is a plain, light-colored wall. The text is overlaid on the image.

TRUE MARKETING & SELLING IS ABOUT

giving to others

SHARING WHAT YOU PRODUCE TO
IMPROVE PEOPLE'S LIVES

Where do you go
for answers?

Google

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

**Age
Gender
Occupation**



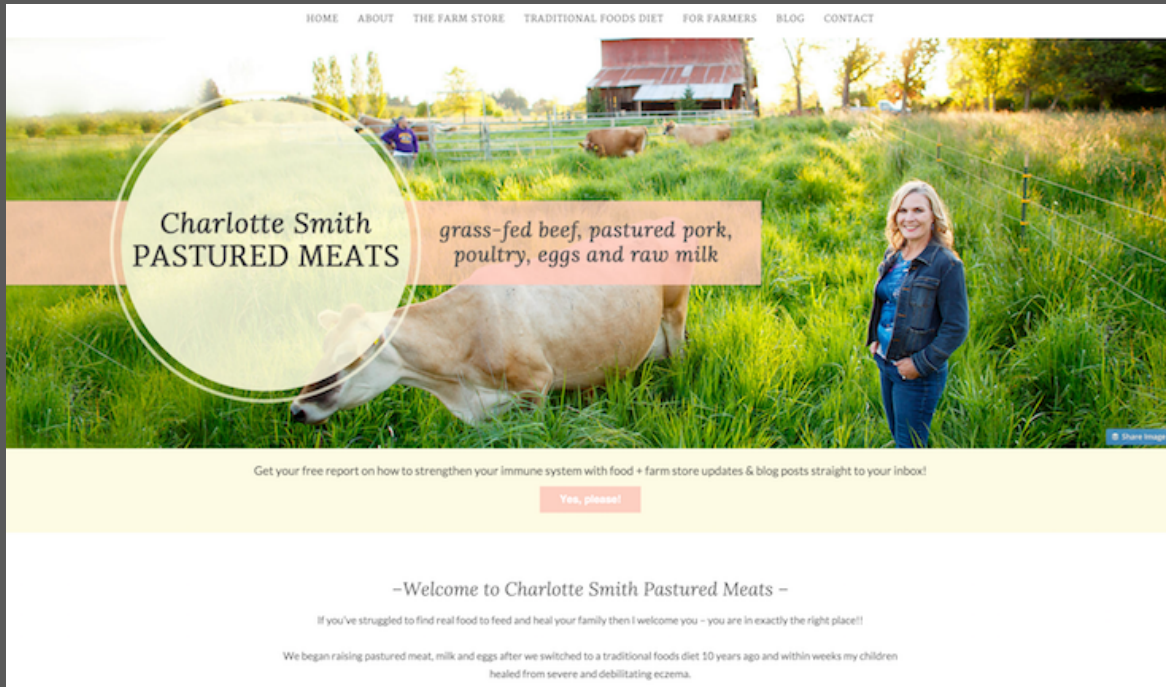
**Morals
Hobbies
Favorites**



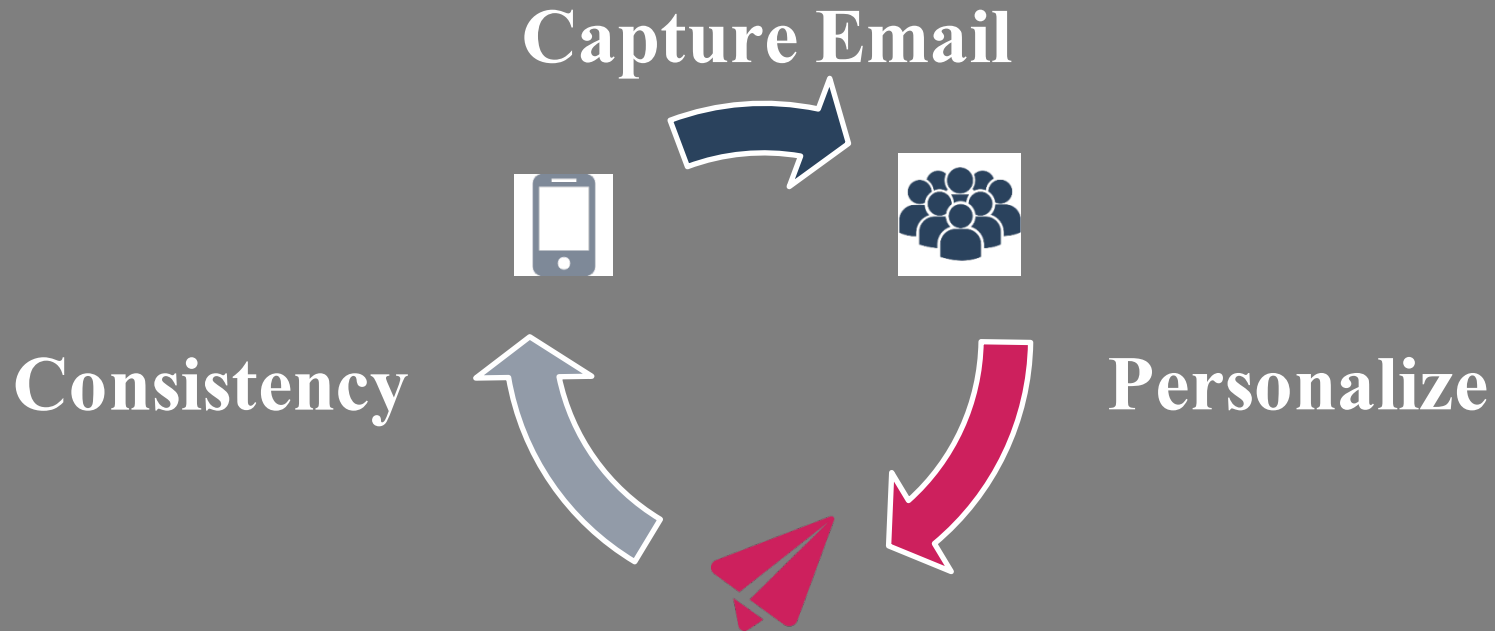
**If you're selling to
everyone...**

**You're not selling to
anyone**

2. Website Design



3. Email Capturing Service



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**



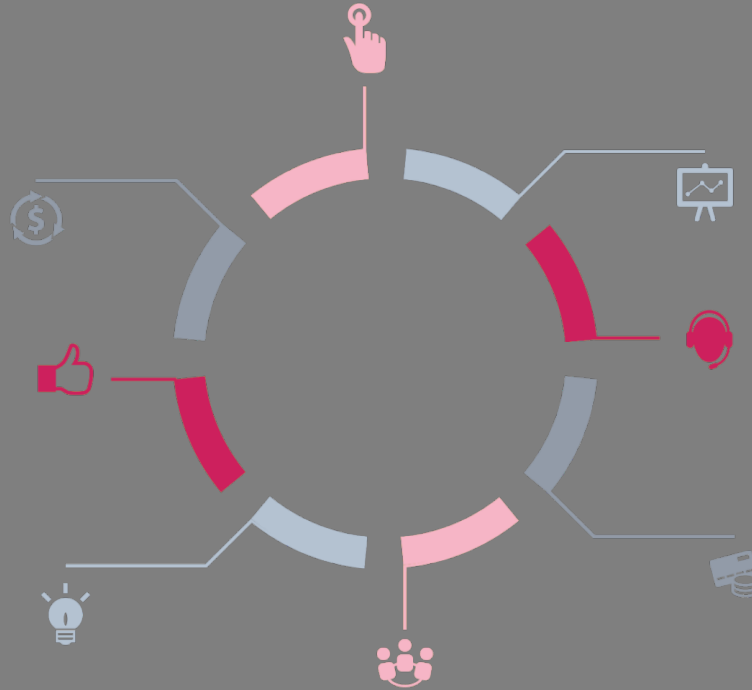
**Be
Authentic**

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 instagram*

*What about
Facebook?*

Facebook isn't a marketing plan

1

3-6% see your posts

2

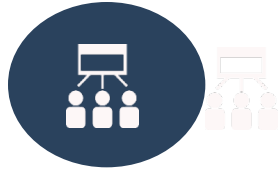
Can't email 'followers'

3

FB has all the control

3CowMarketing.com

Free Trainings



**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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