

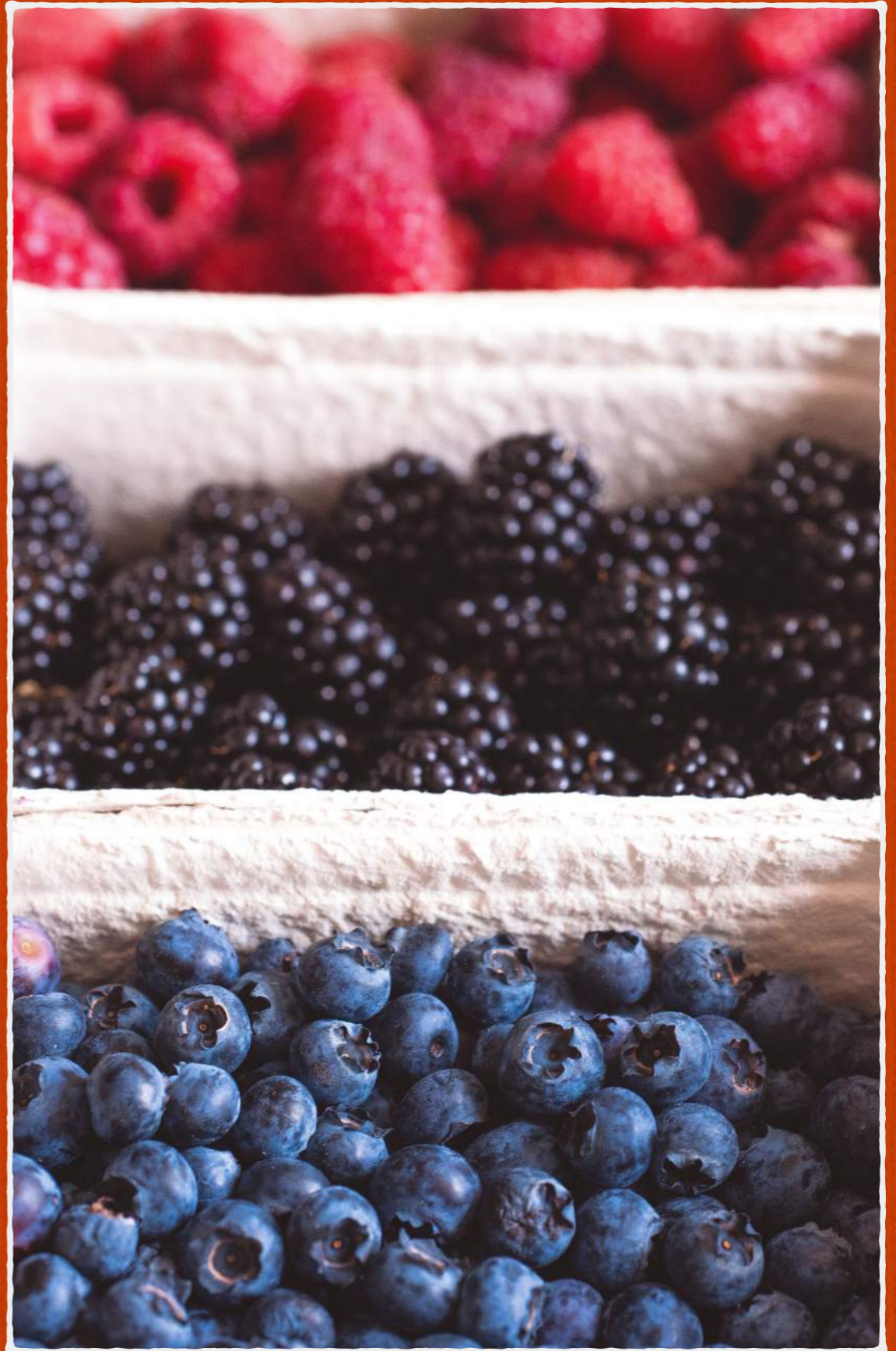


Marketing your Market

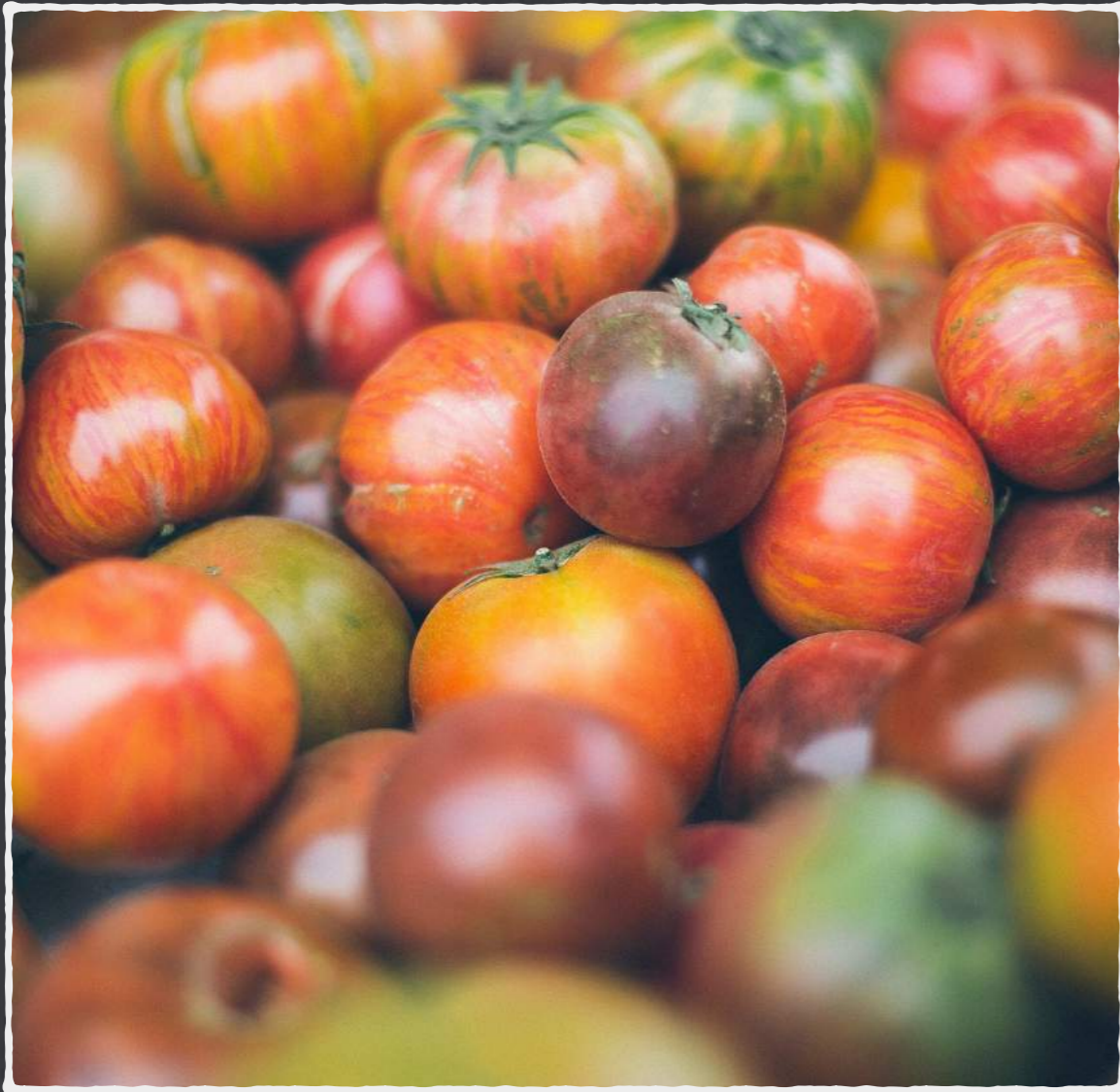
Low cost, practical tips for upping your marketing game this season

Building Your Farmers Market Brand

Capitalize on what sets you apart



Building Your Brand



- Networking: One on One Connection**
- Building Your Reputation**
- Word of Mouth**
- Fostering Reviews**

Traditional Marketing

Does it still work?



Traditional Marketing



- Press Releases
 - TV vs Print Pitches
- Print Advertising
- Leveraging Media Connections

Online Marketing

Where to get the most value for your efforts



Online Marketing



- Email Lists
- Website
- Social Media
- Working with Influencers & Partners

Lydia Martinez Elle Marketing & Events

Email: lydia@ellemarketingandevents.com

FB: Elle Marketing And Events

FB: Restaurant Owners Marketing Academy

