

STRENGTHENING & MAINTAINING YOUR FARMERS MARKET'S DIGITAL PRESENCE



 FARMERS MARKET OGDEN

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A BIT ABOUT ME



The World According to MICHIGAN



FARMERS MARKET OGDEN



- Three seasons
- Three locations
- 300+ vendors
- Live music
- Cultural performances



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1. Marketing Best Practices
 2. Targeting Different Audiences
 3. Tracking Your Marketing Efforts



OUTLINE

MARKETING BEST PRACTICES

- Know your audience
- Know your brand
- Know your competition
- Set SMART Goals
- Have a plan



MARKETING BEST PRACTICES CONT.

- Have a theme & get creative
- Listen and respond online
- Use images & videos
- Have a call-to-action
- Utilize popular hashtags



Farmers Market Ogden

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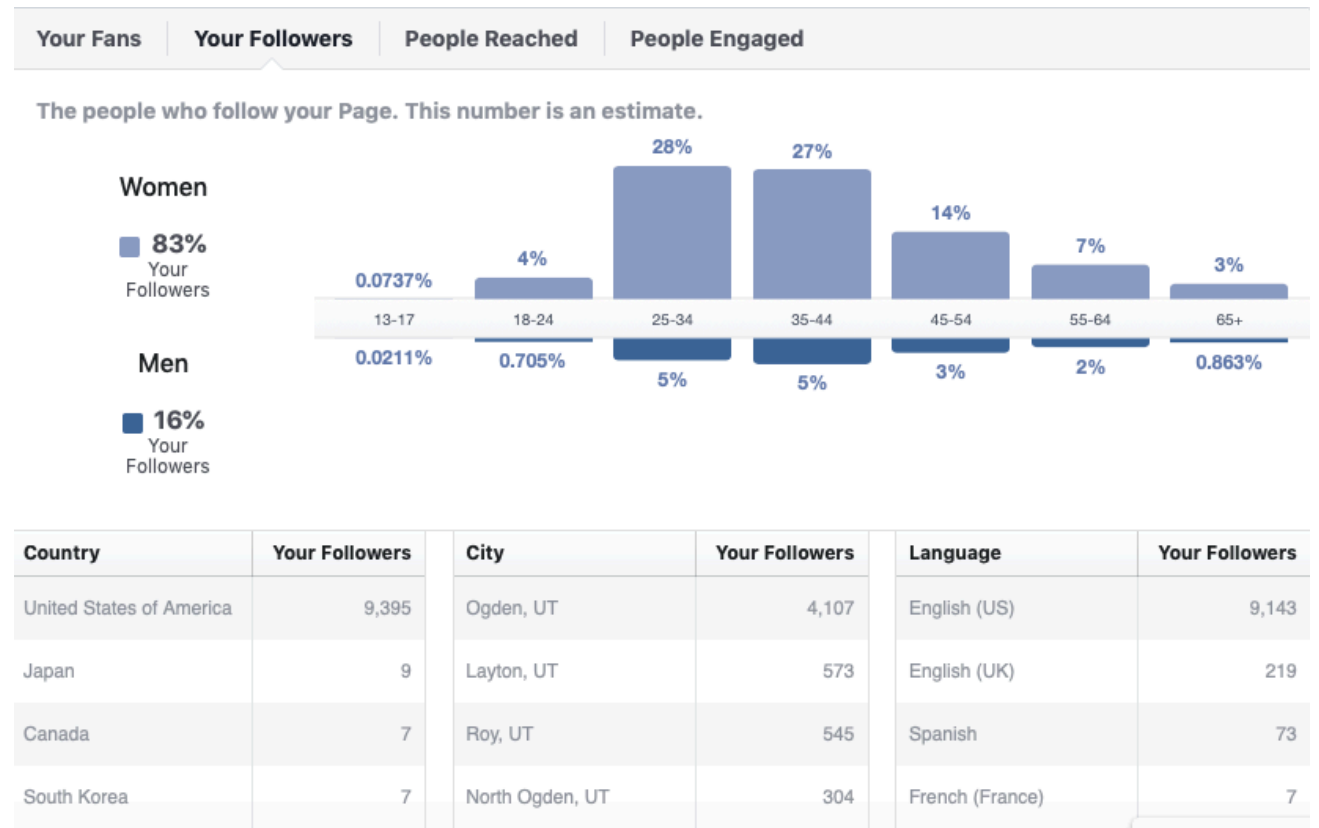
Yoga at the farmers market be like... 🤔🙏

Who is ready for another relaxing yoga class with HEAL again this Saturday at Winter Market by Farmers Market Ogden 2020? 🙏



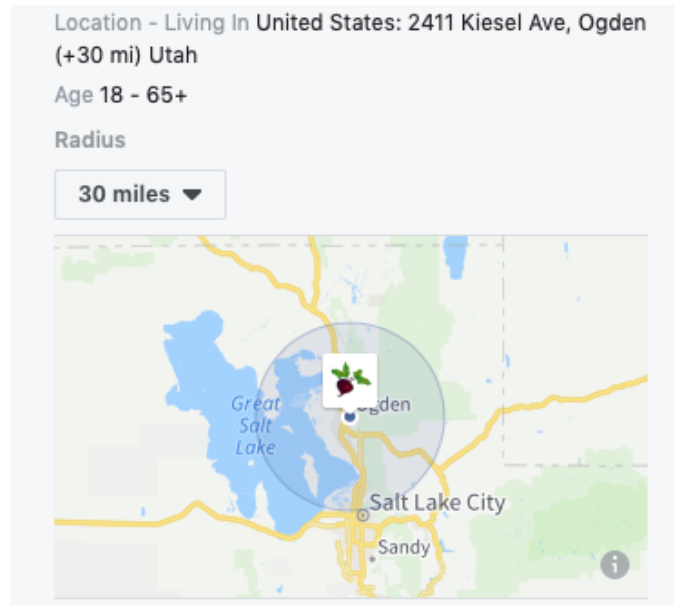
TARGETING YOUR AUDIENCE

- Who is your audience?
- Insights
 - Facebook and Instagram
- Determine messaging



TARGETING YOUR AUDIENCE CONT.

- Print
 - Press Release
 - Posters
- Social Media
- Emails
- Vendors = Ambassadors



TRACKING YOUR MARKETING EFFORTS

- Surveys
 - Vendor and public facing
- Social Media
 - Ads & insights
 - Overall engagement

How did you hear about the Winter Market?

- Website
- Facebook
- Instagram
- Water Bill
- Radio
- Television
- Poster/Print Materials
- Word of Mouth
- Other: _____



Winter Market Community Survey

We are surveying community members during the market and at the close of the market season. Please partake in each survey as they arrive as it helps us resolve immediate needs and helps us build programming for future market seasons. The individual survey responses are confidential; aggregate information will be compiled for a report to Ogden City, Ogden Downtown Alliance and other community partners as needed.

Thank You!

