

WHY MARKETING IS ESSENTIAL FOR YOUR FARM

- ✓ Every missed sale is a lost opportunity – If customers can't find you, they'll buy elsewhere.
- ✓ Word-of-mouth is not a strategy – It needs to be backed by clear marketing actions.
- ✓ A structured marketing plan = more customers, more revenue, less stress.

WINNING MARKETING STRATEGIES TO BOOST YOUR SALES

1 Retain your existing customers

- ☛ Build long-term relationships – Don't let a customer buy once and disappear.
- 💡 Action: Send an email or message to past customers with an exclusive offer.

2 Clarify your offer and message

- ☛ Do your customers really understand what you sell? Your message must be simple and compelling.
- 💡 Action: Review your website homepage or Instagram bio – is it clear what you offer?

3 Optimize your online visibility

- ☛ SEO, Google My Business, social media – Make sure your farm is easy to find.
- 💡 Action: Update your Google My Business profile and post a recent photo of your farm.

4 Make buying easy and reduce friction

- ☛ Customers should be able to purchase in just 1 or 2 clicks (via your website, social media, or clear sales points).
- 💡 Action: Test your checkout process – is it smooth, or are there too many steps?

5 Show up and engage your audience

- ☛ Great content drives sales – Share your daily work, products, and values.
- 💡 Action: Record a short video or post showcasing a behind-the-scenes look at your farm and share it today.