

BFBL Works-Session Jan 10, 1013 Summary of Team Work
Increasing customer database and communication online

Step 1: Better define your action plan topic/goal/activity

Action Topic: Web Outreach: weekly newsletter & FB & Website updates

Step 2:

List what you NEED to reach your group's goal:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
Customer E-Mails Local businesses and organizations to collect customer e-mails Info on products from vendors	Who can do it? Web savvy market managers	Local business Market managers Vendors Food business church, real estate links on other sites	Germanna students Free web : wix site hosting Vendors themselves to interact and update

Identify what you ALREADY HAVE:

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>

Action Topic: Increase customer database and communication online

Step 4: DRAFT Action Plan

<i>REQUIRED</i>	
First Action How to find	What: Communicate plan to market manager When: ASAP by end of January Who: Erick Kalenga-Culpeper Theresa Klopp- Madison
	<i>Optional concurrent action with first</i> What: Who: When:
Second Action	What: Start market mailing list Vendors invite customers to join – email to manager Display and list in local business Who: When: Now
	<i>Optional concurrent action with second</i> What: Who: When:
<i>Optional Third Action</i>	What: Update strategic social media presence Who: When:

Action Topic:

Step 5: *How can Buy Fresh Buy Local -Piedmont Environmental Council help?*

1. What do you need NOW?

What	When	Who
Share our web communication strategy	Whenever you can, this month	With other groups/markets
Include links to market pages, sites in emails, newsletters	Whenever you can, this year	

2. What will you need LATER?

What	When	Who

