

Marketing & Distribution

22.

Increasing

local market traffic

(and profits)

Action Topic: INCREASE CUSTOMER DATABASE + COMMUNICATION ONLINE

Step 3: Brainstorm (pass the potato) all actions that could/should be taken by your working- action group. These actions might be to establish contacts, acquire *good* information, find resources, reach out to other individuals or organizations; **anything** that will advance you to your goal in the next week or in the next six months.

List every possible explicit action including questions to be answered.

Each action should **do** something VERY SPECIFIC and VERY SIMPLE. [Example: Telephone so and so.]

Number	Possible actions
1	Master Contact sheet at Farmers MKT
2	Sign up sheets with all vendors every week
3	Open up FB page to all vendors
4	Put Sign up sheets & display/brochure "Local biz
5	Get brochure for local biz display
6	Encourage all vendors w/website to add link to FM
7	Encourage other local biz to add link to FM
8	Get MKT Mngr to Agree to update wkly w/letter
9	Encourage Vendors to provide updates & promotions "FREE!"
10	Contact Comm Serv Org for people to help: i.e, Eagle Scouts

At the 4 minute strum: Prioritize (number) them in the order or sequence they can be or need to be done
If you have time, **highlight** the three most important actions.

Action Topic: WEB OUTREACH: WKLY NEWSLTR + FB + WEBSITE UPDATES

Step 2: *Brainstorm*

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

<u>INFORMATION</u>	<u>EXPERTISE</u>	<u>CONTACTS</u>	<u>RESOURCES</u>
Customer Emails Local Biz & Orgs to collect cust. emails Info on products from vendors WHO CAN DO IT?	web-savvy mkt mgr	Local Biz Mkt Mgrs Vendors Food Biz Church, Real Estate links on other sites	Germanna Students Free web: WIX site hosting Vendors themselves to interact & update

Then, for each item listed above, identify what you ALREADY HAVE:

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

When finished, post to the second clothespin on your stake.

Action Topic: **INCREASE CUSTOMER DATABASE + COMMUNICATION ONLINE**

Step 4: DRAFT Action Plan— What needs to happen, Who will do it and When will it be done?

Discuss exactly how your group will tackle your next two actions (at minimum; at maximum plan out 6 actions).

Remember these are *coordinated actions*—organizing and communicating about each action is an action in itself!

REQUIRED		Optional concurrent actions
First Action	What: Communicate Plan to Mkt Mgr When: ASAP by end of JAN. Who: ERICK KALENGA - CULPEPER TERESA KLOPP - MADISON	What: Who: When:
Second Action	What: START MKT MAILING LIST - vendors invite customers to Who: join v email to mgr When: -display & list in local biz NOW	What: Who: When:
Optional Third Action	What: UPDATE STRATEGIC SOCIAL MEDIA PRESENCE Who: When:	What: Who: When:

Feel free to think and visualize further actions, but **FIRST** plan in detail the initial actions you have agreed to and outlined. Don't overwhelm or get ahead of yourselves or each other!

Post your action plan to your third clothespin

Action Topic: _____

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

What can *Buy Fresh Buy Local* and the Piedmont Environmental Council do to help you move forward with your action plan?
What can other organizations or individuals do to help you to move forward with your action plan?

1. What do you need NOW? (e.g., information, meeting place, phone conference line)

What	When	Who
SHARE OUR WEB COMMUNICATION STRATEGY	whenever you can, this month	WITH OTHER GROUPS/MKTS
Include links to MKT Pages, sites in emails, newsletters	whenever you can, this year	.

2. What will you need LATER?

What	When	Who

Add this sheet to your Step 1 sheet at the top of your stake.

FARMERS MARKET

Action Topic: INCREASING CUSTOMER DATABASE + COMMUNICATION ONLINE

Step 6: List committed Action-Group Members

Name	Organization	Phone	Email
ERICK KALENGA	Family of Acres	540 729 7330	ERICK@HISVILLAGE.ORG.
THERESA KLOPP	Carmel Acres		gregandjane@carmelacres.com
DIANA BOEKE	GLEAN ACRES, LLC	571-251-7828	FARMERDI@GLEANACRES.COM

Leave this list at your table.