

Sample “Speed Marketing Plan” for a Small Farm

| GOAL(S) | TARGET AUDIENCE(S) | PLAN | | | RESULTS |
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| GOAL | TARGET | STRATEGIES | CHANNELS/MESSAGES | CALENDAR | MEASUREMENT |
| <i>Specific, measurable objectives to be accomplished in a time period.</i> | <i>Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc.</i> | <i>Strategies that will attract the specific people or organizations you’re trying to reach with a compelling offer that meets their interests/needs.</i> | <i>Tools or channels you’ll use to reach your targets. What’s unique or special about your product/services/bio? Which messages and messengers will be persuasive?</i> | <i>Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals.</i> | <i>How will you track results? How will you evaluate the effectiveness of each tactic?</i> |
| Sample Goal #1 | | | | | |
| Get 10 people from my neighborhood to sign up to receive a weekly box of produce (CSA) from my urban farm. | Neighbors in four-block radius. | <p>Invite your neighbors to a tasting party previewing what you’ll be offering.</p> <p>Stage a family-friendly event for neighbors at your farm.</p> <p>Go door-to-door to solicit members, dropping off samples and asking what vegetables they like.</p> | <p>Channels: Door-to-door, flyers, attend and hold events, website and/or Facebook page, email lists.</p> <p>Message: “This morning’s harvest, delivered to your door.”</p> <p>Messengers: A neighbor who’s already a satisfied member.</p> | <p>Daily activities during key sign-up period. (If not fully subscribed, keep up with weekly outreach until full.)</p> <p>Send weekly emails to members with product info, recipes, and invites.</p> <p>Hold potluck or member event midway and at end of summer to aid retention.</p> | <ul style="list-style-type: none"> • Total sales • Marketing costs (printing, free samples, events, etc.) • Net income • How members heard about it • Satisfaction (send online survey and/or interview each member) • Retention rate |

Sample Goal #2

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| <p>Sell at least \$500 of goods at my farm stand each week.</p> | <p>Neighbors in four-block radius.</p> | <p>Invite your neighbors to a tasting party previewing what you'll be offering.</p> <p>Stage a family-friendly event for neighbors at your farm.</p> <p>Go door-to-door to solicit members, dropping off samples and asking what vegetables they like.</p> | <p>Channels: Door-to-door, flyers, attend and hold events, website and/or Facebook page, email lists.</p> <p>Message: "This morning's harvest, delivered to your door."</p> <p>Messengers: A neighbor who's already a satisfied member.</p> | <p>Daily activities during key sign-up period. (If not fully subscribed, keep up with weekly outreach until full.)</p> <p>Send weekly emails to members with product info, recipes, and invites.</p> <p>Hold potluck or member event midway and at end of summer to aid retention.</p> | <ul style="list-style-type: none"> • Total sales • Marketing costs (printing, free samples, events, etc.) • Net income • How members heard about it • Satisfaction (send online survey and/or interview each member) • Retention rate |
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Sample Goal #3

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| <p>Get 3 wholesale accounts for my honey</p> | <p>Food stores, bakeries, restaurants, and coffee shops in a 50-mile radius</p> <p>Large businesses or nonprofits where you have a personal contact.</p> | <p>Bring free samples and a price list to each business.</p> <p>Offer to hold in-store demos & promote their business to your customers.</p> | <p>Channels: Door-to-door, postcards, events, website, social media, local listservs.</p> <p>Messages: "Local honey helps fight allergies." "Support pollinators."</p> | <p>Call and visit prospective accounts at least once a week.</p> <p>Daily social media posts about your honey, local food, & recipes to build customer loyalty.</p> | <p># of contacts made</p> <p># of new accounts and how you acquired them</p> <p>Profit after expenses</p> <p>Weekly turnover</p> |
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