



Creating a Marketing Plan for your farm

5

Marketing Plan Overview

1. Marketing Stages
2. Marketing Framework
 - a. Farmer Market
 - b. Farm Store
 - c. Wholesale
3. Action Plan

Marketing Channels

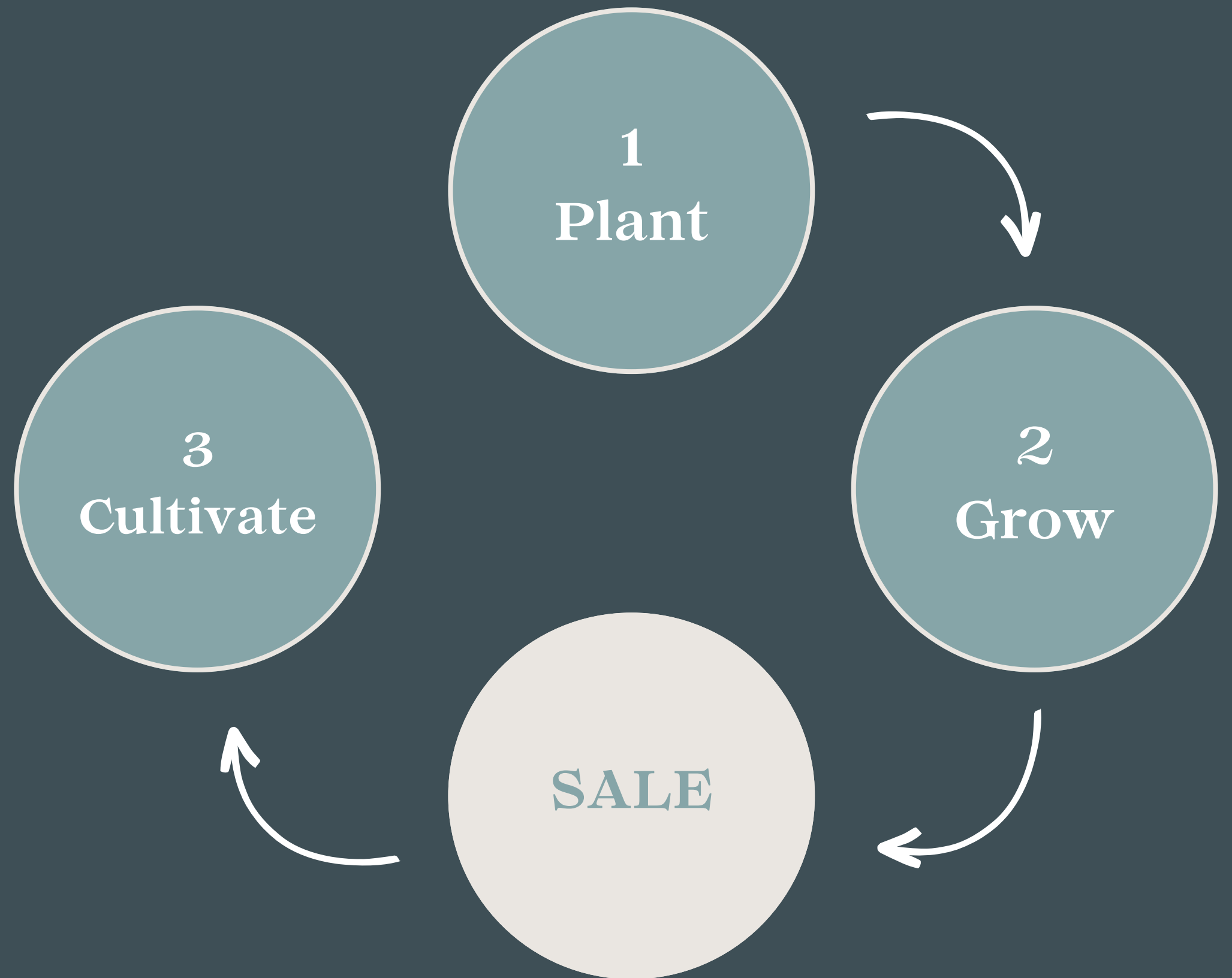
- ✓ WEBSITE
- ✓ SOCIAL MEDIA
- ✓ EMAIL MARKETING
- ✓ PRINT MATERIALS

AMPLIFYING YOUR MESSAGE

TO YOUR DESIRED CUSTOMERS

THAT LEADS TO THE SALE

Marketing Stages





Planting your message in front of NEW potential customers & inviting them to learn more!

Reach NEW people who will love you!

Growing trust with potential customers & leading them to the sale (solution)!

Keep the communication going!

Cultivating your relationship with existing customers & keeping them coming back for more!

Create loyal customers who share you with all their friends!

*Farmers
Market*

**1
Plant**

The Market is bringing in NEW
people who don't know you YET.

Farmers Market



Farmers Market

Your existing customers will come see you and buy from you.



The Market is bringing in NEW people who don't know you YET.



You get to have a conversation and answer any question, give samples, and build trust.

*Farmers
Market*

1. Plant – Attract people to your booth

a. PRINT MATERIALS

i. Signage

ii. Banners

iii. Product

iv. SAMPLES

v. What differentiates you

b. Display

c. Smiling farmer faces



Farmers Market

2. Grow Trust

- a. SAMPLES
- b. Invite them to sign up for email
- c. Flyers/Brochure/Rack Cards
- d. Invite them to buy!!!



Farmers Market Script



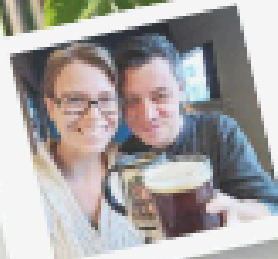
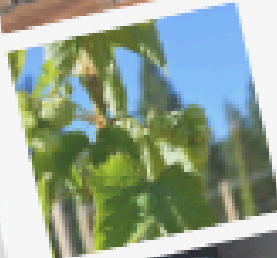
FARM CRAFT BEER

LONE MOUNTAIN
FARMS & BREWERY

FREE
SAMPLES!
(12 oz. min)

FARM CRAFT
BEER

PURPLE PALE
REARER IPA
1837 PORTER





LONE MOUNTAIN FARMS & BREWERY

Luke and Emily Black started Lone Mountain Farms with the dream of growing fields full of flavor. This has turned into a diverse farm of hops, rare grains, and produce.

Now, we are excited to be using those flavorful ingredients to craft you a farm beer like no other. Visit our Tasting Room at the farm to experience our flavorful farm-craft beers.

TASTING ROOM

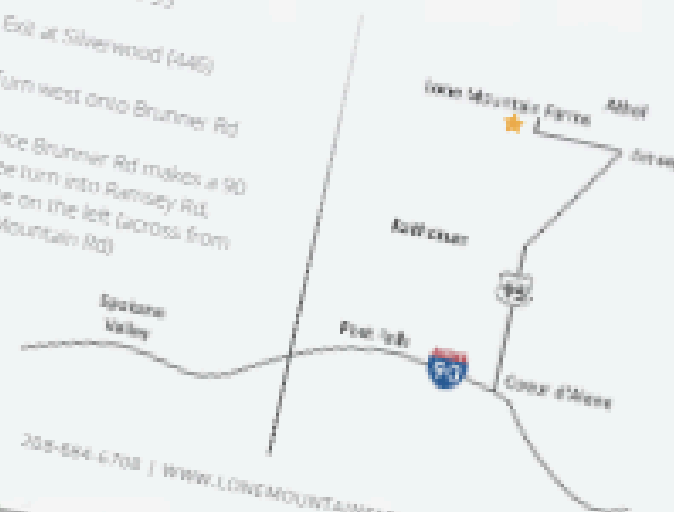
Open Friday & Saturday 11 AM - 5 PM
25415 N Ramsey Rd
Athol, ID 83801

208-684-6708 | WWW.LONEMOUNTAINFARMS.COM |  

YOU'RE INVITED TO THE FARM!

25415 N Ramsey Rd, Athol, ID 83801

1. Travel on Hwy 95
2. Exit at Silverwood (446)
3. Turn west onto Brunner Rd
4. Once Brunner Rd makes a 90 degree turn into Ramsey Rd, we'll be on the left (across from Lone Mountain Rd)



208-684-6708 | WWW.LONEMOUNTAINFARMS.COM |  



*Farmers
Market*

3. Cultivate Loyalty

a. Email customers every week

i. Personable

ii. Welcoming

iii. Special offers

b. Social Media

i. Post that you're at the marketing & what you have

ii. Add to your Stories with a bit more behind-the-scenes.



Farmers Market!

At this Saturday's market, we'll have three farm-craft beers!

- Kentucky Common
- Reaper IPA
- 1837 Porter

[Learn more about the market!](#)

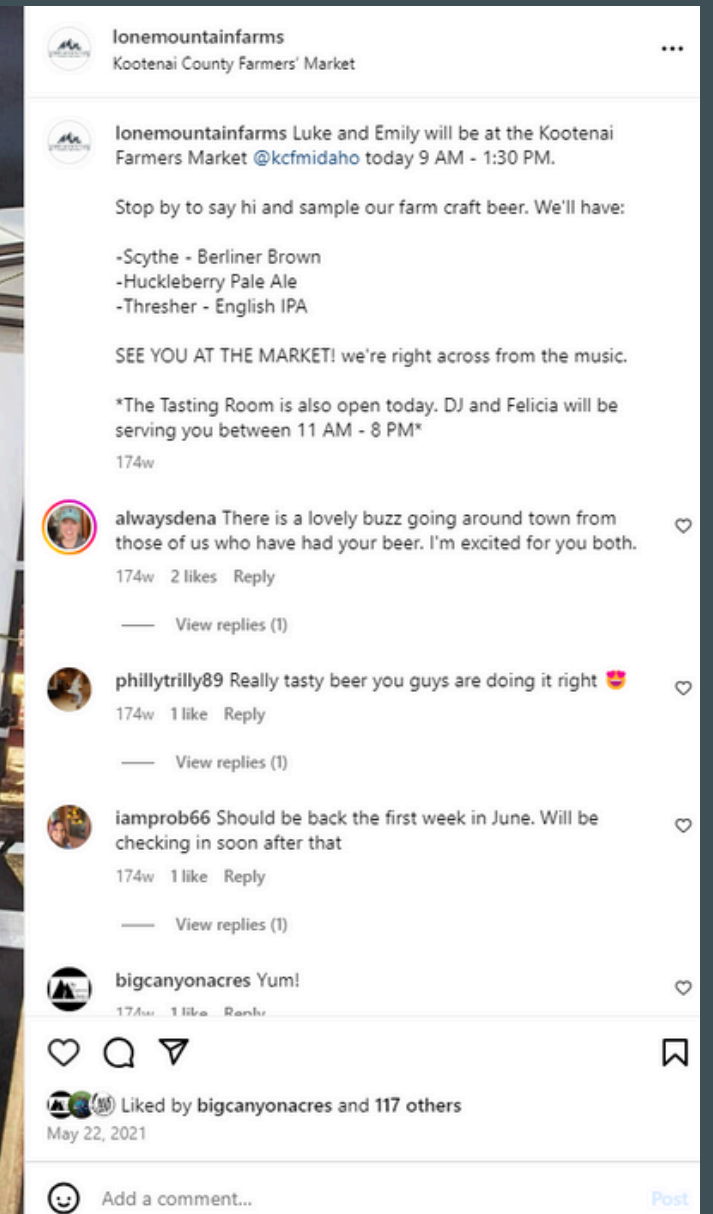
Visit the Farm

OPEN
Friday & Saturday
11 AM - 8 PM
[GOOGLE MAPS](#)

Athol, ID

Cheers!

-Luke and Emily



Action Plan

- ✓ Big Signage – Logo & Products
- ✓ SAMPLES
- ✓ Display
 - Stack it high & watch it fly
 - Product signage with details
- ✓ Email list signup
- ✓ Print materials to hand out
- ✓ Script to close the sale
- ✓ Email & Social Posts to get your customers there!



Farmer's Market Checklists

Farm
Store

1
Plant

YOU have to bring in NEW
people who don't know you YET.

*Farm
Store*



*Farm
Store*

Your existing customers will keep coming out and bringing their friends.



YOU have to bring in NEW people who don't know you YET.



They'll do more research online before coming out to your store or they'll follow your signage to get to your store.

*Farm
Store*

1. Plant – Make your store known!

1. Print Materials

a. Road Signage – yard sign/sandwich board

*Farm
Store*

1. Plant – Make your store known!

1. Print Materials

a. Road Signage – yard sign/sandwich board

2. Website – SEO

3. Google Profile

4. Idaho Preferred Guide

*Farm
Store*

1. Plant – Make your store known!

1. Print Materials

a. Road Signage – yard sign/sandwich board

2. Website – SEO

3. Google Profile

4. Idaho Preferred Guide

5. Social media

a. Facebook Events

b. Tag your location

c. Use local hashtags







Farm
Store

2. Grow Trust

1. Print Materials

- a. Open hours
- b. Product signage
- c. Brochure/Rack Card/etc

FARM BREWERY

Enjoy farm-craft beer
right where it's grown.



**GREAT BEER
TASTY FOOD
RELAXING SETTING**



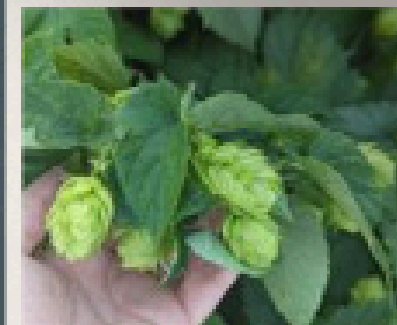
Visit us at
25415 N RAMSEY RD
ATHOL, ID 83801

WWW.LONEMOUNTAINFARMS.COM | f i



Lone Mountain
Farms & Brewery
is a diverse farm
growing flavorful
hops and rare
grains to use in
our farm-craft
beer.

"We love this place!
Amazing beer, food
and the best
atmosphere ever."
-Megan-



Visit the Farm Brewery
for a farm-to-pint experience.



**25415 N Ramsey Rd
Athol, ID 83801**

WWW.LONEMOUNTAINFARMS.COM | f i







LAZY JM RANCH
SWEET CLOVER
HONEY
QUART \$24
GROUND BEEF
\$2.50 POUND
PATTIES 12 LBS \$120
ROSE SOAP \$9
SUMMER 2023

Lazy JM Ranch
Beef
\$4.50 lb
chicken



*Farm
Store*

2. Grow Trust

1. Print Materials

- a. Open hours
- b. Product signage
- c. Brochure/Rack Card/etc

2. Website

- a. Clear hours & directions & payment option
- b. What are your top 3 questions? Have them on top of page.
- c. Getting into more detail



Enjoy farm-craft beer right where it's grown.

FARM BREWERY

WINTER HOURS
Friday & Saturday 12 - 8 PM
Sunday 12 - 6 PM

Location

25415 N Ramsey Rd
Athol, ID 83801
(North of Brunner Rd and West of Silverwood)

** Kid and family-friendly!*
** Well-behaved dogs welcome on the patio.*

[Google Map](#)

Great Beer ~ Tasty Food ~ Relaxing Setting

Farm
Store

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- c. Getting into more detail

3. Google Profile

- a. Reviews
- b. Open hours
- c. Pictures of what they'll experience



brewery near me



Maps

Shopping

With food

Images

Open now

Craft brewery

Best

Tours

Small

All filters ▾

Tools

About 1,540,000,000 results (0.45 seconds)

Results for **Athol, ID 83801**

Use precise location



Places

Rating ▾

Hours ▾



Lone Mountain Farms & Brewery
✓ You manage this Business Profile
4.9 ★★★★★ (48) · Brewery
25415 N Ramsey Rd
Closed · Opens 12 PM Fri
No delivery

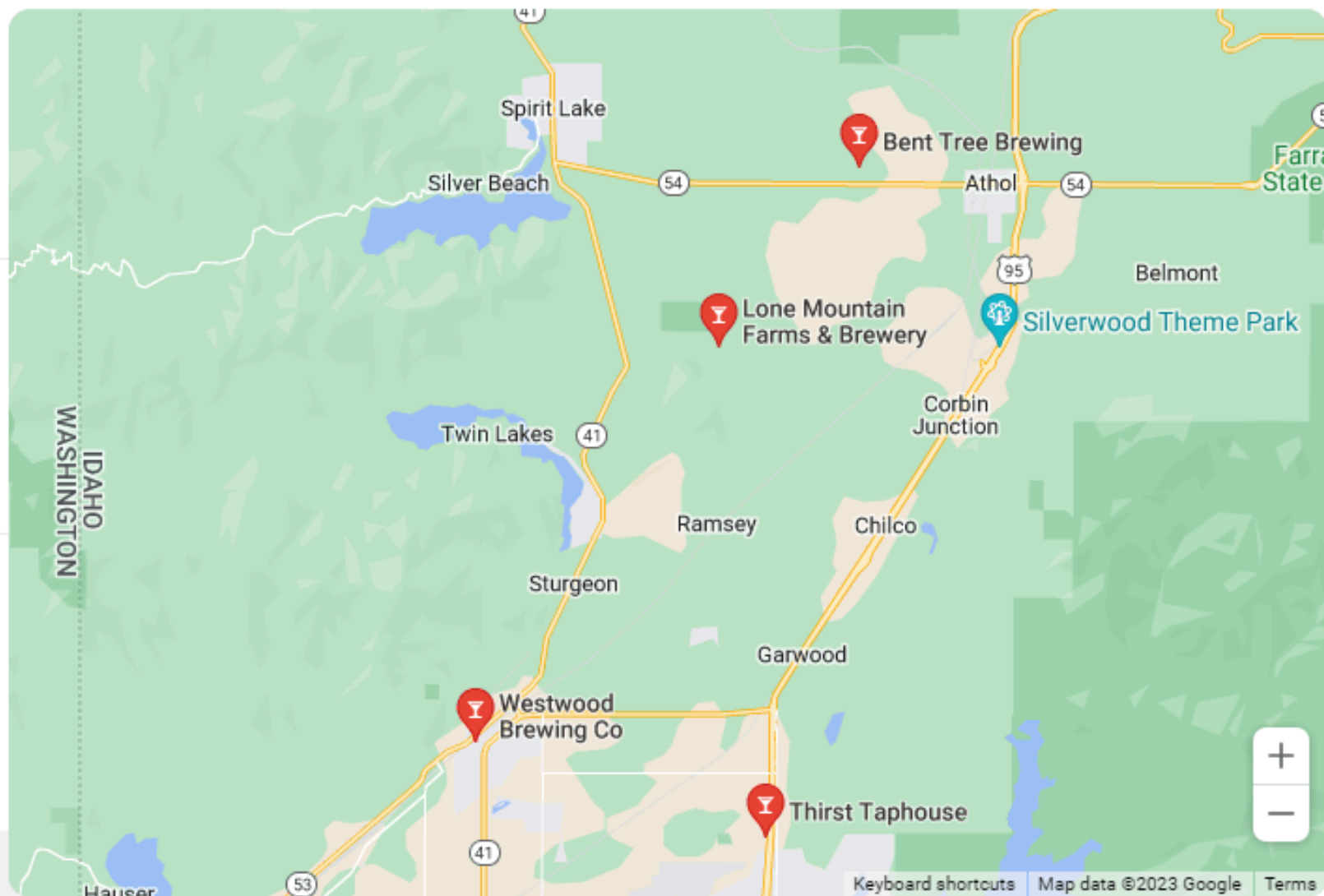


Bent Tree Brewing
5.0 ★★★★★ (7) · Brewery
30923 Quail Run Ct
No delivery



Westwood Brewing Co
4.6 ★★★★★ (1.4K) · \$\$ · Brewpub
Rathdrum, ID
Dine-in · Takeout · No delivery

More places →



Keyboard shortcuts Map data ©2023 Google Terms

*Farm
Store*

2. Grow Trust

1. Print Materials

- a. Open hours
- b. Product signage
- c. Brochure/Rack Card/etc

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- c. Pictures of what they'll experience

4. Email & Social media

- a. Collect Email & Invite people to follow you on instagram
- b. Consistent Strategy

*Farm
Store*

3. Cultivate Loyalty

1. Print Materials

- a. Brochure/Rack Card/etc your customer can share
- b. Thank you cards

2. Website

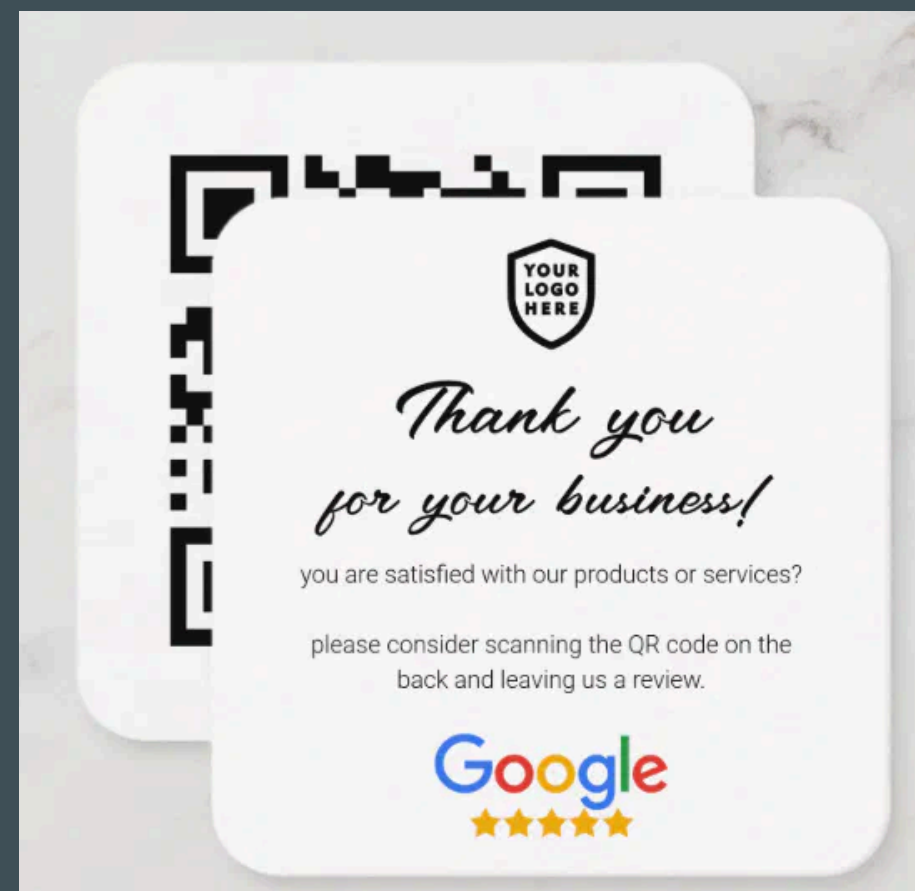
- a. New recipes or blog posts with farm updates or education

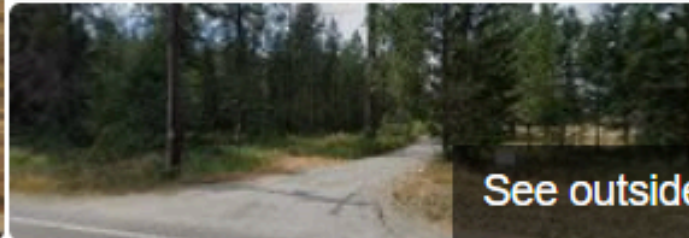
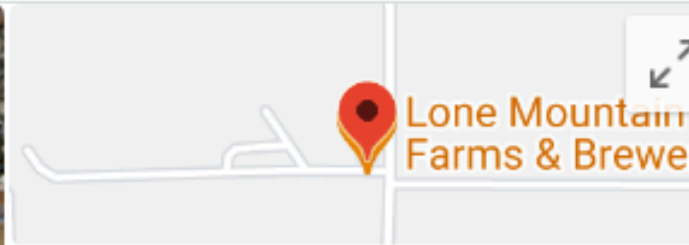
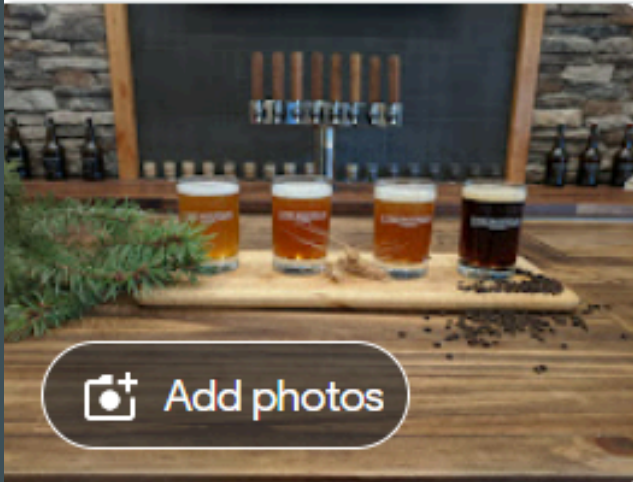
3. Google Profile


- a. Asking for reviews

4. Email & Social media

- a. Consistent Strategy
- b. Encourage people to tag you
- c. Surveys and Feedback





 Add photos

See outside

Lone Mountain Farms & Brewery


Website

Directions

Save


4.9 ★★★★★ 48 Google reviews

Brewery

 You manage this Business Profile ⓘ

Service options: No delivery

Address: 25415 N Ramsey Rd, Athol, ID 83801

 You visited in May

Hours: Closed · Opens 12 PM Fri ▾

Appointments: lonemountainfarms.com Providers ⓘ

Create an Experience

Relationships - Smiles - Memories



Action Plan

- ✓ Road signage
- ✓ Product signage
- ✓ Have a brochure/rack card
- ✓ Website
 - SEO – include keywords, location, products
- ✓ Google Profile
 - Create or update with hours, pictures, info
 - Ask for reviews
- ✓ Social Media
 - Tag locations, Local hashtags
- ✓ Collect Email addresses



Farm Store Checklist

Wholesafe

Restaurants, Food Hub, Stores



YOU have to get in touch with
PURCHASERS.

Wholesafe

Restaurants, Food Hub, Stores



Wholesafe

Restaurants, Food Hub, Stores

Create a system to make
reordering really easy.



YOU have to get in touch with
PURCHASERS.



Start building a relationship
with the purchaser.

Wholesafe

1. Plant

1. Knocking on doors

a. In-person

b. Email

2. Print Materials

a. Business Card

b. Brochure/Rack Card/etc

3. SAMPLES

a. for purchaser & other employees



Wholesafe

2. Grow Trust

1. SAMPLES

2. Follow-up workflow

- a. Email/Call/Text 2-3x afterward
- b. Did you get a chance to use it?
- c. How did it work out? Would you like to try anything else?
- d. Here's the price list and my delivery schedule.

3. Website

- a. Who you are, what you do
- b. list the restaurants/stores where you're located

4. Print Materials

- a. Packaging



Wholesafe

3. Cultivate Trust

1. Make ordering really easy

2. Long relationship

a. Gifts

b. New samples

c. Eat at their establishment


3. Social Media


a. Share drop-off days

b. Collaborations

c. Encourage people to tag you



**lonemountainfarms**
Back Pocket Bakery

**lonemountainfarms** Delivering single sourced, locally grown, and locally milled flour to [@backpocketbakery](#)!


We're so excited to be milling flour (a dream Luke's had for years)!!


If you're a home baker, we're opening up on-farm pick up next week. Hop on our email wait-list to be the first to hear about what's available!

📩 head to the link in bio to get on the waitlist 📩


[#stonemilledflour](#) [#localflour](#)


3w


**lilpunkinpieco** Wow!! I didn't know you also grow wheat!! Amazing what all you do!!
3w Reply




**lh_farms** Well done!
3w 1 like Reply


— View replies (1)


**idahopreferred** This is exciting! Big congrats!!
3w 1 like Reply

**thewoolshire** Huge!! Congratulations!
3w 1 like Reply

**shop.home.stead** I am so excited!!!
3w 1 like Reply





 Liked by [bigcanyonacres](#) and 107 others
August 30


 Add a comment...

Post







**shareable_sweets**
Rathdrum, Idaho


**shareable_sweets** Do you know where your grain comes from or who mills it? Introducing Lone Mountain Farms! They are stone milling our whole wheat, which has been grown in Eastern WA and then baked in Rathdrum for you to enjoy! We are so excited to be in partnership with Lone Mountain Farms and to be able to offer freshly ground whole wheat bread!
12w

**val_bobbett** And it's THE BEST bread!!
11w 1 like Reply

— View replies (1)



 Liked by [lonemountainfarms](#) and 29 others
July 3

 Add a comment...

Post

Action Plan

- ✓ Create a list of places you'd like to sell your product
- ✓ Create a business card/postcard with your info
- ✓ Website
 - Update with locations you sell to
- ✓ Create packaging
- ✓ Start distributing!!!



Wholesale Checklists



SERVICES



1

TRAINING CLASSES

On-demand marketing training classes. Perfect for the DIY farmer or artisan eager to master marketing.

2

1:1 COACHING

The fastest way to streamline your business to reach your goals. With a personalized, step-by-step approach, I walk through all the challenges of growing a local farm or artisan business.

3

RETREATS

Find your focus, build your community, & grow your business at In-Person Retreats designed for farmers & artisans ready to crush their goals.

Take the
next step

Free Marketing Review

- Discuss your goals
- Where you're at now
- Where you want to be
- How to get there
- 30 minutes call

FREE MARKETING REVIEW

www.cultivatingyourmarket.com