

PENNSYLVANIA
Vegetable Marketing
& Research Program

PENNSYLVANIA VEGETABLES



WWW.PAVEGGIES.ORG

717.694.3596

PA PRODUCE MONTH IS BACK!

Just like designing a crop plan, successful marketing campaigns begin way before harvest or, in this case, before August 2017, PA Produce Month. Now's the time to plan! Much like ordering seeds and repairing equipment, we're going to start to gather content, update our consumer touch points and social media platforms, familiarize ourselves with a promotional calendar, and solidify a strong marketing base. The details and suggestions on Page 2 will serve as an excellent resource to get your promotions in motion.

BUT FIRST, LET'S BRUSH UP ON OUR MARKETING.

*It's not only about the things you sell. It's also about the **STORY** you tell.*

TERMS & TECHNIQUES

1 CONSISTENCY Consistency is key and has dual meaning. Content should be shared frequently, following a consistent schedule as much as possible, and the style of content shared should remain consistent. In other words, keep in touch with your customers as often as possible and make sure your style and messaging is not all over the place. From company flyers to Facebook posts, use similar colors, fonts, words, phrases, and personality in all your content.

2 CONTENT

Content includes printed and digital images or messaging that comes in contact with the consumer. Your website, blogs, social media posts, business cards, flyers, farmers market banners, and newspaper ads all qualify as content.

5 EMAILS

Focus on a tempting subject title; the rest is useless if it doesn't get opened. Make sure the content is visually compelling and encourages a click to your website or another valuable platform.

3 FACEBOOK & INSTAGRAM

Here's your chance to endear yourself to your consumers. It's important to keep a consistent focus, but use it as if you're holding a conversation with a friend or regular customer. Let your authentic personality shine and remember that a conversation should be two-way. Share "day-in-the-life" updates on your platform regularly and be educational, but also interact with and ask questions to like-minded businesses and people.

On Facebook, share industry news, links to your latest blog, quick videos, and plenty of photos. On Instagram, keep the content brief and the imagery captivating. Present a call to action as often as possible. We'll provide tips for doing this!

4 BLOG

Blogging is all about sharing your voice, personality, and knowledge. Don't be afraid to offer insider tips to colleagues and potential customers. Being generous with what you know will help you develop trust by positioning yourself as an industry expert. Keep it relatively short, from the heart, and motivate readers to take a next step - perhaps buy your product or join your email list.

6 ANALYZE

If a crop kept failing, would you just let it be? Make sure you measure effectiveness and adjust accordingly.

HOW TO GET READY FOR AUGUST



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1) PA FARMERS ARE THE STAR OF THE SHOW!

PA Produce Month is all about growing your business by increasing consumer awareness of local vegetables through exciting and educational content and events. This year, WWW.PAVEGGIES.ORG will feature 10 relevant articles throughout August for you to share with your audience, from "How Top Pennsylvania Chefs Use Local Veggies in Their Kitchens" to "Keep The Veggies Coming All Year Long", and more! Once again, PA Veggies will be coordinating pop-up events across the state, including Pittsburgh on August 9, with the Pennsylvania Department of Agriculture and Feeding PA. These events help establish a physical presence for PA Produce Month and form a direct connection between consumers and PA farmers. A full calendar is available online and in the July PVGA newsletter.

2) BE PROACTIVE, MAKE IT YOUR OWN!

In addition to letting your customers and audience know about the events and using the custom content created by PA Veggies, use this opportunity to host your own events. Here are just a few ideas:

- Invite regular market goers and/or standout CSA members for a tour of the farm or a planting demonstration
- Run a special all month long that can only be redeemed if people LIKE and SHARE your Facebook page
- Host a community potluck, with your vegetables as the shining stars in each dish

3) USE YOUR RESOURCES

We'll be sharing marketing ideas, tips, materials, and information that you can use to promote your products and services through August and the rest of the season. Some items to get excited about include:

- media kit
- press release templates
- email graphics
- printable marketing material
- event ideas
- professionally written blogs
- infographs
- social media graphics
- recipes
- marketing calendar

4) FOLLOW THESE NEXT STEPS FOR SUCCESS

- EMAIL pvmrp@embarqmail.com today to join the PA Produce Month email list and receive weekly messages throughout August, featuring resources and helpful instructions on how to use those resources to promote your produce
- LIKE PA Veggies on Facebook and FOLLOW @PAVeggies on Instagram
- FAMILIARIZE yourself with the website and all the resources, created just for you!