

**PENNSYLVANIA VEGETABLE
MARKETING & RESEARCH PROGRAM**

**HOW TO FIND
NEW CUSTOMERS**
& Keep the Ones You Have



WEBINAR OVERVIEW

THE BIG POINTS

“How do you sell?” Poll

Funnels Explained

TOFU

MOFU

BOFU

OUFU

Practice

Q&A

HOW DO YOU SELL?

- _ on-farm store or stand
- _ farmers market
- _ CSA
- _ wholesale (raw re-sell)
- _ wholesale (prepared resell)



PURPOSE

WHY ARE WE HAVING THIS WEBINAR?

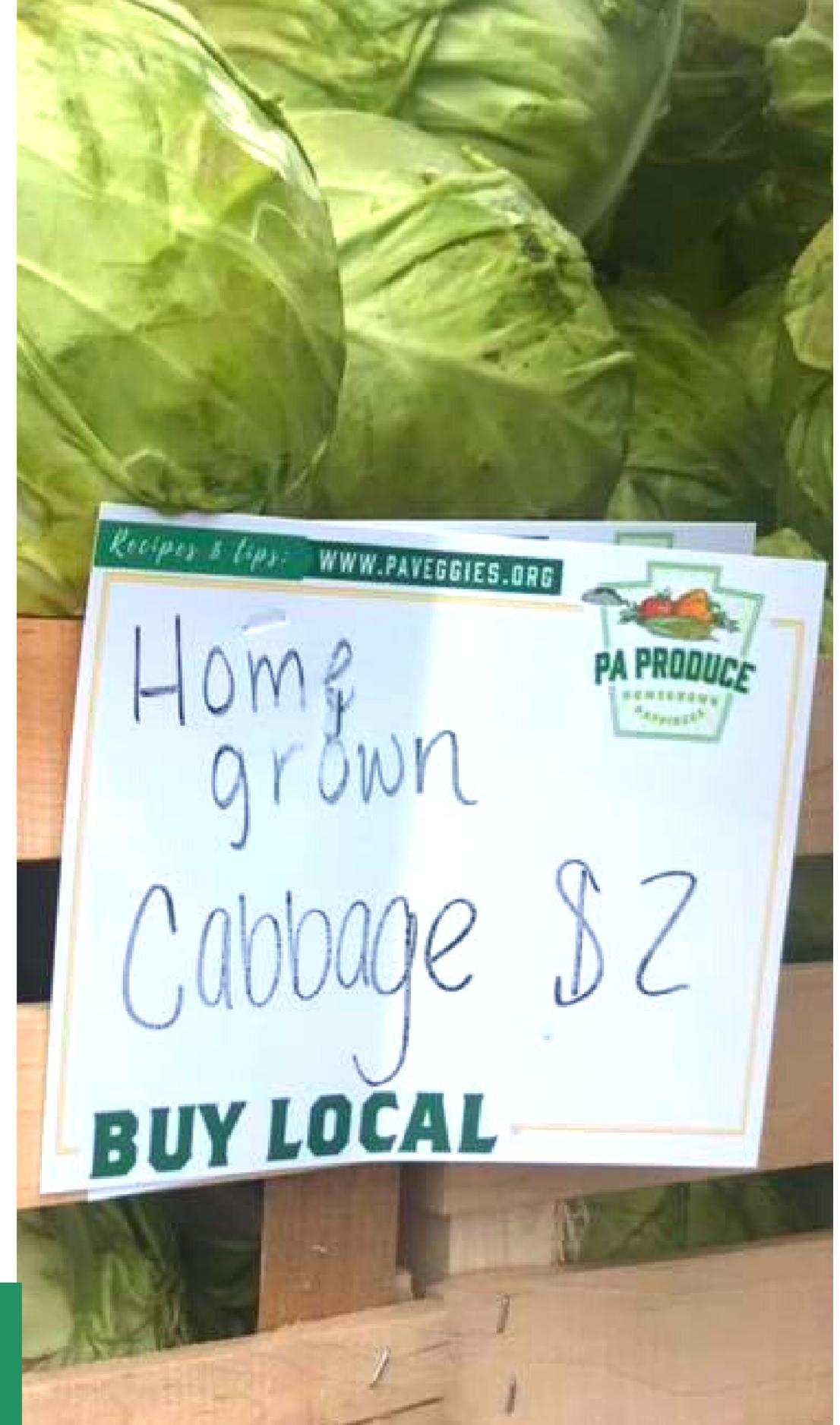
PVMRP exists to help Pennsylvania vegetable growers with production research/reports, as well as marketing and promotions.

Learn more at paveggies.org

#1 question asked in my line of work - why has my business plateaued?

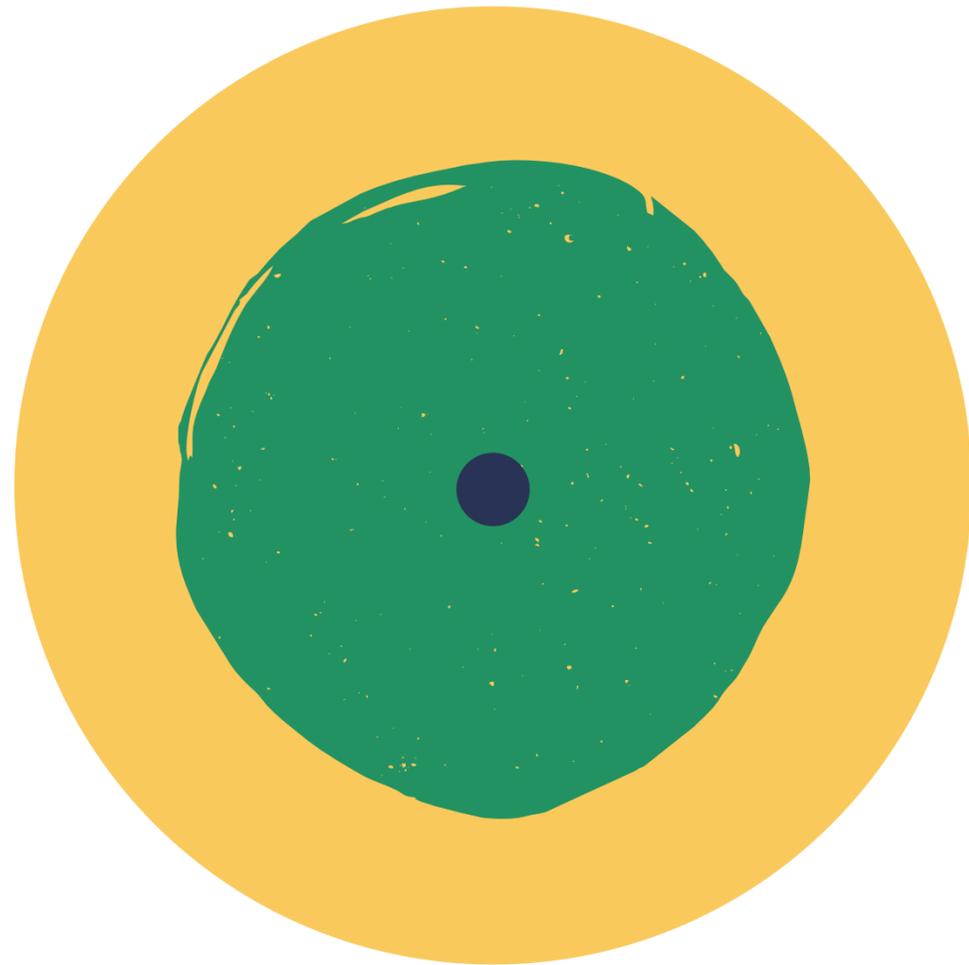
ANSWER

Too much focus on HOW to market without consideration of WHO you're marketing to. You're "blanket" or "cruise control" marketing.



HOW'D THAT HAPPEN?

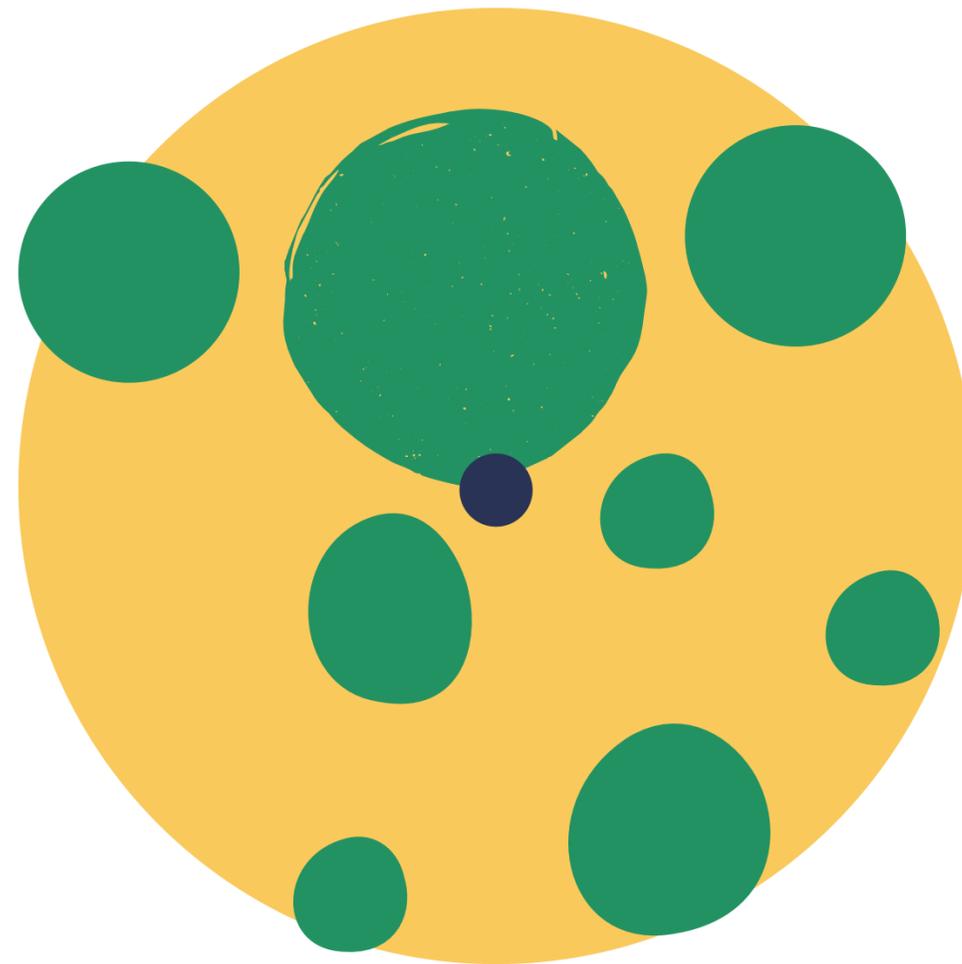
The Initial Growth Illusion



your
business

your
potential
territory

your
PERCEIVED
growth



your
business

your
potential
territory

your
ACTUAL
growth

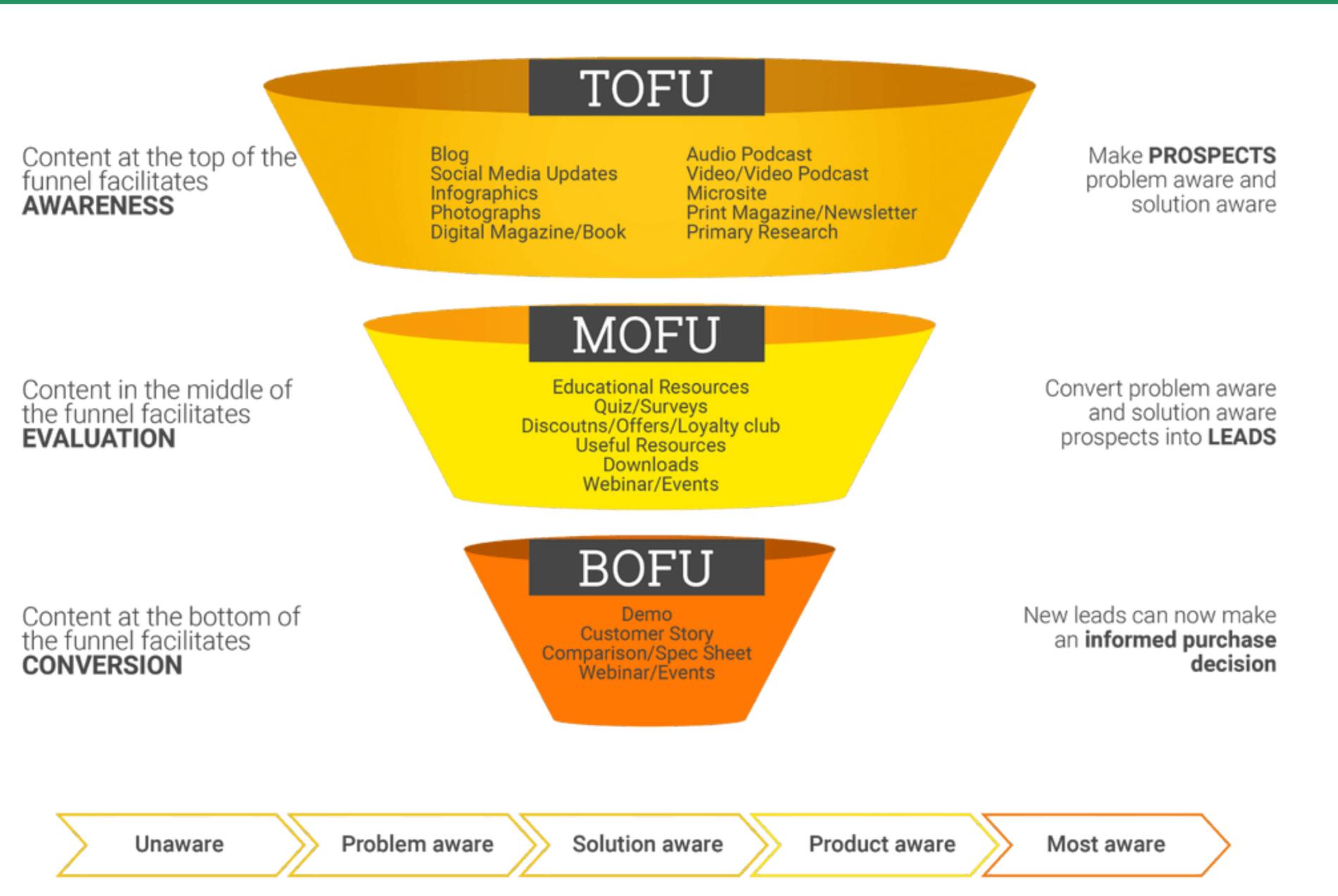
FUNNEL MARKETING

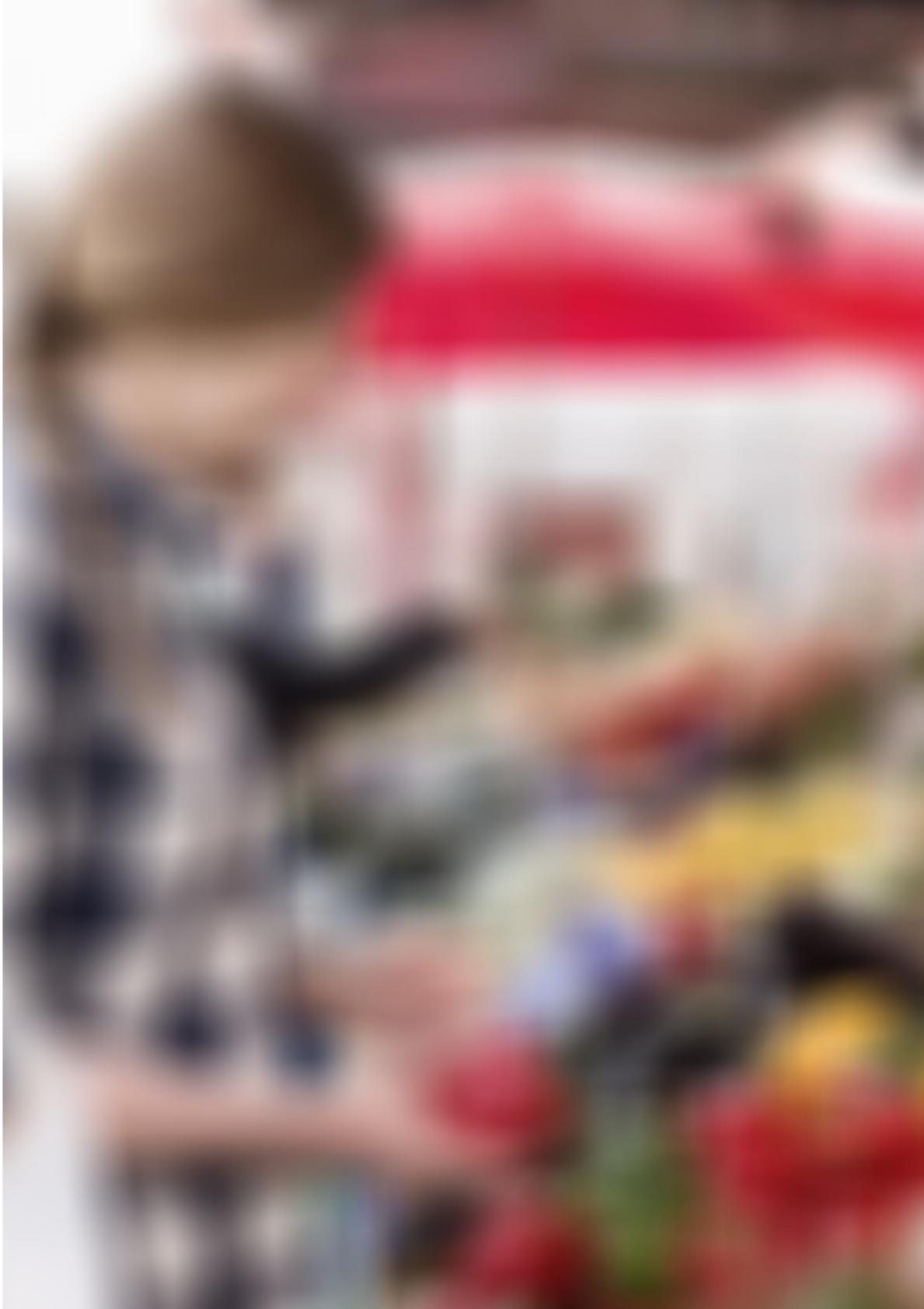
Top of the Funnel (TOFU) - 15%*
 *after initial setup

Middle (MOFU) - 50%

Bottom (BOFU) - 20%

Out (OUFU) - 15%





TOFU

WHO

Prospects who aren't aware of your products and services but would likely give you business if they were.

GOAL

Capture contact information of [qualified] prospects.

HOW

Set Info Capture > Observe/Measure > Next or No



MOFU

WHO

Leads who have confirmed their interest and made a low-risk commitment (gave you their info).

GOAL

Get them to trust and engage with you and eventually make a bigger commitment - purchase!

HOW

- Nurture your new contacts as if they were newfound friendships you can't afford to lose.
- Introduce yourself and share why you're unique (in relation to them) with your REAL voice > offer them something special.



BOFU

WHO

Customers who made at least one purchase.

GOAL

Get them to return/buy again.

HOW

- Stay front of mind - consistent communication.
- Explain how your business empathizes for and understands them - solutions, solutions, solutions!
- Share tailored resources.



OUFU

WHO

Regular repeat customers.

GOAL

- FIRST, retain.
- Upsell and “side”-sell,

HOW

- Gratitude.
- Quality hyper-targeted offers.

LET'S PRACTICE!*

*as a farm stand/on-farm store

**digital focus but non-digital approach possible, too (just ask)

STEP 1

WHO AND WHERE?

WHO ARE THE TYPES?

Customer Type A: mostly female, age 45-60, with young kids, family of 3-5.

Customer Type B: blah blah blah

WHERE DO THEY SPEND TIME?

Customer Type A:

- Occasional takeout from a local grill or pizza shop, ice cream parlor.
- Parks, public clubs, and recreational venues/organizations.
- Fairs and festivals. Garden supply stores, nurseries, and hardware stores.
- Get them before produce season - kids are graduating, going to prom, etc. - Florists? Caterers? Rental companies?



STEP 2

CREATE A DESIRABLE OFFER

OR BORROW ONE WITH PERMISSION

THE TOMATO CHECKLIST

Check your way through the bounty that Pennsylvania has to offer and share your story with others - tag #paveggies.

HOMEMADE SALSA

Add local onions, garlic, peppers (hot or sweet), fresh lime and herbs, salt, pepper, and more (get creative).

CAPRESE SALAD

Simply slice, pair with basil and mozzarella, drizzle with olive oil, a little balsamic, salt, and pepper.

BLTs OR TOMATO SAMMIES

Do these classic sandwiches really need an explanation?

CAN SOUP OR PASTA SAUCE

the flavor of homemade soup created with local in-season tomatoes is unmatched.

FREEZE FOR LATER

If you're planning on cooking them later, just freeze them raw then enjoy all winter long in soups, stews, and more.

SHARE SOME



STEP 3

DIRECT THEM TO THE GIFT

How to get in front of new audiences?

- external channels
 - see Step 1: where they spend time
 - common regional knowledge
 - Google "ice cream near me"
 - tutorial [HERE](#)
- paid social ad on your channel

**AUGUST IS
PENNSYLVANIA
PRODUCE MONTH!**

MAKE THE MOST OF IT
**GET YOUR
TOMATO
CHECKLIST**



STEP 4

CAPTURE THEIR CONTACT INFORMATION

Bare minimum....

- First Name
- Email
- Mailing address for non-digital

READY TO ENJOY

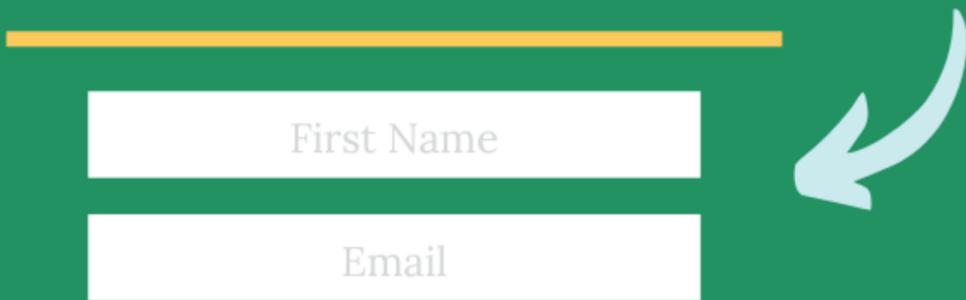
FRESH, LOCAL TOMATOES

LIKE NEVER BEFORE?

THEN YOU NEED THIS TOMATO CHECKLIST

First Name

Email



STEP 5

START COMMUNICATING

Email automation is ideal but not 100% necessary.

Individual outreach can be efficient with templates.

Less is more. Be yourself, not desperate.

Message 1

- Hello (short, sweet, unique, and mindful)

Message 2

- Exclusive % or \$ off (or not, product highlights)

Message 3

- Resend lead magnet (or a similar gift)



STEP 6

OBSERVE & ORGANIZE

Ongoing.

Still buying, opening emails, asking questions....?

- Move to BOFU communications

No purchase, visit, contact, open....?

- Have a "goodbye" email for un-opens/non-converted/non-clicks
- Save for later, single annual email i.e. "impact" report or special announcements i.e. events
- May want to export contacts depending on your email plan

Check in on your email capture performance, too.



STEP 7

KEEP COMMUNICATING... KEEP CALLING FOR ACTION!

Types of messages:

- SUPER fresh, product alerts
 - "get our first harvest of _____!"
- Custom recipes
- Recipe roundups (custom or borrowed)
- Quick "how to use" tips
- Changes at the farm
- The science behind farming
- A day in the life
- Health facts
- Photos and/or videos!
- Relative trends and pop culture news



STEP 8

OBSERVE & ORGANIZE AGAIN

Get retainer customers

OUT

OF

THE

FUNNEL



STEP 9

AVOID THE PLATEAU

Continue maintenance at each level, including OUFU, to avoid a growth plateau again.

For OUFU communications...

- Don't oversell
- *Quality, hyper-targeted specials*
- Extra personable
- Semi-regular
- Light-hearted



GET STARTED!

THIS VIDEO + ADDITIONAL TOOLS AVAILABLE TO YOU:

[PAVEGGIES.ORG/FARMERS/FARMERS-TOOLKIT/](https://paveggies.org/farmers/farmers-toolkit/)

SEND QUESTIONS + ASK FOR HELP:

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JOIN OUR EMAIL
COMMUNITY



QUESTIONS?