Attract Local Customers Online

Janelle Maiocco
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We Make It Easy To
Sell Your Farm Food
On Web

Customers Easily Order From Your Farm on Any Channel or Device
HARD TRUTHS

This doesn’t work.
Buyer Expectations

99% of buyers DO NOT ATTEND a farmers market regularly.

90% of people want to buy local and are willing to pay for it.
This doesn’t work

4 Steps to keep Customers away.
1. Have a website as your only online presence
Stores with a social media presence have an average of 32% more sales than stores without one.
2. Rely Completely on Word of Mouth
3. Require customers to fill out a form, call, or email to place an order.
23% of online shoppers abandon their order because of a long or complicated checkout process.

https://baymard.com/lists/cart-abandonment-rate
Checks have been declining among non-cash payments.
4. Only accept cash and check (no credit card)
85% of consumers are not likely to withdraw cash to make a purchase.

35% of consumers said that if a business they were thinking about visiting didn’t accept credit cards, then they would look for a different business.

78% of consumers ranked digital payment methods as their most preferred payment option.

http://images.globalclient.visa.com/Web/InovantElaqVisaCheckout/%7B5083339b-3d90-4b30-b06e-32a06192d7d5%7D_Digital_Transformation_of_SMBs.pdf
Fulfillment
Mobile Ordering/Pickup
Subscriptions

NETFLIX
CUSTOMERS

You need them. But are they yours?
Distribution v. Selling Direct
What are the costs of using a distributor?

- Margins or markups
- Weakens brand and customer loyalty
- Quality control
- Your customers
- Adds risk to business
The Reality:

Distributors steal your brand thunder, own the customers & cut into your margins
If you sell direct & want to own your customer relationships, you must do your own marketing.
Potential Customers
65% of Farm orders originate on Mobile or Social
BRAND
Secret weapon. Secret sauce.
You have a brand

Whether you embrace or admit it or not.
“Brand is: Sum of customers’ experiences of you, your food and your farm.”
"I think it goes without saying, customers trust brands more when the website functions and looks new and relevant."

- Lukasz, Look Ma I’m a Farmer!
You have to **embrace your brand** and put it online.
Aslan Brewing Co (WA)
3 Sheeps Brewing (WI)
Brand Loyalty

- More likely to recommend you: 300%
- Less likely to shop around: 44%
- More likely to become a repeat customer: 300%
- Less likely to be price sensitive: 33%
CONVENIENCE

The only way to capture new local buyers.
Convenience Wins

“If you want your Farm to be successful, you only have 3 levers to pull - Quality, Price and Convenience…”

- Paul, Pasturebird
Over 9 in 10 are more likely to choose a retailer based on convenience.
We’re lazy.

but it’s haaaaard.
83% say convenience while shopping is more important now compared with 5 years ago.
GRUBHUB
Do you currently pay for a delivery service?

- **25%** Yes, more than one
- **41%** Yes, one
- **13%** No, but I’m interested in one

66% pay for a delivery shipping service
Convenience:

ACCESS

PURCHASING

FULFILLMENT
TACTICS

Daily stuff to get ‘er done.
Old School

FARMERS MARKET

FLYERS

SNAIL-MAIL
New School

WEBSITE

EMAIL

SOCIAL MEDIA
“Regular marketing to regular customers leads to regular sales.”
All Online Channels
Merry Christmas from our flock to yours 😊

Amanda’s Eggs & Pasture Poultry, LLC
December 23, 2019

Social

Image: "Merry Christmas to you and your family!

Thank you for another fantastic year!

The Whole Family Clara Margaret Candy Pine

Like Comment Share

99 Comments

Most Relevant

Write a comment...

Like Reply 8w

Tara Warmka Holm I LOVE your card!! What a beautiful family!!

Like Reply 8w

Renee Stanley Merry Christmas to all of you!

Like Reply 8w

View 8 more comments

Social Iris

Amanda’s Eggs & Pasture Poultry, LLC
November 18, 2019

daily egg washing/packing isn’t a lot of help without opposable thumbs, but good company none the less

Amanda’s Eggs & Pasture Poultry, LLC
November 20, 2019

Early Bird Sale!

Take 20% off on any purchases of $35 or more!

Use promo code EarlyBird at checkout.

https://app.barn2door.com/3ILB96

It’s that time of the year! Family, friends, and loved ones are gathering to eat. I’m offering an Early Bird Sale through December 15th to help you make sure that your holiday guests are well-fed!

3 E-SSSENTIALS for your Farm to be Awesome on FACEBOOK
Fulfillment

This one-woman Farmer is freeing up time

This Farm has big plans for little greens.

This Farmer is delighting customers with direct delivery

Farmer Spotlight: Bittersweet Family Farm
Farmer Spotlight: Look Ma! I'm a Farmer
Farmer Spotlight: Evans Family Farm