

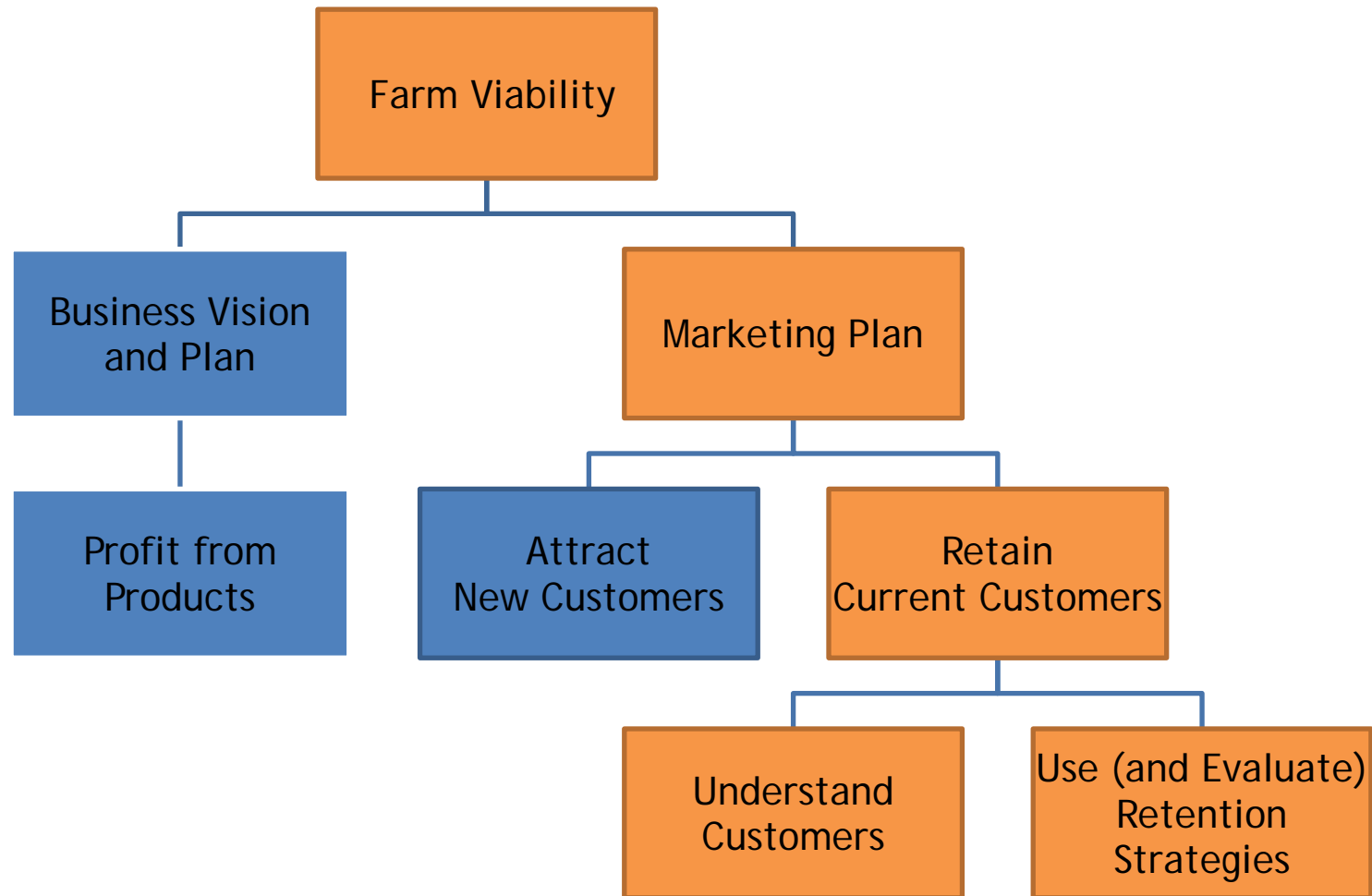


FINDING AND KEEPING YOUR CUSTOMERS



Penn State **Extension**

Who are your customers?



The Marketing Plan Outlines:

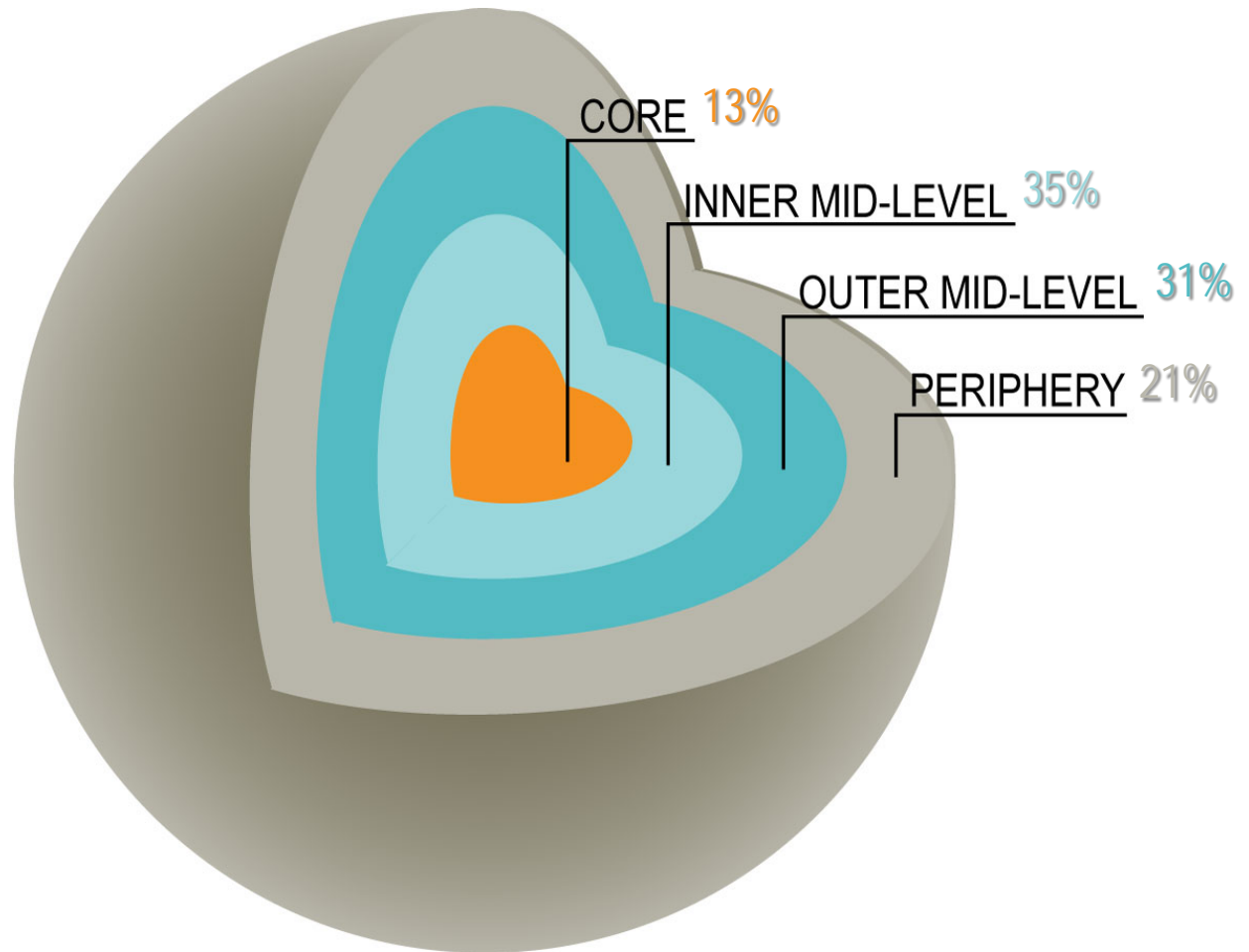
- **Marketing goals**
- **Strategy**
- **Implementation**
- **Roles and responsibilities**

Market Planning: Make a 'product' 'market' match

- Who is our target market (customer)?
- What are we marketing?
- How do our services & products match the needs of our customer?
- How will our customer know we have what they need, what they want?

World of Sustainability 89% of US consumers participate

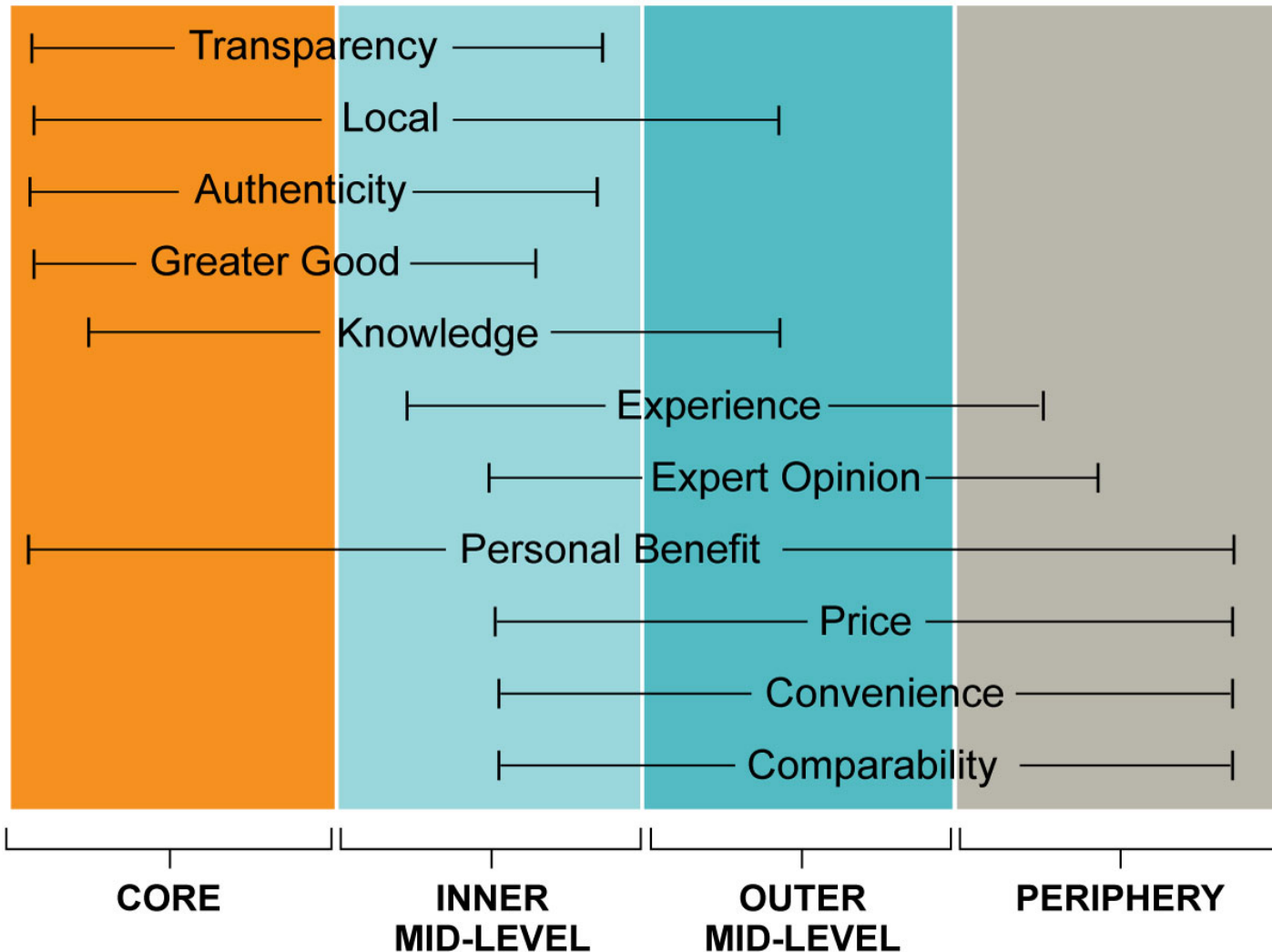
- Segmentation reflects the intensity of consumer involvement in the World of Sustainability



Segmentation is based on respondent behavior regarding: animal testing, packaging, community issues, supporting companies helping the local community, recycling, and price. Base: n=1982.

The world of sustainability

Purchase criteria varies according to consumer segment



Who are your customers?



Knowing who your customers are, why they buy from you, and what they think about the shopping experience will help you develop effective strategies for retaining customers

- Demographics
 - Millennials
 - Gen X
 - Boomers
 - Local the new organic

Who are your customers?



- What do they want?
 - Variety over quantity
 - High-quality
 - Support local farms
- *What is the profile of your customer?*
- *Why is this important to know?*

Might influence the products you offer, drop-off options, membership options, events, communication

Finding customers



Finding customers

- Marketing



The total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.

Finding customers

- Marketing
 - Time
 - Tools
 - knowledge



The total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.

Finding customers

- Marketing Channels
 - Farmers market
 - Press release or article
 - Community bulletin boards
 - Groups (church, business)
 - Internet (local Harvest, BFBL)
 - Word-of-mouth



The total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, including advertising, shipping, storing, and selling.

Finding customers

- Marketing Tools
 - Logo/image
 - Internet
 - Website
 - Blogs
 - Social media
 - Email
 - newsletter



Finding customers

- Marketing Tools
 - Website
 - Sites.google.com
 - Wordpress.com



Finding customers

- Marketing Tools

- Website

- Background info
- Basic info
- Bummer issues



Finding customers

- Marketing Tools

- Website

- Background info

- Why should they invest in you?
 - New or experienced farmer
 - Testimonials



Finding customers

- Marketing Tools

- Website

- Basic info

- Cost & length of a share
- Pick up info
- What does it include?
- Member responsibilities
- Any partnering farms?



Finding customers

- Marketing Tools

- Website

- Bummer issues

- What happens if a member can't pick up?
- What happens if there is a crop lose?



Finding customers

- Marketing Tools
 - Social media
 - Interaction
 - quick



Finding customers

- Marketing Tools
 - Newsletter
 - Constant contact
 - Mail chimp



Fruit Share This Week
From North Star Orchard
Week #6 , 2010

Member Notes

Hi!

On the heels of Erin's essay about canning peaches last week, we received a lovely poem by Fruit Share Member Beth M. entitled "Memories of Peaches". You can [read it here](#).

Thanks, Beth!

If you ever have questions or photos you'd like to share with other members, please [email us](#). If you need to call us, leave a message at 610-593-0314 and we'll get back to you as soon as you can (email is better for us, though!)

Enjoy the fruit this week!

-Lisa

In the Share This Week

(Storage tips for all fruits are at the bottom of each week's email for your convenience)

For LOTS of ideas, check our collection of more than 500 recipes [here](#). (Have a favorite recipe of your own which you'd like to share? Please [email us!](#))

Crimson Crisp Apples (small and mostly red). Very hard and crunchy. Fabulously rich sweet flavor. Great for dessert or snacking!

Snow Queen Peaches (pink with reddish blush outside, white inside). Likely the last taste of white peaches - enjoy!

Nova Apples (green with some orange/red blush). Slightly tart, but with a unique fruity flavor. Tender-fleshed variety which is equally great for the lunchbox or making applesauce.

Share Plus Ordering

Preparing something special which requires a bunch of apples (or peaches, etc.)? Are there never enough Asian pears to last the week?

Encore Peaches (yellow/red outside, yellow inside). This may be the end of the

Finding customers

- Directing traffic



Finding customers

- Other Marketing Tools
 - Labels
 - Cards
 - Invoices



Finding customers

- Other Marketing Tools
 - Certifications
 - Affiliations



Keeping customers



- Challenges
 - Retention rates
 - 25 – 70% turnover
 - Competition
 - Communication

Effectiveness of Marketing Tools

Small Business Technology Pulse Survey

			Social		Online	CRM	Contact	Marketing	Loyalty/
	Website	Email	Media	Blog	Surveys	Tools	Mgmt.	Auto- mation	Frequent Shopper Tracking
<i>No. of respondents</i>	1273	1156	741	544	529	450	886	218	101
<i>% Penetration</i>	98%	89%	57%	42%	41%	34%	68%	17%	8%
Effective at engaging existing customers and attracting new customers	77%	50%	60%	69%	25%	39%	41%	46%	29%
More effective at engaging existing customers	4%	45%	16%	15%	60%	46%	39%	23%	56%
More effective at attracting new customers	18%	3%	16%	11%	5%	4%	6%	14%	2%
Not effective at engaging existing customers or attracting new customers	1%	2%	8%	5%	10%	11%	14%	17%	13%

Source: Constant Contact Small Business Technology Pulse Survey, March 2013.

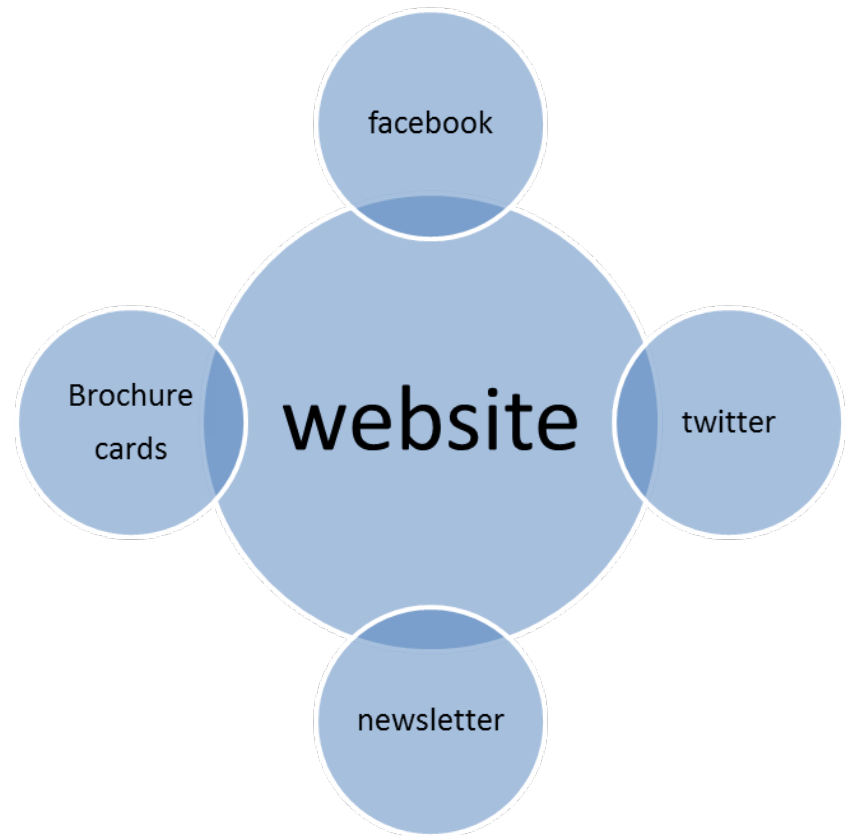
How Can I Learn About My Customers?



- Create 'core group' for advice, feedback, planning
- Create opportunities for feedback (during season, end of season)
 - Talk to members at pick-up
 - Millennials? Boomers? Married?
 - Discussion groups (Facebook?)
 - Email listserves
 - Surveys (email, web, paper)
- Learn why customers leave

Communication

- Tell your story
 - Farm & mission
 - Expectations
 - Information
- How often?



LESSONS

Learn about your customers

- Reasons for joining, staying, leaving
- Evaluation of experience
- Use of produce
- Effect of your products on their habits and attitudes
- Importance of community to them
- Effectiveness of communication and education strategies



Extension.psu.edu/farm-business

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Penn State **Extension**