

Vendor Marketing: Ideas for Promotions, Advertising and Marketing

Notes from The New Farmers' Market: Farm-Fresh Ideas for Producers, Managers & Communities:

1. It's a people business—customer service should be your biggest focus.
2. Put theatre in your presentation—treat your customers very well, connect with them, have fun with them, be entertaining, be sincere—they'll love it and they'll be back.
3. Provide product information—recipes or "how to" or something about your product that will be of interest to your customer.
4. Provide gardening tips, nutritional tips, snack ideas, fun "thought for the day".
5. If your product is suitable, offer samples. A taste is worth a thousand words, and many of those who try, will buy.
6. Don't be afraid to "give away product" (within reason, of course) People love to get something "free" and they won't forget your generosity.
7. Make sure you stand behind your product. If a customer complains about bad produce, offer to give their money back or a replacement. It pays off in the long run by developing loyal, long-time customers.
8. Write down addresses from the cheques you take or invite guests to sign a guest book for a mailing list. Send flyer before next season to remind faithful customers when and where you'll be next season.
9. As a customer leaves, express your sincere thanks.
10. Make up a brochure with up to date info about your business and distribute to your customers.
11. Encourage your customers to email orders before coming to the market. You can pre-bag their orders so they don't have to worry about getting to the market early to find what they want. Services like this help create loyal customers and enhance sales.