



How to Write a Farmers' Market Marketing Plan

New Mexico Farmers' Marketing Association

The plan should have 2 elements:

1. A description of your marketing goals and how you will achieve them;
2. A marketing budget.

1. Marketing Goals and Activities

- a) Here are some questions to think about to help you with your marketing goals:
 - What is the market currently like?
 - Who are your current vendors and what would you like your vendor mix to be?
 - Who are your current customers and what new customers would you like to attract?
 - Who is your competition?
 - What is special about your market that will interest vendors? customers?
 - What are the barriers to change?
- b) What do you currently do to promote the market? What works? What aren't you sure about?
- c) Set specific marketing goals (2-5 goals is plenty):

For example –

 - To increase our community's awareness of the farmers' market through public relations and outreach activities.
 - To increase the average amount spent per visit to the market.
 - To increase the WIC redemption rate at our market to 65%.
 - To increase frequency of customer attendance.
 - To broaden the vendor mix at our market to include vendors of livestock products or heirloom tomatoes etc
 - To improve the visual appeal of our market.
- d) List activities you'd like do to implement your goals.
 - What kinds of advertising, public relations, and community outreach will be effective?
 - What will you do to implement other goals such as broadening vendor mix, or improving market displays?
 - How will these activities be timed over the market season?

2. Marketing Budget: This can be a simple line item budget, or a more detailed running budget showing when different expenses will be incurred, with running totals.

3. Media Plan: You may find it helpful to create a media calendar for the summer, showing when various advertising will appear, press releases sent, etc. This will help keep you on track.