

Perth County Regional Food Summit

March 22, 2010

Laurie – Innovative Marketing

Marketing: Customers, Strategy, Create value, customer relationships, retain value

Consumers want:

- An experience, not just food
- To know where the food is coming from
- A sense of giving back/supporting local economy
- Fresh, unique, delicious products
- To feel valued/appreciated

Specifically:

Networking opportunities
Memberships in industry
Trade/Industry/Local shows/events
One on One conversations with the consumers

From the consumer perspective:

Sign at road, include Open/Closed. People will find you whether they are looking for you or not
Have product ready and presentable
Make environment presentable but maintain authenticity
Be available

Keep marketing simple

Share your farm:

- Animals
- UPick
- Hay Ride
- Garden/Barn Tours
- Family

Communicate:

Say 'thank you'
Acknowledge referrals
Provide value added information, product catalogue

Questions:

Website- How much (for design)?

Are we moving back to a simpler style of website design for phone use? A: Yes

Just because the option exists, doesn't mean you have to use it. I.e: Powerpoint phase ins. You don't have to use each one. Everything has its place, but if you are trying to communicate a message, keep it simple

There is a huge advantage to designing for mobile devices. We are verging on web 3.0, the web is mobile. Designing for that is a big part of the learning curve right now.

Explorer has a lot of rendering issues, but 60% of people still use it. Firefox and Google Chrome are doing well. Don't forget to try to partner with other websites, the more times your website appears on other websites, the better your search rank will be. Additional traffic.

If you have admin@, info@ etc, make sure it is ACTIVE and you are responding to it; Vital for communication.