



Lavender Marketing Plan Front Porch Events

Panelists: Trish Dennis, Owner, and
Danielle Lee, Marketing/Event Coordinator,
Indigo Lavender Farms

Moderator: Barbara Cesiro

August 10, 2023

Featured Panelists



Trish Dennis, Owner,
Indigo Lavender Farms



Danielle Lee, Marketing/Event Coordinator,
Indigo Lavender Farms



Agenda

Marketing Plan Agenda & Resource Modules:

- 1. Market Planning
 - Overview
 - Branding
- 2. Market Research
 - Customer
 - Industry
 - Target Market
 - Competition
- 3. Four P's- Product, Price, Place, Promotion/SWOT
- 4. Marketing Options/Content Calendar
- 5. Social Media/Email Marketing
- 6. Revenue Streams/Return on investment
- 7. Pulse Poll
- Helpful Resources List



According to Modern Farmer, lavender is one of the 5 most valuable crops you can grow in the United States



Overview



Marketing Planning Basics

- Businesses exist because they have customers.
- You have customers because you successfully meet their customers needs or wants at a profit.
- Businesses are successful when they make a commitment to marketing that drives sales.
- Marketing is successful when there's a written and decisive set of strategies that will position your business in the marketplace based on industry and target market research.
- Your marketing plan is the foundation of your business.

Strategic marketing is about driving the right activity to the right audience at the right time.



Lavender Marketing Plan 1 Minute Pulse Poll

Q1: On how many platforms do you sell your products/services now? Choose one answer:

- One
- Two
- Three
- Four or more

Q2: Do you currently have a marketing plan or set of written strategies to position your business, products, and services in the marketplace?

- Yes
- No

Q3: Whether you have a plan now or not, what portion of your marketing plan do you, or would you, find most difficult to write down on paper?
Choose as many as applicable:

- Branding (Image, Style, Colors, Fonts, Packaging, Signage)
- Market Research (Customer, Industry, Competitor)
- Four P's (Product, Price, Place, Promotion)
- Social Media/Email Marketing (Content, Images, Scheduling)
- Budget/Return on Investment (Expenditures vs. Profits)

Q4: What do you think is the top social media site for agritourism? Choose one answer:

- Twitter
- Facebook
- Instagram
- Pinterest



Branding

Your Market Position, Branding, Imaging, Packaging, Marketing Strategies & Tactics should all be aligned.

Create Brand guidelines to keep your marketing consistent and solidify your market niche.

Branding Best Practices:

- Choose 2-3 fonts and stick with them
- Define your color palette, pick one that works best for you, there are many different “lavender” palettes to choose from.
- Consider your Brand Voice everywhere
- Image - develop an image style that is consistent with brand, price and customer expectation
- Website, Packaging and Signage should be aligned with brand.



Marketing Plan

Research Customers, Industry & Competitors



Customer Research

Demographics

- Age - different age ranges have different buying habits
- Gender - men & women have different buying habits
- Education – may indicate level of tech use
- Location – customer proximity to business
- Occupation – age, income impacts buying behavior

Psychographics

- Lifestyle - music, movies, art tell a lot about lifestyle
- Interests – hobbies, and causes impact buying habits
- Recreation – what do they like to do, scrapbooking, camping, backyard gardeners, weekend chefs.

Best Practices:

- Product Testimonials
- Post research questions on Facebook, Instagram, blog)
- Face-to-face
- Phone interviews
- Email/Mail interviews
- Online/Phone/Email/Mail Surveys



Once gathered, all research will help you get a clear picture of the buying behaviors and spending patterns of your Ideal Customer.

Industry Research

Research from *Statista.com*:

- ✓ U.S. consumers survey found 74% of women in study likely to buy home fragrance products
- ✓ U.S. consumers found “Feeling Relaxed” main motivator for purchasing home scent products
- ✓ U.S. consumers survey found 40% of study preferred buying natural, and organic personal products
- ✓ U.S. household expenditures increased to highest in decade for fragrance products 2007-2019
- ✓ Men's grooming market size growing to 81.2 billion U.S. dollars worldwide during 2018-2024



Target Market

- Predominantly females, ages 20-70, who are 74% more likely to purchase our products
- Who purchase fragrance products that are high-quality, natural, organic, or vegan.
- Choosing simple design aesthetic in sustainable packaging, as many have values and beliefs with preference for eco-friendly goods.
- Developing products/services to attract *"the buyers who drove fragrance sales in the industry to record highs,"* as a large percent of them engage *ecommerce* shopping *all year round* and are in web communities and participate heavily in social dialogue (such as attend workshops, give reviews, add likes, and adore unboxing videos, and product videos in general).
- Wholesaler purchases from Faire.com, Social Media, Etsy.com, and Retailers reaching out directly.
- Analyzing the "voice" of my customers from interactions in person, social media, and testimonials, and applying their feedback into the marketing plan.



Competitor Research

The purpose of market research is to identify:

- Your Customers - Who will buy your product?
- Your Market Niche - Who is your competition, and where do you fit into the market?
- Your Prices - What prices make you competitive?
- Your Competitive Advantage - What makes you better than or different from the competition?
- Where will you Sell (Location) - Where will you sell your products to reach your target customer?
- How will you Sell - How will you sell your product to your target customer (direct/indirect)

Top Selling Candle Gift Brands - Comparison of Quality/Price/Consumer Acceptance (updated 6/2022)			
Top 10 Selling Home Fragrance Gift Lines	Strengths	Weaknesses	Company to "my business" in Quality/Price/Market Acceptance
1. Ty	Product range for wax products	Design is limited with dated style	Less Quality/Lower Price/Retailer Acceptance
2. S	Product range for wax products	Design is limited	Less Quality/Lower Price/Retailer Acceptance
3. T	ious	Trending product fragrance/design	No weaknesses, just released spa-related
4. M		Traditional Top Seller in retail	Designs appeal mostly to >40 group
5. A		Featured at big box home stores	Designed to be a low cost offer
6. W		Featured at big box home stores	paraffin based, fragrance not essential oils
7. B	n	Raises dollars 4 good cause	No weaknesses, dedicated to their "cause"
8. Y	ous	Unmatched wax products, tech svc	Traditional top selling but paraffin wax declining
9. In		Brand attracts <30 group	Limited line
10. Capri Blue: volcano collection, & various		Esthetic appeals to <30 group	Limited line

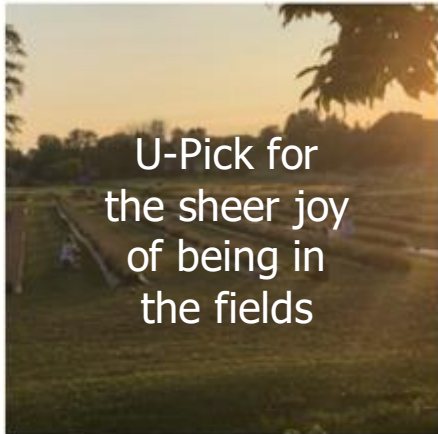


How to identify your market niche to lead your success

Indigo Lavender Farms



Happy
Lavender
Lovers



U-Pick for
the sheer joy
of being in
the fields



Animal
lovers



Happy
Bee
Lovers











Natural gifts



Crafting
Workshops

Trish & Danielle – how did you find your ideal customer, industry insights & competitor information, and how did you apply it to your plans?

Testimonials

 <i>Kyle Van Houtte</i> ★★★★★	 <i>Paula Lipski Bellhorn</i> ★★★★★	 <i>Ayn Zitzman</i> ★★★★★	 <i>Angelia Loftis</i> ★★★★★
Beautiful farm! Crazy to think that this place is only five years old. Shop was cute and full of lavender products. Friendly staff, prices were fair, and their lavender field with the rolling hills was very french esque. We grabbed some macarons on the way out and they were great. Definitely would recommend!	My girlfriend and I had a fabulous time! Walking through the lavender fields, chilling away and harvesting our huge bundles of lavender for \$15 (which included the \$5 entrance)! We were so relaxed afterwards. Definitely will be returning!	Such a lovely place! I highly recommend making a stop to pick some lavender or take some photos. They have a little shop as well.	Absolutely beautiful lavender farm! Enjoyed our Sunday afternoon there! The owners were very kind and informative about how to properly care for our lavender once we got it home. Will definitely be going back!
 <i>Kristen Curtis</i> ★★★★★	 <i>Carmela Mastros</i> ★★★★★	 <i>Rylie Russell</i> ★★★★★	 <i>Rachelle Brousseau</i> ★★★★★
So beautiful. Great place to take pictures for a nominal fee of \$5. And can we talk about how amazing it smelled there...??	So wonderful! Can't wait to go back and get more! It will be so much better using real lavender at my wedding in September. The owner is very nice. Whole family is wonderful!	This was a well worth it trip! Amazing and friendly staff, and the farm is well kept up! Definitely will be back!	My now forever store. Beautiful products. Everything I have bought from there "I love" great prices.



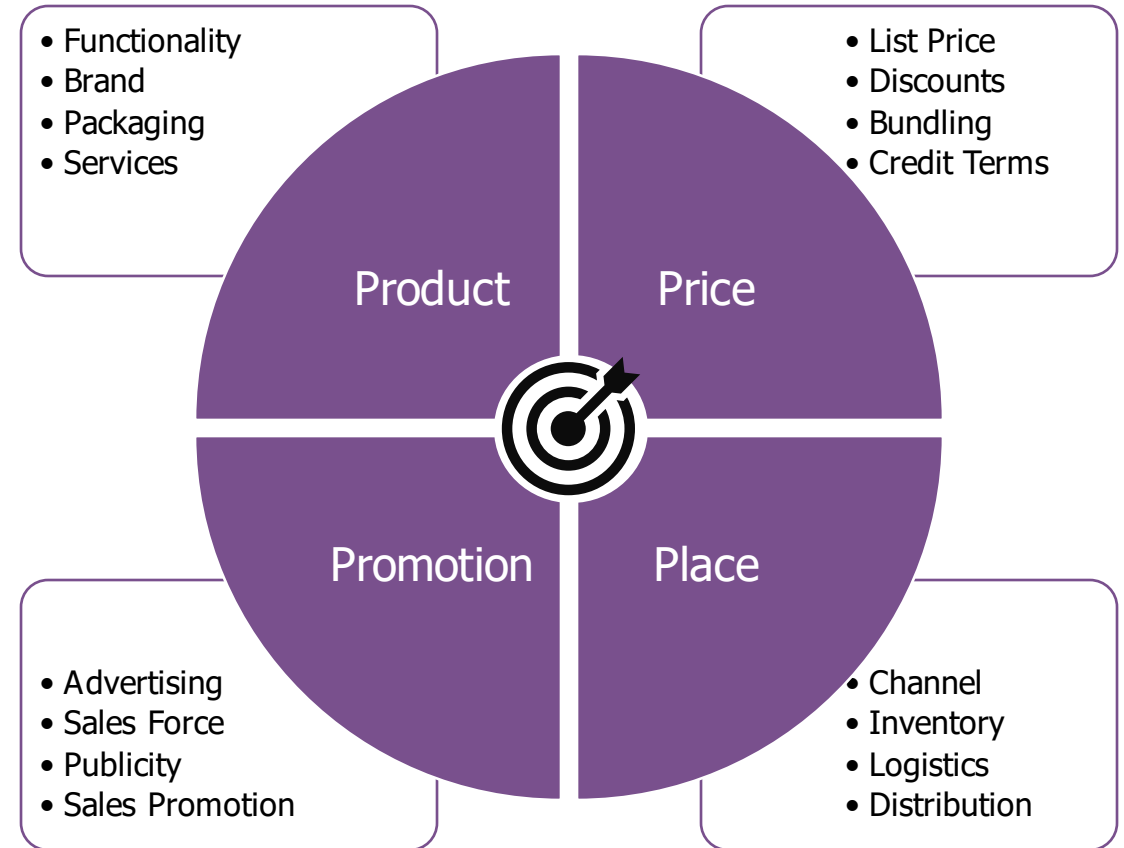
Marketing Plan

Market Plan Product, Price, Placement, Promotion



Four P's

- Determine the best methods of marketing your goods and services to our customers based on our market analysis.
- Create a marketing mix using the Four P's.
 - ✓ Product
 - ✓ Price
 - ✓ Placement
 - ✓ Promotion



With our customer/industry research completed, let's look at the products, pricing, placement and promotions that will be the foundation of our marketing messages.



Four P's Chart Example

Market	Product	Price	Product Promotion	Product Placement Hashtags
Women age 20-55	Soy Candles 8 oz, 11 oz, 3-wick 18 oz, Candle, Giftsets, Eco-Friendly Package	\$17 - \$35	Social Media FB/INSTA, Email (1-2 x/p/mon), Blog (1x p/m), Sponsored Ads (seasonal), Postcard Insert ("Thanks 20% off)	#giftcandles #giftideas #giftideasforhim #giftideasforher #giftideasformen #giftideasformom #giftbox #fallvibes #giftcandles #fallfragrances #holidayhome #candleloversofinstagram #lavendercandleph #wedding #weddinggifts
Women age 55-70+	Soy Candles 8 oz, 11 oz, 3-wick 18 oz, Candle, Giftsets, Eco-Friendly Package	\$17 - \$60	Social Media FB/INSTA, Email (1-2 x/p/mon), Blog (1x p/m), Sponsored Ads (seasonal), Postcard Insert ("Thanks 20% off), research possible print ads (NorthforkLI, Northforker, Northforkliving), local POS signage/displays	#fallhomedecor #giftcandles #giftideas #giftideasforhim #giftideasforher #giftideasformen #giftideasformom #giftbox #fallvibes #giftcandles #fallfragrances #holidayhome #candleloversofinstagram #lavendercandle #northfork #northforkli #northforker #northforklongisland #northforkliving #northforkphotographer #fullmoon #pindarvineyardscandleloversofinstagram #lavendercandle #northfork #northforkli #northforker #northforklongisland #northforkliving #northforkphotographer #fullmoon
Men 20-55	Men's Soy Candles, All Natural, Eco-Friendly Package	\$17 - \$60	Social Media FB/INSTA, Email (1-2 x/p/mon), Blog (1x p/m), Sponsored Ads (seasonal), Postcard Insert ("Thanks 20% off)	#newcandlecollection #newcandles #mencandles #mencandlecollection #soycandles #soywaxcandles #handpouredcandles #handmadecandles #candles #candlesofinstagram #candlesandcandles #localbusiness #smallbusinessowner #smallbusinesssupport #smallbusiness
Retailers/Wholesale brick/morta + online	Soy Candle Pre-Pack Displays/Props, Ready Favors	Min. \$300	Trade Shows, Faire.com, Etsy.com, "My Site" wholesale contact form or portal	retailer hashtags, instant messenger
Social Influencers	Samples of any online product for review	Any product	Social Media, Guest Bloggers	influencer hashtags, instant messenger, YouTube
<i>"Social Media" includes: Instagram, Pinterest, Facebook, and YouTube - Promos use social/email best practices</i>				

Now you know who, what, where, and how you are selling your products?



Indigo Lavender Farms



workshops



products



Honey



events



Contact Us

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@lavenderfarming
www.indigolavender.com



INDIGO LAVENDER FARMS
631 N. Van Dyke • Imlay City • MI • 48444
810-417-0909

Trish & Danielle – tell us how you plan four P promos?



SWOT

“SWOT” Analysis is a matrix showing strengths, weaknesses, opportunities & threats



Marketing Plan - Product Positioning, Competition, SWOT

Product

Business

SWOT - Sample		
I N T E R N A L	STRENGTHS	OPPORTUNITIES
	Advantages include a unique mix of proprietary products, services, and events.	Beneficial trends are home accent & bath goods markets are growing - USA & Global.
	Competencies include beautiful design, high-quality goods, and impactful gift packaging.	Niches: custom event styling products and paid member services are possible.
	Revenue stems from retail, wholesale, and online, with some custom quantity orders.	Online Auto ship & Product Replenishment programs
	Successfully developing collections, and impactful gift packaging.	Product Icons attract "groups" of buyers: Eco-Friendly Minority/Women Owned business, Cruelty Free.
E X T E R N A L	WEAKNESSES	THREATS
	Lack of investment money to purchase greater inventory & web-tech consultants.	Website development is a bit slow - technology issues to overcome - hiring experts is expensive & hard to find.
	Lack of staff to help with harvest, packing/fulfillment.	Many successful competitors in industry.
	Need greater profit margins at wholesale level without compromising quality, need "minimum" orders.	The business climate can change fast, designs change fast & competitors rise fast, keeping up is difficult.
	Improvements will come from investment money to leverage economy of scale.	Collecting email addresses is regulated. Labeling needs to comply with FDA, organic labeling needs licensing.

Based on Research

Based on Competition or Industry

Now you know where you fit in the market, and where you stand out?



Marketing Plan

Options, Advertising and Content



Marketing Options, Advertising, and Content Formats

Marketing Options

- One-on-one Direct

Selling

- Paid Advertising
- Specialty Advertising

Public Relations

Online Marketing/Social Media

- Seminars/Workshops/Surveys
- Direct Mail
- E-mail Blasts
- Newsletters
- Blog/Articles
- Press Releases



Types of Advertising

- TV/Cable
- Radio
- Magazines
- Trade Shows
- Shoppers
- Outdoor Transit
- Specialty Items
- Google AdWords
- Online Paid Ads

List of Content Formats


- How-to's
- Content Curation
- Case Studies
- Charts/Graphs
- Ebooks
- Email Newsletters / Autoresponders
- Cartoons / Illustrations
- Book Summaries
- Tool Reviews
- Giveaways
- FAQs
- Q&A Session
- Webinar
- Guides
- Dictionary
- "Day in the Life of" Post
- Infographics
- Interview
- Lists
- Mind Maps
- Meme
- Online Game
- Helpful Application / Tool
- Opinion Post
- White Papers
- Vlog
- Videos
- Templates
- Surveys
- Slideshares
- Resources
- Quotes
- Quizzes
- Polls
- Podcasts
- Pinboards
- Photo Collage
- Original Research
- Press releases
- Photos
- Predictions
- User Generated Content
- Company News
- Timelines



Best Practices



Best Practices:

- Content Marketing: Content developed to market online
- Email Marketing: allows sending commercial messages to a *pre-approved* group of people, for the most part, your current customers. *Warm Reminders. Constant contact/mail chimp*
- Social media: allows posting content that engages your current followers, as well as reach new audiences, to create new “brand fans” whether they buy from you yet or not. *Awareness Builders. Canva/MS Video Editor/Instagram/Facebook/Pinterest*
- Blog: share articles that inform readers about a topic while increasing brand visibility to drive increased product and/or service sales. *Topic Expertise. wordpress*
- Website: Web pages and related content identified by a common domain name to promote your business, products or services, and tell visitors why, and how, to do business with you. It is your *Commercial Portal. GoDaddy/Shopify*
- Paid Ads: web ads known as, “Sponsored Google ads,” that show up top of search results with an icon that looks like this: *Paid Google Ads given Priority Listing* 
- Track: marketing successes, repeat those, then try and add new ones.



Content Calendar

1) Annual Announcements

- Holidays
- Annual Events
- Brand “Values”

2) Monthly Announcements

- Product Promos
- Seasonal Interest
- Agritourism

3) Weekly Announcements

- Reminders
- Contests
- Filler Posts

MONTH	TITLE	DESCRIPTION	PLACEMENT	DATE
June Theme	Father's Day			
Annual Post "Brand Builder"	Happy Father's Day	Happy Father's Day from Indigo Lavender Farms - share your favorite Dad moment?	Social: FB/INSTA - Link: Join us for brunch on the farm to celebrate Father's day!	Week 1
E-Minders for Customers	Indigo Lavender Farm - join us for Brunch on the Farm to Celebrate Father's Day	As our valued customer, we'd like to invite you to join us on Father's Day is June 18th for brunch, see the menu and sign up early!	Customer Email: Join us for brunch on the farm to celebrate Father's day!	Week 1
Monthly Post "Seasonal Products"	Lavender Honey, Indigo Lavender Farms, Herbs De Provence, Indigo Lavender Farms	Happy Father's Day from Indigo Lavender Farms - need a gift for Dad?	Social: FB/INSTA - check out great gifts like Lavender Honey and Herbs de Provence for Dad - better than a pair of socks!	Week 2
Weekly Post "Date TBA Posts"	Indigo Lavender Farm invites you to the farm Wreath Making Workshops. See your schedule and sign up early!	Indigo Lavender Farm invites you to the farm Wreath Making Workshops. See your schedule and sign up early!	Social: FB/INSTA - Indigo Lavender Farm invites you to the farm Wreath Making Workshops. See your schedule and sign up early!	Week 3
Monthly Post	Weddings on a Lavender Farm - forever love!	Wedding season is here, see beautiful ideas from our weddings on the farm!	Social: FB/INSTA/Pinterest - Wedding season is here, see beautiful ideas from our weddings on the farm!	Week 4



A Content Calendar helps us implement the product/promo to the right audience at the right time.

Marketing Plan

Social Media and Email Marketing



Social Media

Social Media provides a dynamic way to build Brand Awareness.

Social media allows posting content that engages your current followers in open communication and enables you to reach new audiences to increase your “brand fans” whether they buy from you yet or not.

Top Social Media Sites* by number of users:

- Facebook: 2.6 Billion active users
- YouTube: 2 Billion active users
- Instagram: 1.1 Billion active users
- TikTok: 800 Million active users
- LinkedIn: 690 Million active users
- Pinterest: 335 Million active users
- Twitter: 330 Million active users
- Snapchat: 229 Million active users

Indigo Lavender Farms Virtual Tour – Perfect for online marketing!

new Video!

WATCH NOW CopyThe Link!

lavenderfarming • Follow

lavenderfarming Check out our new YouTube video!
Experience a virtual tour of our farm for weddings and events!
Come see what we are all about.

indigolavender.com

#lavender #lavenderoil #lavenderlove #lavenderhaze
#lavenderfarm #lavenderfields #youtube #youtubevideo
#weddings #weddingstyle #weddingseason #events #eventslife

2d



*Footnote: [Influencer Marketing | #1 Platform, Agency & Influencer Resources \(influencermarketinghub.com\)](#)

Social Media Content

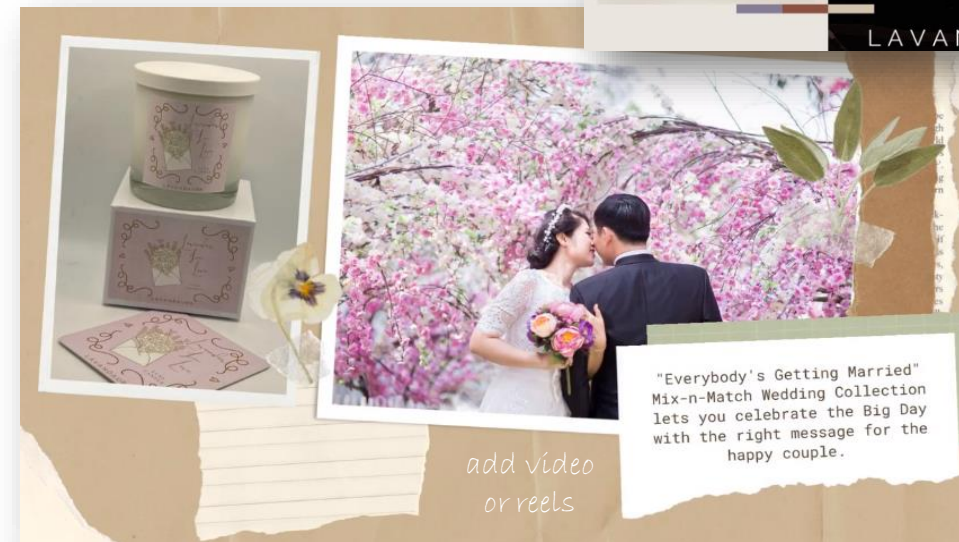
Online Marketing Doesn't Exist Without Content

- Social media posts may be text, photos, links, videos, events, stories, reels, live or presentations. All are intended to start a conversation or customer engagement, always be transparent.
- First and foremost: Tell Your Story - Telling your story will clearly differentiate your business from others.
- Rather than "sell", consider spending your time adding value by educating, informing and/or entertaining your followers.
- Video, reels and presentations are the growing trend in social, add video to your social media content calendar.
- Hashtags: A hashtag is powerful organization tool! They're like using library index cards that organize the entire contents of a subject all in one place. Using the right hashtags puts your content with similar content so you are in front of people who are interested in what you offer!

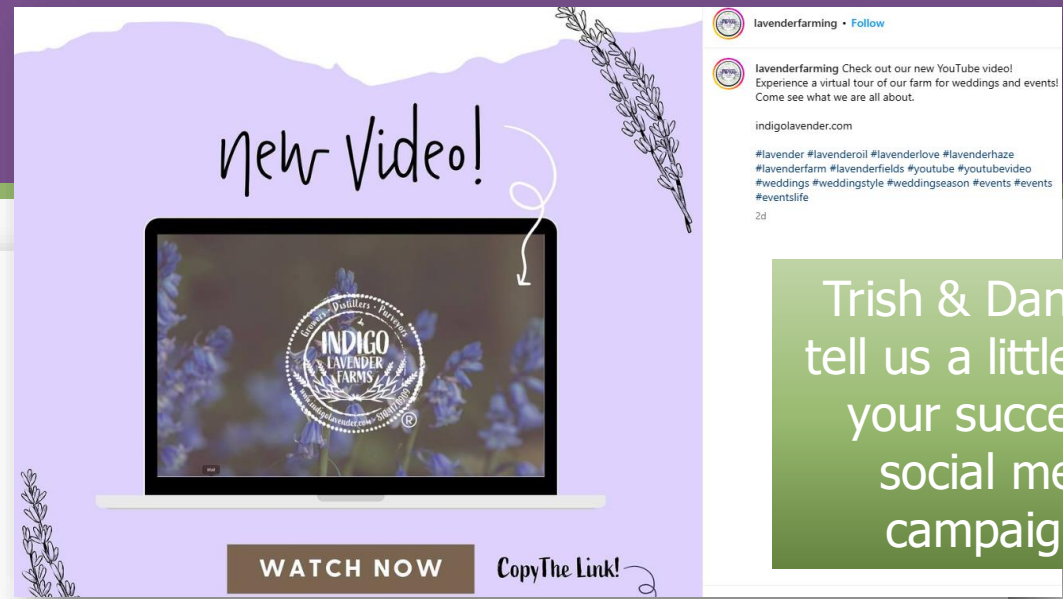


tell your story

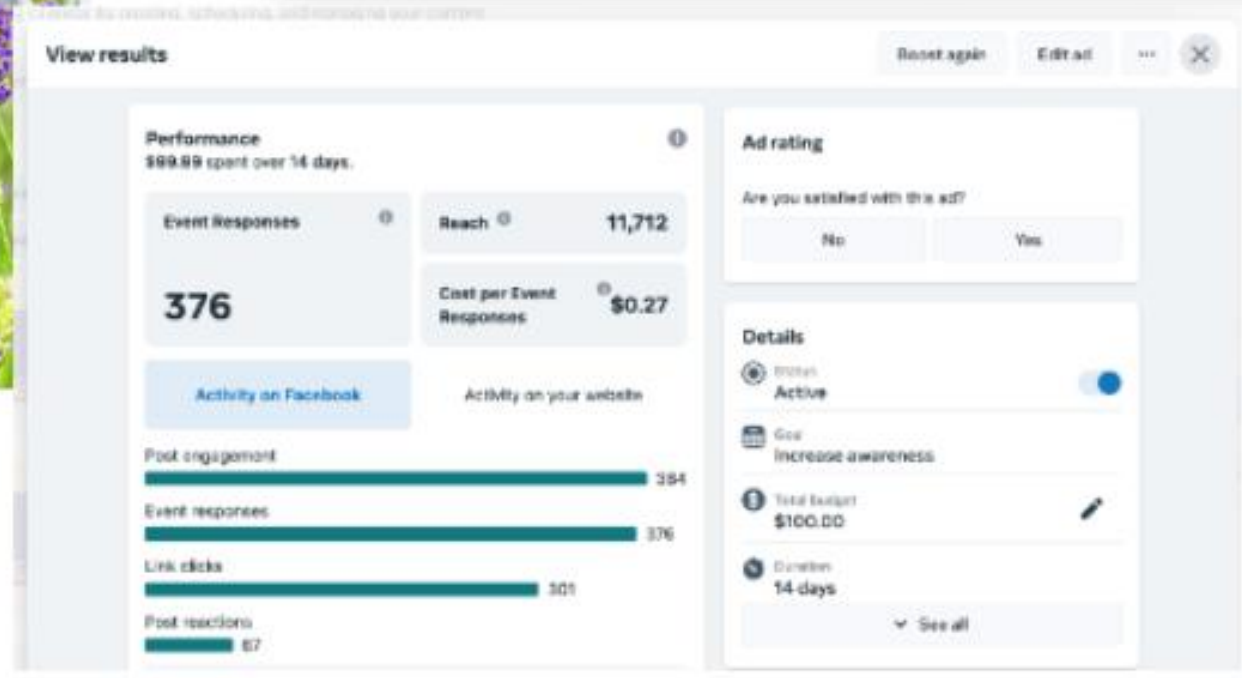
educate/inform



Indigo Lavender Farms



Trish & Danielle –
tell us a little about
your successful
social media
campaigns?



Email Marketing

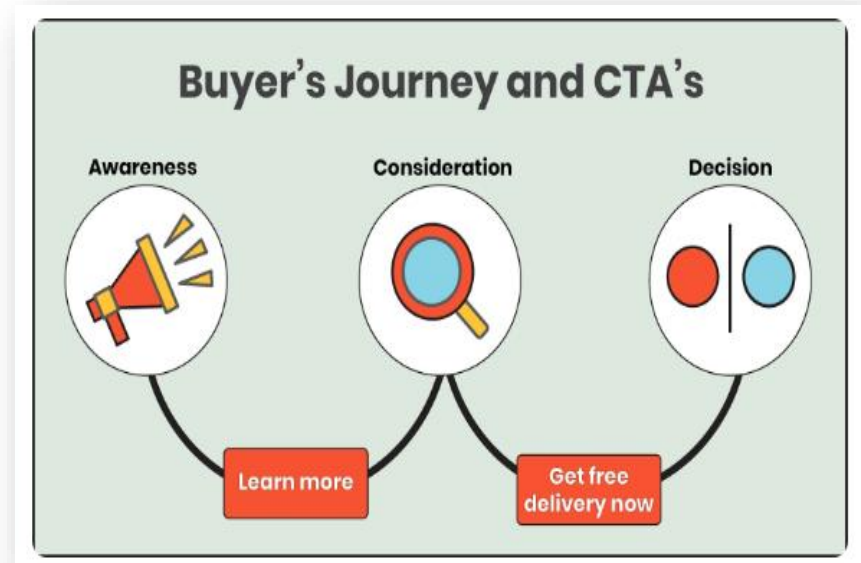
Email marketing provides a direct way to send commercial messages to your best prospects – *your current customers*.

Email marketing allows sending commercial messages to a *pre-approved* group of people that you have already, for the most part, conducted some type of business with or they have expressed interest in your business.

Don't forget to add a "call to action" to your emails, here's why:

- Awareness: It helps the conversation ("Visit Us" directs to your site ...)
- Consideration: It helps continue the buyer's journey ("Learn More")
- Decision: It helps improve customer experience ("Free Delivery" or "Act Now" or "Quantities Limited" provides incentive to take the next step...)

The Importance of Call to Action in Emails



Indigo Lavender Farms



IndigoFest
August 5 & 6

VENDORS

RJ'S FREEZIE TREATS	ARTIZANYA
SUNDAY FOX CANDLES	KRAFTY KRAB
COLOR STREET	ORIGAMI OWL
THE AMERICAN SNO-WAY	THREE GOATS SOAP
LOUISE DESIGN COMPANY	GARDEN GATE FLORAL
TASTEFULLY SIMPLE	WHIPSY GYPSY
YOUNG LIVING	SILVER STREAM CUISINE
PHOENIX AND SNOW	FABULOUS FILES PLUS
GREAT LAKES BOTANICAL DYES	THAT GIRL CREATIONS
DENISE'S DESIGNS	PEACEFUL MOON HENNA
RUGGED BEAUTY	RUSTIC BLUEBIRD
CARTER'S CUSTOM COOKIES	EVER WELD
TEA BEE LLC	AUDI & AVA'S BOUTIQUE
OUR SOLEMN BOUTIQUE	STAS UNCENSORED
GREAT LAKES LEMONADE	THE DELICATE TOUCH
MOTOWN ROCKS	KP AROMAS
WREN SEWING	BLACK RIVER MOON

BANDS
August 5 • Ben Traverse • 12pm - 3pm
August 6 • Robyn's Music • 11am - 3pm

LAVENDER WREATH CLASS
KIDS CRAFTS
LAVENDER UPICK
LAVENDER ICE CREAM

ONLINE STORE



August 5 & 6 10am - 5pm

- ♥🕊️ PEACE, LOVE & LAVENDER! Join us for IndigoFest August 5 & 6 from 10am - 5pm both days. Shop some great vendors, sip lavender lemonade and listen to groovy music while strolling the lavender fields.
- UPICK \$18 for one bundle (\$15 for Seniors/Veterans)
 - Buzz About \$7.50 (\$5 for Seniors/Veterans)
 - Under 12 FREE
 - FREE parking
 - FREE Farm Tour at 11am & 2pm each day
- #lavenderfarming #ilovelavender #lavenderfarm #farm

Trish & Danielle –
how do you plan
email marketing
campaigns?

Marketing Plan

Revenue Streams & Return On Investment



Indigo Lavender Farms

Trish & Danielle – you have some interesting revenue streams can you tell us more about them? Then, continue to next two slides for images and ROI discussion.

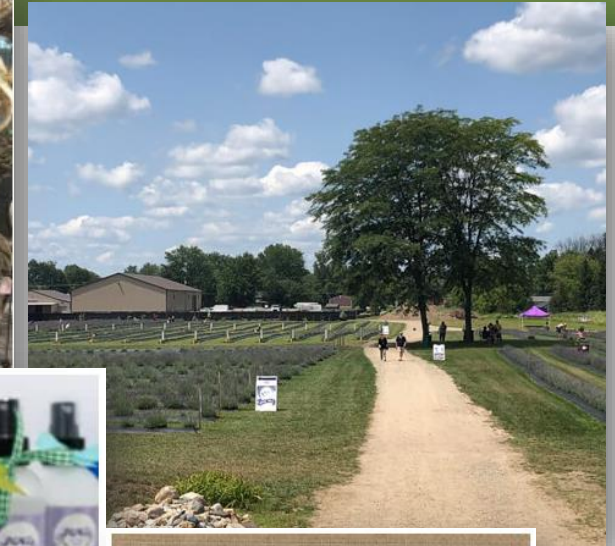
Revenue Streams:

B2C: Direct to Consumers

- Farm Store
- Farm Events – Admission/U-Picks/Food/Beverages
- Farm Photography Sessions
- Farm Wedding Events
- Online Store, Etsy.com

B2B: Wholesalers/Retail/Restaurants

- Retailers (brick & mortar wholesale)
- Faire.com (online wholesale)



Indigo Lavender Farms



LET'S PLAN

the best day ever

www.indigolavender.com

ALL PACKAGES INCLUDE

- High Peak White Tent with sides
- Round Tables for guests, cake, desserts, gifts & memory table
- Long Tables for food and attendants
- High Top tables for cocktail hour
 - Drink Bar for serving
 - Dance Floor
 - Bistro Lights
- Golf Carts with staff to assist elderly and handicap
- 6 Hours of Private Farm Rental
- 2 Hours of Set Up time
- Staff to help set up and clean up the day of your event
- 2 Hour Dress Rehearsal

OPTIONAL ITEMS

- Flowers for attendants
- Centerpieces
- Linens for tables
- Cloth Napkins
- Favors
- Luxury Bathroom Trailer



CEREMONY & RECEPTION

UP TO 75 PEOPLE

\$ 10,790 - \$ 14,150

UP TO 100 PEOPLE

\$ 10,900 - \$ 14,525

UP TO 150 PEOPLE

\$ 11,200 - \$ 15,205

UP TO 225 PEOPLE

\$ 11,900 - \$ 16,500

- Pricing for over 225 guests available upon request •

Ask us about pricing for other special events; Bridal or Baby Shower, Engagement Party, Anniversary Celebration, Retirement Party and more!



PHOTO SESSIONS

- Engagement
- Bridal
- Family
- Baby
- Graduation



Photo Sessions:

- 1 hour: \$60
- 2 hours: \$100

Photo Sessions on the Farm

Weddings on the Farm



Indigo Lavender Farms



Photo Sessions

12 weeks
Visitors 300 +
Sales \$11,350
Labor \$6,450
Expense \$0
Profit \$4,900
ROI 43%



Weddings

6 weeks
Visitors 700 +
Sales \$39,600
Labor \$3,496
Expense \$24,384
Profit \$11,720
ROI 30%



Events

(wreath making, Date night, Brunch)

20 weeks
Visitors 800 +
Sales \$29,539
Expense \$5,750
Labor \$3,555
Profit \$14,234
ROI 48%



Summary

THE ROLE OF MARKETING

Identify Customers

- ✓ Understand customer wants and needs
- ✓ Identify your target audience and how to reach them

Tools & Resources:

Statista.com - Industry Data
Competitor Research Excel

Satisfy Customers

- ✓ The right product to the right people at the right time
- ✓ Make everyone feel better off from the exchange

Tools & Resources:

Four P's Research Excel
SWOT Worksheet Excel
SWOT Grid Excel

Retain Customers

- ✓ Give customers a reason to keep coming back
- ✓ Find new opportunities to win their business

Tools & Resources:

Content Formats List PDF
Content Calendar Excel



Lavender Marketing Plan Pulse Poll Tips

Q1: How many platforms do you sell your products/services now? Choose one answer:

- One
- Two
- Three
- Four or more

Q1 Tip: According to GoDaddy, merchants who sell on three or more marketplaces see five times more than those who sell on just one.

Q2: Do you currently have a marketing plan or a set of written strategies to position your business, products, and services in the marketplace?

- Yes
- No

Q2 Tip: According to LinkedIn, a well-defined marketing plan gives you: "A clear understanding of the target audience, a unique value proposition, effective communication channels, a well-defined brand identity, and a plan for measuring and adjusting the strategy as needed."

Q3: Whether you have a plan now or not, what portion of your marketing plan do you, or would you, find most difficult to write down on paper? Choose as many as applicable:

- Branding (Image, Style, Colors, Fonts, Packaging, Signage)
- Market Research (Customer, Industry, Competitor)
- Four P's (Product, Price, Place, Promotion)
- Social Media/Email Marketing (Content, Images, Scheduling)
- Budget/Return on Investment (Expenditures vs. Profits)

Q3 Tip: According to Forbes, "Many businesses don't communicate compellingly because they don't have a clear idea of what value their products need to give their customers. This, in turn, is because they don't have a deep understanding of their customer needs". Simply put, don't skip customer, industry, and competitor research as these are the foundation of a successful marketing plan, and well worth your time.

Q4: What do you think is the top social media site for agritourism?

Choose one answer:

- Twitter
- Facebook
- Instagram
- Pinterest

Q4: According to LinkedIn, here are tips to best utilize social sites for Agritourism marketing:
Instagram - Utilizing hashtags, geotags, and reels, businesses can engage with followers, build brand awareness, and attract more visitors to their farms. With the right approach, Instagram can help you unlock the full potential of agritourism marketing.
Facebook - By creating a Facebook page, you can utilize Facebook's targeting options to reach your desired audience and consider using Facebook Live to give virtual tours or demonstrations of your farm.
Twitter - By crafting engaging tweets that feature captivating visuals and informative captions, you can generate interest in your farm or ranch and entice visitors to come and experience it in person.
Pinterest - By creating boards and pins that showcase the beauty of your Agritourism destination, events, and local culture, you can inspire potential guests.



Resources: Industry Data Research Sources

Industry Data Source Links:

- Encyclopedia of American Industries (available through library)
- Local, state, and national trade and industry associations
- Local, state, and national nonprofit foundations
- Follow industry leaders and experts on social media
- Professional industry analysts and market researchers
- Chambers of Commerce
- Encyclopedia of Emerging Industries (available through library)
- Business and industry magazines and websites
- Conduct interviews and surveys with key industry contacts
- Follow competitors on social media
- Local newspapers and magazines
- Online industry forums and sites

- North American Industry Classification System (NAICS) <https://www.census.gov/eos/www/naics/>
- Industry Statistics Portal <https://www.census.gov/econ/isp/>
- Office of Industry and Analysis <https://www.trade.gov/industry/>
- SBA Industry Guide (accessible from <https://www.sba.gov/>)
- U.S. Business Reporter <http://www.activemedia-guide.com/>
- Standard & Poor's Surveys http://www.loc.gov/rr/business/company/industry_surveys.html
- Small Business Development Centres (SBDs) <https://www.sba.gov/local-assistance/>
- National Association of Manufacturers <https://www.nam.org/>
- Statistics of U.S. Business <https://www.census.gov/programs-surveys/susb.html>
- Industries at a Glance <https://www.bls.gov/iag/>
- ProQuest Statistical Insight (available through library)
- USLavender.org USLGA Education & Research Library:
 - ✓ Front Porch Event: Create a Business Plan, Christine Teeple, Red Rock Lavender Farm, Parts I, II, III
 - ✓ Front Porch Event: Lavender Personal Products, Sarah Richards, Lavender Wind Farm
 - ✓ Front Porch Event: Lavender Marketing Plan, Trish Dennis, Danielle Lee, Indigo Lavender Farms, with Barbara Cesiro, Lavandaura.com
 - ✓ Research study entitled, "Regarding Agritourism, Market Segment Highlights and Possible Implications for USLGA members," by author Mary Pilotte, Petite Provence Farm, along with Barbara Cesiro, Lavandaura.com



Questions?

Thank you!



Thank you for attending!

uslavender.org/front-porch

USLGA's Education and Research Committee hosts Front Porch webinars to share with and educate lavender lovers everywhere.

Contact us with questions or topic suggestions!
education@uslavender.org

"If you have an hour to an hour-and-a-half to sit on the front porch with a cup of coffee or glass of tea, a rocking chair or swing, a few cookies or a piece of fresh-out-of-the-oven apple pie ... and a computer or smartphone ... let's get together and chat!"



Next Session:

Mixology

Thursday, October 12, 2023
5 pm PT/8 pm ET

**Presenters: Tina Schooler, Raider West Lavender Farm,
and Preslea Thompson of Preslea Thompson Bartending**

Creating Cocktails and Non-Boozy Cocktails is fun and easier than you might think!