
MARKETING MATERIALS: POINTS TO CONSIDER

Marketing Design Questions/Things to consider when developing your Marketing Materials and your Marketing Plan

These questions will help you prepare to work with a graphic artist/designer on your businesses marketing materials. Keep in mind that a designer will work off of as much or little of what you give them! Clear, concise communication is critical to the process of developing a logo that you love, a branding style that reflects your mission, and a marketing plan that sells your product.

If you feel strongly about certain design elements be sure to let them know AHEAD of time! However, don't forget that while you are an expert at running your business, your designer and artist is a graphic expert and may have some good ideas or feedback for how to convey the message about your business! Though, in the end it is up to you (since you know your customers best) and if something isn't working or you don't like it, please let them know!

Things to write down before talking to a designer: (addition to Good Egg Marketing Worksheet)

Where will you be marketing? Online? Farm Markets? Retail stores?

What do you want your customers to associate your business with? (Professionalism, tradition, friendliness, etc?)

Think about the story you developed in the Good Egg worksheet – **what is the story of your farm or farm product? And how do you present that story visually through marketing materials?**

What would make you interested in learning more about a food business? Think about what you would like to see if you were the customer!

Note: If you already have marketing materials you like, make sure to send your designer a copy to ensure continuity between your materials. If you have examples of logos/ideas from other businesses it can be helpful to send it to them as well along with what specifically you like about them.

GRAPHIC/LOGO DESIGN GUIDELINES

Make notes for each of these points, when you talk to designers -

Where & how are you going to use your logo/brand the most? (Labels? Online? Brochure? A large sign?)

Depending on how you use your branding you may need a different design look. Letting your designer know all the possible uses upfront, will help them create something versatile! Building unity throughout your brand will bring a feel of professionalism, and organization to your company

Are there any particular color schemes you prefer? (Bold colors, pastel colors, dark colors, bright colors?)

Most designers will provide you with both a color version of your logo, and a black and white version.. If you have particular color preferences you want to include or avoid, be sure to point these out.

Example: If you are a small jam producer that only produces blueberry jam - you may not want to have a hunting orange label or logo!

What shape of logo do you want? Circular? Rectangle? Oblong? Text? Logos come in all sizes and shapes! You can have borders/ no borders.

What “style” would you like represented by your marketing materials? Modern? Sleek? Professional? Traditional? Conservative? Cute? Folksy?

Would you like your logo to include more realistic renderings or something more abstract? (Think Quaker Oats Man vs Pepsi, or Dodge Ram vs. Chevrolet)

Are there any particular symbols/images/ideas that you would like represented?

Symbols or images could be represented as literally or abstractly as you like but it is a good idea to give your designers a starting point regardless! (Example: Hills, grass, barn, crop fields, animal, rivers etc.)

You can also help your designer out by giving general ideas that describe your farm or food products (Example: Friendliness, Heritage, Family Farm, etc)

What do you want your customers to think of when they see your logo? Brainstorm a list of adjectives (Example: contemporary, natural, legacy, quality, etc.)

General Considerations for your marketing materials (Cards, Flyers, Brochures, Website and Signage)

Before you develop your marketing materials, it is good to think about the purpose of each material and what you need to include in each. We have provided some examples below to get you thinking:

- *Purpose of Business Card*
 - Business Cards are a great and easy way to make sure customers can get back in touch with you! This would be something you could hand to potential buyers that might stick around much longer than a flyer or brochure! Consider using the back of your card as a place to relay additional information.
- *Purpose of Flyer*
 - A flyer would be used to share information about specific events or promotions. Usually it needs to have enough information that customers can find your business but it isn't something that would have much detail. The purpose here is for eye-catching design and marketing potential.
- *Purpose of Brochure*
 - A brochure can be a nice way to tell the story of your business/products in a way that can be easily shared. Make sure up-to-date contact information is included. Brochures can be good material to hand out to potential customers to explain more detail about your business or product and a good material to give to current customers for sharing with friends and family to increase your customer base!

- *Purpose of Website:*
 - A website provides quick access to details about your business. Make sure it is easy to navigate and that the information you deem most important is easy to find! (Top Information includes: Products, Contact information, Locations to purchase your product)
 - A website also gives you the ability to offer your customers details about your products and services, and share additional information about your business. Blog/Gallery pages allow customers a personal and more in-depth look at your business and can help boost your search ratings, when updated regularly.
- *Purpose of Sign*
 - This one is fairly obvious; a sign can bring attention to your farm/business. You want to make sure that it is reflective of your business so that customers know to come to you for your product.

Detail in Marketing Materials:

On your marketing materials you want to be as concise as possible without leaving out important information! The level of detail will vary based on the type of materials you are creating. Consider your FONT size in all your materials... No one likes to read lots of tiny print!

- Business Card- Minimal text - just your name/contact and maybe tagline
- Flyer – Something eye-catching- just the important information; What/When/Where
- Brochure – Medium amount of space for detail about your farm and products, you do want to be concise! No one likes to read lots of tiny print!
- Website – Potential for lots of detail about your farm, potential for ongoing dialogue with your customers through blog and retail store pages.

- Sign- Eye catching! Minimal content- Business name & or product, times, dates, seasonal info if needed.

MARKETING MATERIAL GUIDES/EXAMPLES

This section will go through each type of marketing materials listed above and provide some best practices of things to include in each.

In General:

- Think about the purpose of each type of material. They all have slightly different uses.
- Take some time to develop the text for your materials and don't forget to **PROOF READ!**
- Use your answers from the Good Egg Marketing Worksheet (answers to questions in the "Your Story" and "Your Image" sections will be especially helpful) to help develop the text for your Marketing Materials and Website Content.
- And don't worry if it seems like a lot! Once you develop text, you can use the same text for your flyers/brochures/website pages. In the examples below you'll see that many of the points are the same and your text can be used in multiple places.

Information you need to include on a business card:

1. Your logo
2. Contact Information

3. Something that gives a person an idea of what your product is. (EX. Quality Fruits and Pastured Turkey)
4. Your Tagline (if there is room)
5. Consider the back of the card –use a grayscale image (less expensive) to relay directions or print a map. Keep in mind that cards printed on both sides will be more expensive to print.

Information/Content you may want to include on a flyer:

1. Your logo
2. Your Tagline
3. What You are farming/producing
4. What makes your product special? (just a sentence)
5. Photo/image
6. Where to find your product/ how to access it
7. Contact information (make sure it's something that won't change often, especially on more costly printed materials!)
 - a. Website (if you have)
 - b. Social Media Websites(if you have)

Information/Content you may want to include on a brochure:

1. Your logo
2. Your Tagline
3. Nice photographs
4. "About Us" section –
 - a. Who is farming/producing (on a brochure you could talk more about your story – (EX. *Farmer John Doe and his family have lived on their farm for 20 years*)

- b. What they are farming/producing (you could give some background to your products (*EX. Farmer Jane Doe's heirloom tomatoes have been developed and saved since she was young. The first seeds came from Farmer Jane's grandmother.*)
 - c. Where are they farming/producing Are there any unique or specific things about your region that are special and can make your product sound more attractive? (*Ex. The farm is located in the beautiful limestone valleys of WV known for clean and fresh water*)
5. What makes your product special?
 - a. Methods/techniques/approach
6. Where to find your product/ how to access it
7. Contact information (make sure its something that won't change often, especially on more costly printed materials!)
 - a. Website (if you have)
 - b. Social Media Websites(if you have)

Pro Tip: Do a stranger test! Pretend you don't know anything about your business and came across a brochure in the street- does your material include enough information for a stranger to understand what you do and why they might be interested in your product?

Information/Content to consider including on your farm website

Many of these overlap with the brochure information and can be the same!

1. Your logo
2. Your Name and Tagline (perhaps as a header)
3. Nice photographs throughout
4. "About Us" section –
 - a. Who is farming/producing (on a brochure you could talk more about your story – *(EX. Farmer John Doe and his family have lived on their farm for 20 years)*)
 - b. What they are farming/producing (you could give some background to your products *(EX. Farmer Jane Doe's heirloom tomatoes have been developed and saved since she was young. The first seeds came from Farmer Jane's grandmother.)*)
 - c. Where are they farming/producing Are there any unique or specific things about your region that are special and can make your product sound more attractive? *(Ex. The farm is located in the beautiful limestone valleys of WV known for clean and fresh water)*
5. What makes your product special?
 - a. Methods/techniques/approach
6. Where to find your product/ how to access it
7. Contact information (make sure its something that won't change often, especially on printed materials!)
 - a. Links to your Social Media Websites(if you have)
8. (If applicable) Online Store
9. (If applicable) Blog/Farm News page
 - a. *Note: This type of page provides businesses with an opportunity to post updates, news, product availability etc. However, if you do not think that you will update it you probably do not need this page*
10. (If applicable) Gallery page- this is a place to upload photos of your business and products.

Things to keep in mind for a sign:

A sign is different than the other materials because it needs to be easy to read (so no small print!), needs to be visually pleasing (to catch the eye), and also convey what type of business it is representing.

1. Your logo
2. Your Name
3. (Maybe) Your Tagline and/or Products

Final Thoughts

Developing a brand that suits you and your food business, that reflects your vision/mission/reason for getting out of bed in the morning, and most importantly, sells your product(s) will take effort on your part. It is important to take time to think through what you want your brand to say about you and your farm. It is equally important to be able to share that information with your graphic artist/designer so that they can translate your idea into a dynamic, professional and productive farm brand.