

Sample Sales and Marketing Plan

GOAL	TARGET	STRATEGIES	TACTICS/MESSAGES	CALENDAR	MEASUREMENT
<i>Specific, measureable objectives to be accomplished in a time period.</i>	<i>Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc. How many organizations/people are there in each segment?</i>	<i>Strategies that will attract the specific people or organizations you're trying to reach with a compelling offer that meets their interests/needs.</i>	<i>Tools or channels you'll use to reach your targets. What's unique or special about your product/services/bio/history that will connect with people? Which messages will be persuasive?</i>	<i>Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals. What time of day or day of week is most effective for each activity?</i>	<i>How will you track results? How will you compare the effectiveness of each tactic? How will you calculate time/money/# of contacts it takes to attract/retain each customer/client?</i>

Sample Goal #1					
Get 10 people from my neighborhood to join my micro-CSA.	Neighbors in four-block radius.	<p>Invite your neighbors to a local foods tasting party previewing what you'll be offering in the CSA.</p> <p>Stage a family-friendly event for neighbors at your farm.</p> <p>Go door-to-door to solicit members, dropping off samples and asking what vegetables they like.</p>	<p>Channels: Door-to-door, flyers, attend and hold events, website and/or Facebook page, email lists.</p> <p>Message: "This morning's harvest, delivered to your door."</p>	<p>Daily activities during key sign-up period. (If not fully subscribed, keep up with weekly outreach until full.)</p> <p>Send weekly emails to CSA members with product info, recipes, and invites.</p> <p>Hold potluck or member event midway and at end of summer.</p>	<p>Total sales</p> <p>Marketing costs (printing, free samples, events, etc.)</p> <p>Net income</p> <p>How members heard about it</p> <p>Satisfaction (send online survey and/or interview each member)</p> <p>Retention rate</p>

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Sample Goal #2					
Sell at least \$500 of goods at my farm stand each week.	People who live or work in in area.	<p>Get on neighborhood listservs and websites.</p> <p>Partner with local restaurants, stores and businesses. Do cross-marketing.</p> <p>Visit your local elementary school, or invite the class to visit your farm.</p> <p>Sponsor and attend community events.</p> <p>Hold Farm Days. Offer tours, gardening lessons, free samples.</p>	<p>Channels: Signage, Door to door outreach, postcards/flyers, website, Facebook, Twitter, eNewsletter.</p> <p>Run Facebook ads targeted to your zip code. (If you can't pay for Facebook ads, promote a local event through Facebook.)</p> <p>Offer weekly specials and recipes via your eNewsletter or Facebook.</p> <p>Message: "As fresh as if you grew it yourself."</p>	<p>Daily/weekly web and social media posts and updates with what's in season, recipes, shout outs to other local businesses, photos of funny-looking veggies.</p> <p>Daily/weekly. Make sure signage is visible when farm stand is open.</p> <p>Weekly emails.</p> <p>Monthly events.</p> <p>Paid Facebook campaigns as needed.</p>	<p>Total sales</p> <p>Total # of customers</p> <p>Average sales per customer</p> <p>Marketing and promotion costs</p> <p>How people hear about you</p> <p>Which types of Facebook and web posts get the most engagement</p> <p>Which times of day postings get the most engagement</p>
Sample Goal #3					
Get 3 wholesale accounts for my honey	<p>Food stores, bakeries, restaurants, and coffee shops in your neighborhood.</p> <p>Large businesses or nonprofits based in your neighborhood.</p>	<p>Bring free samples and a price list to each business.</p> <p>Offer to hold in-store demos & promote their business or cause to your customers.</p>	<p>Channels: Door-to-door, postcards, events, website, social media, local listservs.</p> <p>Messages: "Enjoy honey from your local bees."</p>	<p>Weekly sales calls to get accounts.</p> <p>Daily social media posts about your honey, local food, & recipes to build customer loyalty.</p>	<p># of contacts made</p> <p># of new accounts and how you acquired them</p> <p>Profit after expenses</p> <p>Weekly turnover</p>