

Brand Clarity

*This handout accompanies James Cochran's CFA blog post
Market Mindfulness: Discovering Your Brand*

The best brands in the world have a memorable brand story. This handout is designed to help you get clear on YOUR brand message, so you can market your market more effectively and consistently. As a result, you'll attract new customers who are drawn to your unique story and perspective, and WHY you do what you do.

Exercise 1: Know your History

Take a deep reflective dive with other community members and explore the following questions:

What's the history of your community in the realm of local foods and agriculture?

Is your community known for producing something specific?

What's the history of your farmers market? Location? Successes? Variety of vendors?

What's unique about your community or farmers market history?

Do you have a special event that community members take pride in?

What's the market's place in your community?

Exercise 2: Thinking about the WHY

WHY do you do what you do?

What does your market do that is unique to your community?

How do you do business differently?

What frustrates you about the market/competition you're in?

How does your organization try to do it differently?

Why did the market start?

Why is it still in operation?

Who do you serve?

Why do your regular customers come back?

Why should customers choose you over others?

Considering these factors, craft your unique brand story here:

If you had to describe your market in less than 3 sentences what would they be? (See the Elevator Pitch article on the Branding Resources page.)

Exercise 3: Discover Your Market Values, and Create an Elevator Pitch

Take a few moments to revisit the answers to Exercises 1 and 2. Then respond to the following questions.

For crafting your elevator speech, use this article as a guide

<https://www.mindtools.com/pages/article/elevator-pitch.html>.

What is most important to your market? Is it quality? Community? Events?

What specifically makes your market unique? (Once you think you've got it, get even more specific!)

What's better about your market than elsewhere in your community?

What do you want to change in your community through the farmers market?

Why do you believe in the farmers market? Why does it matter?

Exercise 4: First Impressions and Practical Tips for Branding

This exercise will focus on how we want customers to feel when they think about our markets.

GATHER RESEARCH: Are there successfully-branded markets you have visited that you can reference as an example?

What was most attractive?

What did they do well?

What could have been better?

How do you want people to feel about your market? Other than “happy”, describe three feelings you’d like to evoke.

Practical Tips for Branding

- Starting with the feelings you want to evoke, start to develop a vision board for your brand. This will help you start to create a cohesive look and feel.
- Using Pinterest, or a free stock photo site like <https://unsplash.com/>, create a folder called, "My Brand" and start to add photos that convey the look, feel and style you want your market to be known for. These visuals should compliment one another
- **For better results, hire a designer** (via <https://99designs.com>, [//www.upwork.com](http://www.upwork.com) or <https://www.fiverr.com/>)
- Share you vision board with the designer. Have them create some visuals with the feelings/aesthetics that convey your market's atmosphere or the atmosphere you are seeking to show.
- If you have a market name, get a logo designed professionally. For best results, keep it simple and clean.
- **For best results**, hire a local photographer to take photos of all the farmers at the market, and in all of your marketing materials including social media. This will uplevel your market's brand exponentially.
- Once you've got a handle on the look, feel and tone you want to put out as a market, keep the visuals consistent. Over time, this will start to differentiate you from others!
- Then, share your brand consistently and regularly with the world, using a combination of print, traditional advertising and social media tactics.
- Keep your font choices for all marketing materials to less that 3. That will start to create a cohesion over time.
- Font sizes on websites are best above 16 pt.

Brand Resources:

STOCK PHOTO SITES

Gorgeous Free Stock Photos: Unsplash <https://unsplash.com/>

iStockphoto <https://www.istockphoto.com/>

For gathering and collecting visuals, and creating vision boards digitally
<https://www.pinterest.com/>

ARTICLES

The 6-Step Brand Build to Grow Your Business on a Budget
<https://blog.hubspot.com/marketing/brand-your-business-on-a-budget>

Crafting Your Elevator Pitch
<https://www.mindtools.com/pages/article/elevator-pitch.htm>

Great Tips for Developing and Managing Your Brand
<https://www.growingformarket.com/articles/Manage-Your-Brand>

For DIY Social media posts, <https://www.canva.com/> is a great FREE online tool that has some basic templates you can manipulate for social media posts. Share **consistently** and use complimentary fonts, color schemes and the same type treatment.

LOUISVILLE PHOTOGRAPHERS I PERSONALLY RECOMMEND

O'neil Arnold (more classic style) <http://www.oneilarnold.com/>

Sarah Katherine Davis (Younger, more hipster style)
<https://www.sarahkatherinedavis.com/>

Ross Gordon <http://rgordonphoto.com/>

If you're feeling overwhelmed and have specific questions about Brand or Marketing, email me at natalie.biesel@gmail.com.