

FARMERS MARKET MARKETING CHECKLIST

Marketing your Farmers Market one of the benefits you provide your vendors. If you can grow your market's customer base, it means more traction, not just for your market, but for all of your farmers and vendors. Here is a list of what we do regularly for the [Carson Farmers Market](#).

MARKET DAY (SOCIAL)

- Instagram stories throughout the day - auto post to Facebook stories. (spotlight products, vendors, & shoppers). Include your hours.
- Post a handful of photos to Google My Business Listing (this helps us get more visitors and reviews on market day).
- Respond to comments all day and monitor checkins, mentions & reviews.
- We do a Facebook live and walk the market as the market is opening to showcase vendors & products of the day - crosspost this to IGTV.

WEEKLY

- Post 3-4 times on your feed a week (Facebook & Instagram) Spotlighting vendors and products.
- Facebook and Instagram stories (share posts from your vendors throughout the week. We gear up the day prior to the market day to create more attention.
- We have a great relationship with our local paper and news source so we submit stories. You could also place ads in your local paper and ads on their online sites.
- Social Media Takeover - where vendors take over our social accounts and post for the week about their business/farm.

GOOGLE MY BUSINESS

- [Claim Your Listing](#) - make sure all information is correct: directions, contact, website, links etc.
- Post new photos regularly (see market day recommendation).
- Monitor and respond to reviews - good and bad. Have a few standard responses so your team has an idea how to reply.

[Get the Step-by-Step Instruction on Setting Up Google My Business](#)

EMAIL MARKETING

- Grow Your Email List - this was big for Carson Farmers Market
- Add a pop up to your website, ask people to stay in touch with you via email to get all the news, event info and more. Create a mini recipe book to give away free to email subscribers with recipes from your vendors as incentive to sign up!
- We send a monthly newsletter with:
 - Market Manager Message
 - What to expect this month at the market with vendor & product information.
 - Recipes for what's in season
 - information about our market for our shoppers

[GET MORE INFORMATION ON MARKETING YOUR FARMERS MARKET](#)