



LOCAL LINE FOR FARMERS

# How to Launch and Promote Your Farm's Online Store in Under Three Days



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# Day 1: Launching Your Online Store

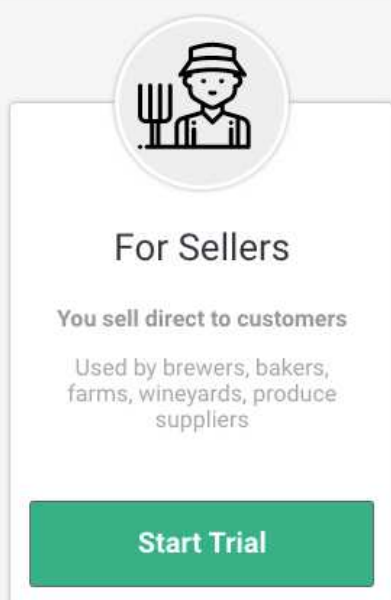
Now is the time to set up your online farmers market. Before anything else, get your storefront ready!

Day 1 is all about getting organized. You want to set up your store for success, so this means adding products, creating catalogs, and organizing delivery schedules. Be sure to get everything organized first before you launch.

## Set Up Your Storefront

Create your account at [localline.ca/signup](https://localline.ca/signup) and click For Sellers.

Now that you have an account, your next step is to set up your online store branding. Your branding should match your product and business, and should be easily recognizable as yours.





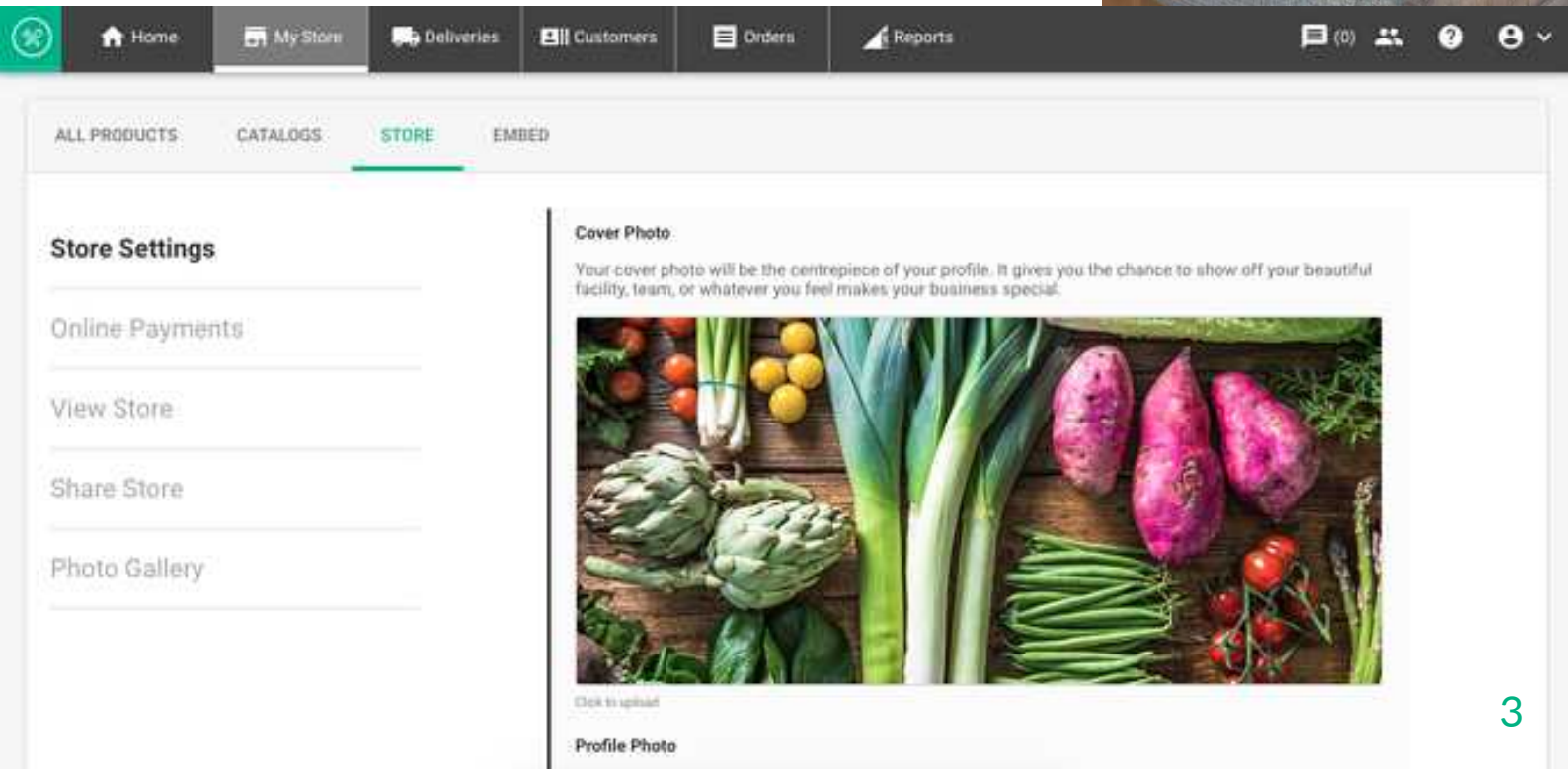
## Store Settings

1. Click the camera under the **Cover Photo** heading to upload a cover photo, recommended 1280 x 300 px for best results. Simply click the photo again to replace it.
2. Upload a **Profile Photo** in the same manner, recommended 200 x 200 px for best results.
3. Fill in your business information (contact information, shipping and/or billing addresses, etc.).
4. Tell customers about your business in the About Us section. Describe what you sell, where you're located, what makes your business unique, and why they should buy from you.

*Click the Save Changes button at the bottom right when finished.*

## Online Payments

1. Set your **Currency** (Canadian or US Dollar).
2. Select your online **Payment Getaway**, Local Line is integrated with both Stripe and Square.
3. You will be redirected to another webpage to log into your Stripe or Square account to make connection.



## Photo Gallery

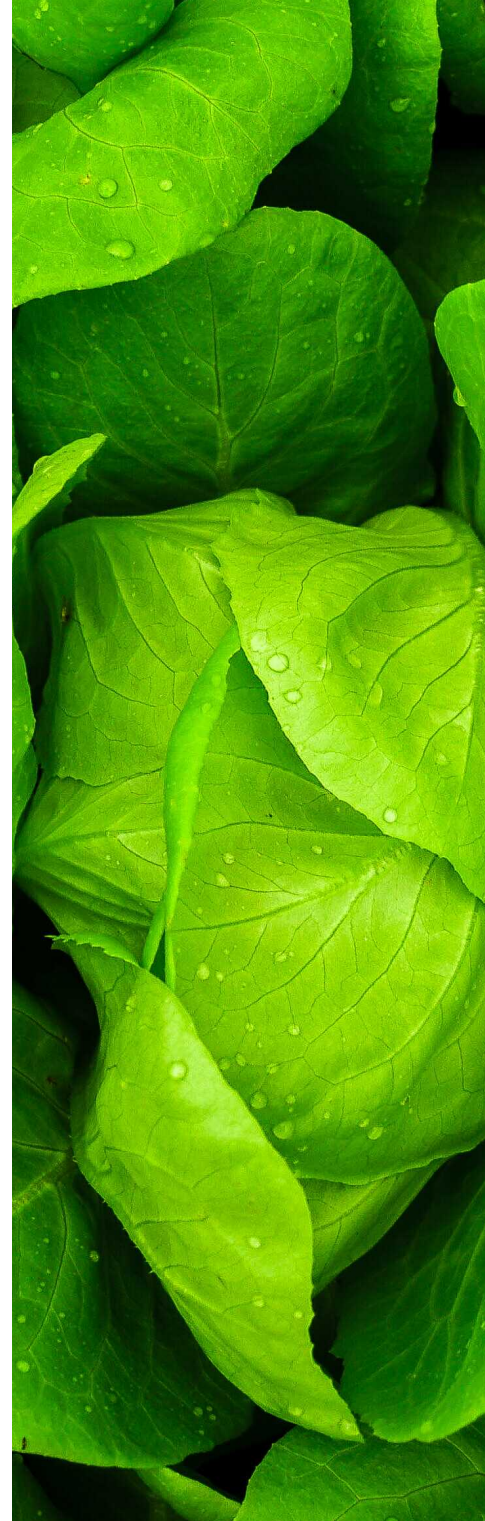
Add photos to your store that add to your story and your brand as a whole.

Include photos such as your team, your suppliers, your facility and your products. Without the opportunity for customers to see, experience, touch and smell your products.

1. Click on the camera icon, select photo, click "**Open**," and click the checkmark (top right of the photo to save selection)
2. To remove a photo, click the 'x' to the right of the photo

When creating your online store, be sure to fill out as much information as possible so your customers can learn about your business and what you offer. This includes sections like Ensure to '**Save**' where applicable.

Also, be sure to click 'View Store' frequently to check your work and see what your store looks like from a customer perspective!



## View Store

This will show you what your online store looks like to visiting customers. When viewing your store, it'll open in a new tab. You can simply close it when done reviewing.

## Share Store

Here you will find and create your unique online store URL. Share this with customers so they can easily place orders! A good rule of thumb is to use your market name: [localline.ca/your-market](http://localline.ca/your-market).



# Add Products and Create Catalogs

Now that you've created a storefront, you need to get your suppliers online. This process is simple, but first: all suppliers at your market need to get their own Local Line supplier accounts.

## Add Products Individually:

1. Click on **All Products** tab.
2. Click the **Download/Upload Products** button.

## Add Products in Bulk:

1. Click the **All Products** Tab
2. Click **Download/Upload Products** button, opposite arrows icon
3. Download **Product Template** and open on your desktop in Excel
4. Fill in Product Template with product information
5. Save the template to your desktop
6. Back in Local Line, click the **Choose File** button
7. Select completed template file from desktop
8. Click the **Open** button
9. Click the **Upload** button to bulk add products in one upload.

**Note:** Any upload issues will be explained in a window, in this case you would make changes to the template file from desktop, save and re-upload.

Your product list now acts as your main selling tool. As your customers are no longer able to see, touch, or feel products, it's crucial to add images and descriptions to your product listings. The more information your customers have, the better!



# Set Inventory

Local Line allows you to track your inventory in real-time. We offer both Basic Inventory and Advanced Inventory. The steps below outline Basic Inventory. Click [here](#) to learn more about Advanced Inventory.

## To set your inventory:

1. Enter your available product inventory in **Inventory Count**.
2. We'll send you a notification when your inventory gets low so you can re-stock. Just enter the number in the **Notify me when I get low** field.

You are also able to update your availability of products. Seasonality will allow you to make certain products only available for specific seasons or time frames. You can enter this information with the calendar picker.

Visibility will allow you to manually remove products from your available products. This can be done by switching the toggle to “Off.”


It will remain in the catalogs you've added it to, but will not be visible to customers or available for purchase. If turned off, this item will be visible to you and grey in colour.

### Edit Product

General

Product Photo

It's picture day! Get the right lighting and show off your products



Click to upload - square images work the best!  
\*We might crop your image for you after you save

Product Information

# (optional)  
e.g. 214, P18DF

Name  
Cherry Tomatoes

Price

The price and units of your product.  
e.g. \$10 per 5lb

\$5.00

per

1

pint

Taxable

Whether or not the product is taxable.

☐ Taxable

Category

What type of product is this? Help your users find what they're looking for more easily by adding a category.

Vegetables

### Add New Product

General

Inventory

Inventory Count

Set the amount of units you have available for this product. We track sales automatically! Uncheck **Track Inventory** for unlimited. Once you start tracking your inventory, you cannot stop tracking your inventory.

Notify me when I get low

If you set a value here, we'll send you an email whenever your inventory count for this product drops below it.

Track Inventory

☒

25

5

Availability

PREVIEW

CREATE

### Edit Product

General

Inventory

Availability

Enable Seasonality

By default your product will be available year round. If it is subject to seasonality, turn on this feature and select the start and end dates for the season.

ON

Start Date

2018/05/28

End Date

2018/07/01

Visibility

You can choose to manually remove this product from your available products. If you do so, it will remain in all of the catalogs you've added it to, but will not be available for purchase.

ON

6

PREVIEW

SAVE

# Assign Products to a Catalog

Catalogs enable you to organize products and privately set product prices, pack sizes and availability to the unique needs of your customers. Once you have added your products, you must assign products to a catalog to have them display on your storefront. To assign products to catalogs:

1. Click the **My Store** tab on the navigation pane. Then click the **Catalogs** tab.
2. Click the **Edit Catalog** button to the right of the catalog you wish to add products to.
3. Click the **View All Products** tab, found under the search field.
4. Type the product name you wish to add in the **Search for Products** search field.
5. Click the green checkmark to the right of the product name
6. Adjust the price as desired.
7. Click **Save**.

After you've assigned products to different catalogs, you can create a catalog schedule. This will allow you to save time and remind customers to place orders by creating automated emails. No more emailing 100s of customers individually!

## To make the most of your catalog schedule, consider:

**Timing:** Think about when your customers are most likely to check their email. Be sure to send your catalog then and set that as the time of day your catalogs will be sent out.

**Personal Message:** Take advantage of this message field. Try adding in a story from the farm that week or a new recipe you have been loving featuring your products. These are great ways to engage your customers, just remember to click on and change that message before the next catalog is set to be sent out!





# Set Up Delivery and Pickup

Use delivery plans and pick up locations to best serve your customers. A delivery plan dictates which customers will be offered delivery. A customer with a set city matching one of your delivery locations will automatically be offered delivery. A customer with a non-matching city will not be offered delivery. Pickup locations are always offered to customers no matter their city.

## To add a delivery plan:

1. Click the **Deliveries** tab on the navigation bar.
2. Click **Delivery Plans**.
3. Click the Add Plan button.
4. Complete the form fields and note the following:
  - a. **Delivery area:** If you want to add a more specific delivery area than this field allows, such as townships and particular zip codes, you can indicate that by adding a tag to the order to represent it. To add a tag to order, go to the Orders tab and click View next to the order. In the Tags section, type the tag text and then press "Enter" on your keyboard. You can filter your orders by tags from the Orders tab.
  - b. **Order Lead Time:** This is the amount of time you need to prepare the order from when it was received, to when it is delivered. The clock for lead time is based on 11:59 PM on the day of delivery.

Adding pickup locations allows purchasers to order your products even if they aren't in one of your delivery zones. Once an order is placed, you'll be given the name of the location associated with that order and you can drop off the goods for the purchaser(s). To add a pick-up location:

1. Click the **Deliveries** tab on the navigation bar.
2. Click **Pickup Locations**.
3. Click **Add Location**.
4. Complete the form fields.

## Add Customers

With Local Line, you have the ability to add customers to the platform to keep them updated. To add customers you need the following details:

- Account Name (this can be a business name "Jack's Pub" or a consumer name "John Smith")
- Email Address (case-sensitive)
- Phone Number (Use a placeholder if not applicable)
- City

Your customers can add more of their information when they register their account. Customers who have not yet registered their account display an Unregistered tag beside their name. Similar to uploading products, you can either individually or bulk upload customers.

### Add Customers Individually:

1. Click on **Customers** tab, and click **Add a Customer**.
2. Complete the form and click **Create**.

### Add Customers in Bulk:

1. From the Customers tab, click Upload Customers and then click Customers Template to download the template.
2. Complete the template and save to your desktop.
3. Click the **Choose File** button to upload the template.

## Launch!

After you've set up your store and added all of your suppliers, your store is ready to launch! You can do this by clicking the **Launch** button on your dashboard.



# Day 2: Promoting Your Online Store

Day 2 is for marketing!

Now that your market has moved online, it is important to let your customers know. Use this opportunity to attract new customers. You should reach your customers in all of your usual channels, such as:

- Emailing
- Social media
- Word of mouth

## Email Your Customers

As a farm, you have the ability to be able to add customers to the platform to keep them updated. If you have customer email addresses already, consider sending them an email to notify them of the recent switch online.





## Here's a sample email to send to customers:

Hi [CUSTOMERS' NAME],

As you know, at [Your Business Name] customer service is our number one priority. We work hard to provide the best products and the best service for you. To continue to elevate our service offering, we will be introducing our own online ordering program, customized for you. It will contain your order history and a real-time list of all of our products and inventory.

The program works on all desktop computers as well as smartphones. Through this program, you'll always know what we have available and never be more than a couple clicks away from an order! If you would like to submit your next order with us online, here's what happens next:

- Click this email link [Your store link/URL here] to register your account. It takes 2 minutes.
- Once you register, you'll be taken into our online store to submit your first order.
- When reordering in the future, our store can be found at [YOUR STORE LINK].

If you have any questions, I'm reachable at [PHONE NUMBER].  
We look forward to continuing to service and grow with you.

[YOUR NAME]

Continue to update your customers regularly via email on changes in your delivery schedules, suppliers, and any other changes to your farm's business.



# Get on Social

Social media is the next place you need to start promoting your new online market. Create updates on all current social media channels to inform your customers about the recent switch.

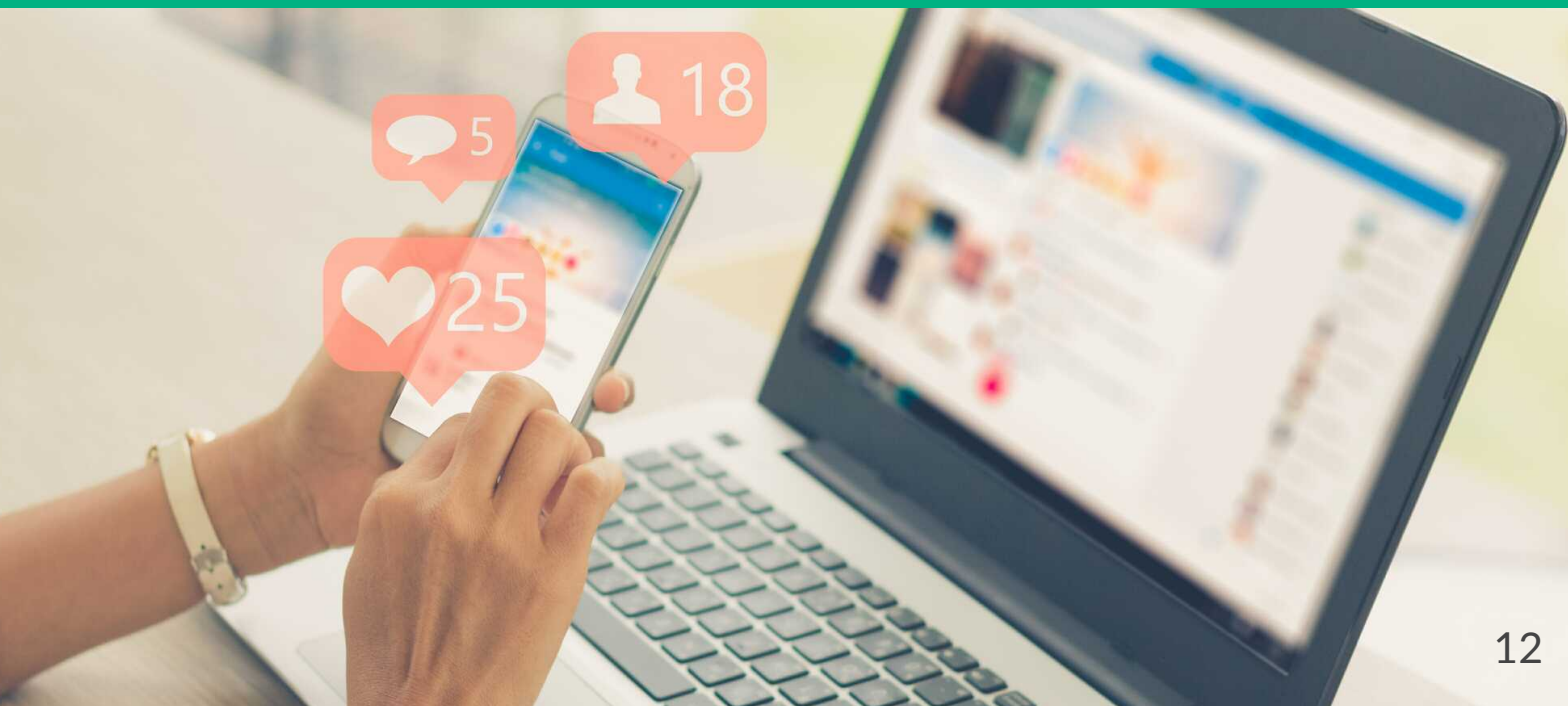
Here are five ways to leverage your social media channels and reach your audience:

## 1. The power of hashtags

Use hashtags and geotags to reach others who are also searching for what you're posting, in the geographic areas you're tagging. Hashtags ensure that your content is seen by as many eyes as possible, not just your own audience. Here are some examples for inspiration:

- #[yourcity]food
- #[yourcity]fooddelivery
- #[yourcity]localfooddelivery
- #[yourcity]localfood
- #[yourcity]farmersmarket

Use your suppliers' delivery cities in as many hashtags as possible (not just the city your market is located in). Be as specific as possible and consider what people in your area might be searching for.





## 2. Share your posts to other platforms

Instagram lets you post across all other channels. Take advantage of Instagram's share feature and publish your Instagram posts to Facebook and Twitter, if applicable.

You may not have the extra time right now to be focusing on a social strategy or keeping up across all platforms, so this will ensure you're still maintaining a presence (and sharing the same message) on every channel.

## 3. Include calls-to-action

Don't forget to include calls-to-action on every single post! Because you can't sell directly on Instagram, it is crucial that your calls-to-action encourage followers and buyers to take that extra step of your online store. Here are some examples:

- Click the link in our bio to access our online store and buy online
- We deliver to your door on Tuesdays and Thursdays! Place your order today at [YOUR URL HERE]. Link in bio!
- DM us to let us know if there's someone in your community who would benefit from home delivery.

## 4. Be visual and transparent

Share as many supplier product photos as possible. Because consumers cannot see, touch, or feel products, it's crucial that you showcase what it is available.

Use videos, photo posts—and don't forget Instagram and Facebook stories!





In addition to product photos, let your audience in your behind-the-scenes and show the process behind the photos.

Breaking it down communicates not only the hard work that goes into what's being sold but highlights that your customers know where their food is coming from. They're trusting the safety measures you're taking with your product.

## 5. Update your Instagram bio and Facebook page

Update your Instagram bio to inform current and future customers that you are still up and running (and so are your suppliers)! Your bio is one giant call-to-action, so use it to your advantage.

**Consider text such as:**

- *Shop fresh, local food from the comfort of your home.*
- *Place your order through our online store!*

Always be sure to include the link to your online store!

Also, remember to link your new online store to the market's Facebook page by adding a shop now button. This will make your online store even more visible to visitors. Here's how:

1. Login to your Facebook admin site
2. Hover over the blue button [could read "Shop Now" "Send Message" "Call Now"]
3. Click the **Edit** button
4. Click **Shop**
5. **Shop Now**
6. **Next**
7. **Website Link**
8. Copy and paste your Local Line store URL

Make sure to announce your **Shop Now** button on Facebook and repost so followers know it's there. You should also include it in every post!

# Word of Mouth

Word of mouth is extremely powerful. Leverage this by implementing tools to promote word of mouth amongst customers.

## Ask your audience to share

Ask your audience to share your info or posts with their friends and family. It helps everyone get involved. If they're happy with your products and service, we're sure they'd be happy to do so!

## Create a competition

Create a "best picture" contest! Ask your customers to share their #socialdistancing cooking photos or their weekly food orders and share them on your social media channels. This will increase social proof, and help spread the word that you are up and running! Maybe even offer a discount or special offer to customers that are most creative.

## Develop a referral program

Consider implementing a referral program among customers. Referrals are a great way to promote word of mouth. The most trusted reviews are those that come from a friend. You should be tapping into your existing customer network to get new customers. If you want to get started with a referral program, [check out this blog post](#).

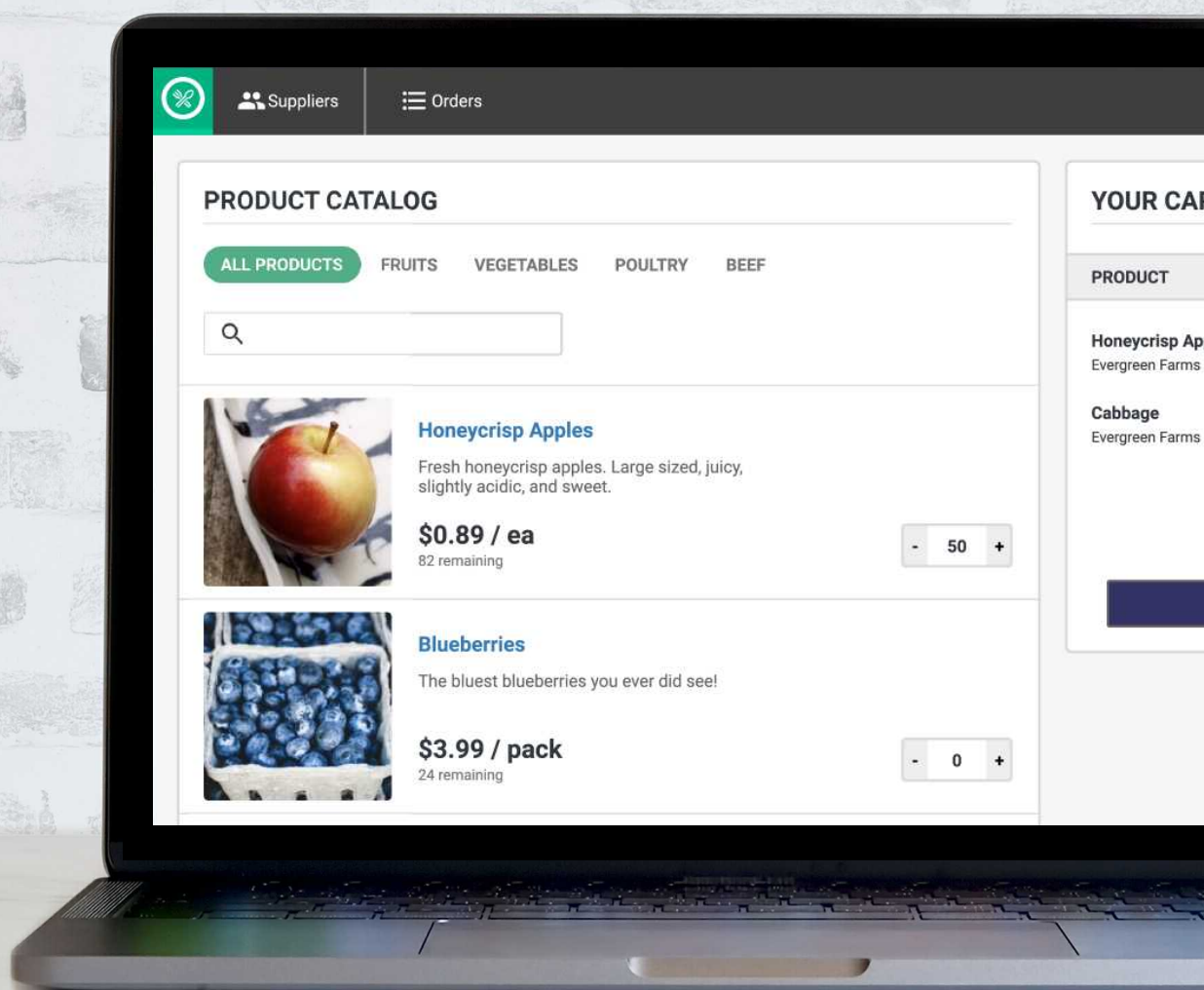


# Day 3: Start Selling

It's go time! You've set up your account, added your products, and have been marketing your online store—you're ready to start selling.

As a farmer, we know it is essential to continue to stay on top of your day-to-day operations, even if it looks a little differently now. Be sure to keep communication lines open with your customers and continue to promote your new online store. As always, if you have any questions about getting started, the Local Line team is here to support you!

Happy selling!





LOCAL LINE FOR FARMERS

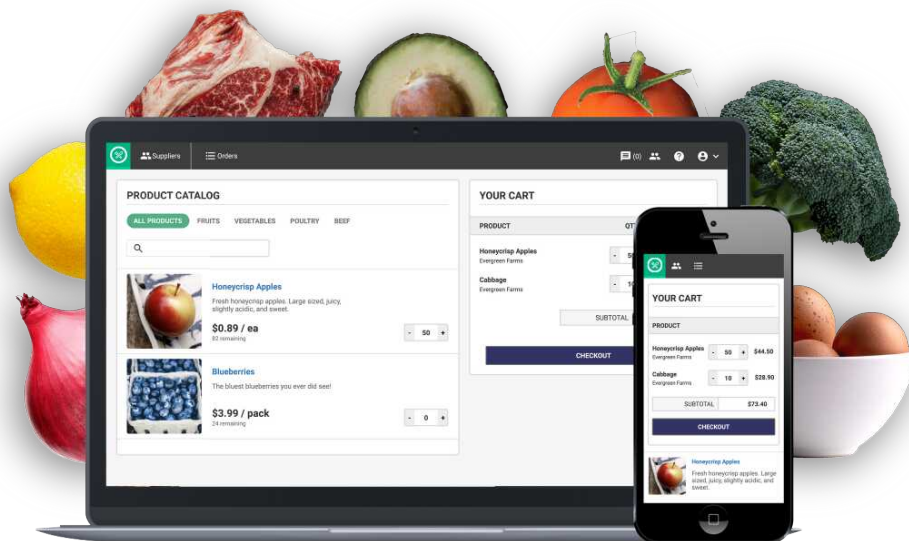
# Take your farm online!

Local Line is built for farmers doing direct marketing.  
Increase orders, save time, and keep growing!

## Farm Features:

Online Store  
Delivery & Pickup Plans  
Product, Customer, and Order Management  
Account Support  
And more!

Get started today at [localline.ca](https://localline.ca)



5 Michael Street, Kitchener ON, Canada  
[localline.ca](https://localline.ca)  
[info@localline.ca](mailto:info@localline.ca)