

365 DAYS OF MARKETING

Pre-made templates for social media,
email marketing, websites, and events.



Done for you: one years' worth of marketing content

Running a business—whether it be large or small—takes work. Your days are filled with the day-to-day tasks of production, planning, strategy, and selling.

Marketing your products and building brand awareness is important, but time-consuming. It's a whole other business in itself!

That's why we've created this e-book. It's a done-for-you, all-in-one marketing guide that shares our favourite tools and resources, where to find royalty-free stock photos for your website and socials.

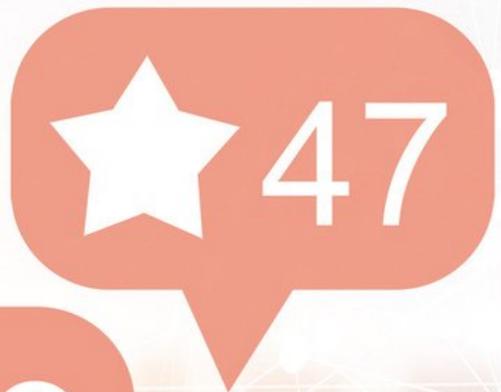
Best of all: we've got 12 months' worth of content for social media, email marketing, and event marketing. (If you have a website, we've even included copy you can customize and use right in your homepage and other key pages.)

We're making it easy to plan one full year of marketing content so you can grow your business and be profitable while saving time.

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SOCIAL MEDIA

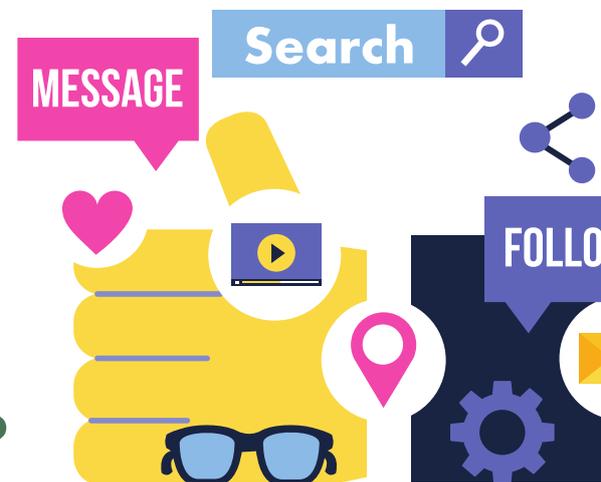
Social media: an essential component of your marketing strategy

Social media has become an essential component of your marketing strategy. It's no longer an option to not be present on social; it's a key way to reach your customers, gain insights, and grow your business.

This section includes information on how frequently to post on social media (spoiler: consistency is what's best!), best practices for each platform, and the best tools and resources to help streamline your content creation, scheduling, and profiles.

The best part?

We've also included a full year's content calendar to copy, customize, and schedule.



How often should I post?

While there's no one size fits all when it comes to how often you should post on social media, there are a few best practices to keep in mind.

Each social media platform is unique in how long each post "lives" in the feeds of your followers. For example: Facebook posts have a lifespan of about 4-6 hours, Instagram posts have a lifespan of 48 hours, and Tweets only live about 20 minutes.

Be consistent

Being sure to post frequently enough that your content is being shown to your followers is important, but what's more important is consistency.

Each platform's algorithm rewards users who post regularly and consistently. If you can only post once a week, that's totally okay. Instagram will push your weekly post out to your followers.

Best practices

How often you post isn't the only factor that helps your content be seen by followers and other users on each platform.

Post when your followers are online and active

A good rule of thumb is to post during peak hours—when are your followers online and most likely to engage with your content?

You'll find this information in your Instagram Insights, Facebook Audience Insights, or Twitter Analytics. Each social media platform you use will have an Insights or Analytics feature to your profile.

If you're just getting started or don't yet have much data on your followers, take an educated guess based on your audience. Would they be online during lunchtime? In the early evening? Make sure your content is in front of them!

Encourage engagement

Be engaging to encourage engagement! Don't just "post and ghost"—treat your social media as a community!

Respond to comments, questions, and set aside time to engage with your audience online.

Use hashtags strategically

The average is 5-7, but no more than 10. Know your audience's interests and research relevant hashtags (#localfood #farming, etc.) that apply to them!



Our favourite social media tools

Social media takes a lot of time and effort to see a return on investment. Use tools and resources to help maximize the time you spend growing your followers, converting them to customers, and building brand awareness for your business!

Here are our favourites (with hyperlinks!):

For your “Link in Bio”:

- [Later](#)
- [Link in Bio](#)
- [Linktree](#)
- [Feedlink](#)

For batch scheduling your social posts:

- [Later](#) (for Instagram only)
- [Hootsuite](#)
- [Buffer](#)
- [Planoly](#) (for Instagram only)
- [TweetDeck](#)
- [Agorapulse](#)
- [SocialBee](#)
- [MeetEdgar](#)

Graphic design tools:

- [Canva](#)



Canva is super user-friendly (and free!).

It's what we used to design this ebook.

Social media: 12 months' worth of content

Here are 12 months' worth of content that can be used for Instagram, Facebook and Twitter; the three largest social media platforms.

Keep in mind that your business doesn't have to be present on all three, or even two. Choose the platform that your audience is most active on, so you can maximize your time spent content creating and posting!

We discussed earlier about not needing to post daily. That's why we've written **12 posts per month** that can be shared throughout the week, **about 3x/week**.

Here's what this might look like:



Grab our free Instagram post templates here!



Social Media Captions



Month 1

1. All the greens 🍃 They're sprouting in the field, and it won't be long until we offer these gorgeous greens again 🍃 Stay tuned - coming soon to our online store! #farmfresh #[businessname]
2. It's strawberry season 🍓 Be sure to put in your online orders to get them before they're sold out. Link in bio #farmfreshstrawberries
3. Our early batch of broccoli will be transplanted out to our fields in the next week or so! 🍷 That means we should have fresh, beautiful heads of broccoli available around the last week of [insert month]! Be sure to keep an eye out on our online store #buylocal #farmfresh
4. Great day for transplanting in the field! Lettuce and kale 🍃🍃🍃🍃 Getting excited for lush salads in spring! #farmfresh #[businessname]
5. New, this week at [insert business name], we have [insert product]! [Product] is delicious grilled, sauteed, or on the BBQ. Be sure to order some [insert product] this week on our online store! #supportlocal #farmfresh
6. Looking for a way to use up veggie scraps? The answer is homemade veggie broth! It goes in everything and is also an excellent warm beverage. Store your veggie scraps in the freezer until needed, and then simmer in a large pot with water for an hour. You can store in an airtight jar for up to a week or freeze in small portions for use later. Save your veggie scraps today! #upcycle #farmhacks
7. Patiently waiting until these seeds sprout! #farmlife #freshproduce
8. Meet the farmer! Hi, I'm [insert name] and I started [insert business name] [insert number] years ago.
9. Meet the team! This is [insert name]! They have been working with us for over [insert number] years. They're responsible for [insert tasks]. [insert name]'s favourite product is [insert product name]. "[insert quote about why your team member likes working for you]." We are so lucky to have them on board.
10. Happy National Farmer's Day to farmers everywhere. We love what we do and are proud to call ourselves farmers. Farming [insert relevant term: organically, biodynamically, livestock, etc.] isn't an easy task, and we couldn't do what we do every day without your support. #HappyNationalFarmersDay
11. Our commitment to growing food organically is present in everything that we do. We are so proud to produce flavourful and nutrient-rich food for our community. [insert description of why you farm and how your farming process works]. #localfood #[businessname] #appreciationpost
12. Be sure to put in your orders by next Monday for Wednesday and Thursday for Saturday pick-up through our online store - link in bio! #supportlocal #farmfresh

Month 2

1. Meet [animal name]! He is our trusty chicken guardian. He still has a lot to learn from Poppy, but we're hopeful he'll learn the ropes soon. When he's not out on the field, you can find him relaxing in the shade under the apple trees. We love you [insert animal name] #farmdog #farmlife
2. Meet [insert calf names], our new calves! Meeting these little guys is the reason we love to farm. Enjoy these pictures of their first few days #calvingseason #farmlife
3. What's your favourite summer BBQ recipe?
4. We love BBQ ribs! Be sure to pick up all of your summer bbq needs from our online store before Saturday! #farmfresh #localfood #supportyourfarmer
5. Packing up grass-fed beef orders for Saturday pick-up! 🍴 We offer farm pick-up and delivery to the [insert location] region on Wednesdays and Saturdays.
6. Here's how we harvest and pack orders for Saturday pick-up! #behindthescenes #farmlife
7. WE'RE OPEN! * Winter Hours: [insert days] from [insert time range]. Find our range of fresh products AND MORE in our online store! Link in bio!
8. Today's farm stand at [insert farmers' market location]! This weekend we have [insert products]. Be sure to come by today from 8:00 AM to 2:00 PM to get your groceries for the week!
9. Did you know we do pre-ordering for the farmers' market? Make sure you get everything you want this week by ordering through our online store Monday through Friday to pick up on Saturday mornings! #grabandgo #contactfreepickup #[insert farmers' market name]
10. We now sell at [insert retailer name]! Find your favourite [insert business name] products in the [fresh food, pantry staples, meat, etc.] aisle. #buylocal
11. SPECIAL DISCOUNT on our online store this week! 🍴 All week long, until [insert date], our [insert product] are BUY 2, GET 1 FREE!!! Get yours before they sell out! #farmfresh #[insert business name]
12. Have you heard? We're pre-selling our CSA shares this year through our online store! To stay in the loop when they go on sale - sign up for our newsletter (link in our bio)! Once you're subscribed, we will send you an email with all the details! 🍴🍴🍴 Thank you to those who have already subscribed - email coming soon!

Month 3

1. 2021 Veggie Subscription is open for sign-up! Our CSA runs for [insert number of weeks] starting in [insert month]. Find all the info on our online store - link in bio!
2. First CSA pick-up of the season! Set up at [insert pick up location] with fresh veggies. Come get it, folks! ☰☷☷☷
3. Spring/Summer CSA Week 1! This week we've added: [insert products included in CSA box ie. lettuce mix, rainbow carrots, fennel...] #localproduce #farmfresh #CSAbox
4. What the heck is [insert vegetable]?
5. We often get asked what to do with [insert vegetable]. [insert vegetable] is an awesome (and healthy) spring vegetable. It is best served roasted in salads or used in soups and stews. Be sure to pick some up at our Saturday market or order online today! #[insert vegetable] #farmfresh
6. We're hiring! ☰☷☷ We are looking to fill both full-time and part-time farm crew and market staff positions. Farming experience is a plus but not required. Go to the link in bio for more information about the position and to apply. #farming #farm
7. A full delivery van going to [insert city] restaurants. So grateful for all our restaurant partners and their commitment to sourcing local! #[insert city]grown #localfood
8. What would you like our online store to carry? Let us know in the comments—we're brainstorming new ideas for this year! #farmstore #localfood
9. First big [product] harvest headed to the market today! ☷ Will we see you there? From [time to time] on Saturday, we'll be at booth #! Place your orders in advance at our online store (link in bio!) or shop in person!
10. Fresh, delicious tomatoes are still available for pickup at our farm on Wednesday! Ordering closes on Mondays at 6 pm, so place your order now at the link in our bio!
11. Scenes from today's harvest. ☰☷☷☷☀
12. On Thursdays, we pack orders for Friday farm pickups and Saturday market days. Have you placed your order yet?



Month 4

1. Our [product] is almost ready! These will be in stock and available to order in time for next weekend—for those who want to know as soon as they're available in our online store, sign up for our newsletter! We'll send an update so that you can be one of the first to buy. They sell out quickly! Link is in our bio to get signed up for our email list.
2. Did you know we do pre-ordering for the farmers' market? Make sure you get everything you want this week by ordering through our online store Monday through Friday to pick up on Saturday mornings! #grabandgo #contactfreepickup #[insert farmers' market name]
3. Fresh [recipe]? Yes, please! Link in our bio to get the full recipe to [recipe name], using our fresh [product]. (You'll find the link to shop on our website!)
4. Meet [Name]! S/he's been with [Farm Name] for almost a year now, and we felt it was time s/he showed her face around here! When they're not in school, [Name] helps out at the farm doing x, y, and z.
5. WE'RE OPEN! ☰ Spring Hours: [insert days] from [insert time range]. Find our range of fresh products and more in our online store! Link in bio!
6. Ever wonder what it's like to work a day in the life of a farmer? We're taking you behind the scenes in our latest Instagram Reel / YouTube video / blog post. Join us at the link in our bio!
7. First big [product] harvest headed to the market today! ☰ Will we see you there? From [time to time] on Saturday, we'll be at booth #! Place your orders in advance at our online store (link in bio!) or shop in person!
8. Meet [insert calf names], our new calves! Meeting these little guys is the reason we love to farm. Enjoy these pictures of their first few days #calvingseason #farmlife
9. Market day photo dump!
10. Our packaging process for getting pre-orders out the door and ready for pickup. Did you place your order this week?
11. Have you tried our [product] yet? We're clearing out our inventory with only 45 left in stock! Get yours before they're sold out.
12. That's a wrap on another month! Thanks to all who came out to see us on market days and pickup days. We can't wait to see you in [Month]! Get yourself on our email list (link in bio) to stay up-to-date with the new products we're launching in [Month].



Month 5

1. Our [product] is almost ready! These will be in stock and available to order in time for next weekend—for those who want to know as soon as they're available in our online store, sign up for our newsletter! We'll send an update so that you can be one of the first to buy. They sell out quickly! Link is in our bio to get signed up for our email list.
2. It's a perfect weekend to enjoy a blueberry pie! Fresh blueberries are re-listed in our online store—get yours before they sell out! Link in bio.
3. We've baked up some [recipe here]! Dark chocolate chips, zucchini and carrot make for some delicious muffins. They are \$5.99 for 3, with 60 available in the store. Perfect for a workday snack or to pack for school! Shop now before they're gone! (We promise they won't last long.)
4. Slow your scroll: we've added a new furry friend to the family! Friends, welcome [Pet Name]!
5. I didn't know a good coleslaw recipe until we started growing fresh, lively red and green cabbage (and adding our homemade dressing)! Here's our coleslaw recipe: 1 medium cabbage / 3 medium carrots / ½ cup fresh parsley leaves. For the dressing: 1 cup mayonnaise / 2 tbsp. apple cider vinegar / 2 tbsp. Dijon mustard / celery seeds / salt and pepper to taste. Enjoy!
6. Microgreens go with... just about anything you're serving up on your dinner plate! Have you ordered yours yet? Link in bio for our online store, with 10 varieties of microgreens to choose from.
7. What's in an egg? Our delicious breakfast, baking, and any time staple is made special because of the diet we feed our chickens. Roaming freely on pastures with access to grasses, bugs and seeds results in nutrient-rich eggs. Shop yours today and pickup on Tuesday!
8. Did you know we do pre-ordering for the farmers' market? Make sure you get everything you want this week by ordering through our online store Monday through Friday to pick up on Saturday mornings! #grabandgo #contactfreepickup #[insert farmers' market name]
9. We now sell at [insert retailer name]! Find your favourite [insert business name] products in the [fresh food, pantry staples, meat, etc.] aisle. #buylocal
10. Be sure to put in your orders by next Monday for Wednesday and Thursday for Saturday pick-up through our online store - link in bio! #supportlocal #farmfresh
11. What would you like our online store to carry? Let us know in the comments—we're brainstorming new ideas for this year! #farmstore #localfood
12. What's your favourite part about [season]? Ours is [insert reason here].

Month 6

1. Fresh, delicious tomatoes are still available for pickup at our farm on Wednesday! Ordering closes on Mondays at 6 pm, so place your order now at the link in our bio!
2. A little BTS (behind-the-scenes) on our packaging process today! Here's what it looks like when we pick your orders, package them up, and prep everything for on-farm pickup. Have you placed your order yet? This week's window closes tonight at 6pm!
3. [Product] update! We were selling our [product] in 1lb bags, but each bag is now 1.2 lb, for \$5.99! Link in bio to shop.
4. We're hosting a cooking class! If you've ever wondered how to cook our [product], we're hosting a virtual class with step-by-step instructions from a professional chef cooking [recipe]. Tickets are \$25 each and the link to register is in our bio!
5. Giveaway announcement! We're giving away a one-year's CSA subscription! To enter, like this post, comment tagging three friends you'd share your CSA box with, and share this post to your stories for an extra entry! Contest closes in one week!
6. What's your favourite way to enjoy carrots?
7. CSA week 10: Boston lettuce, Broccoli, Tomatoes, Garlic, Yukon Potatoes and Blueberries. Place your orders in our online store today!
8. Views from the farm. 🌄☀️
9. Have you registered for our cooking class yet? Sign up at the link in our bio! You get forever access to the video recording and the recipe, including a whole library of similar dishes.
10. Fresh [recipe]? Yes, please! Link in our bio to get the full recipe to [recipe name], using our fresh [product]. (You'll find the link to shop on our website!)
11. Meet [Name]! S/he's been with [Farm Name] for almost a year now, and we felt it was time s/he showed her face around here! When they're not in school, [Name] helps out at the farm doing x, y, and z.
12. We're hiring! 🍷🍷 We are looking to fill both full-time and part-time farm crew and market staff positions. Farming experience is a plus but not required. Go to the link in bio for more information about the position and to apply. #farming #farm



Month 7

1. We are loving the colour of these rainbow carrots! They can be enjoyed in so many ways but our favourite is honey-glazed. How do you serve up these colourful side dish?
2. We have a new self-serve apple stand at our farm pick-up location! If you can't make it on pickup day, stop by the farm anytime and help yourself to some freshly picked gala, honeycrisp, and red delicious! \$4 for 10 or \$7 for 20!
3. Pre-order your [product] before 6pm on Thursday for Friday on-farm pickup or Saturday market! Link in bio.
4. We're so excited to launch our latest [product] in our online store and will feature them at the market this weekend as well! Head to the link in our bio to place your order for pickup or delivery, and check out our website for more information. :)
5. Did you know we also offer delivery? If you're not able to make it for Friday pickup days, click "Delivery" in checkout! It's a \$5 fee to deliver if you're in the [Location] area.
6. It's a perfect weekend to enjoy a [product]! Fresh [product]s are re-listed in our online store—get yours before they sell out! Link in bio.
7. Just in! We're baking up some strudels this week and can't wait to share. But don't wait—they won't last long! Pre-order yours at the link in our bio.
8. What's your favourite [season] [fruit]? ☰
9. Did you know we do pre-ordering for the farmers' market? Make sure you get everything you want this week by ordering through our online store Monday through Friday to pick up on Saturday mornings! #grabandgo #contactfreepickup #[insert farmers' market name]
10. What the heck is [insert vegetable]?
11. We often get asked what to do with [insert vegetable]. [insert vegetable] is an awesome (and healthy) spring vegetable. It is best served roasted in salads or used in soups and stews. Be sure to pick some up at our Saturday market or order online today! #[insert vegetable] #farmfresh
12. SPECIAL DISCOUNT on our online store this week! ☰ All week long, until [insert date], our [insert product] are BUY 2, GET 1 FREE!!! Get yours before they sell out! #farmfresh #[insert business name]



Month 8

1. It's a [product] harvest! Did you place an order for these last week? Tag us when you enjoy them at home!
2. We're hosting a cooking class! If you've ever wondered how to cook our [product], we're hosting a virtual class with step-by-step instructions from a professional chef cooking [recipe]. Tickets are \$25 each and the link to register is in our bio!
3. Starting today... 📱😊 #productname #newproduct #linkinbio
4. Have you ever tried kohlrabi? How about preparing it yourself? You're in luck—we're hosting a cooking class! If you've ever wondered how to cook our [product], we're hosting a virtual class with step-by-step instructions from a professional chef cooking [recipe]. Tickets are \$25 each and the link to register is in our bio!
5. Views from the harvest bin.
6. Gorgeous rainbow carrots available in the online store today. 📱 Link in bio! #yourfarmname #shoplocal #localfood
7. We're ending the season on a sweet note. Juicy, delicious [fruit] are available in our online store!
8. A big welcome to [Name] for helping us out for the harvest this year! If you see him/her at our farm pickup stand this weekend, say hello!
9. We've added a blog to our website! Our first post is all about how we got started with [Farm Name], and the history of our farm. Go check it out at [website URL] or click the link in our bio.
10. Market update! We're in a new location! Come and visit us this Saturday at Booth #! Place your pre-orders for pickup in our online store or come check out what we've got and buy in-person. 😊
11. We've added online payment to our online store! Now when checking out, you can pay for your order on the spot, and just pick-up-and-go on pickup days! Check it out today, link in bio! (Psst: you can still pay cash at pickup! Just select "Cash" as payment option at checkout!)
12. This is what 500 [product]s looks like. 📱

Month 9

1. It's the last weekend! The last farm stand for the season. Our online store will still be open 24/7, with on-farm pickups each Friday from 8–12. Hope to see you at the stand on Saturday!
2. Happy fall! We've been busy at [Farm Name], prepping new product for the store, packaging up your orders, and harvesting the last of [product]. Note that the following items are on their last days in our online store for the season. Grab yours before they're all sold out!
3. It's our favourite thing when customers share what they've made using our product! We'd love to see what you're cookin'—tag us in your photos or share with us directly!
4. If you've missed out on our latest cooking class, don't worry! We're hosting another next month—check out photos from our first class on our blog! Link in bio .
5. Meet [Name]! S/he's been with [Farm Name] for almost a year now, and we felt it was time s/he showed her face around here! When they're not in school, [Name] helps out at the farm doing x, y, and z.
6. We have so many [product]s left before the season is over! Hot tip: freeze yours and enjoy all winter long—then grab them fresh again in the spring! Place your order today!
7. It's a rainy fall day today, but we've got plenty of sunny days ahead! What's your favourite part about the fall?
8. Pumpkin progress pictures... day 1 🍂🍂🍂
9. If you're on our newsletter list you would have seen that next week we have switched our farm pickup day to Thursday instead of Friday. You'll see this change in our online store, and it's just for next week! Schedule resumes the week after! (And if you're not yet on our list, what are you waiting for?! Get signed up at the link in our bio. 🍂)
10. Fresh [product] available in our online store and at the market this week!
11. New, this week at [insert business name], we have [insert product]! [Product] is delicious grilled, sauteed, or on the BBQ. Be sure to order some [insert product] this week on our online store! #supportlocal #farmfresh
12. Scenes from today's harvest. 🍂☀️



Month 10

1. Aside from pumpkin-flavoured ALL THINGS, pumpkins are great for carving, using for decor, and more—but we bet there's one way we bet you haven't enjoyed a pumpkin this year. You truly haven't pumpkin-ed until you serve up your soup inside one of our perfectly-sized pumpkins. Carve out those seeds (and roast them!) and then serve up your favourite soup on the dinner table this week. Tag us!!! We'd love to see!
2. It's the last weekend! The last farm stand for the season. Our online store will still be open 24/7, with on-farm pickups each Friday from 8–12. Hope to see you at the stand on Saturday!
3. Beautiful blooms. 🍂
4. Show us your fall vibes! Who else is feeling the fall chill in the air?
5. We're adding another farm pickup day! Come see us on Tuesday mornings for fresh baked goods. All other products can be picked up on Fridays as normal! Place your orders today.
6. Yes, it's a rainy Saturday, but we have baked goods and hot coffee at our market booth today! Stop by between 7 and 12 for a hot cuppa and a sweet treat!
7. We've got apple picking open this weekend! Visit us Saturday and Sunday starting at 9am for a few different varieties of apples—see you there! Details at the link in our bio (and don't forget to tag us in your photos!)
8. We've got a new job opening! We're on the lookout for someone who can help us with [job duty] and general farm work. About 20 hours/week at \$/hour! If this sounds like something you can do, email us at email@email, or reach out via DM.
9. Have you signed up for our winter CSA yet? Link in bio for details and to get yourself on the list! Here's what's in each box:
10. Microgreens go with... just about anything you're serving up on your dinner plate! Have you ordered yours yet? Link in bio for our online store, with 10 varieties of microgreens to choose from.
11. Looking for a way to use up veggie scraps? The answer is homemade veggie broth! It goes in everything and is also an excellent warm beverage. Store your veggie scraps in the freezer until needed, and then simmer in a large pot with water for an hour. You can store in an airtight jar for up to a week or freeze in small portions for use later. Save your veggie scraps today! #upcycle #farmhacks
12. Our commitment to growing food organically is present in everything that we do. We are so proud to produce flavourful and nutrient-rich food for our community. [insert description of why you farm and how your farming process works]. Thanks to our community for their loyal support, and we hope to continue to serve you for many more years to come. #localfood # [businessname] #appreciationpost

Month 11

1. It's about time we show our faces around here! If we haven't yet had the pleasure of meeting you at the market or on the farm, hello! We're [Name] and [Name], the owners and farmers behind [Farm Name].
2. After months of waiting, we have [product] in our online store again! Grab yours NOW before they sell out! Link in our bio!
3. These little gems are super popular on our farm. Have you tried it yet?
4. Sign up to our newsletter and get a recipe book right to your inbox full of recipes using our very own products—many of them our own homemade recipes passed down through our family (and featured here on our Instagram/Facebook/Twitter page as well). We send updates about the farm, product news and all kinds of good stuff! Get on the list at the link in our bio and click "newsletter"!
5. Our steaks are perfect for a quick mid-week meal—they don't have to be a special occasion! Serve yours up with our [product] and [product].
6. Pre-order your [product] before 6pm on Thursday for Friday on-farm pickup or Saturday market! Link in bio.
7. Meet [animal name]! He is our trusty chicken guardian. He still has a lot to learn from Poppy, but we're hopeful he'll learn the ropes soon. When he's not out on the field, you can find him relaxing in the shade under the apple trees. We love you [insert animal name] #farmdog #farmlife
8. Happy Friday, everyone! We can't wait to see you later this morning for our on-farm pickup. If you're coming by to pick up an online order, be sure to have your invoice handy! See you soon!
9. Did you know? Mushrooms have a significant amount of Vitamin D2 when they've been exposed to sunlight! Mushrooms exposed to UV light (from sunlight) are a great source of Vitamin D—something to keep in mind as the days get shorter and colder. :) And guess what? We've got mushrooms for sale in our online store—grab yours today! Perfect for fall and winter recipes.
10. To accompany a product photo. Guess what's coming with us to the market this weekend? It's [product]! Place your orders before midnight tonight to reserve yours and pickup on Saturday!
11. Harvest is a beautiful thing. Get your organic produce on our online store today. #localfood #supportlocal #shoplocal #localveggies #localsquash #yourfarmname
12. [Product], [product] and [product] are ready to join the late fall harvest fest! Now listed in our online store, and we'll have at the market this weekend as well! Link in bio to place your order for pickup, delivery, or market day!



Month 12

1. What would you like our online store to carry? Let us know in the comments—we're brainstorming new ideas for the new year! #farmstore #localfood
2. Last call for 2022 subscriptions! Sign up in our online store, pay online, or pay in person at pickup!
3. Slow your scroll: we've added a new furry friend to the family! Friends, welcome [Pet Name]!
4. Pre-order your [product] before 6pm on Thursday for Friday on-farm pickup or Saturday market! Link in bio.
5. We have so many [product]s left before the year is over! Hot tip: freeze yours and enjoy all winter long—then grab them fresh again in the spring! Place your order today!
6. What's your favourite winter squash recipe?
7. Have you signed up for our winter CSA yet? Link in bio for details and to get yourself on the list! Here's what's in each box:
8. Our turkeys are pasture-raised, which has so many benefits to the well-being of our birds. Make your holidays extra special with [Farm Name] turkeys, now listed in our online store.
9. Our [product] is almost ready! Are you?!
10. What would you like our online store to carry in the spring? Let us know in the comments—we're brainstorming new ideas for the upcoming year! #farmstore #localfood
11. It's our favourite thing when customers share what they've made using our product! We'd love to see what you're cookin'—tag us in your photos or share with us directly!
12. We're looking back on the year and reflecting on some of our best memories. Insert some anecdotes here, along with some photos from the year.



Social media + Local Line: Integrate with your account

Integration how-to: Local Line → Facebook

Here's how to have a new Facebook post created each time you add a product to your Local Line store! (Visit support.localline.ca for full instructions.)

1. Login to Zapier or create your free account
2. Connect to Local Line (just sign in using your login credentials!)
3. Connect to Facebook (same thing: just login using your Facebook credentials)
4. Customize your integration. What do you want each post to say?

This integration is an awesome way to save time on creating a new post for each product, and having the product's URL included in each post drives traffic to your storefront!

Something to note: this integration is best used if you occasionally add new products to your store. We recommend temporarily disabling it if you need to do a bulk upload.

Integration how-to: Local Line → Twitter

Here's how to have a new Tweet created each time you add a product to your Local Line store! (Visit support.localline.ca for full instructions.)

1. Login to Zapier or create your free account
2. Connect to Local Line (just sign in using your login credentials!)
3. Connect to Twitter (same thing: just login using your Twitter credentials)
4. Customize your integration. What do you want each Tweet to say?





EMAIL MARKETING

Email marketing: tips to make you a pro

Email marketing is one of the most effective marketing strategies for small businesses. When used right, it can be both relationship-building and profit-building. Unless you have the people or free time to individually build a personal relationship with each one of your prospects and customers, email is your best marketing friend!

With email marketing and newsletters, you own the channel and—most importantly—you own your email list. Using only social media means you're building your marketing efforts on borrowed land.

Here are eight ways to sell more with email marketing:

Make it easy

In order to be successful in the long term, it is essential that you build up your email list. You want prospects to find your list and jump at the opportunity. Some great ways to easily increase your list are to:

- Have forms throughout your website to capture contact information. These can be located at the footer of your website, your online store page, "products" page, etc. You could even have a dedicated landing page for email newsletter sign ups.
- Make the most out of your social media pages. Use the link in bio!
- Add call-to-action in your social posts, such as "Sign up for our newsletter for the newest updates!"

Also, make sure you're inviting existing customers to join your email list. In this introductory email, be sure to include expectations about frequency, content, and topics you plan on sharing.

Create a schedule

Ensure consistency by setting a schedule for your email marketing. We suggest aiming for once a week or biweekly. Whatever frequency works best for your business, we recommend sending the email on the same day each time.

Did you know that Tuesdays are the best day of the week to send emails? Before you commit to Tuesdays, be sure to test this out and see which day works best for you!

After you've picked your frequency and day, create a content schedule. Map out which types of emails you will be sending out and when in the month/year to send those. Create an excel spreadsheet and roughly plan your whole year. Even if you don't end up sticking exactly to the schedule, it is always great to have a reference point to refer to. It will keep you consistent and accountable.

Some email types could include:

- Catalog reminder email
- New product alert
- Seasonal product pairings or recipes
- Process reminders or tips for success (delivery/pickups)
- Monthly check-in
- Customer contest
- Vendor spotlight(s)

Personalize it!

Personalization is targeting an email or email campaign to a specific subscriber by leveraging the data you have about them. Marketers see an average increase of 20% in sales when using personalized email experiences ([Campaign Monitor](#)). Personalized emails are relevant, timely, and are coming from a person. They make it more likely to be opened and clicked on, and it strengthens your customer experience by sending the right content, to the right people, at the right time. Ways to personalize your emails include:

- Use their name! Maximize "personalization tokens or tags" by including them both in the email copy and the subject lines as well.
- Segment your list. Segmenting your list allows you to further tailor the content to match what your subscribers need, which again, builds more trust with them! They'll be more likely to open emails that make sense for their needs and interests. Such as:
 - Customers vs. prospects
 - Repeat customers vs. new customers
- Have an automated welcome email that sends out to a new subscriber as soon as they join your list.
- Follow up on recent product purchases, offer tips for using the product, and suggest relevant products they might like
- Celebrate birthdays, customer anniversaries: offer a discount or store credit

Optimize your email structure

Every marketing email has the same structure: above the fold, below the fold, and the footer. Use this structure to put the most important information first and draw the reader to continue to scroll through.

Above the Fold: the content a user can see on the initial open of the email, before scrolling down. In this section, add a high-impact visual and your key information.

Below the Fold: the content a user cannot see without scrolling. In this section, add contributing details and any other CTAs and content.

Footer: the section that appears at the very bottom of your email. Below the main content. In this section, add links back to your website, main pages, evergreen CTAs, and social channels. Also include business information and unsubscribe details.

Get visual

Make your email pop! The more visual you can be, the more likely your recipients are to engage with your email. No one likes to get a wall of text. We want something that will all at once inform us and entertain us. Use images, video messages, GIFs, and/or recipes and links to engage with your audience.

Write a creative subject line

You want to capture your audience right away. Sometimes the subject line is more important than the email body itself! A well-crafted newsletter is great but means nothing if it never sees the light of day. Use the **SPUN** acronym to craft your subject line and it will be a winner every time!

Scarcity

- Today Only!
- This week only!
- For the next 24 hours!
- Only X left!

Personalize

- Use names
- Use specific counties
- Use specific markets you attend

Urgency

- Don't miss out!
- Shop now!
- Save my spot!
- Reserve now!

Numbers

- Our top 5 veggies
- 30% off
- Get 2 for 1!

Use calls-to-action

CTAs are used to convert your email recipients. Examples include:

- Follow you on social media
- Visit your website
- Shop now
- Try our new product
- Share this to your followers

Use 1 or 2 main CTAs in each email to increase your chances of interaction.

Write persuasive copy

When writing your copy, ask yourself “What’s in it for my customers?” or “What action do I want them to take?”. Setting clear expectations and pivoting your copy to answer these questions will ensure that your email is achieving its purpose. How your copy is written can influence your email’s success. Some great tips for writing include:

- Write (almost) as you speak
- Be empathetic, specific, and concise
- Use lots of great adjectives to do with taste, touch, and smell

Choose your provider

There are so many email marketing platforms on the market, and many of them have free plans (with the option to upgrade if you so choose)!

What makes a good email marketing provider?

- An easy user interface (quick to understand and easy-to-use—ideally, a drag-and-drop editor)
- Includes personalization (allows you to send

Here are a few we’re familiar with:

- Mailchimp
- Constant Contact
- MailerLite

Copy-and-Send

Here at Local Line, we love email marketing! To get you set and ready to go for the **WHOLE** year, we've put together 12 email templates to use for each month. From promoting your online store, sharing recipes and tips, and connecting with your customers, we hope these templates inspire you to become an email marketing pro!

JANUARY ❄️

Happy New Year [customer name]!

Get back your healthy routine for [insert year]!

We at [insert business name] hope you had a fantastic holiday season. Every time this year comes around, we all want to jump back into healthy routines and fueling food. Don't worry, we've got your back!

[Share a story about how you are getting back into your normal routine after the holiday season].

Get started with your healthy January by shopping all our best winter vegetables directly from our online store! This month we're featuring [insert product names]. [Give a short explanation about the product(s)].

Shop Now!

Need some inspiration in the kitchen? Lucky for you, we're hosting a virtual cooking class with [insert Chef name]. This cooking class will be focused on quick, healthy, and stress-free meals that can be made in 30-minutes or less! All you busy parents - this is made for you!

Our first cooking class of the year will be hosted on [insert date and time]. Be sure to get your tickets before they sell out!

Buy tickets before they sell out!

We hope you have the best start to the new year (and we hope to see you [insert date and time of cooking event]).

Cheers and Happy [insert year]!
[Your Name].

FEBRUARY

Hi, all [insert location] folk 

Too busy to come by the farm each week?

We are excited to announce that we now will be offering delivery to the [insert location] region. Now, all orders made online will be delivered directly to your door! We will also be offering a pickup location at [insert location] on Tuesdays and Thursdays from 10 to 4 PM.

If you didn't already know, we offer home delivery to [insert delivery locations]. Don't see your area yet? Let us know below and we'll start a waitlist.

Join our delivery waitlist here!

Looking to get your groceries delivered for next week? Be sure to go to our online store and put in your order today at [insert link to online store]. We accept orders until Monday for pickup/delivery on Tuesdays and until Wednesday for pickup/delivery on Thursdays.

See you next week!

Cheers,
[insert your name]

MARCH

Hi [customer name]!

Just a friendly reminder to place your order through our online store. Simply click the green button below to see our updated product list and get what you'd like! Order by [insert time] on [insert day] for [insert day]'s pickup/delivery, and by [insert time] on [insert day] for [insert day]'s pickup/delivery.

We noticed you often order [insert product]! A great addition to your cart would be [insert product pairing]. Together you can make a delicious [insert dish]. This is our favourite recipe [insert link to the recipe].

If you have any questions about ordering, email or call/text [insert phone number]!

Cheers!
[insert business name]

APRIL

Good morning [customer name] ☀,

Spring has sprung at [insert business name]! Seedlings are growing, the grass is turning green, and the sun is sunning. So that means it's...[insert product season]!! Growing up I used to...[share a story about why this product is important or nostalgic to you. This will allow your customers to connect with you and inspire them to make their own memories with this product].

We love spring here at [insert farm name]. Come visit us during the weekend and explore spring at [insert farm name] yourself. We offer farm tours twice a day at [insert times], every Saturday and Sunday. Meet our team, see our fields, and say hi to our wonderful animals. You may even get to cuddle a baby [insert animal]! Don't forget to put in your orders before Friday to pick up while you're at the farm!

Shop Now!

Let us share our farm with you! We hope to see you this weekend.

Happy spring!
[Your Name].

MAY

Hey [insert customer name]!

Looking for dinner inspiration this week? The [insert farm name] team has a line-up of great recipes for you!

- Shredded Brussels Sprout and Bacon Pizza
- Easy Greek Sheet Pan Chicken Souvlaki and Potatoes
- Smoky Potato and Kale Soup

[NOTE: Be sure to hyperlink the links to the recipes as you name them in the email.]

Be sure to get all your ingredients directly from our vendors on our online store here: [insert link to the online store]. We accept orders Monday through Friday for pick up at the market on Saturdays.

Cheers,
The [insert farm name] team

JUNE

Hi [insert customer name],

Guess what? We have something new in our store this week. It's [insert product name] season! Sweet, juicy, and delicious [insert product name]s!

Buy yours before we sell out: here!

Be sure to go to our online store and put in your order today at [insert link to online store]. We accept orders Monday through Friday for pick up or delivery on Saturdays.

Cheers,
[insert your name]

JULY

Hiya [insert customer name]!

In need of some summer reading? We've got you covered!

This week on our blog we are sharing two summer BBQ recipes to get you set for **SUMMER:**

- BBQ Side Salads That Are Better than the Meat!
- How to Marinade Like A Pro.

I used to be the worst at hosting BBQs, but using these tips I ensure you will knock it out of the park **EVERY TIME!**

[Insert blogs and photos of blog posts. If you don't have a blog, find some of your favourite recipes and posts online and share those instead!]

Looking for supplies for your summer BBQ? [Insert farm name] has everything from meat, vegetables, to even condiments to make your BBQs the best in the neighbourhood. Simply order online and get your groceries delivered straight to your front door. It's as easy as that.

Shop Now!

Be sure to share all of your BBQ photos on Instagram and Facebook by tagging us [insert account name] or using the hashtag [insert hashtag].

Now get out there and enjoy that sunshine ☀️!

Cheers,
The [insert farm name] team

AUGUST

Hi [insert customer name],

This week's team spotlight is on [insert team member name].

[Insert short story about the team member. Be sure to include quotes and a picture of them.] We sure are lucky to have them on our team.

Be sure to go to our online store and put in your order today at [insert link to the online store]. We accept orders Monday through Friday for pick up on Saturdays.

Cheers,

The [insert farm name] team

SEPTEMBER

Hello [insert customer name]!

It's back-to-school season, and you know what that means? Back to routine!

Kids are headed back to school, we're headed back to the office, so it's time to readjust after those summer months.

Living on the farm, we've become masters of routine! An average day at the farm is [insert the average day at the farm. What do you get up to daily? What time do you wake up and go to bed? Your customers want to hear more about your experience being a farmer.]

Lucky for you, September also means it's [insert products] season! If you're ready for all things fall, check out all the new products we've uploaded to the store. Get your hands on [insert product names] today!

Shop Now!

Do you have any tips for getting back to work after the summer? I would love to hear from you!

Cheers,

[Your Name].

OCTOBER

Hi [insert customer name],

Who doesn't love October? Pumpkin spice, sweater weather, and changing leaves, I mean I cannot think of a more beautiful time at the farm!

In the spirit of everything autumn, we will be hosting another virtual cooking class to feature all the amazing fall flavours. The class will be hosted by [insert chef name] and can be followed fully online! Invite over your friends, get the kids involved, or have a romantic date night this [insert date and time].

All ingredients are available through the [insert business name] online store and can be delivered straight to your door. I cannot think of a better way to spend a [insert day of cooking class].

Buy tickets before they sell out!

If you're not able to make the class, don't worry! Follow us on Instagram @[insert account name], where we will be sharing our favourite fall recipes using [insert business name] products ALL MONTH LONG! You don't want to miss out on this! #fallfor[insert business name] 🍂 🍂

Get Fall Recipe Inspo here!

Cheers!

The [insert business name] team

NOVEMBER

Hi [insert customer name],

We have something exciting for you! The year is coming to an end and we want to celebrate our amazing customers at [insert farm name]. Win \$15 off your next purchase!

Do you love shopping local? Next time you shop at [insert business name], be sure to take a picture, post on your Instagram, and add the hashtag #[insert business name]. At the end of the week, we will randomly select a winner and award them a \$15 store gift card for their next purchase! All entries must be submitted by [insert date and time].

We are looking forward to seeing your **#[insert business name] pictures!**

Cheers,

The [insert farm name] team

DECEMBER

Hi [insert customer name],

It's the holiday season! Time for friends, family and food!

This week we're sharing two incredible blog posts to help you get ready for the holiday season: *How to Prep a Christmas Turkey* and *How to Get Started with Pickling and Fermenting Winter Vegetables*. We hope this will make the busy holiday season a little less hectic!

In case you missed it, we have started turkey sales on our online store. We sell out fast, so be sure to get your order in quickly before the end of next week. Our online store can be found here [\[insert link\]](#).

As always, if you have any questions about our products or ordering online,, let us know—we're happy to!

Happy holiday season ,
[insert name]

How to Prep a Christmas Turkey

First time cooking a turkey yourself for the holidays? No stress, we have all the steps laid out for you. Read our step-by-step guide here.

How to Get Started with Pickling and Fermenting Winter Vegetables

With so many great winter vegetables in season this time of year, we at the farm love to get into pickling and fermenting. From pickled beets to sauerkraut, we have the basics to help you get started! Here are our best tips.

Catalog Reminder Email

No time to send customized emails weekly? Use this template as a generic email you can use and send weekly without having to update it! This way, customers automatically get a weekly reminder to put their orders in. Be sure to add in a link to your catalogs so customers can quickly access your inventory.

Email Template:

Hi there!

Just a friendly reminder to place your order through our online store. Simply click the green button below to see our updated product list and get what you'd like! Order by [insert time] on [insert day] for [insert day]'s pickup/delivery, and by [insert time] on [insert day] for [insert day]'s pickup/delivery.

If you have an existing order but want to add items to it, please message us, and we can add them for you!

[Insert instructions regarding pickup and delivery]:

PLEASE set a cooler/tote/bin outside for us to place your items in, otherwise we will just swap your boxes. OR PLEASE bring your order number with you for pickup. This way we can find your order quickly!

If you have any questions about ordering, email or call/text [insert phone number]!

Thanks,

[insert business name]





WEBSITE

Your business website: invest in your digital real estate

Having a website for your business means having your own real estate on the Internet. Not only does it add credibility to your business—beyond having an online store and a social media presence—but it allows you to have control over what you share with your audience.

81% of people research a business online before making a purchase decision. Your website is available 24/7, providing questions to answers your customers are looking for.

And it's much easier and more affordable than you think. (Psst: you don't even need to be tech-savvy!)

Here are our recommended website builders:

Local Line Sites

You didn't think we'd have a list of website builders and not lead with our completely builder, did you? [Local Line Sites](#) is 100% free, with five templates to choose from with endless ways to customize.

Squarespace

[Squarespace](#) is a paid website builder, but very user-friendly and offers a 14-day free trial. With customizable templates and a drag-and-drop editor, you can change font, colour and the style of the site to fit your brand. With a plan purchase you get a free custom domain (www.yourfarmname.com), or you can connect a domain you already own.



Wix

Wix also has a free trial and customizable templates, but unlike Squarespace, has a more affordable monthly plan at \$5/month, and includes a custom domain. (Squarespace plans start at \$12/month.)

WordPress

There's a learning curve to WordPress that makes it a little more challenging to use (initially) than the other three builders included in this list. With dozens of customizable themes, you can also add "plug-ins" that offer you even more features like metrics, search engine optimization help, spam protection and more. It helps to be a little more tech-savvy if you go with WordPress as a builder. Their starter plan is \$5/month.



Each builder has "responsive" templates as a default, meaning they're mobile-friendly!

Let's compare the builders at a glance:

	Local Line Sites	Squarespace	Wix	WordPress
Free Trial	✓	✓	✓	✓
Free Plan	✓			
Templates	✓	✓	✓	✓
Customize	✓	✓	✓	✓
Support	✓			✓
Logo Maker	✓			
Domain	✓	✓	✓	✓



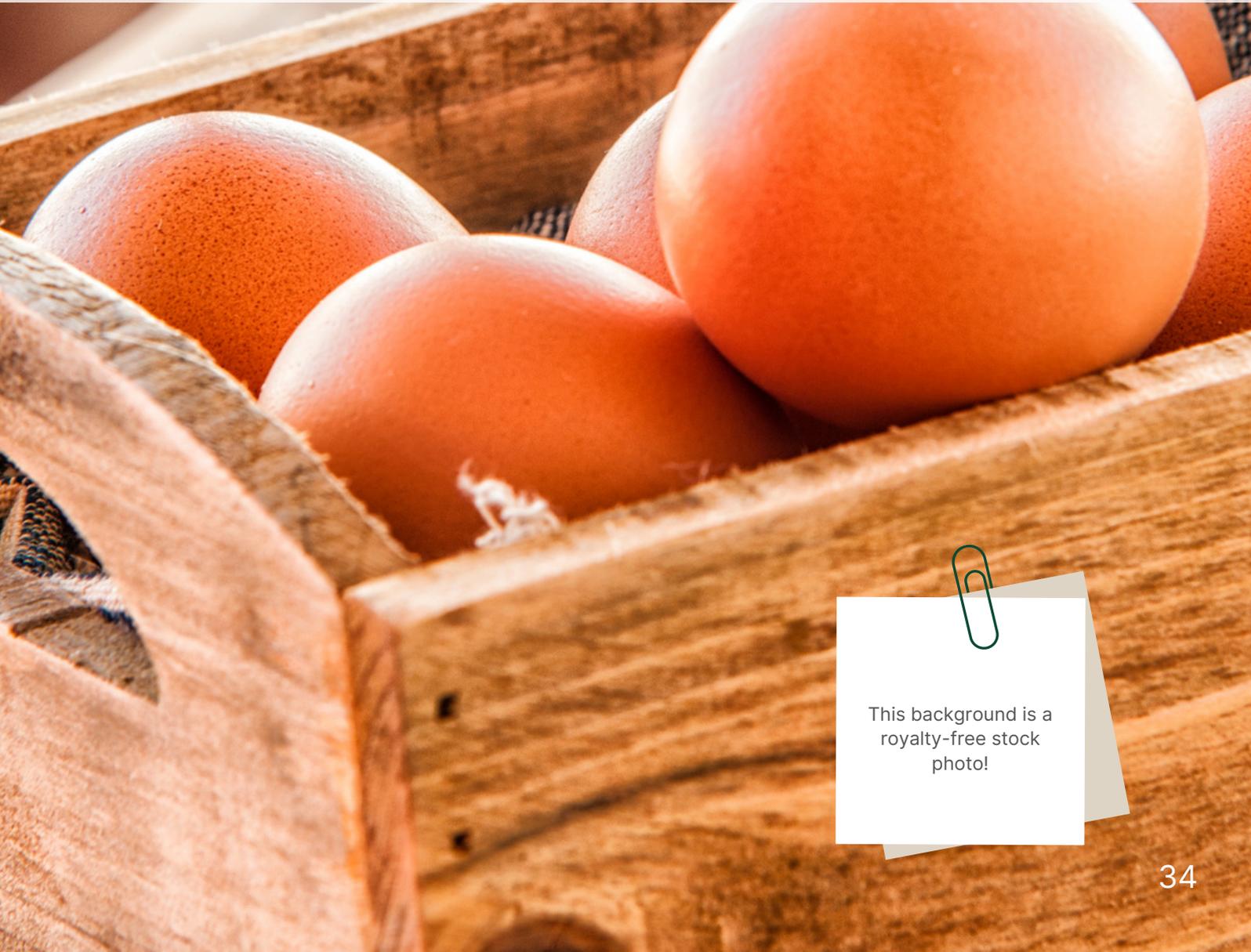
Royalty-free stock photos and video

When customizing your website, it's best to use your own photography to showcase your business and its brand.

However, if you're just getting started or prefer to use stock photography, we have some great resources of royalty-free stock photo and video sites. (Royalty-free means you can use these quality stock photos without needing to purchase them!)

Here are our favourites:

1. [Unsplash](#)
2. [Freepik](#)
3. [Pexels](#)
4. [Canva](#)



This background is a royalty-free stock photo!

Your website, done for you: copy-and-paste content to get you started

We've written website copy for you to use right on your website—easily customizable to your business and products.

You'll find content for each of these four major pages you should be sure to include on your website:

- [Homepage](#)
- [About Us](#)
- [Products](#)
- [Contact Us](#)

Don't forget to include a "Shop Now" link that hyperlinks out to your online store!

Homepage

Heading 1: Hey there, we're Farm Name!

Heading 2: An organic produce farm growing beets, carrots, and tomatoes in Caroline County, south of Atlanta, Georgia.

Call-to-action (button): Shop our online store!



About Us

Heading 1: Meet Your Farmers

[Farm Name] is a certified organic produce farm growing beets, carrots, and tomatoes in Caroline County, south of Atlanta, Georgia.

[Name]'s father founded the farm 40 years ago, and in 2012, [Name] and [Name] took over operations and converted [Farm Name] to be certified organic. We want to produce the best quality vegetables for our community!

[Name] spends most of his time out in the field, while his wife [Name] manages the administrative side of the business; our online store, website, and marketing.

Say hello or reach out to us via the Contact form on our website, on social media, or at the market each Saturday morning from 7–12! We can't wait to meet you.

Call-to-action (button): Shop Our Products

Products

Heading 1: [Farm Name] Products

All of our products can be bought through ordering (or pre-ordering!) through our online store. With the online store open 24/7 year-round, our on-farm pickup days are Fridays and market pick-ups are Saturdays from 7–12.

Call-to-action (button): Shop Now



Heading 2: Beets

A cool-season crop, our beets are planted in early spring and late summer and are harvested about two months later. Because our soil is rich in organic matter, we do not do any supplemental feeding.

These are the different varieties of beets we produce:

- Burpee Golden
- Mini Ball
- Detroit Dark Red

Call-to-action (button): Shop

Heading 2: Carrots

Crunchy, tasty, nutritious, and versatile. We present to you [Farm Name] carrots. Our carrot seeds are planted approximately one month before the last spring frost, and are harvested once the weather cools.

Call-to-action (button): Shop

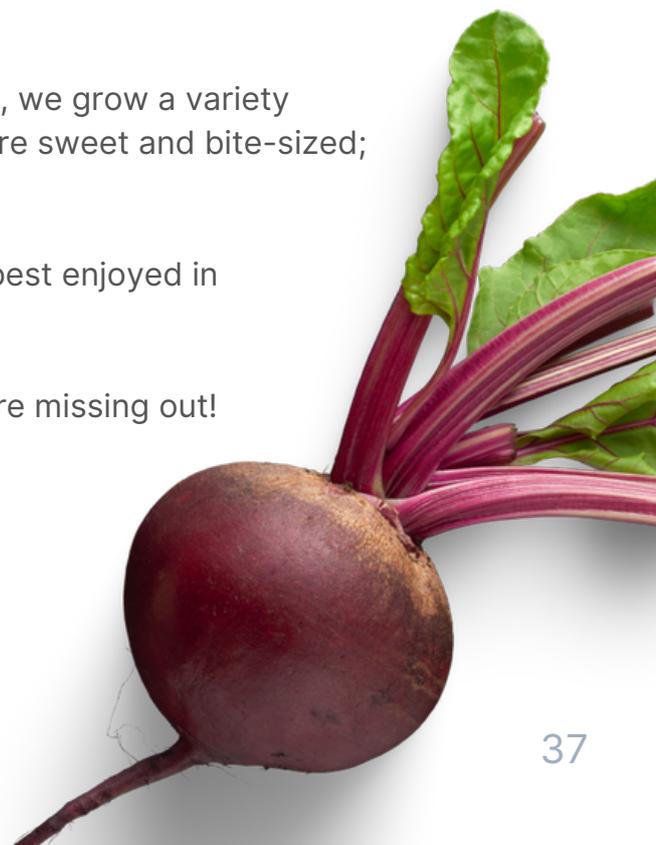
Heading 2: Tomatoes

We've never met a tomato we didn't like—so luckily, we grow a variety of popular varieties! Our organic cherry tomatoes are sweet and bite-sized; perfect for salads or alone as a snack.

Our plum tomatoes are naturally sweet, which are best enjoyed in salads or when making a sauce.

If you haven't yet tried our heirloom tomatoes, you're missing out!

Call-to-action (button): Shop



Contact Us

Heading 1: Contact Us

We'd love to hear from you! Please use the form below to reach us directly.

Contact Form Here

You can also reach us on Facebook, Instagram or Twitter at @[handlehere]!

[Farm Name]

[Farm Address]





EVENTS



Events: How to build community with customers

Building community amongst your customers is a great way to sell more and increase your reach. Local food is all about experience, community, and getting back to the land. Not only do you share your unique products with your customers, you should also share the experience of small-scale farming with your audience. Hosting events such as cooking classes, farm tours, or farm-to-table dinner experiences will set you apart from your competition and resonate with your customer base. Let's dive into what this could look like for you.

COOKING CLASSES

We often hear from farmers that constantly get asked by their customers how to cook their products. Whether it's a rare type of vegetable or fruit or an expensive cut of meat, buyers want to ensure they are maximizing their purchase.

Imagine if every time a customer asked how to incorporate rutabaga or kohlrabi into their cooking arsenal, you could offer them a state-of-the-art cooking class with a professional chef? Sounds pretty unreal to me.

Cooking classes have a lot of moving parts. Hiring a chef, finding a venue, selling tickets - you name it. Luckily, we have a solution for you. Local Line has partnered with ChefTorial. ChefTorial is a virtual culinary experiences platform. They work with big brands like Coca-Cola, NYU, and Sobeys to provide virtual cooking classes to employees and customers. With their help, we've designed a new revenue-generating opportunity that every Local Line farm can take advantage of.

Through ChefTorial you can offer your own branded virtual cooking classes to your customers, giving them a full "farm to table" experience - online!

To learn more about how you can get started with ChefTorial and Local Line, [click here](#).

Here are some templates for Instagram, Facebook, email, and your website to help you promote your upcoming cooking classes (Canva templates included)!

INSTAGRAM

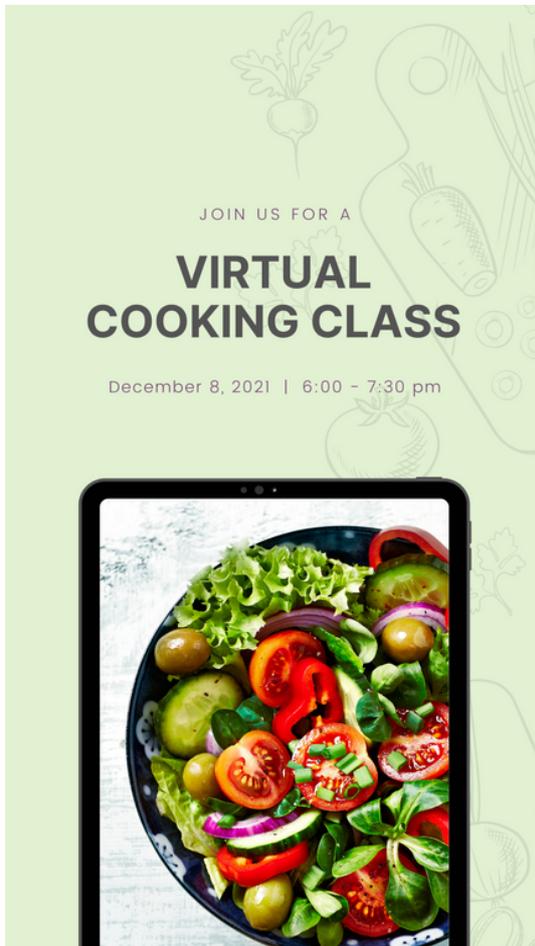
Get access to these customizable Instagram Canva templates [here!](#)



1. We're hosting a cooking class! Join us virtually on [insert date and time] while we walk you through how to make a delicious [dish name here]. Tickets are \$25, register now at the link in our bio!
2. It's [insert product] season! Did you know that [insert product] is great for pickling/fermenting/making jam? We're hosting a virtual pickling/fermenting/jam-making workshop on [insert date and time]. Tickets are \$25, register now at the link in our bio! Make sure you get a spot and make the most of [insert product] all year long.
3. At [insert business name] we often get asked how to cook a [insert product]. Lucky for you we're hosting a virtual cooking class on [insert date and time] all about the [insert product name]. Tickets are \$25, register now at the link in our bio!

INSTAGRAM

Get access to these customizable Instagram Canva templates [here!](#)



Text CTAs to add to your story:

- Register now at the link in our bio
- Learn more at the link in our bio
- Grab your tickets at the link in our bio
- Cook with us, click the link in our bio!

FACEBOOK

Get access to these customizable Instagram Canva templates [here!](#)



1. We're hosting a cooking class! Join us virtually on [insert date and time] while we walk you through how to make a delicious [dish name here]. Tickets are \$25, register now at [insert link]!
2. It's [insert product] season! Did you know that [insert product] is great for pickling/fermenting/making jam? We're hosting a virtual pickling/fermenting/jam-making workshop on [insert date and time]. Tickets are \$25, register now at [insert link]! Make sure you get a spot and make the most of [insert product] all year long.
3. At [insert business name] we often get asked how to cook a [insert product]. Lucky for you we're hosting a virtual cooking class on [insert date and time] all about the [insert product name]. Tickets are \$25, register now at [insert link]!

NEWSLETTER

[Include fun GIF, image, or graphic here]

We're hosting a cooking class!

Join us virtually on *[insert date and time here]* while we walk you through how to make a delicious *[dish name here]*.

We love cooking *[ingredient]*

And if you've never had the chance to cook with *[product]*, we can't wait to show you how delicious it is.

[Insert anecdote here]

Here's how the cooking class works:

1. Register at the link below.
2. Get access to the recipe, prep list, and ingredient list.
3. Be sure to order your ingredients before *[event date]*.
4. Join us live using the Zoom link provided!

Tickets are \$25, and you'll get lifetime access to our recipe and the link to the Zoom recording!

[Register here](#)

"UPCOMING EVENTS" WEBPAGE

[Include photos of your product(s) and, if you have them, previous photos of events or other cooking classes]

[Heading 1] **We're hosting a cooking class!**

Join us virtually on [insert date and time here] while we walk you through how to make a delicious [dish name here].

[Heading 2] **Here's how the cooking class works:**

1. Register for [the virtual class here](#).
2. Get access to the recipe, prep list, and ingredient list.
3. Be sure to order your ingredients before [event date].
4. Join us live using the Zoom link provided!

Tickets are \$25, and you'll get lifetime access to our recipe and the link to the Zoom recording!

[Button] [Register here](#)

Download royalty-free stock images from these websites:

- [Unsplash](#)
- [Freepik](#)
- [Pexels](#)



FARM TOURS

Inviting your customers to visit the farm is another great way to connect with customers one-on-one. Everyone is always curious to see how a farm works and experience it for themselves. Be the one to share that with your customers.

Depending on your type of business, the farm tour may look a little different. If you're a produce farm, take your customers through the fields and rows. Explain which crops are planted where and why. Even offer them something to taste - right out of the ground. For livestock, bring your customers through the paddocks and introduce them to the animals. For dairy or cheesemaking, show your customers how that process is done.

The more you can provide about how the food is grown and what a normal day looks like at the farm the better!

Beyond a farm tour, you could even offer your customers workshops or information sessions about farming. There are always individuals that want to learn more about farming and specific practices. Offer workshops about soil health, composting, pasture rotation, cheesemaking - whatever the topic, there will be interested parties!

Offering your farm to your customers as an experience is another great way to increase your revenue and stand out from the competition. Buying farm-fresh food is not just a way to grocery shop but it is a lifestyle!

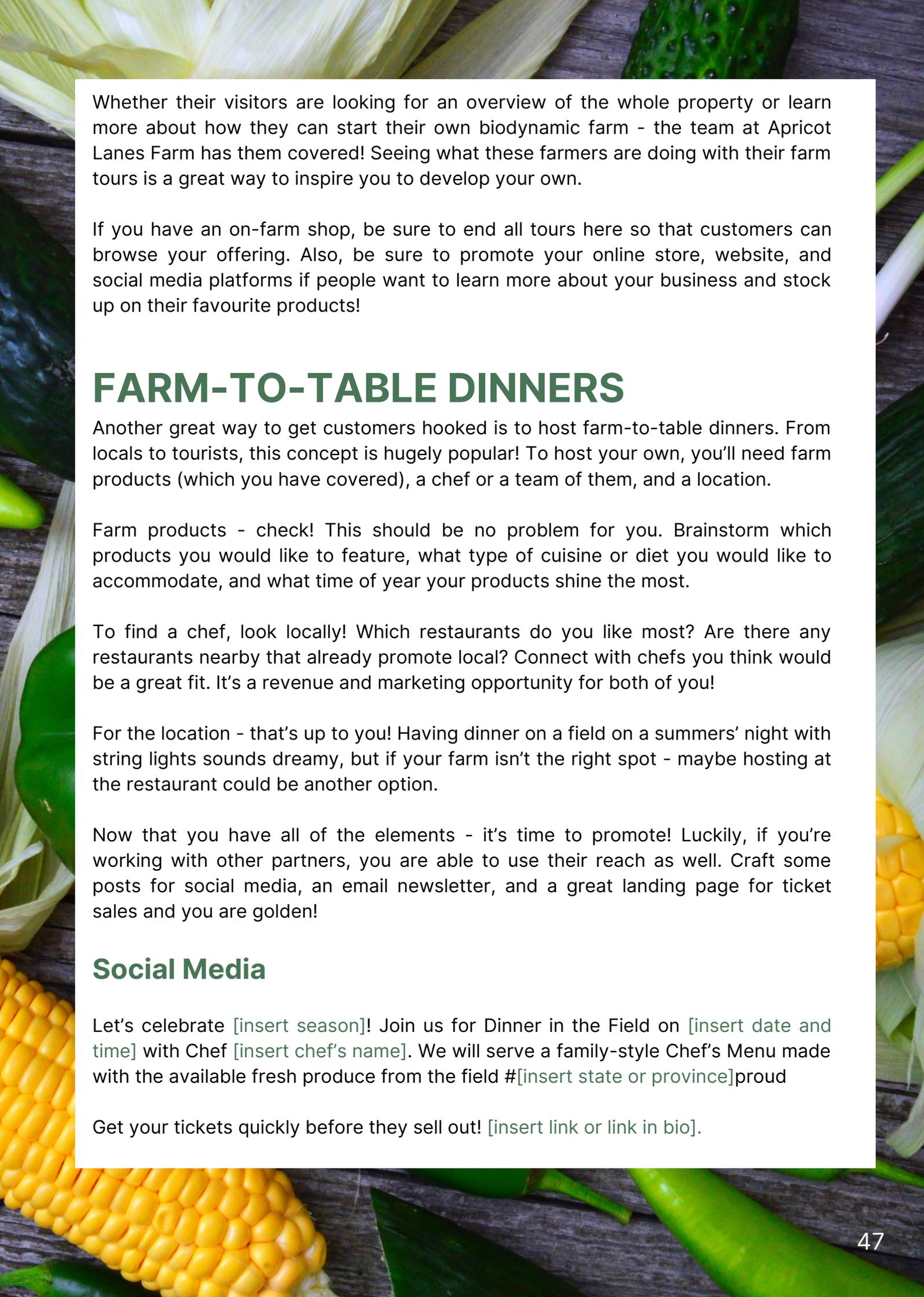
A great example of a farm that does it well is [Apricot Lane Farms](#) located just outside of Los Angeles, California. As seen in the documentary, [Biggest Little Farm](#), these entrepreneurs use farm tours as a revenue source for curious fans.

They offer both a [Scenic Driving Tour](#) and [Walking Tour Series](#). The driving tour costs \$75 per person and includes:

- One-hour driving tour on farm touring vehicle
- An intimate group of 12 people
- A broad overview of the whole farm, including a few select stops
- Interactions with their animals
- Opportunities to ask questions of your guide

The walking tour is 35\$ per person and includes these different experiences:

- Orchard Walk & Talk
- Market Garden, Compost & Farm Fertility
- Animal Integration: Holistic Poultry & Livestock
- Farming Inside an Awakened Ecosystem



Whether their visitors are looking for an overview of the whole property or learn more about how they can start their own biodynamic farm - the team at Apricot Lanes Farm has them covered! Seeing what these farmers are doing with their farm tours is a great way to inspire you to develop your own.

If you have an on-farm shop, be sure to end all tours here so that customers can browse your offering. Also, be sure to promote your online store, website, and social media platforms if people want to learn more about your business and stock up on their favourite products!

FARM-TO-TABLE DINNERS

Another great way to get customers hooked is to host farm-to-table dinners. From locals to tourists, this concept is hugely popular! To host your own, you'll need farm products (which you have covered), a chef or a team of them, and a location.

Farm products - check! This should be no problem for you. Brainstorm which products you would like to feature, what type of cuisine or diet you would like to accommodate, and what time of year your products shine the most.

To find a chef, look locally! Which restaurants do you like most? Are there any restaurants nearby that already promote local? Connect with chefs you think would be a great fit. It's a revenue and marketing opportunity for both of you!

For the location - that's up to you! Having dinner on a field on a summers' night with string lights sounds dreamy, but if your farm isn't the right spot - maybe hosting at the restaurant could be another option.

Now that you have all of the elements - it's time to promote! Luckily, if you're working with other partners, you are able to use their reach as well. Craft some posts for social media, an email newsletter, and a great landing page for ticket sales and you are golden!

Social Media

Let's celebrate [insert season]! Join us for Dinner in the Field on [insert date and time] with Chef [insert chef's name]. We will serve a family-style Chef's Menu made with the available fresh produce from the field #[insert state or province]proud

Get your tickets quickly before they sell out! [insert link or link in bio].

Get started today!

Marketing has never been this easy! Use these tips, Canva templates, and copy to promote your business through social media, email marketing, and in-person (or online) with events.

We hope you use these templates to inspire a great marketing strategy to get you more sales, engaged customers, and most importantly, to save you time.

Happy marketing!
The Local Line Team



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