



# THE DIRECT FARMER'S EMAIL MARKETING HANDBOOK



# 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]



# 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.

If you're finding success with email marketing, have you considered selling online? Imagine sending those engaged customers a place to "shop here" with every email newsletter. Trust us - sales will just pile in.

Try selling online for **FREE** today with Local Line. We can get you up and selling online within an hour. [Sign up here today!](#)

Happy marketing!  
*The Local Line Team*



**Local Line**

[localline.ca](http://localline.ca)  
[info@localline.ca](mailto:info@localline.ca)  
[@locallineinc](https://www.instagram.com/locallineinc)