

Marketing your Market

A session for organisers of Farmers Markets and Food Fairs

This session is focused on organisers and groups who have to make a success of local markets. The outcome will improve footfall and spend per head at fairs and markets on a regular basis.

Content and Coverage

In today's competitive marketplaces, where the consumer's options to purchase are extensive, it is important to encourage customers to return on a regular basis as part of their normal shopping, not just for a trip out! These sessions are packed with practical tips and techniques to implement with immediate effect.

Key topics covered

- Understanding customer requirements. Thinking like customers.
- Marketing cycle – the 7 P's applied to markets.
- Product ranges on offer - differentiated products, optimum number of suppliers, regular attendance etc.
- Indoor food- 'ready to eat' foods for consumption in social setting of the market.
- Pricing and margins – value to customer – profit to producer!

- **Rules/ Code of Practice** – Behaviour/ dress code, brand.
- **Merchandising ideas** – Making stands appealing, the look.
- **Promotion** - Low cost techniques, image, brand.
- **Different Target Audiences** Producers, consumers, foodies, tourists etc.
- **Media formats appraisal** website, signage, PR, leaflet drops, Facebook Twitter, YouTube, Word of mouth etc. Choosing the right formats.
- **Data collection** for future marketing.
- **Repetition** - constancy of message-
- **Developing key messages** Good messages attract more producers, attract more visitors.
- **Examples of good practice.** Commitment - implementation/ and constant improvement.
- **Team approach** - producer's responsibilities to the market, the marketing team, funding partners and their fellow producers.
- **Marketing Action plan** – next stages, short term, medium term.



We have run workshops for:

- Speciality Fine Food Fair, London
- Riverside Market, Cardiff,
- Nantwich Food Festival, Cheshire
- Abergavenny Food Fair
- Tregaron Trotting Races
- Llangollen Food Festival
- Ruthin Farmers Market
- Denbigh Country Market
- BBC Good Food Shows

Costs from £70 per delegate day (based on 12 delegates). Skills funding may be available in some areas.

Book a Session Now!!

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