

2018-2019

FINAL REPORT

UniverCity Year

Better • Places • Together

Communication campaigns for the Monroe Farmers Market

LIFE SCIENCES COMMUNICATION 515: SOCIAL MARKETING
CAMPAIGNS IN SCIENCE, HEALTH AND THE ENVIRONMENT





Main Street Monroe

Make food simple... Monroe makes it simple.

Strategy Goals



Increase regular attendance at the Monroe Farmers' market.



Increase awareness and knowledge of the market.

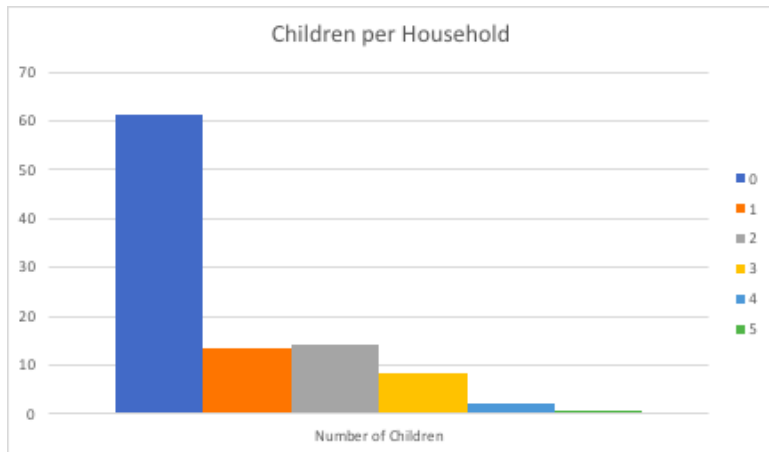
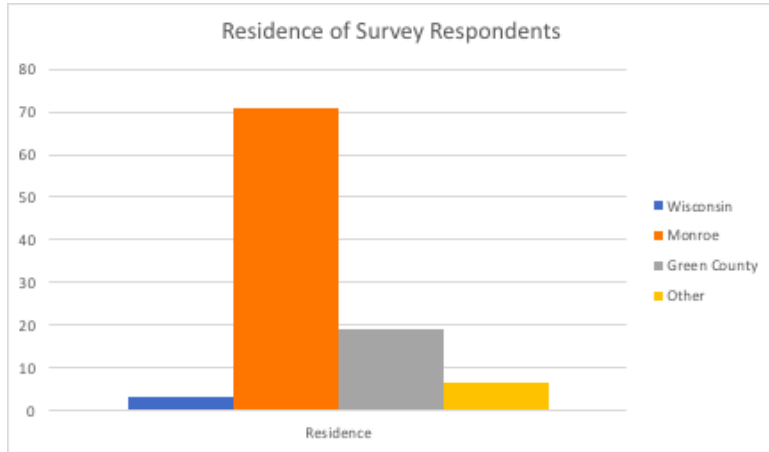


Increase customer satisfaction with the products, vendors and market as a whole.

Current Landscape

- Monroe:
 - 10,827 people
 - Majority of residents ages 35-59 years-old
- Green County:
 - 36,842 people



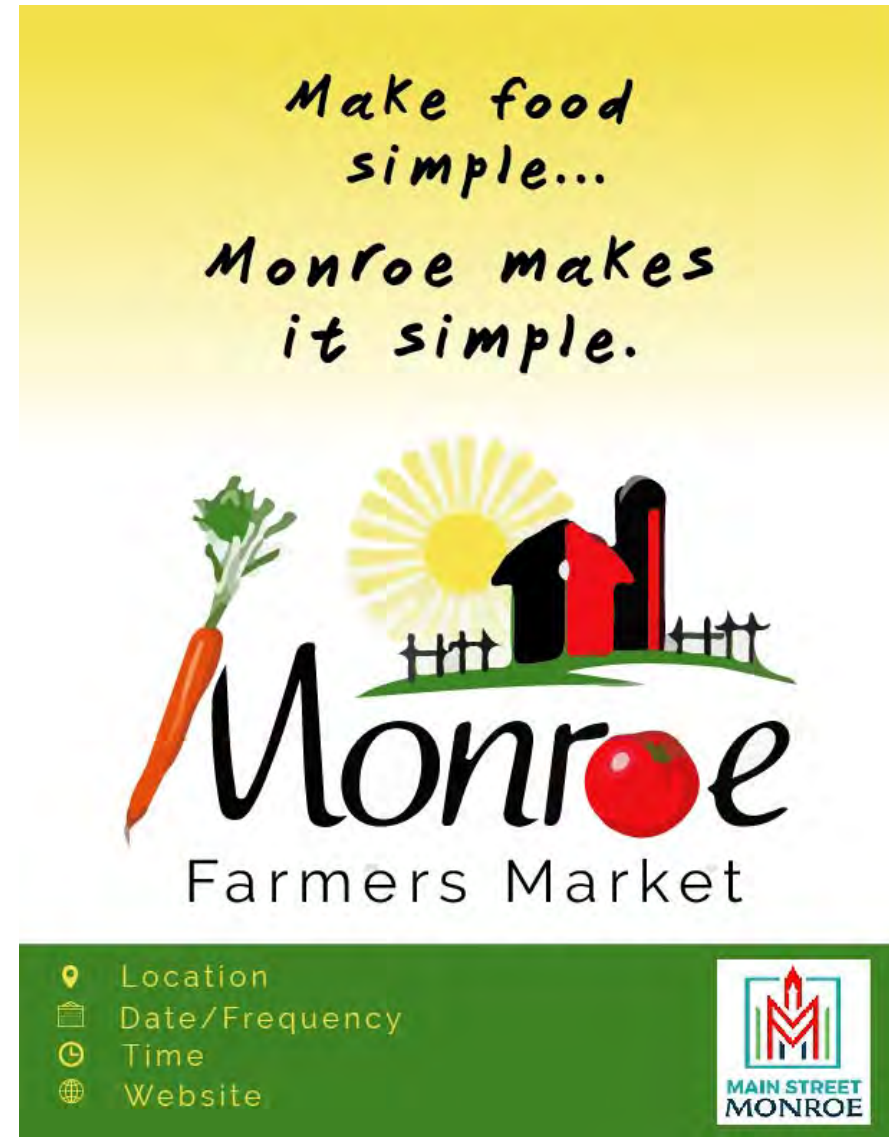


Target Audience

- Proposed Audience
- Generation Xers (30-60)
 - Thrive on connections with people
 - Most likely group to shop at Farmers' markets
- No Children
- Green County
 - Monroe is the only farmers market in the county

Creative Plan

- Video Advertisement
- Increase Social Media Frequency
 - Posting at least 3-5 times/week
 - Events
- Fliers



Campaign Partnership

- Green County Cheese Days
 - Biannual event
 - Festival celebrating Swiss heritage
- Proposed
 - Special Swiss heritage weekends
 - Once a month the first year
 - Utilize Cheese Days social media reach



Tired of foods you can't pronounce?

Foods you can't understand?

Food that you don't like?

Video Campaign

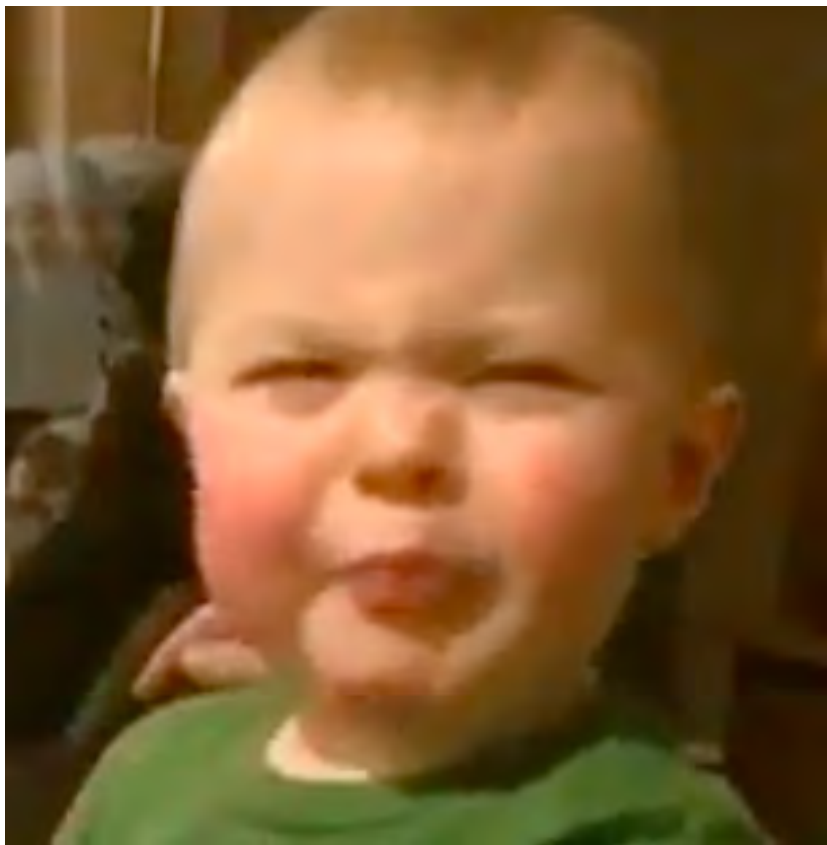
What is a GMO?



What is Gluten?



Viral Food Videos



*Make food
simple...*

*Monroe makes
it simple.*



Location
Date/Frequency
Time
Website



*Make food
simple...
Monroe makes it
simple.*

Social Marketing Strategy
Main Street Monroe

Executive Summary

“Make food simple...Monroe makes it simple.”

We encourage the trend of simple, easy and local food purchasing. Recognizing how the Monroe Farmers’ Market maintains the trend of local and simple, Main Street Monroe embodies a “back-to-basics” feeling. Moving away from the previously used, family-oriented audience, we are proposing a new focus on Gen X Green County residents who are excited and energized to support their local farmers. Through survey research, we understand that our new audience also craves the simplicity of what food used to be; they appreciate fresh produce, the ability to give back to local farmers and the community aspect of food. We will utilize comical videos to appeal to our new audience, flyers that are posted in areas our target audience are sure to visit and utilize our social media accounts to the fullest. Introducing a partnership with the Green County Cheese Days, Main Street Monroe will host Swiss heritage weekends during the off-year of the festival. With specific time lines, a targeted video campaign, social media activation and a new partnership we are sure to increase Monroe Farmers’ Market’s revenue.

Situational Analysis

1. Situation Background

Main Street Monroe is a non-stock corporation whose mission is to improve the lives of residents in Monroe, Wisconsin through interactive activities, historic events, restaurants, shopping and most importantly, farmer’s markets. The Monroe Farmers’ Market has its own blog within the Main Street Monroe website, detailing its times, vendors, events, updates, and connected social media accounts. The Farmers’ Market is all year long, moving to an indoor location in the winter. On the blog, special activities and prizes are listed, including kids’ scavenger hunts, vendor product samples, Instagram photo contests, story time with Monroe Public Library and trivia questions for prizes. Here, Monroe Farmers’ Market appeals to a wide range of audiences, from those on social media to parents, to children, to those looking for activities on a weekend.

Delving into one main issue, Monroe’s size and demographics makes it vulnerable to poor communication via social media, local newspapers and other communication sources. Monroe, Wisconsin is a community of 10,827 people with most people being middle-aged, between ages 35-59 years-old. This may be an explanation for why some of those interviewed felt that Monroe Farmers Market lacked consistent and effective communication. Many interviewees were unsure how they knew about the Monroe Farmers market, thinking they heard about it via word-of-mouth mostly. One interviewee was not from the area and had trouble finding information about the market, even though he knew a Facebook group was available. Focusing on communication methods will be one of the various problems we plan to tackle with this marketing campaign.

2. Research Methods



We began our initial research by searching through different databases online to have a solidified idea of the current attendance and participation at the Monroe Farmers' Markets. We additionally focused on research done by other communities and counties across the state of Wisconsin, giving us more insight on what Wisconsin consumers are interested in purchasing at a farmers' market. Next, we began our initial qualitative interview questions, where our team brainstormed specific areas of the market we wanted to learn more about via interviews. Once our initial interviews were set up through our contact with the Monroe Street Farmers Market, we each interviewed a member of the surrounding area. Hoping to understand what they appreciate about their community, where they want to see change and then more specifically how they feel about farmers' markets, the Monroe Farmers market and its impact on their community, all of the interviews were analyzed. After receiving feedback from our phone interviews we had a deeper understanding into key aspects of our target audience on what makes them want to attend a farmers' market and what they expect to be there.

With the data we have received from both our prior research and qualitative interviews, we have a good understanding of what exactly our audience is looking for. The survey questions were cultivated in a group setting with the research team in LSC 515. We decided which questions would get us the most concrete and direct answers. Questions ranged from asking about food habits, what food rules people abide by, how involved respondents are within their community, how far people are willing to travel for groceries, etc. These surveys were sent via Jason Nordby to residents of the Monroe, Wisconsin area.

3. Research Findings

Through our qualitative and quantitative research, we have determined our main findings as follows: the majority of Monroe Farmers' Market-goers are adults without children, there is not a stable line of communication to future farmers' market attendees, and the main reason people go to Monroe Farmers' Market is based on the convenience of purchasing fresh produce. Additionally, we found that available information increases interest in the market, and the majority of people who attend the farmers' market are female. The qualitative information we gathered from the surveys signified the specific demographic we wanted to target. While we will delve into the quantitative results, the qualitative results describe who will and who will not be attending the farmers' market.

Through our survey, we had 171 respondents to our question on whether or not the respondent had any children living in their household. Through our survey results, we determined that 61% of our respondents do not have children that are living in their household. With only 12.8% reporting that they have one child living in their home and 13.3% of respondents stating that they have two children living in their household. Regarding the data provided, we are assuming our respondents consider children to be 17 years of age or younger.

Later in our survey, we inputted a question asking what respondents would like to see more of at the Monroe farmers' market. We provided a range of answers including kid-friendly events, live music, charity events, free samples, local high school talent, and outdoor games. Through this question, we have determined that 40% of our respondents would like more kid-friendly events and that 7.8% would be interested in local high school talent. Even with this combined

percentage of nearly 48% pushing for more activities revolving around kids, it doesn't necessarily fit with our earlier assessment that states our demographic more closely surrounds homes without children. Through this information received in our survey, we have been able to create our first recommendation.

71% of respondents go to farmers' markets and end up with interest in purchasing fresh produce. Additionally, nearly 81% of respondents are more likely to attend if there are more

local vendors. We also found that roughly 72% of respondents are more likely to attend the market if there is more information available online regarding the vendor and product availability.

We also noted that only about 17% of respondents were male, which is likely biased as a result of the method of data collection but based on the data, we believe more females attend the farmers market than males.

4. Strategic Implications and Recommendations

Given that 60% of respondents do not have children in the household, we advise removing the strict focus of activities, games, and events around children and widen the audience. Knowing that most respondents do not have children, Monroe Farmers' Market should not focus all of its community events and "experience" based activities around children, as they do now. Instead, activities should revolve more around the older population with options for relevant music, movies, alcohol tastings, etc. For example, vendors selling wine can have a wine tasting at their booth. These actionable recommendations hold true for another element of the survey results: The majority of respondents are in their older adult years, between the ages of 30-70 years old. The Monroe Farmers' Market target audience is not as child-centric as previously believed.

From our survey research findings, we are recommending keeping the overall booth focus on fresh produce. We found that 71% of our respondents were extremely interested in purchasing fresh produce when they go to the market. We recommend that ,even though they currently do a tremendous job at providing fresh produce to their customers, we suggest providing more variety of fresh produce and making sure to capitalize on this diversity on their social media pages while still ensuring the locality of the provided produce.

Additionally, we recommend maintaining strong communication via social media to inform community members on what products and vendors will be at the next market, allowing them to better plan their shopping and better integrate local foods into their regular routine. Nearly three-quarters of respondents would be more likely to attend if this information was readily accessible, so by maintaining an active presence on social media and informing the community, the market will likely see more visitors and increased revenue.

With this, we found that roughly 81% of respondents would like to see more vendors at the Monroe Farmers' market. It is possible that there is a misconception of the number of vendors typically at the market depending on what the respondents experienced at their last visit, so by updating social media with the vendors attending, this encourages more people to attend. It

would also be beneficial to increase the number of vendors and likely the variety of produce available at the market.

Campaign Strategy

1) Operational Objectives of Campaign

The objective of our campaign is to increase regular attendance at the Monroe Farmers' market, to increase awareness and knowledge of the market, and to improve attitudes towards the market. Additionally, we aim to increase self-efficacy among community members by providing and distributing up-to-date information regarding the market and communicating this information to the community in an effective manner. Lastly, we would like to increase customer satisfaction with the products, vendors, and market as a whole.

We will use geo-framing to measure attendance by offering incentives to visitors who check in online within the geofence. One option is a coupon for either discounted or a free product. With this, we can also look into a short survey with the check in to gain more insight about customer satisfaction and other attitudes towards the market.

2) Target Audience(s)

The target audience consists of Green County residents ages 35-65 years, who do not have children at home. Because Monroe has the only farmer's market in Green County, we want to widen our horizon beyond Monroe itself and broadcast our advertisement to a wider market in the Green County community. Through our survey, we had 171 respondents to our question on whether or not the respondent had any children living in their household. Through our survey results, we determined that nearly 61% of our respondents do not have children that are living in their household. With only 12.8% reporting that they have one child living in their home and 13.3% of respondents stating that they have two children living in their household. Given that 60% of respondents do not have children in the household, we advise removing the focus away from family-oriented and young residents of Monroe. This group of residents will be less attracted to children events than they would to wine and cheese tastings, based on their age group and demographic.

3) Persuasion Strategies

Our messaging will focus primarily on the use of humor and the peripheral route of persuasion. We believe these are the most effective mechanisms to include in our messaging as they appeal to our proposed target audience. We are using humor in our videos to help attract the younger half of our target audience, using it as a heuristic to increase favorability of the market in the eyes of the audience. The positive emotions we elicit with these videos will ideally transfer in some capacity to perceptions and attitudes towards the market as a whole. We are also using heuristics such as stereotypes to help simplify our messaging for older audiences. We believe this will be effective as this portion of our target audience is likely less aware of fads and thus will be less likely to process the message effectively without the use of heuristics.

To increase attendees at the Monroe Farmers' Market, our team will produce a video advertisement featuring different comical food-related videos to highlight the simplicity, ease, and locality of what the Monroe Farmers' Market has to offer. The goal is to combine clips of 4 different food-related commercials/popular YouTube videos and end with our slogan: Monroe Makes it simple. Come to Monroe Farmers' Market Today."

The first video clip shown will be the "Produce Stand" video, from the popular television show, Letterkenny, where the main character and his friend run a stand that sells "fresh produce" and "organic vegetables" but make it complicated and difficult for their wide variety of buyers to purchase food. The second and third clips are Jimmy Kimmel interviews, where he asks random people on the street if they eat a gluten-free and GMO-free diet and if they know the definitions of these words. All of the respondents say they don't eat gluten or GMO's but cannot define what these food-related terms are. The final video is a popular YouTube clip of parents letting their young children try salt and vinegar chips for the first time; their reactions are laughable because of their poor reactions. At the end of the advertisement, our slogan will flash with a picture of the Monroe Farmers' Market logo and food stands. The purpose of showing these videos is to contrast the complication of today's food trends with simple, easy and local Monroe Farmers' Market, which embodies a "back-to-basics" feeling. The message will elicit nostalgia in our older target audience.

Our team understands that the market is trying to bring in younger families by hosting numerous family-friendly and youth functions. However, some of these efforts could be costing them money that is better suited for advertising to the age demographic that attends the market. Through our primary research, we found that a large percentage of their attendees are middle-aged and are now empty nesters. Our campaign will capitalize on the entire target market, ages ranging from 35-65. We are targeting the younger half with viral videos, while also appealing to the older half of the target audience by embodying a "back to basics" feel with our video campaign and flyers.

4) Campaign Partners

- Green County Cheese Days

This is a bi-annual event that is extremely important in Green County as well as Monroe. Utilizing the tradition of that event the Monroe Farmers' Market can capitalize on the off year by

having a few “special” Swiss heritage weekends to help lead up to the next year of the Cheese Days event. This way, Cheese Days could use their social media reach to introduce the farmers’ market to all of Green County rather than just in Monroe. Cheese Days ambassadors could have a booth and the whole weekend have everyone dressed in their usual Cheese Days attire. This is an opportunity to create a fun community event for all age demographics.

5) Evaluation Plan (150-200 words, 1.5 points)

We will know if our campaign is successful by evaluating the views on our videos, market attendance, sales at the farmers’ market, and general online listening regarding customer satisfaction. To measure market attendance, we will consider social media check-ins, tagged photos, and ideally, have a hashtag for the market to facilitate this. We also recommend having a staff member or intern keep track of attendance by visually observing and counting attendees. We also plan on having a short survey that is only available within a certain geographical distance of the market, with a reward for completing it. This will likely be a coupon or free sample of sorts. Additionally, we can collect sales information and trends from vendors to see if attendance is translating to sales, or if we need to revisit the messaging to help boost sales. Online listening can be an effective way of evaluating our strategy, as we can gain insight from the interactions users have with the social media outlets that we will use. The main concepts on online listening that we recommend employing are keeping track of mentions and comments regarding the market and using Google Analytics to view search popularity. These measurements will be collected by either an intern or Jordan, as they are fairly easy to collect and review. Online listening may be an adequate duty for an intern as it can be more time-intensive to sort through comments and interactions and gain helpful insights.

6) Budget Considerations

When considering our budget we will focus primarily on boosting social media advertisements, allocating nearly 50% towards social media. As we found through our primary research, our target audience is very active on social media – especially Facebook. We recommend using minimal funds to create the campaign video. Some money will be spent to have a booth dedicated to providing information about Monroe’s Farmers’ market during the Green County Cheese Days festival – roughly 30% of the budget. The amount we spend will not be equally spread in between different elements due to the range of prices for social media boosts. Rather, funds will be split based on our end goal for the specific expenditure as well as the outlined timeline and designated budget. Funds will also be designated to help create new forms of paid advertising. With these proposed areas of budget expenditure, they won’t take an enormous amount of time to create the actual advertisements. These proposed ideas are quite minuscule, and we project that we will be quite under budget in our proposed marketing scheme.

Timeline:

- Social media avenues such as Facebook and Instagram will have regularly scheduled posts, with three to five posts per week. These posts will vary in content depending on the time of year and the seasons.
- During the years between Cheese Days festivals, there will be designated Swiss heritage weekends. The first year, these specialty weekends will happen once per month.
- The campaign video will air on a variety of platforms to reach the most people within our target audience, specifically YouTube and Facebook.

Creative Plan

1) Summary of campaign materials and unified theme

Our campaign's focus is to make food simple while inviting Green County locals to shop locally at the only farmers' market in Green County. With our campaign, we will be showing our audience how simple food shopping can be at the Monroe Farmers' market. Consumers have the ability to meet the farmer, know where their food is coming from and keep it local by helping out their community.

For our campaign, we will create a video campaign inspired by popularized YouTube videos that use humor to discuss today's food trends. The two main videos we will model are Jimmy Kimmel's "What is a GMO?" and "What is Gluten?" video series. Our video will also highlight children trying salt and vinegar chips for the first time, showing faces of disgust. These videos use humor to shed light on the trendy, yet unrealistic and comical foods that are currently being marketed. Because of copy right issues, we will not be using these videos directly, but using them as inspiration for future endeavors. The final clip of our video will unify the theme of our campaign with our slogan: Make food simple. Monroe makes it Simple.

Additionally, we will continue to use the current social media outlets of Facebook, the blog and the website. We will increase the posting frequency and promote other local events that reinforce the idea of bringing the community together. We also plan on posting the YouTube videos that we are using for inspiration for our own video as supplemental posts to gain more views on social media.

We recommend creating Facebook events for each Farmers' Market, and posting 3-5 times per week, possibly more during the peak season. These posts will consist of recipes, short, weekly features on the producers, and will inform followers what products are in season or available, which vendors will be present, and what they can do with the products available. We also recommend linking and sharing content from partners, such as local organizations and producers. These partnerships can help cross-promote events and products, and help reach new audiences. Lastly, we recommend boosting selected posts, especially at the beginning of the season to reach a wider audience within Green County. These boosted posts should be interesting and interactive, such as events or other promotions such as raffles. Facebook events in particular are a great way to encourage interaction, as people can mark themselves as "going" or "interested," which helps extend the reach of the event posting to their network. One example of a good post to boost would be a post about the first market of the season and include special offers or coupons to incentivize people to attend and raise awareness about the market at the beginning of the season.

We will also continue to distribute printed fliers, as pictured below. We will be posting our fliers around town and the county on glass entrance doors, notice boards and in shop windows. They will be placed at our donors' businesses as well as in specially selected locations. Our fliers will be printed in 18x24 and 24x36 inch posters. With these sizes, our fliers will be easily identifiable at any location of their placement. When the farmers market is hosting special events we will create and post additional fliers to highlight the particular event/occasion.



2) Example image/images (3 points)

https://uwprod-my.sharepoint.com/personal/chaifetz_wisc_edu/Documents/LSC%20515%20creative%20design.pptx?web=1

3) Slogan (plus explanation) (2 points)

Slogan: *Make food simple...Monroe makes it simple.*

The purpose of this slogan is to recognize how overzealous and congested today's grocery market is. With our slogan "Make food simple...Monroe makes it simple" we are encouraging the trend of simple, easy and local food purchasing. We want to highlight the locality and simplicity of shopping at the Monroe Farmer's Market, which embodies a "back-to-basics" feeling. The message will elicit nostalgia and a sense of community in our target audience.

4) Explanation of how materials will get attention (4 points)

Our main campaign materials are the video advertisement, flyers and social media activity. The [video](#) uses humor and the peripheral route of persuasion to gain more foot traffic at the farmers market. We believe these are the most effective mechanisms to include in our messaging as they appeal to our entire target audience. The humor in our videos appeals to the entire target audience and acts as a heuristic to increase favorability of the market in the eyes of the audience. The positive emotions we elicit with these videos will ideally transfer in some capacity to perceptions and attitudes towards the market as a whole. This video appeals to the younger demographic for their affinity to short, catchy and video-centric media. The video also pertains to the older demographic in our target audience because it elicits feelings of "going back-to-basics" when it comes to current food trends that they did not grow up with. We believe this will be effective as this portion of our target audience is likely less aware of fads and thus will be less likely to process the message effectively without the use of heuristics.

The flyers are a quick and easy method of spreading awareness of the market using more traditional modes of communication. These flyers will also be posted in local grocery stores, churches, newspapers and local businesses.

Fig. 1

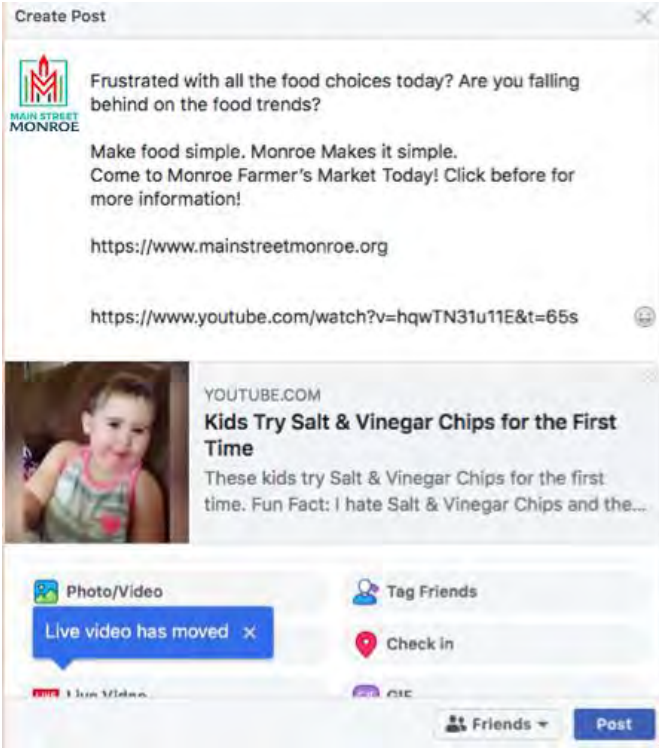


Fig. 2

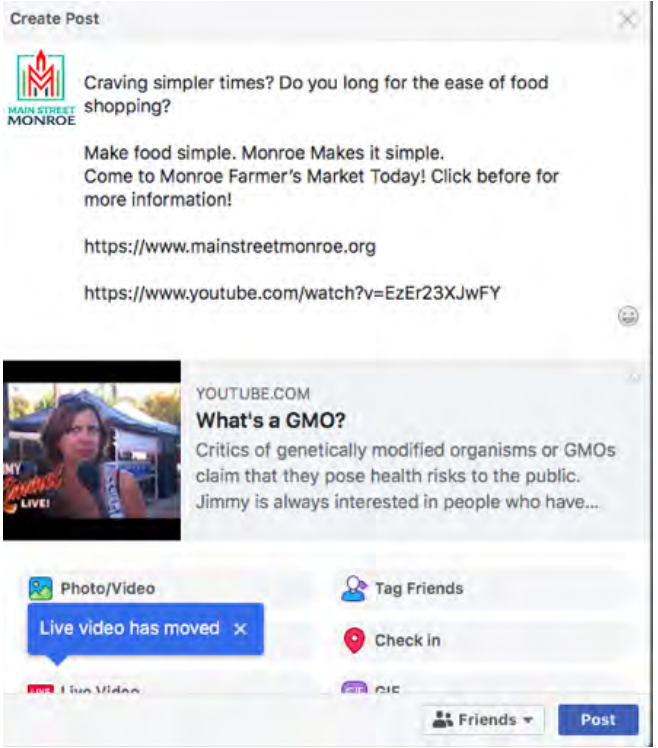


Fig 3.





MARKETING PROPOSAL

MAIN STREET MONROE FARMER'S MARKET

PRESENTATION

OUTLINE



- Situation Analysis
- Marketing Goals
- Target Audience
- Persuasion Strategy
- Advertisement/Promotion
- Budget Consideration/Timeline
- Evaluation

SITUATION ANALYSIS

SWOT

Strengths

- Connection with Customers
- Ability to sample selected products before purchase.
- Location of the Market.

Weaknesses

- Volunteer work force
- Lack of Awareness
- Select number of Vendors

Opportunities

- Social media
- Increased traffic in the peak seasons
- More engagement with community
- Potential for more events

Threats

- Environment/ Weather
- Small town vs. Big town Markets

MARKETING GOALS

Main Street Monroe's goals need to be realistic, measurable and time specific.



Grow Brand Awareness

Rationale The Monroe Farmers Market currently has low brand awareness across all social media platforms. Increasing brand awareness will drive consumer decisions when choosing to attend the market.



Reach New Audiences

Rationale The Monroe Farmers Market can reach new audiences within the surrounding Monroe community by raising brand awareness.

TARGET AUDIENCE

Primary Audience

- Professionals aged 18-45
- Resides in Wisconsin and Northern Illinois
- Disposable income of 65,000 or more
- No defined by gender
- Prefer to eat local

Secondary Audience

- Elderly aged 46+
- Not defined by gender

PERSUASION STRATEGY

Message Strategy

WHO

Health Coniscous, Trendsetters

MESSAGE

The Monroe Farmer's Market has a variety of items for puchase that you and your whole family will enjoy.

WORD

Local

DIFFERENCE

A local event that can be enjoyed by anyone.

WHY CARE

Trendsetters want to be the first to try new products that their family and friend may also enjoy.

WHY BELIEVE

The Monroe Farmer's market wide variety of products means there is something for everyone.

BRAND INSIGHT

Main Street Monroe is a nonprofit, volunteer driven organization that puts on the farmer's market.

ADVERTISING

Feelin'

GRATE



might go to the
Monroe Farmer's Market
Saturday morning.

I
MINT

what I said.

Go to the
**Monroe
Farmer's Market**

Romaine Calm

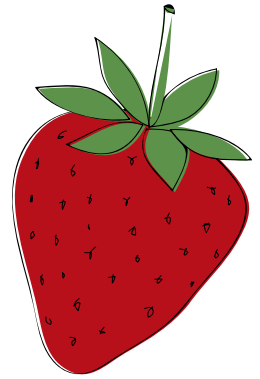


the Farmer's Market
is on
Saturday!

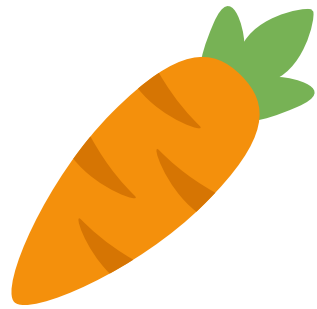
SLOGAN

**"Lettuce Turnip the Beet by Attending
the Farmer's Market"**

BUDGET



Maximum Budget of \$7,500

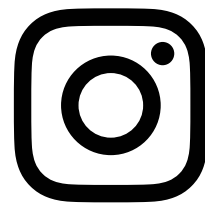


Promotion Tactics

- Social Media : 60%



Facebook allows users to check-in at the Monroe Farmer's Market providing Main Street with an organic post. Creating events will also draw attendees to the market.



Similar to Facebook, Instagram will allow users to check-in at the market and also tag their account in photos. Main Street Monroe can then engage with them by commenting, liking, or reposting.

- Print Advertisement: 40%

EVALUATION

Analytics will help a business grow and make changes to the plan where needed.



SEO/ Google Analytics

Rationale: Search engine optimization will help Main Street Monroe to be visible when users search their name. Google analytics can help measure ROI as well as track their other social network sites.



Facebook Analytics

Rationale: Facebook analytics will allow Main Street Monroe to closely monitor their campaigns and track likes, page views, reach, etc. It will help Main Street Monroe engage more frequently with their primary audience.

THANK YOU!



MAY 1ST 2019

MONROE FARMER'S MARKET MARKETING PROPOSAL

ISSUED TO
Main Street Monroe

Executive Summary

Our campaign aims to increase local turnout for the Farmer's Market by framing it as a place to find fresh produce and interact with community members. Our research showed that consumers liked to feel that they have contributed to their community and that they strive to eat healthy. We worked toward these wants by emphasizing the benefits of shopping at the Farmer's Market in that it helps local farmers and small businesses, which in turn allows them to keep producing the fresh produce that consumers want.

The majority of our consumers usually range in their upper 50's, but by re-framing the Farmer's Market as a community event where people can socialize and shop, we can more easily include other demographics outside our target demographic. By creating this communal space, we expect that more people of other demographics will also want to attend.

We also want to improve our social media presence. Social media platforms like Facebook allow a wide range of consumers to get information about the Farmer's Market quickly and effectively. We expect that by keeping our community regularly informed we will further increase our attendance rates or views on social media. By having a consistent and updated web source of information, we can allow for a broader target audience. Our ads as well work towards a broader target audience as it uses humor as a means of creating a fun and urban-like environment.

Situation Analysis

Situation Background

Main Street Monroe is based in Monroe, Wisconsin. As an organization Main Street Monroe's goal is to make Monroe's downtown the focal point of the town. The Monroe downtown includes a beautiful, historic square where the Farmer's Market takes place beginning in May and ending in October. Main Street Monroe currently wants to address the lack of attendance at the Farmer's Market. Attendance numbers reflect the amount of support for local vendors. Monroe has a population of just over ten thousand people. Our team understands that the Monroe Farmer's Market is hosted in the Historic Downtown Monroe Square. Meaning that as an organization Main Street Monroe wants to see attendance numbers improve on the square. Our team plans to produce an effective campaign strategy for Main Street Monroe that will draw more people to not only the Monroe Farmer's Market.

Research Methods

Throughout the last few weeks our team has performed primary and secondary research. We have also created a set of qualitative interview questions and distributed a quantitative survey. As a class each student submitted a list of potential qualitative interview questions. Professor Neil Stenhouse selected the most valuable questions that were then asked in our qualitative interviews. Stenhouse also supplied each student with a contact to interview.. Qualitative interviews gave us a better understanding of our target market. There were twenty-three people interviewed and the final transcripts were posted to canvas for students to access[MOU2] A quantitative survey was created and delivered to Main Street Monroe to distribute to Monroe residents. An incentive of a chance to win a thirty-dollar iTunes or Starbucks gift card was provided to respondents who completed the survey.

The quantitative survey allowed us to make positive correlations with different variables that were statistically significant and thus considered valuable and legitimate information. The quantitative survey had a total of one hundred and seventy-eight respondents. This survey allowed us to make actionable recommendations based on the results we saw. The following sections have our research results broken down.

Research Findings

The town of Monroe is located in southern Wisconsin. Secondary research indicated that Monroe has a population of over 10,000 people. Major demographics indicated that fifty-two percent are female while forty-seven percent are male.[1] There is a prominent older demographic present in Monroe with the median age estimating forty years old. The Monroe Farmer's Market takes place on Wednesday afternoons and Saturday mornings in the Historic Downtown Square. Vendor demographics indicate that there are total of six to thirteen vendors on Wednesdays and twenty to thirty on Saturdays. Forty-three percent of vendors reside in Monroe, WI leaving the rest commuting from various areas of Southern Wisconsin and Northern Illinois.

Facebook Potential

As a class we interviewed a total of twenty-three people and over ten mentioned the importance of utilizing Facebook. Most interviewees went as far to say that Facebook is how they found out about local events happening around them. For example, one interviewee quoted, “They have the little events that pop up, that’s how I find out about most of the stuff my fiancé and I end up doing is those little events that pop up on Facebook.” A few other interviewees mentioned that posting updates on social media would spark their attention. Facebook was also mentioned in our class’s quantitative survey where one hundred and thirteen respondents indicated that is how they found out about local events all the time.

Community Engagement

The qualitative survey also revealed that the Monroe community strives on inclusion and participation. The relationships developed with the vendors and consumes is important for helping the farmers market thrive. A survey respondent indicated that their ideal farmers market is one that is inclusive, basically anyone and everyone would be able to go. Quantitative survey data showed that twelve percent of survey respondents indicated that it is extremely likely that they go to the farmers market to socialize, indicating that social norms are important.

Food Attitudes

Secondary research indicates that many studies show that consumers attend farmers’ markets to purchase fresh produce, ready-to-eat foods, socially interact with peers, and buy unique arts and crafts. Qualitative interview respondents indicated that the fresh seasonal produce was important to them. One interviewer quoted “There is always fresh seasonal produce, and the vendors are very family-friendly with samples for the kids and I think it is important for people to know where their food comes from. I also like meeting the vendors and seeing friends there.” Motivations indicated through the qualitative survey conclude that people attend the market primarily for the food. They enjoy the farm to table experience.

The quantitative survey also indicated that over seventy percent of people indicated that when they go to the farmer’s market they are extremely interested in the produce. Future food attitudes to consider should refer to the fact that almost seventy of participants indicated that they would like to see more free samples available at the Monroe Farmers market. About sixty percent also indicated they would like to see cooking demonstrations.

Strategic Implications and Recommendations

Our goal is to make the Monroe Farmer’s Market the “place to be” on a Wednesday afternoon and Saturday morning. Our primary and secondary research corresponds with the qualitative and quantitative data. Our research and data have allowed us to make strategic implications and recommendations that will draw more attendees to the Monroe Farmer’s Market.

We strongly suggest to continue utilizing Facebook’s promotional tools and communicative features. Facebook is currently being used by the majority of our intended target market. As mentioned earlier in our report Facebook is how many respondents find out about local events. Facebook is the most ideal social media to implement because of the high reach availability on the platform. On Facebook Main Street Monroe can create events, run, campaigns, promote contests, and share pictures of attendees at the Monroe Farmer’s Market.

We strongly recommend that on the mornings of the farmers market Main Street Monroe should include a post tag line such as “What you will find at today’s farmer’s market...” This also a great time for vendors to highlight special products that they will have available at the market.

. The farmer’s market is a place where people can socialize with neighbors, family and friends and the posts on Facebook should highlight the community engagement opportunities available. As mentioned in our research findings respondents revealed that the market was a great place for them to learn new things and connect with new community members. There are many community engagement opportunities available through Facebook and Main Street Monroe should utilize them.

Our target market is also interested in fresh produce as discussed above. Posts on Facebook should highlight the fresh produce available at the farmer’s market. Letting know attendees what is available at the market that day may persuade users to attend the market. The Monroe Farmer’s market also had a wide variety of vendors. Making this fact apparent throughout the posts will translate into a large attendance. Facebook is a low-cost advertisement option for Main Street Monroe to reach a larger target market.

Campaign Strategy

Operational Objectives of Campaign

The goal of our campaign is to increase attendance at the Monroe Farmer’s Market by focusing on themes that translate to consumers believing that they are contributing to their community and supporting smaller businesses and local farmers. Due to survey results indicating consumers desire to be supportive of environmentally-conscious initiatives as well as having the unique opportunity to support smaller businesses over large corporations this is an ideal goal to focus on. [1]

Our goal is to show consumers that shopping at the Monroe Farmer’s Market results in fresh food from local farmers that you can trust. We are hoping that by focusing on the farmers market attendance this will result in future purchases. We want consumers to feel enthused about going to the market. Consumers should be seeing the market as an outdoor social experience to buy fresh produce, crafts and get in touch with their community.

Target Audience

Our background research on Monroe, Wisconsin showed that median age of residents is forty years old. This data leads us to find our primary and secondary target audiences. Our primary audience should include Monroe residents that fall into the age range of eighteen to forty-five. Our secondary audience falls into ages forty-six and up. When my group pictures a small-town farmers market we envision attendees to fall into a specific age range. By targeting this age range, we hope to see a spike in farmer’s market attendance.

Persuasion Strategies

In our Situation Analysis we determined that we will capitalize on messaging based on social norms. We want to stress fresh and local produce available at the farmer’s market. This will provide us an effective way of reaching our target market.

The farmer's market is a place where attendees can socialize with neighbors, family, and friends. Framing the farmer's market in terms of a social norm that "everyone" is attending will spur individual mentalities of "everyone else is going, so I should go too", resulting in increased attendance. Social norm messages will highlight the community engagement opportunities present at the farmer's market.

We chose to also capitalize on buying fresh and local produce at the farmer's market. Messages should specifically advertise what produce is available and how people can use the produce in recipes.

Print advertisements placed at various local businesses and Facebook posts released multiple times per week will promote these messages. Main Street Monroe is currently utilizing Facebook and posting content related to the farmer's market. We are suggesting a slight change in content and a more frequent posting schedule. Recommended posts should highlight the variety of items available at the market and spark the attention of future attendees. By increasing attendance numbers, we hope that translates into more sales. Our print advertisements placed at local businesses in Monroe will target our audience who may not be active on social media and encourage them to attend the market.

Campaign Partners

Two campaign partners we could affiliate with are the Green County Ag Chest and Green County Farm Bureau. We believe these groups will be effective partners because they provide services, resources, and products to local communities relating to agriculture. Additionally, both partners have established credibility within the Monroe Community and are well-known. Green County Ag Chest does this through their county Dairy Queen program which selects women from different counties to represent their community. These young women promote dairy products and the dairy industry throughout the county and state. Green County Farm Bureau works in a similar way in that they represent the farmers and the rural community. Both organizations center their mission around benefiting the agricultural community and their affiliates. With their help, we hope to gain resources including new vendors and fresh produce, networking opportunities, and promotional support.

Evaluation Plan

To measure the success of our campaign, we will use attendance numbers from the farmer's market over the course of summer 2019. To accurately gauge attendance numbers, attendees can visit a designated booth, hosted by Main Street Monroe volunteers, to fill out a short survey on their experience or just enter their name into a drawing. Once the survey is completed, Main Street Monroe can utilize the survey suggestions to see what can be improved in relation to the farmer's market. Attendees who fill out surveys will be eligible for a drawing to win Monroe bucks or gift card.

To see the relationship between attendance and sales, we can gather numerical data from vendors who are at the farmer's market. Vendors will be able to supply our team with numbers on how many sales they made at each farmer's market. The transaction amount of each sale is irrelevant information we are focused on how many sales were made. We hope that this number will correlate well with attendance numbers of the Monroe Farmer's Market.

Budget Considerations

Most of our funds should be spent on promoting the farmers market through social media, print advertisement, and radio. Social media should be one of our top concern and should have the most time put into it. Keeping our website and Facebook up to date is what allows our consumers to feel they are also in the know. Since these forms of promotion are owned, we do not need to put too much money into it as much as time spent. As we have a max of 7,500 dollars to work with, we can allocate our funds towards making paper copies for flyers and get those distributed to local businesses. We want to spend 60% of our budget on social media and 40% on print advertisements.

Timeline

The different elements of our intended campaign will be delivered beginning in April and continuing through October. [MOU9] We will post at least once per week on social media on the days when engagement is highest and distribute different print flyers every month.

Creative Plan

Summary

Our Main Street Monroe campaign materials will include a combination of print and digital content. The print advertisements will be 8.5x11 inch flyers that will be placed at various local businesses and community centers in Monroe. The flyers are intended to reach those within our target market who are not active on Facebook. In addition, people who are active on Facebook will also be exposed to the same images on the print flyers through organic and paid posts.

Our flyers reference the general items available for purchase at the farmer's market. We will have a total of three designs for both print and digital material. Main Street Monroe will use their Facebook account to take care of our recommended digital content. Our team advises posting one to two times in the beginning of the week with a final post on Friday. The Friday post will remind community members of the upcoming farmer's market.

Facebook is being used by the majority of our target market. Facebook is very low-cost and can work great for Main Street Monroe to promote the farmer's market. It is also a great tool to find out about local events happening around your area. By posting at least once per week, the Monroe Farmer's Marketing page will stay relevant among the people who like their page. Suggested posts for Facebook will be posting relevant material to highlight specific vendors and produce that will be available at the market. Posts should also encourage attendees to post pictures of themselves at the Monroe Farmer's Market.

To ensure a unified theme throughout the campaign materials, we will use the rustic wooden background. All of the ads will be using puns, making it clear that the flyers are associated with the same campaign. The same slogan will also be used throughout the advertising material.

Example images

Each of the following photos should be used as flyers and posts on Facebook. There are a total of three images on the following pages.

I
MINT

A sprig of fresh green mint leaves is positioned behind the word "MINT". The leaves are vibrant green with visible veins and serrated edges. The background is a light-colored, vertically-grained wood texture.

what I said.

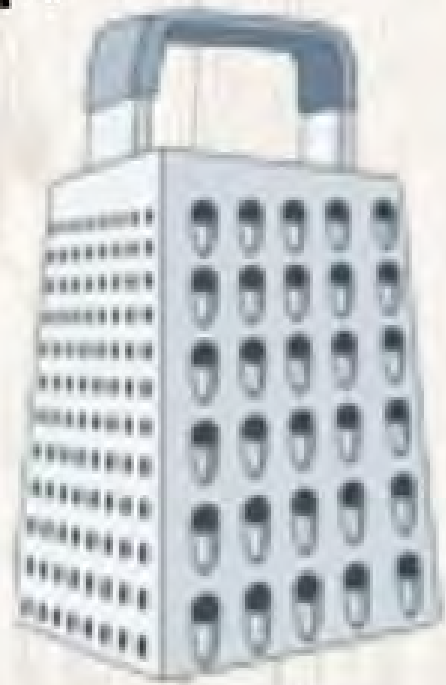
*Go to the
Monroe
Farmer's Market*

Romaine Calm



*the Farmer's Market
is on
Saturday!*

Feelin'
GRATE



might go to the
Monroe Farmer's Market
Saturday morning.

Slogan: “Lettuce Turnip the Beet by Attending the Farmer’s Market!”

Our slogan is memorable and creative due to its use of puns. Our future messages will also continue to use puns that will be positive with a clear message to attend the Monroe Farmer’s Market.

Material Explanation

As discussed in section one our team will be utilizing puns. Puns are rhetorical figures that are used as a strategy within advertising. While the puns are considered novelty, the puns will still emphasize the core messages our team has created. The produce pictured on the flyers will create a connection with the reader about attending the farmer’s market, as well as provide unexpected content that might make them stop and read more. This type of advertising also makes the viewer think harder. The more they are thinking on our advertisement the more of an impression we will make on them. We hope this correlates with an increase in Farmer’s Market attendance.

Our campaign utilizes rhetorical figures to grab attention of potential consumers. “It can therefore be said that the persuasiveness of rhetorical figures in advertising has persuasion at its root and as such, this usage strives not only to attract the attention of potential consumers; or even inform them; but fundamentally to persuade them that theirs is a product worth having.” [1] By using puns, we hope to make our ad stand out and communicate effectively. The images use the same voice to show a relatable voice.

Citations

Jean Dominique Gumirakiza, K. R. (2014). Who Attends Farmers’ Markets and Why? Understanding Consumers and their Motivations. *International Food and Agribusiness Management Review*.

Monroe, M. S. (2019). Monroe Farmers Market on the Square. Retrieved from Facebook: https://www.facebook.com/pg/monroewifarmersmarket/events/?ref=page_internal

Monroe Farmers Market: Local Food

▶ and Familiar Faces

Goals

- ▶ Increase attendance
- ▶ Retain increased attendance rates
- ▶ Raise perceived value of market



Methods



- ▶ Interviews
 - ▶ 23 people from Wisconsin
- ▶ Surveys
 - ▶ 180 respondents
- ▶ 2016 Farmers Market Impact Study

Results:

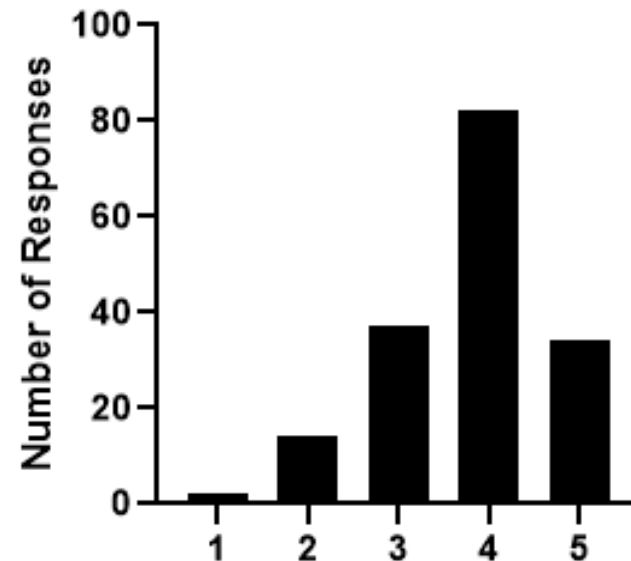
Interviews

- ▶ Many perceptions about the market
- ▶ Potential opportunities

Survey

- ▶ 95% go to the market at least once a year
- ▶ 57% go at least once a month

Overall Satisfaction With The Market



3 Main Takeaways



FACEBOOK IS PRIMARILY WHERE
CITIZENS LEARN ABOUT LOCAL
EVENTS



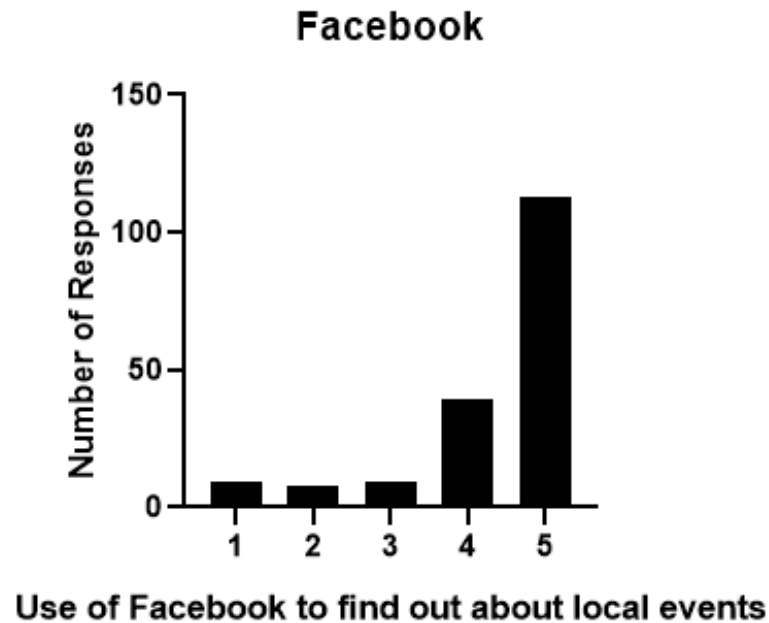
COMMUNITY IS IMPORTANT TO
MARKET ATTENDEES



PRODUCT SELECTION AND
AVAILABILITY IS ESSENTIAL
INFORMATION

Facebook

- ▶ Facebook is dominant social media service that market attendees use
- ▶ Streamline social media activity to Facebook
- ▶ Emphasize use by revamping page



THE MONROE FARMERS MARKET

with over 20 local vendors!



Every Saturday and Wednesday May 4th-October 26th
Saturday: 8am to 1pm Wednesday: 12-4:30 pm
Historic Downtown Morone Square

Checkout our Facebook page: @monroewifarmersmarket
for more info and weekly updates on what's in season

Monroe Farmers Market



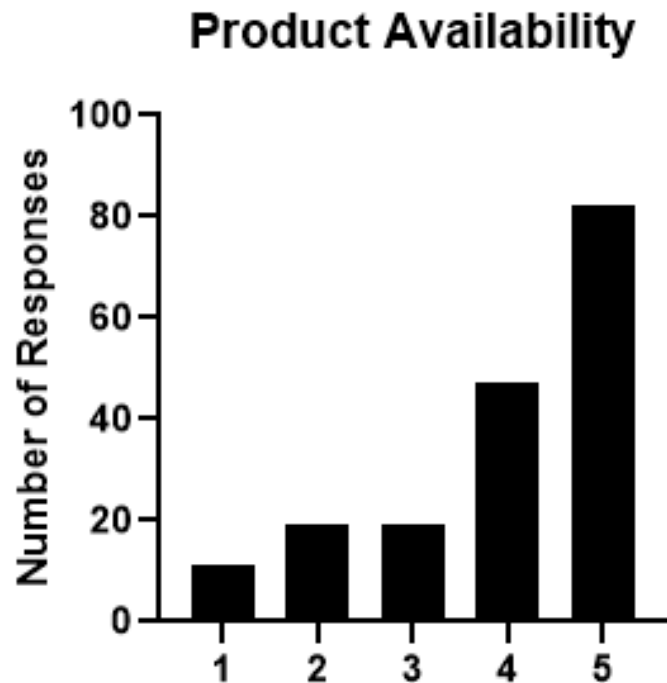
Local Food and Familiar Faces

Sense of Community



- ▶ Supporting local farmers
- ▶ Desire to engage with community
- ▶ Include testimonials from local farmers
- ▶ Emphasize community members' satisfaction

Product Availability and Selection



- ▶ Reports of dissatisfaction with variety and transparency of market items
- ▶ Distribute flyers detailing what will be offered
- ▶ Keep Facebook posts up to date each week



MONROE FARMERS MARKET

MAY 8TH

JOHNSON FAMILY FARM

Organic Onions, Carrots, Radishes, Broccoli, and Leeks

THOMPSON FARMS

Limited supply of fresh cut basil and rosemary

BLUE SKY FARMS

MAY 11TH

GREEN VALLEY CORN

Sweet corn just in-season only 20 dozen ears

SUGAR RIVER FARMS

Large selection of hanging plants and plantable herbs

Example Product Availability Post



Conclusion

- ▶ New forms of outreach are key
- ▶ Community aspect of market can increase attendance
- ▶ Detailed listing of products sold is a top priority

Monroe Farmers Market: Local Food and Familiar Faces



Campaign Book

Executive Summary

Main Street Monroe is a culturally and economically vital part of the city of Monroe and should adequately be depicted as such in order to maximize attendance and interest in the farmers' market. In order to do this, the campaign should be focused on stressing the importance of the market to those who actively partake in it, primarily the vendors and farmers that sell their products. Doing so will emphasize the economic significance of the market to Monroe citizens. Availability of a wide variety of locally-grown produce is another essential aspect of the market that must be emphasized. The more aware potential attendees are of the items sold at Main Street Monroe, who is making it, and where it is coming from, the more likely those individuals are to actually attend the market and maintain a presence there. Finally, outreach is an aspect of the market that can't be stressed enough, primarily through social media. Facebook was by far the most-used social media tool by Monroe citizens, and thus the rejuvenation of the market's Facebook page is key to increasing attendees' interest in Main Street Monroe. By bringing these aspects of Main Street Monroe to the fore, it is hoped that the market will be depicted as a center of community and civic engagement for many Monroe citizens, as well as a place that they can conveniently and inexpensively purchase food items and other products, preferable to grocery stores.

Situation Analysis

Situation Background

Main Street Monroe, an organization that promotes community activities and business in the Wisconsin town of Monroe, hosts the Monroe Farmers Market on Wednesdays and Saturdays around the downtown square. The farmers' market is a producer-only market, which means that only vendors that grow or make their own products are allowed to sell items at the market. Main Street Monroe recently used up a three-year grant from the state which provided almost all of the promotional funding for the market. This grant provided funding to help increase awareness about the market; however, there more promotion is still needed. Therefore, finding cost-effective methods of promoting attendance and spending at the market is required to further the success of the market.

Monroe is a tight-knit community of 10,000 people in Green County in southwestern Wisconsin. There are between 6 and 13 vendors at the Wednesday markets, while the Saturday market has between 20 and 30 vendors during the 2016 season (Monroe Farmers Market Study, 2016). Vendors travel an average of 14 miles to get to the market, indicating that the majority of vendors are local to Green County (Monroe Farmers Market Study, 2016). With around 66,000 attendants in 2016, the Saturday market attracts more visitors than the Wednesday market, which attracted 17,000 visitors in the same year (Monroe Farmers Market Study, 2016). Furthermore, Main Street Monroe has a website where they promote the farmers market, and they also have a Monroe Farmers Market Facebook page that has over 2,100 likes. Overall, Main Street Monroe hopes to use their current resources to promote the Monroe Farmers Market in a new way.

Research Methods

A combination of qualitative interviews, quantitative surveys, and previous research were used to create a campaign proposal for the Monroe Farmers Market. The qualitative interview questions were created based on classwide discussions on what demographics, values and opinions to inquire about with regards to community events in the area. The questions decided upon were deemed important to ask about to lead potential campaign directions and future research. The interview questions were also set up to be open ended and build in momentum in order to further perceptions about farmers markets. Interview contacts in Monroe were set up by Jordan Nordby from Main Street Monroe. Phone interviews were conducted with said contacts and backup interviews with other Wisconsinites were scheduled in case the contact wasn't able to be interviewed. A total of 23 interviews were conducted.

When it came to the setup of the quantitative survey questions, several factors were considered. Among these factors were perceptions about and areas of improvement for the Monroe Farmers Market that were voiced during qualitative interviews. Another factor was the ordering of questions, which started off with questions about the individual. These were then followed up with questions about the farmers market and concluded with demographic questions. The goal was to be able to correlate current and future farmers market attendance with potential changes and current attitudes. The survey was sent to organizations in the Monroe area by Jordan which in turn shared it with their members. Additionally, Jordan shared the survey through Main Street

Monroe's Facebook pages with an incentive of a chance to win a \$30 giftcard for completing the survey. When the analyses were completed, 180 responses to the survey had been recorded.

Research Findings

Major findings when it came to our research were around products, vendors, information about the market, and activities at the market. There was a general finding of a want for more variety in vendor and product choice. Additionally, people wanted more information about the market and what vendors and product will be there before their arrival at the market. Lastly, there are some indications that more activities and entertainment in coordination with the market would increase interest in the market. Finally, people care about their community.

When it came to products there was a positive correlation between the likelihood of attending the farmers market regularly in the future and satisfaction with variety and quality of products available was statistically significant. Thus, if people are satisfied with the products at the market they are relatively more likely to attend in the future. Furthermore, only 44% of survey responders rated their satisfaction as a 4 or a 5 on a scale of 1 to 5 with 5 being extremely satisfied which shows room for improvement compared satisfaction in other areas of the market. For survey responders the likelihood to attend in the future with a potential change to a wider variety of vendors had 53% much more likely to attend. Moreover during an interview, when asked to describe their ideal farmers' market, one interviewee said, "An ideal farmers' market would be one that is inclusive, basically have anything and anybody able to go to, free to the public, its open, there is a wide-variety of items, both food like fresh vegetables and fruits as well as jams and other assorted food items that you are envisioning a farmers' market - fresh and organic type food." Jordan Norby said that vendor variety and quality has improved in the past several years, and Mainstreet Monroe is focused on retaining the vendors they have more so than expansion. Overall, there is room for improvement when it came to market goers' satisfaction with product and vendor choice.

For information available about the farmers market people wanted more information about product availability. From the quantitative survey, satisfaction of the easiness of finding out what items will be available at the market was correlated with likelihood of attending the market in the future. For satisfaction with easiness of finding out that information 18% were unsatisfied and 37% were just satisfied which means there is potential for increased satisfaction for information. Again, from the survey for potential changes to increase likelihood of attending the market, improvement in information about what will be available at the market had 46% being much more likely to attend. Moreover, 95% found out about local events through Facebook more than any other source which is a potential platform for information about the farmers market. From our qualitative interviews, when asked about what would be most effective in increasing attendance to the farmers' market, one interviewee stressed the importance of Facebook in increasing awareness, saying, "I already go fairly regularly, but I think it would be great to see what's in season and which vendors will be there a few days in advance so that I can plan my shopping and meals better. Even if it was just in the description of a Facebook event I think that would be really useful for people, especially busy moms!" Lastly, from the report about the best marketing practices for Wisconsin farmers market done by the University of Wisconsin there included at section about social media. In that section, there was a point about scheduling posts

to decrease the amount of micromanaging done by farmers market managers. In the end, people want more information about the market and Facebook is a good way to spread that information.

Next when it came to entertainment at the market, satisfaction with other activities available at the market was slightly positively correlated with likelihood of attending regularly in the future from our survey. Furthermore, when it came to satisfaction with entertainment 18% were unsatisfied and 33% were just satisfied. In the survey for potential changes to the market, 46% said they were more likely to attend with more entertainment. For those potential new activities at the market, 60% wanted cooking demonstrations, 65% wanted free samples, and 55% wanted live music for our survey respondents. The interviewees echoed similar sentiments as the survey respondents. When asked what would be most effective in motivating other community members to attend the farmers' market, one interviewee said, "Something like live music or other entertainment to draw people in who may not necessarily care about farmers markets but will come for the entertainment and see how great farmers markets are and hopefully keep coming back!" All around, more activities at the market are a potential incentive for attendance.

Lastly, a sense of community is also of extreme importance to many of the interviewees. Supporting local farmers, as well as engaging in activities with neighbors and friends, were both cited as aspects of farmers' markets that respondents enjoyed most, with one interviewee saying, "I grew up on a farm, so we would participate. It wasn't every year we did it but my mother used to run a bakery and would have... a big garden and we'd sell produce. But yeah, it was fun because a lot of people we knew came to the farmer's market and participated in it as well," Furthermore, all of the survey respondents stated that supporting local farmers is at least somewhat interesting to them (rating the statement a 3 on a scale of 1 to 5), with the majority of respondents stating that doing so is very important (rating the statement a 5 on a scale of 1 to 5). Therefore, local community is important to people in Monroe and those that attend the farmers market.

Strategic Implications and Recommendations

Our analysis shows that increasing market-goers' satisfaction with product variety is key to increasing their likelihood of attending the market. There is a fair amount of people that were unsatisfied with product variety and wanted more vendor variety. Thus, bringing in more vendors and promoting a more diverse product availability should create more regular attendance. The key is also to ensure that the vendors are all, or primarily, local farmers that are native the Monroe area. Across the research sources considered for this analysis, support for local farmers was a top priority for attendees of farmers' markets, and the Monroe Farmers' Market in particular. The greater the transparency in where market-goers are getting their food from and how it is being grown and produced, the greater the satisfaction among market-goers and the greater the likelihood that they will continue to frequent the market.

Furthermore, increasing market-goers' satisfaction with information about product selection is a prime strategy in influencing them to attend the market. There is a fair amount of people that want to see this change and are unsatisfied currently. Therefore, creating a campaign to provide more information weekly of what will be available is a good recommendation. Since a majority get community news through Facebook, that social media outlet can be used to share this

information. Even if people don't see it on their feeds, if they know that the market will post about that information they will know where to seek it out. It would also be advisable to streamline any and all social media campaigning and marketing to Facebook specifically (as opposed to including other platforms such as Twitter and Instagram), as the vast majority of respondents used Facebook to receive information about the market, much more than any other social media tool. Lastly, scheduling of posts can reduce the overall time spent micromanaging on Facebook.

Due to low satisfaction rates with entertainment options at the Monroe Farmers' Market, a primary improvement that would increase attendance includes providing attractions for the market-goers. Respondents expressed interest in including such entertainment as cooking demonstrations and live music which could be put on by Main Street Monroe and promoted through Facebook. Vendors could be encouraged to give free samples. Lastly, people want to see live music so promoting that would increase attendance. All around more events with the market should increase attendance. The hope is not only that more people will attend, but that a greater variety of people will attend as well. Generally speaking, the farmers' market attracts older crowds (35 and up), and by incorporating live music and kid-friendly events, the goal is to attract younger demographics, such as teenagers, preteens, and young professionals, to the market.

Campaign Strategy

Operational Objectives of Campaign

The operational objectives of this campaign are to both make attendance of the Main Street Monroe farmers' market a frequent activity for those in the community, as well as increase the citizens' trust in the market. These goals will be accomplished by emphasizing a sense of civic engagement and offering a wide variety of products, respectively. Additionally, many survey and interview respondents stressed how important playing an active role in the community is to them as citizens. By emphasizing these values and stressing social norms, such as the frequency with which many of their peers attend the farmers' market, we hope to influence these respondents to engage with their town and support their fellow community members by going to Main Street Monroe as well. Furthermore, by increasing the transparency of what will be sold at the market, as well as where it comes from, we hope to attract people to not only attend Main Street Monroe, but also purchase a variety of items from the market. In order to measure the behavior of the market-goers and determine whether or not our objectives are being met, we will record weekly market attendance, as well as weekly revenue generated at the market.\

Target Audiences

Our target audiences include Monroe residents, specifically young professionals with families. We have chosen this group, as many older residents already commonly attend Main Street Monroe, while individuals under 30 are comparatively underrepresented. By targeting young professionals specifically, it is likely that we will attract individuals in their mid-to-late twenties, as well as their children (if they have any) to the market. Thus, attendance would be increased among two demographics at once, both children aged 0-10, as well as people between 20 and 30. If successful, incorporating this target group into the market will make Main Street Monroe more well-rounded and all-inclusive from a community/social point of view. Next, young professionals would also bring a new and potentially improved source of income to the farmers' market. An increase in spending per attendee is a goal of this campaign, and young professionals would likely prove to be a top spending demographic if they were to go to Main Street Monroe in greater numbers. Thus, by targeting young professional Monroe residents, an increase in both overall attendance and overall income of the market is hoped to be achieved.

Persuasion Strategies

The primary persuasions strategy that our campaign is focused on is emphasizing a sense of community in Monroe and bringing attention to the ways in which people can help their community members which are already social norms in Monroe. Secondary to that is another persuasion strategy that is intended to be transparent about where the food and items at the farmers' market is coming from, but more importantly, making information about what will be available at the upcoming markets clear and accessible. In our estimation, advertisements that include figures indicating the popularity of the market could play on social norms in an effort to get individuals who previously did not attend the Monroe Farmers' Market to go regularly. For example, if a Monroe citizen saw a poster that said "80% of attendees of the farmers' market

believe it is the most exciting event in the community”, they may be more likely to go themselves, as they believe many of their peers are attending and enjoying themselves at the market.

By including an inventory for each market that shows what vendors will be selling and where exactly they will be selling it, we hope to give potential attendees a concrete reason to attend Main Street Monroe. For example, if they were looking for organic corn, and the inventory indicated that there were local farmers selling organically-grown corn, they would have a specific reason for going to the market. In this way, it is hoped that attendance and revenue for the market will both be increased. Lastly, the primary difference between our persuasion strategies and those of previous campaigns is that past efforts were focused on how people can attend the market, whereas our campaigns emphasize both how and why they should maintain an active interest in Main Street Monroe.

Campaign Partners

We would partner with two local organizations/groups to promote the farmers market. The connections of these groups and the respect that their voice will have should help the farmers market reach its target audience. One of the first organizations we would partner with is the Monroe School District. Since young families are a potential target group of growth for the farmers market per Jordan Nordby of Main Street Monroe. Through the school district we will be able to promote healthy and local food to students. Additionally, we will be able to promote the market at school events where parents will be in attendance through sponsorship. This partnership will be able to reach our key target market of young families.

Furthermore, other credible voices in the Monroe area can be used to send out the message of the local impact and benefit of the farmers market. The Monroe Chamber of Commerce could be used to promote to local businesses and the community in general the local economic impact of the market. That partnership could eventually lead to downtown businesses promoting the farmers market when they realize that the market brings in customers to their business on Saturdays and Wednesdays. While there are other potential groups to partner with in Monroe, these two are two important ones to work with initially.

Evaluation Plan

We will evaluate our plan via market satisfaction surveys sent out to farmers market goers and market vendors in addition to recording weekly market attendance, as well as weekly revenue generated at the market. The survey will have the different questions for vendors and attendees. These surveys will be sent out at the beginning of the market season and at the end of the market season to see the change in satisfaction during the campaign. These surveys will also include questions about the visibility of the market and perceptions about the market.

The survey will include a section about the view of the market as a community event and being an important part of the Monroe Community. Furthermore, this section will also include a question about how informed attendees feel about the products that will be made available at the market on a weekly basis. Additionally, a question about where attendees get their information

about the market will be included. Lastly, this survey will be sent out through emails and be completed online through contacts gained through Main Street Monroe. Main Street Monroe gains contact information of market goers through prize contest drawings at the market. Lastly, for growth of social media Facebook analytics will be used to measure the growth of the Facebook page and advertising.

Budget Considerations

About half of the budget for the campaign will be for promotion of the market through local radio, billboards, social media ads, and partnerships. The other half of the budget will be for increased activities at the farmers market. These two elements will be the focus of our campaign. Additionally, a small proportion of the budget will be for incentives to complete the surveys for campaign evaluation. Furthermore, when it comes to market if the budget is as expected around \$1500 to \$2000 can be designated to local radio and billboards over the course of the campaign. Around \$500 will be designated towards promotion of Facebook posts and Facebook ads targeting the Monroe area. If social media marketing is found to be successful through Facebook analytics, then more funds will be dedicated to Facebook. Possibly, a part time intern could be responsible for social media. Lastly for activities and entertainment, the budget will be there to pay for live music and for cooking demonstrations. A salary for a nutritionist to for cooking demonstrations could be possible, but at bare minimum the ingredients and materials will be budgeted for.

Timeline

May/Beginning of market season

- Initial satisfaction surveys will be sent out to attendees and vendors to get a baseline opinion of market.
- Marketing will begin with implementation of local billboards and radio ads. Additionally, a strong push to build Facebook presence with promotion of posts and ads along with regular updates and posts.
- Cooking demonstrations on market Saturdays will start. Other activities will start too with an emphasis on Saturdays since they are the more attended market day. Satisfaction cards of that day's activities will be made available through Main Street Monroe. Moreover, activities will be promoted through Facebook.
- Partnership with the Monroe School district will be important to build quickly since school is still in session during this time period.

July/Mid-market season

- Marketing will continue with increasing funds towards Facebook if it is seen as effective.
- Activities will continue with highly rated activity repeating as the season continues.
- Partnership with local businesses and the chamber of commerce will be focused on since this is when the market sees increased attendance and has built momentum with the campaign.

September/End of market season

- Marketing will continue but with decreasing social media spending with more reliance on organic reach going forward due to the building of the Facebook page through the campaign.

- Activities that were found to increase attendance will continue with the plan of recurrence in future market seasons.
- Partnership with the Monroe School District will revamp with school being back in session.
- Satisfaction surveys will be sent out to see the effectiveness of the campaign.

Creative Plan

Summary of campaign materials and unified theme

The campaign materials employed to market Main Street Monroe will include both physical and digital media, such as posters and social media posts. In doing this, it is hoped that attendance and income of Main Street Monroe will both increase.

18x24 posters and flyers will be printed and placed around town centers and public spaces in an attempt to raise awareness of the market itself. These posters will include information regarding the dates and location of the market, as well as the variety of items and vendors that will be present. Pamphlets will also be created and placed near the posters with more in-depth information regarding the market and its offerings, such as the specific expected prices of various foods and beverages. These pamphlets will serve the purpose of offering more information to those whose interest was piqued by the posters and flyers.

Videos will be posted twice weekly to the Main Street Monroe Facebook page for those who already have a vested interest in the market. One video will be a general overview of what the market will have to offer that week. For example, if a new vendor will be at Main Street Monroe, the different items they will be selling can be highlighted in order to draw people in. The second post will consist of testimonials from certain vendors that operate booths at the market. For example, a given farmer in the area that commonly sells their produce at Main Street Monroe can explain to the audience how their products are made, how they are transported, and how important the market is to them as individuals and as members of the community of Monroe. The purpose of both of these posts are to both exhibit the variety of items offered at the market, as well as indicate to the audience how essential Main Street Monroe is to the cultural and economic health of the town. In essence, the benefits of the farmers' market on both the individual and community levels will be highlighted, and even intertwined.

To create a unified theme around these campaign materials, the Main Street Monroe logo will be placed on all of the printed materials (posters, flyers, pamphlets), and will also be presented at the end of each social media post in order to make the campaign and its materials easy to identify. There will also be a color scheme that the materials will all include in order to create an aesthetic link between every aspect of the campaign. The colors will be red, green, teal, and dark blue, in accordance with the existing Main Street Monroe logo. There will also be a theme in the content of all of these materials, as they will all be primarily focused on emphasizing the ways in which the community benefits from attendance and success of the farmers' market. This will essentially depict attendance of the market as a civic duty for the individual, something that is for the greater good. In summary, the campaign materials, both in appearance and substance, will attempt to present the market as a conduit that connects the Monroe citizen to the Monroe community at large.

Example Campaign Materials

Printable Flyer:



Facebook Story:



Printable Flyer with Slogan:



Facebook Update with Vendor information:



Slogan

Monroe Farmers Market: Local Food and Familiar Faces

The above slogan combines the two major selling points of Main Street Monroe that we are trying to get across to our audience: locally-grown and sourced food and a sense of community. The “local food” aspect is intended to remind people of the importance that the Monroe Farmers’ Market has in delivering local food to the community. The “familiar faces” part of the slogan is intended to emphasize the popularity and familiarity of the market within Monroe itself, portraying it as something that the community can rally around.

Explanation of how materials will get attention

Our campaign materials will attract attention through their vibrant colors and contrast. The green color scheme with consistent use of colorful vegetables will attract attention in both the online and physical environment. Furthermore, the use of the recognizable Main Street Monroe logo will gain people’s trust in the Monroe community through its credibility. The logo itself, with its white background, is a good contrast from the colors of the images, which will draw attention. Additionally, contrasting and readable text is in the campaign materials.

The campaign materials will retain attention through their simple layout. Print materials refer to the Facebook page for more information in order to keep the materials from being overloaded with text. The Facebook posts will contain a highlight of the information that is within a post through an image with a heading. Similar to a headline in a newspaper, this should attract the audience to read the rest of the post. While these materials don’t have an overly novel aspect that will make them stick out on Facebook or a community message board, the consistency of image framing for the farmers’ market and information regarding the market is more helpful than novelty or unexpectedness. Additionally, each individual campaign material will try to get one point across, as was highlighted in lecture. Altogether, this combination of elements is intended to gain and retain attention.

References

DOWNTOWN MONROE FARMERS' MARKET IMPACT STUDY 2016. (2016). Madison, WI:

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(LSC 515 Qualitative Interviews and Quantitative Survey)

Monroe Farmers' Market Campaign

“Where fresh produce is just the beginning”

Overall Goals

- Increase attendance
- Increase events
- Inform public on benefits on market
- Changing the public's attitude
- Consistent source of advertisement



Target Audience

- Target individuals ranging from the age of 30-65
- We want to market older adults who come with a spouse or group of friends
- We chose this group because we have noticed many people attend the market for a social setting and it will allow us to plan events accordingly to common interests.
- We want the majority of our attention to target this age group but also plan events for families to attend as well

Social Media/Website

- Increase presence on Facebook
- Promote specific vendors
- Create a video



Campaign Strategy

- Making the public more aware of the benefits of shopping at a farmers' market.
- Stress how purchasing products from vendors has a positive effect on the farmers' lives.
- Focus on changing the public's attitude surrounding the farmers' market.
 - Increase time spent at farmers' market = more likely to buy more products



Creative Plan

- Multiple social events
- Improve advertisement of products
- Slogan: “Where fresh produce is just the beginning”





WHERE FRESH PRODUCE IS JUST THE BEGINNING

MONROE FARMERS' MARKET



Every Saturday from May 4th
to October 26th, 2019
From: 8am - 1pm
Northside of the Historic Downtown Monroe Square
<https://www.mainstreetmonroe.org/farmers-market>



Main Street Monroe, Inc.

April 30th at 11:15 AM

Check out the Monroe Farmers' Market's vendor of the week: Nami Moon Farms. The owners, Chris Holman and Maria Davis, are from Cluster, WI. Chris is an Army veteran, who also served on the state board of directors for Wisconsin Farmers Union (District 6). Maria is a graduate of UW-Madison. Soon after moving to the farm, she began to work for Patrick Rothfuss, a New York Times Best Selling Fantasy author.

Their younger daughter Eleanora, shown in the picture below, loves to help out when she can! To find out more about Nami Moon Farms and its owners, visit their website: <http://www.namimoonfarms.com/>



👍❤️ 7

3 Comments

👍 Like

💬 Comment

➦ Share

Thank You!

“Where fresh produce is just the beginning”

Monroe Farmers' Market Campaign



Executive Summary

The “Where fresh produce is just the beginning” campaign aims to increase the attendance at the Monroe Farmers’ Market through two main objectives. The first objective aims to change the overall attitude surrounding the farmers’ market. This will be done by creating flyers showing the different products available at the market. Along with these flyers, there will be Facebook posts highlighting specific vendors each week to inform the community about the different products available. For the second objective, we plan on putting together several events throughout the summer that appeal to our target audience. We want the audience to be able to have a great time and enjoy the social setting. The goal of this objective is to have the audience spend more time at the market, which will then lead to the purchase of more products.

Results from previous surveys show the average age range of individuals attending the Monroe Farmers’ Market are between 30-70 years old. We also discovered that 60% of individuals who attend the Monroe Farmers’ Market do not have children in their household. As a result, the main goal of our campaign is to target these individuals through events that attract this demographic.

Situational Analysis

Main Street Monroe is an organization that plans and hosts events such as Cars on the Square, Shopping Nights, and Parades for the community. The farmers market is one of their main events and takes place every Wednesday and Saturday starting in May until October. The market has been happening for many years but they have not been getting the traffic they want. Main Street Monroe has put together a list of local vendors that works with the space they have and also has a wide variety of products. They have asked us to help put together a campaign that will effectively spread awareness of their farmer’s market driving in more shoppers. Our goal is to pinpoint an area of the market that people would like to change or something that they would like added to the market experience. As a class of college undergraduate students, we created quantitative survey and qualitative interview that were distributed to people in the area to give constructive feedback. Our campaign is important to the client because they have to satisfy not only the customers, but also the vendors who pay a small fee to be able to sell their products. Without an increase in traffic and sales, vendors could choose to attend different markets that would ultimately shut down the market.

We conducted a qualitative interview and a quantitative survey for our marketing campaign project. The interview that we each individually did in the start of the semester consisted of a phone interview with interviewees mostly from the Monroe area who have already attended the locals farmers market. We collaborated as a class to create a group of open-ended qualitative questions to figure out why people attend this market. We also asked questions about what people enjoy doing outside of the farmers' market to see what those places have to offer and it gave us some ideas that could possibly tie more people into wanting to come to this farmers' market. If the person we were assigned to did not pick up, many people interviewed others around the Wisconsin area. For the survey, the questions focused more on people's lifestyle and behavioral aspects. It was interesting to compare the responses from people who regularly attend the Madison Market verse the people who regularly attend the Monroe Market. We noticed the demographics varied greatly between these two locations which changed our thought process for the campaign. For the survey we sent out, we gave an incentive for people who completed the survey. The reason behind including an incentive was to draw more people into filling out this survey so we can get the most out of the results. It was framed to give us more of an idea about the demographics of who is attending this market and who we should focus our target audience on. We wanted to hear responses from a larger amount of people with different backgrounds and opinions so we can figure out the path we want to take to market this campaign.

Background Research

When conducting background research for this campaign, we decided to look further into the demographics of Monroe, WI. While looking further into the demographics, we found that the median age is around 40 years old. This can help us when it comes to deciding how we are going to target people. Older individuals are more likely to check an organization's website or their Facebook page than an Instagram or Twitter page.

Qualitative Interview

The qualitative interview gave us a lot of feedback as to why people generally attend the Monroe Farmers' Market. Many people who consistently attend the market are local people from the city of Monroe. We received a lot of common agreements that the city of Monroe is a tight knit small community and a lot of people attend this market to not only purchase fresh produce, but to socialize with friends. One person even mentioned the main reason he goes is to socialize and the fresh produce is a plus. From these interview responses we were under the impression that it was a very family oriented market and a lot of families are in attendance. We misunderstood the

results and the quantitative survey proved to us that there were very little statistics that people bring their children to the market.

Quantitative Survey

We think the quantitative survey we conducted provided us with a lot of valuable information for the campaign. Most of the questions focused on each interviewee individually. One of our key findings, from the individuals being surveyed, was that many of them did not bring children with them. About 60% of people who took the survey answered “0” to the question “How many children do you have in your household. This is important to our campaign because we need to target adults/couples without children.

Another key statistic we got from the survey is how most people get information about events happening around Monroe, WI. The top information source platform used by the individuals who took the survey was Facebook followed by word of mouth. From a question asked earlier in the survey we found that most people who attend the Monroe Farmers’ Market are between the ages of 30-70.

We also think knowing what people purchase while at the Monroe Farmers’ Market is an important statistic. This can help with the campaign by deciding what we should be advertising more/less of. By a long shot, produce was the top thing individuals purchase at the Monroe Farmers’ Market.

Campaign Strategy

Operational Objectives of Campaign

For our Monroe Farmers’ Market campaign we have identified three psychological/behavioral outcomes that we hope to focus on. Our first objective is making the public more aware of the benefits of shopping at a farmers’ market. We want to stress how purchasing products from vendors has a positive effect on the farmers’ lives. For some of the vendors, a good chunk of their income comes from selling their products. For the second objective we chose to focus on changing the public’s attitude surrounding the farmers’ market. Individuals might associate farmers’ markets with being more expensive than grocery stores because the products are coming directly from farms. It’s also important to include that there are more items than just produce at farmers’ markets. For the third objective we decided to focus on a behavioral measure. Yes, the main point of this campaign is to get more people to attend, but we want those

who attend to spend more time. The more time they spend at the market the more likely they are to buy more products. Just showing up and walking around isn't enough. Our goal is for individuals to increase their time spent at the market which will hopefully lead to the purchase of more products. As a result not only customers will benefit but so will the vendors.

Target Audience(s)

With the results of the surveys showing that the majority of the audience that attends the market is older adults who come with a spouse or friend caused us to switch our tactic. We now want to target individuals ranging from the age of 30-65. We chose this group because we have noticed that many people attend the market for the social setting. By targeting this age range, it will allow us to plan events accordingly to common interests rather than family activities. Even though we want to focus on the age range 30-65, we also want to target families. We want to incorporate events and activities that will bring in an audience which will spread the word to friends of similar ages to expand the market as a social center.

Persuasion Strategies

The Monroe Farmers' Market is a unique campaign in that we can use several different types of messages in order to reach our goal. We will create a short video portraying the Monroe Farmers' Market. The video will show people shopping at the vendors and taking part in different events at the market. This video will be displayed on the Monroe Farmers' Market website and their Facebook page as well. By sharing it on Facebook individuals have the opportunity to share with their Facebook friends. We will also include some type of upbeat background music to elicit happiness. Pairing upbeat music with attractive, fun scenes of individuals participating in the farmers' market will target the emotional side of the brain.

A big message we want to focus on is the positive effects farmers' markets have on the environment. Today, more than ever, society is concerned with the long-term effects humans are having on the environment. Buying products straight from farmers minimizes the amount of packing/plastic used. A large amount of produce that comes from farmers' markets are also pesticide-free. Food that's sold in grocery stores travel hundreds of miles from site of production to stores. For local farmers' markets, the products come from a lot shorter distance contributing to a decrease in overall vehicle emissions. We think focusing on the environmental aspect of farmers' market will have the greatest impact on getting more individuals to attend the Monroe Farmers' Market.

With the target audience we are aiming to reach, we noticed social media is not as big of a concern as it is with the younger generation today. It is important that our Facebook and website

outlet stay up-to-date with notifications, so people know exactly where to get their information from. We want to focus on using our advertisements to show how convenient farmers markets are. We want there to be an easy outlet for communication about what exactly is going on at each market so it will give people the opportunity to plan with friends and families in advance.

Campaign Partners

The Monroe Farmers' Market campaign is a great opportunity to partner with individuals, groups and organizations all over the area. For individuals, we should partner with influencers in the Monroe community and focus on people who are well-known and well liked by the rest of the population. These individuals volunteer frequently and are members of groups like the PTA (parent-teacher association). On the Monroe Farmers' Market website there will be a nomination tab where community members can nominate an individual who they feel best represents the community. There will also be a link shared in a post on their Facebook page. Partnering with local music groups/bands would allow us to host weekly events at the market. Music provides for a different form of entertainment and is a way to keep people at the market for longer. If individuals know there's going to be a live music group one weekend, maybe that will draw in more people. It will also give the local bands some recognition around the community. We will also partner with a local news station who can show a commercial for the Monroe Farmers' Market during their commercial breaks. We think the Monroe Farmers' Market would also benefit from partnering with a few individuals who specialize in monitoring the social media accounts for the market. One person will each be assigned to a social media platform to make sure that posts are being put out once or twice a week.

Evaluation Plan

We will know if our campaign is successful by measuring several different results. As talked about in the operational objectives section, we decided to focus on three specific measures. The first objective was making the public more aware of the benefits of shopping at a farmers' market. In order to measure this factor, we will conduct online surveys every couple months to see if the overall public knowledge of the Monroe Farmers' Market is improving. Online surveys do not require much time or technical skill and can be emailed out in mass numbers. For the second objective, we talked about wanting to change the public's overall opinion on farmers' markets. This result can be measured through in-person surveys during the farmers' market. Since we want to know individual's personal opinions on the farmers' market, we feel in-person surveys will provide us with the most accurate answers. Maybe we could partner with a local high school where students could get community service/volunteer hours for helping conduct in-

person surveys for us. For our last objective, we want to focus on getting people to stay at the farmers' market longer and purchase

Creative Plan

Summary of Campaign Materials and Unified Theme

Our main goal for this campaign is to find a way to expand the attendance of the Monroe Farmer's Market. With the information we received from our surveys, we decided the best way to do this is by advertising more than fresh produce to draw in more people. The unified theme for this campaign is to focus on expanding social events that will draw more people to the audience. Once we draw more people to the market, we hope to then sell more produce. Many people already attend the market for the socializing, but we think if we kick off the summer with a large event, it will not only satisfy the regulars but attract a wider range of an audience. After we plan our venue that we would want to use to attract more people at the opening of the market for the year, we will then plan out bi-weekly social events to promote.

We will spread the information mainly in two different ways. Each week we will advertise what event we are going to have at the market through social media and flyers. The social media outlets we are going to use are Facebook and the Monroe Fresh market website so the information comes from reliable and consistent outlets. We hope to draw attention to the social event and then hold actual events to bring people to the market. The flyers are going to consist of 12 x 12 inch posters with the headline being whatever the social event is. It will be clear about what event is going on and where it is with a Main Street Monroe logo on each flyer. On the back of the flyer it will have a list of the fresh produce that will be available at the market. Our social media advertisement will be the same design of the flyers with the headline being whatever event that is going to happen each week.

One of the main reasons we are focusing on events to bring in more people to the market is because we want the market to be more than a place for fresh produce. We want people to attend the market for not only the produce, but the social vibes and positivity that it displays. The way that our theme will be consistent in making sure our Main Street Monroe logo is on everything. This allows people to know where it is coming from and hopefully will become a familiar icon throughout the Monroe community.

Example Images



WHERE FRESH PRODUCE IS JUST THE BEGINNING

MONROE FARMERS' MARKET





Main Street Monroe, Inc.

April 30th at 11:15 AM

Check out the Monroe Farmers' Market's vendor of the week: Nami Moon Farms. The owners, Chris Holman and Maria Davis, are from Cluster, WI. Chris is an Army veteran, who also served on the state board of directors for Wisconsin Farmers Union (District 6). Maria is a graduate of UW-Madison. Soon after moving to the farm, she began to work for Patrick Rothfuss, a New York Times Best Selling Fantasy author.

Their younger daughter Eleanora, shown in the picture below, loves to help out when she can! To find out more about Nami Moon Farms and its owners, visit their website: <http://www.namimoonfarms.com/>



7

3 Comments

Like

Comment

Share

Slogan

- “Where produce is just the beginning”
- We think this would be effective because it hits on one of our main focuses on the campaign. One of the ways we want to draw people into the farmers’ market is by highlighting the fact that the farmers’ market is more than just fresh produce. Farmers’ markets also offer products like meat, eggs, cheese, soap, handmade jewelry, etc. This slogan can be placed above our infographics. Our slogan plays off of the idea that food at the farmers’ market is just one of the many products available. We are hoping our slogan will change the attitudes surrounding what is offered at a farmers’ market. We are hoping that this will grab people’s attention and direct them to attend the farmers’ market.

Explanation of How Materials Will Get Attention

Our materials, both flyers and digital posts, will be the same so people who see our ads on Facebook or on the Monroe Farmers’ Market website will automatically recognize our flyers out in public. Our goal is to draw attention to the market by getting people to see this ad multiple times in different situations. This will give them a reason to communicate with other people about that week’s event that is taking place at the Market. The flyers will be aesthetically pleasing in order to catch the eye of community members. We will also create pamphlets which will be found at different locations around town such as local shops. The front of the pamphlet will have the Main Street Monroe logo and our slogan to have a consistent theme. On the back there will be a list of all the different products available at the Saturday market. By seeing all the different items available, we hope individuals will be more persuaded to attend the Monroe Farmers’ Market.



Monroe Farmers Market

Introduction

Fresh produce.
Friendly entertainment.
Always convenient.



Target Audience

Target Audience

- Middle aged individuals (30-55)
- May or may not have children
- Live in Monroe/Green County

Consumer Behaviors

- Attend market with spouse, partner or children
- Value convenience
- Price conscious



1. Event Pairings

Concerts on the Square

Farmers Fiesta



JUNE
2

Farmer Fiesta

Public · Hosted by [Monroe Farmers Market on the Square](#) and [Main Street Monroe, Inc.](#)

★ Interested

✓ Going

...

🕒 Saturday, June 2, 2019 at 4 PM - 9 PM

📍 Monroe Farmers Market on the Square
1717 10th St, Monroe, Wisconsin 53566

[Show Map](#)

About

Discussion

Details

Join us for the June Farmer Fiesta, where Monroe Main Street celebrates the Farmer's Market paired with The Rock Band. Pick up your fresh produce for the week while cheering on our local rockstars!

2.) Social Norms

- Perceptions of the common beliefs and behaviors of those around us¹
- Majority attend with spouse, friends or children
- Attend when others are going
- Opinion leaders

1. Stenhouse, N. (February 14th, 2019) "Social Norms" p.5. Madison, WI. Lecture.



3.) Utilizing Facebook

Facebook Events

- Every Monday
- Able to RSVP, share and post

Facebook Posts

- Highlight market in a fun, positive light
- Using authentic pictures with friends and family members
- Target audience: know this will be most effective way to advertise
- Use both organic and paid



Timeline

1. Market Research

- Opinion leaders
- Market entertainment

2. Campaign Partners

- Solidify campaign objectives

3. Budget Considerations

- mid-June deadline

4. Online Presence

- Website
- Facebook
- End of June

5. Facebook Familiarization

- Features
- End of July

6. Campaign Partners

- Solidify campaign objectives

7. 2019 Season

- Try new things
- Pilot year

8. 2020 Season

- Solid plan




Thank you!



Farmer's MARKET

Fresh produce. Friendly entertainment.
Always Convenient.

Main Street Monroe



LEEK
\$ 1.00

Executive Summary

Main Street Monroe is an organization in Monroe, WI with one goal in mind: to improve the city and lives of the citizens in their area. Specifically, Main Street Monroe turned to the LSC department at UW-Madison to strategize and plan an effective marketing campaign for their local farmer's market. By talking with Jordan Nordby, Main Street Monroe coordinator, we identified two main goals for the campaign: increase attendance and the overall awareness of the market. In order to carry out these goals, it was imperative to understand the needs and desires of the citizens who live in Green County; thus, we completed a series of qualitative interviews and quantitative surveys to get an in-depth understanding of the perceptions of the market from citizens of Monroe and the surrounding area.

Using the information provided, we created a campaign to combat the perceived behaviors and most importantly, increase attendance at the market. Our slogan, "Fresh produce, friendly entertainment, always convenient," encapsulates our main strategies to broaden awareness and increase attendance. These strategies include: pairing our events for added convenience, utilizing Facebook to advertise and using social norms to incentivize individuals to attend. Throughout our analysis, we will identify the key target audience and promotional tactics that best suit the needs of Monroe citizens. Furthermore, with our core strategies, we will not only increase attendance, but will ultimately benefit the local vendors, businesses and community at large.

Situation Analysis

Situation Background

Main Street Monroe is a corporation in Monroe, WI focused on improving the city and the life of citizens who live in it. The main goal of this organization is to make Monroe's downtown area the focal point of the city and resist the evolution of a "suburbia," heavily concentrated by chains and franchises (MainStreet Monroe, 2019). Monroe is known for its historical background, quaint downtown and the annual Cheese Days Festival (MainStreet Monroe, 2019). Among the different events that happen, Jordan Nordby, the Main Street Coordinator, wanted to focus his energy on upgrading their weekly farmers market by increasing the number of attendees. Through speaking with Nordby, we know the market happens every Saturday starting in May and ending in October. According to Nordby, Monroe has an older demographic of citizens and a large majority of women who attend the market specifically. The market currently focuses their efforts on produce vendors and only accepts cash. One of the problems Nordby is attempting to solve is attracting younger families to the market. Additionally, Nordby wants to see an increase of promotion of the market on social media platforms. Currently, their marketing efforts are focused on billboards and radio ads. The goal of this campaign is to broaden citizens' of Monroe's knowledge about the Farmers Market and ultimately increase the attendance. Through different research methods, we will be able to get a better understanding of a broad range of citizens' opinions about the Farmers Market and overcome barriers that are preventing individuals from attending.

Research Methods

To understand the barriers preventing individuals from attending the Farmers Market and thus increase the attendance, our class used both qualitative and quantitative surveys to get a wide breadth and depth of opinions of citizens in Wisconsin. We began our study by conducting 23 qualitative interviews over a one-week period. The ages ranged from high school students, to senior citizens. Nordby used his position as Main Street Coordinator to find individuals in the Monroe area to participate. Overall, the majority of participants were from Monroe, while the rest still resided in Wisconsin. We curated our questions based off of Nordby's goal for the market and looking at past, similar survey formats. In our qualitative questionnaire, our questions centered around the following three goals: why people attend the market, what barriers keep them from coming and what channels of distribution do they use to receive their information. The interview was conducted over the phone and the participants' responses were recorded. Using this data, we were able to find patterns and trends throughout the answers, which then helped us create questions for our quantitative survey. To incentivize individuals to complete the survey, we put all participants in a drawing to win a 30-dollar Starbucks or iTunes gift card.

Nordby distributed the survey to different organizations in Monroe, including, the Monroe Chamber of Commerce, Main Street Monroe Facebook page and the Monroe Farmers Market Facebook page. Using Nordby's connection to individuals in the southern region of Wisconsin and northern region of Illinois, 180 participants (majority from the Monroe area) completed the survey via Qualtrics.

Utilizing the data from the quantitative survey, we were able to ask a broader range of questions regarding who they attend the market with, if they attend and what they attend for. With the answers of 180 participants, we were able to pinpoint more significant patterns throughout.

Research Findings

Demographics

The demographics of the target audience were reflected in the surveys we issued. The survey results showed the average age of the respondents was 49 years old and the majority did not have young children in the household. Additionally, when attending the Farmer's Market, the survey showed participants typically attend with their spouse, partner or their children. Lastly, around seventy percent of the respondents from the survey are directly from Monroe and 90 percent of participants were from Monroe's county, Green County.

Information Sources

Results show that the majority of survey respondents use Facebook to find information about events in their community. In the qualitative study, one interviewee said, "A lot of it is from social media, if not all of it, to be honest," one interviewee said. "I might hear about things through word-of-mouth, but for the most part, it's the pages that I like on Facebook and Instagram." (3). This answer was common throughout many respondents. The other form of news mentioned in the qualitative study was the local newspaper and posters posted in small businesses. "Local newspaper always has the dates of all the events that happen in the area, and most taverns and small businesses have posters posted up inside."

Farmer's Market Attitudes

To get to the market, many attendees are motivated by the fresh, high-quality, local produce and products. A female participant from the qualitative survey told us, "I enjoy cooking and having fresh ingredients is something I like to have." (3). When asked about good things going on at the farmer's market, one respondent answered, "Purchasing products from people that you personally know. It's a great feeling knowing you are directly helping a local family and also the local economy." Almost all of the respondents noted that they enjoy buying from a farmer's market when looking for fresh, organic food (3). Eating fresh produce has a 0.18 correlation to people's self-reported likelihood of attending regularly in the future. While at the market, about one third of respondents spend between \$20 and \$29 at the market. Of the respondents that

attend the market, 68.64% of them are satisfied with what it offers customers. It is important to note, however, this percentage was taken from a scale of 1 to 5 ranging from “not satisfied” to “extremely satisfied,” and individuals who reported 4 and 5 were included. Thus, this percentage could be higher if taking account individuals who reported “3” on the scale (which was individuals reporting neutral to the question). Although the majority of individuals are satisfied with the market, respondents noted that there is room for improvement in the ease of finding out what items will be available at the market, the variety of products available and other activities happening. An interview participant also noted, “after you have been there a bunch of times, not much changes.” (3).

Perceived Barriers

Because attendees come range from a 30-mile radius, their location is a barrier to attending the market. Attending the market has to be worthwhile and convenient. Survey results showed that the convenience of shopping has a 0.28 positive correlation with attending the farmer’s market, meaning this correlation is statistically significant. . A few of the interview participants noted that work schedules and locations were also barriers to attending the Farmer’s Market.

Potential Solutions

When speaking with Nordby, he noted that two main goals need to be achieved in order to ensure the future success of the Farmer’s Market: attract new visitors and provide a memorable and enjoyable experience for them. To incentivize attendance, we may be able to incorporate ideas from respondents such as, “We have community events in the summer...they are a place where everyone goes. I think if we combine those two, such as having live music that would draw more people.” (3). Sharing these ideas through their ideal channel, Facebook, could mitigate these barriers. One participant even stated that “the description of a Facebook event would be really useful for people, especially busy moms” when pertaining to effective ways to get one to attend the market. (3).

Strategic Implications and Recommendations

Perceived Barriers

One strategic implication we found throughout the survey was the perceived barriers of individuals attending the market. Overall, the participants rated highly satisfied with the event itself and would support local farmers; however, because Monroe’s Farmers Market attracts individuals from a 30-mile radius, according to Nordby, many individuals find it difficult to drive/ walk to the event. As discussed in class, there is no public transportation options in the community. Rather, one takeaway from this barrier is to make the market more worthwhile to attend. By incentivizing individuals to come to the market and take advantage of other events happening in the downtown area, a broader range of individuals may be attracted to come in the first place. Moving forward in the campaign, we believe it is imperative to couple the event with

other community events, such as Concerts on the Square. By coupling events, we can make it easier and more worthwhile for individuals who live farther away. Within the campaign, we will advertise the events together, making it a combined event.

In addition to coupling events, we also want to add additional vendors to the market. Overall, the majority of participants of the study were looking for as this was also one of Nordby's goals. Thus, expanding the range and number of produce vendors at the event will also help incentivize individuals to attend as well.

By integrating other local community events and expanding the current vendors, individuals who have not attended before or who sparsely attend will have incentive to attend more frequently. In regard to promoting the vendors specifically, we could highlight a new vendor each week on Facebook and print advertisements, getting the readers excited about what's to come.

Channels of Distribution

It is important to take the demographic information of Monroe citizens and implement the best channel to reach these individuals. The results of the quantitative survey show that the mean age was 49 years old. Thus, it is important to use channels of distribution that will best reach these individuals. Overall, the main ways respondents hear about community events is through Facebook and word-of-mouth. In order to have a successful campaign, it is imperative to be able to successfully reach a broad range of individuals. Using the results presented in the study, we can allocate our time and resources to specific Facebook campaigns. Currently, both Main Street Monroe and Main Street Monroe Farmers Market have Facebook pages; thus, we can utilize both pages to organically advertise posts and events pertaining to the market. Additionally, Facebook has great options for cost-effective paid advertising. This will allow us to reach a broader range of citizens of Monroe that do not follow either pages. With a consistent message and attention-grabbing content to share, we can utilize Facebook to advertise both organically through paid content. Furthermore, we will be able to reach consumers who have not attended before and advertise integrated events and a broader range of vendors.

Campaign Strategy

Operational Objectives of Campaign

The main goal of our campaign is to increase attendance of the Monroe Farmer's Market. To measure the success of our campaign, we hope to reach this goal along with a few others. First, we would like the target audience to perceive the Monroe Farmer's Market as a family-friendly and convenient event for all to enjoy. If we reach this goal, members of the Monroe community and surrounding will describe the market as such when asked. It is important that possible attendees have enough knowledge and positive intention to attend, to hopefully make attending the social norm among their friend groups. Second, we would like to increase vendor sales all-

around. If vendors are making money, our campaign is having a nice return on investment. Lastly, we would like to increase overall awareness of the market -- not just when the market is happening, but the features and benefits of the market as well, such as the different entertainment and events happening during the market and highlighting the fun and excitement they will have. To measure the success of these objectives, we will utilize measurement tools such as social media metrics and surveys to the attendees.

Target Audience

From the data collected in the quantitative and qualitative surveys, we found the majority of the participants were middle aged (50 years old) who were married and most who have children (not necessarily in the household.) Furthermore, the majority of individuals did not have young children. Using this information, we will continue to use this age demographic as our target audience – middle-aged individuals ages 35-60. We have found that our target demographic is mostly using Facebook, furthermore, we found that 63 percent of the respondents on the quantitative survey use Facebook. Thus, our main focus for advertising will be on this platform. The other form of news mentioned in the qualitative was the local newspaper and posters posted in small businesses. “Local newspaper always has the dates of all the events that happen in the area, and most taverns and small businesses have posters posted up inside.” With this strategy, we are hoping to increase the attendance of families throughout the Farmer’s Market.

Persuasion Strategies

Through the data compiled in the strategic analysis, we came up with two themes to integrate in our campaign messages. One pattern we noticed was that the majority of individuals either attend the market with a spouse/partner, friends or children. Further, we can infer these individuals are more inclined to attend when other people are going. Thus, utilizing social norms will help incentivize individuals to attend based on the perception that other community members already are. As stated in lecture from Professor Stenhouse, social norms are the “perceptions of the common beliefs and behaviors of those around us,” (Stenhouse, 2/14/19, slide 5.)

In addition to social norms, we also noticed that many of the community members live up to a 30-mile radius from downtown and thus it is not always easy to drive into town. As stated previously, there is a .28 positive correlation between individuals’ likelihood to attend the market and their satisfaction of the market’s convenience. To address this barrier, we want to focus on pairing events (like the Concerts on the Square) to make it more worthwhile to attend, and thus more convenient to attend two events in one day (one trip into town). Using the theory of the ladder of engagement, we can incentivize individuals to attend by asking a smaller request (attending an event people are more inclined to attend) to then stop by the market while the event is going on (larger request, attending two events.)

The market's current promotions are focused on radio ads and Facebook posts while using awareness as their primary messages. For instance, giving details of when and where the event is but neglecting to use persuasion techniques in the messages to further motivate people to go. Based on the patterns presented in the data, we are confident that both social norms and the ladder of engagement will resonate with individuals and incentivize them to attend.

Campaign Partners

Partnering with other individuals and organizations throughout our campaign will be crucial to success. Individuals that we would like to partner with would be the Monroe High School football coach or basketball coach, teachers, YMCA leaders or other community youth leaders. We will be using these individuals as opinion leaders, highlighting their credibility, trustworthiness and social attractiveness. Partnering organizations would include local 4-H clubs or the Green County Ag Chest.

These organizations also hold a strong value to the community and have a long-established trust with the Monroe community.

Additionally, it is important that we choose partners that will help us reach our campaign goals of increasing attendance and vendor sales, obtaining a family-friendly and convenient reputation and increased awareness. The chosen partners are youth-oriented and popular among many families in Monroe, thus sharing many similar qualities Main Street Monroe desires of their Farmer's Market. Further, partnering with these individuals and organizations provides the opportunity for more events to pair with, making it convenient for families and residents that are involved with these organizations to attend the market.

Evaluation Plan

To evaluate the success of our campaign, we will use the four objectives stated above: increase overall market attendance, obtaining the perception of a worthwhile and convenient event, increase vendor sales and increase overall awareness of the market. Hourly attendee estimates throughout the market will be taken to track attendance trends. Measurements such as the Farmer's Market's Net Promoter Score and social media polls will allow us to measure the Farmer's Market's perception and adjust campaign strategies if needed. Electronic qualitative surveys will be distributed to Monroe and surrounding residents to gain insightful data on the success of our campaign. Incentives will be used to increase the number of respondents, similarly to the prizes given out for the original survey completed. All surveys will include questions asking recipients to describe the market and how they perceive it. Lastly, the vendor sales will be tracked by monthly, quarterly and yearly sales reports.

Budget Considerations

To invest in this campaign, a budget of \$5,000-\$7,000 has been allocated. In order to make sure the promotions are done well, it needs to be a priority. Therefore, \$2,000 will be towards the hiring of a summer marketing intern to manage and create all social media and both paid and earned media. The intern will be responsible for ensuring the Farmer's Market's social media presence aligns with our messages and will need to manage any video series or social campaigns. An additional \$2,000 will be allocated for contest giveaways such as merchandise, gift cards, coupons or produce. Depending on the success of our organic social media success, we will be using \$1,500 for Facebook advertisements, professional content development and other advertising strategies. The remaining \$1,500 will be used for booking and promoting entertainment at the Farmer's Market. Upon solidifying the promotion and campaign logistics, money can be moved around as needed.

Timeline

Before this campaign can be launched, further market research needs to be done regarding the exact opinion leaders and market entertainment to be used for the Farmer's Market campaign. Upon that decision, Main Street Monroe needs to ensure the campaign partners are available. Then, Main Street Monroe and the campaign partners need to solidify the campaign objectives and messages, and ensure that their efforts coincide to reach a common goal -- increase Farmer's Market attendance.

Upon finalizing campaign partners, budget considerations need to be solidified. By mid-June, these meetings should be completed and the campaign ready to launch. The first order of business would be to update the current Farmer's Market website. An entire month should be allocated to ensuring this website is efficient and user-friendly. Upon completion, efforts should be shifted to social media, creating a Facebook page that is user-interactive.

By the end of June, the online platforms should be completed. Throughout the month of July, a social media specialist working for Main Street Monroe should dedicate his/her time to familiarizing themselves with the features of Facebook and become confident on the workings.

This season will be a pilot year, using feedback from attendees to solidify next year's Farmer's Market promotions. Throughout the course of this first year, maximum efforts should be put towards the campaign in order to accurately gauge what tactics will work long-term. Beginning mid-May of next year, exact strategies and tactics to deploy should be decided by the Main Street Monroe board, ensuring the opportunity to reap the benefits of a successful outdoor Farmer's Market.

Creative Plan

Summary of Campaign Materials

For our campaign, we chose to do both print and electronic advertisements in order to reach our target audience. The overall trend in the population of Monroe is aging, as a large percentage of the citizens are retired. However, our specific target audience is middle-aged individuals who may or may not have children (median age 45-50.) As we know from past studies, the majority of these individuals receive their information from Facebook and print advertisements. Thus, we will send out various Facebook posts and make events regularly for individuals to interact with. We will create an event every week in order for citizens of Monroe to “RSVP” and share with their friends. To be consistent, we will send the Facebook events out regularly on a Monday for that following Saturday. Additionally, once a month we will do a “Farmers Fiesta,” event where we will pair the Farmers Market with the Concert on the Square in order to combat the issues of the market being inconvenient to attend. Pairing the events together will attest to the ease of only having to drive or walk downtown once, in order to attend two different events. Additionally, our Facebook posts will be used to highlight the market as a fun, entertainment-filled event individuals can attend with their friends and family. This will be done by posting pictures of individuals and farmers interacting at the event. The images and captions posted will use social norms to entice individuals to attend. As stated previously, most of the individuals attend with a spouse, friend or child and thus we want to depict this in our messages. As we know from lecture, social norms are an effective way to incentivize individuals to attend by using the perception that the majority of the community members already are. The Facebook posts will go out sporadically and will occur once a week. Overall, using Facebook as an avenue to target our audience will be the most cost-effective way to quickly get the word out. The events are easy to share, like and RSVP, which in turn, will give more views than a typical post. Ideally, both events and posts will be posted by the Monroe Farmers Market Facebook page in addition to the MainStreet Monroe to reach as many followers as possible.

In addition to using Facebook, we understand that a large portion of individuals in the Monroe area may not utilize social media to receive their news and so we will also use printed flyers and post them in local businesses around the area. The Corner Cafe, for instance, is frequently visited by retirees and thus would be a great spot to post the flyer inside or on the window. The flyers will utilize similar messages to the Facebook posts, conveying messages of convenience and entertainment, with the basis of social norms to make the event itself more attractive. We will use both 8 1/2 X 11 and 18x24 inch size posters and put them in as many local businesses and community buildings as possible. We ideally want as many businesses to use the larger poster; however, having the flyer in the window is most important.

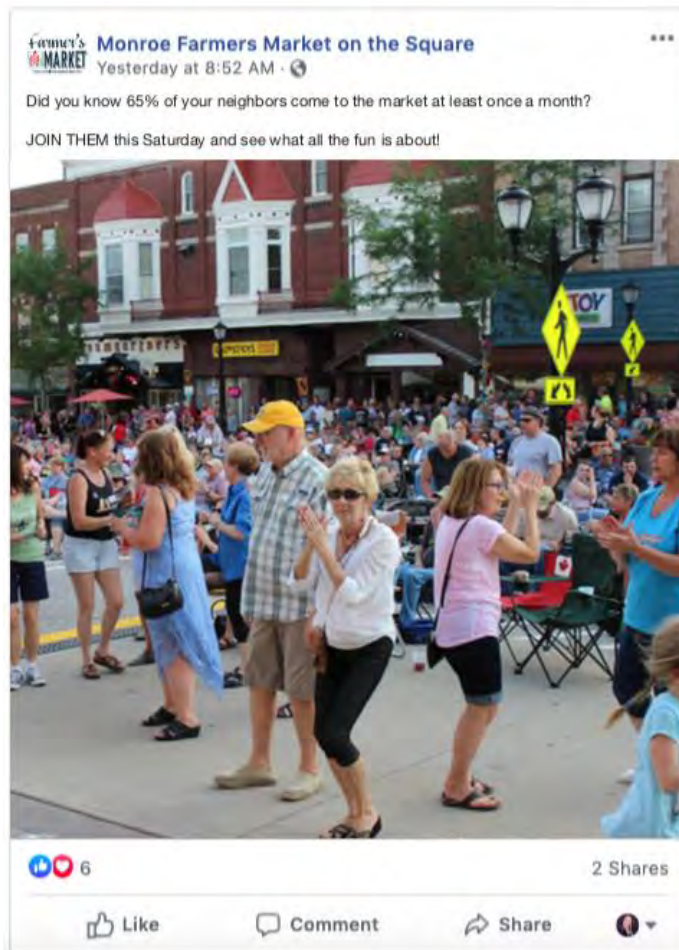
As depicted below, we will be utilizing the same color scheme, logo and slogan in each post to keep it consistent throughout our different platforms. Consistency allows individuals to quickly recognize the organization/message without having to read the poster/flyer itself.

Example Images

Logo:



Facebook Post:



Facebook Event:



Flyer/Poster for local businesses:



The flyer is titled "Farmer's MARKET" in a large, stylized font. The word "Farmer's" is in a dark blue script, while "MARKET" is in a bold, black, blocky font with a hatched texture. To the left of "MARKET" is a logo consisting of a red stylized 'M' with a flame-like top, enclosed in a green square frame. Below the title, the tagline "Fresh produce. Friendly entertainment. Always convenient." is written in a bold, black, sans-serif font. A paragraph of text follows, encouraging attendance on Saturdays. The bottom of the flyer features three vertical panels: the first shows fresh produce (carrots, cucumbers, etc.) with the text "FRESH PRODUCE"; the second shows people walking in a market with the text "FRIENDLY ENTERTAINMENT"; and the third shows a street scene with buildings and a car with the text "ALWAYS CONVENIENT".

Farmer's MARKET

Fresh produce. Friendly entertainment. Always convenient.

Make the most of your Saturday and hop on over to the Farmer's Market to enjoy the freshest produce and friendliest entertainment at the most convenient time. Join the other 65% of your neighbors that attend the Farmer's Market! You can't BEET this weekend's event!

FRESH PRODUCE **FRIENDLY ENTERTAINMENT** **ALWAYS CONVENIENT**

Fresh produce. Friendly entertainment. *Always Convenient.*

Slogan

The slogan “Fresh produce. Friendly entertainment. *Always convenient.*” will be used in order to promote our campaign. In order to unify our campaign, our slogan needed to be able to be used in all messages. We chose this as our slogan because in three short phrases, our slogan delivers the most important objectives of our campaign. This slogan will be effective because is catchy and memorable, but still precise and gets right to the heart of our campaign.

Explanation of How Materials will Get Attention:

While the provided images are just mock-ups, the clean colors, appealing design and informative content will in itself attract viewers. The logo provided is an example of how to create an independent brand entirely just for the Farmer’s Market, separate from Main Street Monroe. Using this logo on our promotional items such as our flyers and Facebook pages will unify our messages. Additionally, using the dark navy color taken from the Main Street Monroe logo that is in the border of our flyer will further unify our messages and set the material apart from other traditional, green produce-oriented imagery.

As previously stated, the key messages of our campaign and as our slogan implies is that the Monroe Farmer’s Market is more than just fresh and local produce -- there is entertainment available for all ages and most of all, the market is convenient to travel to and find motivation to attend. By not just highlighting fresh produce and stereotypical Farmer’s Market photos, our promotional materials will gain the attraction of our target audience. Additionally, the photos of the events are actual pictures of Monroe residents. Ideally, these photos would be of opinion leaders at events such as the High School coaches or of the partnerships such as members from the YMCA. With photos of recognizable people on our materials, viewers will more likely draw attention to the material.

On Facebook, messages such as reiterating the social norms like in the provided Facebook post, “65% of people attend...” and ladder of engagement techniques such as highlighting two events at the same time will be used to attract attendees. As seen in the Facebook event example, the details say, “Pick up your groceries and cheer on your local Rockstars,” and by getting people to attend one of the two events – the concert, such as the theory of ladder of engagement implies, visitors would attend the second event as well. Using subtle humor such as the “beet” pun will also be an attempt at novelty to attract viewers to our promotional material.

Works Cited

MainStreet Monroe. (2019). *About Us*. Retrieved from <https://www.mainstreetmonroe.org/about-us>

Stenhouse, Neil. (2/14/19) "Social Norms." Madison, WI. Lecture



**Do good for yourself.
Do good for your community.
Monroe Farmers Market**



Campaign Goals

1. Increase attendance by 25%
 2. Increase vendor revenue by 10%
 3. Bring more people to downtown Monroe
 4. Develop a fun, family-friendly reputation and environment
-



Core Points

“Do good for yourself. Do good for your community.”



- Fresh, healthy food for the family
 - Support local farmers and better the community
-



Target Audience



1. Young families



2. Older couples, no children



Do good for yourself. Do good for your community.

Visit the Monroe Farmers Market!

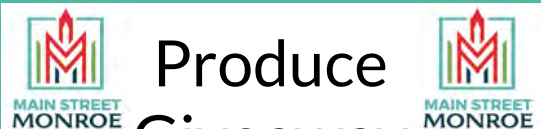


When: Wednesday 5-8 PM

Where: Downtown Monroe @ the square

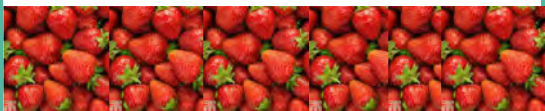
What to expect: Fresh produce including berries, mixed salad greens, carrots

Special events: The firefighters of Monroe will be hosting a special fire safety training.



Produce Giveaway

Share this post today and be entered to win a free produce voucher for the market on 6/8/19



Farmer Spotlight: Adam Jones

Strategy: Facebook



Do Good for you, do good for your community
Come visit the Monroe Farmer's Market to find out more!



Do Good for your family

Do good for your community
Visit the Monroe Farmer's Market Today!



Do good for your community
Visit the Monroe Farmers's Market this weekend!

Strategy: Print media

A large crowd of people is gathered in a park-like setting, sitting on lawn chairs and blankets. They are facing towards the left side of the image, where a stage or performance area is located. The background is filled with tall trees and a clear sky. The overall atmosphere is that of a community event or festival.

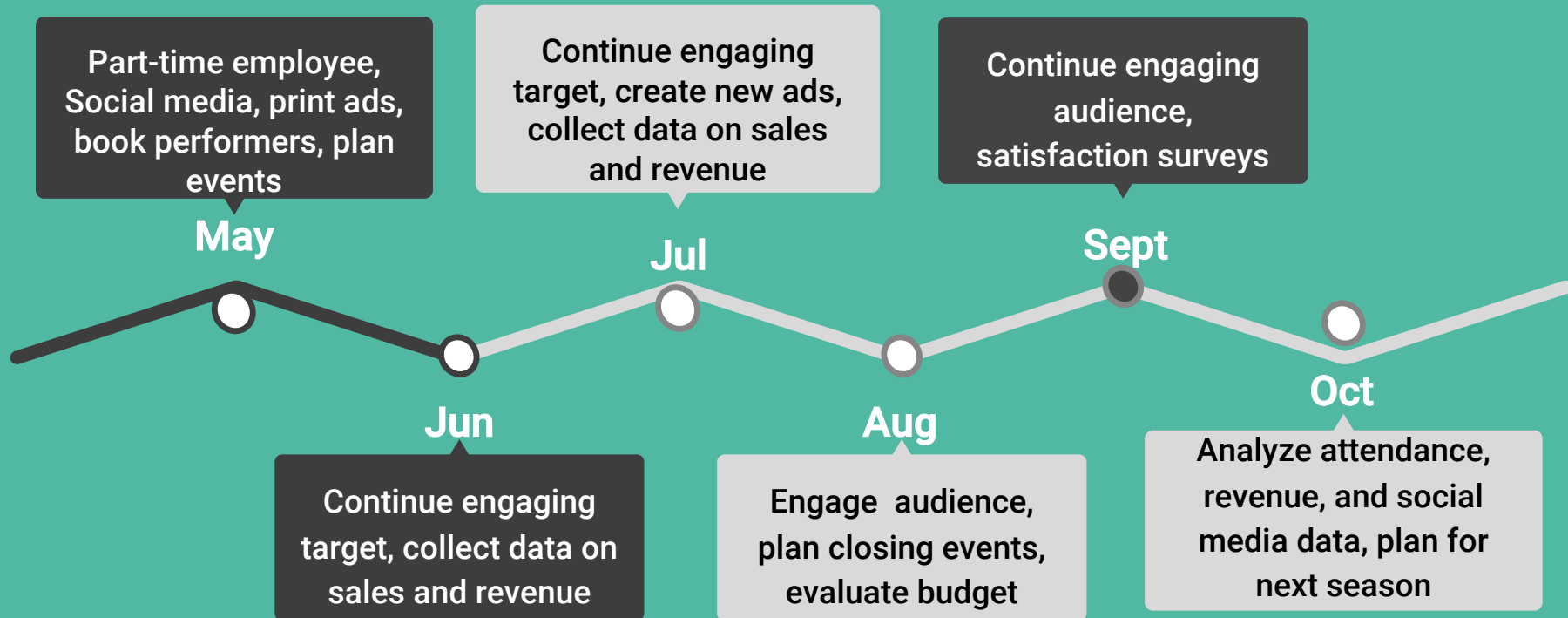
Strategy: Events & entertainment



Strategy: Social influencers



Timeline





Expenses

- Part-time social media & ad personnel:
10 hours/week x ~23 weeks x
\$10/hour= **\$2,300**
- Print ads= **\$2,000**
- Booking entertainment= **\$1,000**

TOTAL INVESTMENT= \$5,300





Why will this campaign be effective?

- 1) Considers and caters to responses of survey group
 - 2) Appeals to a new demographic
-



Why will this campaign be effective?

Of those surveyed...

84%

Use Facebook
to check local
events

72%

More likely to
attend with
more
information

63%

Supporting
local farmers
extremely
important

88%

Eating healthy
extremely
important



Why will this campaign be effective?



Attracts new demographic
of young families in Monroe

- Emotional appeal
- Call to action



Do good for yourself.
Do good for your community.
Monroe Farmers Market.

Do good for yourself. Do good for
your community.

Support Monroe Farmers Market.



Executive summary

This campaign aims to increase attendance and awareness of the Monroe farmers market, which is organized by Main Street Monroe. Our previous research shows that the majority of Monroe locals value eating healthy, fresh food as well as supporting the local community. Because of this, the main theme of our campaign is that shopping at the Monroe farmers market can help our target live those values. Our slogan, "do good for yourself, do good for your community" encompasses the idea that our target will do good by purchasing fresh, healthy food at the market and feeding it to themselves or their families. The slogan also encompasses the value of supporting local farmers, and the community as a whole. Overall, we chose this slogan and theme to convey our core points to eat and purchase fresh, healthy food at the market and by doing this, the consumer will support the community as a whole.

This campaign will be successful because we have done research on our target and have designed our campaign strategy to match our data. 63% of our target always uses Facebook to check on local news, so we will be using Facebook as one of our main points of communication throughout the campaign to successfully reach our target. 72% of our target is more likely to visit the market if only they had more information; one main strategy of ours is to provide clear, informative posts about times and produce availability at the market through our communications. Finally, 63% of our survey respondents said supporting local farmers is extremely important, and 88% said eating healthy is extremely important. Since we identified these values of our target, we used them to guide our campaign to most effectively reach our target.

Situation analysis

Situation Background

Main Street Monroe is an organization "whose mission is to improve the quality of life for all Monroe residents by ensuring economic stability, maintaining historic integrity and making Monroe's downtown the focal point of the community" (mainstreetmonroe.org). In this role, Main Street Monroe is integral in running the Monroe Farmers Market's marketing and outreach campaigns. Main Street Monroe would like to see increased attendance at the Farmer's Market each Saturday and

Wednesday it is open. We know from our client, Jordan Nordby, that funds are limited, and that most of the patrons at the market are from the Monroe area. The client wants to increase attendance at the market in order to increase revenue for the vendors, bring more people to Monroe's downtown, and create a fun, family friendly environment. With the proposed campaign, Main Street Monroe hopes to increase and maintain attendance while keeping engaged with their target audiences.

Research methods

In order to assess the motivations and behaviors of our target audience regarding farmers markets, both qualitative and quantitative surveys were designed and implemented. First, personal interviews with people from Monroe, or with Wisconsin residents generally were conducted. Interview questions were designed based on background knowledge about the Monroe farmer's market from Jordan, as well as background research from online sources about farmers markets. The interviews were conducted over the phone with contacts provided to our class by Jordan, and if we couldn't get in touch with these people, they were contacted with Wisconsin residents generally. 23 interviews were conducted over a period of 5 days. Interviews were recorded, transcribed and compiled into a document for analysis.

We used themes and ideas from the interviews to guide our quantitative survey design. As a class we designed questions regarding prominent themes such as attitudes, behaviors, and motivations to attend the farmer's market. The survey was distributed via Jordan to Monroe residents, and the link to the survey was also shared by our classmates with anyone who wanted to take it. An incentive of being entered to win a \$30 iTunes or Starbucks gift card was provided to the survey-taker. The survey consisted of 20 questions, including demographics questions. We received 178 responses in a span of one week.

Research findings

Through our qualitative and quantitative research, we have gained insights on our target audience regarding the demographics, behaviors, satisfaction with the market, barriers, and potential solutions. We were surprised by the demographic information we found out about our audience through our research as it contrasted with what Jordan originally told us. This information will guide us as we prepare potential solutions to the barriers our audience faces. Our research findings gave us vital insights into the Monroe Farmer's Market on the square, such how satisfied people are with various aspects of the market, how they gain their information about the market, and what barriers exist that prevent people from attending the market. The following findings and solutions are what we felt is salient and actionable for Main Street Monroe to increase and maintain visitors at the market.

Demographics of our audience

Following our initial interview with Jordan, we were given the impression that the desired target audience is younger, new families living in the Monroe area. This is our main target audience, the group that we are trying to attract to the farmers market. We also identified a second, existing target demographic based on the survey and interview responses we collected. This second demographic consists of people who do not have children and are middle aged and older -- about 58% of households surveyed had no children. Additionally, we found that the majority of those we surveyed, are over 40 years old. With these clearer, more defined target audiences, we can make our communications and advertisements more effective.

Target Audience Preferences

Through our quantitative research, we found that 41.57% of those we surveyed feel that eating fresh produce is extremely important. Because so many people feel this way, it is likely a

huge draw for our audience to attend the farmers market. This sentiment falls in line with what we had found in our interviews with Monroe residents. Many interviewees stated that fresh produce is why they attend the market, and that when they think of their ideal farmers market they think of fresh produce. One interviewee stated that their ideal farmers market would "be 80% fresh local produce".

We also found some insights as to how people get their information about the farmer's market. Of those surveyed 63.48% use Facebook to find out about local events all the time. These data provide strong reasoning to focus our communications and ads through the Facebook platform. Additionally, we found that 46.07% of those surveyed say that having more information available online before the market happens, about which products will be available would make them much more likely to attend. Understanding the knowledge gap that exists between our audience and the market will influence future communications and engagement between the market and our audience.

Satisfaction with the Market

Based on our quantitative survey data, our audience is generally satisfied with many aspects of the market including convenience, price, and quality. For example, over 80% of people indicated that they were satisfied or extremely satisfied with the quality of products available at the market, and about 85% of people indicated that they are satisfied or extremely satisfied with the convenience of shopping there. As far as price, over 75% of our audience is satisfied or extremely satisfied with prices. In the qualitative interviews, many people commented on the quality of the produce being a draw to the farmers market, referring to "stuff you can get for a more reasonable price and better quality than in super markets depending on the season."

The aspect of the market that had the most people indicate that they were not satisfied, about 25%, was the accessibility information regarding what will be available at the market.

Barriers

As previously mentioned, people are least satisfied with the accessibility of information available regarding produce and items at the market. Because people are lacking this information, it is likely a barrier to people wanting to regularly grocery shop there because they do not know what they can buy. In another survey question when asked if a certain change would make the person more likely to attend the market, over 70% of people indicated that having more information available online, before the market happens, about which products will be available would make them more likely or much more likely to attend the market. Overall, it seems that a lack of available information regarding what the market offers is a barrier to people shopping there.

Strategic Implications and Recommendations

Identifying our target demographics, behaviors, satisfaction, and barriers regarding the farmers market provides strong insights as to how we should shape our campaign. We made key findings regarding strong points of the Monroe market which include satisfaction with quality, convenience and price. We will make sure to include these factors in our advertising to highlight the aspects about the market that the attendees already know and love. Additionally, knowing our demographic is mainly older couples allows us to shape our campaign to match this audience. To address the weak aspects of the market, particularly the lack of information available about the market, we have a few key recommendations for actionable steps to take.

In terms of communication, there are a variety of potential solutions to bridge the gap between Main Street and the farmers market attendees. First, we need to consider our audience demographics when developing our communications. Since we know that our audience is older and most do not have children in

their households, we should focus our communications on this demographic as opposed to advertising to the family-friendly audience like we previously thought. An example of a specific solution to this problem would be to create our visual advertisements with older couples with no children grabbing produce from vendors, or walking around the market on the square smiling and holding hands. Creating advertisements with people who reflect our target audience could make them more likely to attend the market.

From our quantitative research, we found that the majority of those surveyed use Facebook for getting information about local events the most. Main Street Monroe currently runs a fairly active Facebook page, with frequent posts about local community events. However, the Facebook page specific to the Monroe farmers market could be more active. A solution specific to the lack of information regarding produce and items available would be increased and more detailed posting about what produce will be available for the particular week. A specific example of increased and engaging posting would be to post Monday, Wednesday and Friday of each week on our Facebook page with specific information for that week at the market. The Monday post will serve as a general overview for the week- times and vendors for Wednesday and Saturday. Tuesday and Friday posts (days before the actual market) will be a feature of specific produce types (carrots, strawberries, cheese etc.) that will be available the next day at the market. The Tuesday/Friday posts will also serve as a last reminder before those market days.

Campaign Strategy

Operational Objectives of Campaign

Our objectives for the campaign will directly support the mission of the Main Street Monroe organization as a whole, as well as Jordan's goal of increased attendance. Our objectives are as follows:

Objectives:

- Increase attendance at the farmers market by 25%: This is the primary goal of this campaign. Increasing attendance to the market was the main reason that Jordan and Main Street Monroe sought our help with this campaign. Reaching this goal will enrich the community atmosphere that Main Street Monroe strives for. Increasing attendance at the market will support our other goals to increase revenue, bring people downtown, and develop an inviting atmosphere.
- Increase revenue for the vendors by 10%: Increasing revenue for the vendors supports the overall local Monroe community, which is another main goal of Main Street Monroe.
- Bring in more people to downtown Monroe: Bringing locals and visitors to downtown Monroe will not only support the market, but help build a sense of community.
- Develop a fun, family-friendly reputation and environment at the farmers market: This will help make our secondary target, the couple with kids, engaged and satisfied.

Target Audience

Of the people who responded to our survey, the majority of respondents who attend the Monroe Farmer's Market are middle-aged – about 58% of households surveyed have no children, and the majority of individuals surveyed are over 40 years old. Just over 40% of respondents also indicated that eating fresh produce is extremely important to them. Even though the majority do not have kids, there was still 42% of respondents who do have kids. We will make this group, couples with children, a secondary target for our campaign. Combined, these results suggest that there is a potential demographic of middle-aged people with no children that we could be persuaded to attend the Monroe Farmer's Market, which will be our primary target.

Our survey results tell a good amount about people who are middle-aged or older and who don't have kids in their household; while this information is useful, it is not necessarily representative of the full spectrum of people living in Monroe. We have some information about people who attend the Farmer's

Market already, but are looking to attract a different demographic that definitely exists in Monroe, but doesn't seem to be interested in attending the Farmer's Market: young families. These could be families with one or more children looking for a wholesome and affordable way to bond, get out of the house and do something fun while feeling good about supporting their local community. Young families living in Monroe will be our main target audience and the group we want to attract to the Monroe Farmer's Market.

Persuasion Strategies

There are some critical messages that we want to convey with our campaign to persuade families to attend the Monroe Farmer's Market. Although our survey results don't represent everyone who could potentially, or already does, attend the farmer's market, some of the findings from our survey are still useful. For example, the majority of our respondents indicated that they want to support local farmers, and that they care about eating healthy, locally grown foods. In our campaign, we want to emphasize the message that going to the Monroe Farmer's Market is a good choice for yourself, your family, and your community. By focusing on the fact that the market has fresh, healthy and locally grown food, we can attract people from both the demographic we identified from our survey (middle-aged people without children), and we can also attract people within our target audience (young families). We can tailor our message to families by conveying the idea to parents that it is good for their children to buy fresh healthy food. By appealing to parents' natural desire to nurture and raise healthy children, we can persuade families in Monroe to attend the farmer's market to create a healthier family both inside and out. The produce that community members buy at the local farmer's market is good for their bodies, and the money that they use to buy the produce is good for their community.

Campaign Partners

We plan to request a partnership with the city of Monroe police and firefighters for this campaign. From background research, we've learned that Monroe is a small town with a strong sense and love of community. Police and firefighters are excellent examples of community figures/leaders. We believe that they will be effective partners since the community respects people in this position.

We plan to have the police and firefighters come to the market at the square with their cars and firetrucks and engage with the farmers market attendees. Their presence will add to the fun, family-friendly atmosphere as kids and families chat with them, sit in their fire trucks and cars, etc. We would like to plan a few fire safety training sessions with the firefighters that can be held at the market. This will also strengthen the sense of community and safety within Monroe. We plan to advertise their presence and when the safety training will be held on our social media page as well as flyers and posters around the city of Monroe.

Evaluation Plan

Campaign success will be determined by whether or not we achieve our objectives by the end of the next season of the Monroe farmers market. Three of our five objectives will be measured quantitatively to evaluate success.

Increase attendance at the farmers market by 25%

We will first obtain a report from Jordan or other officials about how many people historically attend the market each Wednesday and Saturday. For this season after the campaign has begun, we will have volunteers of Main Street Monroe attend each day during the season and use a counter to estimate how many people attend each time. This will require 2-3 volunteers

counting separately to ensure consistency. After this season, we will use the statistics gathered by the volunteers and compare to historical attendance data to see if there is 25% increased attendance or not.

Increase revenue for the vendors by 10%

We will first obtain statistics from last year's farmers market season regarding vendor sales. Then for this season, we will require each vendor to report their sales each market. We will compare this data to the historical data to determine if sales increase by 10%.

Create advertisements effectively draw people to the farmers market

To monitor the success of our Facebook advertisements, we will develop a quick survey for attendees that will ask how they heard about the farmers market, and if it was by an advertisement. We will distribute the survey to people while they are at the market, and we will use an iPad to collect the data. This will allow us to see if our ads are effectively reaching our target audience.

Budget Considerations

Assuming a budget of \$5,000 to \$7,500, we would like to break down the budget as follows:

- Hire an employee from early May to the end of October part time to create advertisements, engage people on social media, and run social media page (10 hours/week x ~23 weeks x \$10/hour)= \$2,300
- Physical advertisements such as flyers, posters, Facebook posts, and billboards= \$2,000
- Cost of booking entertainment such as bands or performers= \$1,000

This budget plan brings our total expenditure to \$6,300 for this campaign. If we do have our max budget of \$7,500, we can use the additional \$1,200 for produce vouchers, incentives to take follow-up surveys, booking additional performers and events for the market, or additional hours for our part-time employee.

Timeline

Early May 2019:

- Hire part-time employee
- Develop marketing materials to kick-off the market when it begins
- Begin engaging target audience on social media
- Collect data from the previous season that we would like to measure for this season (sales, attendance numbers)
- Monitor financial situation to determine if we can use the budget for other purchases
- Book several bands, entertainers, performers etc. for certain dates at the market throughout the season
- Reach out to potential partners, the police and Monroe firefighters, to discuss potential of partnership with their groups and our market
- Plan events, such as fire safety training, with our partners (firefighters and police)

Mid-May through October 2019:

- Continue engaging target audience on social media
 - Create new marketing materials and advertisements to highlight certain events at the market throughout the season
 - Collect data to measure success (sales and attendance)
 - Continue reaching out to bands, entertainers, performers etc. for additional entertainment
- Continue planning events with the police and city of Monroe firefighters

End of season- after October:

- Analyze attendance, revenue, and social media efficacy data
- Evaluate effectiveness of this campaign
- Plan for next season's campaign using these data
- Write up a report regarding success of particular events, certain vendors, partnership, etc

Creative Plan

Summary of campaign materials and unified theme

The unified theme that we would like to convey through our campaign is that shopping at the Monroe farmers market is morally and ethically good for yourself, your family, and the community. Our slogan, "Do good for yourself, do good for your community" embodies this theme because it presents the idea that shopping at the market will be beneficial for not only oneself, but for the community as a whole. We plan to use a combination of social media and print media to distribute advertisements and communications for our campaign.

Our survey results showed that over half of our target audience uses Facebook all the time to keep up with local news and events. For this reason, we believe that using Facebook as our main communication platform with our audience will be effective in engaging them. We plan to use Facebook to share general promotional materials, announcements for special events at the market, and most importantly to share weekly updates regarding produce and item availability at the market. Regarding general promotional materials, we plan to have three main types of advertisements to fit our "do good for yourself, do good for your community" theme:

1. An image of either a happy day at the farmers market, Monroe citizens, the downtown etc. with the overlaid caption "Do good for yourself. Do good for your community." We will also have the logo for Main Street Monroe with the words "Monroe Farmers Market" next to it.
2. An image of a family, or a parent serving a child fresh fruit and vegetables, with the first half of the slogan,

"Do good for yourself" overlaid in the corner of the image, along with Main Street Monroe logo. This piece of the slogan focuses on the benefits and the "good" the consumer will do for themselves or their families by eating healthy at the market.

3. An image of farmers posed with produce or out in the field with the second half of the slogan "Do good for the community" overlaid in the corner of the image with the Main Street Monroe logo as well. This image of the hardworking, local farmer with the community-focused piece of our slogan will communicate to the consumer that shopping at the market will benefit the local community.

As far as weekly updates for the market, we will make posts that include the hours and days that the market is open, which/how many vendors will be there for that specific week, and produce that will be available for the week. According to our survey, almost half of our audience said that having more information about what will be available at the market would make them much more likely to attend, so this will be a crucial aspect of our social media presence. We may do these posts either as images with beautiful colors and pictures of fruit, or just as simple text posts. We plan to make mock ups of each and pilot test them on friends and family before the campaign begins. We also plan to make posts when our social influencers, the police and firemen of the city of Monroe, will be at the market for special events and meet and greets, as well as when there will be live music and performers. Keeping our audience engaged by frequent posting, about 2x per week, will increase the awareness and attraction to the market as it will keep our audience more informed without saturating them with information.

Finally, we will utilize print media for the same purpose as our Facebook posts- general promotion of the campaign, announcements for special events, and updates for produce/item availability at the market for the week. As described previously, we plan to have print materials that include our full slogan, as well as materials that either include the "do good for yourself" or the "do good for the community" pieces of the slogan, as well as the Main Street Monroe logo. We plan to put up printed paper flyers (9x11 inch) throughout popular town buildings including schools,

churches, and community centers. We believe this will be effective because Monroe has a strong sense of community and at these spaces, there will be plenty of traffic with families who may be interested in the market. We also plan to have the same materials as thick, printer posters (18x24 inch) that will be placed on the sides of busy streets and at intersections where many people will see it.

In order to maintain unity across our Facebook and print ads, we will make sure to use our slogan (or at least part of the slogan) along with the Main Street Monroe logo and the words "Monroe Farmers Market" somewhere in text across all advertisements. We will also use a unified color scheme of blue, green and white text. We thought these colors would be good because blue and green may remind the audience of earth, which will correlate to the sustainable and community aspects of the farmers market.

Example image/images





Slogan

"Do good for yourself. Do good for your community." This is a strong slogan because it represents the theme that shopping at the farmers market is morally and ethically good for oneself and one's community. We chose to pursue a slogan for this theme because our survey results show that people care about fresh, healthy, and local food, and this slogan encompasses the health, social, and community benefits of shopping at the market.

Explanation of how materials will get attention

A major strategy of how we will grab attention is by placing our physical print ads in busy, commonly looked at locations. For example, we will put the flyer ads on the poster boards of churches, on the doors at the high schools and middle schools, and at the grocery store checkout line. We will put our larger poster ads on the corners of busy intersections and outside of local parks. Because the citizens of Monroe frequent these locations, the ads will grab the attention of the consumer.

Our images will gather our audience's attention for a variety of reasons. First of all, all of the images included in our series contain some sort of call to action along the lines of "Come visit the Monroe Farmers Market Today / this weekend!" We chose photos that emphasize our message, "Do good for your family, do good for your community." For example, the first poster in our series shows a young girl smiling and holding a vegetable; below it is an old farmer feeding a calf. Over the images, it reads "Do good for your family," and "Do good for your community."

We chose our images with strong consideration of their emotional appeal. A photo of a young child smiling at a farmers market will grab attention because it will remind young parents in Monroe of their own children, and it could subsequently prompt parents to associate farmers markets with the health of their children. The image of the old farmer feeding a calf could appeal to the emotions of many people. Cute baby animals will grab people's attention because every demographic likes cute baby animals. The images are endearing and nurturing, and for

unengaged viewers, the emotional response could be enough to convince them to go to the Farmer's Market.

Combined with the message, "Do good for your community," viewers could see the connection between going to the farmers market and supporting local agriculture. Unengaged viewers might have a thought process like, "Aw, look at that cute old man feeding a baby cow. That's so sweet. I should go to the farmers market; maybe I'll see a baby cow." Conversely, engaged viewers -- people who are actively thinking about the message they are receiving -- might think more critically about its validity (of course, our message is valid), rather than just being persuaded by its emotional effect. Ultimately, through a critical thinking process or otherwise, our campaign images aim to guide viewers to the same conclusion: Shopping at the Monroe Farmers Market is an opportunity to increase the wellbeing of your family and your community.

The rest of the images in the series follow this same general theme. We believe that these images will be effective in our online and print communications because they relate to what the surveyed Monroe residents felt was most important to them. For example, those surveyed stated that they felt strongest about two things: eating healthy and supporting the community. We believe that these images will resonate with our target audience, and we hope that they will see themselves in the poster series. They will see themselves feeding their children healthy food, themselves healthy food, and supporting the farmers in their community.

Monroe Farmers Market Analysis

#MyMonroeMarket

Goals of Campaign

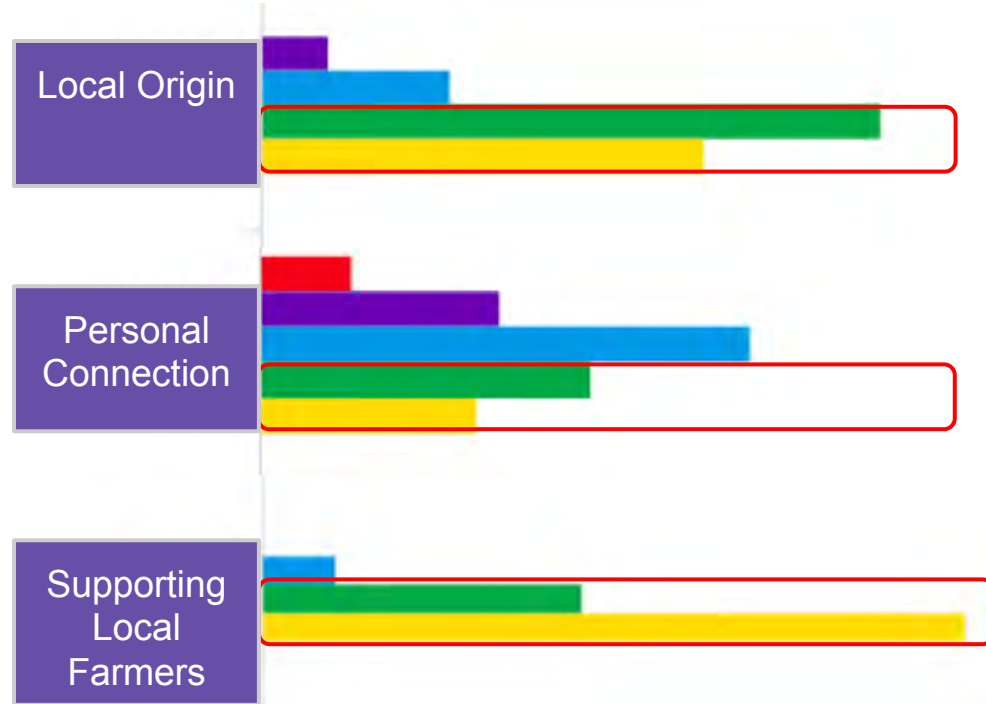
1. Attract younger families to the farmers market

2. Make the farmers market part of the weekly routine, specifically targeting those who already attend 1-2 times/month

#MyMonroeMarket

Slogan

- Connects individuals to the farmers market
- Highlights local appeal of event
- Can be used as a hashtag



#MyMonroeMarket

Goal 1: Attracting Younger Families

- Adding family friendly events for parents and children
 - E.g. Petting zoo, age appropriate arts and crafts, children's music, etc.
- Creating a “Kids Zone”
 - Offer kid friendly education about healthy food choices and staying active
 - Arts and crafts (e.g. worksheets, finger painting, face painting)



#MyMonroeMarket

Goal 2: Creating a weekly routine

- Create a goal for families to complete
 - E.g. A punch card to fill out each week during the farmers market season to redeem for a prize
- Separate punch cards for children and adults
 - Child's prize → A toy or game
 - Adult's prize → A discount for their next purchase at the market



<https://carnescharleston.com/carnes-crossroads-farmers-market-introduces-customer-loyalty-program/fm-punch-card/>

#MyMonroeMarket

Messaging Content

1. Social media advertisements

- a. Facebook event page
 - i. During farmers market season → Once a week
 - ii. Farmers market off season → Once/2-3 weeks
- b. Instagram (same as above)
- c. Usage of hashtag

2. Printed flyers/posters

- a. 12" x 18" standard small posters



#MyMonroeMarket

Sample Flyers

#MyMonroeMarket



Thank you, Monroe Farmers Market!

My family went to the farmers market and we bought fresh fruit, veggies, and lots of other good stuff!

The food is healthy for me, and we had a lot of fun!



I want to come back to the market every weekend!

Sally - age 6



Use Snap Benefits
Here!



Find all this and more at...

#MyMonroeMarket

Partnerships with Local Organizations

- Green County Farm Bureau
- Local 4-H Clubs
- Monroe High School FFA



#MyMonroeMarket

Budget

Item	Expense	Total
Social Media Manager	20 hr/wk x \$12/hr x 16 wks	\$3,840
Sponsored Facebook Posts	\$5/post x 2 posts/wk x 16 weeks	\$160
Weekly ad in <i>The News-star</i>	\$40/ad x 16 weeks	\$640
Promotional Vouchers	\$50/wk x 16 wks	\$800
Kids Entertainment	Face Painting = \$960 Mascot = \$768	
TOTAL		\$7,168

#MyMonroeMarket

Timeline

Immediate	Short Term	Long Term
1-3 weeks	2-4 months	6-12 months
-Maintain Social Media Presence	-Establish Partners -Create kid friendly events -Collect demographic information -Recruit volunteers for events	-Maintain and actively grow vendor presence



#MyMonroeMarket

Questions?

#MyMonroeMarket

#MyMonroeMarket

Executive Summary

Life Sciences Communication students at UW-Madison created a revamped marketing campaign for the Monroe Farmers Market with two goals. These two goals included: attracting younger families to the farmers market and incorporating the farmers market into customers' weekly routines. In order to attract younger families, a unique suggestion was to add family friend events for parents and children such a "Kids Zone" Furthermore, in order to create a weekly routine for customers, specifically families, punch cards with incentives were proposed. Parents and children would receive separate punch cards and children could redeem theirs for a toy or prize, while adults would receive a discount for their next market purchase.

The messaging strategies of this campaign included an online and print media mix consisting of event advertisements on social media platforms such as Facebook, and printed posters. Using two types of advertising increases the reach of the campaign by appealing to a broader range of ages and lifestyles. A slogan that aligned with the goals and vision of the Monroe Farmers Market is "My Monroe Market." This slogan appealed to the local origin of the market, as well as creating a feeling of connectedness to the market and the products sold there. It was also used as the hashtag #MyMonroeMarket to create a cohesive element between the online and print media.

The campaign goals will be achieved by connecting with local agriculture organizations which will aid in cross promotion of farmers market events. In order to achieve the advertising goals and fund the events during the market, the estimated budget is \$7,000. One of the main aspects that sets this campaign apart from others is the suggestions outlined are primarily short term and can be obtained within about four months.

Situation Analysis

Situation Background

Since its beginnings in 2005, Main Street Monroe has become an integral part of the Monroe community (1). The Monroe Square is a proper square surrounding a historic courthouse. The space is utilized for community events that promote the rich history of the surrounding area. The Monroe Farmers Market is a staple in the Monroe community. Local vendors are able to promote their local businesses to community natives and visitors from across Wisconsin and Northern Illinois. The market brings a variety of people to the downtown area. The market offers a family friendly atmosphere, a diverse audience, a downtown atmosphere, and is typically free to attend (1).

Main Street Monroe currently utilizes Facebook, radio advertisements, and billboards to promote the farmers market. Main Street Monroe partners with various other community organizations, including the Monroe Women's Club, the humane society, and optimist groups.

Monroe already has a high standing reputation around the world for their local "Cheese Days" event. Cheese Days is a biannual event that brings in visitors from around the world to experience Monroe.

Main Street Monroe ultimately wishes to drive more business through promoting the market. Main Street Monroe has a small budget for promoting the farmers market. The board is looking for outside sources of income for farmers market promotion through grants and cross promotion. The goal of Main Street Monroe, as outlined by executive director Jordan Nordby, is to make the farmers market part of people's weekly routine and to grow the business by attracting younger families. Main Street Monroe would also like to see steady, deliberate vendor growth. The organizers wish to maintain their current vendors and work internally to grow sales.

Research Methods

A wide array of information was obtained from a background research report on the Monroe farmers market and an initial interview with Jordan Nordby. Qualitative and quantitative interview questions were generated based on information offered by Jordan Nordby.

Qualitative interview questions were chosen to generate the most useful and relevant responses. 23 qualitative interviews were conducted. Most respondents were Monroe residents, however there were some respondents from the Madison, Wisconsin region. Interview candidates were chosen by Jordan Nordby and students were given phone numbers to use to conduct interviews. The questions that were chosen for this qualitative research were meant to tell a story and evoke personal emotions and connections to the farmers market. Gathering this information helps to gauge general attitudes towards the farmers market and why respondents feel the way they do.

Quantitative surveys were distributed by Jordan to individuals in various Monroe organizations. 180 individuals completed the survey within a week of original survey distribution. Survey questions were generated to observe trends and correlations between responses. The quantitative survey data helped to validate and quantify answers provided in the qualitative research process. All respondents were offered an incentive of a chance to win a \$30 giftcard for iTunes or Starbucks.

Research Findings

Q&A with Jordan Nordby

The first step in the research collection process was a Q&A with the executive director of the Monroe farmers market. Jordan Nordby visited the class on January 29th, 2019 and gave a background history and current update of the farmers market. The class presented him with a variety of questions regarding the current state of the Monroe farmers market. He outlined his

main three goals for improving the farmers market. The first goal was being a part of the citizens' weekly routine. Next, Nordby wished to grow the market physically and financially. The final goal stated by Jordan was improving the overall financial stability of the market. This information formed the basis for some of the future marketing campaign's main points that would be emphasized.

Background Research Report

The second step in the research process involved writing an individual background research report. This report included information collected by each group member to increase our knowledge and collect additional details that could be used for the future campaign. For example, according to Reader's Digest, farmers market prices are often inconsistent. Some produce is in season at different times than others, which is important information to design a successful campaign. In order to build a stronger campaign, marketers could appeal to those certain items in season, ensuring customers that they are getting the highest quality product for that time of year.

Qualitative Interviews

For the qualitative interview, the target sample included male and female individuals ranging in age from 18 to 76+ years of age. These individuals lived in Wisconsin, and it was preferred that they lived in or were from Monroe. The interviewees made a variety of points about the perceived benefits of farmers markets. For example, some interviewees specifically mentioned being able to get to know and establish friendships with the vendors. One interviewee stated, "Over the years I have enjoyed getting to know the vendors and the local farmers and the people that provide goods and services down there." Furthermore, a second interviewee stated, "I get to know the vendors, and they get to know me...I also like some of the other non-produce vendors who are there. There's a lady who makes soap and she's actually become a friend of

mine.” Some other individuals mentioned benefits like supporting local farmers and other producers and vendors at the markets. One interviewee stated, “I like to show support for the farmers markets because we are business owners and we want to keep that going. Not that we want to have a stall there but want to support them.” Similarly, another interviewee said, “Just knowing I’m using my consumer power to help smaller family farms as opposed to mass producers, I like knowing where my food comes from, I like putting my money towards people who have labored for the food and are getting paid fairly for it.”

Quantitative Interviews

One of the most important research findings from the quantitative interviews related to the means by which citizens obtained information regarding local community events. When explicitly asked, “How often do you use the following information sources to find out events in your local community?”, the options included a mix of typical advertising techniques such as the newspaper, flyers/posters around town, and word of mouth, in addition to social media platforms like Facebook, Twitter, and Instagram. The majority of respondents, just under 60%, stated they obtain most of their information from Facebook.

Another pertinent finding was related to who the citizens attend the market with, for example, if they attend with a spouse, significant other, friend, or child. The results from the survey found that over 50% of individuals attend the farmer’s market with either a spouse or a partner, almost 40% reported attending the farmers market with their children, around 25% attend with a friend or group of friends, and an additional 15% reported attending with other family members besides their spouse, partner, or children. Furthermore, in a question that asked, “How likely are you to attend the farmers market to socialize or connect with your community?”, around 35-38% of individuals indicated they are either “somewhat likely” or “neither likely nor unlikely” to go to a farmers market in order to socialize or connect with their community. This

was an interesting result because so many respondents reported having such pride in their community. If only 35-38% of the individuals indicated they attend the farmers market to socialize and/or connect with their community, that means around 60% do not attend for that reason, or attend for other reasons.

A third important finding was related to where the farmers market food was sourced. When asked, “Please indicate how important the following things are to you in making your decisions of which foods to purchase at the farmers market?”, individuals noted that health and local origin were the most important factors in making food purchases. This is critical information that can be specifically highlighted to better the marketing campaign that we wish to design.

Strategic Implications and Recommendations

Main Street Monroe is a specific branch of the larger movement. Their website states that their mission is “to improve the quality of life for all Monroe residents by ensuring economic stability, maintaining historic integrity and making Monroe’s downtown the focal point of the community.” Historic integrity, economic stability and making the downtown a community focal point are core values that should be kept in mind during campaign efforts. Promoting the city farmer’s market can effectively address all of these.

When choosing the content of messages for the target audience of consumers, the core values of the client can be accounted for by including information about how the Monroe Farmer’s market is essential to each of the values, in ways that also have meaning to the consumers. The qualitative interviews made it apparent that residents have pride in their town’s history and value the local origin of the products available at the farmers market. Messages that remind consumers that the market takes place in Monroe’s historic town center may gain effectiveness because of residents preexisting interest here. Monroe, WI, is the self-proclaimed

swiss-cheese capital of the world. Flaunting this idea, in combination with advertising the cheeses offered at the farmer's market is another specific messaging strategy oriented towards the town's history that could be suggested to our clients. Consumers may be encouraged to attend the market more knowing that the money spent at the market supports local economy. Several respondents noted that they value knowing where their food comes from and supporting their local farmers. Messages may include facts about how much economic value is generated from the markets each year, and how much of farmers' income is generated from it.

How these messages are communicated is another opportunity for campaign strategies to be introduced. The communication platforms chosen are important, as they will ultimately determine how effective the messages are at reaching people. In quantitative surveys, many subjects reported that their main source for news about community events was Facebook. This far outweighed their ratings for how much they used other social media platforms, like Instagram or Twitter. We suggest that Facebook is focused on for campaign communication efforts, and that Facebook is also used to promote any other communication platforms that this campaign may use. The current Monroe Farmer Market Facebook page and blog site have been somewhat neglected, without many recent posts. Revitalizing efforts here is a manageable suggestion to present to the client, one that essentially results in free advertising that will reach a majority of the target audience according to the surveys thus far.

The style and format of the campaign messages, such as social media advertising, has many possibilities. For example, humor, factual messaging, or an engaging narrative approach may be used to advertise the market. These could include videos if social media is used, or be based more so on text and imagers. Before such formatting and stylistic decisions are made, the content of the messages must be approved by the client.

It is worth noting that the largest majority of the quantitative survey takers report already attending the market once a month. A smaller amount reported attending the market twice a month or more, and a minority of them reported never attending. Based on this, it is logical to target the group that attends once or twice a week. This target audience is already engaged in and aware of the market, and often attends the market with other individuals. By offering opportunities such as petting zoos and crafts, the market can become a fun weekend activity for the entire family. Making an effort to simply encourage them to attend one or two more weeks of the month could largely increase the weekly attendance and income of the market, and this should be an essential consideration in the future strategies.

Campaign Strategy

Operational Objectives of the Campaign

The behavioral outcomes we wish to achieve were based on the Executive Director of Main Street Monroe, Jordan Nordby's, four recommendations. These outcomes included driving more business through promoting the market, altering people's routines to include visiting the farmers market, growing business by attracting younger families, and creating steady and deliberate vendor growth. The two main objectives that we chose to focus on are altering people's routine to visiting the farmers market weekly and growing business by attracting younger families. We feel that these two objectives are plausible to achieve based on the information we have collected through various surveys and subsequent data analysis.

First, we chose to focus on altering people's routine to visiting the farmers market weekly because if we are successful in achieving this objective, this will directly impact the amount of revenue the farmers market generates. If more revenue is generated, there will be more opportunities for growth such as hiring more vendors, in addition to improving the variety of

produce that can be sold. Second, we chose the objective to grow business by attracting younger families because this is a target audience that will likely spend more money than other target groups. For example, a mother shopping for her family of four will probably purchase more food than someone in an older demographic solely shopping for themselves.

Target Audience(s)

Building from our situational analysis, we decided to use two different target markets for our campaign strategy. We decided to target young families with children. More specifically, these young families enjoy the outdoors, they pursue active lifestyles, and they support environmentally conscious initiatives. Additionally, these individuals have a starting salary of about \$30,000-50,000 and are in their early 20s to late 30s. According to survey data, around 40-50% of our target audience think eating fresh produce, supporting local businesses instead of large corporations, supporting local farmers, and eating healthy food is extremely important. About 30% of these individuals visit the farmers market once or twice a month and they typically attend with either their spouse or partner (~55%), or children (~40%).

Persuasion Strategies

Messages will aim to increase family attendance by: A) Make ads that emphasize product attributes that reflect customer values, B) Incentivize attendance and social media involvement, C) improve kids' entertainment, D) focus communication to outlets most relevant to customers, and E) focus messaging objectives on increasing weekly attendance.

A) In response to the survey question "Please indicate how important the following things are to you in making your decisions of which foods to purchase at the farmers' market," our subjects ranked Health, Local origin, and Price as being some of the most important. Digital and paper ads should use slogans that highlight these reported values, knowing that these tailored values may give ads more impact.

B) To incentivize weekly attendance, and simultaneously increase user following and involvement in Monroe Market's social media presence, coupons may be offered each week to winners chosen through social media post events. We suggest that 10 coupons, worth \$5 each, are given out as awards for online photo contests or raffles that customers enter by sharing a post. Collaborating vendors will be compensated for the goods customers exchange for these coupons.

C) The majority of subjects reported attending the market with a partner or with children. Making the market fun for kids may then influence their parents' decision to attend more regularly. We suggest investing in a booth focused on kids' entertainment. Potential activities include face painting, balloon animals, seed planting to take home, and the presence of a mascot to interact with the kids.

D) In response to the survey question "How often do you use the following information sources to find out about events in your local community?" subjects ranked Facebook, newspapers, and flyers as most frequently used. Campaign messages will target their market customer base through these mediums, with the aim of increasing the frequency that already-established customers attend from 1-2 times a month. We suggest hiring a social media manager to increase social media presence and manage weekly newspaper advertisements and the distribution of posters or flyers around town.

E) The social media manager should increase the frequency of posts, and encourage audience engagement in posts, as ways to remind them of the event consistently. We suggest encouraging audience members to comment on the Market's Facebook posts, and to encourage them to generate their own posts with the #MyMonroeMarket slogan. These interactions can be encouraged through incentives mentioned in part B, where participants may be entered to win a prize to be redeemed at the market. We should expand social media following, as this is known

to be an effective way to reach customers. This may be done through paper ads which can reach customers not already engaged in social media.

Campaign Partners

The Main Street Monroe farmers market already partners with several local organizations, including the Monroe Women's Club, the Green County Humane Society, various optimist groups, and several corporate organizations. There are several Green County organizations that closely relate to the goals of Main Street Monroe. We are choosing to focus on organizations that are directly related to agriculture and the farmers that might be supplying produce to the Monroe Farmers Market.

The first organization Main Street Monroe could partner with is the Green County Farm Bureau. Farm Bureau is a grassroots organization with the goal of advocating for agriculture at local, state, and national levels. Farm Bureau could promote the farmers market during their various events, as well as provide monetary support and customers for the market. Two secondary organizations that would help Main Street Monroe achieve their goals are local 4-H clubs and Future Farmers (FFA) chapters. These young agriculture enthusiast groups are driven and involved, and would be available to volunteer at the market, as well as promote it through their local involvement in other activities.

Aside from agriculture organizations, the farmers market could benefit from involving high school sports teams and Monroe area youth through school programs. The school district of Monroe greatly values community involvement.

Evaluation Plan

We will know if our campaign is successful by the number of people who attend the farmers market and if the overall revenue of the farmers increases. We plan to measure the number of people who attend by having a single entrance point to the market, and having either

an employee or a volunteer using a tally counter. This device will allow the employee or volunteer to track the exact number of individuals who enter the market. There are many ways that we can go about measuring the success of campaign, beginning with conducting follow up interviews with some of the same people that we originally interviewed, to establish a control. in the first round of data collection. We can specifically compare the answers between the citizens in the target audience we interviewed in our beginning qualitative and quantitative interviews to the new questions we ask, such as, “Have you noticed improvement in the Monroe Farmers Market?” or “Have you found yourself frequenting the Monroe Farmers Market more often since it has been following a new marketing campaign?”

Additionally, we plan to create either an event, such as face painting, or a vendor that sells children friendly products that appeal specifically to younger families and their children. We would follow up with the vendors to obtain statistics on their specific sales and number of families they had visit and purchase products. Furthermore, we would have market officials frequent the farmers market and conduct quick in person interviews. It is important that these interviews are quick to respect the time of younger parents if they have fussy children. Some sample questions we would ask include: “How satisfied are you with the recent changes to the farmers market such as the children’s activities booth?”

We would measure the objective of attracting younger families by distributing a survey to young families that do not currently attend the market. Then, we could analyze those responses to see what additions may be beneficial to attract the families that are not currently attending the market. Additionally, we could also survey the younger families that are visiting the market to see what they are satisfied with, and/or what other changes they would like to see.

For example, this survey would be prefaced by saying something like, “Hi, we are following up on a marketing campaign we implemented in order to attract younger families to

the farmers market. Would you mind answering a few questions pertaining to your experiences at the market since you have brought children with you?”

Budget Considerations

Costs will be estimated in terms of our short term campaign goals. Throughout and at the end of this time period (~16 weeks) this budget may be assessed depending on which strategies prove to be most effective. Estimated costs are as follows:

- Social media manager:
 - 20 hr/week, \$12/hr x 16 weeks = **\$3,840**
 - *Alternative: get an unpaid intern*
- Cost to boost weekly Facebook posts to increase audience reached
 - \$5/post x 2 posts/week x 16 weeks = **\$160**
- Weekly ad in local Monroe newspaper, *The News-Star*
 - \$ 40 /ad x 16 weeks = **\$640**
- \$5 redeemable voucher, offered to 10 social media followers each week
 - \$50/week x 16 weeks = **\$800**
- Weekly kids entertainment:
 - Estimated cost of for face painting booth:
 - \$60/hr x 3hr/week x 16 weeks = \$2,880
 - *Alternative 1: To lessen this cost, request volunteers from the community*
 - *Alternative 2: The market could offer one hour of free face painting each week, outside of which customers are asked to pay for face painting:*

\$60/hr x 1hr/week x 16 weeks = \$960
- Hire a weekly mascot attend to interact with kids, such as Wedgey the cheese man:
 - Costume expense: Cheese Meister attire is just a white apron, hair net and rubber boots = \$35 (one time)
 - \$12/hr x 4 hr/wk x 16 weeks = **\$768**

- *Alternative:* request a volunteer from the community = \$0

- **Total: ~ \$7,203**

Timeline

Immediate	Short Term	Long Term
1-3 weeks	2-4 months	6-12 months
<ul style="list-style-type: none"> • Maintain social media presence 	<ul style="list-style-type: none"> • Establish Partners • Create Kid Friendly Events • Collect Demographic Information • Gather Volunteers 	<ul style="list-style-type: none"> • Maintain and actively grow vendor presence

An immediate action the farmers market management can take to continue promoting their events is utilizing the Facebook page to create events and promote activities. This immediate action can be carried out in the coming weeks, as Facebook posts can be made in advanced and scheduled out for weeks in the future.

There are several short term goals that may take the duration of the summer to achieve. These goals include creating kid friendly events, generating partner volunteers, and execute short surveys to collect demographic information related to goals. Planning new events at the farmers market will take extra time and volunteers to execute, so realistically this goal should be achieved in three months. Effective surveys will take some time to develop, and should be in place within two months.

Some longer term goals that might take the duration of the year to achieve include establishing weekly customers and having steady deliberate vendor growth. These goals will be measured after taking into account the previously mentioned short term goals.

Creative Plan

Summary of campaign material and unified theme

For our Monroe Farmers Market campaign, we plan to use a variety of print and social media advertising to convey our information about the farmers market. We will be using a media mix of paper flyers in addition to web-based content such as Facebook events. We selected these two types of advertising because these elements will allow us to reach a broad audience in addition to our target audience. Using a mix of two types of advertising increases the reach of our campaign by appealing to a broader range of ages and lifestyles. We are able to maximize our print resources because of the number of people we will be reaching through our online advertising which is lower in cost. For example, using a mix of print and web advertising allows us to spend less money on printing highly detailed physical flyers, and more money on web design such as social media event advertisements on Facebook and routine Instagram posts. As a group, we decided to focus the majority of our efforts on social media advertisements because we determined the most effective way to reach our target audience of “younger families with children” is through Facebook events.

The printed materials, such as our flyers, that we plan to use will be the size of standard small size posters. The dimensions will be 12” x 18” and these dimensions will be applied to both of the flyers that we designed. The two flyers that we designed serve two separate purposes. The first advertises the family friendliness aspect of the farmers market, while the second advertises the wide variety of products such as fruits and vegetables that are offered at the farmers market. These two flyers will be posted in community areas around Monroe such as coffee shops and churches. The social media advertisements will be posted weekly on the Facebook event page during the farmers market season, and will be posted every 2-3 weeks during the off season of the market. This will ensure that people stay engaged and informed

about the market so they know when it opens, in addition to posts about fun seasonal recipes during the winter and beginning of spring. The Instagram posts will mirror these Facebook posts to create a sense of unity, and also attempt to reach the younger adolescent population. In order to make sure people who read the posters know about the Facebook event page, we decided to incorporate a quote such as, “Check us out on Facebook to stay up to date with information about the farmers market!” and have the name of the Facebook page posted on the flyer.

We will ensure all of our campaign materials have a clear, unified theme by using the same hashtag and slogan on our print and online mediums. Our first example image shows the hashtag image that we would apply to both our Facebook and Instagram posts, in addition to having it on our print advertisements. The slogan will match the color schemes of the printed flyers, and will be used at the Facebook page header and Instagram avatar image.

Example image/images

1. Image for Facebook and Instagram



2. Example Facebook event with image as cover photo



3. Flier promoting a family friendly market

#MyMonroeMarket



Thank you, Monroe Farmers Market!

My family went to the farmers market and we bought fresh fruit, veggies, and lots of other good stuff!

The food is healthy for me, and we had a lot of fun!



I want to come back to the market every weekend!

Sally - age 6



Use Snap Benefits Here!



4. Flier promoting the variety at the market



Find all this and more at...

#MyMonroeMarket

Slogan and explanation

Our slogan will be “My Monroe Market”. This slogan can be easily changed into the hashtag #MyMonroeMarket. The idea of this slogan is that individuals will feel connected to the market and will draw on the local appeal of the weekly event. This slogan can be used as a hashtag on Main Street Monroe’s promotional posts, and customers can use the hashtag on their own personal posts when they visit the market.

Our campaign material strategically uses communication platforms and messaging content that will be effective in getting the attention of our target audience. In order to effectively reach our target audience of families who already sometimes attend the market, we identified Facebook and paper flyers as being the best messaging platforms. These are communication outlets that our target audience reports using regularly, so we can be sure that our campaign messages will receive attention when communicated these ways. The slogan that we use on these posts, #MyMonroeMarket, is simple and catchy, making it memorable and recognizable to the audience, and encourages audience engagement in social media.

In addition to the communication platforms we use, the content of our campaign material will be effective in getting attention because it is designed to be both likeable and relatable to viewers. Likeability is added by including photos of a cute child alongside delicious looking vegetables- who wouldn’t love that? This simultaneously adds relatability because, as mentioned, much of our target audience consists of families with children. Including children in the advertising will gain the attention of parents, and possibly even of other children whose peaked interest in the market may have influence over their parents’ decision to attend the market. As both likeability and relatability are source factors for persuasion, these features will increase the credibility and influence our material has on our target audience.

References

Cameron, M. (2016). 13 Secrets Farmers' Markets Won't Tell You. Retrieved April 15, 2019, from <https://www.rd.com/health/healthy-eating/13-things-you-should-know-about-farmers-markets/>

Main Street Monroe: About Us. (2017). Retrieved April 15, 2019, from <https://www.mainstreetmonroe.org/about-us>

APRIL 30, 2019

Social Marketing Campaign



Main Ideas

FOR THE MONROE FARMER'S MARKET

Higher attendance rates

Social media

Involvement within the community

Target Audience



Females

Survey shows that 81% are females



Young married couples no kids

Survey shows that 61% of the respondents say that they do not have a child in their household



60 and plus

Over 87% of the respondents said they were 60 years or older. These people have lived in Monroe their whole life

Persuasion Strategies



NEW SLOGAN

This will create more awareness on supporting local farmers and businesses



MONROE COMMUNITY

Partnering with other local organizations we will be able to effectively market towards our target audience.



SOCIAL MEDIA

It is important to promote our message through social media - specifically Facebook



ADVERTISEMENT

We will use the remainder of our budget to provide different events each week

”

NEW SOLGAN

***Know Your Farmer, Know
Your Food***

Social Media Post

- New hip crisp ads, flyers, posts
- Create/update social media accounts
- Stay more active throughout the farmers market season with the accounts
- Discuss social media intern and money going into flyers

Flyer Example



THE MONROE FARMERS MARKET

Know your Farmer, Know your Food

Every Saturday of June 2019

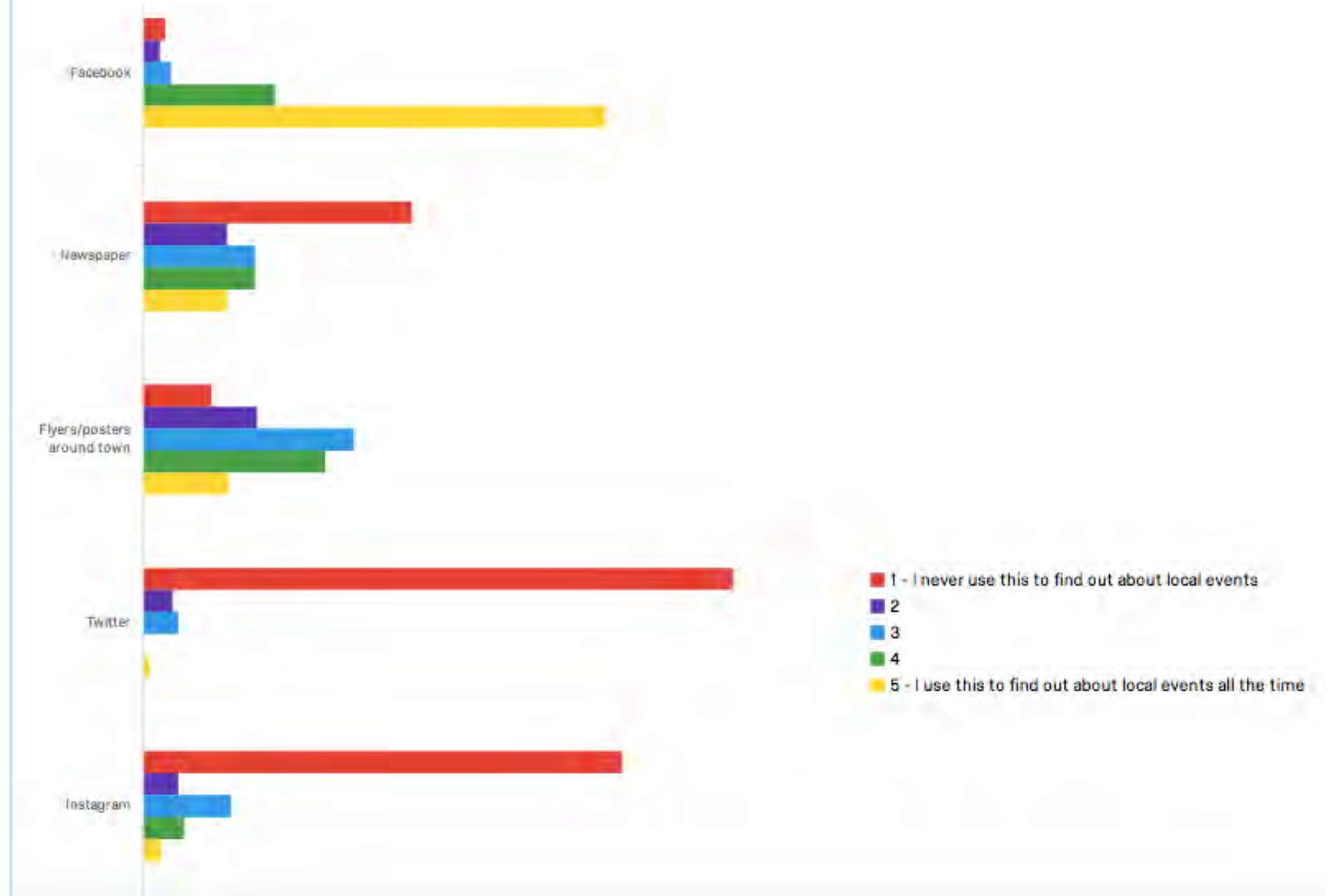
9am to 2pm

The Monroe Center Square

Why Our Advertisement Choices?

FROM MONROE REPORT

Based on the data provided in the survey, putting our content online will be the best way to reach our target market more efficiently.



Involvement

**TEAMING UP WITH LOCAL
ORGANIZATIONS**

IN OUR STUDY 65% OF PEOPLE
IN THE COMMUNITY SUPPORT
LOCAL BUSINESS



Local libraries



Sporting teams



Schools

SAMPLES/COOKING IDEAS

- Motivate people to buy products
by letting them try first
- Motivate people to buy products
by helping them come up with ways
to use them

Other Events

AT THE FARMERS MARKET

live music

face painting

live farm animal

viewing

cooking ideas



Budget Plan

MAIN EXPENSES



Social Media/Digital Content Intern	Advertisements	Events
The intern will work 12 hours a week on his/her own time schedule and we will pay the intern \$12 an hour (\$3600 total)	\$50 on 500 flyers (\$.10/flyer) where we will plan to hang all over town including the local library, local schools, local stores, as well as put in people's mailboxes	The remaining \$2,350 on different activities at the farmer's market like live music, a jumpy house, face painting, and live farm animals.

Social Media Timeline

April-May-June-July

- Hire social media intern beginning of April
- The social media intern will start the countdown
- Post about about specifics in terms of time, different events, and local farmers featured
- Create another flyer about an event that will be happening at the farmer's market
- Have the social media intern create a challenge on Facebook
- - Social media intern keep promoting the passport challenge

August-September-October

- Social media intern will be posting different social media posts each week leading up to each Friday and Tuesday
- We will have another flyer (end of year sale kind of thing) with a coupon for the Monroe's Farmer's market at the bottom of the flyer
- We will announce the winner of the Passport challenge at the beginning of October
- Social media intern will talk about next years farmer's market and what the community would like to see

THANK YOU!

APRIL 30, 2019

Final Campaign Book

Executive Summary

Our campaign aims to grow the attendance rate at the Monroe Farmers Market and increase vendor sales. We did extensive research to help us get a good foundational understanding of Monroe citizens' attitudes of the market, including qualitative and quantitative surveys and phone interviews. Through our analysis of this data, we found out very useful information, such as the fact that many people prefer online resources as their method of finding out information about upcoming events, for example, Monroe Farmers Market and events that it may be putting on.

This led us to the first step in creating our campaign, which was to use social media, more specifically Facebook, to highlight events, free sample opportunities, and more. Additionally, we aim to use our social media page(s) to also become interactive with farmers market attendees. For example, we plan to highlight a different vendor/local farmer each week, and if an attendee "likes" a certain post or picture about this vendor, they receive a free sample from them to promote sales as well. There will be things like recipe ideas, "passport challenges", and event highlights, all run by our social media intern. We plan to use social media to reach and engage our target audience.

Situation Analysis

Situation Background

Our client that we are working with is the Main Street Monroe Farmers Market. From talking with Jordan Nordby and doing some research ourselves and as a class we came up with some ideas to help. Main Street Monroe is a non-stock corporation that focuses on four main aspects of ways they can try and help improve downtown Monroe and the lives of its citizens and

visitors. The four points they focus on are economic vitality, design, organization and promotion. Main Street Monroe is overall focused on community transformation, and we aim to use that mindset to elevate our campaign goals and try to transform the Monroe Farmers Market community. Main Street Monroe's mission is to improve the quality of life for all Monroe residents by ensuring economic stability, maintaining historic integrity and making Monroe's downtown the focal point of the community. (Main Street Monroe About Us, n.d.) .

Research Methods

For one of our research methods, we interviewed a total of 23 people. We got assigned interview clients based on what our professor emailed us. He got the names and numbers from Jordan Nordby, our Main Street Monroe connection, who thought these people would be great people to talk to. These interviewees were from Mineral Point, Door County, Green Bay, Madison, Monroe, Browntown, Gratiot, Osseo, Baraboo, Milwaukee, Mount Horeb and Verona in Wisconsin. It was a mix of male and females ranging in the ages of mostly about 18-25, but we did have a good section of interviewees in the age group of about 45-55+. These are just assumed ages, as none of us who interviewed asked how old participants really were. We would say the majority of the people we spoke to were young professional adults who live in Monroe or near the Monroe community. Most of these young professionals have been to a farmer's market around them.

The script was developed through many rough drafts that we came up with individually through class and as a group. We then took all of our answers and combined like asked questions to formulate a draft script. From there, we read the questions out loud in class, rearranged some of the order, took questions out that were not necessary and then we cleaned up the wording on some as well. Then we proceeded to interview our clients and collect the data as a whole class.

Next, we sent out a survey to get more detailed data for our campaign. One of the methods we used was inquiring about what the community wanted through specific survey questions. We would ask questions to get a better understanding how important certain things are for them in regard to the Monroe Farmers Market. Also, we got to see the diversity of their attitudes of the Monroe Farmers Market by asking them to rate their satisfaction. From these questions we now have a better understanding of what motivates people to go to the Farmers Market.

Research Findings

Information Availabilities

When reading through the interview scripts, we were able to conclude that many people answered online resources as their top resource for where they look for information about upcoming events. “A lot of it is social media, if not all of it, to be honest. I might hear about things through word-of-mouth, but for the most part it’s the pages that I like on Facebook and Instagram” – interview 2. About 95% of people surveyed answered that they use Facebook to find out about local events which was the leading answer by almost 40%. Social media is a huge platform for advertising. After analyzing the information provided through the qualitative interviews and quantitative surveys, it is important for the Monroe Farmer’s Market to take advantage of online advertising. It is also important to be putting information out there where people will see it while also focusing on making sure the content provided is clear and concise.

Farmer’s Market Attendees

The quantitative surveys provided us with a lot of information on peoples demographic, age and gender. In the survey, we asked where people lived and over 71% answered they are

currently living in Monroe, Wisconsin. This is a great way to know where we need to market. Though 71% is the majority, it is important to keep in mind when it comes to marketing, that people from other towns are coming to Monroe for the farmer's market. We were also surprised to see that 81% of people that took the survey were females. Though this research may vary, it would be smart to send out another survey in a few months or so to see if the number of males increases or decreases. Lastly, we found it the most interesting that 58% of people who we surveyed said they do not have a child in their household. Though we were surprised to see this information, we do think it will be really helpful when creating our campaign for the Monroe Farmer's Market because we know to spend more time marketing to adults rather than children or families.

Motives and Satisfaction

Another large aspect of the interviews that we noticed was continuously brought up was what motivated people to get to the farmer's market. A lot of people suggested that they think people would be motivated by other types of activities at the farmer's market. There was a handful of people who thought it was a great idea to market the farmers market as more of a social event than a place to buy food. Here are some quotes from different interviews.

"I think maybe emphasizing things that maybe aren't traditionally associated with farmer's markets might be a good idea. Like instead of marketing it as a place to get local food or craft-type things, advertise it more as a thing to do with your friends or family, and give it more of an entertainment sort of feel. Like maybe having live music or something, or like vendors selling things that aren't commonly thought of as farmer's market items." –interview 2

“Something like live music or other entertainment to draw people in who may not necessarily care about farmers markets but will come for the entertainment and see how great farmer’s markets are and hopefully keep coming back!” –interview 11

“I think honestly if I were to motivate someone to go, I would just have them try some of the stuff I bought at the farmer’s market. Because the products sell themselves if they are good enough. That’s what I would do.” –interview 8

We really like the last quote because I think it could really help the Monroe Farmer’s Market if they had more samples out for people. We think the last quote is a great transition to what we concluded with the quantitative research. When we surveyed people, we asked what would motivate them to come back to the farmer’s market or what they would like to see and over 60% of people said they would like to see more free samples, the highest percentage in the category. The second highest answer people selected at 17.78% was seeing more cooking demonstrations. We felt this was a really great way to motivate people to come if they were able to not only have new activities like cooking lessons but also be able to sample some of the food before they proceeded to purchase it. Another plus of both of these aspects is that this could lead to a higher satisfaction rate which then can help with our attendees marketing through word of mouth.

Strategic Implications and Recommendations

The information provided above is vital in our steps moving forward to create a successful marketing campaign. We aim to take the data from the survey, analyze it, and make recommendations based on it.

One of the biggest campaign focuses we have is improving the amount of farmers market information available to Monroe residents. We are specifically focusing on the information that is available online. As stated above in our research findings, we were able to conclude that a copious amount of Monroe residents list online resources as their top resource for finding out information about upcoming events. With this information, it is safe to move forward with a specific plan for making Monroe Street Farmers Market information much more prevalent online.

The first step to this would be revamping their Facebook page, and making Twitter, Instagram, and Snapchat accounts to get the word out about dates and events surrounding the farmers market. This, however, is not enough. We need followers on all these accounts and can gain followers by promoting giveaways and “follow for follow” type actions. We believe that if all these accounts have followers and are taking in this information about the Monroe Farmers Market, that they will also be sharing event information to their followers.

Another important facet of the social media aspect of our campaign is what exactly we are advertising. In the research findings section, we talk about how one of the survey respondents thought that it would motivate people to attend if there were more samples available.

Additionally, about twenty percent of survey respondents said they want to see more free samples, which was the highest percentage in that category. If we use our new and improved social media platforms to highlight the newly available free samples at certain stands, we believe it would provide a higher percentage of farmers market attendees.

The final takeaway from the previous sections include making adults with no children our target audience. 61% of the survey respondents said they do not have a child in their household, which is very important information. It is important because we can avoid marketing any

children's activities and focus on adult specific draws. Initially, we had planned to market things like face painting and children's games, but have decided that with the information at hand, we need to be using our social media platforms to market things like live music, free samples, and other things that draw adults. It should also be noted that 69% of adults are now social media users (Pew Research Center, 2017). This statistic is also from 2017, and there is probably an even larger percent now, in 2019. We can draw, from this statistic, that our social media-based campaign will be successful with our target audience, even though there is a stereotype of only young people having social media accounts.

Campaign Strategy

Operational Objectives of Campaign-

The overall goal of our campaign is obviously to see higher attendance rates to the Monroe Farmer's Market. However, there are smaller psychological, behavioral, and non-behavioral outcomes that will help lead us to our end goal.

We want to use social media, and the setting up of Facebook, Twitter, Snapchat, and Instagram accounts to draw more people to the market. Ultimately, raising awareness of events at the market, different vendors, deals or coupons, and things such as cooking demonstrations/recipe information is key. We think that having the objective of raising event awareness will help bolster the main objective, which is to boost farmers market attendance. Through social media accounts, we want to try and make it known that the social norm in Monroe is to attend and shop at the farmer's market. When Monroe citizens see posts about their neighbors or peers enjoying themselves and engaging in supporting local farmers, they will be much more encouraged to engage as well. The operational objectives' success will also be fairly

simple to measure, as we will be monitoring social media activity (clicks, views and likes) and seeing how that correlates with a hopefully increased attendance at the Monroe Farmer's Market.

Target Audience-

The target audience is adults in Monroe with no children that care about supporting farmers. Our research and surveys demonstrate advantages of focusing our efforts primarily on adult residents of Monroe. Additionally, the survey shows that 61% of the respondents say that they do not have a child in their household, which also helps us narrow down our target audience. Social media is extremely effective in coordinating large groups of like-minded individuals into attending events and activities, and connecting the residents of Monroe to the unified mission of preserving and promoting the farmer's market is a mission the community will be receptive.

With our campaign being social media based, it would be understandable to assume that the target audience should be comprised of young adults or millennials, as they are often referred to as the "social media generation". However, research shows that 69% of adults are now social media users (Pew Research Center, 2017).

Persuasion Strategies-

After analyzing the data we received in the qualitative and quantitative research, we concluded that it is important to promote our message through social media - specifically Facebook. One of our central focuses is to promote supporting the Monroe community. We believe by creating attractive online content as well as partnering with other local organizations we will be able to effectively market towards our target audience. In order to create more awareness on supporting local farmers and businesses, we have decided to create a short yet

catchy slogan - *Know your Farmer, Know your Food*. The reason we are choosing to focus on Monroe residents knowing their local farmer is because we believe the Monroe community is very tight knit. People would appreciate knowing where their food comes from and supporting a local community member over a traditional grocery store. We will advertise this new slogan on all media posts as well as the flyers we plan to hand out. Monroe Farmer's Market has struggled with being able to get their information out to the right target market. Based on the data provided in the survey, putting our content online will be the best way to reach our target market more efficiently.

Lastly, we want to keep it interesting for our followers. Instead of posting the same farmer's market reminder each week, we will use the remainder of our budget to provide different events each week. Some of our event ideas are live music, face painting, and live farm animal viewing. Another idea we thought would help motivate people to come to the farmer's market each week is asking different vendors to hand out small samples or give cooking ideas/instructions. By having different events each week while combining that with small samples and cooking ideas, we think our social media content will have endless possibilities on what to post and how to promote attending the farmer's market. We think this is a great way to keep our followers engaged and excited to come back the next week.

Campaign Partners-

Our goal is to make our partners invested in supporting those within the community. In order to do so, we want to team up with other organizations within the Monroe community to promote supporting each other. We believe this will be very beneficial in disseminating our message, as we are working with a very tight knit community. We want to partner with the

Monroe Public Library as well as local schools, and believe these organizations will be effective partners because people who support the local library and the local schools will want to also support the local farmer's market. People who visit the library and attend the schools have an influential position and many connections throughout the community. We will provide both organizations with flyers to pin around the library and school as well as hand out to people in attendance. Other organizations we want to partner with are the local food shelters and local sporting teams. We want to partner with as many organizations in the community as possible in order to promote working together to help support the Monroe community.

Evaluation Plan-

Ultimately, we will know our campaign was successful by seeing more people attending the Monroe Farmer's Market. For our campaign, we can measure the successfulness by three main components.

The first component will be measuring how many people are attending the Monroe Farmer's Market. The way we will measure this is by having the stands/vendors have short surveys set out for those who are attending. In order to be even more specific with our attendance numbers, we will have the social media intern or another volunteer try and keep track of an approximate number of attendees. The vendors will promote filling out a survey about satisfaction and if they would come back. We could even come up with a coupon deal that if they fill out a survey, they will get something in return (like a vegetable). This will help us get a better idea of a rough estimate of people attending and what they think we can improve upon at the Monroe Farmer's Market.

The second component, will be measuring the numbers on social media. From our social media accounts, we will see the numbers and compare and contrast them. We will be able to measure these numbers but the number of clicks, likes and interaction on our social media pages. From this data, we will be able to analyze it and see what is working for the market and what is not working to bring more people in to the farmer's market.

Lastly, we will measure how much money vendors are making each week by asking the vendors to report their income to us if they are willing. From there, we will compare the numbers to our social media content that we put out that week. We will analyze the content and see what we are doing differently that is working or that may not be working. The money the vendors are making could relate to how much content we are putting out that week. In conclusion, we will measure social media content, the attendance, and the sales of the Monroe Farmer's Market to evaluate our progress.

Budget Consideration-

For our budget, we plan to use a good majority of the money towards hiring a social Media/Digital Content Intern. We plan on having this intern start a few weeks prior to the first Monroe Farmer's Market, 5 months total (20 weeks total). The intern will work 12 hours a week on his or her own time schedule and we will pay the intern \$12 an hour (\$3600 total). The social media intern will manage and work to create the digital content that we put online in order to promote the Monroe Farmer's Market. He/she will create a Facebook, Instagram, and Twitter account for the Monroe Farmer's Market along with sending emails out promoting the Monroe Farmer's Market. He/she will work to promote the first farmer's market two week's prior of the date as well as continue to promote the Farmer's Market throughout the summer with fun,

inviting social media posts. We will then spend \$50 on 500 flyers (\$.10/flyer) where we will plan to hang all over town including the local library, local schools, local stores, as well as put in people's mailboxes. Lastly, we will spend the remaining \$2,350 on different activities at the farmer's market like live music, a jumpy house, face painting, and live farm animals. In order to keep people engaged and excited for each week, we think it is important to have new, fun events that will plan to promote through our different social media accounts.

Timeline-

May:

- Hire social media intern beginning of April
- Train social media intern mid-April
- Have the intern creating content promoting farmer's market in mid-April
- She/he will be creating media post, posting a countdown, creating flyers
- She/he will create a flyer (get ready for farmer's market kind of flyer) and bring it to schools, shops, and around town

June:

- A week before the Market opening, the social media intern will start the countdown (posting what's happening/who will be at the market each day)
- Farmer's Market will start mid-May
- Social media intern will be posting different social media posts each week leading up to each Friday and Tuesday (day before market) about specifics in terms of time, different events, and local farmers featured

July:

- Social media intern will be posting different social media posts each week leading up to each Friday and Tuesday (day before market) about specifics in terms of time, different events, and local farmers featured
- Create another flyer about an event that will be happening at the farmer's market
- Have the intern spread the flyers around to schools, shops, and around town

August:

- Social media intern will be posting different social media posts each week leading up to each Friday and Tuesday (day before market) about specifics in terms of time, different events, and local farmers featured
- Have the social media intern create a challenge on Facebook (the challenge would be a Monroe passport—meaning at every stand/vendor you go to and buy something you get a stamp in your passport), the winner will get a prize (gift card)

September:

- Social media intern will be posting different social media posts each week leading up to each Friday and Tuesday (day before market) about specifics in terms of time, different events, and local farmers featured
- Social media intern keep promoting the passport challenge

Early October:

- Social media intern will be posting different social media posts each week leading up to each Friday and Tuesday (day before market) about specifics in terms of time, different events, and local farmers featured
- We will have another flyer (end of year sale kind of thing) with a coupon for the Monroe's Farmer's market at the bottom of the flyer
- End of September the passport challenge will end

Late October:

- We will announce the winner of the Passport challenge at the beginning of October
- Social media intern will be posting different social media posts each week leading up to each Friday and Tuesday (day before market) about specifics in terms of time, different events, and local farmers featured
- Farmer's Market will end mid October
- Survey goes out to everyone who attended (get their address from the surveys we had at the farmer's market) seeing what they loved about this year and things we can change for next year

Creative Plan

Summary of Campaign Materials and Unified Themes

We will be using flyers to make sure word of the farmers market gets out beyond our audience with social media presence. For example, older folks without social media who meet for coffee or read in the library will see our flyers posted on coffee shop, boutique, and restaurant windows, along with flyers on bulletin boards around town. Flyers are extremely cheap and easy to make, so we will have no trouble producing and distributing a large amount of them. They will be 12 x 8 inches. We think that having these reminders of the farmers market all over the hotspots of Monroe, it will help the attendance numbers.

For social media, we believe we should heavily focus on Facebook because our target audience uses that platform the most. We want Facebook to be interactive and not just contain posts that people skim over and don't get involved. Some plans we have for social media include having the vendors take over Facebook live, create a "passport challenge" (this is when the community goes around and takes pictures with vendors), have a recipe challenge and have the community try it and give feedback. Social media should be run mostly by our social media intern that we hire. We have a very specific calendar of when we will be posting specific things- including things like a "Countdown to the Market" starting in April and the Passport Challenge. We will also use Facebook to highlight our farmers/vendors: every week we will highlight one and eventually create an album with them all at the end of the market season.

The old slogan was "Fresh and Local on the Square", and our revamped slogan will be "Know your Farmer, Know your Food". For this slogan, we will touch on a couple core points. First, using this slogan to get the community involved with local vendors, shops, YMCA, high schools, and other large community players. Another core point for our slogan is will be using this on social media to push people to interact with the vendors. For example, we want to be interactive on social media (like Facebook, Instagram), so we will have the community show the vendors they are following and there will be a reward, such as a free sample or a two for one deal. We will also do a Facebook challenge by taking a picture by your vendor and the person who has the most likes on their picture will win a reward.



THE MONROE FARMERS MARKET

Know your Farmer, Know your Food

Every Saturday of June 2019
9am to 2pm
The Monroe Center Square

Slogan

In order to create more awareness on supporting local farmers and businesses, we have decided to create a short yet catchy slogan - Know your Farmer, Know your Food. We will advertise this new slogan on all media posts as well as the flyers we plan to hand out. The slogan will be effective for our campaign because it is intertwined with the community. We want the people of Monroe who come to the farmer's market to get to know their farmer. This will be a way for them to know where their food is coming from but also gives the the incentive to support someone they know personally.

Explanation of how materials will get attention

For our campaign, we will be creating most of our materials on flyers and social media (Facebook) to get the attention of the community in Monroe. With the flyers the images will consist of bright and vibrant fruits and vegetables. The flyer will have the Monroe farmer's market information on it but it will not be drowning in words. We believe when a flyer has too many words you will lose your audience and they won't read it. On some of the flyer we will have the statistic we are highlighting which is 63% of your community finds it important to support your local farmers. By having this on the flyer it will give an incentive for the people who don't attend to attend because of the social norm. They do not want to be the only one in their community not supporting local farmers or their community. Lastly, our social media intern will be in charge of posting material on Facebook like we have stated This is important because we want to be consistent across our social media front, and having one person be focused and consistent will help our campaign. One thing our social media intern will highlight on/post more

of is videos and pictures. The videos and pictures will consist of people, farmers and vendors at the Monroe farmer's market. By having video of live people at the market it will draw the attention of people who are visual learners. Videos of interactions will be more fun to look at/watch than having a random farmer on a flyer.

Works Cited:

“About Us.” *Mainstreetmonroe*, www.mainstreetmonroe.org/about-us.

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About UniverCity Year



UniverCity Year is a three-phase partnership between UW-Madison and one community in Wisconsin. The concept is simple. The community partner identifies projects that would benefit from UW-Madison expertise. Faculty from across the university incorporate these projects into their courses, and UniverCity Year staff provide administrative support to ensure the collaboration's success. The results are powerful. Partners receive big ideas and feasible recommendations that spark momentum towards a more sustainable, livable, and resilient future. Join us as we create **better places together**.



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