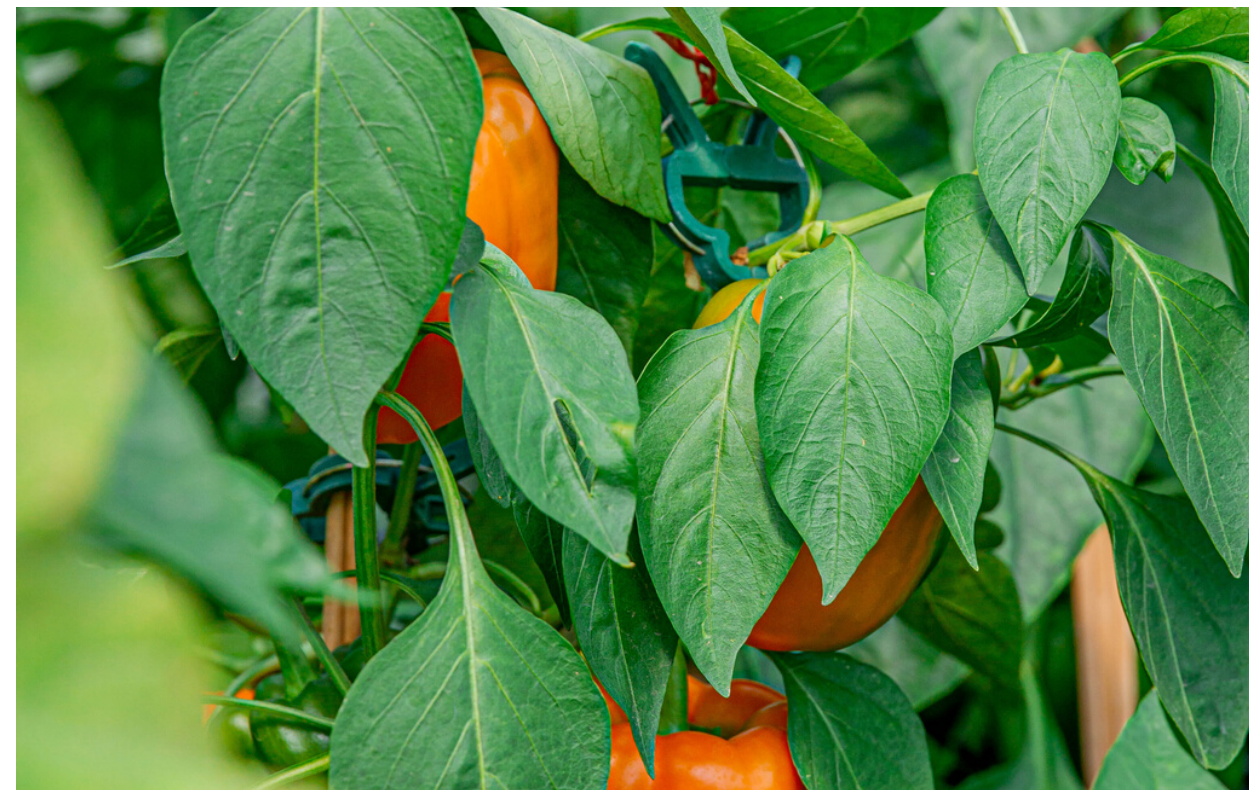




# Open Farm Days

Marketing your Open Farm Days  
Event







# Overview

First steps – Registration and descriptions.

Marketing Materials

Social Media Guide









## Developing your activities

\*All farm visits must include a free tour

## Plan to Sell

Ideas include:

- enhanced tours and experiences
- selling product
- selling meals/snacks

## Communicate

If the customer doesn't know, they won't buy.





# Completing your registration form.

Filling out and creating a complete registration form with descriptions, address and images is a vital part of your Open Farm Days marketing plan.





# What to Include in your Description



## Photos

If you've never been to a farm before, you don't know what to expect. Photo's help people visualize their destination.



## Events

Be clear on what is free (tour of XYZ) and what they will experience



## Paid Experiences

Make sure you write which events will be paid for. Outline products you will have for sale.



## Feeding Growth 2020



### What you can expect

- Entrance to the farm is FREE
- Take an up-close, educational farm tour of the mangalistas for \$5 per person (under 2 is free).  
Tour includes weiner roast and drink
- Lard rendering demonstration
- Come and see the frizzle chicks! They're a rare chicken breed from Asia.
- EH Farms is collecting donations for the Strathmore Food Bank. Please bring a donation if you are able.

The retail store will be stocked with plenty of Mangalitsa meat products to stock your freezer just in time for the holidays.

The farm will be open from 11 am – 2 pm on Saturday, December 14th.

### Tours

Paid tours (\$5 ages 3+) will take place at 11:15, 12:30 and 1:30

Please join us!

## Images

Use of images of the animals that visitors will see (these are from Winter Pilot program and thus, snowy pics)

## Let's visitors know what they can expect

Bullet points can help your visitors know what visitors can expect and why they should visit your farm.

## Important information

Includes dates, times, and cost of experiences.



# Using your Profile

If you include everything people need to know on your Open Farm Days profile, it's a quick and easy way to refer questions, information and easily shared on your Facebook pages





# How does Open Farm Days promote the events?







07

## Tools for Farms

We will walk through tools we provide for farms

## Traditional Marketing

- News releases
- Radio, newspaper and magazine advertisements
- Earned media through interviews on radio/TV

## Digital Marketing

Social media content (blogs)  
Facebook, Twitter and Instagram  
Video and other content creation



# Tools for Farms

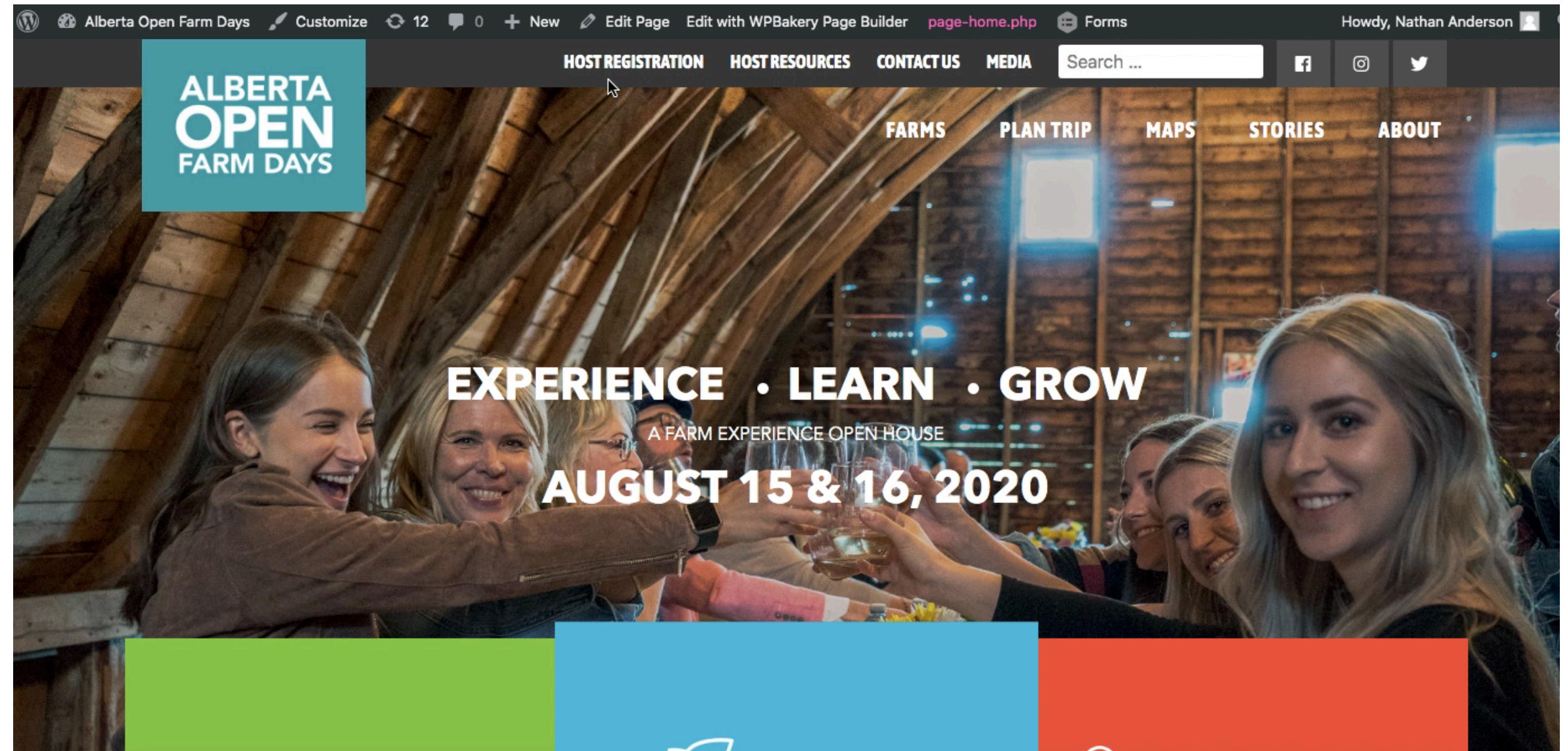




# Host Resources

On the Open Farm Days website you will find a tab called "Host Resources." The password to access this page is "OFD Host"

On this page you will find  
Posters/Post cards  
Agriculture Resources  
Culinary Resources  
Rural Safety Plans  
Farm Safety Check list







# Posters and Postcards

Each participating Open Farm Days farm will receive a poster and approx 100 Postcards. If you need more, please ask.

Alternatively look for the resources in the Host Resources on the website and download the PDF



# Getting Started:

## Planning Calendar for

**ALBERTA  
OPEN  
FARM DAYS**

# Planning Calendar for farms

A handy resource that will give you  
information on timing for your event.



The logo for Alberta Open Farm Days is displayed in white text on a teal background. The word "ALBERTA" is in a bold, sans-serif font. Below it, "OPEN" is in a larger, bold, sans-serif font. At the bottom, "FARM DAYS" is in a bold, sans-serif font, slightly smaller than "OPEN".

**ALBERTA  
OPEN  
FARM DAYS**

## Logo Guidelines

When creating your own graphics, feel free to use the Open Farm Days logo. This lets the consumer know you're a part of the Alberta Open Farm Days community. To keep the branding consistent, there are some rules when using the logo to protect the brand, these are found in the host resources section of the website.





# Traditional Media



## Tradtional Media

TV, Magazine, Newspapers,  
Radio

## Digital Media

Social Media and Google Ads

## Earned Media

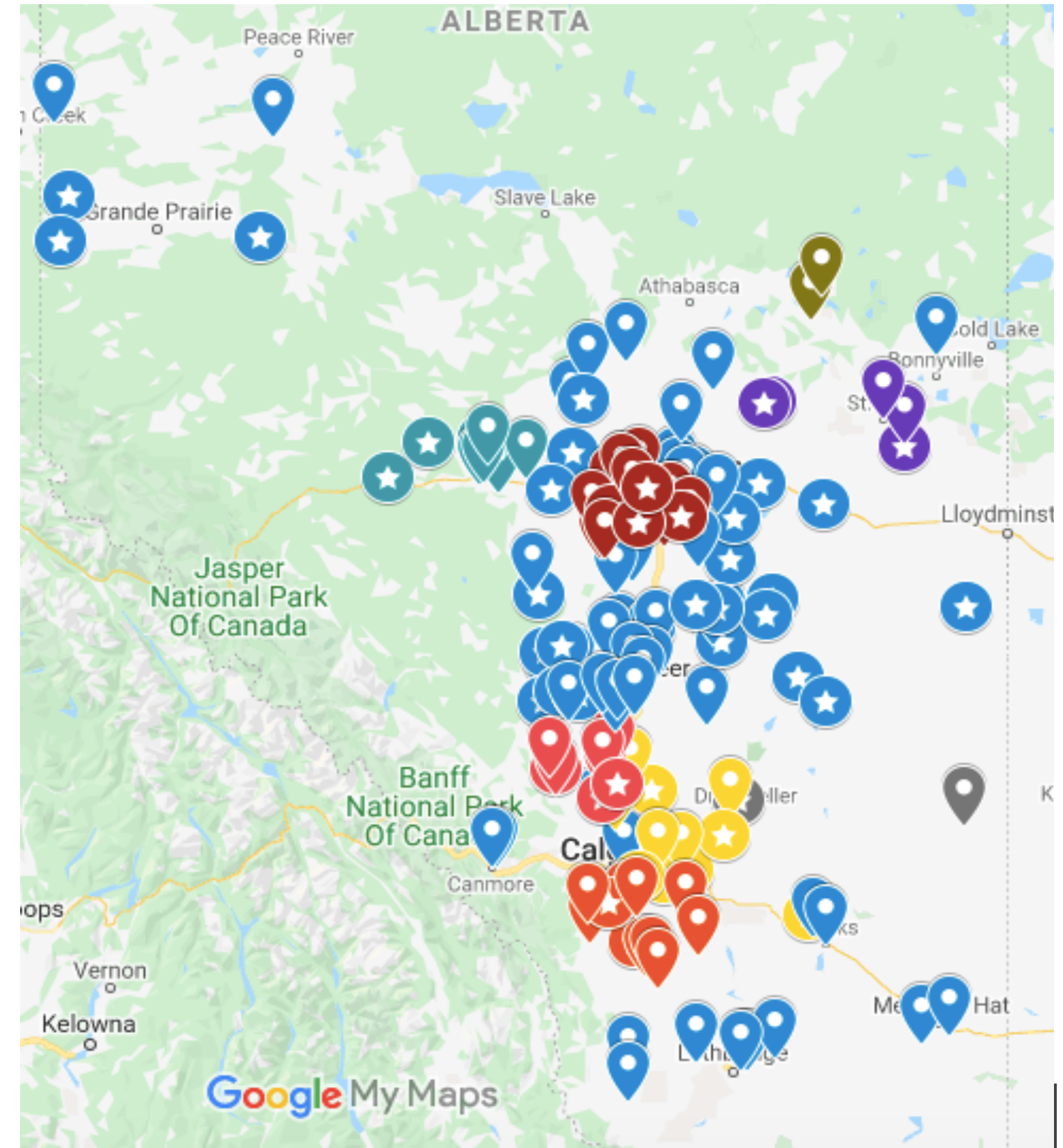
Interviews and articles



# Buying Ads

Once farms have registered, we take a look at the farms by a regions and look into where the local news papers and radio stations are and determine where the best radius would be for our ad spend.

In 2019 we advertised in 55 local newspapers, 11 radio stations and were in all online event calendars for TV (CBC, CTV, Global)





# Digital Ads

We use a local digital firm with a specialty in tourism for our social media and google ads.

In 2019 our social media ads alone had a reach of 615,664 people and 6,588,041 impressions





# Earned Media

Through our media releases and relationships with the media, we are able to have several interviews in traditional media such as radio stations, spots on Global and CBC.






# Marketing your own Open Farm Days event

How you can increase your attendance  
and sales.







# Create your own toolbox

## Use social media

YES! It can be a pain, but it's effective!!!

Social media isn't just for your event once a year, use it year round for sales and keeping in touch with your community.

## Website

You need a website. Why?  
You own your own website! It will have all your information in one handy place.


## Partnerships

Find out who in your community is participating in Open Farm Days. Ask other businesses (breweries) if they want to partner.

## Local Connections

Find out if there's a local Community Futures group that can help or other leaders in your community.





# How to leverage Social Media

## Take lots of pictures

Take ALL the pictures.  
Take pictures when you're  
doing chores, when  
you're baking, when  
you're in the tractor.

## Explain What you're doing

Social media is about  
creating a community.  
Educate as well as sell  
your product. Tell a story.

## Share your community

If a farmer you know is  
doing something great  
(especially if they're an  
OFD farm) share the love  
on your page!

## Know your platforms

Facebook isn't the same  
as Instagram. Instagram  
isn't TikTok. TikTok isn't  
Twitter. Twitter isn't  
YouTube.  
If it's too much ... pick one  
platform and do it well.



# How to Instagram



## Take pictures.

Pictures can include scenery, animals, equipment, product. Make sure the pictures are clear and in focus.

## Tell a Story

Type in your story. It can be simple such as "we are at the farmers market this weekend" or a story about how activities planned for Open Farm Days

## Remember your hashtags

#abfarmdays #ABAgr #Albertaag are good ones to start.

## Instagram isn't a bulletin board

Images that look like flyers are not for instagram





## Prairie Smoke Ranch

Why this account does well:

- Engaging images
- Introduces the people that make the farm run (authenticity)
- Tell a story
- Cute animals
- Hastags





armstrong.acres • Following



armstrong.acres Only a few more months and these fine ladies will have calves on the ground! ✨  
This time of year I can't wait for calving to start... 2 weeks in I can't wait for the end of calving season! 😂 ✨  
What is something you are looking forward to that 2 weeks in your are ready to be done? My #2 is gardening 😊 I love/hate it!

.  
. .  
. .  
. .  
. .

#armstrongacres #farmlife  
#almostspring #anotherdayonthefarm  
#farmlove #cows #cowsofig  
#farmersofig #farming #farm



👤 Liked by capersacres and 46 others

JANUARY 14

Add a comment...

Post

## Armstrong Acres

Why this account does well:

- Great Pictures
- Introduces the people that make the farm run (authenticity)
- Tell a story and asks questions
- Recipes & how to use product
- Hastags
- Humour





## TK Ranch

Why this account does well:

- Amazing Pictures
- Talks about the land
- Educational
- Tells incredible stories
- Sells without "selling"
- Hastags



tkranchalberta • Following  
TK Ranch



tkranchalberta The last couple of weeks have been busy. I often dream of having a mid-day nap like these comfy sows. Lots of people have been looking to stock up and we've been happy to help. We still have quite a bit of stock on hand and are replenishing our inventory as quickly as possible. Lots of people have been asking when we will have more chicken and I'm happy to report it'll be available to order for our April 10th delivery date :). Our no-contact delivery service has proven to be popular and certainly fits with proper social distancing protocols. So if you are looking for a local supplier of nutrient dense and delicious meat products please give us a try :). <https://tkranch.com/shop/> .



Liked by thehardengarden and  
122 others

5 DAYS AGO

Add a comment...

Post



# How to Facebook



## Take pictures.

Photos do well (Similar to Instagram)

## Share a Link

This can be your online store or your link to your profile on Open Farm Days.

## Create an Facebook Event

Facebook events are a great promotion tool. Include address, and description of event to be found.

## More leniency on types of images.

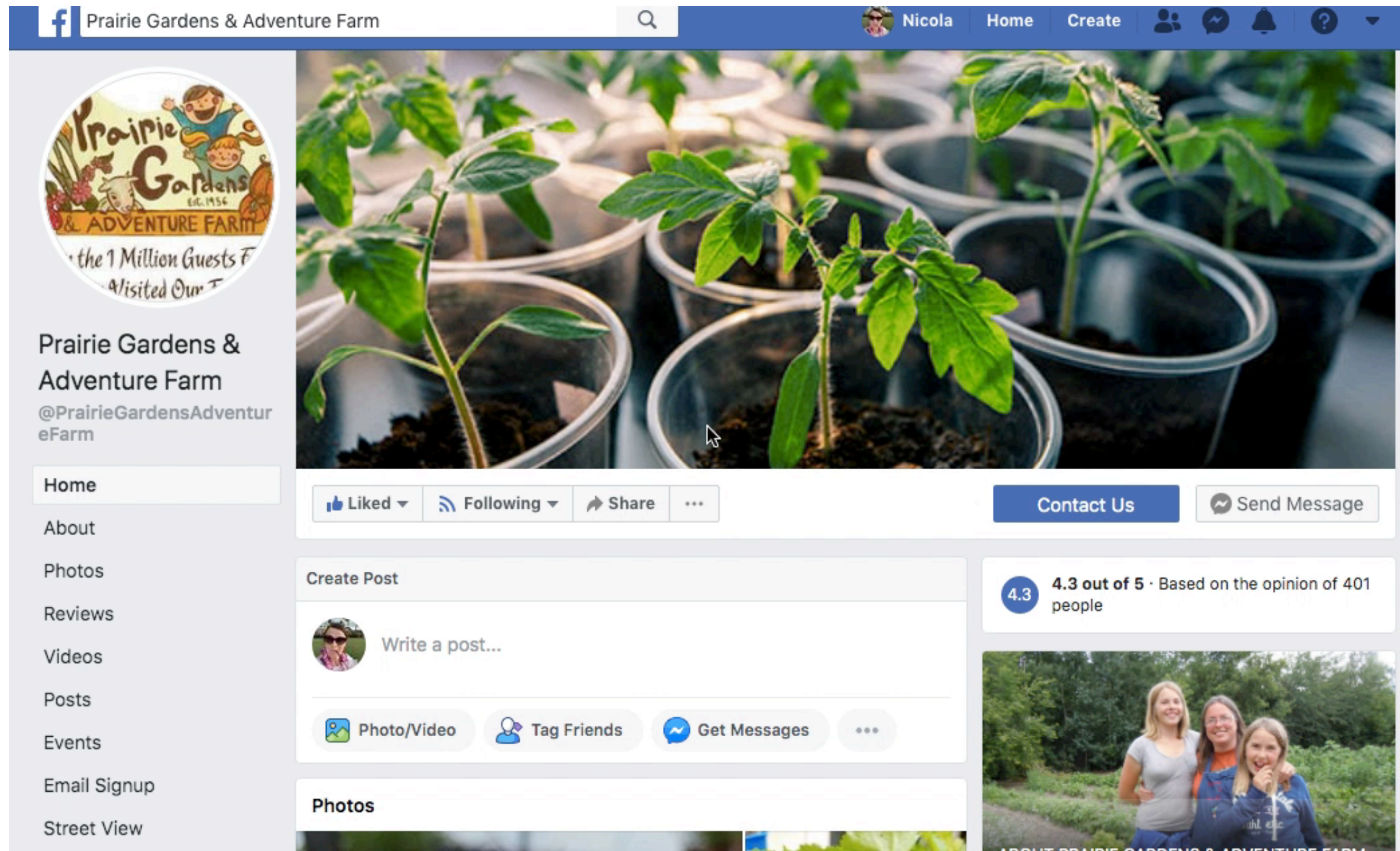
Images that look like flyers are not for Instagram



## Prairie Gardens

Why this account does well:

- Uses all of the Facebook tools such as events, map, full description, website,
- Talks about products
- Educational
- Partnerships with other businesses
- Sells without "selling"





# Social Media Tips



## Profile Image

Should be your business logo. Always. The cover photo (top of the page on Facebook) can be changed for seasons/events.

## Videos

Use videos, polls or any of the other forms of content to engage with community.

## Engage

If a customer writes on a post, reply to them. You should also comment on other pages as yourself or your page.

## Be yourself

Use humour, keep it light, show the people around you.



# Marketing Tools



## Canva

Create posts for social media or posters for your events.

## Squarespace (Or Google My Business)

Easy to use to create a website.

Approx \$10/month + cost to buy domain name.

## Display Purposes

Search hashtags for use on Instagram.

## Community Searches

Take a look at what everyone else in your industry is doing on social media. It's FREE and keeps you up on trends



# Next Steps



## Find your “what”

Work on your event descriptions, your customer journey and what you’re going to sell.

## Start Marketing

Start building your audience, not just for Open Farm Days, but for today.

## Community

Connect with community partners

- Other farms/Businesses
- Local community Leaders



# Lastly

Email me: [nicola@albertaagsocieties.ca](mailto:nicola@albertaagsocieties.ca)  
for marketing help or questions.

Join our Facebook group for Open Farm  
Days Hosts

Tag us on Instagram for community  
shares on Instagram Stories on Friday

