

Marketing Your Farm or Ranch Products

DEFINING YOUR BRANDING

BRANDING IS...

...about sending a consistent message to your customers about who you are, what you do, and what makes your products unique. This is done through words, images, and design.

DEFINE YOUR BRAND

1. Look at other brands and narrow them down to a few adjectives

- Look at the websites and Instagrams of other small producers you follow (go to eatwild.com or localharvest if you can't think of any). What adjectives come to mind when you look at their stuff?
- Look at the content of big food brands, such as Epic, ButcherBox, Crowd Cow, Thrive Market, Kettle & Fire, Larabar, etc. How do they brand themselves? What adjectives come to mind? Try to summarize each brand in 5 or so words.

2. List a series of adjectives for your brand

- List 10-20 adjectives that you think might fit your brand + values. You'll narrow this down later.

EXAMPLE ADJECTIVES

homey, wholesome, gritty, clean, adventurous, pure, fresh, bright, happy, warm, authentic, rustic, modern, simple, homespun, colorful, primal, elegant

REFINE YOUR BRAND

1. Narrow down your adjectives based on your ideal customer and your values

- Think about which adjectives would appeal most to your ideal customer. Cross out anything that wouldn't resonate with them. Note: if you haven't picked your ideal customer out, go back to this!
- Think about which of the remaining adjectives really fit your values. Which of these words resonate with you? Which of them describe your business? Cross out anything that doesn't fit.
- By the end of this process, you should have your adjectives narrowed down to 4-6 that really fit your personal values & your customer's values.

CONVEY YOUR BRAND

1. Colors + Images

- For each of your adjectives, pick one color that conveys that feeling. If you're having trouble with that, try googling your word and see what kind of pictures pop up. Eg., if you google "happy image," what pops up is a lot of yellow colors.
- Now think of images that convey that feeling. Again, google can help. Make a list of images that you'll need to convey that adjective.

1. Messaging

- Your words convey your brand as well. Sometimes you can actually use the very adjectives you've selected (eg., "fresh veggies from our farm"). Other times you can imply those adjectives through other colors.
- Additionally, all your messaging should always work to convey three things: who you are, what you can do for them, and why you're different. Any other text is superfluous.