



Great Lakes Fruit, Vegetable & Farm Market EXPO Michigan Greenhouse Growers EXPO

December 10-12, 2019

DeVos Place Convention Center, Grand Rapids, MI



Farm Marketing II

Moderator: Garrett Ziegler, Michigan State University Extension

- 2:00 pm Making What's Old New Again: Refurbishing Buildings for Profit Centers
- Tom Dull, Dull's Tree Farm & Pumpkin Harvest
- 2:40 pm Selling More Produce Through On-Line Sales
- Ruth Ann Roney, Tuttle Orchards
- 3:20 pm Animal Liability: Who is Responsible?
- Elizabeth Rumley, The National Agricultural Law Center

Selling More Produce Through Online Sales

Ruth Ann Roney, Tuttle Orchard, Greenfield, IN

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- Online sales creates an opportunity to pre-sell product, as well as, market events.
- Online sales reaches an audience that we don't traditionally reach.
- Online sales streamlines things for our staff.
- Online sales helps eliminate wasted produce.
- Online sales sells more stuff!

Ways we acquire an online sales customer:

- Use Facebook Product Ads for specific produce available on a themed day (peaches for peach day). Once they purchase the items, they receive further info about the event that is happening the same day they pick up their items.
- Use JotForm to collect "orders" for things like pickles or canning tomatoes that are not always available on a specific date. They sign up and say when they are available to pick up and what they are ordering, and then someone from the store lets them know when their order is ready.
- Use Canva to create graphics about events such as "Peach Day," and then use those graphics to promote the event and encourage people to pre-purchase their produce. Facebook Ads for Events.
- Use Facebook Lead Ads for promoting CSA program. Captures their email address and then Active Campaign sends them a 5 day email "Tour" of the CSA program. This often leads to a sale.
- Use Active Campaign to send emails to those who purchased a certain product last year (you can group people by past purchase history in Square or WooCommerce).
- Use specific pages on the website to collect email addresses about that topic (for example sunflowers on sunflower page or canning tomatoes on canning tomatoes page). Then when products are available we can email specific list of people who are interested.

Tech we Use:

- For email: Active Campaign (linked to our Square and Woocommerce account to import names). Referral link: <https://mbsy.co/activecampaign/32015133>
- For online store: WooCommerce as a part of Word Press Website.
- For welcome mat email sign ups on website: SumoMe Plugin + Active Campaign
- For email sending in bulk through WooCommerce (so they don't end up in spam because they are sending from regular Gmail account): Spark Post
- For Facebook Lead Ads Linked to Active Campaign: Zapier.
- Jot Form: for creating interest forms for items such as pickles, tomatoes that are not available all the time.
- Canva.com: for making graphics and menus

Questions? You can email ruthann@tuttleorchards.com