

# Marketing for All

## Adaptable Marketing Training for Small Farms

### **Marketing Basics**

We'll talk Product, Price, Place, and Promotion as well as key variables specialty crop marketers should consider.

### **Social Media Basics**

This intro course shows how small businesses can use social media to reach new customers and learn about what their clients want.

### **Basics of Web Design**

Designing simple professional online content is now possible for even the most computer illiterate among us. We touch on principles and tools to get you going.

### **Hands-On Visual Merchandizing**

We take a show-don't-tell approach to learning about display design. Participants can brainstorm and discuss the merits of different designs in a hands-on workshop.

### **Market Signs That Work**

Whether you are getting people to your market or business or trying to communicate with them once they've arrived, this workshop can help.

### **Identifying and Exploring New Markets**

There are pros and cons to every market channel. Learn how to find and compare opportunities to grow your business.

### **Understanding and Using Analytics**

Big companies collect BIG data. Learn how you can leverage their technology for your business.

### **Record Keeping for Specialty Crops**

It's not the most exciting course on the list, but record keeping tells you how your business is doing. We focus on basics and making small changes for big results.

### **Using Price Data to Make More Money**

Once you've figured your costs, how do you set your price? We show how to use CCD price data to make sure the price is right.

### **Value-Added Product Development**

Value-added production is one of the big steps many of our producers take. We make sure you know the lay of the land before you get started.

### **Accepting More Than Just Cash**

Customers don't always carry cash any more. We take a look at how and why you may want to think about taking plastic.



Each training lasts ~ 1 hour.

Mix & match topics to meet your group's needs.

To schedule: [email brett.wolff@uky.edu](mailto:brett.wolff@uky.edu) or [call 859-218-4384](tel:859-218-4384)