

# Low Cost Marketing Strategies

Daniel Rivera

[adkfarmerdan@gmail.com](mailto:adkfarmerdan@gmail.com)

518-302-1828

# About Me



**HOME**

*is where the heart is*

**MY BLOG**

*updated weekly*

**ABOUT ME**

*and the journey*

**CONTACT ME**

*let's collaborate!*

Living local food, farming and the artisan lifestyle in the Adirondacks



Starting a small farm from scratch  
in the Adirondacks



Combining a Love of Place with a Passion for Artisan Fare >



WHAT  
ARE  
YOUR  
GOALS



# Purchasing Process

- Problem / Need Recognition
- Search for solutions
- Evaluate the alternatives
- Make decision to purchase



# Helping You Reach Your Goals

- Create Awareness
- Build Credibility & Your Reputation
- Offer Outstanding Service



# Creating Awareness Online

- Your Website/Blog
- Getting your business listed
- Social Media\*



# Your Website

- It's a mirror of your business
- Needs to be maintained  
*(Like soil, it needs love too!)*
- Make it work for you *(not you work for it!)*

“Most important piece of marketing real estate you own.”



# Get Listed Online

- Google Places – [www.google.com/places](http://www.google.com/places)
- LocalHarvest.org
- RealTimeFarms.com
- Adirondack Harvest
- Breeders Directories
- FarmPlate.com (\$17/mo.)

Getting listed builds quality traffic to your website.





# Build Credibility

- Create helpful & educational content
- Peer recommendations
- Link Referrals / Testimonials

“The best marketing is helpful & educational in nature.”

# Adirondack Food Network

Connecting local food to local folks!



[home](#) [local folks](#) [join the discussion](#) [events](#) [spread the word](#) [about us](#)

## OUR MISSION

The Adirondack Food Network is a community dedicated to promoting local food, sustainable farms, farmers, and the homestead community that nurtures us all in the Adirondacks and North Country region.

## WELCOME!

If you are interested in savoring the flavors of the Adirondacks and North Country bounty of New York State, then you're in the right place!

[Learn more >](#)



Welcome to  
Adirondack Food Network

[Sign Up](#)  
or [Sign In](#)

Or sign in with:



Join today! Then "dig in" and learn how to make the most of the Adirondack Food Network.

## FORUM



[Winter Farmer's Market](#)

**2 Replies**

How have you enjoyed this year's Winter farmers markets?

[Continue](#)

Started by Daniel Rivera. Last reply by Kimmy Rivera Mar 5.

## LATEST ACTIVITY



[Daniel Rivera](#) posted a status

"Pre-Season Direct Marketing Training: Coming up this Saturday for Clinton & Essex Counties: March 16th Ausable Grange <http://ning.it/13ROtX2>"

## EVENTS

[Maple Weekend](#)

March 16, 2013 at 10am to March 17, 2013 at 4pm – Various

[Seed Starting Workshop](#)

March 16, 2013 from 10:30am to 12pm – Bluseed Studios

[+ Add a Discussion](#)

You can market your farm on this site!

## BLOG POSTS



[There's nothing like the taste of REAL Maple Syrup](#)

Posted by Yvona Fast on March 4, 2013 at 11:01am — 2 Comments



[SCOTT MILLER IS NOW A MEMBER OF ADIRONDACK FOOD NETWORK](#)

Tuesday

[Welcome Them!](#)



[Kathleen Finnerty and Betsy Hodge](#) joined Adirondack Food Network

[Pre-Season Market Trainings](#)  
March 24, 2013 at 10am to 12pm – Various

[Pre-Season Market Trainings](#)

March 30, 2013 from 9:30am to 3pm – Franklin County Emergency Services



# Offer Outstanding Service

- Combine your online and offline world
- Keep your website updated
- Share quality and timely information

“Your Service is your Marketing.”



# Social Media

- Share amazing stuff!!!
- Be Helpful
- Build a relationship with your “likes”
- Works for Awareness / Credibility / Service

“Get your fans to do the sharing for you.”



# Power of Exponential Reach

1 Post

100 fans

(likes, followers, etc...)

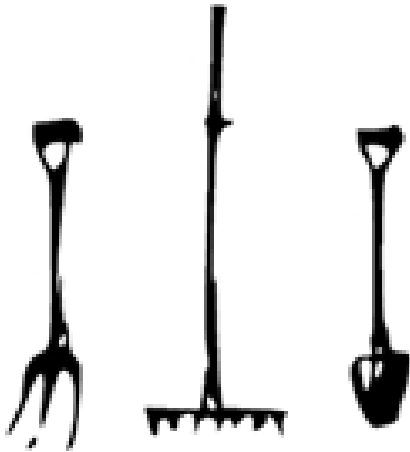
10,000 folks

1,000,000 folks

Resources @

<http://adkfarmerdan.com/marketing>

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