



# The Park Wife

MY LIFE... JUST A WALK IN THE PARK

LIVING LIFE ON A STATE PARK... ADORING WIFE AND MOM TO 2 LITTLE BUCKAROODS

est. 2009



**Who are You?**

**What is your message?**





# What is Branding?

Think of branding as predefining what your farm/agribusiness is all about in the minds of your customers.

Good branding differentiates your products and services in a positive way that really sticks in the minds of potential customers.

It instills confidence, creates loyalty, and many times can command a premium price.





# First Things First:

- A Brand Name
- Tagline
- A logo that make you stand out in a crowd.





## Great brand names:

- Are emotional
- Stick on the brain
- Have personalities
- Have depth to tell stories and communicate with
  - Be original
- Avoid names that are hard to spell.

As soon as you pick a name for your farm, secure a domain name that is consistent with your brand name. You should also research trademark availability.





# Taglines

- Make it relevant—for today, tomorrow and well into the future. Think BMW, "the ultimate driving machine."
- Test the water—ask existing employees and customers before fully implementing it.
- Keep it short—7 words is the most you get if you expect a consumer to log it in their short term memory, but 3 or 4 words is much better.
- Make it unique—try putting your competitors name in with your tagline, if it works, it's no good.
- Finally, don't think that your tagline says it all—support it with quality products and a sound marketing strategy.





# Logo

Keep in mind that a powerful logo design:

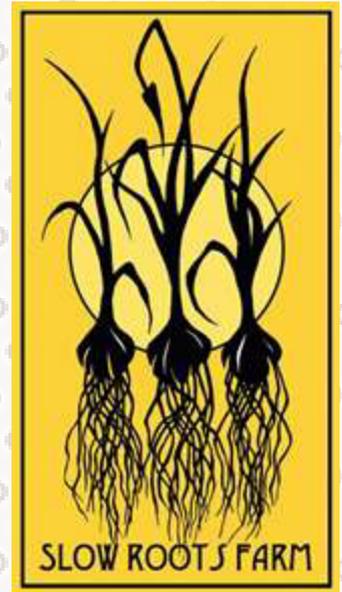
- has a strong, balanced image with no little extras that clutter its look;
- is distinctive and bold in design, making it easy to see at a glance;
- has graphic imagery that looks appropriate for your business;
- works well with your company name;
- is done in an easy to read font;
- communicates your business clearly; and
- looks good in black and white, as well as in color.

Put it on EVERYTHING!





Southern Belle  
Farm Chick  
of Rockwell Farm



MAUNAWILI  
GREENS

Granddaddy's  
Farm

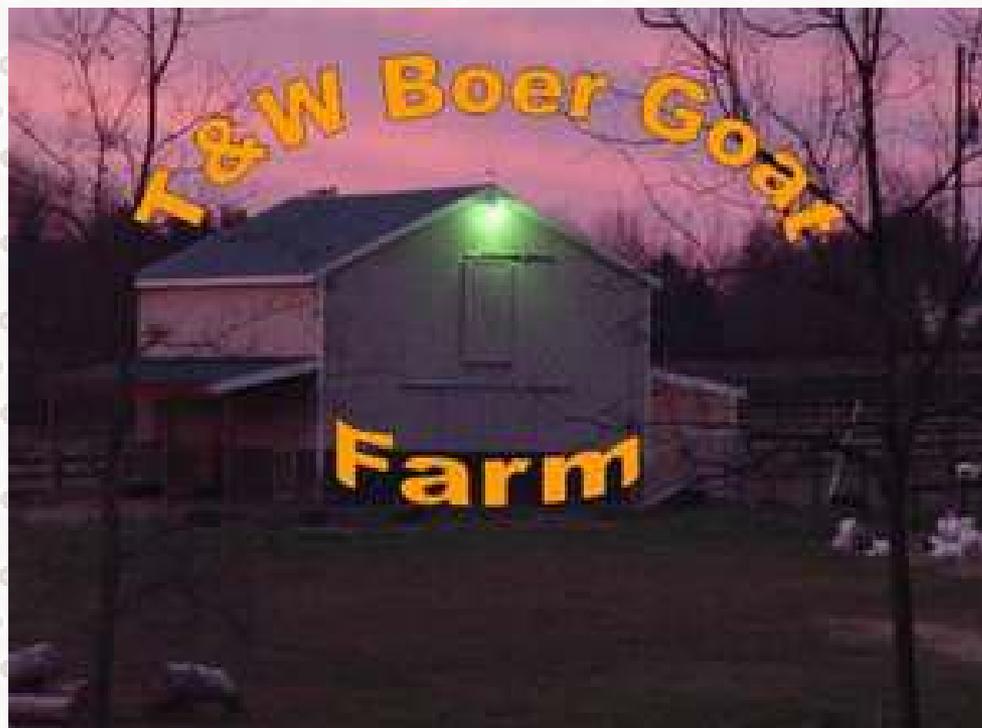


JUNIPER MOON





Not so good.





# Know your brand identity. Write a brand statement.

This exercise will help you target the keywords to write a brand statement which you use on all promotional material and when talking to reporters and friends at the corner store.

Be authentic!





# Develop Your Unique Voice

Very important, especially when we  
get into social media.

Let your personality show.





Know Your Audience.

Be consistent.

Honor punctuation and  
grammar rules.





## Build Trust.

Be accessible, approachable and willing to talk about your farm with passion.





**Promote  
Yourself!**





# Every Farm Must Have A Website

If you seriously want more people to come to your farm or ranch, you need to know this about the World Wide Web:

- 85% of today's customers rely on the internet for travel information
- You can develop a website for very little investment
- Your website is working for you 24 hours a day, seven days a week telling your customers your products, business hours, ripening season, special events, and directions right to your door.





# Public Relations

- Press Kit – Includes a press release with usable quotes that can be pulled and attributed directly to the farmer, a farm fact sheet, farm bio sheet, photos of the farmer/s and their farm, a brochure for the farm. PDF, not print.
- Website
- Social Media
- Email, E-newsletters
- Practice your elevator speech.
- Be an Expert





QUESTIONS?

