

DIY MARKETING:

PROMOTING YOUR FOOD AND FARM BUSINESS



WORKSHOP I

Shout it from the Rooftops: DIY marketing made fun, efficient, and cost-effective

Sat. January 20, 2024
10 a.m.–3 p.m. | Room A229
\$35 includes lunch

[Register here](#)

Marketing your food or farm business is a lot like tending a garden: you know it needs regular time and attention, but the work can feel overwhelming. But just like gardening, when we break marketing down into smaller pieces, it starts to be more manageable and it's not long before you see results.

In this workshop, we will unpack the basics of marketing and explore different low- and no-cost strategies including websites, social media, and email. Learn the latest trends in digital marketing and try out some of the simple, yet professional tools you can use to market your business—including how to easily make your own website. Finally, we will spend time creating step-by-step marketing plans to help grow your business.

Participants are encouraged to come with questions, so we can orient learning towards shared challenges.

WORKSHOP II

Lights! Camera! Action! Making the most of video to tell your story

Sat. February 10, 2024
10 a.m.–3 p.m. | Room A229
\$35 includes lunch

[Register here](#)

We all know a great story when we hear one, but telling your own story can be a struggle, not to mention when doing it on camera. Yet with a little practice and a little know-how, these are skills we can all learn and use to market our businesses.

In this workshop, we will develop skills both for telling stories and for producing engaging short-form video content. We will first explore different storytelling techniques and practice strategies for sharing with different audiences. Next, we will take a deep dive into producing video content, offering tips on staging, directing, recording, lighting, and more. We will also share guidance on cost-effective equipment to help with video production.

Throughout the workshop, participants will have hands-on experience with equipment, and leave with new skills, tools, and insights for sharing their stories. Attendees need no prior knowledge to participate.