



Clemson Farmers Market

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Clemson Farmers Market

Partnered with Clemson Area
Chamber of Commerce

The Clemson Farmers Market began in 2010 and has continued to take place at the end of Patrick Square Village Green.

The central mission is to “foster and promote economic growth and vibrant communities through information, service, and advocacy”.

Main Problem: Not getting as much attention as it deserves!

They currently promote their events through...

1. Facebook
 2. Instagram
 3. A page on the City of Clemson, SC website
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SWOT Analysis

Internal Strengths

1. **Locally owned** business (consumer attitudes)
2. Only **\$50 to be a vendor** (fair and affordable prices for mutually beneficial relationship)
3. Owns a **large outdoor venue**
4. More of **an experience** than shopping at grocery stores
5. Currently has an **Instagram with ~495 followers**
6. Currently has **~3,500 followers on Facebook**
7. **Less than 10 minutes from campus**

Internal Weaknesses

1. **Low social media engagement** (Facebook)
2. **Power struggle with management** (current management is territorial)
3. **Day and time of market** (many families and college students do not have time from 3-6 on Thursdays)
4. **Has not posted regularly on Instagram** (last post from November of 2019)
5. **Posted extremely regularly on Facebook in August but has not posted since**

External Opportunities

1. **College students** nearby (clubs, organizations)
2. **Food trucks and musicians** in the nearby area that can come for events
3. **Visually pleasing website** to find information

External Threats

1. **Competitor farmers markets** in Seneca, Anderson, and Pendleton
2. A lot of **other businesses at Patrick Square**, such as food places (Joe's NY Pizza)
3. **More convenient ways to buy groceries and produce**



Target Market: College Organizations

(1) Sororities

- Females, ages 18-22, looking for events with their sisters
- Sororities at Clemson University typically **engage in events every semester** to showcase their sisters bonding
 - ◆ Some of these events include **sisterhood retreats** and **new member retreats**
- There are **250-300 members** in each sorority

(2) Clemson Food Collective

- Interested in providing sustainable foods options
- **Work with various food businesses to create events** involving members



Reasons Why We Chose College Organization Members!

- They are **looking for events** that we can offer
- These organizations meet **less than 10 minutes away** from Patrick Square
- Many students are becoming more **health conscious** (vegetarian and vegan options)
- These students are **tech savvy** and will be able to create User Generated Content, like Instagram posts, promoting the farmer's market
- Sororities have a huge amount of members and are able to **increase market attendance**
- Clemson Food Collective consistently **organizes events related to food**
- Clemson Farmers Market offers **affordable options**, suitable for college students



Big Idea

To encourage students to come together and create **memorable experiences** and to then **promote these online via their own content**

By gaining the college student market and increasing attendance, we will **foster both economic growth and community development.**



Message and Positioning for the Market

- The Message: "Support **local & small businesses** while creating **Clemson memories!**"
- Clemson students and organizations are **looking for experiences and memories** while attending Clemson, and a lot of individuals of our age demographic are **encouraging of local & small businesses**.
- Adapt the image of the farmers market from product-based to more **experience-based** for college students to enjoy
- Promote **live music, games, and new vendors and food trucks** on social accounts
- If college students have a favorable **experience**, they will be **motivated to post** about it.
- Promoting **ice cream socials** and **concerts** will position our market as event-focused and **experience-focused**, giving us a competitive advantage compared to other local markets that merely focus on the products.
- Organizations will use this same message of creating memories while supporting local business to **promote themselves on social media**, resulting in a positive awareness of the market.
- We are the **closest farmers market** to campus, meaning we are positioned as the most **convenient** option for college students wanting to visit a farmers market.
- If possible, changing the day and time to **Sunday from 12pm to 3pm** will allow more attendance among college students and families.



Advertising Appeals & Execution Styles

- **Feature Appeals** focusing on memories made at the farmers market, promoting features of attendance like **concerts, food trucks, and games**
- **Favorable Price Appeals:**
 - posting on our socials about **free games and concerts** as well as affordable products
 - posting on our social media about **discounts** to student leaders who persuade their organization to attend an event and a **\$50 giveaway** to one random member of an organization who tags us in a social media post following attendance at our event
- **User Generated Content** from the college students who attend as well as their organization's page
- **Testimonials** and **demonstrations** of events through **User-Generated Content**, focusing on **feature** and **favorable price** appeals by posting memories formed by their free and affordable experiences at the market



Media

Digital Media

- **Create our own, personalized website** (EX: www.sodacitysc.com) distinct from Chamber of Commerce
- Consistently post on **Instagram** and **Facebook**, especially before and after Clemson organization events are held at the Farmers Market
- **Voice any changes of date and time**

Sales Promotion

- **Student Ambassador Program**
 - ◆ **Recruit student leaders on campus** (sorority sisters in charge of sisterhood events, presidents of other clubs like the Clemson Food Collective) in exchange for **discounts** if they are able to persuade their organization to attend, as they will post about the events and bring attendees, building awareness

Personal Selling

- Have vendors **demonstrate the process** of how their product is used in **recipes** and post Instagram and Facebook videos of this!
- Post videos of college students interacting with vendors to **create a positive experience** (making caramel apples, picking pumpkins, creating jewelry)! This is advertising for organizations to see how well we engage college students at our events to further **promote their attendance**

User Generated Content

- Encourage market attendees to **share pictures of their experience** to Instagram and Facebook
- **Post about \$50 giveaway** to one randomly selected club member who posts a picture and tags us following an event, allowing us to build exposure

Sororities: User Generated Content (Instagram stories)

Sisterhood event
tonight @ Clemson
Farmer's Market!

@clemsonfarmersmarket
#supportlocalbusinesses



Had the best time picking
pumpkins <3
@clemsonfarmersmarket



Offer \$50 giveaway to one
randomly selected sister who
posts a picture and tags Clemson
Farmers Market (builds exposure
and one sorority can have
anywhere from 200-300 sisters!)

Building brand awareness
via sorority instagram
stories



Clemson Food Collective: Additional User Generated Content

- (1) Clemson Food Collective Instagram Story for Event
- (2) Follow followers of Clemson Food Collective, as these followers most likely live in Clemson and favor sustainable foods
- (3) Social media posts following event by attendees, tagging Clemson Farmers Market



***BRAND AWARENESS AND
LOYALTY***



Clemson Food
Collective Presents...



EATING LOCALLY AT CLEMSON FARMERS MARKET



Shop inexpensive produce & support
small businesses!

Free music and fun games provided!

Sunday September 24, 2021
12-3 PM



Measuring Performance through Metrics

Social Media

- Record / measure social media metrics, such as **engagement, impressions, and click through rate**
- Measure how many **additional college students** follow the Instagram due to an organization's story post of the event
- Monitor these metrics regularly, comparing results every month to determine what worked and what did not (**trial and error**)
- Monitor effectiveness and evaluate what should be improved to **create a better digital experience** for both college students and their organizations as well as families

Physical Metrics

- Create a system where vendors log **how many attendees** they sold to that day (families as 1 person)
- Offer **questionnaires** when people leave that record basic demographics as well as satisfaction relating to both the experience and the products and recommendations for how we can do better



Pricing & Product Enhancements

- The price of \$50 charged to each vendor is fair based on past attendance.
 - ◆ **Change the price after the campaign has proven itself to be successful**, as higher attendance is more valuable to the vendors' success and they will be willing to pay more!
- As for product enhancements, create a **consistent theme** based on the season and **encourage vendors to shape their products and services around a central idea**
 - ◆ Near the beginning of football season, find an organization that wants to hold an outside event for their members and create a Clemson football themed event. Encourage vendors to set up their location with Clemson decorations, encourage them to have tailgate related food and products, and create the tailgate experience through games like cornhole and live free music!
 - ◆ Do this consistently for every themed event with an organization. Create fall events relating to making caramel apples and pumpkin picking, or even summer events utilizing water games as well as fresh summer produce and free ice cream.



Thank you for your time, Merritt!

We really appreciate you
and your drive to reach
Clemson Farmers

Market's highest potential!

Works Cited

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