

MARKETING PLAN

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1 Product Assests

PRODUCT SUMMARY

The product is a newsletter aimed at assisting farmers and producers with their newsletters. [The Beet](#) gives them an easy opt-in for subscription due to the fill-in-the-blank style of the newsletter. It's completely customizable for each subscriber, so they're able to tailor it to exactly what their needs are.

VALUE TO SUBSCRIBERS

The free and paid versions of [The Beet](#) offer seasonal recipes and ad-lib style content.

LONG-TERM GROWTH

Newsletters are always evolving and adding new content. There will be tips for storage and meal planning, videos on how to use certain substack features, a photo gallery and seasonal harvest guides.



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PLATFORMS, APPLICATIONS AND PARTNERSHIPS

Substack allows publications authentic reach based on content and viewership. Additionally, the use of other social media platforms like Facebook, Instagram and LinkedIn will assist in the outreach of the publication. Eventually, the newsletter will have its own YouTube channel for the how-to videos.

In Essex County, the region that the newsletter is targeting within New York State, there is a Google Group called Farmer To Farmer: Essex County. This group was facilitated by the [Cornell Cooperative Extension of Essex County](#). The group is a forum for farmers to contact each other for various reasons, like selling livestock, job opportunities, grant application information, and much more.

Furthermore, [Adirondack Harvest](#), a program of CCE of Essex County, connects farmers with their communities across the Adirondack Park. The program gives communities the chance to learn and understand where their food comes from.

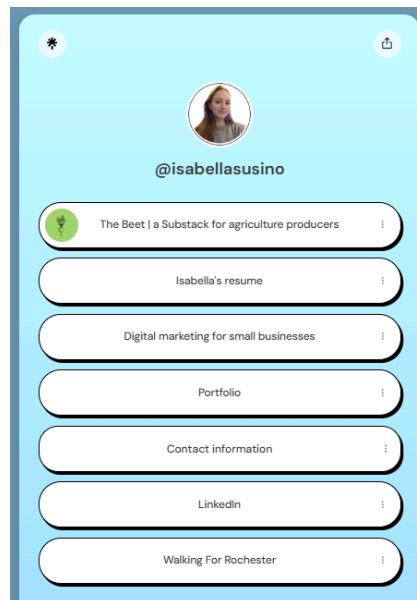
Other programs include: [Harvest New York](#), a program that links consumers and producers in Local Food & Supply Chain Management, Urban Agriculture, Community Gardens, Emerging Crops, Ag Climate Resiliency; and [Cornell Small Farms](#) which is a part of the College of Agriculture and Life Sciences that assists in small-scale farms build capacity, revitalize communities, supply the regional food systems, and foster ecological resilience.



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NETWORKING

Many farmers are wrapping up the summer farmers' market season, with some moving to indoor markets for the winter. With my current position as the Adirondack Harvest Program Lead, it allows me to connect with farmers on a deeper level - offering them a service that helps with their business and time. Another plus is that I work at the farmers' markets, and am able to network with farmers for both Adirondack Harvest, and for my own freelance efforts. Below is my business card with the QR code that goes to my Linktree, where my portfolio and freelance services are located.



TRACKING ANALYTICS

Substack offers publications the ability to track their viewership, click-through rates, comments, likes and republishing. For each social media channel, they also allow for analytics tracking and follower growth count.

