



**Foothills Farmers' Market  
2009 Proposed Marketing Plan**

*Presented to the Steering Committee February 16, 2009*

1. Target Market Identified

- a. Residents of Cleveland County
- b. Low income residents – the Health Department is doing more to educate clients about healthy eating and what to do with fresh produce
- c. City and County employees – Shelby is a Fit Community and Cleveland County employees are encouraged to improve lifestyles to include healthy choices.

2. Advertising

a. Local

- i. Shelby Shopper ¼ page 6 times ..... \$1500
- ii. Shelby Star 3 ads (maybe room for negotiation) ..... \$350
- iii. Shelby Utility Bill Mailing ..... \$200
- iv. Whats Up Shopper ½ page 5 times ..... \$500
- v. WADA 1390 local radio 10 second spots for 3 months ..... \$300
- vi. Gateway board at Pleasant City ..... \$350

b. Regional

- i. Foothills Spotlight..... \$200
- ii. WGWG Radio ..... \$200

c. World Wide Web

- i. Keep website updated
- ii. Post recipes on website
- iii. Newsletter sign up on website
- iv. Send monthly newsletters with a recipe, what's in season, what to expect at the FFM next month
- v. My Space with a blog
- vi. Facebook with a blog

3. Publicity

a. Cleveland Headline News

- i. Talk of the Town
- ii. Around Town

b. Shelby Star

c. Foothills Spotlight

d. Newsletter

e. Special events

- i. Health Department market days
- ii. Arts On The Square and Foothills Merry-Go-Round Festival
- iii. Shelby Fall Festival and Livermush Expo