

HYPERLOCAL MARKETING IDEA

CERTIFIED LOCAL MARKET EXPERT

Engage Your Farm and Build Business Awareness!

People like free stuff. Business owners love new people coming into their shops. You can be the one to make both groups happy, while making the economy of your farm stronger.

Host a scavenger hunt. Enlisting about 15 businesses to take part (and each invest \$100) in a month-long scavenger hunt will allow you to offer great prizes, engage your farm, provide a fun activity, and be the central location, which will build your brand stronger while being seen as a positive force in your community.

You market the event through your existing core newsletter piece. People come to you to get a game card, which includes all the businesses and their addresses. Get a variety pack of stamps and give one to each business. People need to visit each business over the course of a month and get their card stamped. They do not need to buy anything. Completed cards are returned to your office and a drawing is held. Winners get the prizes, and you publicize it in your next newsletter!



Recipe:

Scavenger Hunt

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Ingredients:

Tools in clme.com/scavenger-hunt/

Local Businesses

Central Location to pick up/drop off game cards



Directions:

Connect with local businesses to get their participation. Each business gives \$100 toward prizes. You publicize in your marketing pieces. Rules are in the tool box at the above link.

Over the course of a month, local residents play the game, picking up the game card from you and dropping it off with you. You coordinate the drawing (we recommend videotaping it.) You then contact the winners and they come to you to pick up their prizes. You share some of the photos of them in your next newsletter.

Goals: Build local awareness of businesses, build relationships with local businesses, build your brand awareness, and give a great memory for your farm, which builds your brand.