

- OCTOBER 26, 2021 -

# Cultivating Customers: The Secret to Higher Profits

- PRESENTED BY -

Corinna Bench

[MyDigitalFarmer.com](http://MyDigitalFarmer.com)

- HOSTED BY -

**FACT**

Food Animal Concerns Trust



Cedar and Sage Ranch

# Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that works to ensure that all food-producing animals are raised in a humane and healthy manner.



Larissa McKenna & Samantha Gasson  
FACT's Humane Farming Program Team  
Email Larissa: [lmckenna@foodanimalconcerns.org](mailto:lmckenna@foodanimalconcerns.org)  
Email Sam: [sgasson@foodanimalconcerns.org](mailto:sgasson@foodanimalconcerns.org)  
Website: [foodanimalconcernstrust.org/farmer](http://foodanimalconcernstrust.org/farmer)

## **FACT's services to support livestock and poultry farmers include:**

- Financial training – new! (*Apply by October 31*)
- Humane Farming Mentorship Program (*applications available October 27*)
- Fund-a-Farmer Grants (*applications available in mid-November*)
- Conference scholarships (ongoing)
- Customized handouts (ongoing)
- Free webinars (ongoing)

# Cultivating Customers:

→ The Secret to Higher Profits?

**Corinna Bench | [MyDigitalFarmer.com](https://MyDigitalFarmer.com)**



**Story:**  
**Meet my son Jed.**  
Jed is an RC airplane  
enthusiast.

FliteTest.com





**How did FliteTest turn him  
into a disciple?**

**What is driving our loyalty?**



**We all want  
to create  
customers  
like Jed for  
our farm  
business.**

How do you **cultivate** a loyal,  
super-buyer like this?



# Here's what you'll discover:

- Why customer retention is MORE important than new customer acquisition
- That customer retention doesn't "just happen"
- What the "excite" phase is, and why you MUST build a system around it
- Several customer strategies that cultivate customer loyalty.

## **CSA FARMER - 14 YEARS**

SHAREDLEGACYFARMS.COM

ELMORE, OH

## **EDUCATOR**

CSA Quickstart online course

## **CSA MARKETING EXPERT**

MYDIGITALFARMER.COM

My Digital Farmer Podcast

CSA Marketing Discussion FB Group

Instagram: @mydigitalfarmer

# **CORINNA BENCH**



MYDIGITALFARMER.COM



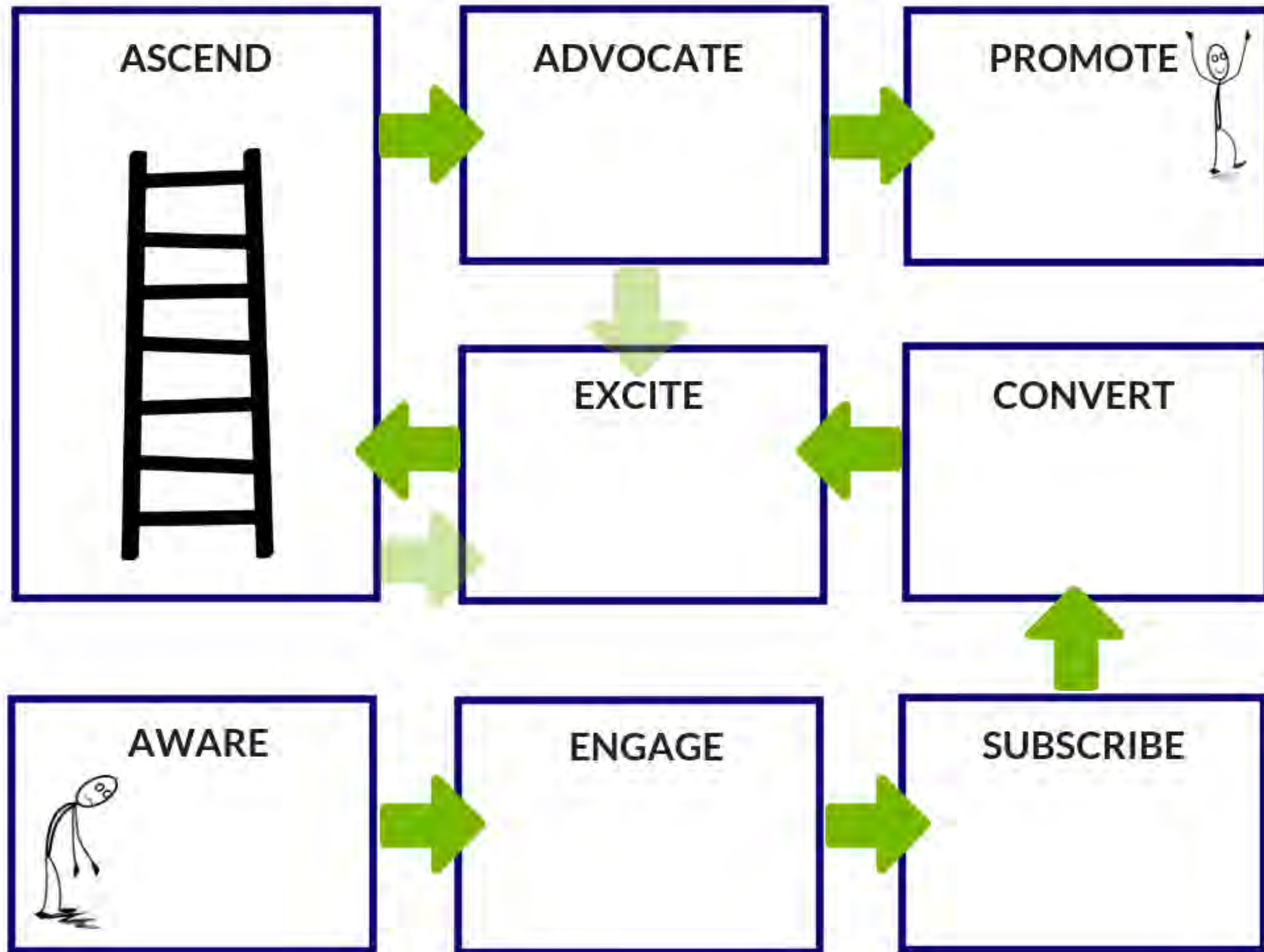
**Why should  
we focus on  
customer  
"cultivation"?**

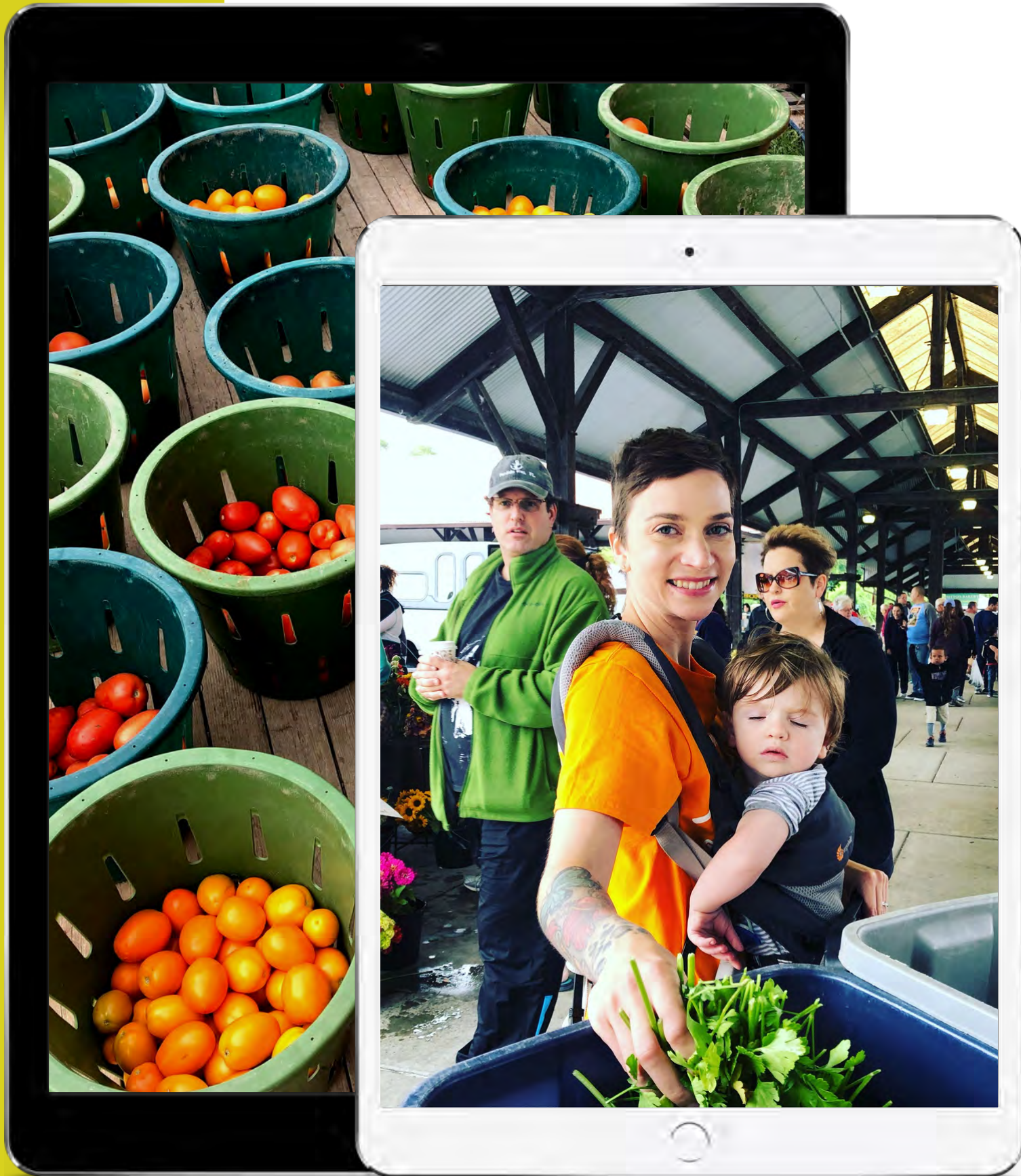


# **DON'T MISS THIS...**

1. YOUR CUSTOMER IS ON A JOURNEY THROUGH YOUR BRAND.
2. SHE WILL PASS THROUGH SEVERAL STAGES.
3. YOU MUST UNDERSTAND WHAT THESE STAGES ARE AND "COACH" HER THROUGH THEM.

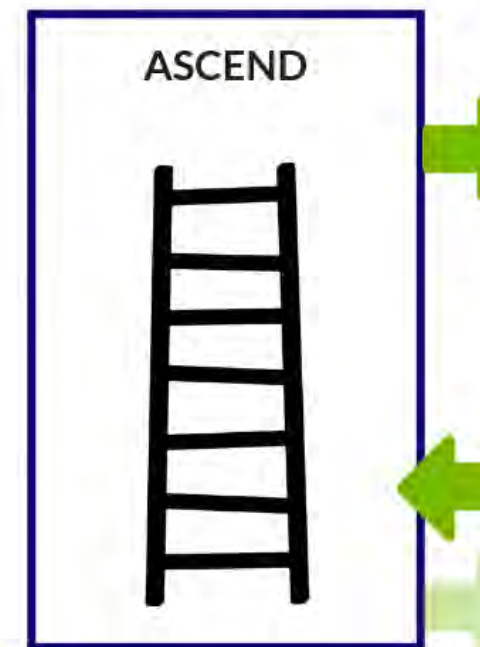
# CUSTOMER VALUE JOURNEY





# Retention leads to more profit.

Retained customers buy more often and spend more than newer customers.



"The secret to increasing profits is not to *acquire* more customers. The key is to RETAIN the ones you already have and get them to buy more."

-Corinna Bench

# Referrals

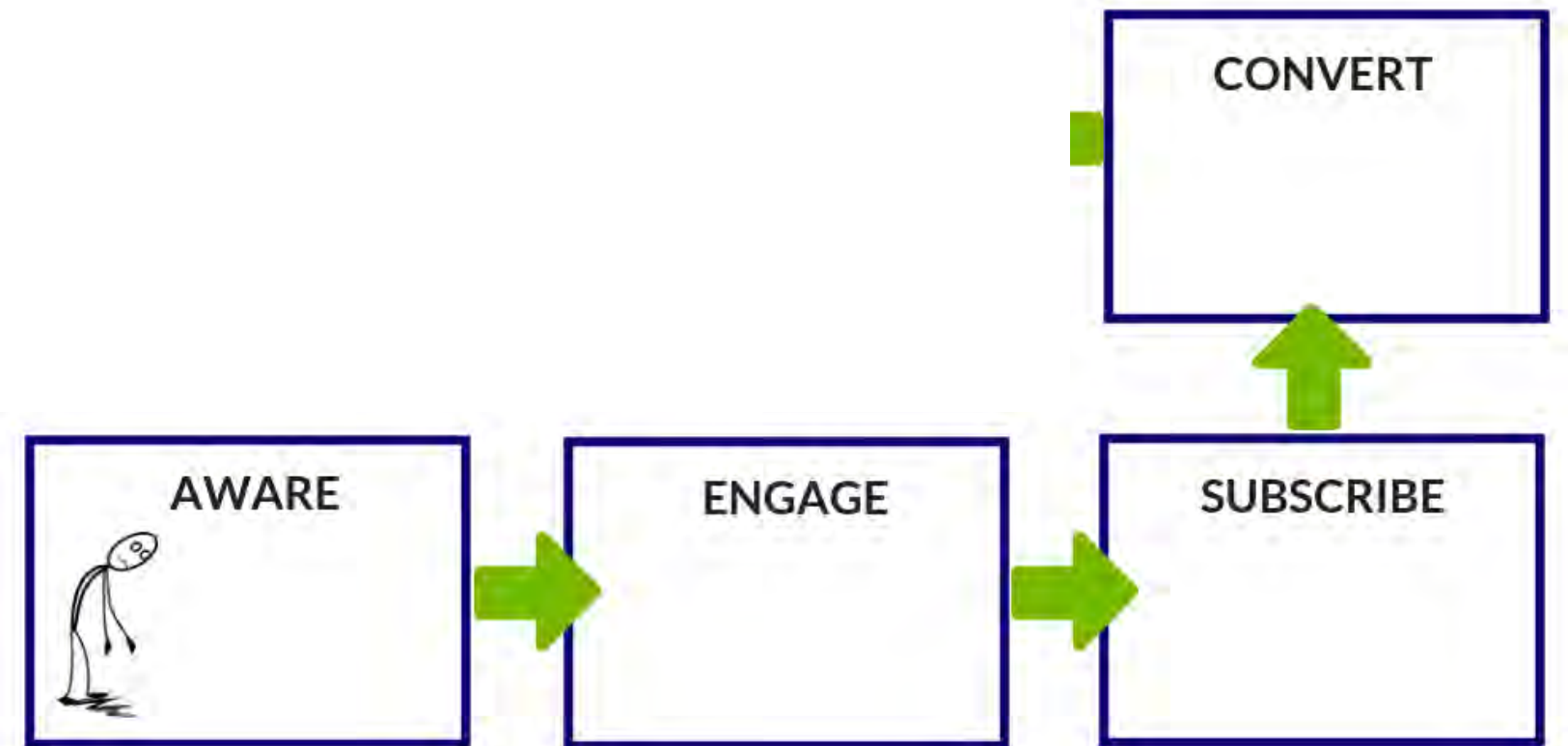
**Satisfied customers are more likely to sing a company's praises and refer their friends, which brings you more customers at no charge.**



# Affordability

**It's 5-25X more expensive to acquire a new customer than it is to retain an existing one.**

Hubspot.com



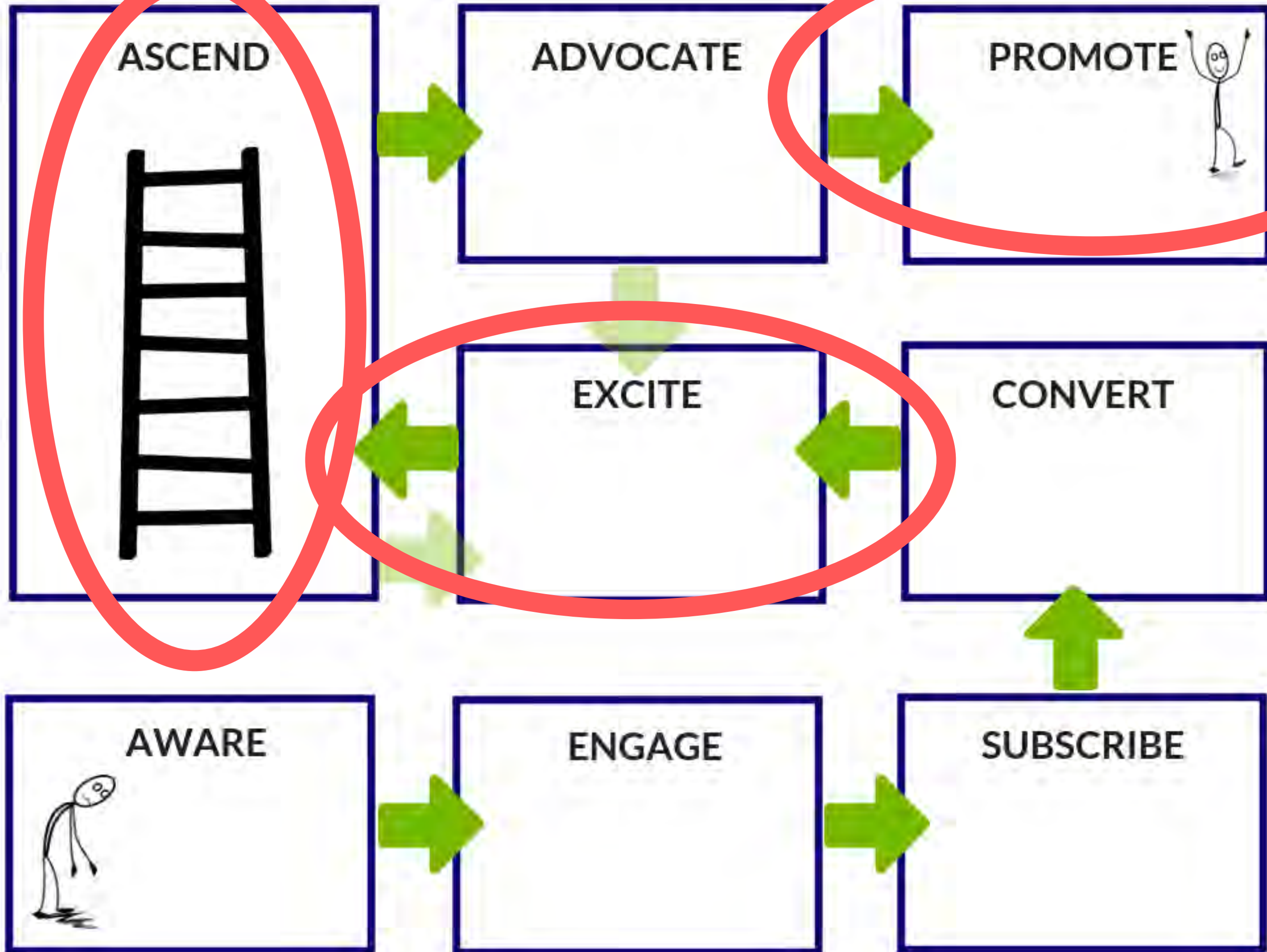


You are shepherding your clients through a longer process... taking care of them, making them feel special, so they turn into a super-buyer. This doesn't "just happen."



# 3 KEY AREAS:

## CUSTOMER VALUE JOURNEY



A woman with long brown hair, wearing a dark t-shirt, is smiling and holding a glass of red wine. She is standing in a kitchen with wooden cabinets and a white countertop. On the counter in front of her are various fresh ingredients: a red onion, several yellow and red tomatoes, a green jalapeño, a head of garlic, and a bottle of Mendocino Silk wine. There is also a wooden cutting board with a plate of food, including corn on the cob and a piece of bread, and a package of cheese. The text is overlaid on the image in a large, white, sans-serif font.

**What if you spent more  
time and attention on  
coaching your customers  
to the finish line?**

What would that look like for you?



**What does  
this look like  
in practice?**

**How do we excite and amaze our  
customers so they'll move into that  
superfan phase?**

A top-down view of various fresh vegetables arranged on a rustic wooden surface. In the top left, a small wooden crate holds several bright orange and yellow bell peppers. To its right are several ears of corn with their green husks. Further right are two striped squash, one elongated and one more rounded. In the bottom left, a mesh bag contains small, round, reddish-brown root vegetables. The center of the image is dominated by a large, dark green leafy vegetable, possibly chard or spinach, with a yellow rubber band around its stem. A semi-transparent dark grey rectangle is overlaid in the center, containing the text.

**Assumption:  
You have a great product.**



It starts here...

Strategy #1

**Identify &  
attract  
your ideal  
customer.**

**Not everyone is your  
perfect client.**

**Poor customer retention is largely the result of attracting the "wrong fit" into your business in the first place.**

**Not all customers are created equal.**



**Getting the "right" people into your business from the beginning translates to fewer people leaving out the back door later.**





Steph



June





# Do some research to identify your perfect "Stephanie" client.



## **What do they value most about you?**

What problem do you solve for them? What desire do you help them achieve?



## **Why do they keep coming back?**

There's something else besides the product itself that is drawing them back.



## **What does "success" look like for them?**

How does your product get them there?



**Use your research to help you design your marketing so you attract the right person.**

A hallway with several white doors and one yellow door, set against a patterned wallpaper and a wooden floor. The yellow door is the central focus, standing out among the other white doors. The wallpaper has a repeating floral or damask pattern in a dark color on a lighter background. The floor is made of dark wood planks.

**You want to help clients "self-qualify" during the sales process.**

**Find the right people who will be easy to cultivate.**



Strategy #2

**Teach them  
how to use  
your product.**

**What can you do to make  
it more likely they will  
succeed?**



**How did Flite  
Test assure  
success?**

# What is your customer's desired transformation?

WHAT DO THEY REALLY WANT?



Sarah Marie Mainardi ▶ SLFarms  
CSA Members 2019  
1 hr ·

Carrot top hummus!!!! So good!!!  
Who am I that I made hummus from carrot tops???  
This is the best CSA ever, with all of the support,  
guidance, and ideas.  
I used everything in my first box last week and  
successfully unboxed week two today.  
Thank you for the recipes and unboxing videos!!!



#3 my face when I made hummus from carrot tops!! #topten2019



The image features three red darts with gold barrels, positioned vertically on a map background. The darts are arranged in a slight arc, with the central one being the tallest. The map background is a topographical map with contour lines and some text, including '1944' and '1336'. The overall scene is dimly lit, with a dark overlay on the map.

**Create a simple  
roadmap curriculum  
to get them there.**

Then create a system to teach it over and  
over again.





# What to teach:



**STORAGE TIPS**



**KITCHEN TOOLS**



**EXIT STRATEGIES**



**MEAL PLANNING TIPS**

# Create a Beginner's Guide to CSA

and give it to your members as part of your onboarding process.

[www.mydigitalfarmer.com/  
csasuccess](http://www.mydigitalfarmer.com/csasuccess)

## Tips & Tricks for CSA Success

A BEGINNER'S GUIDE FOR CSA MEMBERS

[WWW.SHAREDLEGACYFARMS.COM](http://WWW.SHAREDLEGACYFARMS.COM)



VEGGIE EXIT  
STRATEGIES

HOW TO HANDLE  
YOUR EXCESS  
PRODUCE & AVOID  
FOOD WASTE

TOOLS OF THE  
TRADE

ESSENTIAL KITCHEN  
TOOLS THAT WILL  
SET YOU UP FOR  
SUCCESS

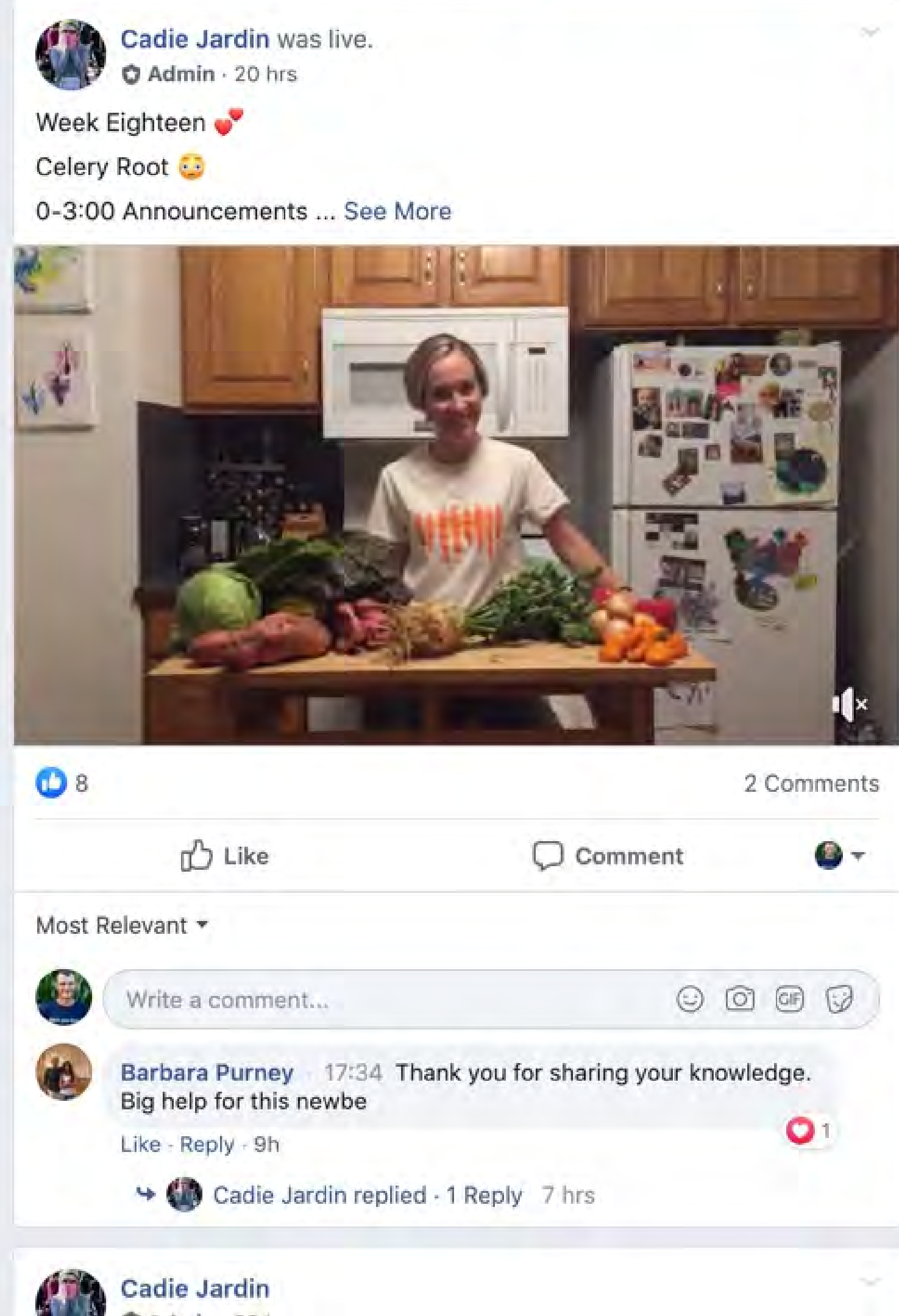
STORAGE  
TIPS

HOW TO MAXIMIZE  
SHELF LIFE &  
PRIORITIZE YOUR  
MEAL PLANNING

**Do a live  
"unboxing video"  
each week on IG,  
Facebook or  
YouTube.**

Give them a common  
language to identify with.

**My members cite this as the  
greatest valued weekly content**



Cadie Jardin was live.  
Admin · 20 hrs

Week Eighteen ❤️  
Celery Root 🙄  
0-3:00 Announcements ... See More

8 2 Comments

Like Comment

Most Relevant ▾

Write a comment... 🗨️ 📷 GIF 🗑️

Barbara Purney · 17:34 Thank you for sharing your knowledge. Big help for this newbe ❤️ 1  
Like · Reply · 9h

↩️ Cadie Jardin replied · 1 Reply · 7 hrs

Cadie Jardin

# Formula for a Basic Pesto

# Teach one tip each week in your newsletter.

- A "news article"
- A Blogpost
- A PDF cheatsheet

1



Combine 2 c. greens, 4 T. nuts, 1/2 t. sea salt, 2 cloves garlic in a food processor or blender and process until finely minced.

2



With the machine running slowly, dribble in 1/3 c. olive oil and process until the mixture is smooth.



3



Add 1/2 c. grated parmesan cheese and process very briefly, just long enough to combine. You can use nutritional yeast to make it vegan. Add more olive oil if you prefer a thinner consistency pesto.

Use any combination of these greens:

Basil	Turnip Greens
Carrot Tops	Spinach
Beet Greens	Kale
Radish Greens	Fennel Fronds

4



Store in the refrigerator for 1-2 weeks, or freeze in ice cube trays or Ziploc bags (flat) for 6 months.

Nut Options:

Pine nuts	Pecans
Walnuts	Almonds
Macadamia nuts	Peanuts



# THINK ABOUT:



**DELIVER QUICK WINS**



**SHARE "HACKS" AND TIPS**



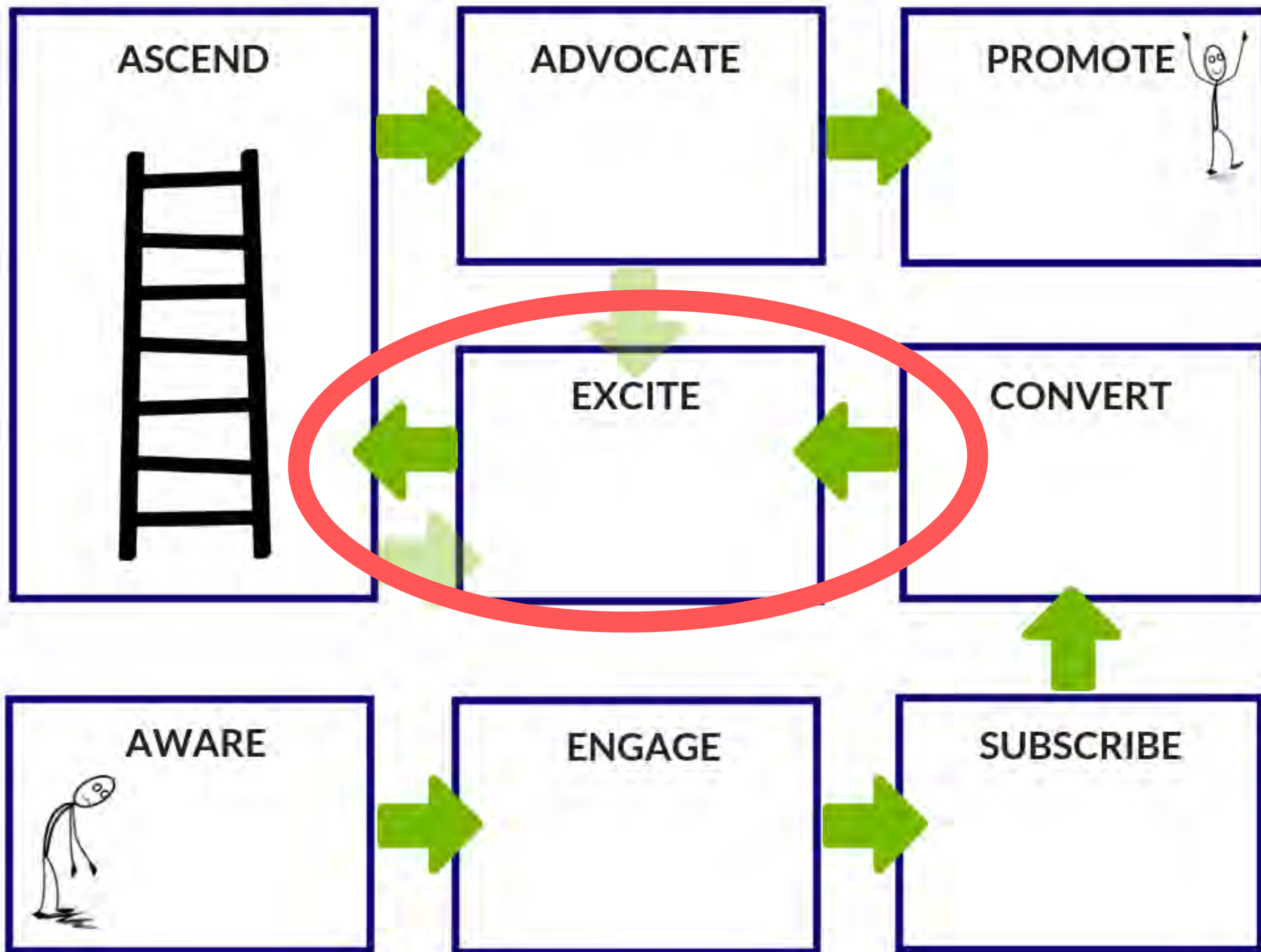
**IDENTIFY MILESTONES TO REACH  
THAT SHOW PROGRESS**



**COACH THEM THRU MINDSET BLOCKS**

**Remember this?**

CUSTOMER VALUE JOURNEY





Strategy #3

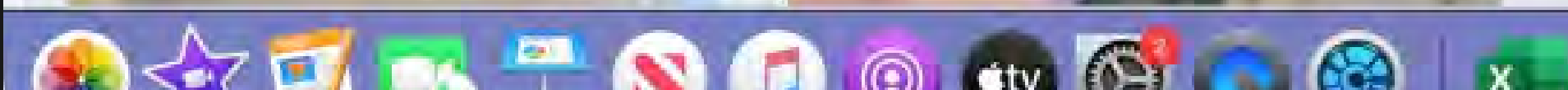
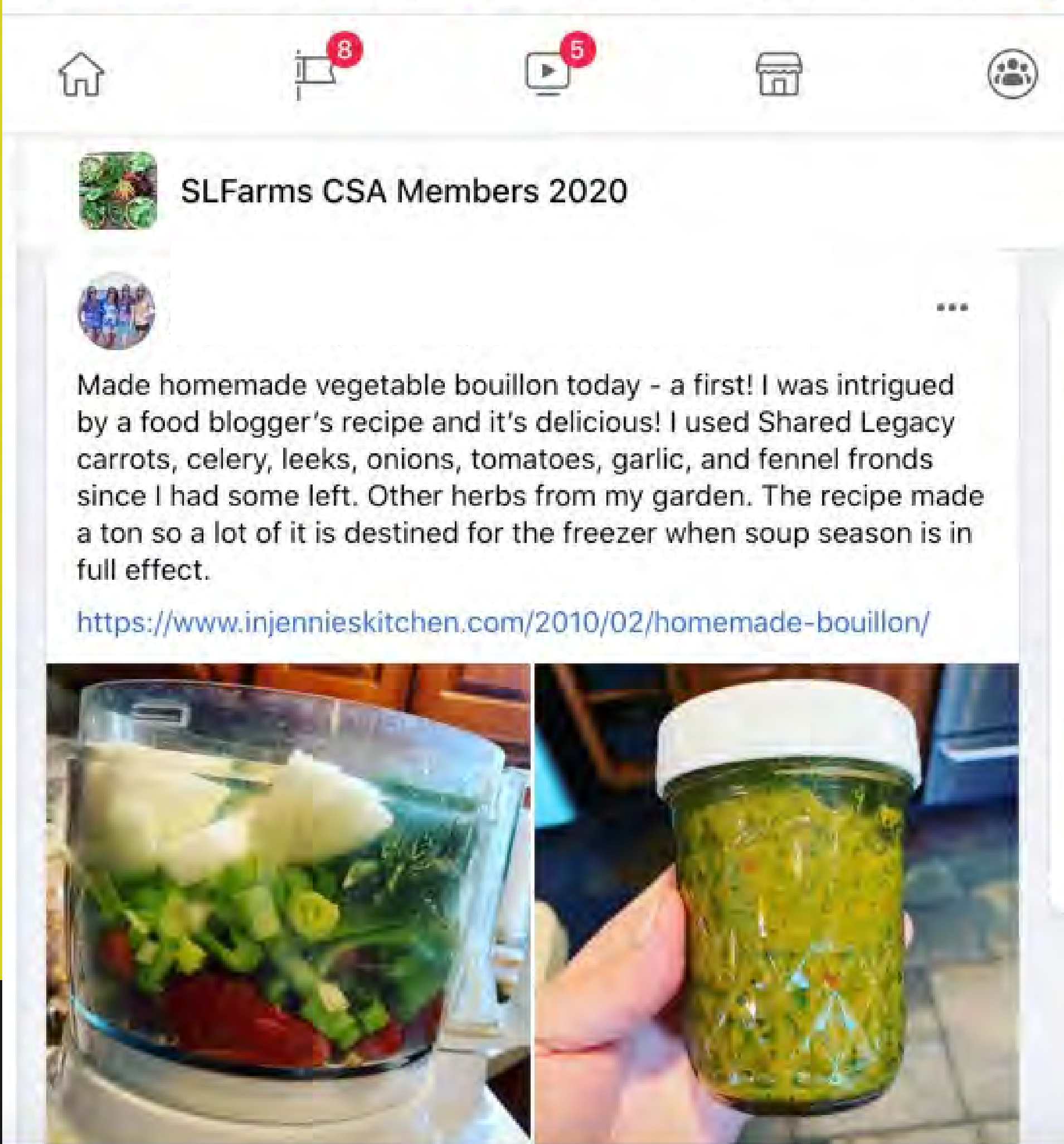
# **Cultivate a community.**

**Belonging and affiliation drive loyalty. People like being a part of something bigger than themselves.**

# Create a Facebook group for your customers

and let your members inspire each other.

[mydigitalfarmer.com/facebookcourse](https://mydigitalfarmer.com/facebookcourse)





**"You belong here."**



(This is a very powerful sentence.)

THE 14 DAY

# SUPER SOUP

## challenge

HELP ME FIND  
THE BEST SOUP  
RECIPES IN YOUR  
ARCHIVES

DATES: FEB. 6-20TH, 2021  
#SLFSOUPCHALLENGE



# PAY IT FORWARD FUND



# WONKA'S GOLDEN TICKET

GREETINGS TO YOU, THE LUCK FINDER OF THIS  
GOLDEN TICKET, FROM MR. WILLY WONKA!...

PRESENT THIS TICKET AT THE FACTORY GATES AT TEN O'CLOCK  
IN THE MORNING OF THE FIRST DAY OF OCTOBER AND DO NOT  
BE LATE. YOU MAY BRING WITH YOU ONE MEMBER OF YOUR  
OWN FAMILY... AND ONLY ONE... BUT NO ONE ELSE.....

In your wildest dreams you could not imagine the marvelous SURPRISES  
that await YOU!

# 14 DAY CAST IRON EST

3, 2020

2020

# BIG ASS KOHLRABI

PHOTO CONTEST



#BigAssKohlrabi

**Be intentional about  
creating challenges,  
goodwill campaigns,  
and FUN contests.**



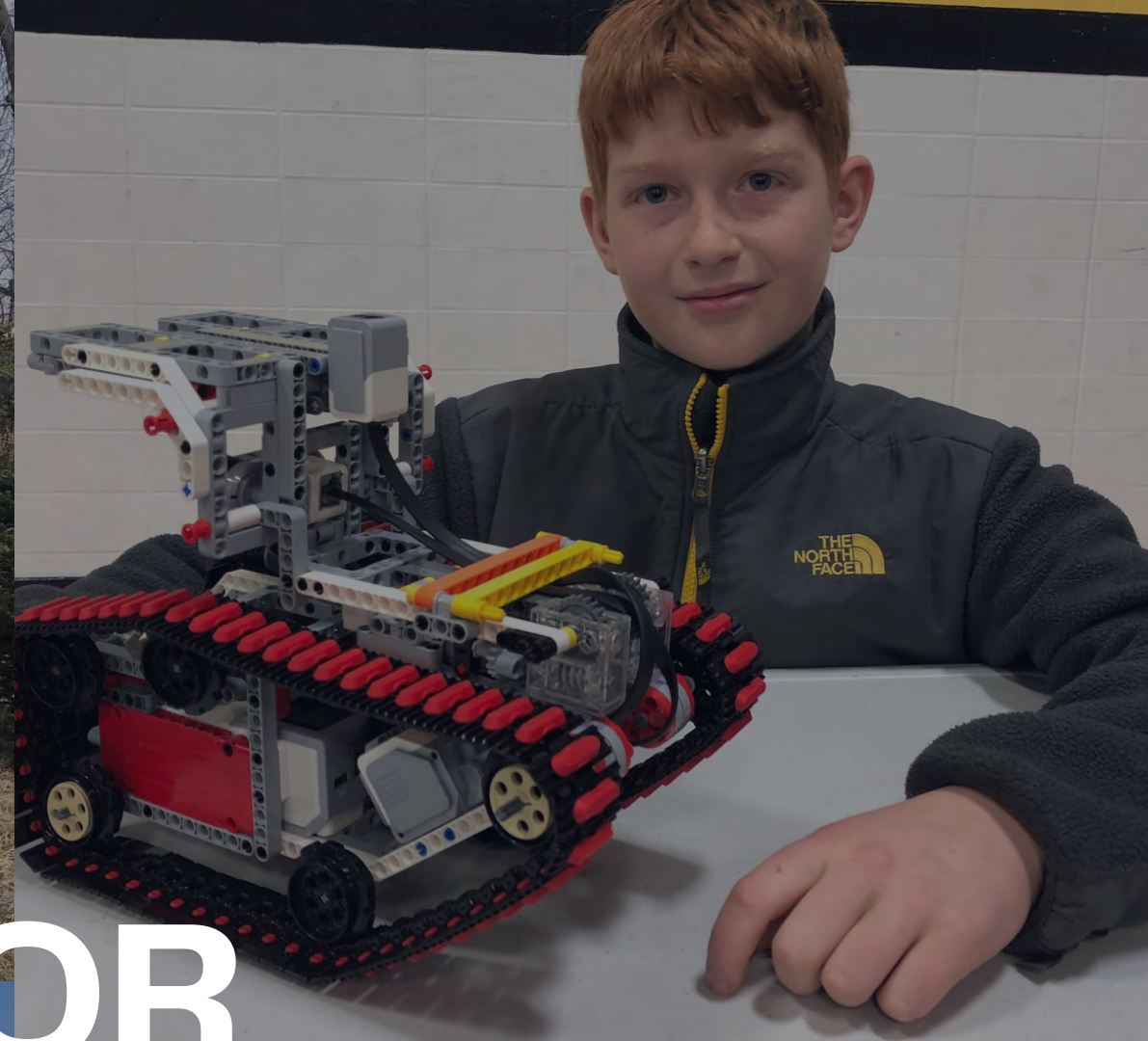
STRATEGY #4

**Connect with  
a weekly  
email.**

**Oh man... this is big.**

**When you invest  
in the relationship  
with a "weekly  
telegram," you  
create loyal  
customers.**

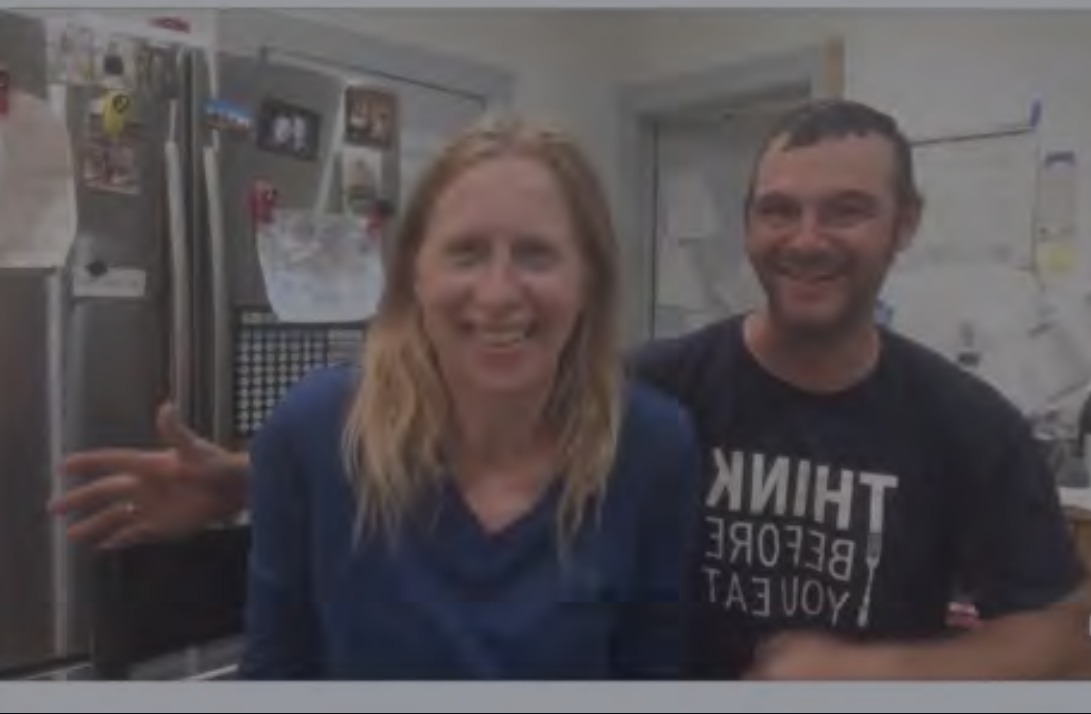




# THE "KLT" FACTOR

Know, Like, and Trust

Corinna Bench was live.  
Admin · October 13 at 8:09 PM  
Your farmers are LIVE to say thank you!!!



[FIRST NAME GOES HERE]

BIG NEWS! Meet our new farm puppy!!!



We are the proud new parents of an 8 week Golden Retriever puppy. We picked her up yesterday, and she is PERFECT.

So far she really likes eating grass, throwing catalpa tree pods into the air, and *having our undivided attention.*

We have yet to name her. (Kurt gets to do it this time, and as he says, "I need a few days to see her personality.")

I wish you could have seen the wispy look in Farmer Kurt's eyes yesterday, as he comforted her on the ride home. The bonding has started full-force.

If you've ever had a puppy, you know that the first few weeks are a lot of work! (One of the

# WHAT DO YOU TALK ABOUT?



**TELL STORIES OF YOUR LIFE & FUN PERSONALITY QUIRKS**



**BE HELPFUL  
SHARE "HACKS" & TIPS & RESOURCES**



**TALK IN PARABLES - SHARE WISDOM  
(Doesn't have to be about the farm!)**



**PROMOTE A PRODUCT  
(BUT NOT EVERY TIME!)**



STRATEGY #5

# Create "Surprise & Delight" Moments

Leave a lasting impression.

A hand in a white glove holds a black wand, from which a stream of golden sparkles flows. The background is dark with a red curtain on the left. The text is white and bold.

**We want to create  
"Moments of Magic."**

**Amaze your customers. Go above and beyond.**





**Learn their  
names.**

**Make them feel known.**

Send you a personal note  
our farm as a CSA member this year,  
With everything going on now, it is more  
important than ever to feel good about where  
our food is coming from and build up our  
local food producers. Having you as a member  
is what gives us not only financial security  
for the year, but also a sense of feeling  
by our community ← and that is what  
thing. We are here for you this season  
← forward to meeting you. Thanks  
living in us. your farmers -  
Snapfish Corona +

## Write them notes.

Show gratitude and show them how they fit into a bigger mission



## Sweet Root Farm's version:

The farm breathes slowly this time of year, the snowy pause a time for contemplation. On faith we order supplies, put the call out for farm crew, and lean into the season ahead. We work to believe that we can do it all again, but even better this time.

In the hardest of seasons, our hope and light comes again from you, the people at the heart of the farm. To be the best farm we can be we know we need to rise up and take on the challenges of the day: to keep us all safe and healthy; to create work that earns a fair living wage; to find strength even when we aren't feeling it, wrestling walls for the foodshed our new farm center, from reclaimed materials and our own vision. Even as we work to maximize efficiency, we also work to hold onto the love and magic that we all started with. We still believe that if we can do this the right way, farms can offer us the world: can be the best story-makers, the best ways to bring people and ecology together.

Each year, deep in the winter, we recommit to this farming life, to this valley, and to feeding our community. We dream big every single year. We still believe in bringing community together, despite challenges and divisions. This year, now more than ever, as we dig in all together, you are what we are grateful for. You are our love and our hope. Happy Valentine's Day and thank you for being a part of the farm.

*When we think about successful farmers, you both are the baseline! Um, I need to work on my message: you rock & we love you. Thanks for the inspiration from afar.*

*Love, Noah & Mary*



**Surprise  
them with  
gifts.**



# **Engineer once in a lifetime memories**

**Farm Dinners**



Shared Legacy Farms

Admin · Published by Corinna Bench [?] · 4 hrs

Look who just learned how to can tomatoes? Remember Melanie Genot and her failed tomato canning attempt? Today she came over and we knocked out a replacement batch. She is now a pro.

Turns out she was forgetting the lemon juice! She also learned that the processing time starts the moment the canner starts BOILING again— not when you place them on the stove.

So proud of you M! It was fun chatting it up too!!



33

6 Comments

**Over-deliver  
whenever  
possible.**



**Shared Legacy Farms**  
Elmore, OH  
Community Supported Agriculture  
[www.SharedLegacyFarms.com](http://www.SharedLegacyFarms.com)

Shared Legacy Farms LLC  
122-Portage Rd, Elmore, OH 43416  
419-862-3576

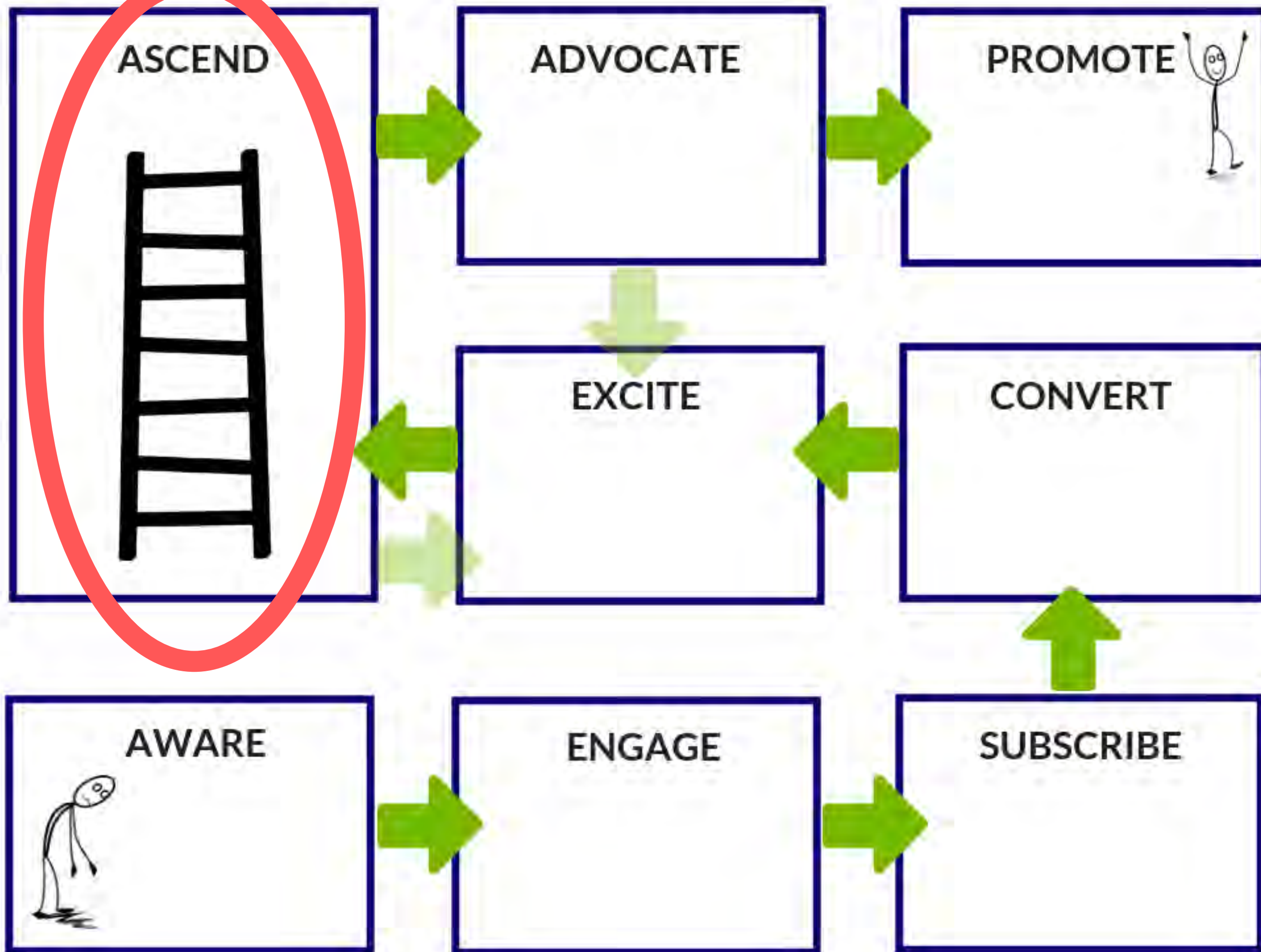
Strategy #6

**Ask them to  
buy more  
things.**

**Your products solve their  
problem. You are helping them!**

**Remember this?**

CUSTOMER VALUE JOURNEY







**Don't be afraid of being sales-y.**



**Your customer  
WANTS to  
support you  
more.**

**You MUST ask them to buy  
more from you if you want them  
to ascend through the stages.**



STRATEGY #7

**Embrace  
"Moments of  
Misery" as  
opportunities**

**Turn them into Moments  
of Magic**

Mistakes will happen in your business.  
**How you handle them can turn a  
customer into a customer for life!**

# Scenario:

- 1. Offered to replace the product next day (or refund).**
- 2. Gave them store credit.**
- 3. Give them a freebie the next week.**



Over the top service after a mess-up will earn you major points.

# Amazing Customer Service How to Handle "Moments of Misery"



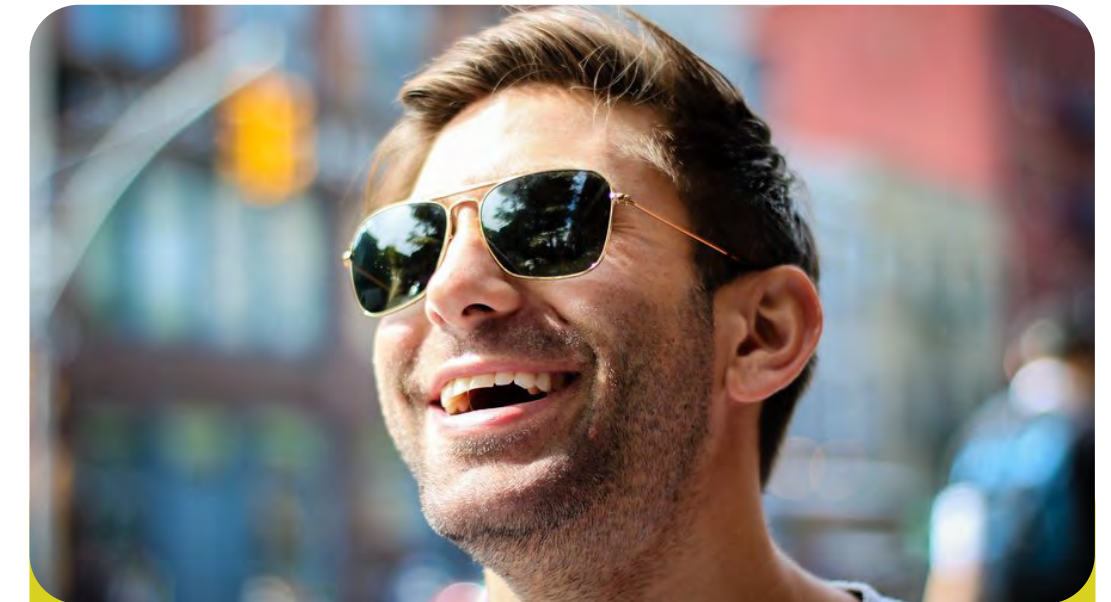
Apologize sincerely

Be honest. Take responsibility.  
Many customers will be surprised  
when you say, "I'm sorry."



Provide immediate  
temporary solution

Tell them what you're going to do to  
fix it right now. You can offer 2  
options. It will inconvenience you.



Promise to resolve the  
problem permanently.

Assure them that you will build a  
system to prevent it from  
happening again.



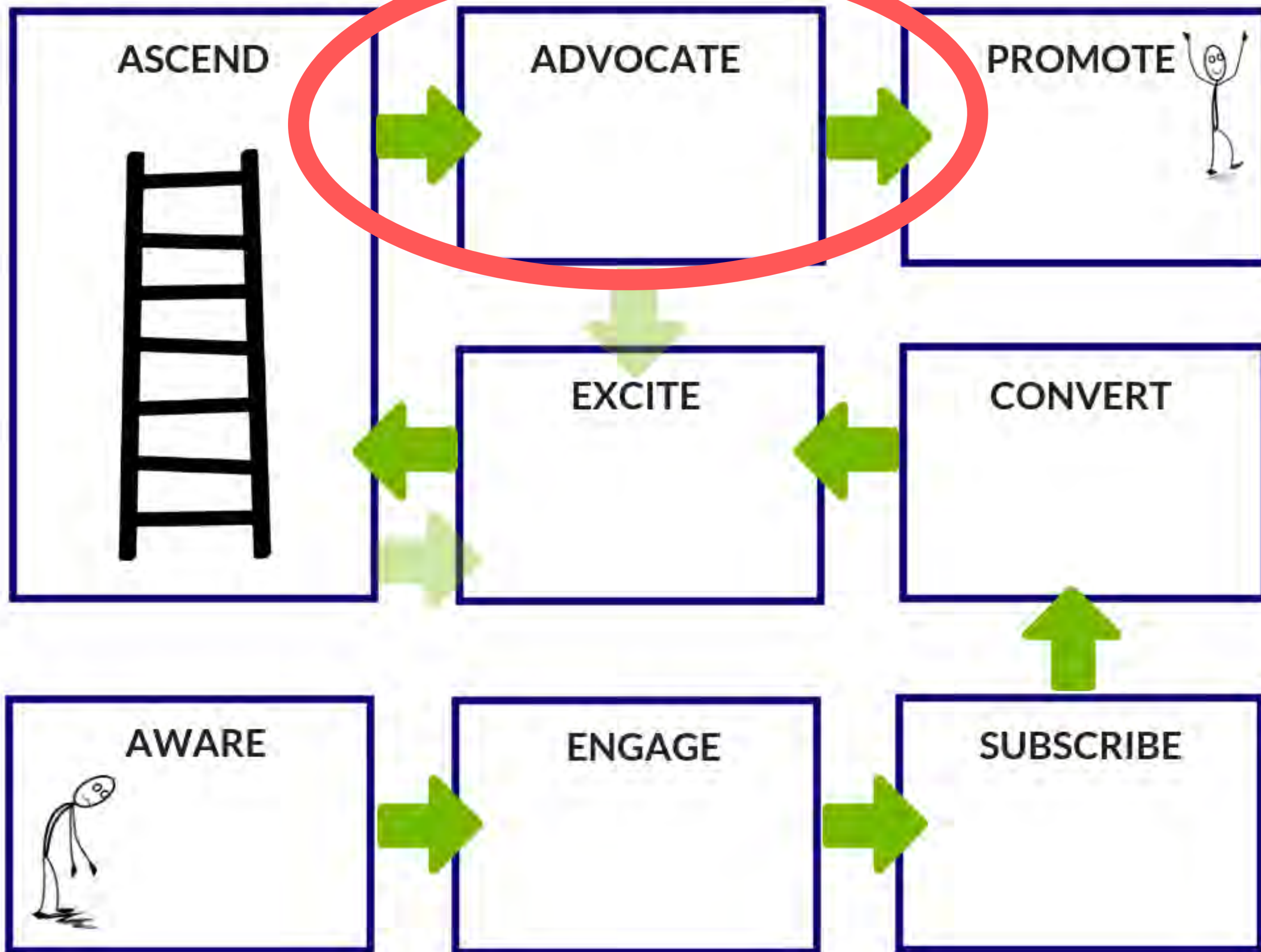
STRATEGY #8

# **Ask for a 5 star review.**

**Leaving a testimonial  
literally changes your  
customer's brain neurons.**

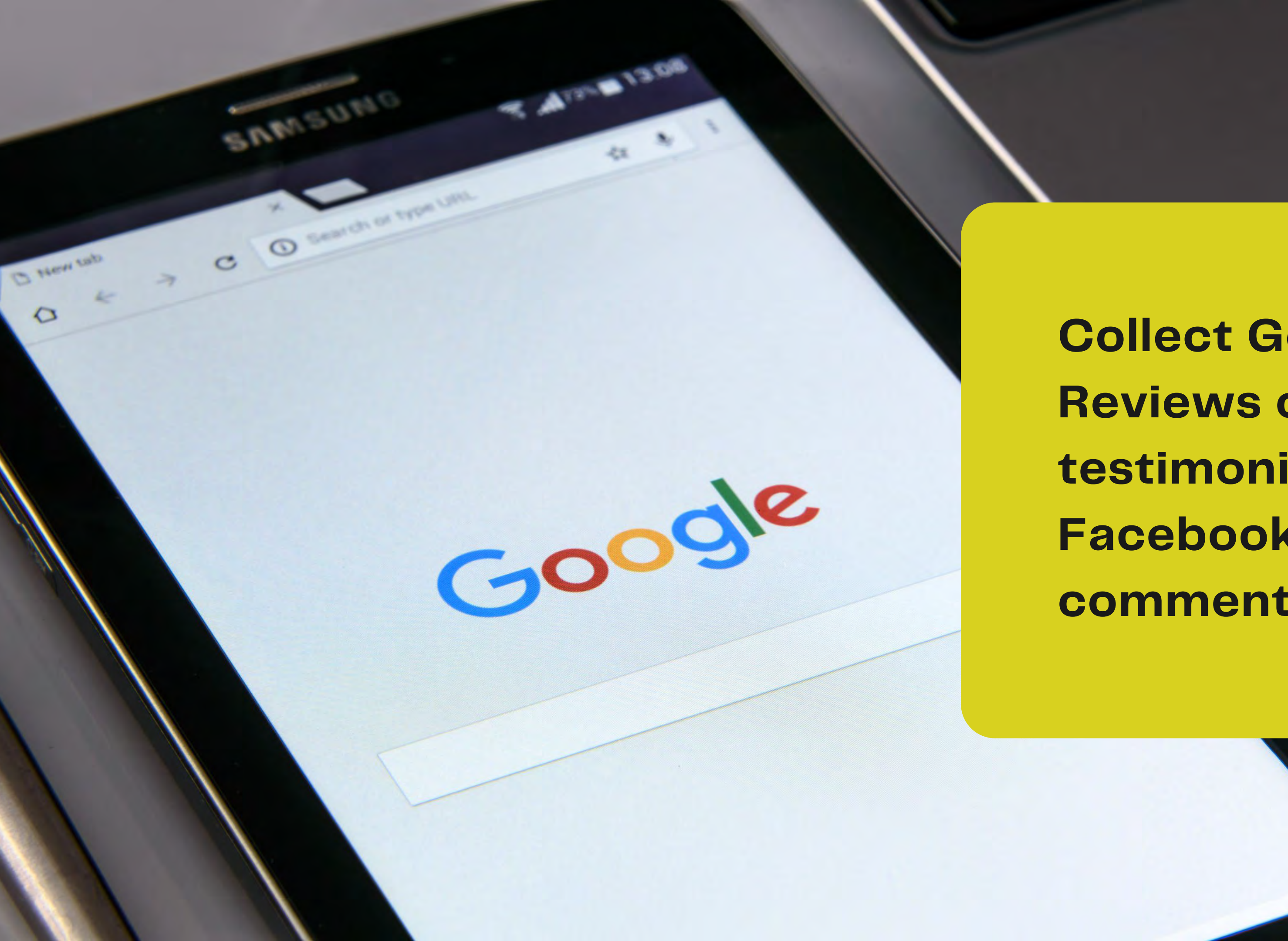
**Remember this?**

CUSTOMER VALUE JOURNEY





**Humans have a bias towards  
remaining consistent with our  
commitments.**



**Collect Google Reviews or post a testimonial in a Facebook comment.**



**Your customers will become more and more loyal as they continue to tell people they love you.**

**YOUR HOMEWORK:**

**What if you spent more energy on coaching your customer's journey this year?...**

**Pick ONE strategy you're excited about.**



My

# DIGITAL FARMER



# THANK YOU!

**FOLLOW ME TO LEARN  
MORE MARKETING TIPS:**

→ **My Digital Farmer Podcast**  
[MyDigitalFarmer.com/podcast](http://MyDigitalFarmer.com/podcast)

→ **CSA Marketing Discussion  
Facebook Group**

→ **Website**  
[www.MyDigitalFarmer.com](http://www.MyDigitalFarmer.com)

→ **Instagram**  
[@mydigitalfarmer](https://www.instagram.com/mydigitalfarmer)  
[@slfarms2](https://www.instagram.com/slfarms2)

# Connect with



## Upcoming webinars

- 🐔 November 2: Intro to Raising Heritage Breed Poultry
- 🐔 November 16: The Art of Email: Farm Newsletters
- 🐔 December 2: Farm Finances – topic tbd
- 🐔 December 9: Humane Farming Mentorship Info Session
- 🐔 December 14: Facebook Groups: *You Secret Weapon for Customer Care, Loyalty and Profits*

## Grants, Scholarships, Training, Mentorship & More!

- 🐔 Financial training – *Apply by October 31!*
- 🐔 Humane Farming Mentorship Program – *applications available October 27*
- 🐔 Fund-a-Farmer Grants – *applications open in mid-November*
- 🐔 Scholarships – *ongoing*

Sign up for emails @ [foodanimalconcernstrust.org/farmer/](http://foodanimalconcernstrust.org/farmer/)

Join us on social media

