

- SEPTEMBER 25, 2019 -

Create a Farm Website That Sells



- PRESENTED BY -
Charlotte Smith
3 Cow Marketing

- HOSTED BY -

FACT
Food Animal Concerns Trust

FACT Introductions



Food Animal Concerns Trust (FACT) is a national nonprofit organization that advocates for the safe and humane production of meat, milk, and eggs.

Larissa McKenna

Humane Farming Program Director

Email: lmckenna@foodanimalconcerns.org

Website: foodanimalconcernstrust.org/farmer

FACT's services for livestock and poultry farmers include:

- Fund-a-Farmer Grants – coming soon!
- Scholarships to conferences and other events
- Free webinars
- Humane Farming Mentorship Program



CREATE A FARM WEBSITE THAT SELLS

Charlotte Smith • 3 Cow
Marketing




I started
Champoeg
Creamery in
2009 in St.
Paul, Oregon



Your Farm

- Do you have a website?
- Does it drive enough sales to make your farm profitable?
- Do you have ‘website shame’?



A person wearing a dark jacket and blue jeans is holding a large bunch of fresh carrots with green tops. The carrots are of various colors, including orange, purple, and yellow. The background shows a garden with various plants and a white building in the distance. The scene is outdoors, likely in a rural or farm setting.

What do people do when they want an answer or need to solve a problem?

Your Options

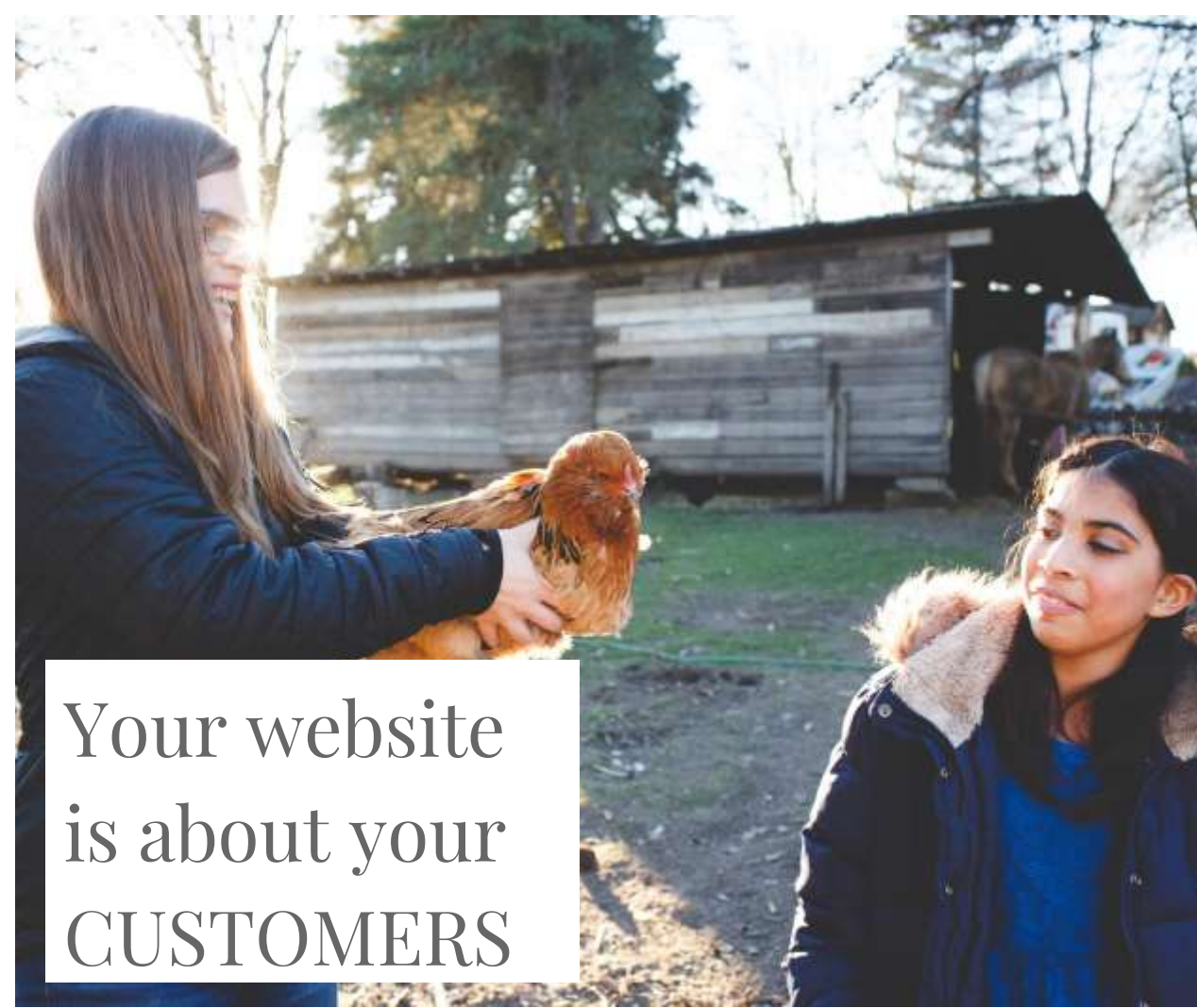
- Hire a designer
- Do-it-yourself

(it's easy to DIY a
pretty + profitable website!)





3COWMARKETING.COM/FREETRAINING



Your website
is about your
CUSTOMERS



Why do people buy from
a small business when
they can buy it on
Amazon?



Connection.



Experience.



Relationship.



Your website is
your first point
of contact...how
do you turn
website visitors
into customers?



What does your online strategy look like now?



eat**WILD**[®]

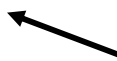


Ⓒ craigslist

eatWILD



Ⓜ craigslist



Your Home Base

everything else is built
on the foundation of a
strong website that
sells



If your website could
do ONE thing,
what would it be?

A 3D-rendered billboard with a black frame and a lattice support structure. A bright yellow horizontal banner is centered on the billboard, containing the text "BUY MY PRODUCTS!" in a bold, red, sans-serif font. The billboard is set against a plain white background.

BUY MY PRODUCTS!

Does it serve
my purpose?



How to Create a 5-Page Website that Sells

Your Essentials

1. Home
2. About
3. Blog
4. Products
5. Contact



YOUR PROFITABLE WEBSITE CHECKLIST:
5 Essential Website Pages

Home Page

TIP #1: make it clear what you sell

- ❑ You have under 10 seconds to grab people's attention
- ❑ List the products you sell clearly in the header

TIP #2: it's about the customer

- ❑ Don't go on a rant about your farming practices, methods, specialty breeds, etc
- ❑ Write about your customer's interests (health, family, etc)

About Page

TIP #1: it's not a place for your life story

- ❑ People reading your website want to read about how you can help them
- ❑ Highlight your customer's struggles first

TIP #2: you have a huge advantage over Amazon

- ❑ Share your experiences that will relate to your customers (i.e. being a busy mom with no time cook, overcoming a health struggle, wanting to reconnect with your food, etc)

Fill-in-the-Blank About Page Template

1. Describe your customer's problem
2. Reassure/Relate to them
3. Introduce yourself/Credibility
4. Call-to-Action (CTA)

YOUR PROFITABLE WEBSITE CHECKLIST:
5 Essential Website Pages

Blog

TIP #1: a blog helps you retain current customers

- ❑ Offers them more ways to use your products & buy more (how-tos, recipes, etc)
- ❑ Gives you an opportunity to stay in touch between seasons

TIP #2: a blog helps you get new customers

- ❑ Blog posts are easily shared via email & social media
- ❑ Answers basic questions that may have prevented people from buying from you

Products Page

TIP #1: if you confuse people, you'll lose the sale

- ❑ Make it clear + simple what you sell and how to buy from you
- ❑ Try and keep it all on the same website page for ease of use

TIP #2: present their problem & your solution

- ❑ Your customers don't want to read pages & pages on your methodology...
- ❑ Offer your product as a solution to their problem

Fill-in-the-Blank Product Description Template

1. What do your customers struggle with?
2. How does your product help them solve this problem?

Example:

"Drink more bone broth" was your New Year's Resolution this year but after raining a few batches and filling up your whole house with that distinctive smell, you've decided that it's just not for going to happen this year.

But luckily, you can buy our jars of bone broth made from farm-fresh bones without having to do any work.

YOUR PROFITABLE WEBSITE CHECKLIST:
5 Essential Website Pages

Contact Page

TIP #1: answer FAQs and briefly explain how to buy

- ❑ Give people the condensed bullet points of your buying process
- ❑ If you get asked certain questions all the time, answer them here

TIP #2: offer simple forms of contact

- ❑ People appreciate an email or phone number (a built-in contact form is also great)
- ❑ Give driving directions if necessary

Design Do's

- ❑ Have lots of white space
- ❑ Stick to 1-3 colors/fonts (when in doubt, choose black/white)
- ❑ Keep text short & to the point

Design Don'ts

- ❑ Don't have lots of pop-up/flyshy messages
- ❑ Don't have lots of social media links
- ❑ Don't link to other websites

For more Farm Marketing Tips & Inspiration...



Visit 3cmwmarketing.com for free training & courses including:

- *Price for a Profit* - a free pricing calculator + course
- *Facebook for Farmers*: How to design + set up a profitable ad
- *Email Marketing for More Sales*: How to get more customers with email marketing

Text 3cmwebsite to 44222

#1: HOME PAGE

the first impression



TIP #1: make it clear what you sell

- You have under 10 seconds to grab people's attention
- List the products you sell clearly in the header

TIP #2: it's about the customer

- Don't go on a rant about your farming practices, methods, specialty breeds, etc
- Write about your customer's interests (health, family, etc)

naturespantry-farm.com

A young girl in a pink dress and a woman in a plaid shirt are sitting in a field of tall grass, holding a small white chick. The girl is gently touching the chick's head, and the woman is holding it from below. The scene is bathed in warm, golden light, suggesting a sunset or sunrise. The text is overlaid on the lower part of the image.

**GRASS-FED BEEF, PASTURED PORK, RAW MILK,
PASTURED FREE-RANGE EGGS, PASTURED
CHICKEN, RAW HONEY AND MAPLE SYRUP**

naturespantry-farm.com

WELCOME TO NATURE'S PANTRY!

Are you a parent who is concerned about the use of hormones, antibiotics, GMOs and chemicals in today's food production?

Do you love your children more than anything and want them to be as healthy as possible?

At Nature's Pantry we share your concerns.

As a mom of three small children, I know how important it is to you to have happy, healthy kids.

threeacrefarm.net



[HOME](#)

[FLOWERS](#)

[PLANTS](#)

[PRODUCE](#)

[BLOG](#)

[ABOUT](#)

[VISIT THE FARM](#)

*Seasonal U-Pick Flowers &
Bouquets, Produce and Plants.*

threeacrefarm.net

COME.

Looking for a fun outing with the kids? Want to meet up with your girlfriends for a relaxing evening? Or maybe you desperately need some alone time? Welcome. This is just the right place. You're invited.

CUT.

We'll show you how to cut and create the perfect bouquet or floral arrangement. We have over 100 different flower varieties to delight your senses. Take your time. Get lost in the beauty. It will take your breath away.

CONNECT.

Spend quality time with family and friends while you cut and arrange flowers. Connect with "your people". Become part of the Three Acre Farm community, a group of like-minded people who value what YOU value.

#2: ABOUT PAGE

(hint: it's not about you!)



TIP #1: it's not a place for your life story

- People reading your website want to read about how *you* can help *them*
- Highlight your customer's struggles first

TIP #2: you have a huge advantage over Amazon

- Share your experiences that will relate to your customers (i.e. being a busy mom with no time to cook, overcoming a health struggle, wanting to reconnect with your food, etc)

mckerracherfamilyfarm.com



We are Kerry & Julie McKerracher
and we are so Excited you're Here!

Have you struggled to find produce that will help you and your family to live as healthy as possible? Maybe you're tired of not knowing where your food comes from or what was sprayed on it. Is it going bad only a few days after you purchased it? Do you have health issues that you believe eating naturally grown, nutrient rich food will help you overcome?

So many people are realizing that to be HEALTHY they have to eat vine-ripened, naturally grown, non-gmo, nutrient rich food. We are committed to supplying just that for you and your family.

blueribbonfarmsaz.com

Welcome to Blue Ribbon Farms

When my son was diagnosed with asthma nine years ago, we started down the real food path. Let us guide you on the path to ***health, healing, and happiness***. We will show you what helped our family and the mistakes that we made so you don't have to.

Our goal is to produce high-quality ingredients to busy families trying to get ***quick healthy meals on the table***.

We understand finding local meat and produce is difficult and that ***is the reason*** behind us starting the farm three years ago. We know the transition from the Standard American Diet to a whole foods diet is a learning process. We are here to help you!

We truly believe if we change the way we eat, we can change the way we feel.

We are honored that you have chosen us to go on this journey with you and allowing us to provide local meat and fresh produce from our farm to your table.

SAMPLE ABOUT PAGE

You've been trying to change your family's diet but can't seem to find the time between running kids to soccer practice and finally getting to that week-old pile of laundry (that's not just me, right?!).

You'd love to be able to slow down, eat healthier, and sit down to dinner as a family more often.

I hear ya, girl! But I am so glad you're here because I'm about to make your life so much easier...

Our farm fresh meat boxes, along with our simple step-by-step tutorials will help you get dinner on the table without all the stress and mess so that you can gather together and enjoy a family meal.

No guilt. Enjoy your family together at the dinner table. Feel refreshed.

[Click here to buy now.](#)



FILL-IN-THE-BLANK ABOUT PAGE TEMPLATE

1. Describe your customer's problem
2. Reassure/Relate to them
3. Introduce yourself/Credibility
4. Call-to-Action (CTA)



A photograph of a brown and white cow grazing in a field of tall green grass. The cow is positioned in the lower half of the frame, with its head down, eating the grass. The background is a soft-focus field of green grass under bright, natural light. A white rectangular box is overlaid on the top left of the image, containing text.

#3: CONTENT (blog)
retain + get new customers

TIP #1: a blog helps you retain your current customers

- Offers them more ways to use your products & buy more (how-to's, recipes, etc)
- Gives you an opportunity to stay in touch between seasons

TIP #2: a blog helps you reach new customers

- Blog posts are easily shared via email & social media
- Answers basic questions that may have prevented people from buying from you

naturespantry-farm.com

How to uncrystallize raw honey

I've set the bar pretty high this holiday season. I've made a goal to do all of my Christmas shopping within a 30 mile radius of our house.

The Shocking Difference: Raw Milk vs. Pasteurized

Have you ever googled 'raw milk' and felt overwhelmed, scared, or confused? You'll be lead to believe it's the most dangerous thing you can do for your family - and this is exactly how Big Ag wants you to feel.

10 Ways to Eat Clean in 2018

It dawned on me that so many people have this question and maybe you do, too.

The #1 question I get asked is...

[Read More →](#)

champoegcreamery.com

You'll be inspired by this customer's healing story.



"I feel guilty." How often do you say that? Or multiple times a day!! It starts out with guilt if I did, I feel guilty for spending time on my extra math session with my daughter. Or feel

Simply Perfect Quiche Recipe



Last weekend we skipped over to Astoria for the night to celebrate my husband's birthday, perfect timing since the power was out here at the farm and we had no lights, no heat, no water. Just a dark outhouse :) Hayden told me we had to eat at Astoria's 14th St. Cafe and order the quiche... [Read More](#)

How to Easily & Quickly Peel Farm Fresh Hard-Boiled Eggs



You know farm fresh eggs are better for you in so many ways, but how the heck do you peel them quickly without making a mess out of the whites and losing half the egg?? For a long time, I believed that peeling hard boiled eggs was a terrible chore because the shells would stick like... [Read More](#)



FIREFLY
KITCHENS

WHICH
WOULD YOU
CHOOSE?

OlyKraut vs Firefly Kitchens



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[OUR FERMENTS](#)

[WHERE TO BUY](#)

[EVENTS](#)


[PRESS](#)

[FAQ](#)

[BLOG](#)

Local. Fermented. Delicious.



 0 items

PURE PROBIOTIC BRILLIANCE!

WE'RE CALLED FIREFLY KITCHENS FOR A REASON – WE'RE HERE TO HELP YOU SHINE FROM THE INSIDE OUT. RICH IN ESSENTIAL NUTRIENTS, VITAMINS AND FLAVOR, OUR FERMENTED FOODS HAVE THE PROBIOTIC POWER TO TRANSFORM HOW YOU EAT AND HOW YOU FEEL – AND THEY'RE DELICIOUS.



olykraut.com



December 20, 2017

Holiday Digestive Health Tips



January 31, 2018

Winter Beet and Potato Salad with OlyKraut



October 17, 2017

Immune Boosting Probiotics - Kid Edition

#4: PRODUCTS PAGE

clearly explain how to buy



TIP #1: if you confuse people, you'll lose the sale

- Make it clear + simple what you sell and how to buy from you
- Try and keep it all on the same page for ease of use

TIP #2: present their problem and your solution

- Your customers don't want to read pages & pages on your methodology...
- Offer your product as a *solution* to their *problem*


SAMPLE PRODUCT DESCRIPTION

Bone Broth

“Drink more bone broth” was your New Year’s Resolution this year but after ruining a few batches and filling up your whole house with that distinctive smell, you’ve decided that it’s just not for going to happen this year.

But luckily, you can buy our jars of bone broth made from farm-fresh bones without having to do any work.





**FILL-IN-THE-BLANK PRODUCT
DESCRIPTION TEMPLATE**
(text 3cmwebsite to 44222)

1. Point out your customer's struggle
2. Offer your product as a solution that will help them solve their problem



dickinson.farm



Adventurous? Indecisive? Just want to try us out? Non-committal? Or is your schedule just too crazy to cook every night. No problem, just purchase our Harvest Bag option when you're cooking to impress your new bea or your parents are coming over to inspect your fridge.

Get a mixed bag of our freshly harvested heirloom produce, including items not listed for sale due to their limited quantity.

A close-up photograph of a person's hands holding a blue and white striped cloth. The cloth is filled with several eggs of different colors, including brown, light blue, and white. The background is a blurred green field.

#5: CONTACT PAGE
make it easy for customers

TIP #1: answer FAQ's & briefly explain how to buy

- Give people the condensed bullet points of your buying process
- If you get asked certain questions all the time, answer them here

TIP #2: offer simple forms of contact

- People appreciate an email or phone number (a built-in contact form is also great)
- Give driving directions if necessary

Website Design & Formatting



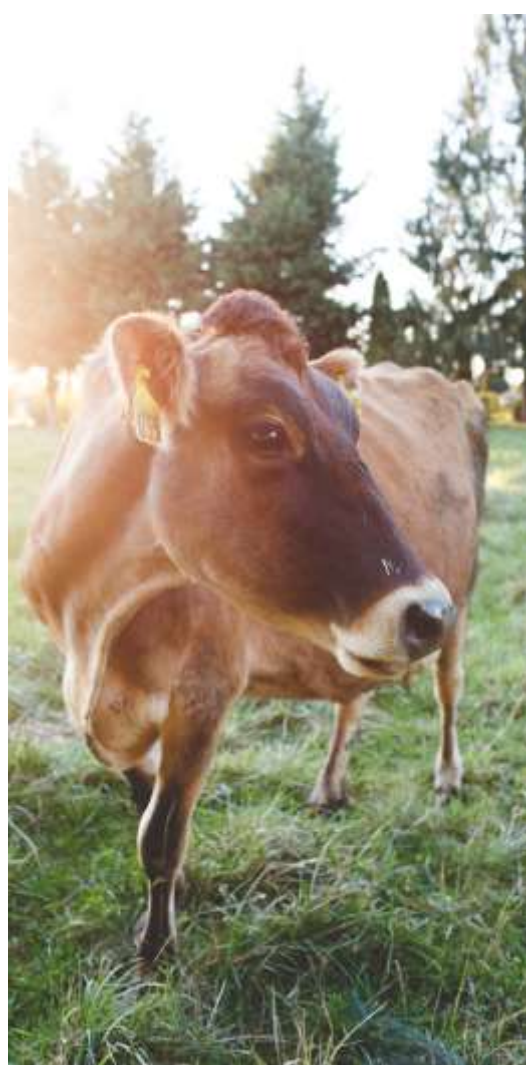
Design Do's...

- Have lots of white space
- Stick to 1-3 colors/fonts (when in doubt, choose black/white!)
- Keep text short & to the point

Design Don'ts...

- Don't have lots of pop-up/flashy messages
- Don't have lots of social media links
- Don't link to other websites





LET'S KEEP
THIS GOING!

You can find me...

- Text 3cmwebsite
to 44222
- 3CowMarketing.com

Questions and Answers

Type into the chat bar on the left side of your screen!



Connect with **FACT**

Food Animal Concerns Trust

Upcoming webinars

- 🐔 **October 2:** Find & Engage With Customers on Social Media
- 🐔 **October 16:** Tall Grass Grazing: Transition Off of N Fertilizer
- 🐔 **October 23:** Pasture Weed Management + ID
- 🐔 **October 29:** Grant + Certification Guide Info Session

Grants, Scholarships, Mentorship & More!

- 🐔 **Scholarships accepted on an on-going basis**
- 🐔 **Grants applications available in early October!**

Sign up for emails @ foodanimalconcernstrust.org/farmer/

Join us on social media

