

Karma Farm Brand Marketing Q + A

1. Brand Summary:

- a. What is your brand's mission statement or main purpose?
 - i. To deliver extremely high-quality, artisanal vegetables, herbs and garnishes consistently to clients in Baltimore and Washington
- b. How would you describe your brand's core values?
 - i. Three values: Quality, Consistency, Responsiveness
- c. If your brand had human personality traits, what would they be?
 - i. Type A, Good Listener

2. What are the biggest goals of your business in the next 1-3 years?

--Top 3: Grow our revenue to \$500k a year (maybe in 2-3 years), Continue to improve our production techniques, Affect a successful management transition

- a. What is your main goal with Instagram in the next six months to a year?
 - i. To double the number of followers in the regional chef community
- b. What is the main goal with your weekly email list in the next six months to a year?
 - i. Turn it into an online ordering system (Right now, people read it, type it into an email and give an order. They can't go down the list and select items automatically. We would like to automate the system.)

3. List your core products/services or main categories of products.

--Core Products: Vegetables, Herbs, Garnishes.

- a. Describe the value your main product or service adds to your clients. Think about tangible and intangible benefits.
 - i. Our key differentiator is that we are a high-quality farm in the restaurant space with the ability to deliver more product for longer in the year than anyone else in the region. Much of our products can be delivered 52 weeks a year because of our indoor vertical farming, and most of our competitors aren't in that space.

4. What are the most common questions you get about your brand, job, or products?

--We don't get many questions about the brand, however we get some questions around availability windows of our products.

- a. What are people most curious about? Think about emails you've received, social media conversations you've had, or questions that friends, family, potential customers, and acquaintances have asked.
 - i. We get a lot of questions about the sizes of the product. Carrots (are they medium, small, baby, fat, thin?). Most questions are around product descriptions, e.g. turnip sizes for different dishes, heads of lettuce- weight, what type, and whether there are blossoms on the basil.
 - ii. A question we thought we would get that we don't is: Do you grow everything yourself?

- iii. Consumers (not restaurants) ask if the products are organic (for the record, Karma Farm is not certified organic but uses organic practices).
- iv. A frequent new customer question is: What days do you deliver, do I need to fill out a credit application?

5. **Who is your ideal client? Use whatever words/ideas naturally occur to you in describing the people who will engage with your brand.**

--High-end, successful restaurant that currently buys through distributors but has a desire to incorporate some local products on the menu.

- a. What problem, lack, need, or desire can you identify within your target audience that your brand's products or service will fill?
 - i. The ability to produce green things year-round due to hydroponic capabilities and hoop houses.
 - ii. More than other farmers, we also innovate by trying as many new seed and plant varieties as we can every year (typically vegetables). We are always bringing the customers samples and asking for feedback (do you like it, how much would you use, when would you use it, would you want more of this?). Most farms in the area grow the same things year after year, so we are always thinking, what is the next best butternut squash, or the sweetest carrot?

6. **What has worked in the past with Instagram/not worked? What gets the most engagements?**

- a. Showing pretty pictures of vegetables, bright colors
- b. Chefs follow the farm. The chef community knows one another, so this is how Instagram helps us to get connected. Once a chef follows us, I will do research on the restaurant. If a good fit (in the Baltimore-Washington region and that high-end target customer we seek), I contact them directly through Instagram and set up meeting. 9/10 times, I get an appointment.

7. **Have you noticed any trends in what gets the most engagement when it comes to your weekly email?**

--No, I don't typically see trends with this, however this is what I do know:

- a. We typically have a 50-60% open rate on average
- b. I can gauge a chef's interest based on how many times they open the email (which the analytics tell me)

8. **Time commitment:**

- a. How much time per week do you have to dedicate to your weekly email distribution?
 - i. 45 minutes to put it together, start to finish
- b. How much time per day could you dedicate to your Instagram account?
 - i. 30 minutes (including follow-up research)

9. **What is your budget for paid ads/paid media (or if you don't have one, what would you be willing to pay?)**

- a. No paid media- we are not willing to invest in this at this point.

10. What else are we missing that could be helpful information as students take on this challenge?

- a. One of our upcoming goals is to redesign the website to make it clearer that our target market is really the restaurant industry.