“AGRITOURISM”
C’mon…How Hard Could It Be?

Sonoma/Marin Agritourism Summit

Feb 16, 2017
YOU NEED TO BE THIS PERSON...
…AND THIS PERSON
KNOW YOUR APPROACH INSIDE OUT

MATURE GROWTH

COW GRAZING

RECOVERY

CHICKEN TILLING
OPTIMIZE FOR EFFICIENCY & PROFIT

SALES & MARKETING

FINANCE & LEGAL

CUSTOMER SERVICE

INVENTORY MGMT

DISTRIBUTION

PERSONNEL
WHAT WE LEARNED
(sometimes the hard way)
CRISPly DEFINE YOUR MISSION
ALIGN EVERYTHING YOU DO AROUND IT
MAKE THE BENEFITS OBVIOUS

HEALTHIER

MORE HUMANE

BETTER TASTE

MORE JOBS

STRONGER COMMUNITY
GET PERSONAL WITH YOUR STORY
DRAW IN YOUR TARGET AUDIENCE

TARA FIRMA FARMS

Presents

Better Soil, Better Food... A Better World

APRIL 23, 2016

Joel Salatin
Polyface Farms

Paul Kaiser
Singing Frogs Farm

Toby Hemenway
Author: Gaia’s Garden

Special appearance by Robb Wolf, The Paleo Solution

Join Us

12 - 3pm Main Event  Presentations and Q&A session
4 - 6pm Pasture Walk  walking tour of Tara Firma with Joel
7 - 9pm Farm-to-Table Dinner  with Joel Salatin

More information and to purchase tickets visit: www.tarafirmafarms.com/events

JOIN US FOR

Family Day
at

May 14, 2016
11am - 4pm

Building a strong community of healthy families is our mission!
So we’re bringing together mother’s groups from Sonoma,
Marin & San Francisco at our 250-acre farm for a day dedicated to
enjoying nature, wholesome children’s activities, and connecting
with like-minded Bay Area moms. Bring your kids and join us!

Admission: FREE!

Location: Tara Firma Farms, 3796 1 StEXT, Petaluma, CA 94952

Questions?: call 707.765.1202
DRAW IN YOUR TARGET AUDIENCE

TOURS
VIP EVENTS
COMMUNITY
REACH OUT VIA LOCAL NETWORKS

The Press Democrat

ROTARY INTERNATIONAL

FARM TRAILS®

Google AdWords

facebook
ALWAYS, ALWAYS HIGHLIGHT THE CTA
INVEST IN CRM (IT’S CHEAP)

InfusionSoft

Campaign example
WHEN IN DOUBT, ASK

SurveyMonkey

Create surveys anywhere, anytime.

Customer Feedback Survey

1. How well did the customer service agent answer your questions?
   - Extremely well
   - Very well
   - Moderately well
   - Slightly well
   - Not at all well

Add Logo
Add Question
Add Page

Analyze your survey results on the go.

SHOWING: 312 of 312 Responses

1. How well did the customer service agent answer your questions?

- Extremely well: 18% 56
- Very well: 35% 110
- Moderately well: 32% 100
- Slightly well: 8% 26
- Not at all well: 7% 24

Answered 312  Skipped 0

Track your results in real-time.

Status: OPEN

312 Total Responses
288 Completed Responses

Edit
Send
Analyze

Completed Responses: 288
Completion Rate: 75%
WHAT’S YOUR UNFAIR ADVANTAGE?

RECONNECTING WITH NATURE
WHAT'S YOUR UNFAIR ADVANTAGE?

RECONNECTING WITH NATURE

CUTE BABY ANIMALS
WHAT’S YOUR UNFAIR ADVANTAGE?

RECONNECTING WITH NATURE

CUTE BABY ANIMALS

BACON
THAT'S ALL, FOLKS!!