



Storytelling to Reach Markets

West Fork Farmstead
Pasture-based meat, eggs, and honey
West Chester, Iowa

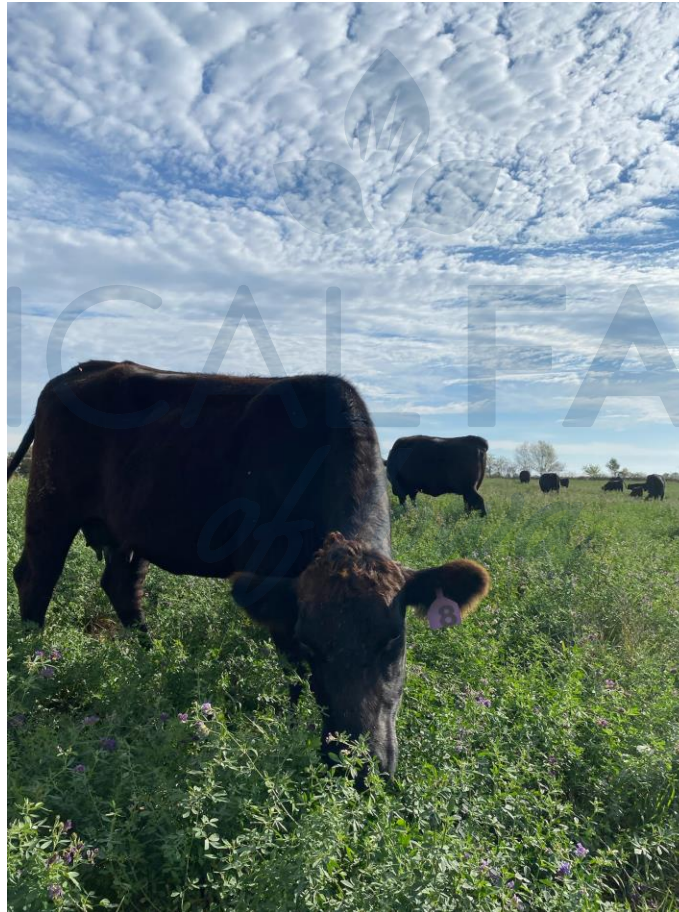
Who we are



PRA

ERS

What we raise and how we sell it



How and why I use a newsletter

- What purpose does a newsletter serve?
- Why use a newsletter service instead of your regular email or just using social media?

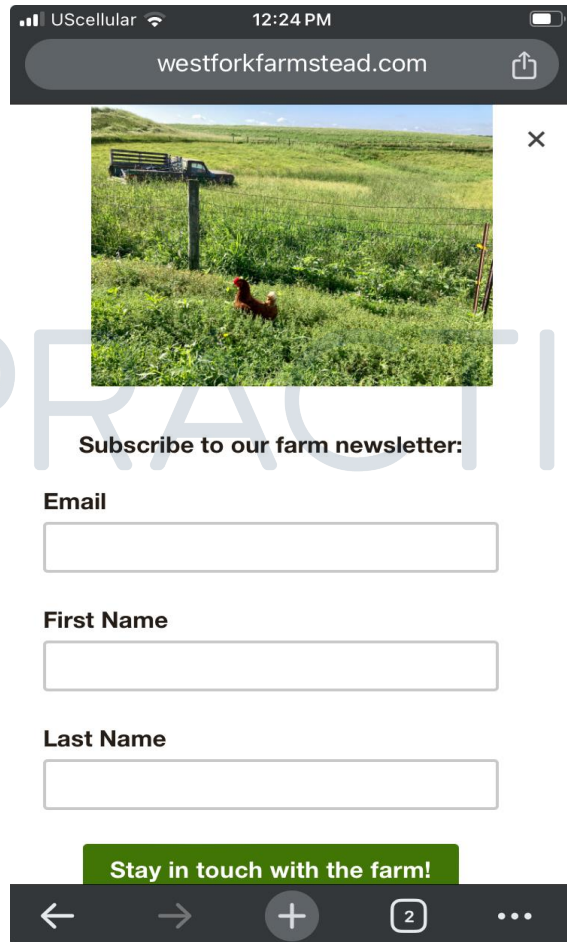


Which newsletter service we use & why



- Mailchimp
- Why I chose it:
 - Free to start
 - Emails look really nice
 - Easy to use
 - Recommended with website provider I picked first (Squarespace)
 - Integrates easily with websites, apps, other marketing tools
- Tons of other choices out there

How to get an audience



The screenshot shows a mobile browser interface. At the top, the status bar displays 'UScellular', signal strength, Wi-Fi, and the time '12:24 PM'. The address bar shows 'westforkfarmstead.com'. Below the address bar is a large image of a green field with a wooden fence and a red dog. Underneath the image is the text 'Subscribe to our farm newsletter:'. Below this text are three input fields labeled 'Email', 'First Name', and 'Last Name'. At the bottom of the form is a green button with the text 'Stay in touch with the farm!'. The bottom of the screen shows a mobile navigation bar with back, forward, home, and search icons.

- Set up newsletter account
- Website
- Integrate newsletter sign-up
- Social media accounts – share with your friends & family, ask them to share
- Field trips, speaking events, farmers markets – always have a sign up sheet or handout with QR code

How to keep them #1: Welcome email

- Send when new subscribers join
- Automate if possible
- Very short intro to your farm – what is the most important info you want people to know?



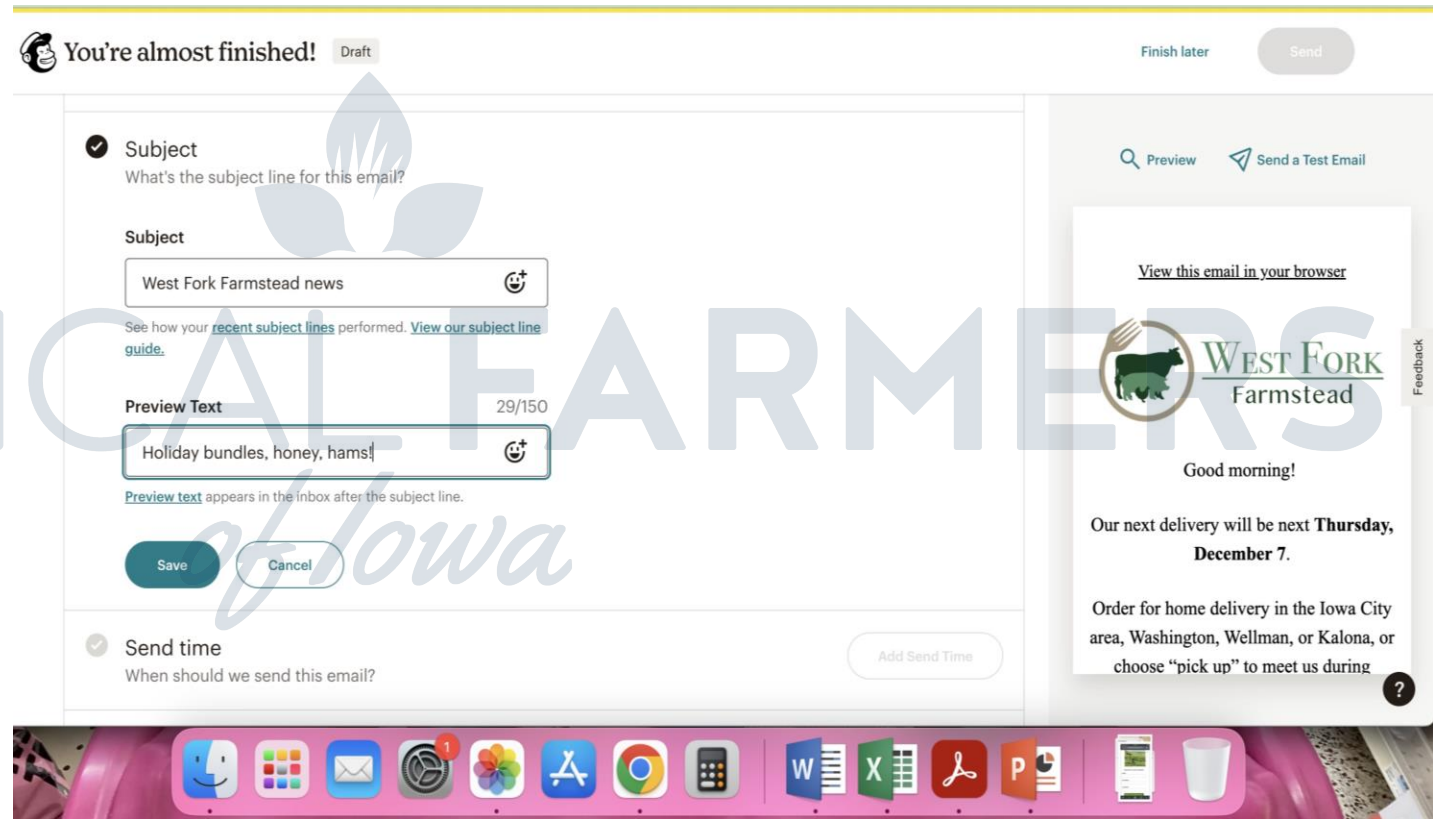
How to keep them #2: Consistency



- Pick a schedule that makes sense for your farm and how you sell
- Schedule it
- Make it mandatory

How to keep them #3: Subject lines

- Different theories on subject lines – what's most effective may depend on your context
- Always keep them short; not too many punctuation marks or emojis
- Try different types of subject lines out and see what works best for you



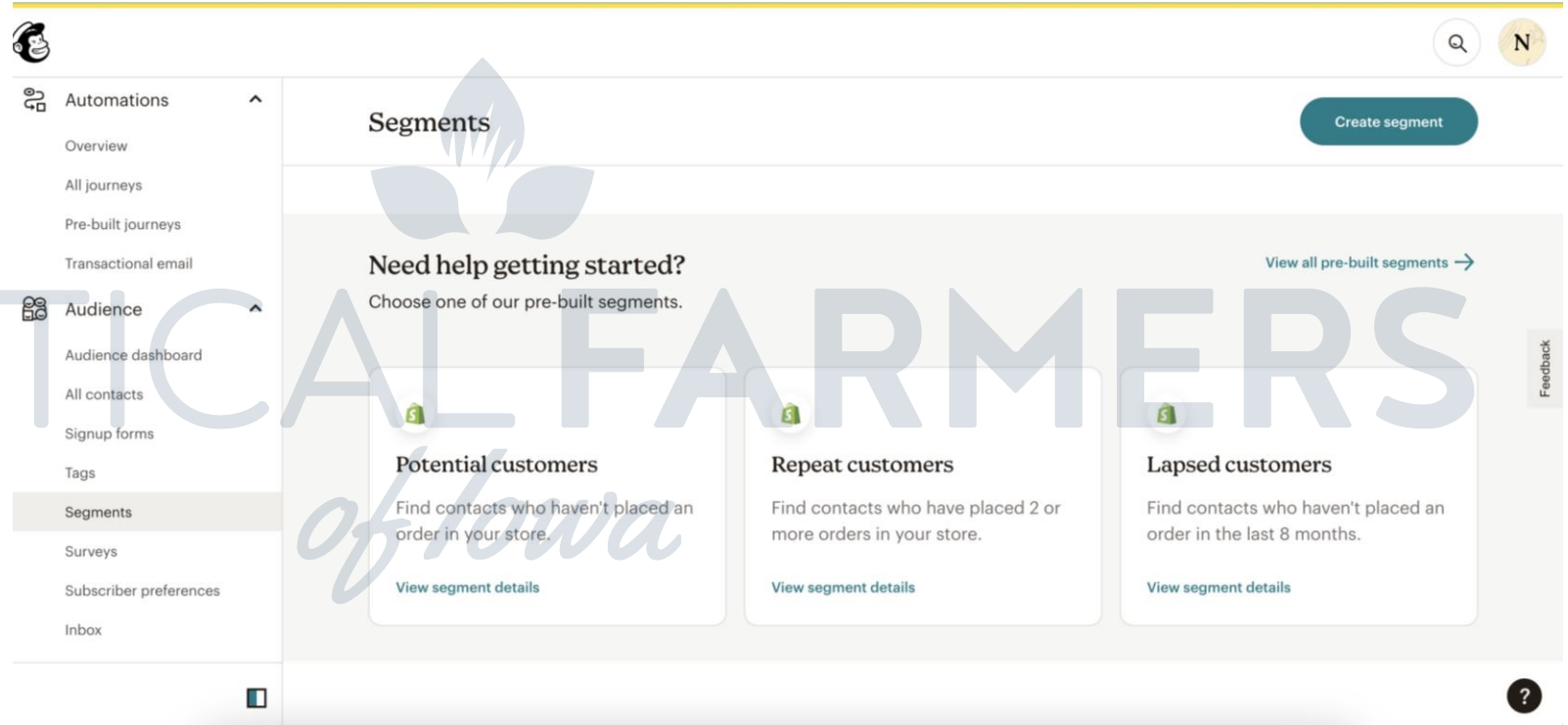
How to keep them #4: Get to their inbox



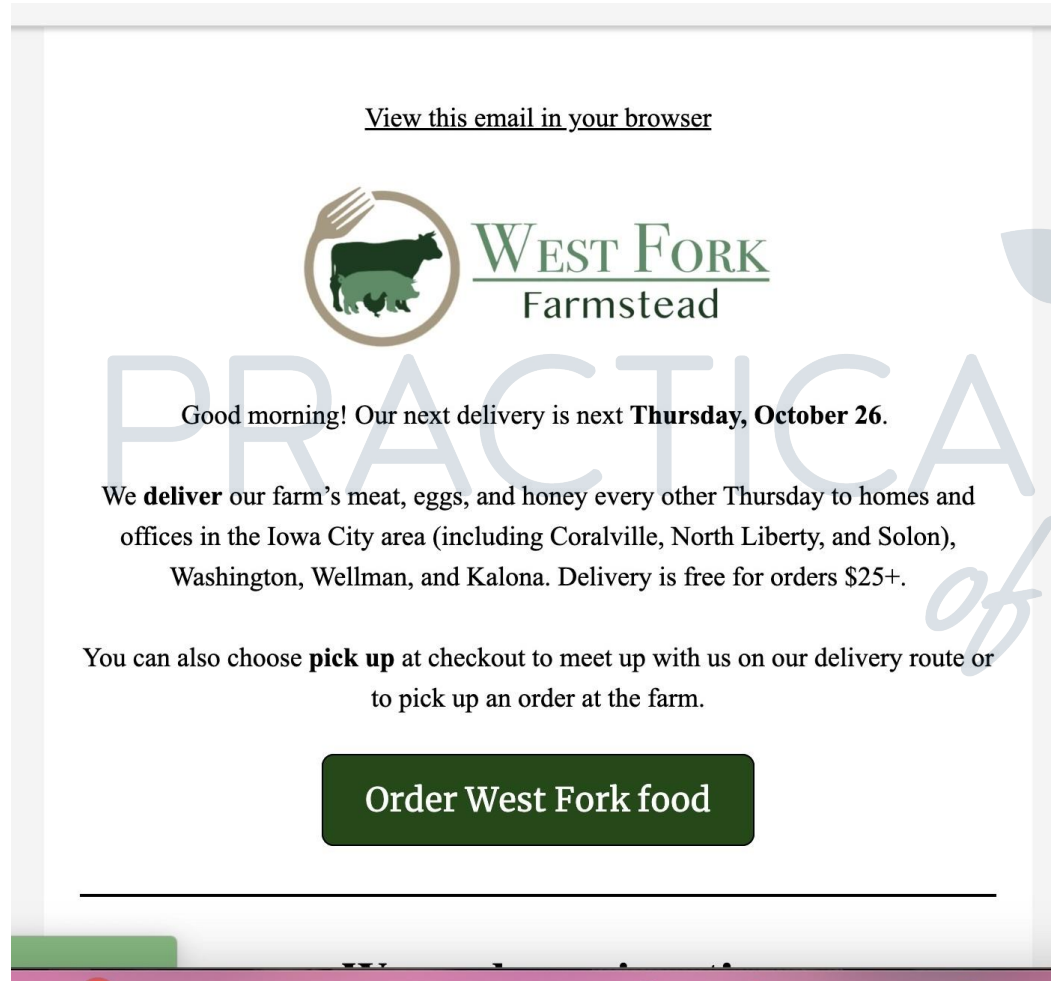
- Use a newsletter service with an unsubscribe function
- Ask people to add you to their contacts
- Personalize your “to” and “from” lines
- Try to get out of Gmail’s “Promotions” tab
- Clean out inactive subscribers periodically (with discretion)
- Don’t make emails too long or include too many pictures

How to keep them #5: Segmenting

Segmenting:
Splitting your
contacts into
groups based
on behaviors or
interests




How to keep them #6: Make your emails look nice



- Easy to read / scan
- Use readable fonts & sizes
- Break it into sections, as needed
- Make links obvious (buttons)
- Include pictures

Making your emails look nice: Use product photos

WEST FORK FOOD





NEW Item: Beef sticks!

We're so excited that our locker recently added an option to make beef sticks! These are frozen and come in regular or cheddar flavors. My son was delighted when he discovered them while we unloaded our new beef yesterday. :)

We have a limited number available as we try these out for the first time. We'd love to know what you think!

[Shop beef sticks](#)

Special this week: Smoked chops



[Boneless pork loin](#)
[Whole pastured chicken](#)


[Shop meat](#)

Also available now

The first review of our new beef sticks is in: "Beef and cheddar sticks are so yummy and addictive. Can I live on them alone maybe?" 😊❤️

We also have pastured eggs and lots of our other grass fed beef, pastured chicken, and heritage pork available!

[Shop all WFF food](#)



How to keep them #7: Incorporate customer feedback and ideas

- Customer feedback is extremely valuable – pay attention to it
- Things I use:
 - Recipe ideas & cooking tips
 - Comments & quotes (with permission)
 - Photos (with permission)



How to keep them #8: Spend time on content

- Edit and try not to be too wordy
- Be technically good: proofread
- Use it for sales but also more than sales:
 - Storytelling
 - Creating a connection
 - Sharing values
 - Inside view of life on the farm



Ideas for newsletter content



- Always communicate how people can get your food
- New products, items you want to move or focus on
 - Farm news & stories
 - Recipes
 - Events
 - Big picture farming topics

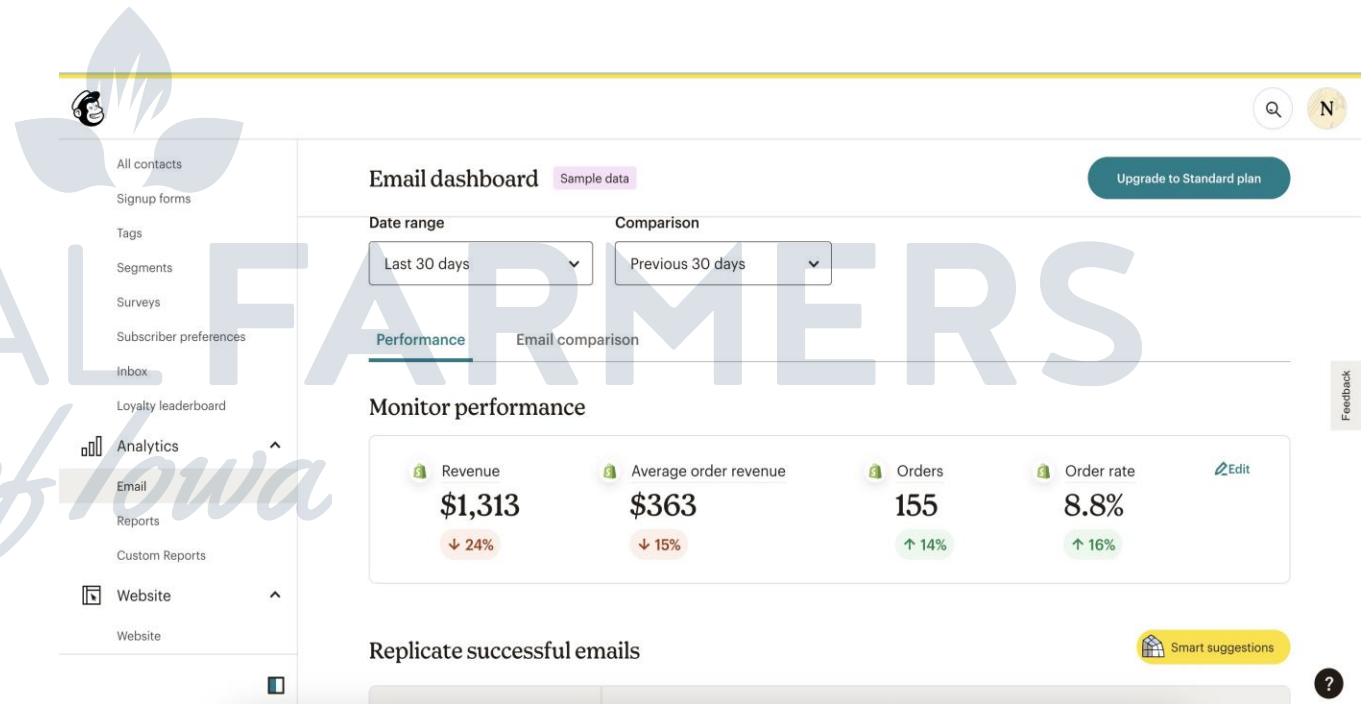
How do you think of ideas to write about?



- What's happened recently?
- What's coming up soon?
- What matters to us? What matters to our customers?
- What do I want our customers to know about us? About our food? About farming?
- What questions am I getting?
- What are people responding to?
- Marketing calendar or spreadsheet

Newsletter analytics

- Analytics you could consider
- What I find most valuable:
 - Open rates
 - Link clicks
 - Orders & revenue
 - When emails are opened
- What I do with that information



Questions?



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