Vendor Marketing Tips

Drawing the Customer to Your Product
Create Unique Display
Lettuce mix $3.00
Radishes $1.00
Green onions $2.00
Chalk board $4.50
Provide Quality Products/Produce
Group for Quantity Appearance
Adapt to Quantity
Vary Height of Items
Add Colorful Accessories
Ways to Accessorize

- **Recycle/Repurpose** – baskets, buckets, jars, bottles, crates, antiques, watering cans, table cloths, dish towels, trays, and more. Endless possibilities!

- **Shop discount stores** – Dollar Tree, Big Lots, Clearance sections. Always be on the lookout for seasonal items!

- **Garage Sales** – baskets, boxes, ribbons, bows, raffia, yarn, string, wrapping/packing paper.

- **Help from Friends** – Ask for help/ideas from friends. Once they see what you are doing – they will often want to help!
Accessory MUSTS

- Light weight (or worth carrying/loading!)
- Durable
- Easily portable
- Refills easily or stays w/ product
- Germ Free (cleans easily)
- Looks nice long-term
- Color/material complements product
Price Products Visibly

- Hot Smoked Turkey Sandwich: $5.00
- Egg Salad Sandwich: $2.50
- Cremosa Strawberry: $2.00
- Lemonade Pineapple: $2.00
- Homemade Rootbeer: $2.00
- Pineapple Cream Pie: $2.00
- Cinnamon Rolls: $1.00 each
- Cookies: $6.00 dozen
- Fudge: $4.00 per 1/2 lb
- Chocolate Cake: $2.00 slice
Branding/Labeling
Recipes & Samples
Encourage Product Sales

- Share recipe cards
- Make meal prep suggestions
- Provide samples
- Give a small product to try
- Prepare recipes at other venues
- Give recipes or cookbook as gifts
- Suggest shoppers use cookbook as gifts
- Donate cookbook to local groups
- Promote your business overall