

# Vendor Marketing Tips

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Drawing the Customer to Your Product

# Create Unique Display





Lettuce mix 3.00  
Radishes 1.50  
Green onions 2.00  
Chalk board 45.00





# Provide Quality Products/Produce



# Bountiful Display





# 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





Homemade  
SOAP \$15  
Lip Balm \$3

Flora's Homemade  
PURE COCONUT AND OLIVE OIL  
GOAT MILK SOAP  
Gentle Natural Cleansing

Flora's  
PURE COCONUT AND OLIVE OIL  
HOMEMADE SOAP  
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Red Leaf  
Lettuce

Tall Top Beets  
with Beet Greens  
40¢ ea.

Romaine Lettuce  
\$ 3.50 ea.

RIVER FARM

# Branding/Labeling





**PURE**  
**Honey**  
Darren Swartz  
20510 Wallace Rd  
Walnut, KS 66780  
620-754-3697  
NET WT.  
3 lbs

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**Honey**  
Darren Swartz  
20510 Wallace Rd  
Walnut, KS 66780  
620-754-3697  
NET WT.  
1 lb

**PURE**  
**Honey**  
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NET WT.  
1 lb



mother's day  
gift baskets

# 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