

Communicating Your Brand & Marketing Message Through Print, Google Local & the Web

NOFA-VT
Direct Marketing Conference 2010



Pam Knights Communications
88 Bailey Road
Northfield, VT 05663
802-485-7274
pkc@tds.net

The marketing landscape has evolved significantly over the past year with many more options available due to social media and the growth of Google.



Pam Knights Communications

88 Bailey Road

Northfield, VT 05663

802-485-7274

pkc@tds.net

BRAND DEVELOPMENT

MARKETING MESSAGE

MARKETING TOOLS

- Logo
- Business Cards
- Rackcard or Brochure
- Email Outreach
- Advertising
- Google Local
- Facebook Fan Pages
- Websites



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802-485-7274

pkc@tds.net

BRAND DEVELOPMENT

The platform on which to build
your marketing communications

YOUR LOGO- BRAND, STAMP of QUALITY

- Process of defining & articulating your identity in graphic form
- Color choices
- Visual reflection of you and your business
- Can use type treatment alone or with a visual
- Evident at a glance what you produce and sell
- Effective in b&w and when reduced to business card size

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Maplewood Organics



**100% Grass-Fed
Galloway Beef &
Vegetable CSA**


**Home of the
"Organic Mechanic"**



Defining Your Marketing Message

IDENTIFY & DEFINE

- Nuggets and kernels that make your farm, products or services unique
- What differentiates you from your competitors
- Your typical and ideal customer profiles and target markets
- Why people need your product or services
- What makes them tick?



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Developing a Tag Line

Does your business name convey what you do and/or what you offer? Tag lines used in conjunction with logos can communicate that at a glance.

Examples:

Tamarack Tunis: Vermont Grass Fed Lamb

The Last Resort Farm: Certified Organic Berries,
Vegetables & Hay

Cedar Circle Farm & Education Center: Growing
for a Sustainable Future

Bowman Road Farm: Locally Raised 100%

Grass-Fed & Grass-Finished Certified Organic
Beef

Business Cards

Like a mini brochure, always a carry them!

1 sided vs 2 sided

1, 2 or 4 colors

Print or color copy

1 sided= logo, tagline, contact info

2 sided, back= tag and bullets, membership

listings or logos



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190 Paddock Road
PO Box 27
Springfield, Vermont 05156

802-885-5339
800-772-0928
fax: 802-885-5393

www.CavendishGameBirds.com



Bill Thompson
bill@cavendishgamebirds.com

Premium Quail and Pheasant

- Family owned and operated
- Retail and wholesale
- Nationwide shipping
- Onsite processing under licensed inspection
- Processing services available



*Supplying Great Chefs
Across America Since 1988*

A large, detailed illustration of a quail in flight, positioned behind the text in the bottom right section of the advertisement. The quail is shown from a side profile, with its wings spread wide, revealing the intricate patterns on its feathers.



TAMARACK TUNIS
VERMONT GRASS-FED LAMB

Ben Machin

PO Box 521
Corinth, VT 05039

Office: 802-439-5252

Cell: 802-793-4250

ben@redstartconsulting.com

- Rare Heritage Breeds:
Tunis & Navajo-Churro
- Selling Whole Lambs
- Second oldest continuously-
managed flock of Tunis in the
nation, tended by four generations
of family farmers since the mid-1920s.





**Hannah &
Eric Noël**

3550 Gore Road
Highgate, VT 05459

802-868-5083

maplewoodorganics
@yahoo.com

Farming with Integrity to Improve the Land & Vermonters' Quality of Life

- Galloway Beef – Holistic Planned Grazing
- Fruit & Vegetable CSA
- Pasture-Raised Eggs
- Custom Grazing
- Automotive Repair



Rackcards & Brochures

Determine Purpose, Usage, Audience & Budget

Rackcards

- Generally 4x9", 2 sided, for use in racks
- Logo, biz name, offer visible in upper third
- Prominent phone, web address
- Use of bold headlines, bullets, compelling succinct copy, no typos, easy to read font
- Hours of operation
- Eye catching photo to carry the piece

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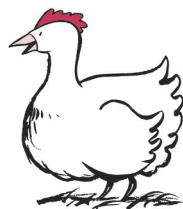
pkc@tds.net



COOKING POULTRY THE MISTY KNOLL FARMS' WAY

*Recipes for the Home Cook Created by
Vermont's Leading Chefs*

Family-owned and operated, Misty Knoll Farms produces the finest naturally raised chickens and turkeys available from Vermont. As stewards of Vermont's working landscape and members of the Vermont Fresh Network, Misty Knoll Farms partners with Vermont chefs to provide flavorful poultry for discerning diners throughout the state. Several of these chefs have developed recipes, designed especially for the home cook, that reflect the cuisine found in their restaurants. We invite you to cook like the pros, using the best poultry on the market to prepare simple yet nutritious meals your family will love!



Chef Tristan Toleno's Grilled Chicken on a Salad Bed of Arugula, Baby Beets, and Goat Cheese

Chef Tristan Toleno, co-owner of the Riverview Café, in Brattleboro, Vermont, creates a delicate balance of flavors with his recipe for grilled chicken. Marinated in olive oil with lemon zest, this chicken is especially tender. On a bed of arugula with cooked beets and goat cheese, it makes a hearty salad.

"Customers want to know our secret for great-tasting chicken. We tell them the truth—Misty Knoll Farms chicken tastes better. Our job is to bring that flavor out!"

Chef Tristan Toleno, Riverview Café

Prep Time: 20 minutes

Cook Time: 20 minutes

Serves: 4

4 six-ounce **Misty Knoll Farms** boneless chicken breasts
1 tablespoon lemon zest (Reserve the lemon for the dressing)

$\frac{1}{2}$ teaspoon salt

$\frac{1}{4}$ teaspoon freshly ground pepper

1 clove garlic or $\frac{1}{4}$ teaspoon garlic powder

2 tablespoons extra virgin olive oil

Combine the lemon zest, salt, pepper, garlic, and oil in a small bowl to make the marinade. Remove the skin from the chicken and coat the breasts on both sides with marinade. Place in a shallow dish and cover with plastic wrap. Refrigerate for an hour or overnight. Heat a grill pan or outdoor grill. Remove plastic wrap and cook the chicken about 10 minutes on each side, or until done. Slice and set aside.

To prepare the salad

1 shallot, finely minced

$\frac{1}{2}$ lemon, juiced (1/8 cup)

$\frac{1}{4}$ cup extra virgin olive oil

Salt and freshly ground pepper to taste

6 cups arugula (or spinach), washed and dried

8 small beets, roasted, peeled, and cubed

6 ounces goat cheese

Make dressing in a large salad bowl with shallot, lemon, olive oil, salt, and pepper. Toss in the arugula and beets and stir to coat. Divide among four salad plates, and sprinkle evenly with the goat cheese (about 2 tablespoons per serving). Top with the sliced grilled chicken, and serve.

Riverview Café, located in historic downtown Brattleboro, Vermont, offers casual hometown dining featuring locally produced foods. Enjoy panoramic views of the Connecticut River from the restaurant and outdoor deck, or while dining on the rooftop. Visit www.riverviewcafe.com to learn more!

**Trust Misty Knoll Farms to bring
Vermont's most flavorful and nutritious
poultry to your family's table.**

Misty Knoll Farms

1685 Main Street

New Haven, Vermont 05472

802-453-4748

www.MistyKnollFarms.com





RUG SHOP • SCHOOL
ONLINE STORE



Photo by Robert Eddy

Rugs, Wool, Supplies & Classes
for Traditional & Contemporary
Rug Hooking

~ Since 1982 ~

Shop open Tues-Sat 10 AM-5 PM
(Closed first 3 weeks in June for Rug School)

2838 County Road
Montpelier, Vermont 05602
802-223-1333
GreenMountainHookedRugs.com



Owned and operated by fourth generation rug maker
and dyeing specialist Stephanie Ashworth-Krauss,
Green Mountain Hooked Rugs
has been offering supplies and classes
to all rug hookers from the beginner to the experienced
textile artist for more than twenty-five years.



Photo by Cynthia McAdoo

"The Way Home"

Designed and hooked by
Stephanie-Ashworth Krauss
2006

RUG SUPPLY SHOP

Located just 4.5 miles from the capital city of Montpelier, Vermont, Green Mountain Hooked Rugs offers more than 200 bolts of 100% wool fabric, a wide selection of dyed wools, yarns, and finished rugs, as well as traditional rug hooking supplies such as frames, hooks, cutters, patterns, kits, backings, dyes, magazines, and books. In addition, custom dyeing, rug repair and cleaning services are available.

HOOKING & DYEING CLASSES

Green Mountain Hooked Rugs offers custom wool-dyeing and rug-hooking classes, as well as free hook-in gatherings at the shop, October-May. Please check our website for details.

RUG SCHOOL

Annually in June, Green Mountain Rug School offers three sessions of traditional and contemporary rug hooking classes for all levels, held on the scenic Vermont Technical College campus in Randolph Center, Vermont. Rug exhibits and a well-stocked rug supply shop are open daily.

ONLINE STORE

Visit us anytime at GreenMountainHookedRugs.com and shop for wool fabric, rug hooking kits, finished rugs, and equipment.

Directions: From I-89, take Exit 8 onto Memorial Drive. At 4th light turn left onto Main Street and continue through the light in the center of Montpelier. At the "Round-About" take the 1st right and continue on Main Street for 2.5 miles where it becomes County Road. You will pass Morse Farm then Thistle Hill Pottery. The shop is 1.5 miles from Morse Farm on the right. Watch for our yellow sandwich-board sign.

~ 802-223-1333 ~

E-mail us at vtpany@GreenMountainHookedRugs.com

GreenMountainHookedRugs.com

Brochures & Inserts

- 4 to 6 panels or 8.5 x11 or 8.5 x14” folded
- 1 to 4 colors
- Fit in #10 envelope, rack, or self mailer
- Professional-quality photography
- Have copy proofed
- Tell your story
- Educate and sell
- Call to action
- Town, state, phone, web on front, full address on back with phone & web with full address on back
- Pricing inserts – allows pricing flexibility



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Farmers' Markets

As farmers, we believe we can save customers time and money by bringing our produce to a market or store near you! Last Resort Farm products are available at the Bristol Farmers' Market on Wednesdays, and the Richmond Farmers' Market on Fridays. We also sell our produce to a number of area food markets, co-ops and restaurants. Check our website for a listing of our produce outlets.



Organic Hay

We grow approximately 90 acres of certified-organic grass and mixed-grass hay, both first and second cut, available in both square (approx. 40 lbs.) and round bales. Please call or e-mail for prices and schedule of availability. We offer discounts for prompt off-wagon pickup.

Certified Organic ~ Buy Local

The Last Resort Farm has been NOFA-VT Certified Organic since 1998. We grow everything we sell, and sell almost everything within 20 miles of the farm. Localvores welcome!



Farm Stand Open

May 1 through October 31, Self Service 24/7
Please find directions to the farm on our website.

Eugenie Doyle and Sam Burr
Tyler Bridge Road, Monkton, VT
Mail: 2246 Tyler Bridge Rd, Bristol, VT 05443
localfood@lastresortfarm.com

802-453-2847

LastResortFarm.com

Printed on recycled paper containing 10% post-consumer fiber

The Last Resort Farm



**Certified Organic Berries,
Vegetables & Hay**



- Self-Serve Farm Stand**
- Pick-Your-Own & Pre-Picked Berries**
- Vegetables, Garlic & Eggs**
- Mixed-Grass Hay**
- Farm Share Program**
- Farmers' Markets – Bristol & Richmond**



We Sell Only What We Grow!

Monkton, Vermont

802-453-2847

LastResortFarm.com

The Last Resort Farm is a family-owned, certified-organic berry, vegetable and hay operation located in Monkton, Vermont. The farm is also known for its hard- and soft-neck garlic and has been involved in garlic trials for the “Big News for Garlic” project since 2006. Everything we sell is produced on the farm and mostly sold within a 20-mile radius. That said, we welcome everyone looking for fresh, organic produce, whether or not you are a neighbor!



Farm Stand

The former “milk house,” equipped with coolers and scales, serves as The Last Resort’s farm stand, open May 1–October 31. Certified-organic produce and eggs, as well as jams and pickles, are available throughout the season on a 24/7 honor-system basis. During the pick-your-own season, the farm stand is staffed from 8 am–1 pm. Special orders can be phoned in and reserved for pick up at your convenience.



Pick-Your-Own Berries

One of the first Vermont farms to offer organic PYO strawberries, The Last Resort Farm has been growing delicious berries since 1983. The farm offers special “Toddler Rows” where children, while accompanied by an adult, can learn the joys of picking strawberries without strict rules about where to step. We also grow blueberries, raspberries and gooseberries, and offer pick-your-own red and black currants. Please check our website for picking dates. During the picking season, the fields are open daily from 8 am to 1 pm, and by appointment.



Farm Share

The Last Resort Farm supports the CSA (Community Supported Agriculture) concept and offers a Farm Share Program for customers wanting to demonstrate a close and continuous connection to the farm. Customers who prepay \$100 receive a \$10 bonus on produce at the farm. To enroll (see enclosed form), stop by the farm or send a check, and you will be issued a farm share card that is kept on file at the farm stand. There is no deadline for enrollment and no limit on the number of cards you may purchase.



Farm Share Cards

Prepay \$100 and receive \$110 worth of produce at the farm!

The farm stand is open for self service, 24/7, May 1 through October 31. There is no deadline for enrollment and no limit to the number of farm share cards you can purchase.



Please use order form on back.

The Last Resort Farm Share Card Order Form

Name _____

Address _____

State _____ Zip _____

Phone _____ E-mail _____

Amount (in \$100 increments please): _____



Please make checks payable to The Last Resort Farm.

Drop by the farm stand or mail your form and check to:

The Last Resort Farm
2246 Tyler Bridge Rd, Bristol VT 05443



Thank you!

2008 EVENTS

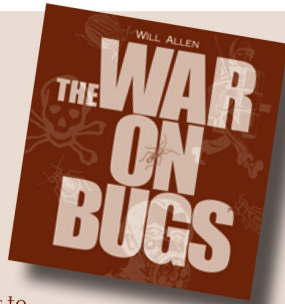
THE WAR ON BUGS

by Will Allen

Newly published by Chelsea Green, *The War on Bugs*, authored by CCF co-manager Will Allen, reveals the secret history of pesticides.

Using dozens of original advertisements and promotions to illustrate the story, he details how consumers and activists have struggled against toxic food. Autographed copies are available in the farmstand for \$35.

Details at thewaronbugsbook.com



SEPTEMBER – OCTOBER

FALL FARM TOURS

Tuesdays, Wednesdays, or Thursdays

Farm tours, hayrides, pumpkin picking, and educational activities customized to meet the curriculum needs of your Pre-K through 12 classes, scout group or youth program. \$4 per person. Please call ahead to schedule.

OCTOBER 12

6TH ANNUAL PUMPKIN FESTIVAL

Sunday, 10-5

Children's activities, horse-drawn wagon rides, live music, kid's interactive play by VT Assoc. of Recyclers "Chef's Suzette's Feedbag Restaurant, guided farm tours, draft horse demonstrations, cooking demonstrations, pumpkin picking, pumpkin pie and bread, grilled sausages, farm-made soups, organic ice cream and more! Fun for the whole family, rain or shine, no admission fee.

OCTOBER 18-19 & 25-26

HORSE-DRAWN WAGON RIDES TO THE PUMPKIN PATCH

Saturdays & Sundays, 11-4

Take a horse-drawn hayride to and from the pumpkin patch and pick the perfect pumpkin. See our educational displays and visit the coffeehouse and farmstand. The kids can play in the sandbox and meet the farm animals.

OCTOBER 31

FARMSTAND CLOSES FOR THE SEASON

Friday, 10-6

Last chance to pick up pumpkins for Halloween and vegetables for the winter!



Watch for tasty certified organic seasonal produce at our farmstand!

(dates are approximate, depending on weather conditions)

late May – Asparagus

mid June – Strawberries

July – Blueberries, Corn, Tomatoes

mid September – Pumpkins

... and lots of other veggies in between—salad mix, summer squash, peppers, lettuce, spinach, peas, potatoes, Swiss chard, kale, eggplant, artichokes, winter squash and more!

To register for dinners and classes call

802-785-4737

Farmstand ~ Mon-Sat 10-6, Sun 10-5

Hello Café ~ Daily 8-5

Closed Mondays in Sept & Oct

GROWING FOR A SUSTAINABLE FUTURE

Cedar Circle Farm & Education Center is a certified organic, fifty-acre farm located off Route 5 in East Thetford, VT—minutes from Lyme and Hanover, NH, and Norwich, VT. Conserved in 1990 with the Vermont Land Trust, CCF is a proud member of Farms Not Arms, the Organic Consumers Association, Northeast Organic Farming Association of Vermont (NOFA-VT), Rural Vermont, Slow Food USA, Valley Food & Farm, Vermont Farms!, and Vermont Fresh Network. We also support the Upper Valley Localvores!

Kate Duesterberg & Will Allen, Farm Managers
225 Pavillion Road, East Thetford, Vermont 05043

growing@cedarcirclefarm.org

CedarCircleFarm.org

Directions from the Norwich/Hanover area: Go north on Rt. 5 approximately nine miles from Norwich. Watch for the big red barn on your right. Immediately after, look for a Vermont road sign for Cedar Circle Farm. Just past the sign, turn right onto Pavillion Road (cross RR tracks). Go 3/4 mile, farmstand is on your right.

From I-91: Take exit 14, Thetford. Turn east on Hwy 113 and go one mile to village of East Thetford & intersection of Rt. 5. Turn right (south) on Rt. 5. Just past the Mobil station, turn left at CCF sign onto Pavillion Road. Cross RR tracks, go 1/4 mile, and farm is on your left.

2008 EVENTS



Farmstand & Education Center

ANNUALS & PERENNIALS, BEDDING PLANTS,
CERTIFIED ORGANIC VEGGIES & BERRIES, COFFEEHOUSE

Look What's Coming Up at the Farm!

- CSA Farm Share Program
- Harvest Celebrations
- Dinners in the Field
- Canning & Freezing Workshops

Pavillion Road—off Route 5
East Thetford, Vermont

802-785-4737

ALL
NEW!

CedarCircleFarm.org

APRIL 26

FARMSTAND OPENS FOR THE SEASON!

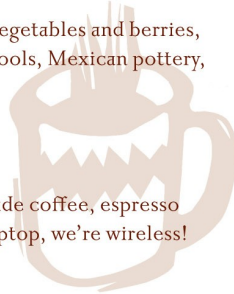
Monday–Saturday, 10-6; Sunday, 10-5

Flowers, bedding plants, certified organic vegetables and berries, local products, artisan cheeses, gardening tools, Mexican pottery, gifts and more.

DAILY, 8-5

HELLO CAFÉ

Stop by our coffeehouse for organic Fair Trade coffee, espresso drinks, teas, and baked goods. Bring your laptop, we're wireless!



MAY 3 – OCTOBER 25

NORWICH FARMERS' MARKET

Saturdays, 9-1

Join us at the Norwich Farmers' Market on Route 5 in Norwich.

MAY 11

MOTHER'S DAY

Sunday, 10-5

Bring Mom to the farm to pick out a hanging basket or flowers for her garden! Free Gift for Moms (with purchase).



MAY 15

PROSE & POETRY READING & BOOKSIGNING AT THE FARM

Thursday, 7pm

Join Thetford authors in the Hello Cafe. Will Allen reads from his book, *The War on Bugs*, and Bob Nichols reads poetry from his latest book, *Here & Somewhere Else*. Free admission.

MAY 29 – SEPTEMBER 25

LEBANON FARMERS' MARKET

Thursdays, 4-7

Now in its fifth year, look for us at this farmers' market on the green in Lebanon.

JUNE 4 – OCTOBER 24

HANOVER FARMERS' MARKET

Wednesdays, 3-6

Join us at this all-new market located on the top floor of the parking garage, in the back of Ben & Jerry's.

**COMMUNITY SUPPORTED AGRICULTURE
CSA SHARES**

Sign up by May 31 for a weekly share of the harvest mid-June through mid-October. Come to the farm on Tuesdays, Wednesdays, or Fridays between 3-6 pm to pick up a seasonal assortment of certified organic vegetables and berries. In addition, receive 10% off all farmstand purchases throughout the season. Call for a brochure or to sign up.

Regular share: \$495 • Small share: \$375

JUNE 10, 11 & 13

CSA STARTS – FIRST PICK-UP

Tuesday, Wednesday & Friday, 3-6

Now in its fifth season, our Community Supported Agriculture program begins the second week of June and runs for 20 weeks, through mid-October. Memberships are available through May or until we reach capacity.

JUNE 29

6TH ANNUAL STRAWBERRY FESTIVAL

Sunday, 10-5

Children's activities, "Garden Variety" puppet show with GabrielQ, Strawberry Queen, horse-drawn wagon rides, live music, guided farm tour, draft horse demonstration, berry picking, homemade strawberry shortcake, wood-fired pizza, grilled sausages, salads, organic ice cream and more! Fun for the whole family, rain or shine, no admission fee.

JULY 26, AUGUST 2 & 9

DINNERS IN THE FIELD

Saturdays, 5:30-8:30

Join us for a casual country dinner on the farm featuring fresh food from the farm. Dine in a scenic field along the banks of the Connecticut River, at tables set with linens, china and silverware. Held under a tent in case of rain. Register early as dinners fill quickly! \$45 per person.

JULY 26

**DIVINE FLAVORS OF THE FIELD FEATURING
THE BEIDLER FAMILY FARM**

Join special guest Brent Beidler of Beidler Family Farm in Randolph Center, VT, producers of organic milk and grains. Suppliers of the Northern Grain Growers Association, Brent discusses the industry growth of grain and oil seed crops for local consumption. The meal features a locally raised meat, a vegetarian main dish, and "divinely" fresh veggies from Cedar Circle Farm!

AUGUST 2

RUSTIC ITALIAN NIGHT FEATURING CHEF GIOVANNI

It's about as close as you'll get to an evening in the Italian countryside! Guest Chef Giovanni Leopardi from Carpaccio Ristorante Italiano in Hanover, NH, prepares such Italian specialties as fresh cod wrapped in lettuce leaves topped with heirloom tomato concasse and Berkshire pork stewed with fresh corn, onions and tomatoes, plus other tasty dishes made with our farm-fresh veggies. A discussion of the Slow Food movement with its origin in Italy tops off the evening.

AUGUST 9

3RD ANNUAL MEXICAN NIGHT

Cedar Circle's own Will Allen turns the farm's abundance of ripe tomatoes, peppers and corn into a feast of tamales, enchiladas and chili rellenos, accompanied by farm-fresh salads and vegetable dishes. To spice up the evening, Will talks about his newly published book, *The War on Bugs*, the secret history of pesticides revealed.

AUGUST 23 & 30

**EAT LOCAL ALL YEAR – CAN & FREEZE THE BOUNTY OF
SUMMER WITH CCF BAKER/CHEF ELISE BRATCHER**

Saturdays, 9-noon

To eat local in winter, supplement root vegetables and squashes with homemade pickles, salsas, jams, and chutneys, as well as your favorite frozen fruits and vegetables. Join CCF baker/chef Elise Bratcher in our bakery kitchen to learn successful canning and freezing techniques, as she shares her experience with preserving vegetables and fruits fresh from the farm. Take home tasty treats for your winter pantry or freezer! \$45 per person (includes vegetables).

AUGUST 23: CANNING

Putting food by can mean stocking up your pantry with canned goods or preserving fancier foods for special occasions and gifts. In this hands-on class, Elise covers the basics as you sterilize jars and fill them with homemade jam, chutney and pickle chips! Bring your own cutting board, knife and apron.

AUGUST 30: FREEZING

Peel, chop and fill freezer bags with freshly harvested summer produce, while learning the optimal techniques for freezing herbs, berries, greens, and vegetables. Bring your own apron, cutting board, knife, and cooler for transporting your prepared harvest back to your own freezer.

SEPTEMBER – OCTOBER

Farmstand & Coffeehouse Closed Mondays



Email Outreach

Collect Email Addresses:

- Drawings at farmers' markets
- On CSA registration forms
- Sign up lists at farmstand or markets
- Email capture form on website
- On your computer, set up as groups of less than 40 to avoid spam removal
- Use an email management program such as [Mailchimp.com](https://mailchimp.com) (up to 500 addresses free) or Constant Contact
- Create a branded e-blast template
- Send out weekly CSA info, news, specials etc

Advertising

- Classifieds in local papers and Agriview
- Small ads in:
 - Local Banquet magazine
 - Green Living Journal
 - Edible Green Mountains
 - NOFA-VT winter conference program
- Free listings in Vital Communities/Valley Food & Farm Guide (if in the Upper Valley area) & Green Living Journal
- Online farm and food related directory listings
- Vermont Fresh Network

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Google Local

Local Business Listings are found by various search engines usually with a MAP, and drive traffic to your business or website.

Local listings are appearing on more locations such as 1-800-GOOG-411, mobile devices and handhelds.

Go to google.com or maps.google.com and do a search ie: organic farms near Waitsfield VT

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Claiming your Local Listing

Click on reviews or more info to see if listing has been claimed. It is important to claim, verify and validate your listing information.

To do so you need to set up a google acct. Limit accts to 1 or 2 (personal and business).

Be consistent in how you list your business name and address in terms of abbreviations etc. **everywhere on the web going forward.**

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How to Claim Your Local Listing

Go to [Acorn Internet Services](#)

Web address is www.acorn-is.com

For step by step instructions on how to claim and optimize your Local Business Listing go to online learning and click on:

[LBL 101: Local Business Listing Basics](#)

[LBL 102 Local Business Listing Advanced.](#)

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Facebook vs Website

- Personal vs Fan page
- Free, “easy” to set up
- Fan= Accessible without a login, searchable
- To be effective posts should be made weekly

Example: Green Mountain Farm to School

A circular logo for Pam Knights Communications. The outer ring contains the text "PAM KNIGHTS COMMUNICATIONS" in a serif font. The inner circle features a stylized, ornate design with floral and scrollwork elements.

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Websites

Formal presentation of your business, where you can tell your story and control the message.

- Carry branding through in templates
- Plan architecture/navigation of site carefully
- Quality photography, sized to load quickly
- Content Management System (CMS) important on key pages
- Capture mail/email addresses
- Keep content fresh, ave. 150 words per page
- Online sales option
- Develop links, reciprocal links
- SEO crucial
- Google analytics- free tracking reports

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Website Examples

Green Mountain Farm to School
Cedar Circle Farm & Education Center
Last Resort Farm
Restaurant Phoebe



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Extras


Vermont Agency of Agriculture
Certified Vermont Made user & logo: \$25 and up

Drawing

PKC- 2 hours free consulting

Newcomb Studios- Free 2 Sided Business Card
Design

Vermont's Local Banquet- Free Business Card
Size Ad



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