

Marketing for All 2.0

Adaptable Marketing Training for Small Farms

New Modules

Personal Selling Skills

If you're in direct marketing, you're in the business of selling. Get some tips on making the sale.

Customer Retention & Engagement

Once you have a customer, you want to keep them! Learn why keeping your regulars is a top priority and how to do it.

Digital Marketing Basics

Learn about some particular strategies and approaches to market your products in the digital landscape.

Photography & Digital Ad Tips & Tricks

Digital marketing is visually-driven. Make sure you're catching eyes and boosting your brand.

Original Modules

Marketing Basics

Product, Price, Place, and Promotion--start your marketing on the right foot.

Social Media Basics

How small businesses can use social media to generate more sales.

Basics of Web Design

We touch on principles and tools to get you going.

Hands-On Visual Merchandizing

We take a show-don't-tell approach to learning about display design. Participants can brainstorm and discuss the merits of different designs in a hands-on workshop.

Market Signs That Work

From getting people to your market or business to trying to communicate with them once they've arrived, this workshop can help.

Identifying and Exploring New Markets

Learn how to find and compare opportunities to grow your business.

Understanding and Using Analytics

Big companies collect BIG data. Learn how you can leverage their technology for your business.

Record Keeping for Specialty Crops

We focus on basics and making small changes for big results.

Using Price Data to Make More Money

Once you've figured your costs, how do you set your price? We show how to use CCD price data to make sure the price is right.

Value-Added Product Development

Get your bearings when developing a value added product.

Accepting More Than Just Cash

Customers don't always carry cash any more. We take a look at how and why you may want to think about taking plastic.



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Each training lasts ~ 1 hour.

Mix & match topics to meet your group's needs.

To schedule: email brett.wolff@uky.edu or call 859-218-4384