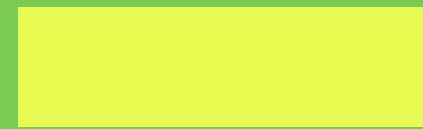


LEXINGTON FARMERS
MARKET 2023



Fall Meeting "State of the Market" Highlights



Customer Base is Growing & Diversifying



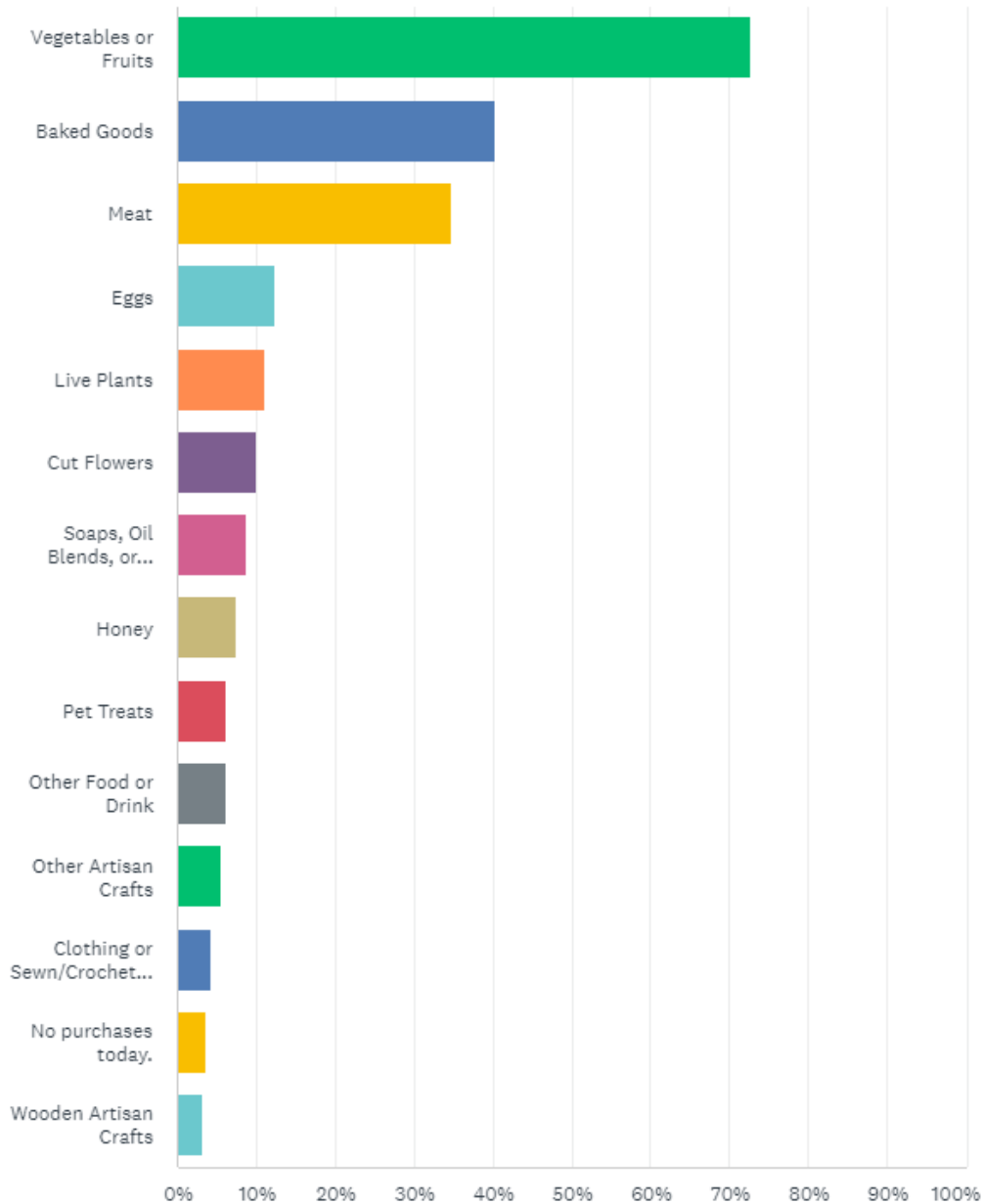
- 17% were first time visitors; 44% customers for 3+ years
- 45% have people under 25 in household
- 20% are below median household income for county; 12% have someone with SNAP EBT benefits in the household
- 11% have people of color in their household



What They Buy and Spend

For today's visit only, check all the categories of products your household purchased today.

Answered: 161 Skipped: 0



- 28% spent less than \$20
- 32% spent \$20-\$39
- 22% spent \$40-\$79
- 13% spent \$80+
- Only 4% spent nothing

SNAP EBT Has Grown by 137%!

- 9/30/22 YTD -- \$1755
- 9/30/23 YTD -- \$4157



The late summer drop off is slowly improving



	2019	2020	2021	2022	2023
mid July	700	400	440	530	600
late August	430	260	300	375	420
% Retained	61%	65%	68%	71%	70%

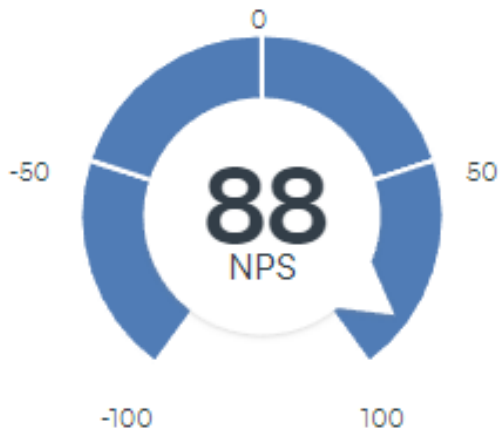
They Love Us!



How likely is it that you would recommend the Lexington Farmers Market to a friend or colleague?

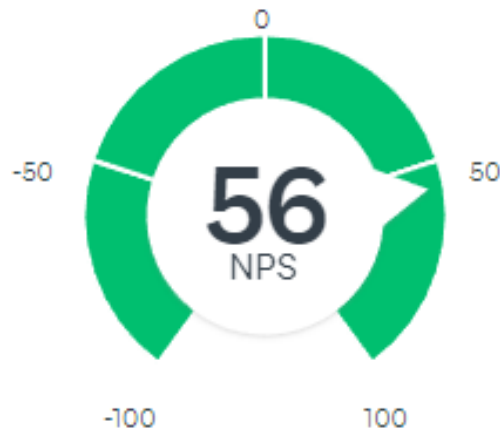


Your Net Promoter® Score



Answered: 161 Skipped: 0

Non-profits



Average from 1,094 Organizations
10/1/2022 - 9/30/2023

Your score is in the top 25%

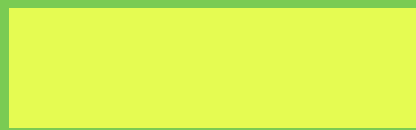
MINIMUM	LOWER QUARTILE	MEDIAN	UPPER QUARTILE	MAXIMUM
-63.6	40	62	79.6	100

Your Net Promoter® Score: 88

Distribution of Responses

	DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
Your Responses	2.48% 4	6.83% 11	90.68% 146	88
Non-profits	11.06%	21.75%	67.19%	56

LEXINGTON FARMERS
MARKET 2023



Marketing Report



Our Marketing Team

MEET OUR MEMBERS



K.S. LOCKHART

Marketing Coordinator



ALLISON PRINKEY

Marketing Assistant &
Content Creator

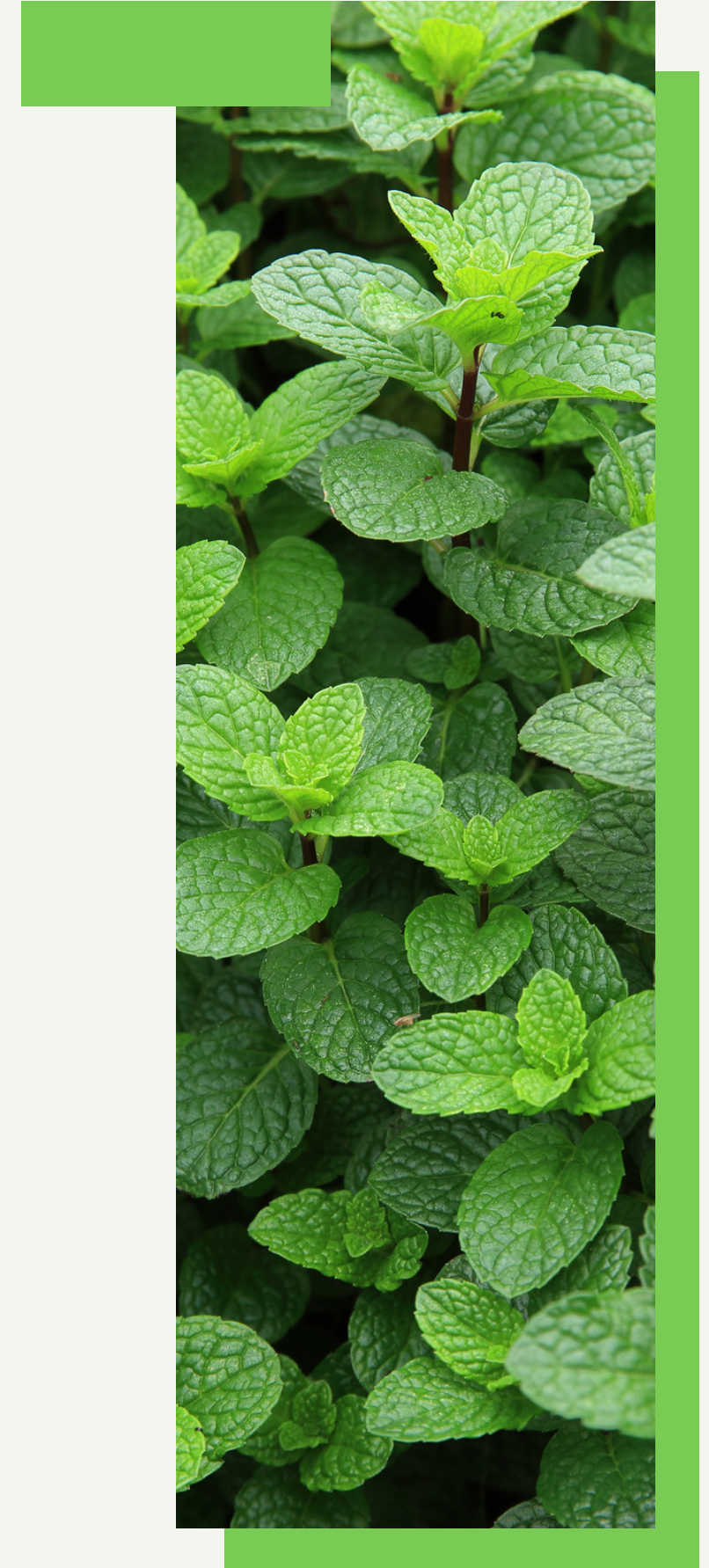


KALEIGH PENLAND

Intern & Content Creator

Presentation Outline

- Our Marketing Channels
- Reach & Impact
- Engagement
- Where to Go From Here



Our Marketing Channels



SOCIAL MEDIA

We promoted the market across multiple social platforms including Instagram, Facebook & TikTok.

PRINT

We wrote press releases for significant milestones & large events, distributed special event postcards and LFM posters around Lexington & produced the Local Food Guide.

WEBSITE & EMAIL

We updated the LFM website and sent our weekly newsletters to nearly 700 subscribers on our email list.



2023 Analytics



○ SOCIAL MEDIA



- Reached 190,264 - up 13.4%
- Gained 1,034 followers - 7.9K



- Reached 3,036 - down 90.4%
because didn't pay to boost
- Gained 265 followers -2,126 total



- Viral video - 4/18/23 - 441K views
- Gained over 1200 followers

○ PRINT & MEDIA

- Distributed over 3,000 Local Food Guides across Davidson County
- Large Farmers Market banner ad on Davidson Local homepage and morning email every day since April 2022.

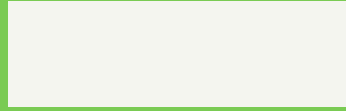
○ EMAILINGS

- 27,826 emails sent
- 42% open rate - up 16%
- Gained subscribers
- Sent out 46 customized emails promoting special events and weekly markets

○ WEBSITE

- We saw 8,583 sessions to our website
- 6,700 unique visitors
- 18,000 page views
- 3,899 were direct visits
- 3,424 were from Google
- 519 were from Facebook

TOP PERFORMING ADS



FARM FEST EVENT - AUG. 14

This ad reached 23,912 people. There were 1607 engagements, 1435 link clicks and 130 post reactions.



WINTER MARKET - MARCH 4

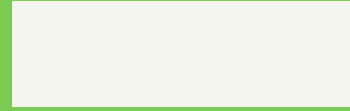
This ad reached 16,652 people. There were 342 engagements, 192 link clicks and 117 post reactions.



OPENING DAY - MAY 6

This ad reached 13,117 people. There were 402 engagements, 202 link clicks and 135 post reactions.

TOP PERFORMING ADS



GARDEN ANYWHERE - AUG 12

This ad reached 9,750 people. There were 154 engagements, 82 link clicks and 60 post reactions.



KIDS TASTING DAY - JUNE 5

This ad reached 9,282 people. There were 308 engagements, 132 link clicks and 116 post reactions.



PLANT SALE - OCT 14

This ad reached 9,083 people. There were 250 engagements, 141 link clicks and 75 post reactions.

TOP PERFORMING FACEBOOK POSTS



HIGHEST REACH - PESTO CHALLENGE

This post's reach (3,927) is 598% higher than your median post reach (563) on Facebook.



HIGHEST REACTIONS - YOUTH SPOTLIGHT

This post received 1,886% more reactions (139 reactions) than your median post (7 reactions) on Facebook.



HIGHEST COMMENTS - PESTO CHALLENGE PREVIEW

This post received 15 comments compared to your median post (0 comments) on Facebook.



[Watch](#)



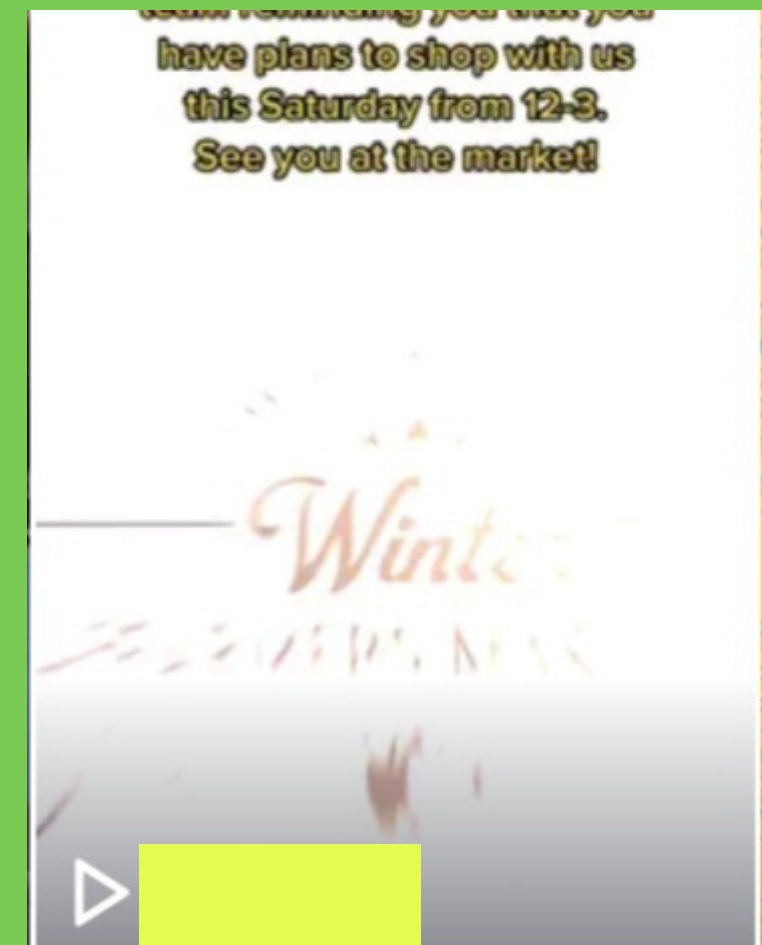
[Watch](#)

TOP PERFORMING TIKTOKS

Our consistent video content is what attracted a majority of our new engagement & reached a younger demographic of consumers.

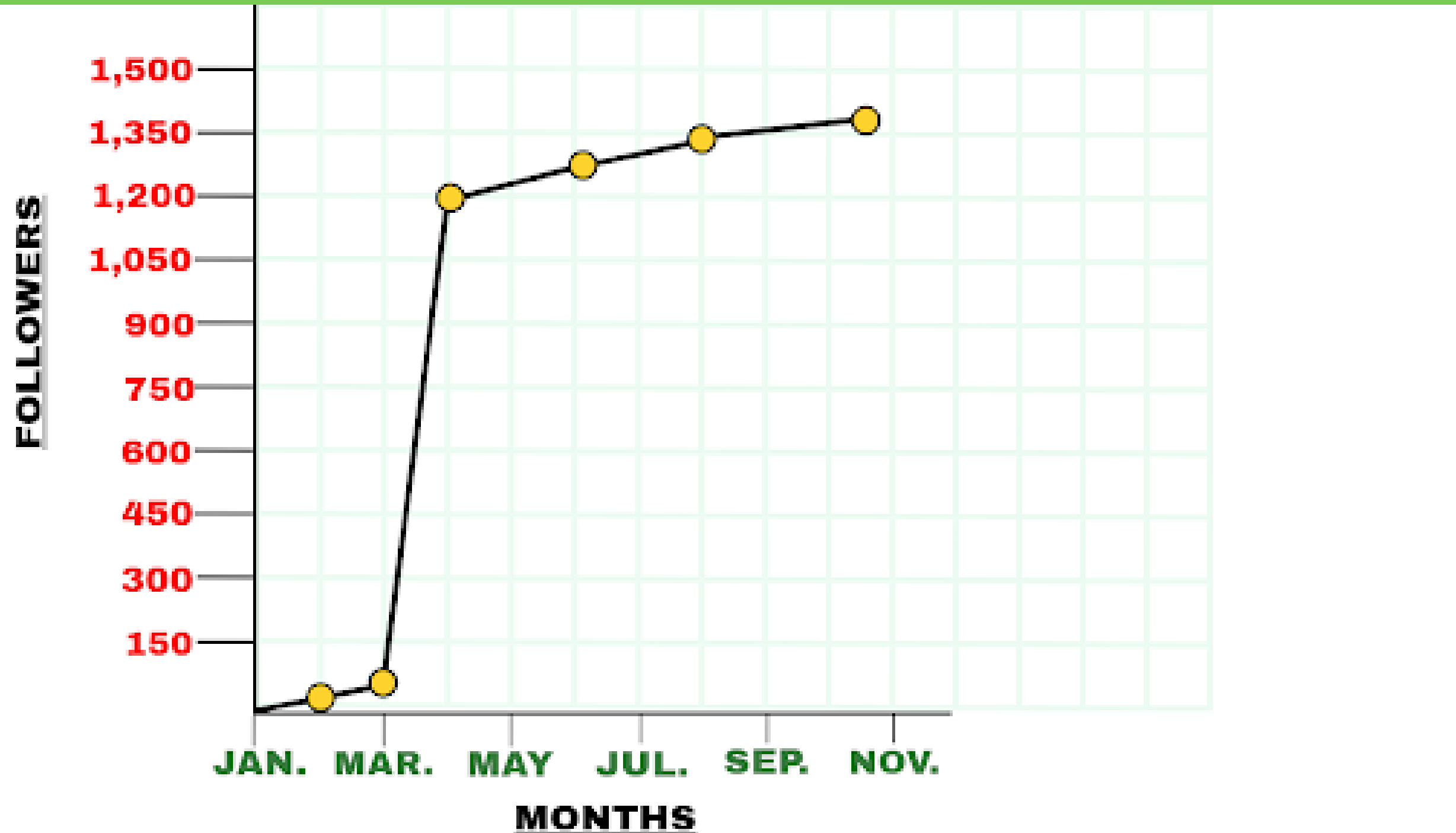


[Watch](#)



[Watch](#)

TIK TOK FOLLOWERS INCREASED AFTER VIRAL VIDEO



IMPACT

GREATER MARKET TRAFFIC

An increase in engagement on Facebook events, supports the greater market attendance and satisfaction numbers



EDUCATING & ENGAGING THE CONSUMER

When vendors use the marketing tips we are sharing, they see their own followers grow and sales rise.

Where do we go from here?

