



CI MARKETING

Use these easy marketing tips to get your Square Foot Gardening business seen and heard!

Social Media

- **Facebook:** Post images of your SFG and create live or pre-recorded videos of every aspect of your SFG
- **Instagram:** IG is all about the photo! Share images of planting, growing, harvesting, and cooking with fresh veggies from your SFG
- **YouTube:** Create a YouTube channel and regularly upload SFG instructional videos
- **Pinterest:** "Pin" your images and videos and add links back to the original place you posted (your website, YouTube channel, or IG post, for example), increasing your audience across the board

Email List

- Use an email marketing service like Mailchimp or Constant Contact to easily communicate with your larger group of followers
- Collect email addresses at your events to add to your list
- Avoid using a "regular" email like Yahoo or Gmail — emailing a large group through those services often goes to the recipients' junk folder
- Email regularly (once a month minimum)
- Inform of upcoming events
- Give seasonal SFG tips
- Include a new pic of your SFG
- Answer a follower's question
- Add links to your social media pages for people to easily follow you

Local Calendars

- Community websites
- Free local newspapers
- City hall websites
- Do an Internet search "Do(your area code)" (ex: Do512) for a local calendar to submit your events to

Tips

- ✓ Always carry your CI business cards with you
- ✓ Wear your CI hat in public and be prepared for people to ask you questions
- ✓ Contact your local TV station, garden show, or lifestyle show about doing a live DIY segment
- ✓ Let people know in your videos, emails, and social media postings how they can get in touch with you for speaking, demonstrations, or other presentations
- ✓ Consider a dedicated email address for your SFG 1-to-1 communications (CISusanSmith@gmail or Brian4SFG@gmail, for example) so people can immediately recognize who you are and what you do

