



**BOOSTING SALES & CUSTOMER RETENTION:**

# **DIGITAL MARKETING PROGRAM FOR ILLINOIS FARMERS MARKETS**

PRESENTED BY:  



# Digital Marketing Webinar Toolkit

This toolkit compiles key lessons, checklists, and best practices from the Spring 2025 Digital Marketing Webinar Series. It is designed to support Illinois farmers markets in building strong, consistent, and data-informed digital marketing strategies.

## Canva Basics

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*Use Canva to create on-brand graphics and videos for social media and advertising.*

- Set up a Brand Kit with colors, fonts, and logos
- Create graphics sized correctly for each platform
- Design Reels and short-form videos
- Promote SNAP and nutrition programs visually
- Export assets as MP4, PNG, JPG, or PDF depending on use

## Social Media Advertising Campaigns

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*Learn how to launch paid ads on Facebook and Instagram using Meta tools.*

- Use Meta Business Suite for posting and boosting content
- Use Business Portfolio (Business Manager) for advanced ads
- Set campaign objectives, budgets, audiences, and placements
- Test ads with small budgets and optimize over time

## Insights and Analytics

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*Track performance to understand what works and refine your strategy.*

- Audience demographics and behavior
- Post and content performance
- Organic and paid campaign results
- Trends over time

## Reporting

*Monthly reporting helps document growth and guide decision-making.*

- Report once per month using a spreadsheet to track your month-to-month insights and analytics
- Use consistent metrics each month
- Build a 12-month snapshot of your digital marketing efforts
- Use the data to help better understand what's working and what can be improved

## Quick Checklists

- Before posting: on-brand, clear message, correct size, clear CTA
- Before advertising: objective, audience, budget, creative, destination link
- Before reporting: pull insights, note trends, submit on time