# Beginning Farmer Online Marketing Checklist

An online marketing checklist for beginning farmers. It helps farms set up a presence, share their story, and make ordering easy for customers. Print a fresh copy for each project.

Farm / unit: _____ Date: _____ By: _____

| ITEM | OK | FIX | N/A |
|---|---|---|---|
| Farm name and brand ready | ☐ | ☐ | ☐ |
| Website or page set up | ☐ | ☐ | ☐ |
| Contact information visible | ☐ | ☐ | ☐ |
| Product photos taken | ☐ | ☐ | ☐ |
| Online listings claimed | ☐ | ☐ | ☐ |
| Social media accounts set | ☐ | ☐ | ☐ |
| Email list started | ☐ | ☐ | ☐ |
| Online ordering plan | ☐ | ☐ | ☐ |
| Review plan for results | ☐ | ☐ | ☐ |

**NOTES / REPAIRS NEEDED**

**TIP** Keep your contact details the same everywhere online so customers can always find and reach you.