Farm Annual Marketing Review

A farm annual marketing review template for looking back at the year's promotions, sales channels and customer response, so owners can keep what worked and drop what did not.

Farm / unit: _____ Date: _____ By: _____

Year reviewed

Promotions run

Sales channels used

Best performing products

Customer response summary

Costs of marketing

Events held

Online and social results

Lessons learned

Plan for next year

TIP Compare marketing costs with the sales they brought, using your own records.