



HO'ŌLA FARMS



HILO FOOD HUB
by HO'ŌLA FARMS



HAWAI'I FARM-TO-CAR
by HO'ŌLA FARMS

HAWAI'I COMMERCIAL KITCHENS

Marketing & Feasibility

1-day Marketing workshop feat Katie Neil and Larisa Pruitt with Ho'ōla Farms



funding by RFP 4573 County of Hawai'i State and Local Fiscal Recovery Funds Food Security and Agricultural Initiatives Program

Hawai'i Commercial Kitchens



- Funds for this program are from U.S. Department of the Treasury State and Local Fiscal Recovery Funds Program (**SLFRF**) authorized by the American Rescue Plan Act (**ARPA**).
- **The County of Hawai'i** is a recipient of SLFRF
 - RFP 4573 - Food Security & Agricultural Initiatives Program
- **GreenKine LLC** - Certified Kitchens Cohort **Technical Assistance**
 - hawaiicommercialkitchens.com
 - Cat. 3 - Certified Kitchens Infrastructure



Hawai'i Commercial Kitchens



- **Commercial Kitchen Cohort**

- Kohala Food Hub - HAWI
- Hawai'i Ulu Cooperative - HILO
- Touching the Earth Farm - HAWI
- Liko Lehua - HILO & MT VIEW
- Moho Kitchen - HAWAIIAN ACRES
- Onomea Farm Hub - ONOMEA
- KUA o Kanāueue - KONA
- Hamakua Coast Premium - PAAUILO



Hawai'i Commercial Kitchens



- Technical Assistance to **food-related businesses in Hawai'i County that in operation since March 2020.**
 - Additional Technical Assistance available:
 - **Business Coaching**, Anthony Florig
 - **Financial Planning**, Dr Brett Carey
 - **HACCP Plans**, John Nakashima
 - **Personnel Management**, Daeus Bencomo
 - **Marketing**, Larisa Pruitt, Ho`ōla Farms
 - **Permitting**, Megan Brady, Uproot Origin
 - **Commercial Kitchens**, Hilo Food Hub
- Future Monthly Workshops Open to the public!



Ho'ōla Veteran Services



Agenda

- Introductions
- Marketing 101
- Logo & Brand
- Marketing Plans
- Websites
- Social Media
- Feasibility Studies



Introductions

- Name
- Do you have a food business?
- Why are you here?
- Marketing questions or topics?



Katie Neil

- Director of Communications at Ho'ōla Farms (4+ years)
- 10+ years in marketing & communications – from tech startups to marketing agencies
- Started as a volunteer with Hawai'i Farm-to-Car
- Passionate about the local food system, wellness, and community impact



Larisa Pruitt

- Marketing & Social Media Specialist at Ho`ōla.
- 8+ of experience in Creative direction and Content Creation. From passion projects to professional campaigns
- Currently building a homestead; have a passion for self sustainability and supporting small/ local businesses



Marketing for Small Food Business

What You'll Learn Today

- Why business goals matter before you market
- Branding basics for small food businesses
- How to connect with the *right* customers
- Steps to creating a marketing plan
- Where to focus your time and energy



Start with Your Business Goals

Why Goals Come First

- Business goals are what you want to achieve (sales, growth, customers)
- Goals guide your marketing decisions
- Save time & money by knowing your focus before you start marketing

“Marketing without goals is like cooking without a recipe.”

EXPECTATION



REALITY :/



Start with Your Business Goals

SMART Goals...YAY

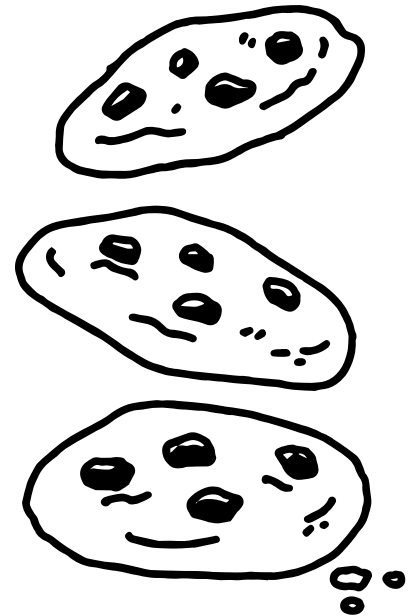
SMART goals are the recipe – they give you clear steps and a finish line.

S	Specific	Make your goal specific and narrow for more effective planning	
M	Measurable	Make sure your goal and progress are measurable	
A	Achievable	Make sure you can reasonably accomplish your goal within a certain time frame	
R	Relevant	Your goal should align with your values and long-term objectives	
T	Time-based	Set a realistic but ambitious end date to clarify task prioritization and increase motivation	

Start with Your Business Goals

SMART Goal Example

- **Goal:** Get into 4 local farmers markets within 3 months and sell at least 50 cookies at each market.
 - **Specific:** Get into 4 farmers markets and sell cookies
 - **Measurable:** Sell 50 cookies per market
 - **Achievable:** 4 markets and 50 cookies is realistic based on current capacity
 - **Relevant:** Expanding market presence will grow sales and brand awareness
 - **Time-bound:** Achieve this within 3 months



Branding Basics

Who You Are & How People Feel About You

- Branding = how your business looks, feels, and sounds
- Includes logo, packaging, colors, fonts, tone of voice
- Builds recognition and trust
- Branding is also customer experience: smiles, customer service, atmosphere

*Do you research before you brand



Branding Basics

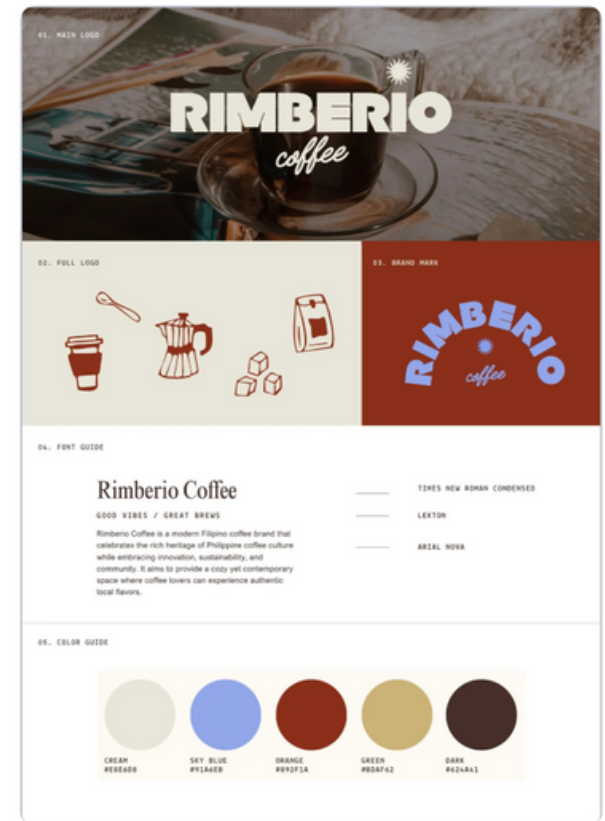
Uproot Origin



Branding Basics

What Goes in a Brand Kit? Do you need one?

- Business name, about us
- Logo
- 2–3 brand colors
- Fonts or typography
- Brand voice (friendly? educational?)
- Product photos
- Brand messaging
- Keep it all in one place — brand kit or a simple Google Doc.



Marketing 101

Telling your story to the right people, the right way

- Marketing is what you do to reach and engage customers
- Includes social media, events, emails, and word of mouth
- Shares your brand and supports your business goals



Marketing 101

How They Work Together

- **Business Goals:** What you want.
- **Branding:** Who you are.
- **Marketing:** How you tell your story and connect with customers.

Building Your Marketing Plan

8 Steps to a Simple Marketing Plan

1. Define your goal
2. Competitive research
3. Know your audience
4. Map the Buyer's Journey
5. Choose your marketing channels
6. Develop your content & messaging
7. Budget: Time & money
8. Analyze & adjust



Building Your Marketing Plan

Step 1 — Set a Clear, Short-Term Goal

- Pick one timeframe: 3 or 6 months.
- Make it **SMART**: Specific, Measurable, Achievable, Relevant, Time-bound.
- Focus on 1–2 goals max.



Building Your Marketing Plan

Step 2 — Competitive Research

- Who else sells what you sell?
- Who inspires you?
- What do they do well?
- How are you different? (*Your “secret sauce”*)
- Look for gaps you can fill.



Example: Hawai'i Farm-to-Car



Building Your Marketing Plan

Step 3 — Know your audience

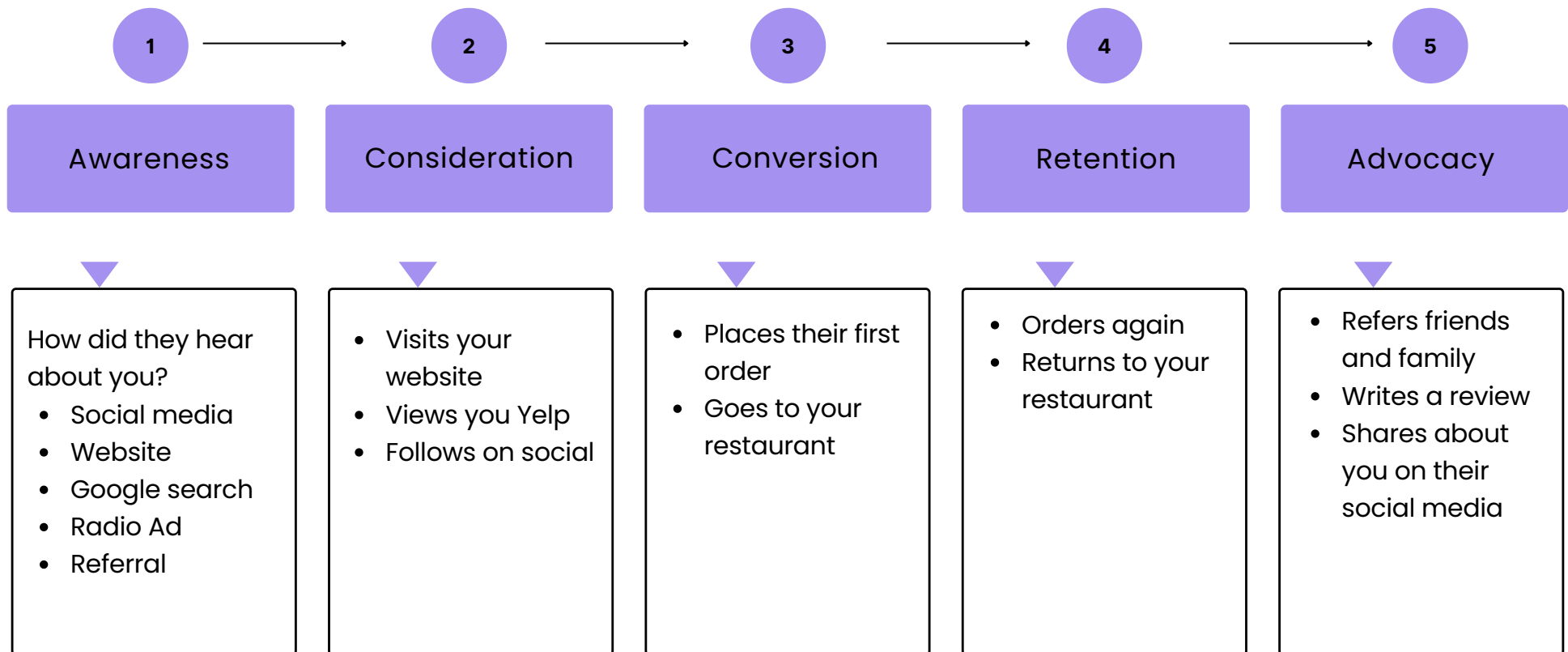
- Who are they?
- Where do they spend time?
- What problems can you solve for them?
- What do they value — price, quality, convenience, experience?



The Booch Bar Hilo
Fresh • Local • Healthy
Living Food For Living Folks

Building Your Marketing Plan

Step 4 — Map the Buyer's Journey



Building Your Marketing Plan

Step 5 — Choose Your Marketing Channels

Ask yourself:

- Where does my audience spend time?
- What fits my budget & time?
- What matches my brand?
- *Tip: You don't have to be everywhere.*



Building Your Marketing Plan

Step 6 — Develop Your Content & Messaging

- Content ideas:
 - Behind-the-scenes
 - Tips or recipes
 - New product launches
 - Customer stories
- Use your brand voice.
- Consistency beats posting daily.

Toasty Dogs!



Building Your Marketing Plan

Step 7 — Budget: Time & Money

- Decide how much time you can commit.
- See if you can delegate.
- Track ROI if you spend money.



Building Your Marketing Plan

Step 8 — Analyze & Adjust

- Review monthly:
- What's working?
- What's not?
- What needs tweaking?



Marketing is like cooking — taste, adjust, keep going.

Building Your Marketing Plan

Marketing Worksheet

- Printed and digital versions

Websites – *your digital storefront*

Do you need one?

- 24/7 access to your business
- You control your message, not an algorithm
- Builds credibility with customers
- Helps customers find you through local searches (Google)
- Affordable easy to build options now available. But still requires management



DIY Website Creation

Platform	Monthly Cost	Includes Domain	Best For	Key Features
Squarespace	\$16–\$27	✓ (Free 1st year)	Service-based, CSAs, events	Modern templates, mobile-optimized, blog, email marketing, built-in analytics
Shopify	\$29–\$299	✗ (\$14/year)	Product sales, online stores, merch	E-commerce tools, POS system, inventory, shipping, app integrations
Wix	\$17–\$159	✓ (Free 1st year)	Simple portfolios, menus, bookings	Flexible design editor, templates, basic e-commerce options
Weebly	\$10–\$26	✓	Ultra-basic one-page or small sites	Integrates with Square POS, simple drag-and-drop, mobile-ready

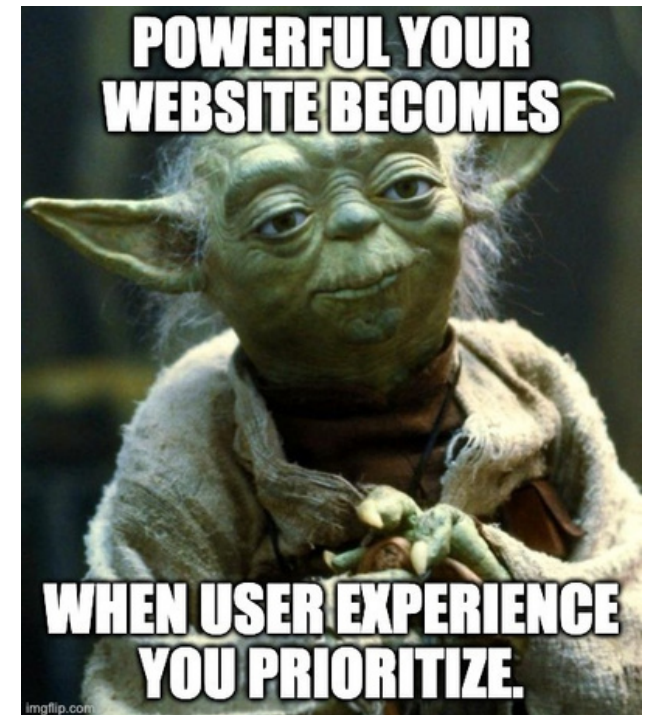
Mental Exercise

Think of a website that you recently visited...

- Why / how did you go there?
- Did you find what you needed easily?
- How did the site make you feel?
- Did you take action?

Actionable Tip:

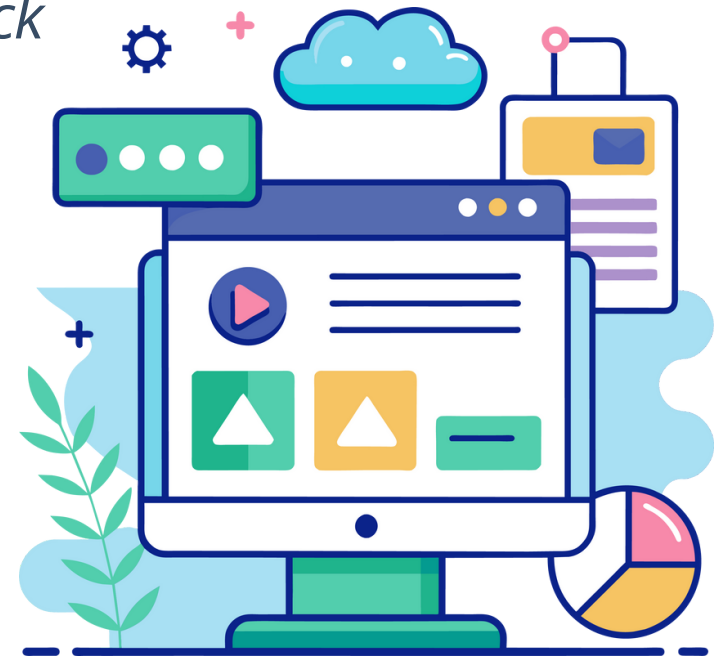
- Visit at least 3–5 websites in your industry.
- Write down features you'd want to include or avoid.



Websites – Building a Foundation

Things to consider when building a website

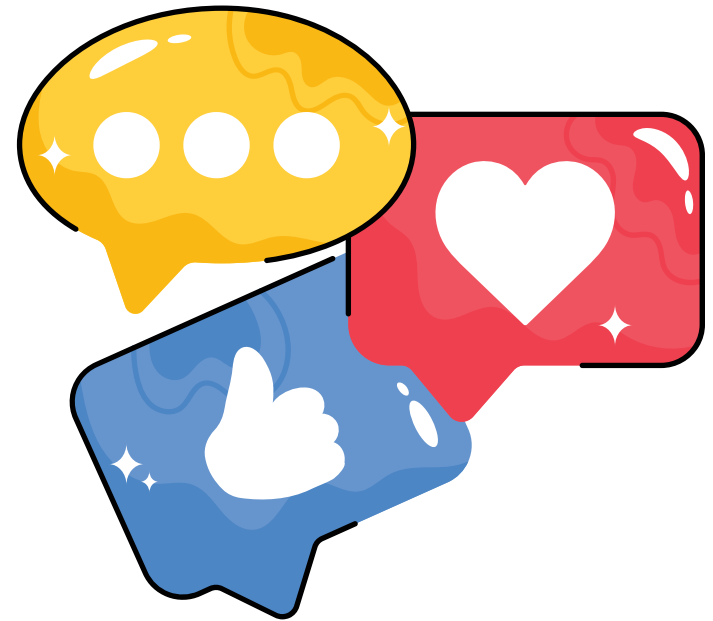
- Mobile Friendly- *over 60% of users are on phones!*
- Clear call to action- “Order Now”, “Book Pick up” “Visit us”
- Easy to read Product/ Service List
- Social Proofs- *Testimonials, Reviews, Real Photos*
- Contact and Location Info
- **BONUS:** Email Collection



Social Media

Why it matters

- Helps more people find you
- Reinforces your brand personality and story
- Acts as a Customer Touchpoint
- Builds community
- Strengthens Loyalty
- Directs viewers to your website



Social Media – Platforms

Choose which is best for your audience

Platform	Best For	Audience You'll Reach	Most Popular Content Type
 Instagram	Visual storytelling, behind-the-scenes, product shots, farm life	Millennials, Gen Z, young families, market shoppers	Reels, Stories, photo carousels
 Facebook	Community updates, event promotion, elder audience reach	Kupuna, parents, aunties/uncles, local families	Photos, events, shared posts, short videos
 TikTok	Educational or funny farm content, trends	Younger audiences (Gen Z), viral reach potential	Short videos with music, how-to's, behind-the-scenes
 YouTube	Long-form storytelling, tutorials, vlogs, recipes	All ages, but especially loyal viewers who want to learn	Long-form videos, series, how-to tutorials

Optimizing your Profile

Name

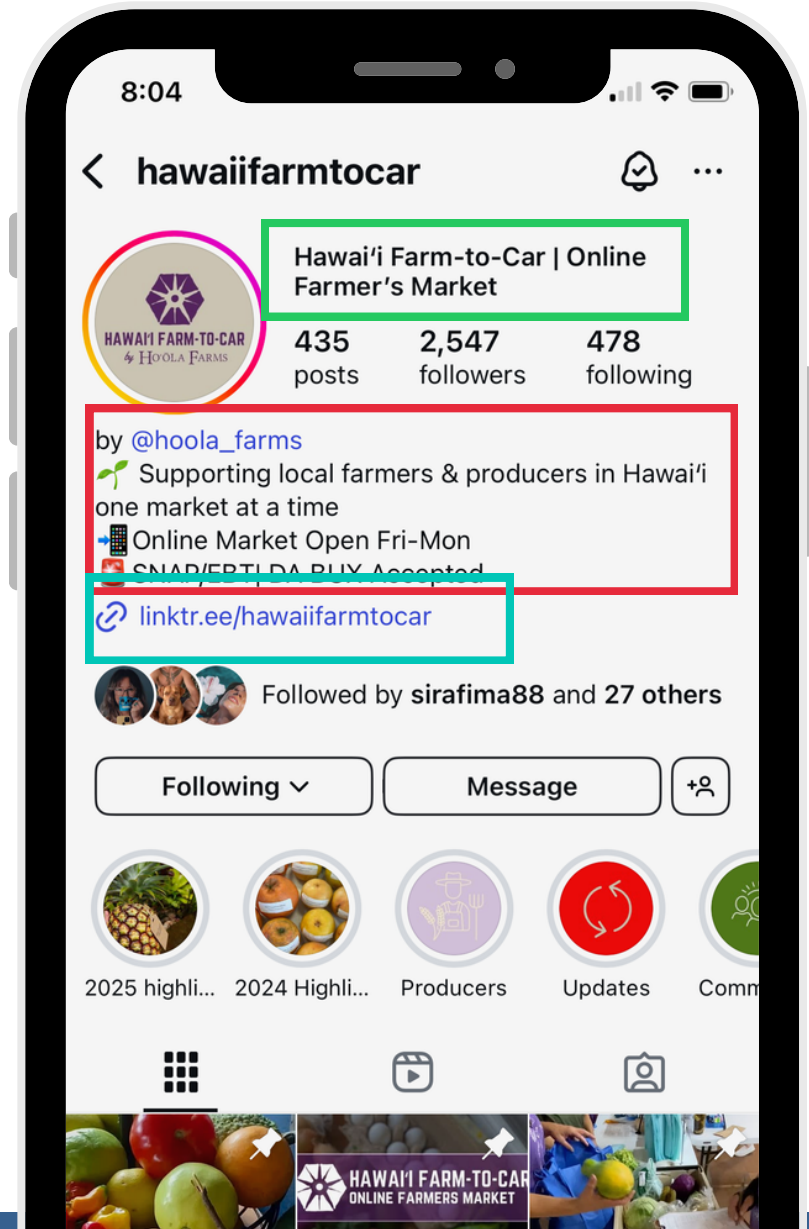
Includes keywords customers might search for

Bio

A short description that tells visitors who you are, what you offer, and why they should follow. Use clear language, add your location, and include a call-to-action

Links

The clickable link in your profile. Use tools like LinkTree to direct people to your most important actions — shop, order, book, or join your email list.



Making Quality Content

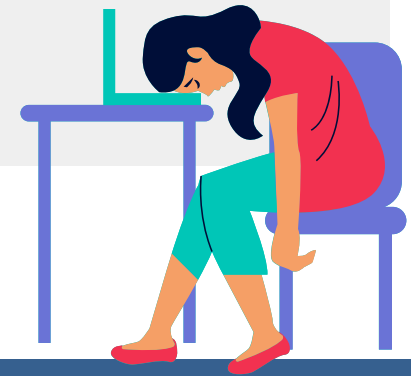
Do's



- Post consistently
- Use natural light
- Keep videos short & engaging
- Show behind-the-scenes/process
- Add a clear call-to-action
- Be Authentic to your brand

Don't

- Aim for perfection over progress
- Use poor lighting or cluttered backgrounds
- Make overly long, unfocused videos
- Post without context or captions



Organic Posts

What are they?

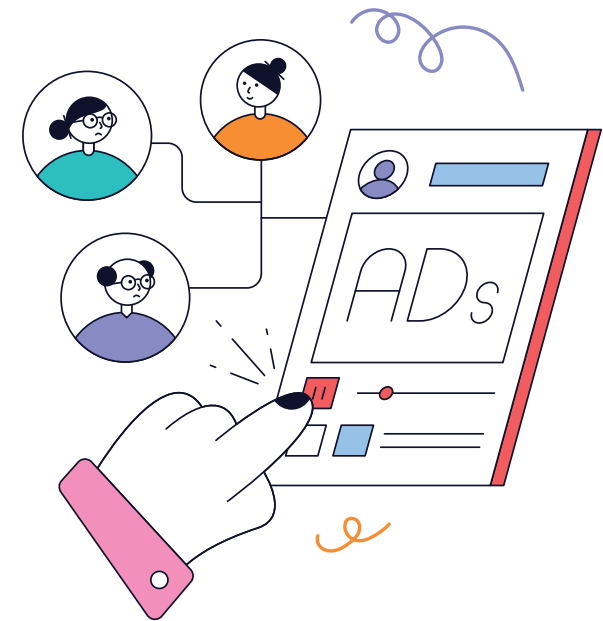
- Free posts shared to your page/profile without paid promotion
- Builds trust and long-term relationships
- Seen by followers & their network through shares
- Great for storytelling, updates, and behind-the-scenes
- Consistency keeps your business top-of-mind
- Content can still go viral with strong engagement and algorithm timing



Boosted Posts

Quick Wins for Small Businesses

- Reach new customers beyond your followers
- Easy setup directly from posts you already created
- Budget-friendly: start with ***as little as \$5/day***
- Target by location, interests, and behaviors
- Promote special offers, events, or product launches



Tools - that make life easier

Content Creation

Phone Camera

Capture high-quality photos and videos anytime, anywhere.

Canva

Easily graphics, flyers, and social media posts with easy drag-and-drop tools

CapCut

Edit videos quickly for Reels, Stories, and TikTok with simple, free features

Management

Meta Business Suite

Schedule posts, respond to messages, and track insights for Facebook and Instagram.

Google Drive

Store and organize your photos, videos, and documents securely online.

Google Sheets

Keep track of your content calendar, marketing plans, and budgets in customizable spreadsheets.

Misc.

Chat GPT

Generate captions, brainstorm ideas, and get writing help instantly.

Linktree

Create a simple, clickable landing page to share multiple links from your social bio.

YouTube

Great for DIY assistance and troubleshooting

Feasibility Studies

- How do you know if your idea will work?
 - Is it even ***feasible***? Can it be done?
- Feasibility Study:
 - Market Research
 - Competition Analysis
 - Financial Review



Feasibility Studies

- Industry and Market Research
- **Primary** Research
 - Surveys
 - Interviews
 - Focus Groups
- **Secondary** Research
 - Govt. data
 - Industry reports
 - Publications

Feasibility Studies

- Competition Analysis
 - Direct competition
 - Indirect competition
- Higher competition drives down prices
 - More competitors = lower profit margin



Feasibility Studies

- Financial Review
 - Pricing & Profit Margin
 - Break-Even Analysis
 - Cash Flow Projections
 - ***Do the numbers crunch?***



Questions

