



LOCAL LINE FOR FARMERS' MARKETS

Farmers' Market Online Sales & Marketing Guide



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Introduction

Welcome to your new online farmers' market! Taking your market online is a great way to provide a pre-order option for customers, and create a new sales channel for your vendors. Through COVID, it's possible that your online market could be the only sales channel for vendors, so we built this guide to help you and your vendors understand how to set up and promote your online market.

When writing this guide, we assumed that as a reader, you're not entirely new to Local Line. This guide will work best if you already have a Local Line account, and are trying to get the most out of it.

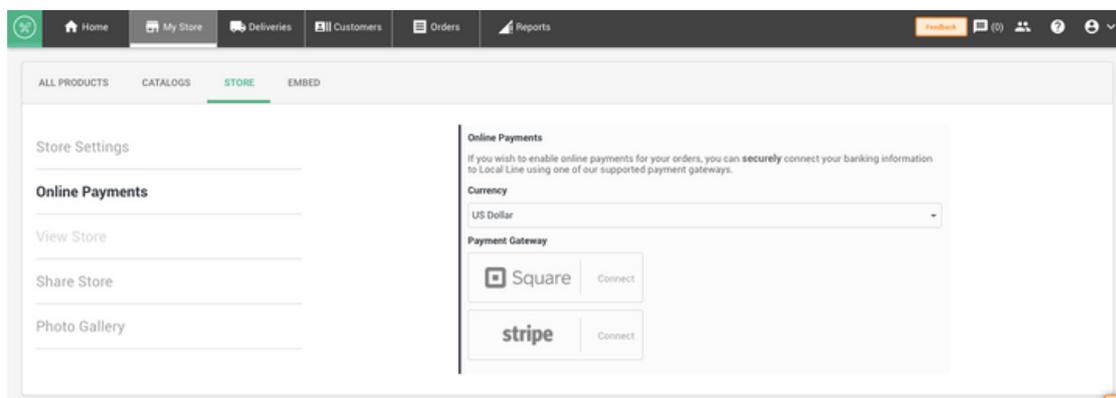
Before selling, be sure to through this checklist for your own account and to share with vendors as well:

Account Checklists

Vendor Checklist

Store Settings

- Is your storefront set up? Be sure to have a cover photo, profile picture, description, and business contact information featured on your store! (**My Store > Store > Store Settings**)
- If you're accepting online payment, be sure your Stripe or Square account is connected and that payment terms are set to 0 days. (To connect your Stripe or Square account, go to **My Store > Store > Online Payments**. If you have a green checkmark next to Square or Stripe, you're good to go! If not, click the applicable payment processor and enter your login credentials to connect your account to Local Line. Adjust payment terms in **My Store > Catalogs > Edit Customers.**)



Catalogs

- Are all applicable products assigned to your catalog? (**My Store > Catalogs > Edit Catalog**)
- Is your catalog public? (**My Store > Catalogs > Edit Customers**)
- Are existing customers (including the market!) assigned to your catalog? (**My Store > Catalogs > Edit Customers**)

EDIT CATALOG

Catalog Name
Make a name for this catalog that you can refer back to

All Products

Display Discounts
Highlight products when the set price is lower than the base price

ON

Search for Products

VIEW ALL PRODUCTS (72) **VIEW SELECTED PRODUCTS (23)**

PRODUCT	BASE PRICE	ADJUSTMENT	ADJUSTED
✓ 111709 - Apples - \$4.00 / lb	\$ 4.00	\$ % FIXED 0	\$ 4.00
✓ 45445 - Carrots - \$40.00 / box	\$ 40.00	\$ % FIXED 0	\$ 40.00

SAVE

Pickup Plans

- Does your account have a Pickup Plan in place? (**Deliveries > Pickup Locations > Add Pickup Location**)

DELIVERY PLANS **PICKUP LOCATIONS** ROUTES

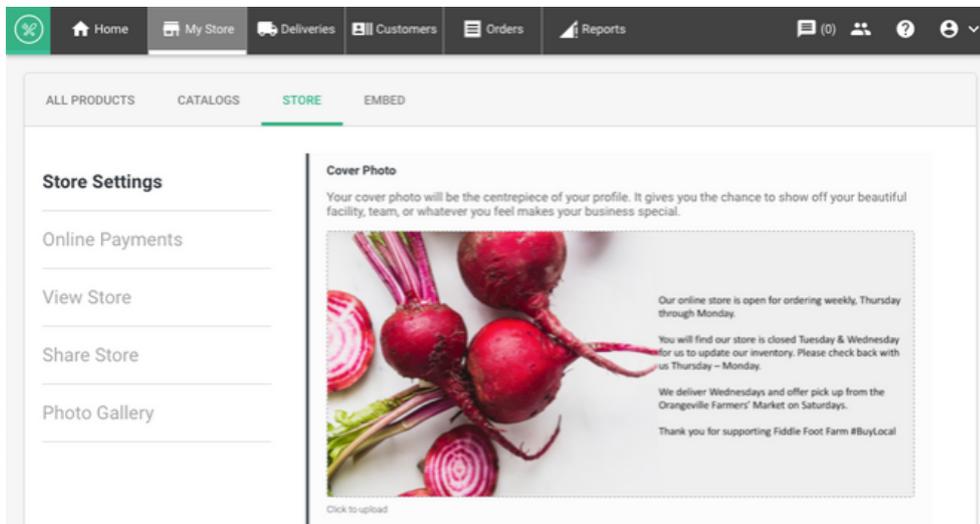
ADD LOCATION DOWNLOAD LOCATIONS

NAME	CITY	MINIMUM PURCHASE	PICKUP FEE	
Penny's Market: 10am - 10:30am	Kitchener ON, Canada	\$0.00	\$2.00	EDIT ✕
Penny's Market: 10:30am - 11am	Kitchener ON, Canada	\$0.00	\$0.00	EDIT ✕
Penny's Market: 11am - 11:30am	Kitchener ON, Canada	\$0.00	\$0.00	EDIT ✕

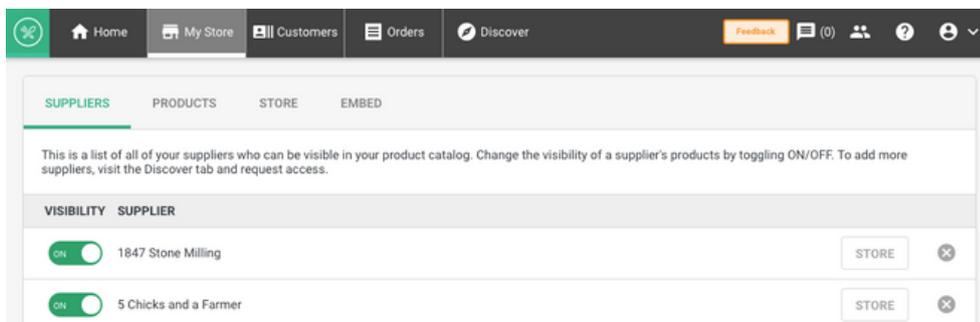


Market Manager Checklist (Market Account)

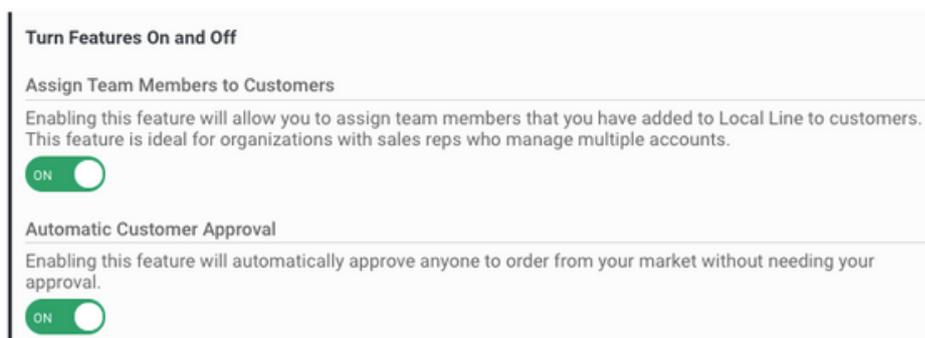
- Is your storefront set up? Be sure to have a cover photo, profile picture, description, and business contact information featured on your market store! (**My Store > Store > Store Settings**)



- Do all vendors in your market have visibility turned "On"? (**My Store > Suppliers > Visibility**)



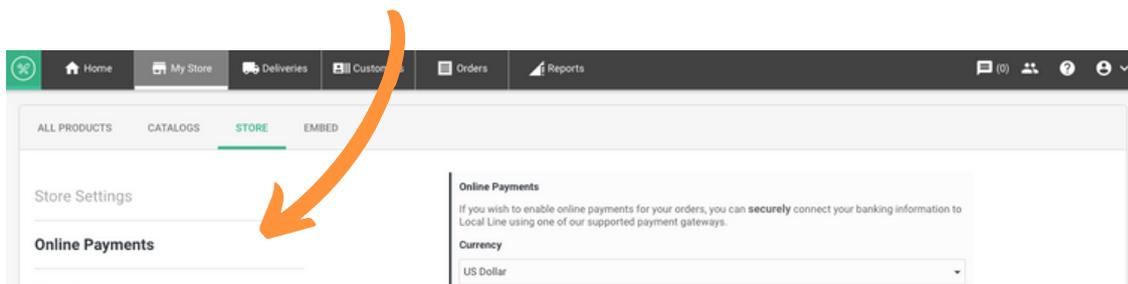
- Have your vendors been invited to set up? (**My Store > Suppliers > Add Supplier**)



Market Manager Checklist (Hub Account)

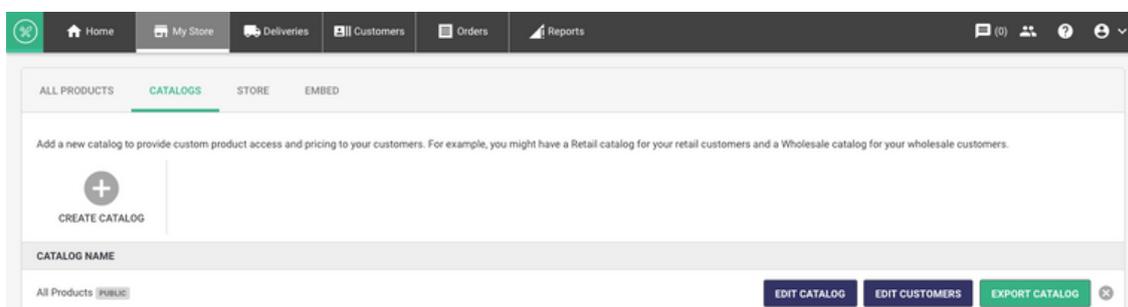
Store Settings

- Have your vendors been invited to set up? (**My Store > Suppliers > Add Supplier**)
- Is your storefront set up? Be sure to have a cover photo, profile picture, description, and business contact information featured on your store! (**My Store > Store > Store Settings**)
- If you're accepting online payment, have your Stripe or Square account connected and that payment terms are set to 0 days in the catalog. (**My Store > Store > Online Payments**. Click the applicable payment processor and enter your login credentials.)



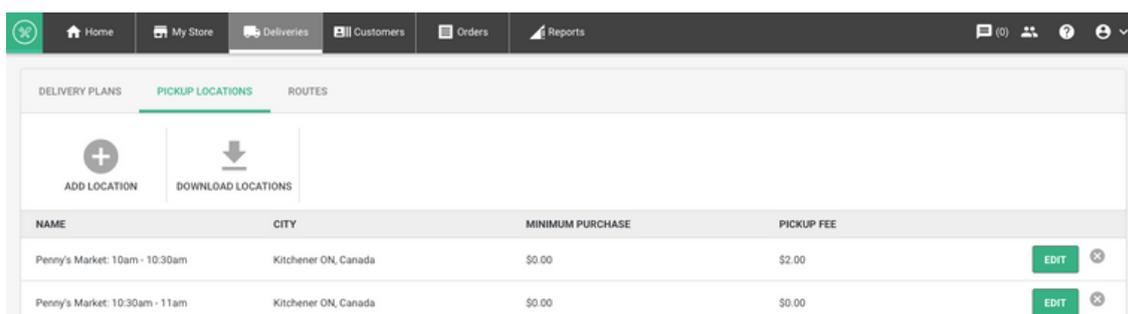
Catalogs

- Are all applicable products assigned? (**My Store > Catalogs > Edit Catalog**)
- Is your catalog public? (**My Store > Catalogs > Edit Customers**)
- Are existing customers assigned to your catalog?



Pickup Plans

- Does your account have a Pickup Plan in place? (**Deliveries > Pickup Locations**)



Account Settings

- Do you have Forward Order Data to Suppliers enabled? (**Edit Account > Settings**)

Local Line & Your Website

If you have a website, you can link your store to your website

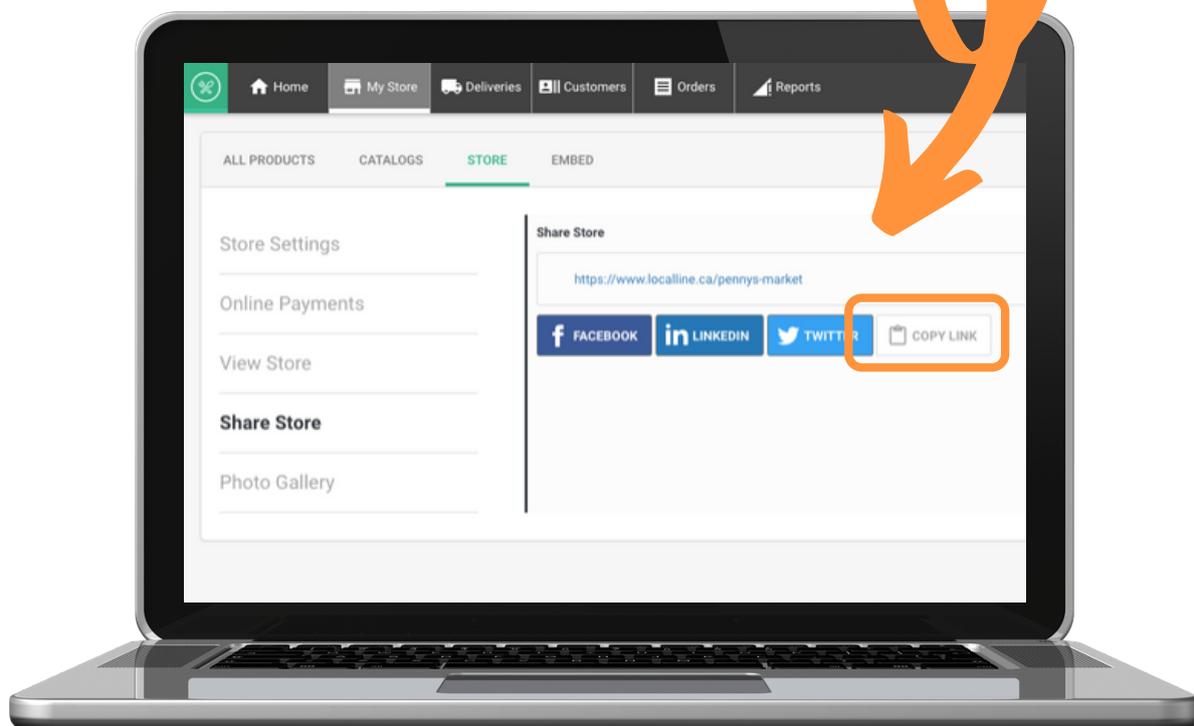
For many, your website is the first digital point of contact customers have with your market. It's where they're going to go to find out more information about your market, hours of operation, your products, and more.

Make it as easy as possible for them to find your online store! To drive traffic to your store, include a few different buttons around your site that link to your Local Line storefront.



Get the URL for your Local Line market:

To copy the link for your Local Line market account, go to **My Store > Store > Share Store**. Copy this URL and link where applicable on your website.



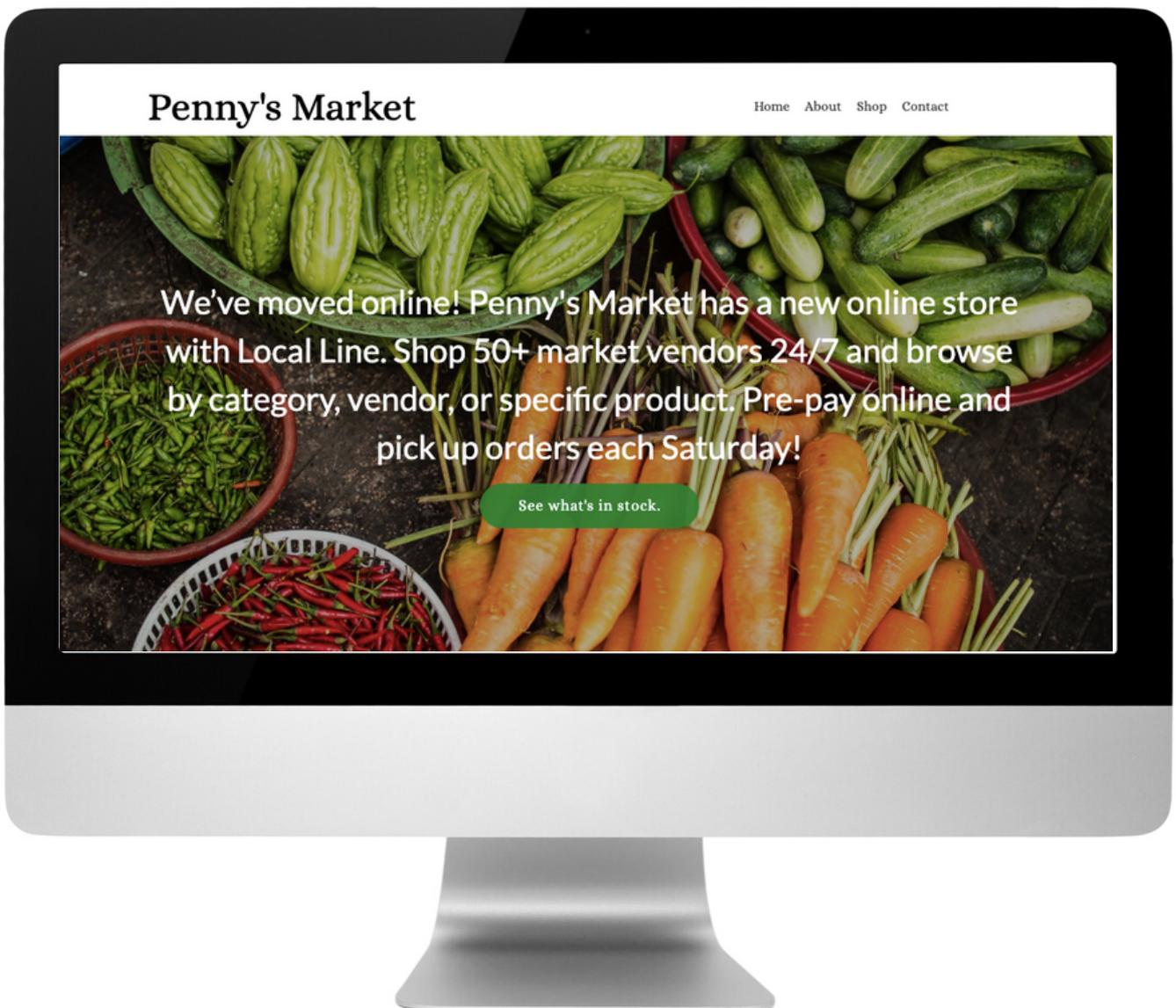
Include your URL in 2 places:

1) Include a Shop Now link in your main navigation

- The details of this will depend on which website provider you use, but you'll want to add a new link to the main navigation of your website (alongside key links like Home, About, and Contact). Your Shop Now link will be your Local Line URL, redirecting visitors who click on it to your storefront.

2) Feature a call-to-action on your homepage

- Your homepage is a key location to promote your online store and drive traffic. Does your homepage have a banner or slider for important information? Use this copy as a call-to-action visitors will see immediately: *We've moved online! [Farmer's Market Name] has a new online store with Local Line. Shop 50+ market vendors 24/7 and browse by category, vendor, or specific product. Pre-pay online and pick up orders each Saturday!*

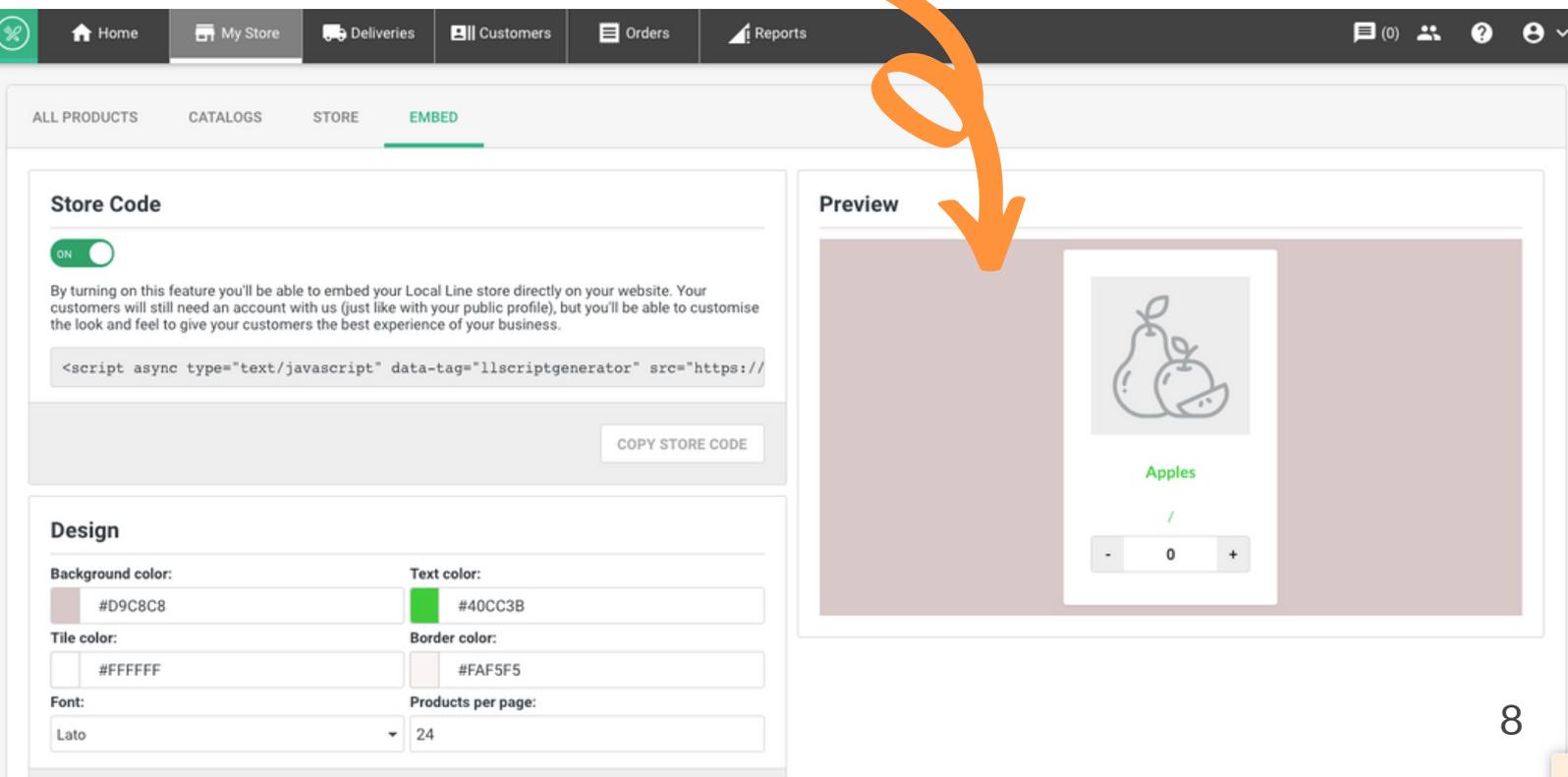


How to embed your storefront on your website

If you prefer to keep customers shopping on your site without redirecting them to your Local Line storefront, you can embed your store right in your website.

- In your Local Line account, click the **My Store** tab.
 - Click "Embed," then turn the toggle "On" and copy the store code:
 - If you want to embed your store as a "Shop Now" button, click Embed and then Copy store code.
 - Use this option if you want to track inventory but do not want to show the inventory remaining amount to your Buyers.
 - If you want to apply custom styling to the button, you can configure that in the Design settings just below. Click Update store when you have finished configuring the custom styling, and then click Copy store code.
 - If you want to embed your full store, click Share Store and then Copy Link. If you prefer this option, you must insert the code into this format:
 - `<iframe src="https://www.localline.ca/your-market" width="100%" height="2000px"></iframe>`
 - The height and width settings in this code template auto-adjust to the fit to size, by default. You can manually adjust the size by editing the height and width directly in the code snippet!

Here's where to find your Embed code:



The screenshot shows the Local Line storefront management interface. The top navigation bar includes Home, My Store, Deliveries, Customers, Orders, and Reports. The 'EMBED' tab is selected under the 'STORE' section. The 'Store Code' section has a toggle switch turned 'ON' and a text area containing a JavaScript code snippet. A 'COPY STORE CODE' button is located below the code. The 'Design' section allows for customizing the storefront's appearance, including background color (#D9C8C8), text color (#40CC3B), tile color (#FFFFFF), border color (#FAF5F5), font (Lato), and products per page (24). A 'Preview' section on the right shows a mobile view of the storefront with a product card for 'Apples' and a quantity selector set to 0. An orange arrow points from the 'EMBED' tab to the 'Preview' section.

How to Promote on Social Media

Leveraging your social media pages is a great way to get online orders. Previously, you would have used your social media pages to remind customers of an upcoming market. You can still do that, but once you have an online store you can actually enable customers to order from you right when they see your post!

To get started, here are some tips:

- **Sharing is a key component of social media.** Encourage followers to share your posts as a way to grow traffic to your online store. If you're interested in really going viral, [follow these instructions](#) to set up a customer referral program!
- **Keep social media “social.”** Your posts should encourage followers to engage with what you are sharing and make sure to engage with them back. Comment, like, and reply as a way to build credibility with your audience. It's much easier to create connections with customers in person at the market, and much harder to create connections over the screen—engaging with customers is a great way to show them that you're listening to them.
- **Use Bitly.** Links take up too much space in your social media posts. Be sure to use a link-shortener such as Bitly to shorten your links. This is super helpful for social media platforms that have a character limit such as Twitter.

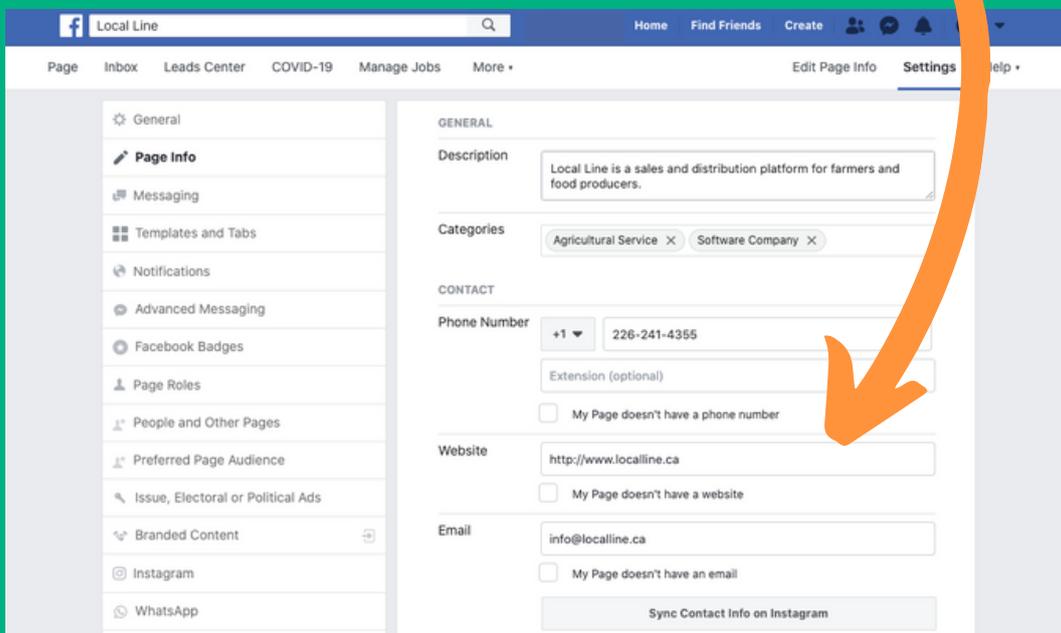


How to include a link to your Local Line store in your social media profile(s):

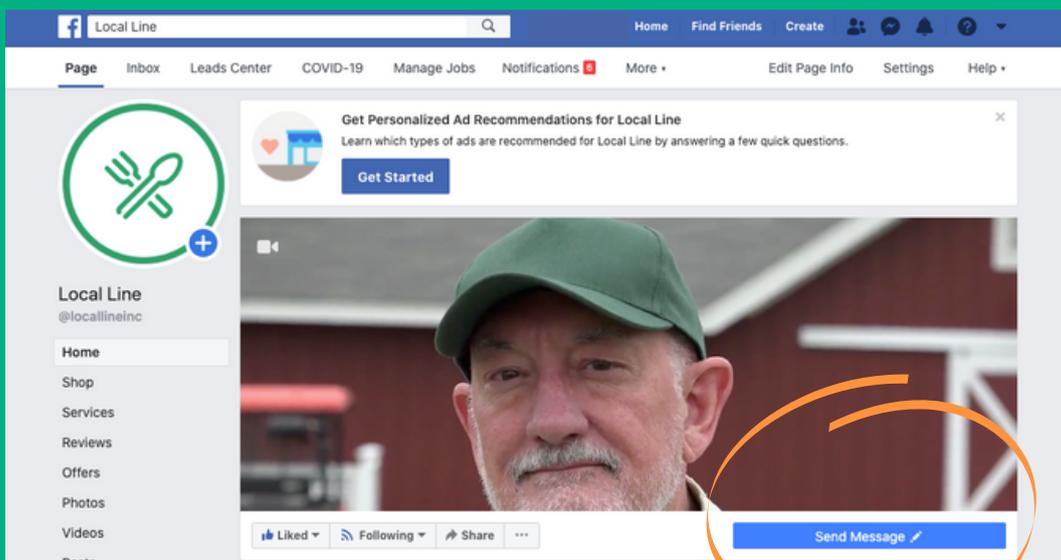
1. Log in to your Local Line account
2. Go to the **My Store** tab, then **Store**, and click **Share Store**
3. Click the far right link **Copy Link** to copy your store's URL to the clipboard
4. Paste the URL to the appropriate field(s) in your social media profiles:

Facebook Page

- Log into Facebook. Go to Edit Page Info, and under Page Info, paste your Local Line URL to the website field of the Contact Information section:

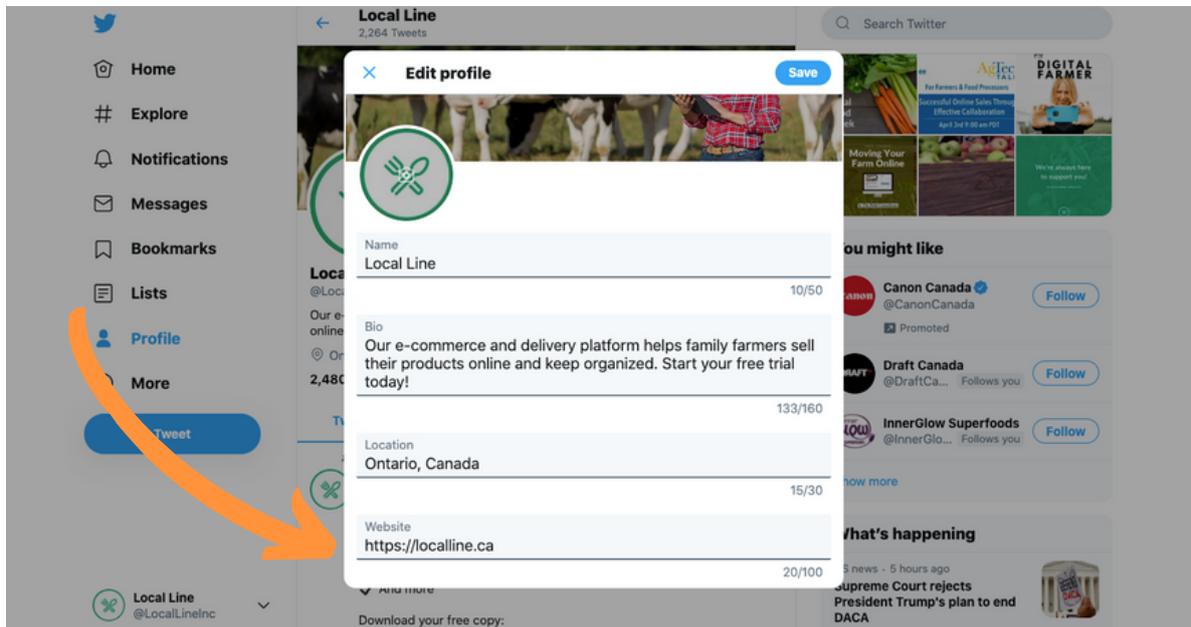


- Update the blue button on your page to Shop Now with a link directly to your storefront:

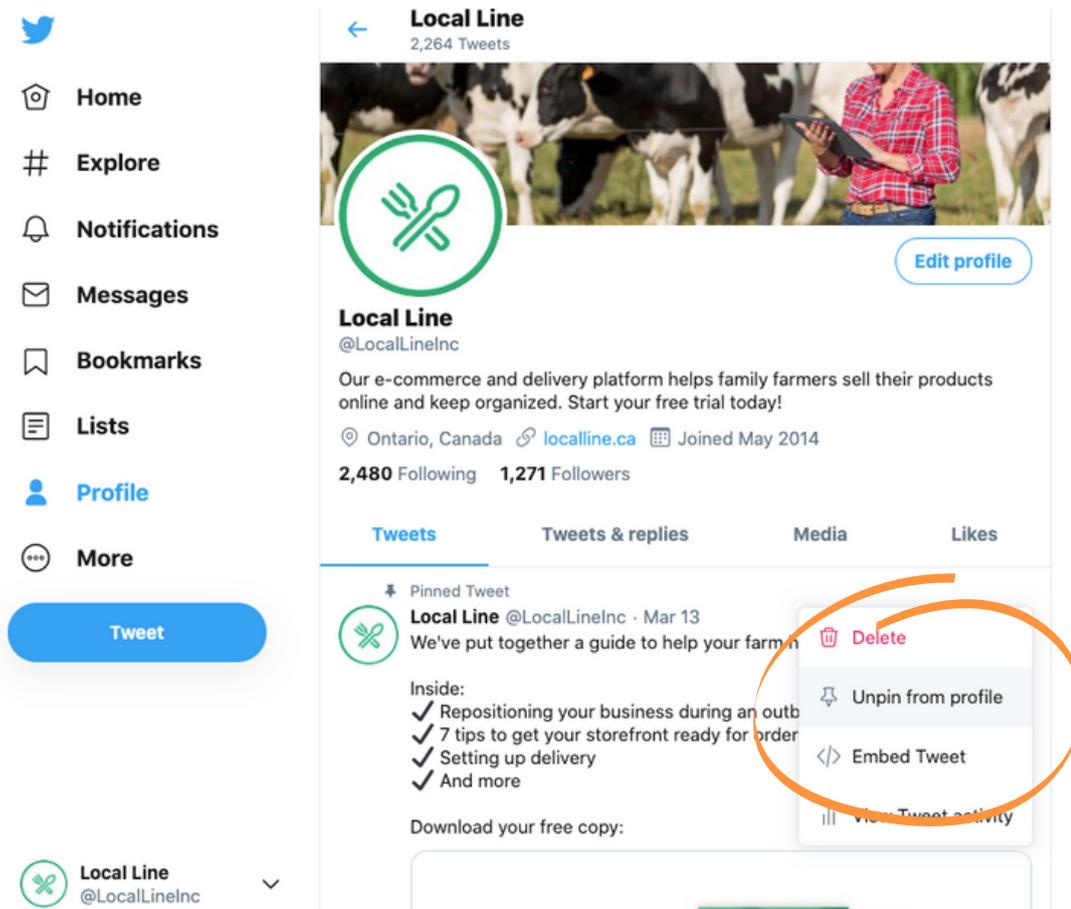


Twitter

- Log into Twitter. Go to your profile page and click Edit Profile. Copy and paste your Local Line URL into the website field.

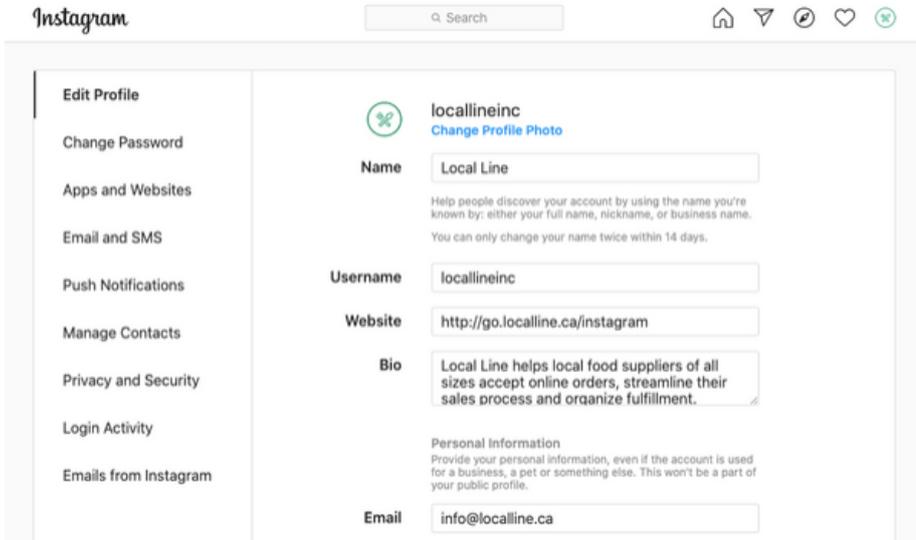


- Post an introduction post to your online store. Pin this tweet by clicking on the downwards arrow in the top right corner of the tweet. This will always appear at the top of your profile.



Instagram

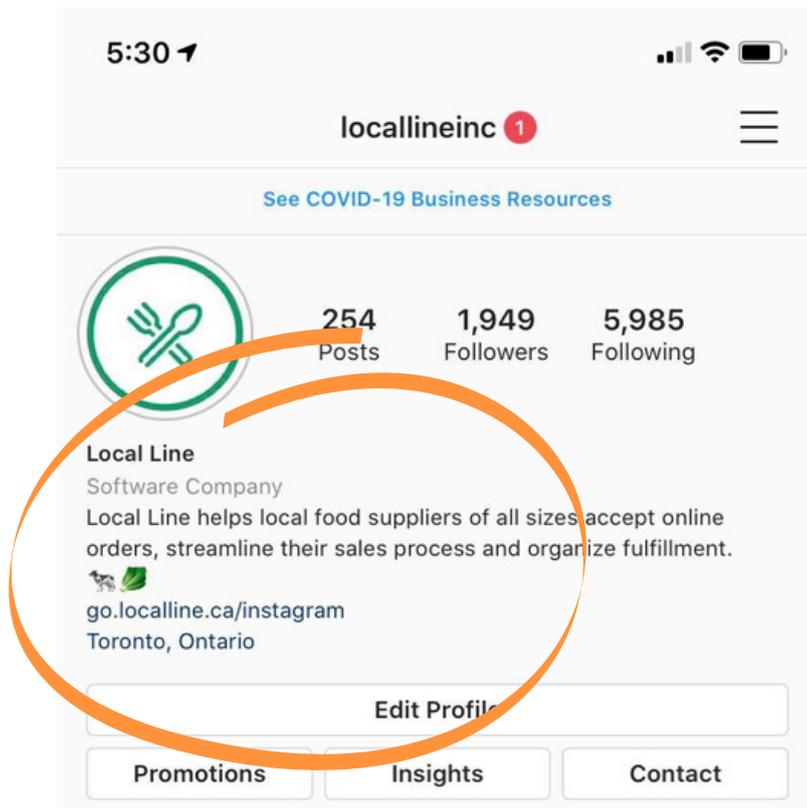
- Log into Instagram. Go to your profile page and click Edit Profile. Copy and paste your Local Line URL into the website field.



The screenshot shows the 'Edit Profile' page for the Instagram account 'locallineinc'. The page is divided into a left sidebar with navigation options and a main content area for editing profile details.

Field	Value
Name	Local Line
Username	locallineinc
Website	http://go.localline.ca/instagram
Bio	Local Line helps local food suppliers of all sizes accept online orders, streamline their sales process and organize fulfillment.
Email	info@localline.ca

- Now that your link is in your profile, include a call-to-action in your bio! Here's an example: *Browse and shop 24/7 with 50+ food and craft vendors at our online store! Pre-pay online and pick-up every Thursday. Shop here:*



The screenshot shows the Instagram profile page for 'locallineinc'. The profile information is circled in orange. The bio and website link are highlighted.

5:30

locallineinc 1

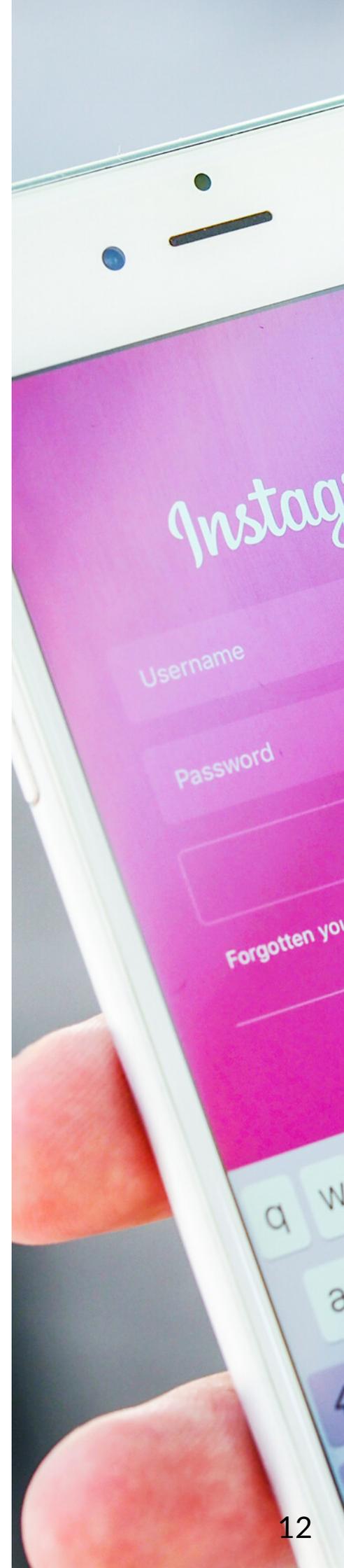
See COVID-19 Business Resources

254 Posts 1,949 Followers 5,985 Following

Local Line
Software Company
Local Line helps local food suppliers of all sizes accept online orders, streamline their sales process and organize fulfillment.
go.localline.ca/instagram
Toronto, Ontario

Edit Profile

Promotions Insights Contact



How to share your online store to social:

1. Log in to your Local Line account
2. Go to the My Store tab, then Store, and click Share Store
3. Click the far right link Copy Link to copy your store's URL to the clipboard
4. Start a new Facebook post or Tweet
5. Paste the URL in a new post to be shared with followers

Use these pre-written posts to share your online store with customers!



Facebook

- [Farmers' Market Name] is now online! Our new online store is ready to start accepting orders. You can now pre-order and pre-pay from your favourite market vendors. Ordering opens every week on [insert date] at [insert time] and closes [insert date] at [insert time]. Pickups can be made on regular market days from [insert time range]. Visit our online store to create an account and start shopping: [insert link]
- Saturday is Market Day! Don't forget to get your orders in by midnight on Thursday: [insert link]
- This week's Vendor Spotlight is [Vendor Name]! They sell produce, greens, and a great selection of herbs! Shop their products before tomorrow at midnight and pick up your order this Saturday. See you then!

facebook

Instagram

- Your favourite market is now online! Our new online store is ready to start accepting orders. You can now pre-order and pre-pay from your favorite market vendors. Ordering opens every week on [insert date] at [insert time] and closes [insert date] at [insert time]. Pickups can be made on regular market days from [insert time range]. Find the link in the bio to visit our online store. Here you will be prompted to create an account and you can start ordering! #[farmersmarketname] #buylocal #onlinefarmersmarket #farmersmarket
- This week's Vendor Spotlight is [Vendor Name]! Meet Claudia and Michael, the growers behind [Vendor Name]. They sell produce, greens, and a great selection of herbs! Shop their products today the link in our bio—their asparagus is only in season for another week!

Twitter

- Missing the market? We are now live—the [insert name] farmers' market now has an online store! Be sure to check out [insert link] to make an order from your favourite vendors for next market day!
- Saturday is Market Day! Don't forget to get your orders in by midnight on Thursday: [insert link]
- This week's Vendor Spotlight is [Vendor Name]! They sell produce, greens, and a great selection of herbs! Shop them today and pick up this Saturday: [insert link]

Prepare for Pickup Day



Preparations for pickup day depend entirely on your Local Line account type:

Preparing for pickup day as a hub:

- Download customer orders
 - Go to **Orders** tab > **Customer Orders**
 - Sort by Delivery Date (which includes all pickup orders as well). For the “Starting from” and “Ending on” date fields, enter your pickup day for each field.
 - Filter by Delivery/Pickup location to choose the applicable Pickup Plan (pickup location).
 - Export and print Order Summary for a record of all orders to be picked up that day. (Click on **Orders** > **Customer Orders** > **Download Order Summary**)

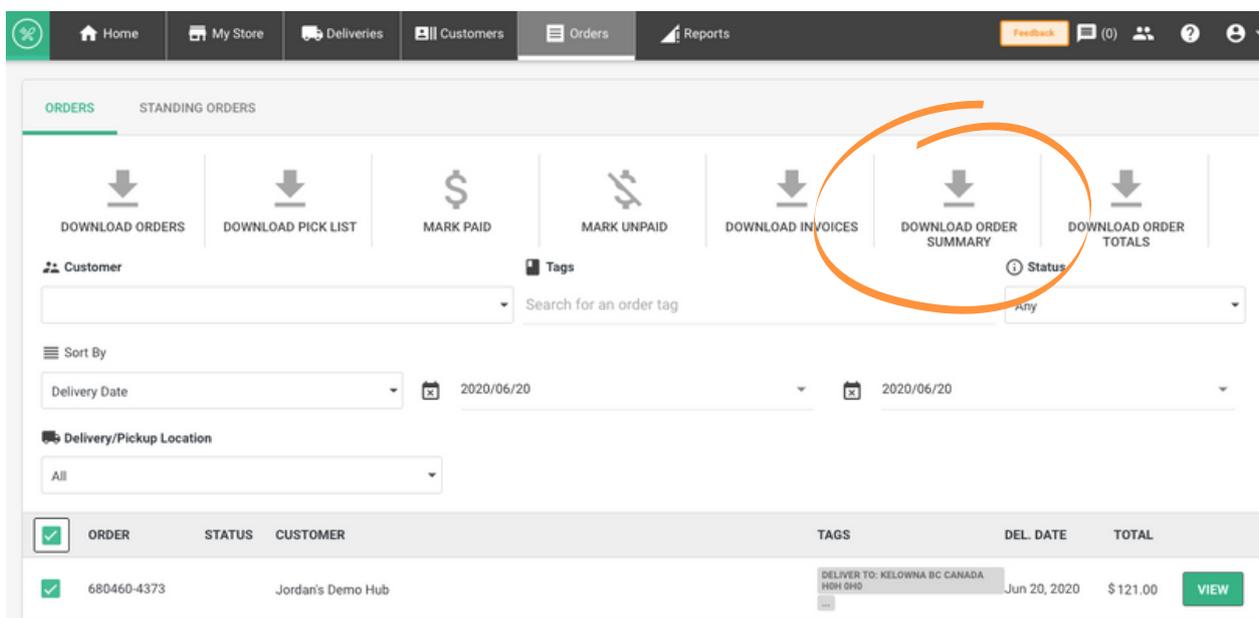
The screenshot shows the 'ORDERS' section of a software interface. The 'Download Order Summary' button is circled in orange. Below the buttons, there are filters for Customer, Tags, Sort By (Delivery Date), and Delivery/Pickup Location. A table below shows a list of orders with columns for ORDER, STATUS, CUSTOMER, TAGS, DEL. DATE, and TOTAL.

ORDER	STATUS	CUSTOMER	TAGS	DEL. DATE	TOTAL
680460-4373		Jordan's Demo Hub	DELIVER TO: KELOWNA BC CANADA HHH QHD	Jun 20, 2020	\$ 121.00

- All vendors are to bring orders to market pickup day in new paper packing with their customer invoices attached to each order.
- In the designated order pick up area, group orders by customer name on tables. For added efficiency, designate lines for last name groups (A–D, E–H, etc.).
- As customers pick up orders, pickups are checked off on the printed Order Summary.

Preparing for pickup day as a market:

- Vendors will download their pick list and pick their products.
- Go to the **Orders** tab to download orders from your account:
 - Sort by Delivery Date (which includes all pickup orders as well). For the “Starting from” and “Ending on” date fields, enter your pickup day for each field.
 - Filter by Delivery/Pickup location to choose the applicable Pickup Plan (pickup location).
 - Export and print the Pick List for a record of products that were ordered for that day and pickup locations. (**Orders > Download Order Summary**)

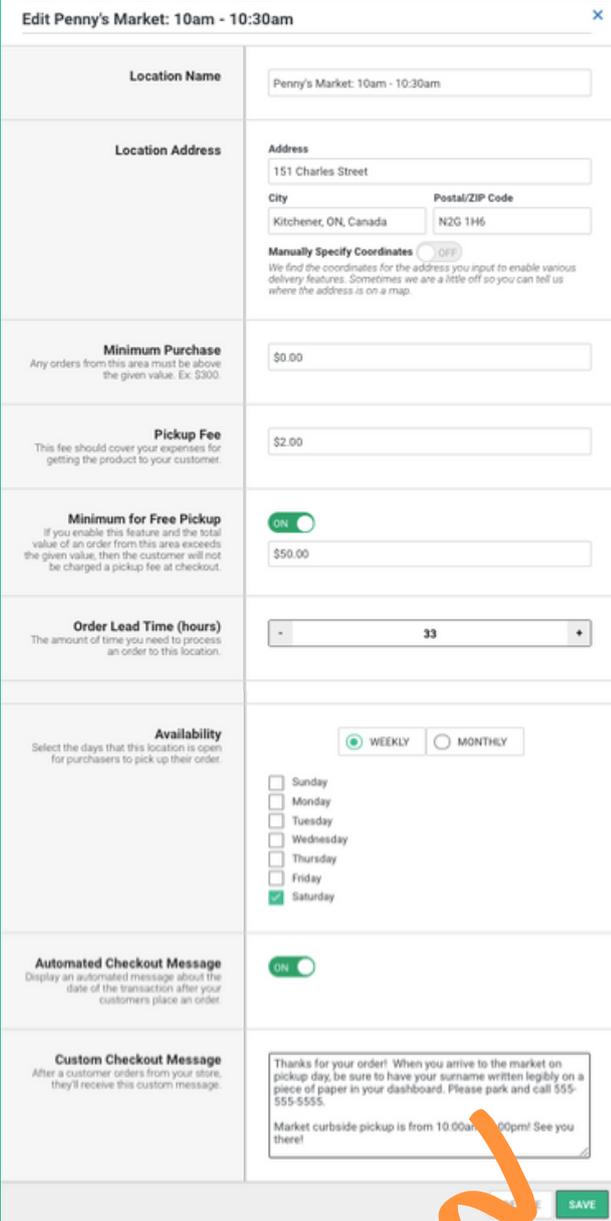


- Vendors should pack their orders using the Download Orders report. (**Orders > Download Order Summary**)
- All vendors are to bring orders to market pickup day in new paper packing with their customer invoices attached to each order.
- In a designated order pick up area, group vendor orders by last name on tables. For added efficiency, designate lines for last name groups (A–D, E–H, etc.).
- As customers pick up, orders are checked off on the printed Order Summary.

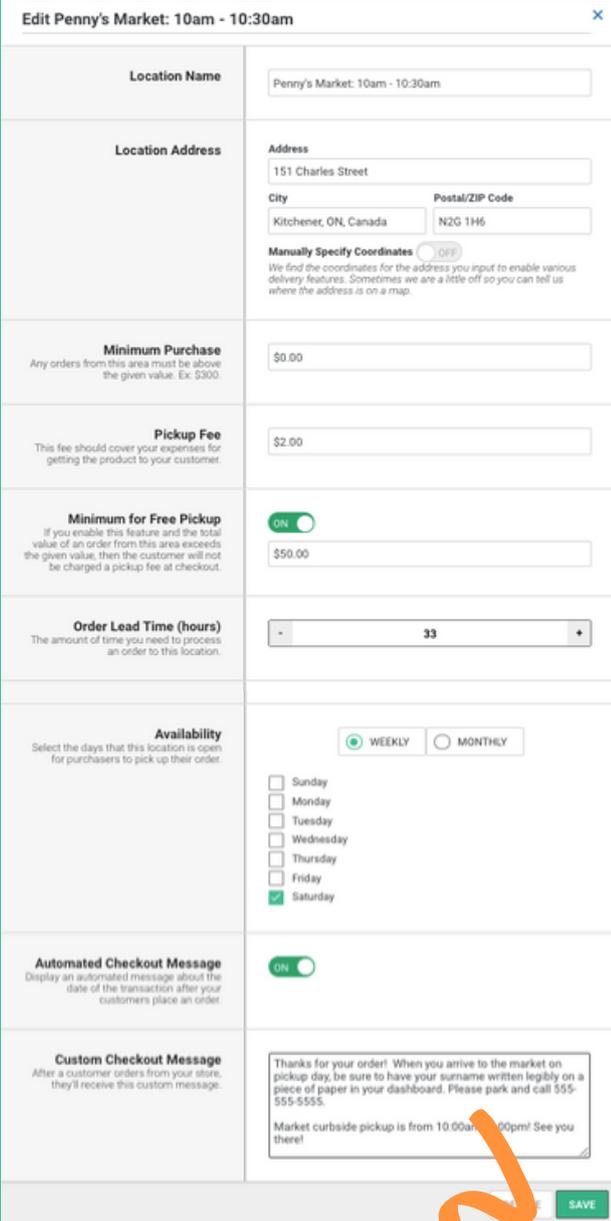


Curbside Pickup

Curbside pickup is another great way to ensure the health and safety of staff and customers during market pickup. Here are some tips to help you get organized:

- **Encourage online payments.** The best way to ensure a contact-free pickup is to make online payments mandatory before pickup. This way all your customers have to do is line-up and take their order.
- **Alphabetize orders.** Organize orders by customer name. This will allow you to quickly retrieve an order upon pickup.
- **Last names on the dashboard.** An easy way to get the right order to the right customer is to ask customers to place a paper with their surname and order number(s) on their dashboard before coming to market. This will allow yourself or staff to easily identify the order to the customer and get the customers their orders.
- **Make use of parking spaces.** Have customers wait in parking spaces for their orders to minimize long lines and keep customers organized.
- **Use the custom checkout message feature.** With Local Line, you can customize the checkout message. This message will appear after a customer has made an online purchase. Be sure to include instructions for curbside pickup here. This will let your customers know what they need to do when they show up on market day. To create a custom checkout message, go to **'Deliveries > Pickup Locations > Edit** (for an existing pickup location) **> Custom Checkout Message** (at the bottom)'.


Editing your Custom Checkout Message:



Location Name
Penny's Market: 10am - 10:30am

Location Address
Address
151 Charles Street
City: Kitchener, ON, Canada
Postal/ZIP Code: N2G 1H6
Manually Specify Coordinates: OFF

Minimum Purchase
Any orders from this area must be above the given value. Ex: \$300.
\$0.00

Pickup Fee
This fee should cover your expenses for getting the product to your customer.
\$2.00

Minimum for Free Pickup
If you enable this feature and the total value of an order from this area exceeds the given value, then the customer will not be charged a pickup fee at checkout.
ON
\$50.00

Order Lead Time (hours)
The amount of time you need to process an order to this location.
33

Availability
Select the days that this location is open for purchasers to pick up their order.
WEEKLY MONTHLY
Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday

Automated Checkout Message
Display an automated message about the date of the transaction after your customers place an order.
ON

Custom Checkout Message
After a customer orders from your store, they'll receive this custom message.
Thanks for your order! When you arrive to the market on pickup day, be sure to have your surname written legibly on a piece of paper in your dashboard. Please park and call 555-555-5555.
Market curbside pickup is from 10:00am-2:00pm! See you there!

SAVE

Thanks for your order! When you arrive to the market on pickup day, be sure to have your surname written legibly on a piece of paper in your dashboard. Please park and call 555-555-5555.

Market curbside pickup is from 10:00am-2:00pm! See you there!

Getting Customers to Buy

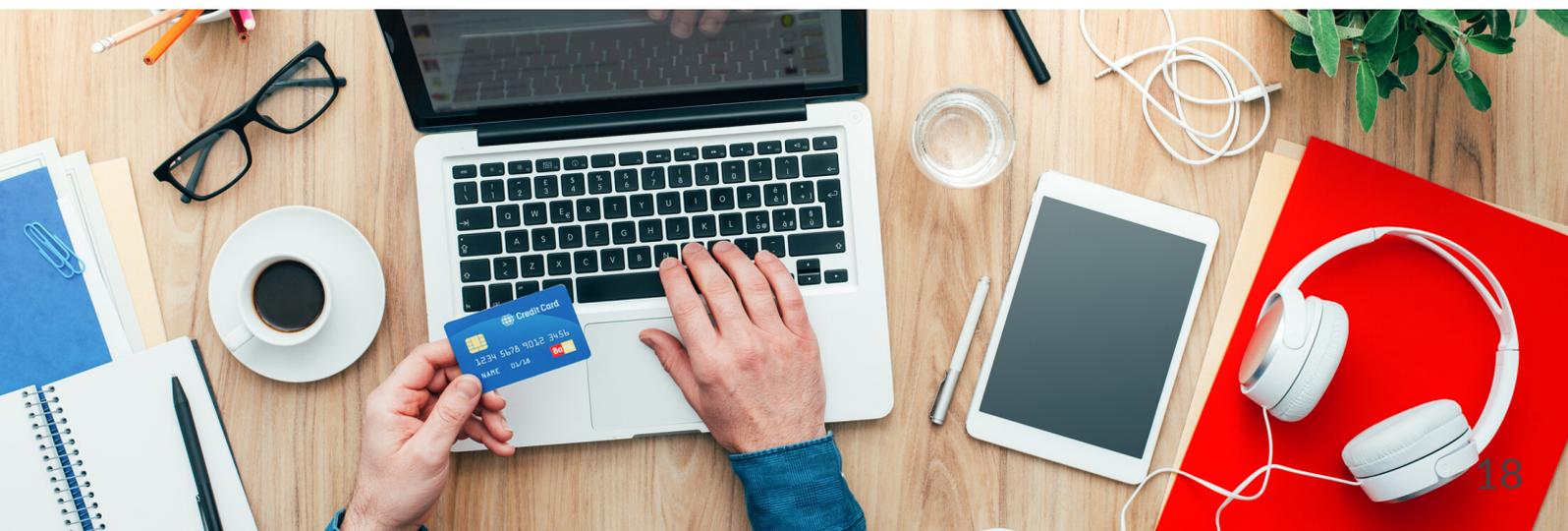
There are two ways a customer can become a customer of Local Line:

1. If you have a list of customers, you can upload it using the Customers Template. You can send a link immediately to customers that'll prompt them to activate (register) their account. Alternatively, you could send a catalog to unregistered customers which will prompt them to activate as well.
2. Customers can register themselves upon checkout.

If you need any help getting customers set up, we are here to help!

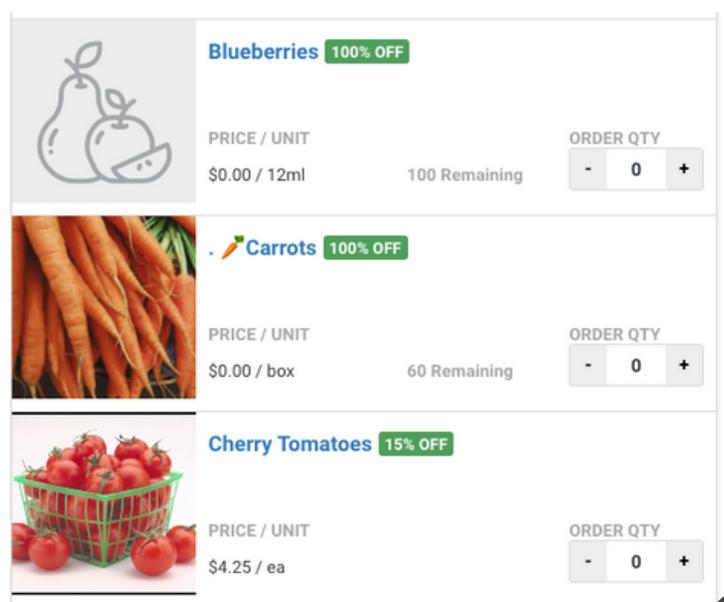
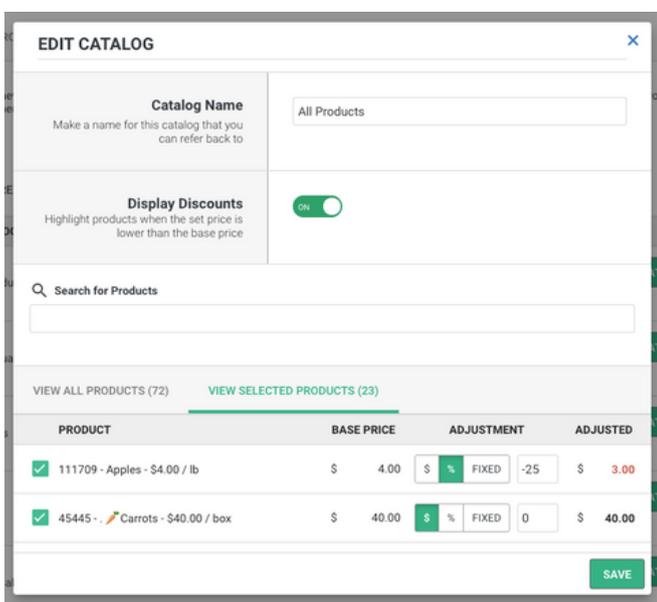
The screenshot shows the Local Line dashboard with a navigation bar at the top containing Home, My Store, Deliveries, Customers, Orders, and Reports. The main area displays three summary cards: 94 TOTAL CUSTOMERS, 13 STORE VIEWS THIS MONTH, and 33 ORDERS THIS MONTH. Below these are two tabs: MY CUSTOMERS (selected) and REQUESTS. A toolbar contains several action buttons: ADD CUSTOMER, UPLOAD CUSTOMERS, DOWNLOAD CUSTOMERS, SEND CATALOG, ASSIGN SALES REP, ASSIGN TO CATALOG, SEND MESSAGES, and DELETE SELECTED CUSTOMERS. The SEND CATALOG button is circled in yellow. Below the toolbar are filter options for Customer, City, and Sales Rep. A table lists customers with columns for CUSTOMER, SALES REP, CATALOG, LAST DELIVERY, and actions (LOG ORDER, VIEW, and a close icon). The first two rows have checkboxes checked and are circled in yellow. A 'Need Help?' button is visible on the right side.

CUSTOMER	SALES REP	CATALOG	LAST DELIVERY	2 / 94
<input checked="" type="checkbox"/> 607 Test Customer (via TEST Local Market) Atlanta, GA	-	Schools	-	LOG ORDER VIEW
<input checked="" type="checkbox"/> AFABA Kitchener, ON	-	Individual Consumers	-	LOG ORDER VIEW
<input type="checkbox"/> Alex Wu Kitchener, ON	Ava	Individual Consumers	-	LOG ORDER VIEW
<input type="checkbox"/> Alex Wu - Local Line Kitchener, ON	-	Schools	January 13	LOG ORDER VIEW
<input type="checkbox"/> Alex Wu TEST Waterloo, ON	-	Schools	January 18	LOG ORDER VIEW
<input type="checkbox"/> Anna - Fertile Ground Test	-	-	-	LOG ORDER VIEW



After your customers have created an account, be sure to encourage them to get their orders in during the ordering timeframe! There are many ways to get your customers to buy, but here are some tips to help you:

- **Newsletters.** If your market does not already have a newsletter, be sure to start one! Having an email reminder once a week will help customers remember when and how to place their orders. Also, be sure to add vendor news, recipes, and lots of pictures from the last week. This will help customers stay connected and come back for more.
- **Social media.** Similar to a newsletter, frequently posting on your social media platforms will help remind customers to get their orders in before market day!
- **Catalogs.** Your Local Line store allows you to send personalized emails to your customer bases with the updated inventory list for the upcoming week. This is another great way to get orders in and encourage repeat orders.
- **Product promotions or discounts.** Offering sales and product discounts is a great way to launch new products, move extra inventory and get customers excited! To integrate these into your online store:
 - **My Store > Catalogs > Edit Catalog**
 - Turn the toggle to "ON" beside Display Discounts
 - Select '**View Selected Products Tab**'
 - Scroll down and edit the Adjustment field beside any products you want to offer a discount on. The discount will always display as a percentage to the customer, but you can choose to set the adjustment as a percentage or dollar value (the system will automatically convert to a %). Remember to add a negative sign (-) in front of the value! Click **Save**.



Conclusion

Starting an online store can be a lot of work but it is the best way to keep your market up and running during this turbulent time. Additionally, it offers hesitant customers an alternative route to continue to buy from your market.

If you need any help along the way, call 1-855-699-1026, email support@localline.ca, or visit our online Support Centre at support.localline.ca.



5 Michael Street, Kitchener ON, Canada
localline.ca
info@localline.ca