



## Registration Information

To register, please complete the registration form on the reverse and return it with payment by March 25.

\*Registration fees for Tennessee Farm Fresh members are included with their member benefits. TFF members should contact UT Extension Agent Creig Kimbro at [ckimbro@utk.edu](mailto:ckimbro@utk.edu) to register. Provide name, business name, phone number and e-mail address.

Workshop not having a minimum number of registrants by the early registration deadline may be cancelled. If a workshop must be cancelled, those pre-registered will be notified in advance of the cancellation and will receive a refund.

## Directions to:



**850 W Main Street  
Monteagle, TN 37356  
1-800-489-2091 ext. 651  
Exit 134  
[www.thesmokehouse.com](http://www.thesmokehouse.com)**

## Workshop Sponsors

The workshops are funded, in part, by the Tennessee Farm Fresh program through an agreement among the Tennessee Farm Bureau, Tennessee Department of Agriculture and UT Center for Profitable Agriculture. Learn more about the Tennessee Farm Fresh program at [www.TnFarmFresh.com](http://www.TnFarmFresh.com).



Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development.  
University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating.  
UT Extension provides equal opportunities in programs and employment.

# Direct Farm Marketing for Success Workshop

Special Encore Presentation



## Tools for Marketing on the Web

**April 1, 2011  
Monteagle  
Jim Oliver's Smokehouse**

# Direct Farm Marketing for Success Workshop



Farmers who direct market products to consumers—farmers market vendors, on-farm retail market owners, roadside stand operators, agritourism operators, etc.—are invited to the encore presentation of Direct Farm marketing for Success Workshop to be held in Monteagle at Jim Oliver's Smokehouse.



The workshops have been developed by the Center for Profitable Agriculture in coordination with the Tennessee Farm Fresh program.

## Featured Topics

The internet provides many tools and opportunities to market products and services, build customer relationships and conduct market research. This workshop will feature sessions on:

- ◆ Planning, designing and marketing websites
- ◆ Utilizing social media tools such as Facebook, Twitter, YouTube, Blogs, etc.
- ◆ Internet Ads
- ◆ Tools for evaluating marketing efforts such as Google Analytics/Alerts and Survey Monkey

## TENTATIVE AGENDA

8:30 am Registration, Networking & Light Refreshments

9:00 am Sessions Begin

- ◆ Making the Internet Work for Your Business

12:00 pm Lunch and Networking

12:45 pm Sessions Resume

- ◆ Getting Social: How to Build Relationships through Social Media
- ◆ Internet Tools for Market Research and Evaluation
- ◆ Tennessee Farm Fresh Update

4:00 pm Closing Comments & Evaluations

## Registration Form

Name

Business Name

Additional Participant

Address

Phone

Email Address

Enclose a check or money order payable to University of Tennessee Extension for the registration fee:

Registration is \$15.00 per person prior to March 25. \$20 per person for late registration. (\*TFF members —Please refer to Registration Information.)

Mail completed form with payment to: Grundy County Extension  
c/o: Success Workshop  
PO Box 338  
Coalmont, TN 37387

