

Marketing Strategies for Different Festival Guest Segments

Segment	Who they are (behavioral)	Primary Channels	Core message & creative	Key offers/tactics
Family Farm Day Makers	Local/regional families making seasonal farm visits a tradition: 3-6 per group, often multi-generational	Facebook, Instagram, local parenting blogs/groups, school newsletters, community event listings, email	“Easy memorable farm days your family will look forward to every year.” Show kids with animals, pumpkins/flowers, corn maze, & smiles.	Family day passes, simple bundles (admission + wagon ride = small pumpkin/flower), clear calendar of “Family Farm Days,” punch cards/season passes, photo spots for annual tradition shots.
Seasonal Fun Friends & Date Nights	Friends and couples treating the farm as a social backdrop in summer/fall; 2-6 per group.	Instagram Reels, TikTok, AI, local lifestyle media, bar/restaurant cross-promos, influencer nights.	“Best seasonal night out on the farm.” Emphasize sunsets, lights, live music, drinks, fire pits, and iconic photo moments.	Evening events (sunflower nights, harvest nights), drink + admission bundles, themed nights (90’s trivia, live music), premium seating/fire pits, “date nights” tickets with simple inclusions.
Farm-to-Flavor Explorers	Food-curious guests and hobby growers; 2-4 per party.	Email, farm website/blog, AI, foodie/locavore groups, chefs/CSA partner lists, limited paid social	“Taste the farm, learn the story.” Focus on ingredients, soil varieties, and behind-the-scenes access.	Farm-to-table dinners, guided tastings, small-groups tours, classes (preserving, cooking, gardening), pre-booked “farm & flavor” days, priority access for email subscribers.
Peaceful Paths & Picnic Guests-	Nature/wellness seekers wanting scenery and calm; 2-4 per group	Instagram, local wellness/fitness studios, yoga teachers, nature groups, newsletters.	“Slow down on the farm.” Show quiet paths, flowers, hammocks, picnic blankets, sunrise/sunset skies.	Time “quiet hours”, yoga in the field, picnic kits (basket + blanket + local foods), photography golden-hour sessions, limited capacity walks, memberships for repeat access.
Midwest Farm Discovery Trips	Out-of-town visitors and bus/group tours; 4-40 per group.	Tourism sites, visitor guides, AI planning, hotel front desks, tour operators, group travel planners, chambers/destination marketing organizations	“Your authentic Midwest farm stop—easy to add, easy to love.” Emphasize convenience, safety and a clear package.	Group packages (tour + tasting + meal+Shop time), step-on guide option, comp policies for drive/guide, one sheet PDF with pricing/inclusions, seasonal “Harvest Stop” offers for coaches
Farm Learning Adventures	School classes, camps, youth groups; 15-60 per group	Direct outreach to schools, teacher networks, youth organizations, school district resources, educational conferences.	“Hands-on learning on a real working farm.” Highlight curriculum links, safety, and clear learning outcomes.	Curriculum-aligned field trip packages, teacher guides, pre/post visit materials, simple per-student pricing, online booking forms, repeat-visit incentives for schools and camps.