



# Your 2025 Marketing Playbook: Trends & Tactics for Success



# Table of Contents

How to Begin	3
What is Your Why?	4
Why, How, What	5
Why Statement Workbook	6
What is your USP?	7
USP Workbook	8
SMART Goals	9
SMART Goals Workbook	10
2025 Marketing Trends	11
Conclusion	12

# HOW TO BEGIN

Let's kick things off with some essential business foundations: defining your **Why statement**, identifying your **Unique Selling Proposition** (USP), setting **SMART** goals, and staying current with **2025 marketing trends**.

Each of these steps will help you **clarify your vision**, **stand out from competitors**, and **strategically engage** with your audience.

This workbook is designed to guide you through these steps with **practical exercises and prompts**, helping you organize your thoughts and lay a solid foundation for growth. As you go through each section, take your time and be thorough—every answer you develop will help create a **clearer picture of your business strategy**.

If you find that you'd like additional support or want to dig deeper into these strategies, we're here to help! Contact us for **personalized guidance** and to explore how we can assist in **reaching your marketing goals**. Together, we can bring your vision to life and set your business up for success in 2025 and beyond.

# What is your Why?

Let's start by covering a few key elements that will sharpen your business focus, beginning with defining "your why."

*Do you communicate from the outside in or the inside out?*

**Why**

**How**

**What**



# Your Why Statement

Here's how the "Why, How, What" framework might look:

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1. Why: "We believe in cultivating a sustainable future where people are connected to the land and the food they eat, supporting a healthier planet and local communities."
2. How: "We achieve this by practicing sustainable and ethical farming methods that prioritize soil health, animal welfare, and environmental stewardship."
3. What: "We provide fresh, responsibly grown produce and pasture-raised livestock directly to our customers through local markets, CSA memberships, and farm-to-table partnerships."

## Here it is in a statement:

We believe in cultivating a sustainable future by using ethical farming practices that prioritize soil health, animal welfare, and environmental stewardship, providing our community with fresh, responsibly grown produce and pasture-raised livestock through local markets and CSA memberships.

On the next page, you'll find a workbook designed to help you brainstorm ideas for crafting your Why statement.

**Write your Why Statement here**

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# YOUR WHY

"People don't buy what you do, they buy why you do it."

- Simon Sinek

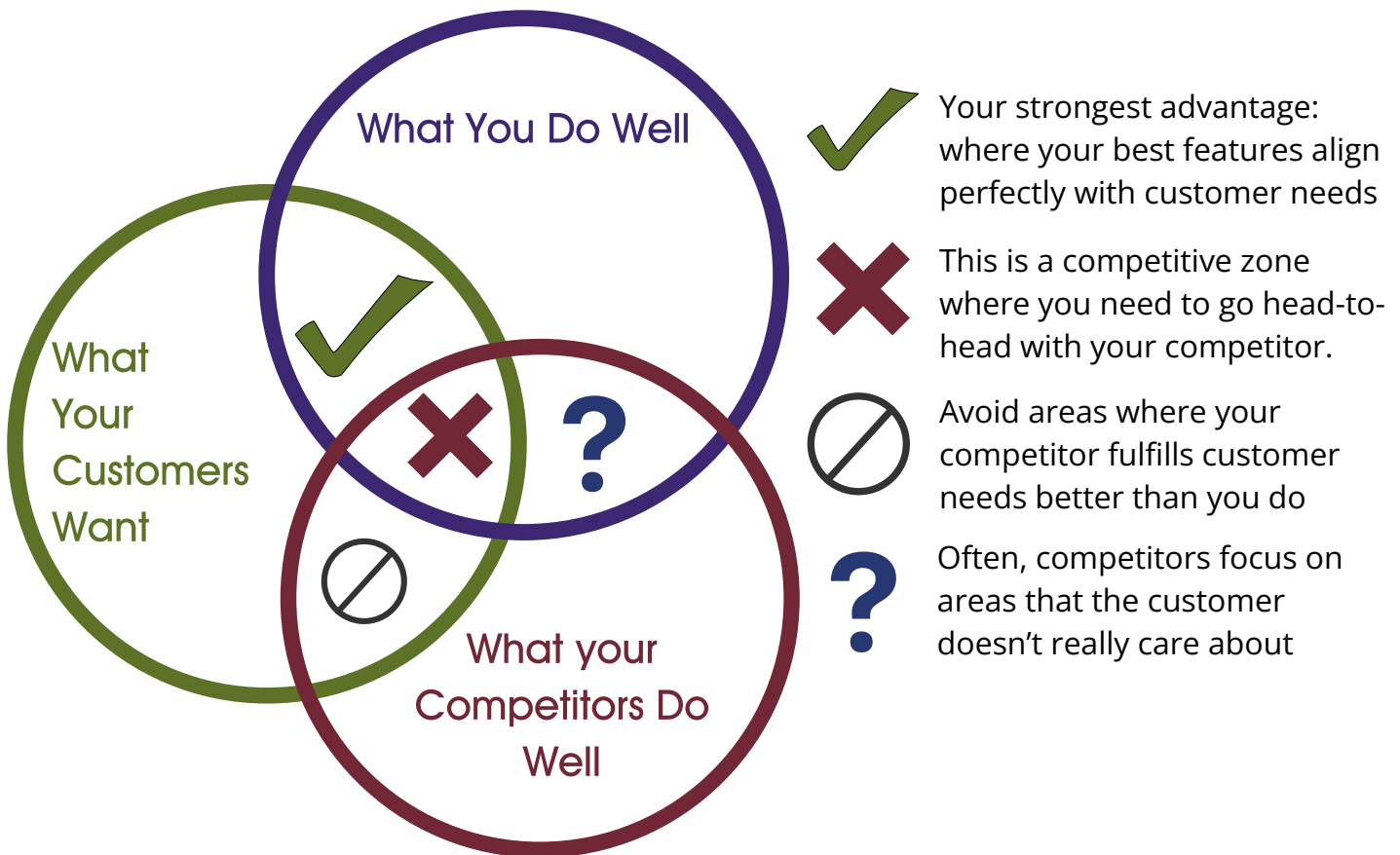
**Motivation** - Reflect on what inspired you to start farming or why you're passionate about it. Example: "Why do I feel called to this work, and what aspects of farming drive me?"

**Impact on Community:** Think about the positive effects your farm has on your community. Example: "How does my farm contribute to the local community or support local families?"

**Commitment to Sustainability:** Consider how your farming practices benefit the environment. Example: "Why is sustainable farming important to me, and how does it shape what I do?"

**Connection to Customers:** Reflect on how you want your products to affect your customers' lives. Example: "How do I want people to feel about the food they buy from us?"

# What is your Unique Selling Propositions (USP)?



Here are **three examples** of **strong Unique Selling Propositions (USPs)**:

- "Fresh, Farm-to-Table Quality, Delivered Locally"

Highlighting local delivery and freshness, this USP appeals to customers seeking high-quality, recently harvested produce while supporting local farms.

- "Sustainably Grown with Care for the Earth and Community"

Focusing on sustainable practices, this USP appeals to eco-conscious consumers who value environmentally friendly and ethically produced products.

- "From Our Family Farm to Your Family's Table"

This USP emphasizes a personal connection and commitment to quality, resonating with customers looking for trusted, family-sourced food products.

**Each USP aligns with values that customers often prioritize, such as freshness, sustainability, and community support.**

Start by filling this out to help craft your USP statement.  
The '6 P's' of marketing help you build a well-rounded, USP.  
Here's a quick overview of each

Product: The goods or services you offer to meet customer needs.  
Example: Our product offers \_\_\_\_\_ to help customers \_\_\_\_\_.

Price: How much you charge and the value customers perceive.  
Example: Our price reflects \_\_\_\_\_ and is competitive because \_\_\_\_\_.

Place: Where customers can find your product or service.  
Example: Our product is available through \_\_\_\_\_ to reach \_\_\_\_\_.

Promotion: How you communicate and attract customers.  
Example: We promote our product through \_\_\_\_\_ to reach \_\_\_\_\_.

People: Those who represent your brand and interact with customers.  
Example: Our team is trained to \_\_\_\_\_, ensuring customers feel \_\_\_\_\_.

Positioning: How your product stands out in the market.  
Example: We position our product as \_\_\_\_\_ because it uniquely \_\_\_\_\_.





# SMART Goals

Using the SMART method for planning is valuable because it helps set goals that are:

1. **Specific:** Clearly defining goals ensures you know exactly what you want to achieve, making it easier to focus your efforts.
2. **Measurable:** Setting measurable criteria allows you to track progress and know when you've achieved your goal, which keeps motivation high.
3. **Achievable:** Goals that are realistic within your resources and timeline prevent burnout and frustration, leading to more consistent progress.
4. **Relevant:** Ensuring goals align with your overall vision or business objectives keeps you focused on what truly matters.
5. **Time-Bound:** Adding a deadline gives urgency to your efforts, helping you avoid procrastination and stay on track.

The SMART method provides a structured approach, making it easier to set clear, actionable goals that lead to success.

## Bonus Tip: The 5 W's

**When crafting the "Specific" part of your goal, consider these questions:**

- Who: Who is involved in achieving this goal?
- What: What exactly do you want to accomplish?
- Where: Where will this goal take place or be achieved?
- When: By when do you aim to accomplish it?
- Why: Why is this goal important to you?

Answering these questions helps clarify your goal and get to the core of what you're striving for.





## Here are simple worksheet questions for each part of the SMART framework:

These questions provide clarity and structure for each SMART element, making goal-setting straightforward and actionable.

### Specific

1. What exactly do you want to accomplish?
2. Who is involved in this goal?
3. Why is this goal important to you?

### Measurable

1. How will you measure progress toward this goal?
2. What milestones will indicate you're on track

### Achievable

1. What resources (time, tools, skills) do you need to reach this goal?
2. Is this goal realistic with the resources you currently have?

### Relevant

1. How does this goal align with your larger business or personal objectives?
2. Why does this goal matter to you right now?

### Time-Bound

1. When do you want to accomplish this goal by?
2. What is your timeline for each step or milestone?



# As we approach, **2025**

## Sustainability and Ethical Marketing

- Consumers are increasingly valuing sustainability and ethical practices. Incorporating eco-friendly design elements and transparent business practices into websites and content can build trust and appeal to socially conscious audiences.

several key marketing trends are emerging that businesses should consider integrating into their strategies:

## Subscription Models for Fresh Products

- Offering subscription-based models, like monthly CSA boxes, or meat and dairy packages, can create consistent revenue while providing customers with a convenient way to receive fresh, local products. Pairing this with a digital platform to manage subscriptions and communicate with customers enhances the convenience and experience.

## Authentic Storytelling and Transparency

- Consumers are increasingly drawn to the stories behind their food. Emphasize the journey from farm to table with authentic storytelling about your farming practices, sustainable efforts, and the people behind the scenes. Sharing transparent, behind-the-scenes content through social media and blogs can build strong connections.

## Short-Form Video Dominance

- Short-form video as a primary medium for engaging audiences. Brands are leveraging these formats to deliver concise, impactful messages that resonate with consumers.

## Educational Content on Sustainable Practices

- With sustainability top of mind, sharing educational content about eco-friendly farming methods (like regenerative agriculture or zero-waste practices) can attract eco-conscious consumers. Through blog posts, videos, or even on-site workshops, you can position your farm as a leader in sustainable practices, appealing to those who prioritize environmentally friendly choices.

These trends emphasize connection, convenience, and education—key areas of interest for today's farm-conscious consumers.



Thank you for taking the time to read through this workbook. We hope it inspires and empowers you on your marketing journey!

Now that you have the tools to create your Why, USP, and SMART goals, let us help bring your 2025 marketing vision to life!



## DPEG Marketing Opportunities for 2025:

### Location:

Our home base is nestled in beautiful Asheville, North Carolina. As a virtual-based company, we're able to serve businesses anywhere, so no matter your location, you can take advantage of our services.

### Contact Information :

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Website Development and Design – We have only **3 spots open for 2025!** Enhance your site with optimal design and integrated tools that build your reputation and make your brand recognizable.

Marketing Partnerships – With **4 spots available**, we offer **full-service marketing partnerships** to streamline your email marketing, blogging, social media, and website maintenance, maximizing your marketing spend.



**Your first consultation is on us—no fees**, just your time and commitment to growth. Bring your team along to make the most of this valuable session!



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Comprehensive Marketing Solutions

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