

Customer Journey and Conversion Rate Optimization

With Brooklyn and Jacy, Grapevine Local Food Marketing
and Stefanie Jaeger, Local Food Marketplace



Agenda + Objectives

- Introductions
- Setting the Stage/Why this is important
- Vocabulary Lesson
- How to measure metrics
- Tips and Tricks
- Real life example - WMGC (CSA + Wholesale)
- Things you can implement now



Presenting Today



STEFANIE JAEGER

Stefanie Jaeger

Director of Sales and Customer Success

Local Food Marketplace



715-209-0362



stefanie@localfoodmarketplace.com



About Stefanie

- Lives in Northern Wisconsin on Lake Superior
- Mediocre trail runner + rock climber + CrossFitter
- Dabble in pottery and creative writing
- CSA customer for over 15 years (*fun fact: I get two CSA's from two different farms!*)
- Over 15 years in food systems work
- 4 years running a producer cooperative CSA in Northern Wisconsin (Ashland, WI)
- 8 years supporting farms and hubs on technology



Stef and Moon Pie



About Local Food Marketplace

- Provides flexible and scalable software to help local food businesses plan, sell, and distribute local food
- We provide streamlined customer ordering, inventory and distro management, as well as subscriptions, CSAs and storefront ordering



About Local Food Marketplace

2009: LFM was founded to **help small farms thrive** and re-localize our food system

2024: Leading platform for local food sales in US & Canada - serving **300+ food hubs** and **12,000+ producers**

Vision: An equitable local food ecosystem



How They Use LFM

- Wholesale
- Retail
- CSA/Subscription Programs
- Farmstands & Farmers Markets
- Institutional sales (schools, hospitals, etc.)
- Farm to school programs
- Farm to food pantry programs



Presenting Today



Brooklyn Maloley

Brooklyn Maloley

Marketing Consultant

Grapevine Local Food Marketing

brooklyn@grapevinelocalfoodmarketing.com



About Brooklyn

- Lives in San Diego as a Midwest transplant
- In my free time I love to hike, bake, create new recipes, and travel
- BA in Anthropology with concentrations in Sustainable Food Systems & Sustainable Development
- Lived in Thailand learning from and working with small-scale farmers
- Over 6 years working with food businesses & farms
- 1.5+ years at Grapevine



Answering Questions Today



Jacy Rittmer

Jacy Rittmer

Senior E-commerce Consultant
Grapevine Local Food Marketing



About Jacy

- Former business founder in food-tech industry
- Recently moved back to Iowa from Colorado
- 7+ years working with food businesses & farms to develop and launch websites
 - Specialized experience in e-commerce for meat & perishables
- 1.5+ years at Grapevine
- In my free time I enjoy cooking, baking bread, making pottery, and weight lifting



About Grapevine Local Food Marketing

- Founded by Sarah Highlen in 2016 to help local food folk leverage marketing and E-commerce to grow their businesses.
- Grown to include 8 passionate marketing professionals who've served 100+ farms, local food nonprofits, and food hubs.
- Grapevine uses a strategic approach blending technical expertise, creative ideas, and a passion for local food.



Let's Jump In!

- ✓ Introductions
- ✓ Vocabulary Lesson
- ✓ Why this is important
- ✓ Metrics
- ✓ Real-life example
- ✓ Summary
- ✓ Things you can implement now
- ✓ Next Steps





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Setting the Stage

- LFM is a multi-channel platform
 - Our customers often have for example, CSA, wholesale, institutional buyers, etc. coming to their storefront to shop.
- These different types of buyers have different customer journeys
 - Ex. The buying process for wholesale is usually different than a CSA customer!
 - Different CTA's



Setting the Stage

- Within LFM, our customers can create different buyer profiles for their buyers to create a customized shopping experience with:
 - Pricing lists
 - Order windows
 - Types of products (entire product categories, or product selling units)



Setting the Stage



- The storefront is white-label: it's branded for each market
- Since sites are URL based, sites can be set up in a way to direct customers to exactly where they need to go and sent back to the markets companion website and back to LFM's storefront seamlessly
- There is a lot of customization here!



The Challenge

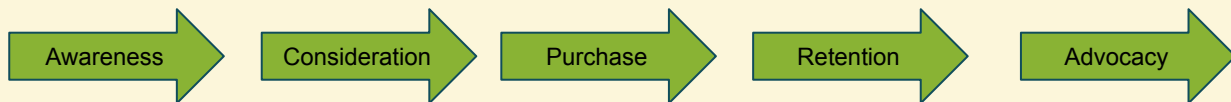
Getting the correct customer
funneled into the correct journey!



Vocabulary Lesson

Customer Journey

Includes every interaction a customer might have with your company before, during, and after a purchase, online or offline. Today, we're just going to focus on the customer's journey once they land on your site.



Conversion Rate

A calculation that tells you how many people are actually taking action on your site & completing the desired action (in this case it would be purchasing a product from your farm).

$$\frac{\text{\# of conversions}}{\text{\# of site visitors}} \times 100 = \text{rate at which web visitors are becoming customers}$$



Why is this important?

- Good customer journey = higher conversion rates = better business for you!
- Brand reputation
- Customer satisfaction / retention



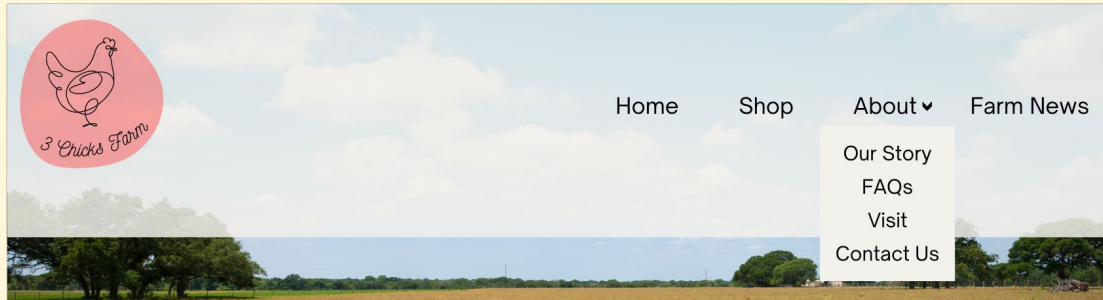
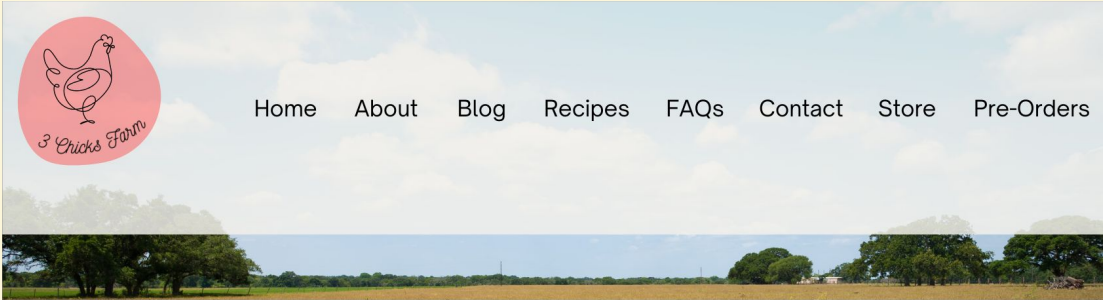
Metrics

- Measuring success with Google Analytics (GA4)
 - Ensure cross-domain tracking for LFM companion sites
- Common metrics we're monitoring & goals to shoot for:
 - Conversion rate, 3%+
 - Bounce rate, 20-40%
 - Avg. session duration, 2-3+ mins.
 - Cart abandonment, ~60-70%
 - ... and more!



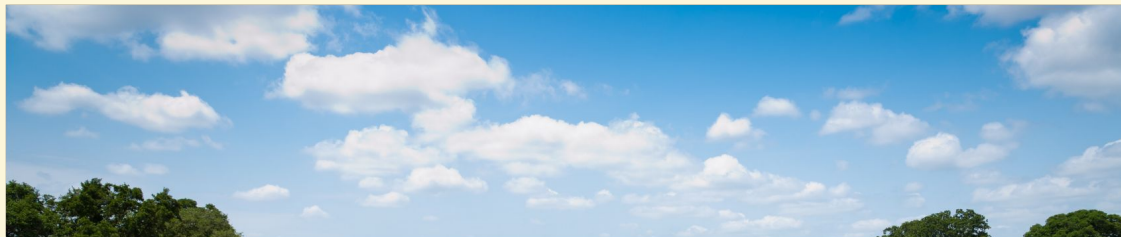
Top Tips for Driving Conversion

- Short navigation menu



Top Tips for Driving Conversion

- Build confidence in the mind of the reader



3 Chicks Farm

Started by 3 sisters who each bring their unique skills and passion to the venture. They have transformed their land into a thriving ecosystem. By rotating their chickens across lush pastures, they ensure the land remains fertile and vibrant. This method not only enhances the quality of the eggs but also contributes to the overall health of the environment.

At 3 Chicks Farm, the commitment to sustainability extends beyond farming techniques. The sisters engage with the local community through workshops and farm tours, educating others about the benefits of regenerative agriculture. They believe in transparency and welcome visitors to see firsthand how their practices contribute to the welfare of both animals and the land.

Their dedication has fostered a loyal customer base that values both the superior taste and the ethical considerations behind each carton of eggs. As the farm continues to grow, the sisters remain steadfast in their mission, inspiring others to consider the impact of their food choices on the planet and community.



Top Tips for Driving Conversion

- Build confidence in the mind of the reader



3 Chicks Farm

Pasture raised eggs from our Northeast Indiana family farm.

Visit Our Farm Store
Open year round, Monday-Friday, from 4 - 7pm.
Located just outside of Fort Wayne, Indiana. [Get directions!](#)

Shop Online for Delivery
Order by midnight on Monday for home delivery on Thursday.



Top Tips for Driving Conversion

- Avoid complex how-to guides
- Direct your homepage to new leads
- Include a primary CTA & make it easy to take action



Order Online

We want to make it easy for you, your family, and your friends to get pasture raised eggs from our Northeast Indiana family farm. Simply browse our current inventory in our online store and add your favorite items to your cart!

How it works



Receive Your Order

In line with our goal of keeping things simple, we offer delivery directly to your house or workplace within Fort Wayne and surrounding counties FOR FREE! Shipping is also available to Indiana and surrounding states. Be sure to check out our online store for all order fulfillment details.



Enjoy

Pat yourself on the back. With every order you place at 3 Chicks Farm, you're helping your community and eating truly healthy, fresh, ethically raised, non-GMO food. And it tastes fabulous! Thanks for your business and support of the Eat Local Movement!



Top Tips for Driving Conversion

- Avoid complex how-to guides
- Direct your home page to new leads
- Include a primary CTA & make it easy to take action



Ready to Shop?

To shop the farm online, sign up for an account—it only takes a minute!

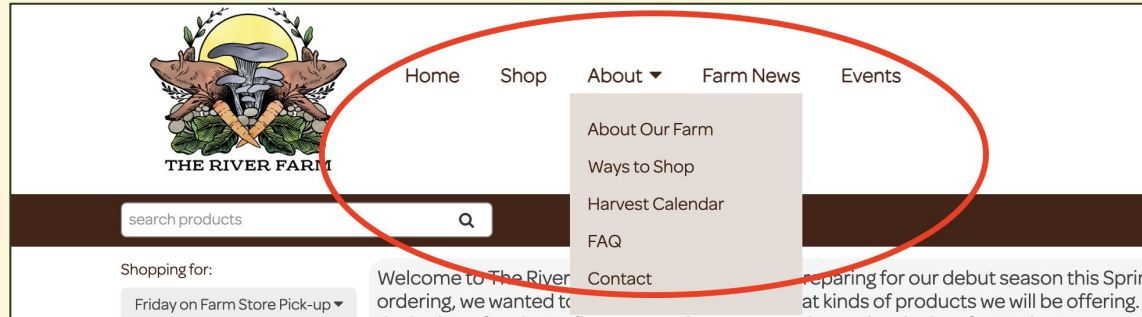
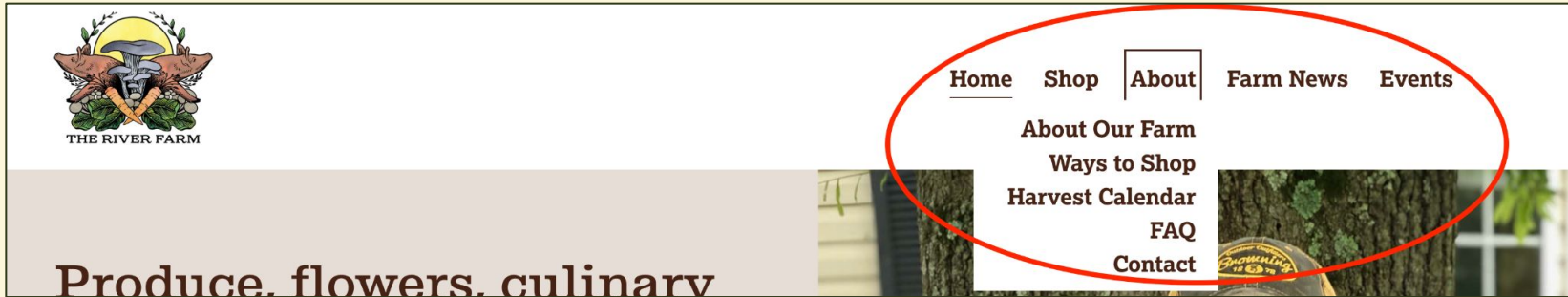
SIGN UP NOW

Already have an account? [Shop now!](#)



Top Tips for Driving Conversion

- Mirror your navigation menus between LFM & companion site

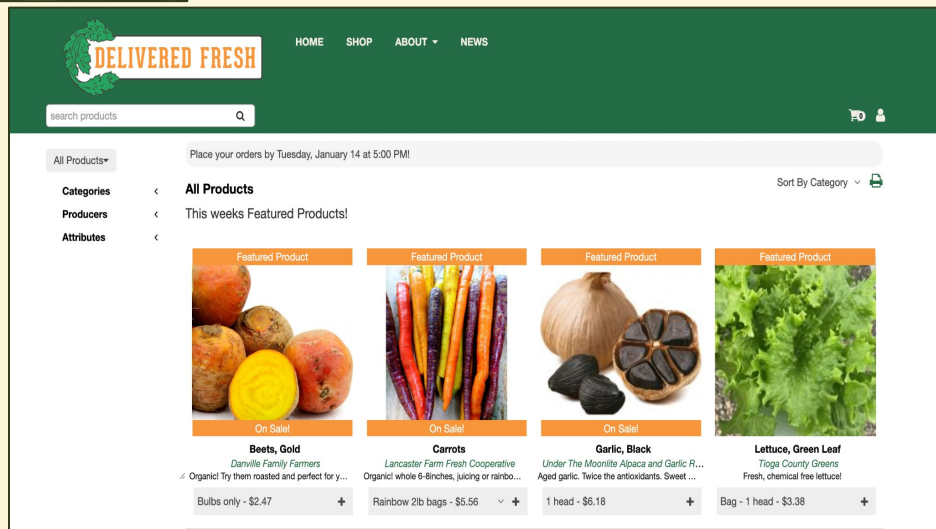
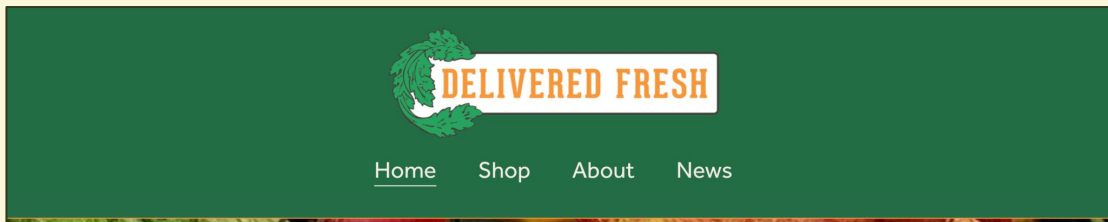


Top Tips for Driving Conversion

- Match your companion site and LFM storefronts fonts and colors








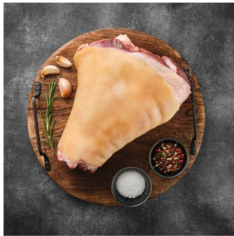


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Top Tips for Driving Conversion

- Connect with your audience using high quality images

 <p>Smoked Bacon <i>The River Farm</i> Breakfast of champions.</p> <p>1 lb - \$12.00</p>	 <p>Bologna <i>The River Farm</i> The new BLT</p> <p>1 lb - \$13.00</p>	 <p>Rendered Lard <i>The River Farm</i> The best cooking oil.</p> <p>1 quart - \$10.00</p>	 <p>Bone In PorkChops <i>The River Farm</i> Get the grill started.</p> <p>2 Bone In PorkChop...\$22.50</p>
 <p>Boneless Loin Roast <i>The River Farm</i> Low and slow.</p> <p>1 Boneless Loin Ro...\$81.00</p>	 <p>Boneless PorkChops <i>The River Farm</i> Get the grill started.</p> <p>2 Boneless PorkCho...\$14.40</p>	 <p>Boston Butt Roast <i>The River Farm</i> Low and slow.</p> <p>1 Boston Butt Roas...\$28.00</p>	 <p>Ham Hocks <i>The River Farm</i> Ham, beans and collards.</p> <p>1 hock - \$22.00</p>



Top Tips for Driving Conversion

- Connect with your audience using high quality images



Real Life Example

Western Montana Growers Cooperative

- LFM Customer
- Farmer-owned local food distributor
- 14+ member farms cooperative
- Offering 20 sites in Western Montana from Missoula to Helena
- Serving restaurants, institutions, grocery stores, and individual community members through a CSA program.



Real Life Example

Main problems they were facing

1. Synthesizing their content into clear CTA's to build customer confidence & drive conversions with multiple customer journeys
2. How to direct different buyers to the correct information needed to purchase



Real Life Example

Western Montana Growers Cooperative

- How did we help?
 - Built customer confidence & included a clear CTA

Fresh local food, from our farmers to your table.

The Western Montana Growers Cooperative is a farmer-owned local food distributor. We serve our community by delivering fresh, local food to restaurants, institutions, grocery stores, and individual community members through our community CSA program.

Sign up for an account — it only takes a minute!

Sign up today!

Already have an account? [Start shopping.](#)

Are you a producer? [Log in.](#)



Real Life Example

Western Montana Growers Cooperative

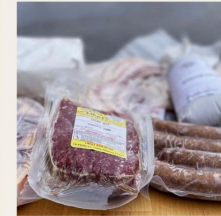
- How did we help?
 - Differentiated journeys for improved customer experience

Sign up for an account — it only takes a minute!

Sign up today!

Already have an account? [Start shopping.](#)

Are you a producer? [Log in.](#)



Want to become a wholesale customer?

We would love to help you source the freshest produce and Montana produced food products.

[Sign up today](#) to start your wholesale account!

Already signed up? [Shop online](#) through our catalog – what local food are you looking for?

Are you a producer? [Log in.](#)



Real Life Example

Western Montana Growers Cooperative

- How did we help?
 - Differentiated journeys for improved customer experience

Join our CSA in 3 Easy Steps:

- 1. Choose a CSA Veggie Box** ✓
- 2. Decide on an Add-on Share** ✓
- 3. Pick a Delivery Site** ✓

Ready to Sign up?

1. Click the "Join Our CSA" button below and log into your existing CSA account (or create a new one).
2. From your account Overview, click "Shop Subscriptions."
3. Select your share, click "Subscribe," then click "Add to Cart." Confirm your subscription, and you're set!
4. Add csa@wmgcoop.com to your contact list so that you don't miss any important communication from us!

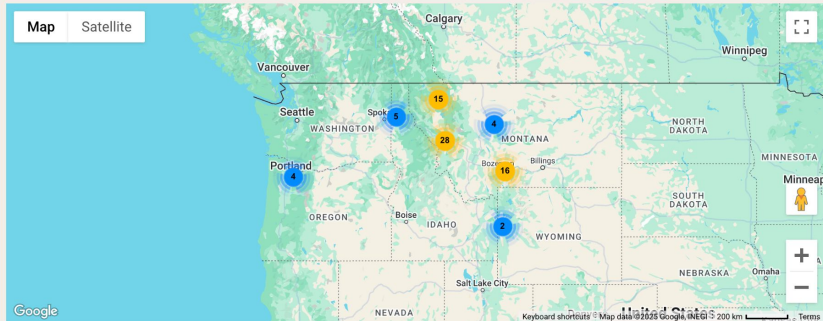
Join Our CSA



Real Life Example

Western Montana Growers Cooperative

- How did we help?
 - Differentiated journeys for improved customer experience

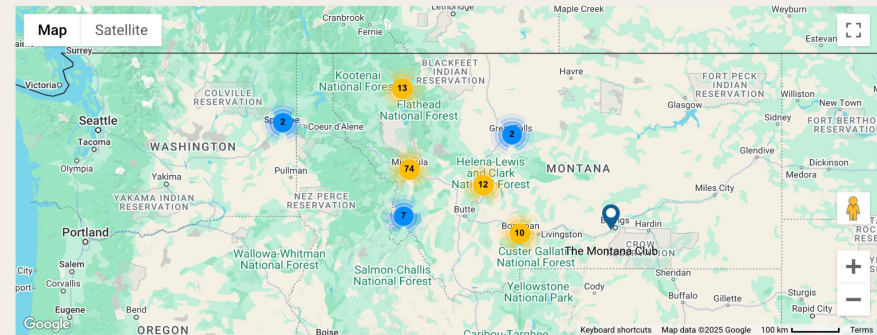


2 J's Fresh Market
Grocery/Market
www.2jsfreshmarket.com
(406) 761-0134
105 Smelter Ave NE #17
Great Falls, MT 59404

3rd Street Market
Grocery/Market
www.thirdstreetmarket.com
(406) 862-5054
244 Spokane Ave
Whitefish, MT 59937

Albertsons
Grocery/Market
www.local.albertsons.com
(406) 628-1116
2230 Reserve
Missoula, MT 59808

Albertsons
Grocery/Market
www.local.albertsons.com
(406) 549-1547
3800 Russell St
Missoula, MT 59801



1889 Missoula
Restaurant
www.1889missoula.com
(406) 529-1263
104 North Higgins Ave.
Missoula MT, 59802

Anderson School Dis
Institution
www.andersonmt.org
(406) 587-1305
10040 Cottonwood Rd
Bozeman, MT 59718

Arthur Wayne Hot Sauce
Catering
www.arthurwaynehotsauce.com
(406) 837-2620
8030 MT Hwy 35
Bigfork, MT 59911

Arthur Wayne Hot Sauce
Catering
www.arthurwaynehotsauce.com
(406) 531-4047
2301 N Avenue W.
Missoula, MT 59801



Real Life Example

Western Montana Growers Cooperative

- How did we help?
 - High quality images & design consistency

Wholesale Local Food

We supply a wide range of customers including restaurants, supermarkets, schools, hospitals and everywhere in between with products from our regional growers and producers.

Interested in sourcing food for your business? We can help you source the freshest produce and Montana produced food products! [Sign up](#) to start your wholesale account!

Already have an account? Shop through our [online catalog](#) — what local food are you looking for?

[Learn more about wholesale.](#)



Things to do now

- Implement top tips shared today on your site
 - Take new photos
 - Update your website copy
 - Update LFM menu navigation
 - Update LFM colors and fonts (if applicable)



Next Steps

- We'll send the recording and the slide deck out to everyone.
- We'll also include [Grapevine's website](#) for more examples to reference & read our helpful resource posts
- Need help implementing? We can connect you with the Grapevine team for a consultation.
- Reach out to LFM's team for help with LFM specific site updates



Q&A




Get in Touch!

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Thank You!

