

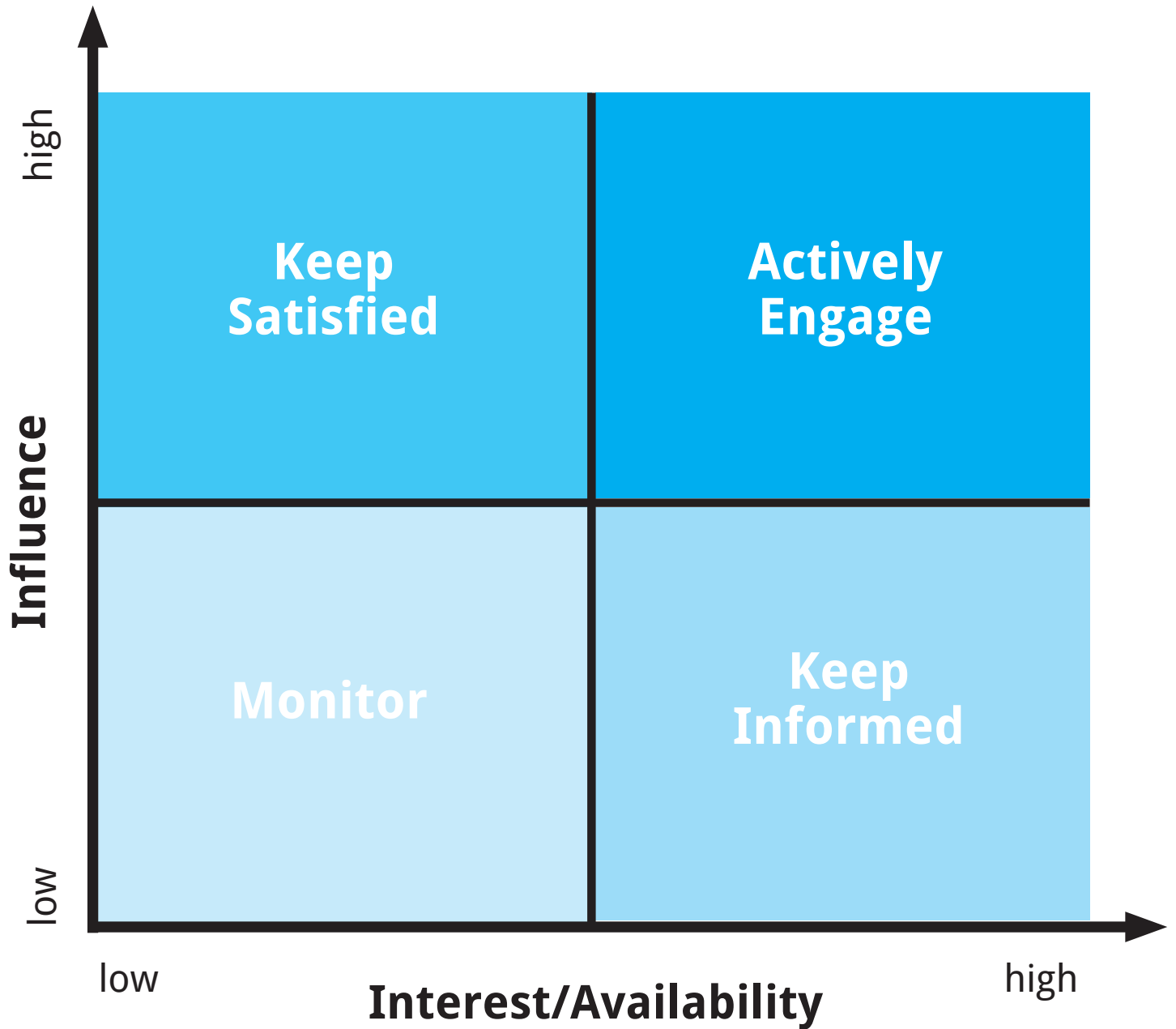
## Farmers Market Metrics: Audience

List potential audiences to receive farmers market promotions and information. Add your biggest **promoters** to the top of the list, your biggest **detractors** to the bottom, and everyone else in the appropriate place on the spectrum in between.

The diagram consists of a vertical spectrum. On the left, there is a large blue arrow pointing upwards, with the word "PROMOTERS" written vertically inside it. Below it is another large blue arrow pointing downwards, with the word "DETRACTORS" written vertically inside it. To the right of these arrows, there are 20 horizontal dotted lines, each corresponding to a position on the spectrum, intended for listing potential audiences.

## Farmers Market Metrics: Audience

Select four of the audiences who fall in the 'Actively Engage' sector of the stakeholder map to the right. Write the audiences in the grey boxes on the following page.



# Metrics Plan

Circle the type of capital that will be of most interest to each target audience, and list the most relevant metrics for each. Add channels and frequencies for each. This is your Metrics Communications Plan.

ACTIVELY ENGAGE

Target Audience 1:



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METRICS

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ACTIVELY ENGAGE

Target Audience 1:



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METRICS

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ACTIVELY ENGAGE

Target Audience 1:



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METRICS

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KEEP INFORMED

Target Audience 1:



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METRICS

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