

Business On Demand Case Study

This case study is based on a business that needs business on demand.

You will discover how a business that relies on the ability to bring customers through the door on demand, created systems to do it.

NOTE: This kind of system can also be put in place for client or patient based businesses such as: chiropractors, massage therapists, dentists, accountants, financial advisors, and interior designers.

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Mackintosh Fruit Farm



The concept is that a farm, a hotel, a night club, a restaurant, coffee shop, etc., are businesses that need to be able to bring customers through the door quickly at specific points in time.

Mackintosh Fruit Farm 2011 - 2016

Mackintosh Fruit Farm is a pick-your-own (PYO) fruit farm that has been open since the mid-1980's. They started out as a nursery where you could get peach and apple trees but became so popular that they started growing trees to keep for folks to come and pick their own supply. They have grown from there to include several other kinds of fruit: strawberries, cherries, raspberries, blackberries; a large variety of vegetables, and pumpkins in the fall.

While they do participate in a local farmer's market on Saturday mornings throughout the summer and fall season, the best experience of what they have to offer comes from visiting the farm with your family.

Throughout the years their growth depended mostly on word-of-mouth. This is often the best way to get new customers but it wasn't enough for the farm to grow quickly.

Before

When I met them in 2011 they had a website but it looked outdated and like a paper brochure that was just duplicated online. They also had trouble keeping the site up-to-date with events and picking notices which meant they were losing opportunities to communicate with the people that were actually searching for places to go this weekend to pick fruit.



What they didn't have was a way of getting the email addresses of people that were interested in hearing about what was ready to pick on the farm and they had no way of following up with their customers either, including no email newsletter. The owner was still taking email addresses on a notebook at the cash register and emailing notices from her personal email account.

It is important to establish a system to keep in touch with people that are interested in what you have that way when you do have something interesting to share the customers are only one email away from you.

Their Facebook investments of time and energy were not having the kind of return that they needed to get the produce picked when it was ripe and ready. They also had no strategy for social media. They were not leveraging those efforts into a system that would bring them business on demand. They had recently opened a Facebook page with several hundred Likes and not very many posts or pictures to engage with their audience.

Their previous website was not mobile friendly so the people who are searching for the information right away could not access the information easily.

Needs

A pick-your-own farm is the kind of business that when the fruit is ready, people need to come today! The PYO farm belongs to part of the food industry that needs business on demand, like restaurants, grocery stores, and other small retail type farms.

Of course all businesses want to get business on demand but this category is special.

The primary challenge for the PYO farm is to reach people as soon as the strawberries are ripe and ready for picking. They cannot wait for word of mouth to get around or for the berries to stay fresh until Saturday for the farmer's market. They're ready when they're ready and that's when they need to be picked.

They needed to create systems that allowed, with the push of a button, to reach the people who already said they were interested to go and get the fruit when it was

ready. Those systems included: website functionalities like capturing email addresses of people interested in picking the fruit when its ready, follow-up systems, a social media strategy that expanded the reach, and a mobile friendly website.

Now, more than 50% of people are searching using their mobile devices and have very little patience when they cannot view what they need easily.



After

Now they have a modern looking website with lots of color and images of the farm and of the fruit and veggies you might pick while there. They are creating a first impression that matches their brand, the spirit of their business, and the position that they want to have in their market place.

You can easily navigate the menu to find out not only what events are happening at the farm and when, but you can also find the details you need to know if you'd like to host your own event at the farm, from a business meeting to a wedding, they've hosted it all.

A very important improvement to the website is that it is now mobile friendly capturing a large portion of the audience they were losing before.

What's available for picking is a featured link on the home page, as well as, a special link to enter your email address to be the first to receive notifications of what's ready to pick and what's done. People are happily providing their information in exchange for being the first to know what's ready. Now they have created a system to stay in

touch with those people, a way to follow up, to provide value, and ways for their customers to refer their friends and family through this email newsletter.

When it comes to social media there is considerable interaction: Likes, Shares, and Comments on individual posts on Facebook and over 3K Likes on their Facebook page. Customers are answering their own questions and messages received on the Facebook page are answered, usually within the hour. Now their social media investments of time result in being able to reach more people faster when the fruits are ready, and when the events are happening.

So now they basically have a system to make interested people raise their hands so they only talk to those people, they follow up with them like no one else is doing, which creates a loyal relationship, which further creates referrals resulting in growth of their customer base.

All of these results mean that when the fruits are ready, pushing a couple of buttons is more than enough to notify people on demand.

When local people are searching for a PYO farm they are on the first page of search results. When people want to know they are getting the information they want and need easily.

While a good problem to have, sometimes there is not enough food to pick for all of the people who show up which means they are a fast growing business.

They have expanded exponentially and often they cannot grow enough to keep up with the demand for fresh picked fruit, as stated here by the owner of the farm:

“A couple of years ago Mackintosh Fruit Farm partnered with Kathleen Vallejos to help spread the word about our business. Our customer base continues to increase and Kathleen helped take us from a \$75,000 dollar business to a \$200,000 business within 3 short years. We could have increased the business more, during the time we have been working with Kathleen, if we could have kept up with customer demands.

We constantly get compliments about how professional and usable our web site is.

When you are ready to take your business to the next level contact Kathleen Vallejos and be prepared to benefit from her efforts. “

Bill Mackintosh
Mackintosh Fruit Farm

Imagine if your business had systems to get and keep business on demand...

If this is something that might interest you, let me help you **for free** to strategize what this would look like for *your* business (after all every business is different).

This is how this works. The first thing I'm going to do for you is to personally help you create a strategic plan to bring in more customers. There's no charge for this and it only takes about 45-90 minutes for us to do together.

We get on the phone and go over your business. I take a look at what you've got, what you're doing, and what you want to achieve going forward.

Once we have those "raw materials," I help you come up with a strategic plan of action.

And like I said, there's no charge for this.

You'll leave the planning session with clarity about the next most powerful step you can take for your business.

Assuming you're happy and you want me to create a plan for you, you'll probably want to work together so I can help you implement it.

If this is the case, I might invite you to become a consulting client. You will be surprised at how affordable it is.

You'll see the value by the time we hang up the phone - without ever spending a dime.

And look. If you don't want to become a client, don't worry about it. You won't get any sales pitch or pressure from me of any kind, ever.

Here's how the process works:

First, you'll need to fill in an application. Don't worry; it's simple and unobtrusive. I just need to know what you're selling, get an idea of what you want to accomplish, and so forth.

Send an email to Kathleen@justthewritething.com with the subject "Request for Application" and you will get back a list of questions. That's how very simple the application process is.

Once I have your application, we'll set up a time to talk.

If you feel like this is right for you, send me a request for an application and I'll get it out to you right away.

To your success,

A handwritten signature in black ink, appearing to read "K. H. Lee". The signature is written in a cursive style with a large, sweeping initial "K" and a long horizontal stroke that underlines the rest of the name.