

Oatman Farms®

PREMIUM PROVISIONS

Our Team



Bailey
Horner



Hasi
Dehideniya



Kevork
Hill



Radhika
Tantia



What we are?

- Oatman Farms, a key division of Oatman Flats Ranch
- Pioneers regenerative agricultural practices in the Southwest

Our Products

- Sourdough Bread Mixes
- Buttermilk Pancake Mixes
- Convenient Variety Packs

Our USP

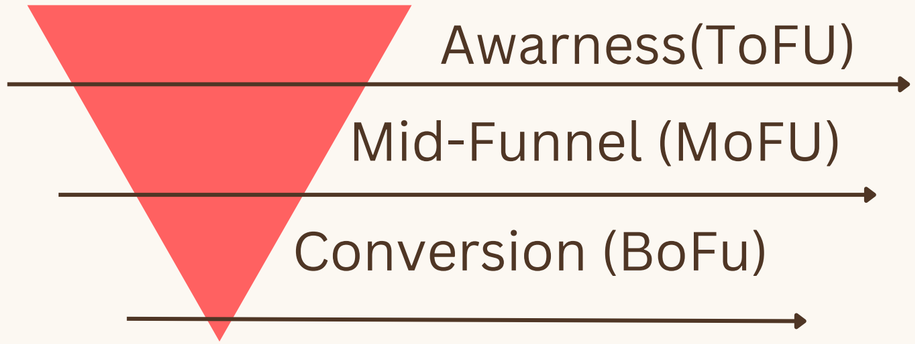
- Regenerative Agricultural Practices
- Transparency and Ethical Farming

Marketing Objectives

1 Who is the target audience

2 How to reach target audience

3 How to convey message of regenerative farming



Fiona Flour



Fiona Flour, a middle-aged landscape architect and a devoted mother, is on a mission to provide her family with nourishing, healthy food options that don't contribute to the environmental challenges posed by large corporations. With a deep passion for both her family's health and the well-being of our planet, Fiona is determined to make responsible choices in her daily life. Her search for organic, locally-sourced products that align with her values brought her to Oatman Farms. Fiona's goal is to support a local farm that practices regenerative farming, and Oatman Farms' commitment to ethical and environmentally-friendly practices resonates with her. She believes that by choosing Oatman Farms' products, she can not only provide her family with healthy and nutritious options but also contribute to the greater cause of sustainable agriculture and a healthier planet.

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EAT FEARLESSLY®

Quotes

“The price is very fair for the product that you’re selling and the quality of the grains” ~ Patricia Broley

“Atleast I am buying clean food and not buying crap off of Amazon or something”~ Shayna Kilp

“My husband grew up on mainstream pancake mixes and I’m not buying that kind of crap, we need to do better” ~Shayna Kilp

Key Messaging and Key Words

Regenerative

Process of renewalgrowth and restoration of something to restore

Regenerative Agriculture

Farming approach that focuses on revitalizing and enhancing health of soil, ecosystems, and biodiversity

Eat Fearlessly

Key Messaging



Convenience

Key Messaging

Deliverable 1 : Instagram

Story

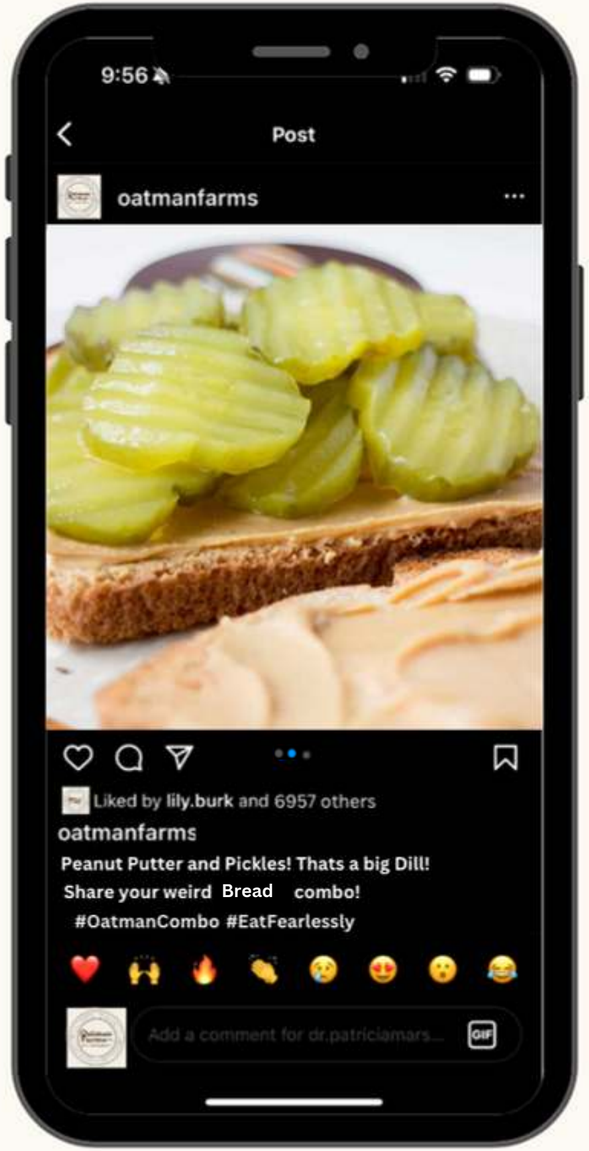
#Giveaway



Post

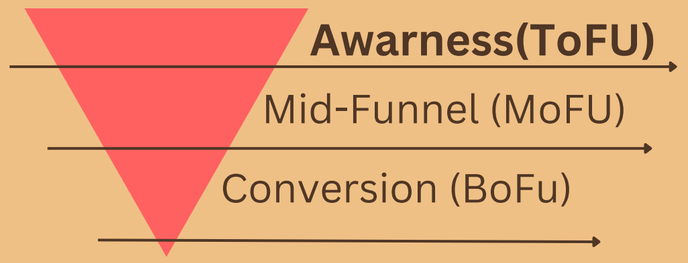
#OatmanCombo



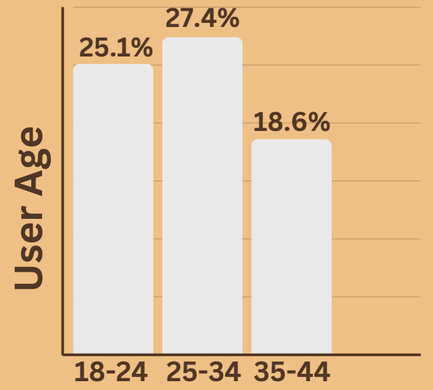


Instagram Snapshot

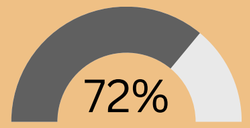
Goal



Reasoning







Make purchase decisions based based on something they saw on Instagram

KPI's

-Profile Visits-

-Insta Stories Metrics-

-New followers over time-

Recomendations

Messaging

Increase Brand Awareness by creating interactive contests and promotions

AD Cost

$0.50 - $1 per link click.

Post Frequency

Hours

Mon
Tues
Wens
Fri

9am-1pm

When

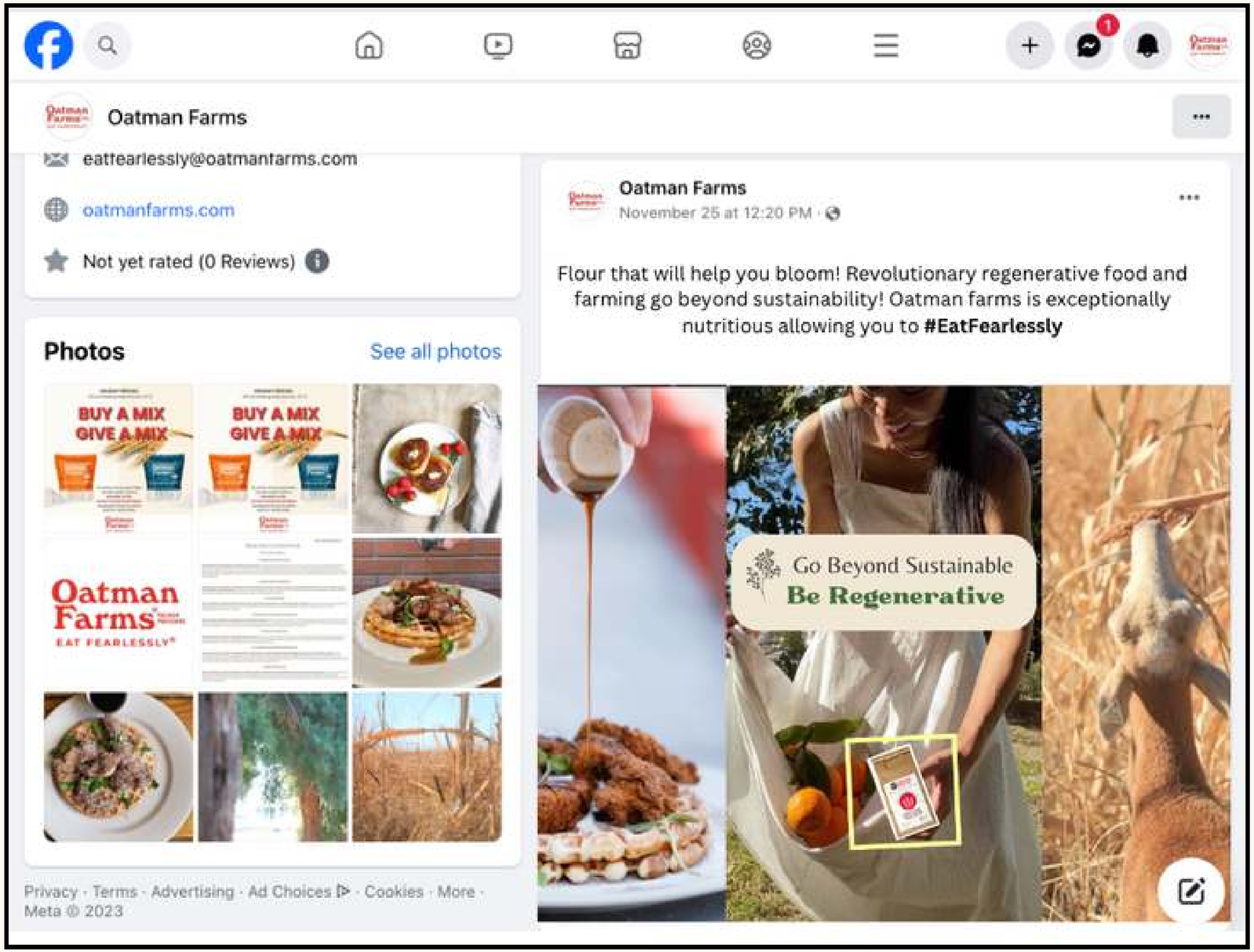
3-5 Per week

Stories, Posts, Reels

Deliverable 2 : facebook

Regenerative





Snapshot

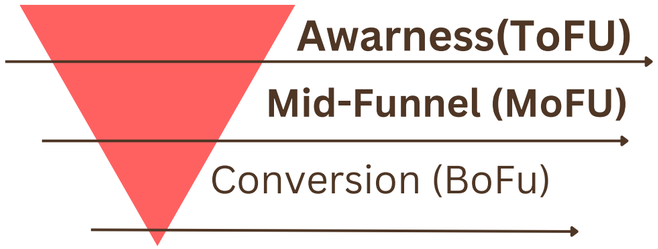
Molli Home



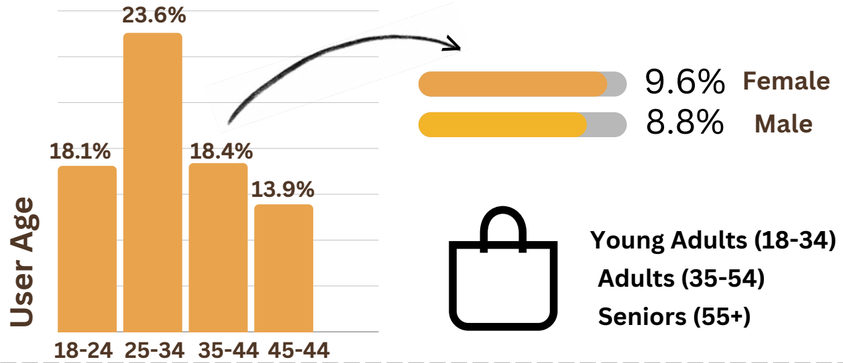
Like Follow Share ···

Send Email

Goal



Reasoning



KPI's

-Engagement Metrics-
Likes, Comments, Shares

-Page and Follower Metrics-
Page Likes, Follower Demographics

-Ad Performance Metricss
Cost per Click (CPC)

Recomendations

Messaging

Best provider for customers considering Commitment to taste, Regenerative convenience

Ad Cost

$0.26 – $0.30 per click

Post Frequency

	Hours	When
Thur Fri	7 am-9 am 1 pm-3 pm 7 pm-9 pm	2-5 per week Posts, Stories, Lives

Deliverable 3:
Brand video mockups (YouTube, Website)



Farm-to-Fork

Brand introductory video

Step into Oatman Farms, where we're not just farming – we're stewards of the land. As the first Regenerative Organic Certified farm in the Southwest, we're changing the game!



#EatFearlessly

Content creators experimenting with unconventional toppings on pancakes, waffles, and pizza.

#Oatmanfarmsmagic



"As someone who values sustainable and regenerative practices, my recent experience with Oatman Farms left a lasting impression. The core values they embody, focusing on regenerative and organic farming principles, shine through in every aspect of their operation."

Real reviews- Real people

The "real reviews - real people" Emphasizes the authenticity and trustworthiness of reviews provided by actual customers of Oatman Farms.



YouTube

Goal - Lifestyle marketing for target Audience

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EAT FEARLESSLY®

KPI

Engagement Metrics:
Views: Number of views on the YouTube videos.
Likes, Dislikes and comments: To understand the audience's feedback.



Audience Reach:
Subscribers: Growth in subscribers
Impressions: Number of times the videos are shown to users on YouTube.

Social Media Metrics:
Shares: How many times the content is shared on social media platforms.

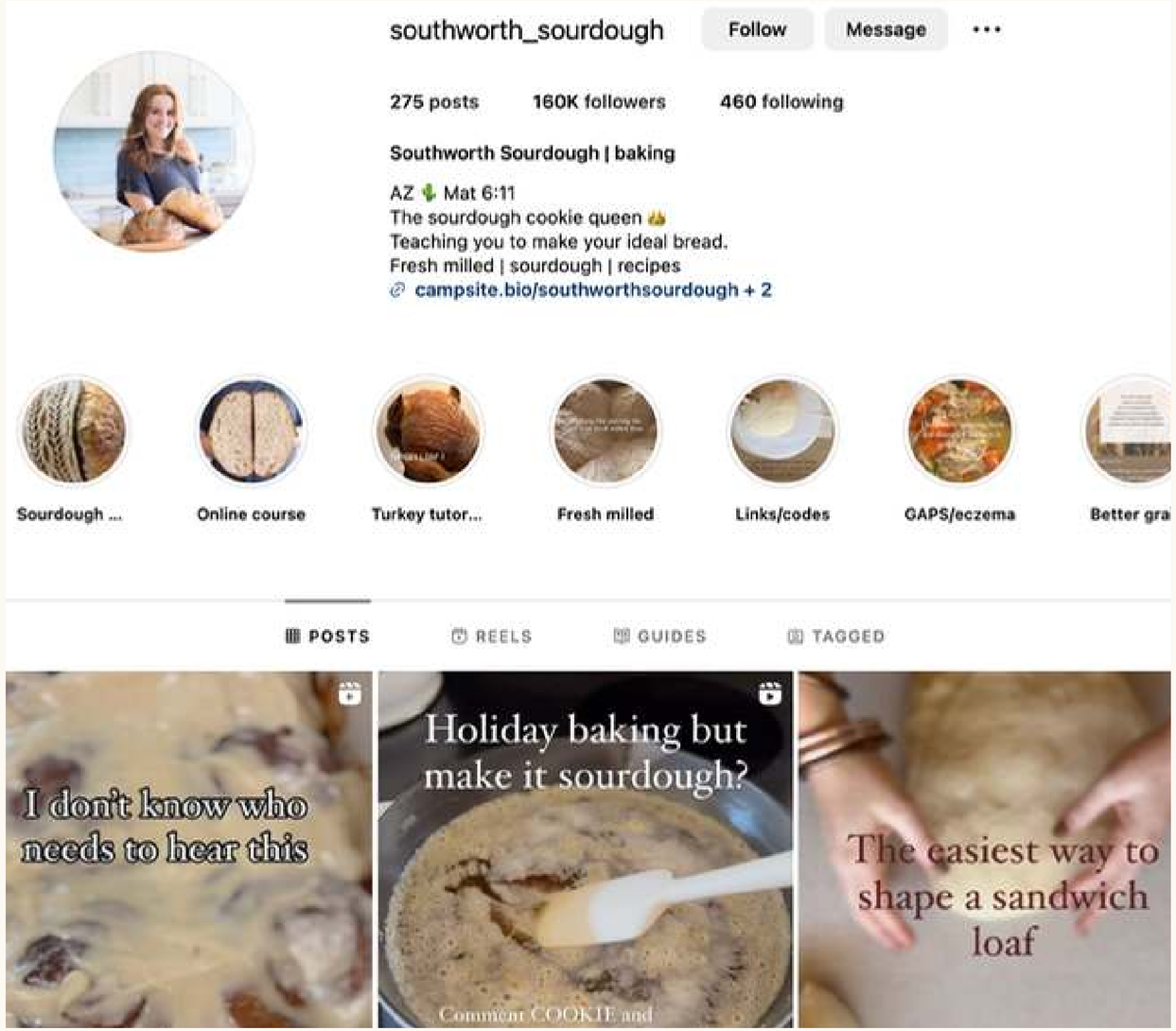
Conversion Metrics:
Website Traffic: If your campaign involves driving traffic to your website, track the number of visitors.

Deliverable 4: Influencer Marketing

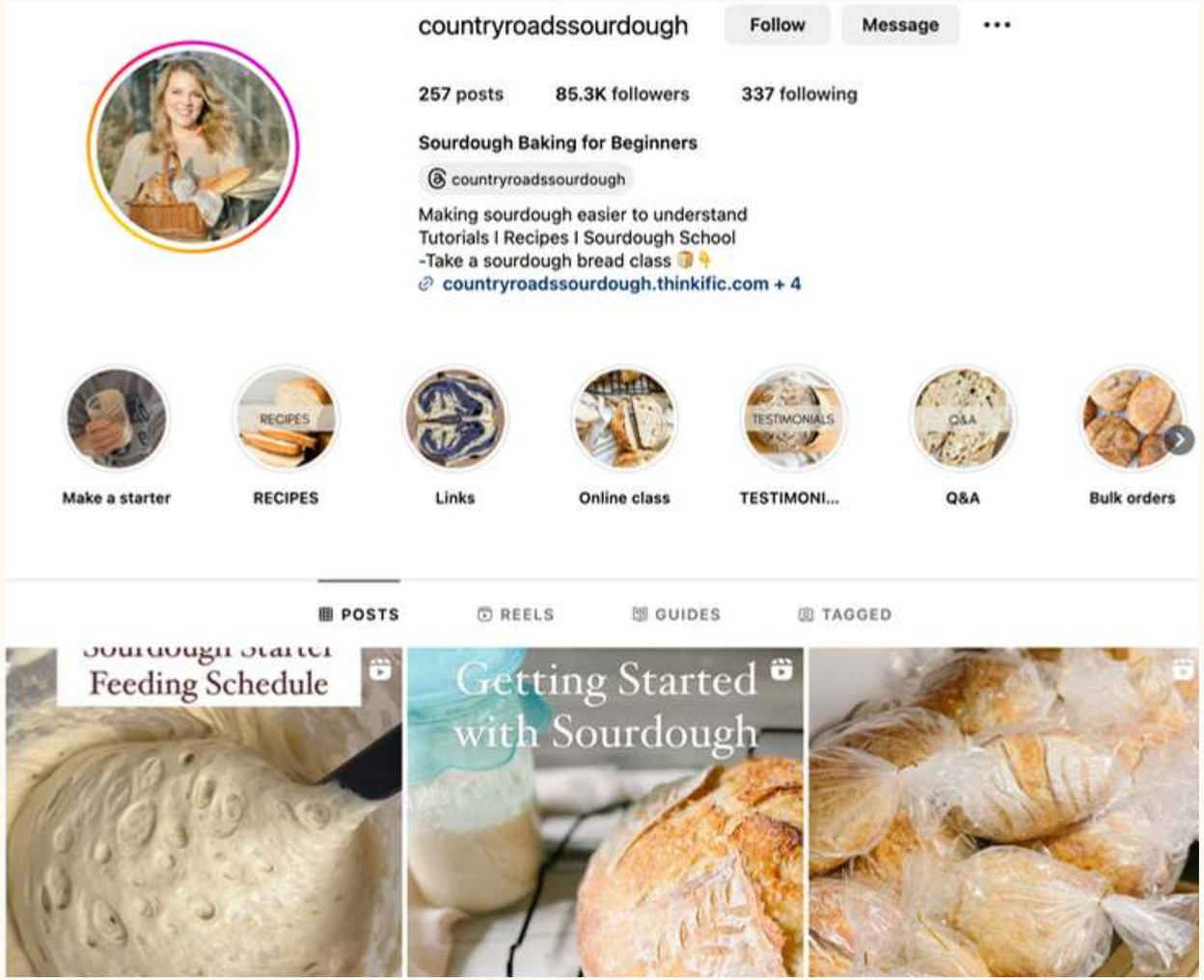
Influencer marketing is a great way for companies to effectively grow their brand awareness.

Supporting Stats:

- Influencers have over 22 times more conversations about product recommendations than your average consumer.
- 82% of consumers said they’re very likely to follow an influencer’s suggestions.
- For every $1 spent on influencer marketing, you earn $23 back.



Influencer Marketing & Outreach



Subject: Let's Collaborate: Celebrate Baking & Regenerative Farming with Oatman Farms!

Hi [Influencer's Name],

I hope this message finds you in high spirits. My name is [Your Name], and I'm representing Oatman Farms, a passionate advocate for the art of baking and sustainable, regenerative farming practices.

At Oatman Farms, we take immense pride in producing top-notch specialty flour perfect for elevating your sourdough bread, fluffy pancakes, and everything in between. What sets us apart is our unwavering commitment to regenerative farming – nurturing the earth while crafting exceptional ingredients for the baking enthusiasts who share our passion.

Your remarkable baking content truly speaks volumes about your dedication to the craft, and it aligns seamlessly with our values at Oatman Farms. Your influence and creativity are precisely what we admire and believe would beautifully complement our vision.

We're excited about the opportunity to collaborate with you, introducing your audience to the excellence and regenerative nature behind our specialty flour. We'd love to offer you the chance to explore our range of products and authentically share your experiences and thoughts with your followers. Whether it's crafting tantalizing recipes, engaging tutorials, or insightful reviews, your distinctive perspective would be an invaluable addition to our journey.

We're open to discussing logistics, tailoring the collaboration to suit your unique style, and answering any queries you may have along the way.

Thank you for considering this collaboration opportunity with Oatman Farms. We're genuinely thrilled about the prospect of collaborating to celebrate the joy of baking while championing regenerative farming practices.

Let's join forces and inspire others to #EatFearlessly while embracing the artistry and sustainability of baking!

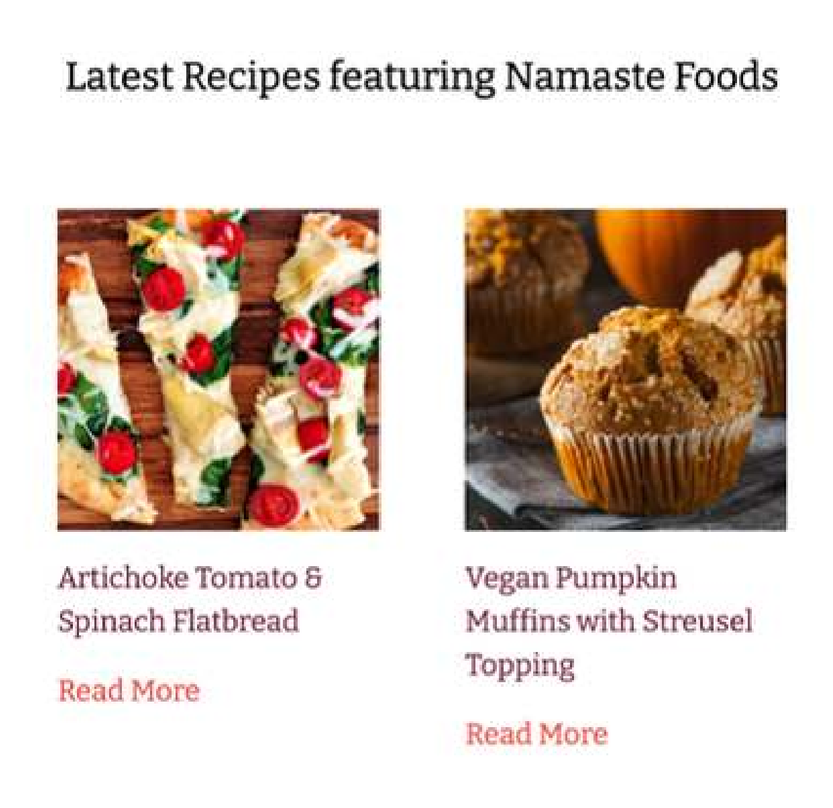
Warm regards,

[Your Name]
Oatman Farms Team

Deliverable 5: SEO

Recipe Page Implementation

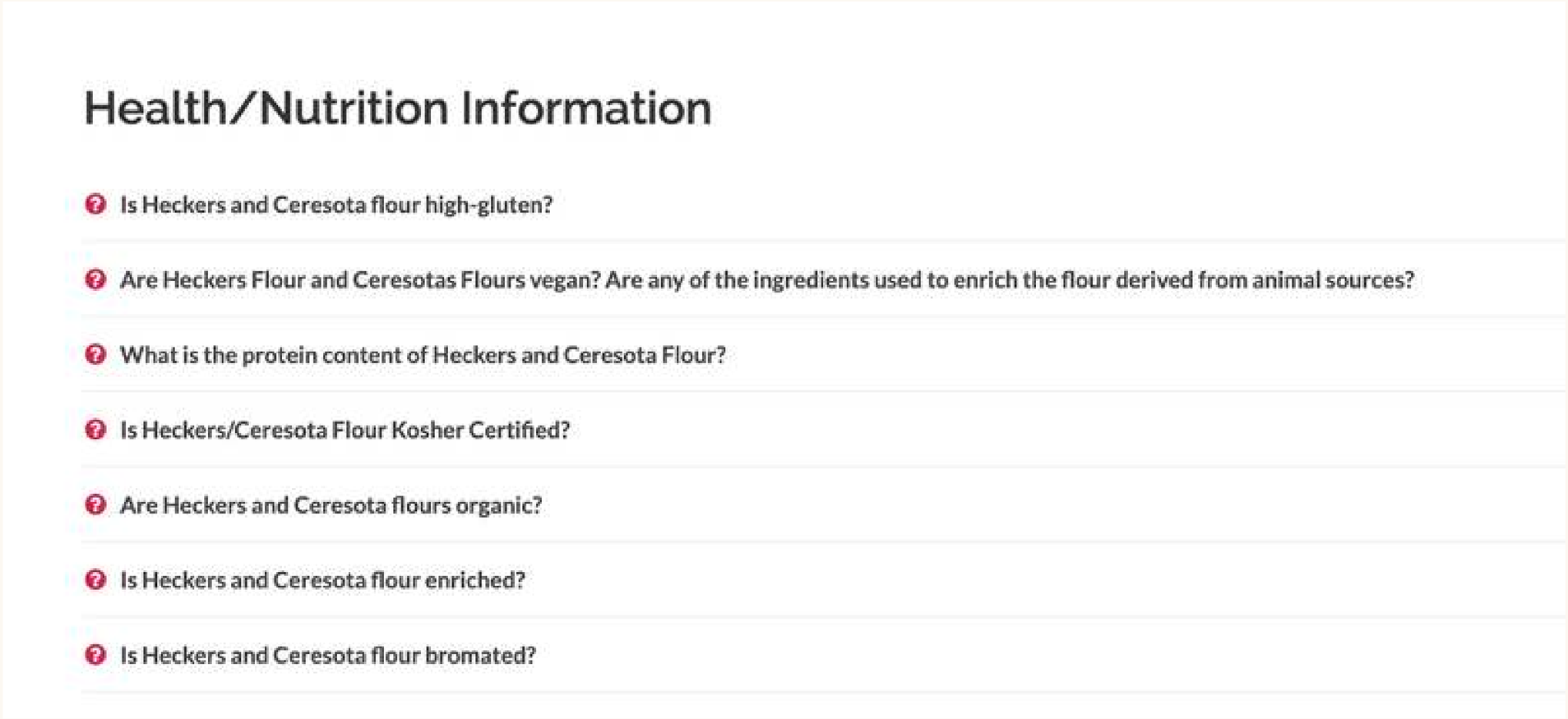
Currently, valuable recipe content is duplicated across product pages, meaning google will ignore the content as it won't be considered unique. A dedicated recipe page can help advance SEO by positioning the website as a source to answer your potential customers' questions. It will also help build keyword authority with regenerative or flour related keywords while providing internal linking opportunities to product pages.



Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	SERP	Updated
garlic fry bread	I	2	8	5	0.47	40	14	recipes.namastefoods.com/recipes/garlic-fry-bread		Nov 18
mexi pizza	I T	4	7	0	< 0.01	90	16	recipes.namastefoods.com/recipes/black-bean-mexi-pizza		Nov 24
paloma sugar cookies	I T	5	7	2	0.19	210	26	recipes.namastefoods.com/recipes/holiday-sugar-cookies		Nov 26
rise waffles	I	5	7	0	< 0.01	30	39	recipes.namastefoods.com/recipes/rise-n-shine-waffles		Nov 28
spice cake mix for carrot cake	I	6	5	1	0.09	390	21	recipes.namastefoods.com/recipes/deluxe-carrot-cake		Nov 25
spice cake mix carrot cake	I	6	6	2	0.19	90	20	recipes.namastefoods.com/recipes/deluxe-carrot-cake		1 day
saco buttermilk biscuits	I	6	6	0	< 0.01	40	0	recipes.namastefoods.com/recipes/buttermilk-biscuits		Nov 20
coffee snickerdoodles	I	6	6	0	< 0.01	40	9	recipes.namastefoods.com/recipes/coffee-snickerdoodle-cookies		Nov 23

FAQ’s for Product Pages

The goal of the FAQ section is to create unique content for the specific product page while providing internal linking opportunities for recipe pages. Internal links help Google find, index and understand all of the pages on your site. If done correctly, internal links can send page authority to important pages.



Recap

Oatman Farms® PREMIUM PROVISIONS

Through the use of various platforms and strategies including Instagram, Facebook, YouTube, Influencer Marketing and SEO, we aim to increase brand awareness while providing pathways for customers to move down the marketing funnel.

Thank you!