

# Spapium Little Prairie Farm

## Video Clip 4: Targeting Customers

**Brianna:** I think, probably, the main challenge is accessing funds to do paid promotion, and other than that, being able to market to consumers that have more disposable income. Because we are able to market to lots of people that are lower to middle income that, you know, need to buy their produce and their food from somewhere, so they buy from us. And for experiences and some of the products that we offer, most of the people that we're able to access through marketing, they don't have that disposable income to frequently spend on some non-necessity items that we provide.

**Q:** Okay. Do you have any idea, or maybe even a plan, on how to reach those people? Where are the higher-income people, and how can you access them?

**Paula:** I feel like, I mean, right now and in the past, we've done most of our marketing targeted towards the local community in Lytton, like through our social media ads. But, I think that probably we could expand it farther, spend more money to get it to more people in a broader range of locations.

Please note that this transcript has been slightly modified; it is not a verbatim copy of the original audio clip.