

DIAHANN

“Di” Lohr

Marketing Guru with Words & Design

For more than 20 years, I've helped small businesses and non-profits successfully market themselves.

As owner of Adunate Word & Design, I create mouth-watering graphic design, web design and copywriting, and I then teach clients to use them effectively to brand their business.

Good Food Geek

That's me. I grow, eat and live good food. What I can't raise on my farm, I want to buy from those who share my passion for healthy, sustainable edibles. **This means I have an enormous appetite for keeping local food artisans in business!** I continuously research the industry, learning which marketing tactics work and which ones don't, and I pass this knowledge along to others.

My Food Portfolio

- Breadbasket: Seed to Spoon
- Fermentation Fest
- Grace Place Coffee
- In Her Boots Workshops
- Liberty Prairie Foundation
- MOSES Conference
- Practical Farmers of Iowa Conference
- Soil Sisters
- The Cider Farm
- The Farmory
- Wisconsin Local Food Network
- Women Food & Ag Network Conference
- Women in Sustainable Ag Conference



Uniting
FARMS to TABLES



Relevant topics

Ingredients of a Good Food Brand

Branding is more than a name and logo. Branding is how people feel when they interact with you, your organization or your product. Learn the makings of a solid brand and how they organically work together. Self-examine the “who, what, where, when, how and why” of your farm and then confidently go forth with a brand that wows your target market.

Ladies, Let's Be Better Self-Promoters

Studies show that women find it difficult to positively promote themselves. If this is you it could adversely affect your business. In this workshop, we'll examine this challenge as an inherent female trait vs. a societal norm. We'll then learn to recognize the unique story each of us has (branding) and how to authentically communicate it to our consumers (marketing). A great workshop for both you and your business!

Sense of Place With Social Media Marketing

Sometimes a delivery truck is the only image customers have of your farm, yet they crave a greater sense of place. Two words? Social media. Give food lovers a taste of visual terroir through your website and blog. Let wannabee farmers “feel the soil” via Facebook and Instagram. We'll discuss the best use of major social media platforms. We'll strategize how to nurture online communities that grow into profitable sales.

Need something more? Try me!

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