



# OYSTER **MARKETING RESOURCES**

NEW HAMPSHIRE



## NH Oyster Marketing Resources - A User's Guide

These resources are intended to provide a brief background into basic marketing and some easily customizable templates to get you started. The larger flyer version can contain detailed information and be included along with orders to distributors, retailers, or restaurants. The smaller card can provide more concise messaging to specific audiences at events or on top of retail counters. Collectively, they are an example of an easy way to increase your brand's visibility and boost local sales. Many of the same concepts are directly applicable to other marketing forms (social media, blogs, websites, etc).

*Why does it matter?*

Sales! But beyond that: a 2024 Sea Grant survey of NH residents shows that eating seafood often and learning about responsible aquaculture correlates with positive views of the NH industry. **When people learn about oyster aquaculture, they tend to support it.**

*How can I customize these flyers?*

Marketing is about **storytelling**. **Any background, enthusiasm, and personal touch** you can give your oysters in the market is worthwhile, so customize this however you'd like!

*Content sections to consider:*

- **Background:** brief history of the farm, farmer bio(s), your mission and goals.
- **Farm stories:** let the buyer in on something going on on the farm! Highlight an employee, your family, wildlife on the lease, etc, or explain an exciting piece of equipment to educate a reader about daily operations.
- **Sustainability or farm practices or community:** restoration partnerships, collaborations with other farmers, research projects, hosting interns!
- **Growing techniques:** briefly explain how you grow your oysters and what makes the product unique (e.g., handling methods, on bottom, floating, etc.)
- **Location:** NH buyers care a lot about local farming. Highlight your site - region, bottom type, river or estuary, etc - to paint a picture and give some context to your flavor profile.
- **Flavor profile:** a must. The more detailed your description, the more you'll pique your customer's interest. Think big - check out the [oyster flavor wheel](#) for inspiration!
- **Find our oysters:** highlight where to find your oysters and events you shuck at.
- **Farm favorite recipes:** suggestions for how to prepare your oysters!

**Images:** photos of your product, crew, farm, and site. Logos and other graphics work well too.

### Resources for more information:

- East Coast Shellfish Growers' Association marketing tips: <https://ecsga.org/marketing/>
- University of Florida Online Resource Guide for Aquaculture: <https://shellfish.ifas.ufl.edu/oyster-culture/marketing/>
- 'New Hampshire Residents' Perceptions of Aquaculture Show Opportunities for Education', Maccaroni, A., Whitmore, E. and Williams, L. 2024. *Carsey School of Public Policy, University of New Hampshire*. <https://dx.doi.org/10.34051/p/2024.18>

## Template Instructions:

The flyer and postcard have been created in Canva, a widely-used free online graphic design tool. It's very user-friendly, but if it's new to you, **try finding someone in your life who knows Canva to help you** customize your first flyer if you can. From there, follow these steps:

*Access the template:* Click on the template link, and click "edit template." Name the file in the upper left corner by clicking "file" and clicking the document title in the drop down menu.

*Upload photos:* You can add any photos you have already downloaded on your device by clicking on "uploads" in the left sidebar. From there, select "upload files" and choose the image you want. Once it's uploaded, click the photo and it will appear in your flyer. Drag it to one of the open image frames and Canva will automatically crop the image to that size and shape.

*Change your color scheme:* Click on any shape on the flyer (including the header and footer) and click the colored circle in the menu that pops up at the top of your page. Change the color in the menu that will appear on the left of your screen.

*Change text:* Click in any text box and start typing to customize. You may need to move or resize the text box after, but don't make the text any smaller. Delete any instruction text, too!

*The 5x7 inch design requires a bit more customization. Choose an appealing photo (artistic farm graphics are great too) for the front, and arrange text to fit the photo. Think postcard - with a purpose, but someone might also want to put it on their wall.*

## Design Tips:

*Fonts:* Don't use smaller than 11 or 12pt font. Make sure your fonts are readable and text color contrasts with the background.

*Colors:* Make sure colors coordinate and contrast with images and text makes everything stand out. Stick to lighter colors for the background.

*Images:* Use high-quality images - photos that are grainy, blurry, or low pixel quality will come out pixelated and aren't worth using. NH Sea Grant can come take some photos of you and your farm if you need material - drop [brian.yurasits@unh.edu](mailto:brian.yurasits@unh.edu) a line to schedule.

*Keep it simple:* Usually, less is more. Keep text blurbs to a few sentences max and avoid clutter.

*Proofread:* Make sure you've changed everything so there's no generic text in your flyer! Check the social media handles and contact information at the bottom of the document.

*Printing:* Consider a professional order from Staples or FedEx printed on cardstock or waterproof paper. It won't cost much and goes a long way compared to a home printer. More detail below.

**\*\* Feel free to contact [linas.kenter@unh.edu](mailto:linas.kenter@unh.edu) with questions or for editing support! \*\***

## Printing Recommendations:

A few considerations to help you get the best results.

**Add crop marks and bleed box:** To avoid your design getting cut off at the edges, the file you print will need crop marks and a bleed box. From your finished design, click “Share” in the top right corner, then click “Download” in the drop-down menu. Change “File Type” to “PDF Print,” and check the “Crop marks and bleed box” below. Specify which pages you want before downloading. The resulting file will have a white border and small black marks at each corner. When you send this file for printing, make sure to specify the size you want (5in x 7in for the postcard, 8.5in x 11in for the flyer), and that you want it cut to the crop/bleed marks so color goes all the way to the edges.

**Consider paper:** The best type of paper depends on how you’re using the flyer/postcard. “100 lb cover” paper is standard for postcards, which is thick and slightly glossy. For flyers, standard printer paper (20 lb) can be sufficient for posting. Consider thicker paper (60 lb or 80 lb) for hand-outs, and waterproof paper (20 - 100 lb, depending on desired thickness) for flyers in shipments or deliveries.

**Talk to your printer:** It often pays to go in person to Staples, FedEx, or whoever is printing for you, to consult about specifications. Ask to have a “proof” printed, so that you can see what the final product will look like and make any final adjustments before placing the full order.

## Flyer and Postcard Templates:



[5 x 7 inch postcard example and template](#)

[8.5 x 11 inch flyer example  
and template](#)