



EXPLORE

'TWEEN RIVERS TRAIL

inside: spring getaways / upcoming events /
top marketing strategies of 2019 / checklist for businesses



about

The Rappahannock-Rapidan region is defined by the Rappahannock and Rapidan rivers and is comprised of Culpeper, Orange, Madison, Fauquier and Rappahannock counties. Thus the name 'Tween Rivers Trail — a play on "Between the Rivers."

The Mission of the 'Tween Rivers Trail is to collectively market and promote the Rappahannock-Rapidan agri-tourism sites and activities; to create a coordinated tourism experience for the traveling public as well as to brand the region as an agri-tourism destination.

The trail offers a comprehensive list of destinations and recommendations within the region that together create unforgettable and unique experiences for all visitors!

The 'Tween Rivers Trail is situated within easy driving distance of Northern Virginia/Washington DC, north and south, and nestled in the scenic foothills of the Virginia Piedmont.

Adjoining the Shenandoah National Park to the west, the Rappahannock-Rapidan region is an attractive weekend getaway and increasingly extended-stay vacation destination for nearby and distant travelers alike.

The stunning natural beauty of the blue ridge mountains combined with the reserved historical culture of Virginia paired with unique artisans makes for a one-of-a-kind trip!

We invite all regional businesses that grow, cultivate, and create their own agriculture and/or nature-based products and services to join for free as members of this virtual trail.

More information on the 'Tween Rivers Trail located on our website: www.tweenriverstrail.com



The Virginia Piedmont
...something special in the foothills



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february 2019



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A map of the Rappahannock-Rapidan Region.

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CHECKLIST FOR YOUR BUSINESS

A quick list of the top items to complete this Spring for your business and collaborations.

attracting business in the digital age

A modern desk setup featuring a laptop, a tablet, and a smartphone. The laptop screen displays a desktop environment with a large, rustic, red 'OPEN' sign hanging from the top right corner. The sign has the text 'Come in WE'RE OPEN' in a mix of script and bold sans-serif fonts. The background of the laptop screen shows a city street scene. The overall lighting is warm and dim, creating a professional yet inviting atmosphere.

MARKETING STRATEGIES

Top Marketing Strategies for 2019

Marketing a business has changed a lot over the last few years. New technologies, overwhelming access to data and increased social media usage are forcing agri-tourism businesses to become more focused and precise to attract customers. Currently, the best strategies have followed four leading principles: They are intentional about where dollars are spent, focus on delivering maximum ROI for each campaign, serving the specific needs of the customer and solving their problem, and make decisions based on data and information, not on intuition.

Here are some of top agribusiness marketing strategies for 2019.

1. Decide on a campaign.

Successful marketing campaigns start with the following question: What's our primary focus going to be?

This singular goal is going to determine your messaging, creative, call-to-action, follow-up, cadence, and metrics used to track the success of the campaign. Focusing on a goal means that you choose the one thing that's going to drive your campaign and dictate your success. Choose your primary goal and map your tactics to that goal. This will provide a foundation for you to track and measure your campaign after you've deployed it.

2. Engage your market.

Your market, or ideal customers, have to be reached using the data and information available to you. Most digital media formats provide analytics as part of their service. Use it to determine what your target market is and the traits of these ideal customers. Also, using the data you can create segmented campaigns to target specific groups within your customer base.

3. Match marketing messages with specific segments.

As mentioned, digital analytics can help you defined market segments. After you identify theses segments, you can begin to develop individual campaigns for each. Segmented marketing allows you to tailor specific messaging to match with the customers you want to attract to your business.

4. Purposeful frequency and timing of campaign advertising.

After you have determined the audience and content for the campaign, the next step is to place the advertising. You will need to outline a strategy of delivering your message. Bombarding customers with ads leads to annoyance and too few ads leads to loss of attention.

Frequency and longevity are details that must be purposeful to achieve your goals. Moreover, marketing messages need to be relative to what's happening in the news and industry today in order not to miss your campaign goal.

5. Use more than one platform and modify the campaign.

Today, there are many platforms for marketing because of new technologies and growing social channels. Don't limit yourself to one. And after a few ads are underway, review and determine if your strategy is working to attract the market you want. Test the different platforms to decide if one campaign works better at another. But remember, your marketing campaign should have a consistent message across them all.

6. Review your effectiveness

The biggest advantage with digital marketing is the ability to measure, track, and adjust over the campaign and for your next. Determine whether it was overall effective and what should be modified for the next campaign that you establish.

This creates an ongoing process for generating success and growing your business through the new technologies which are dominating the market.

Written by: Steve Rao
Modified from Farm Market ID to appear here.

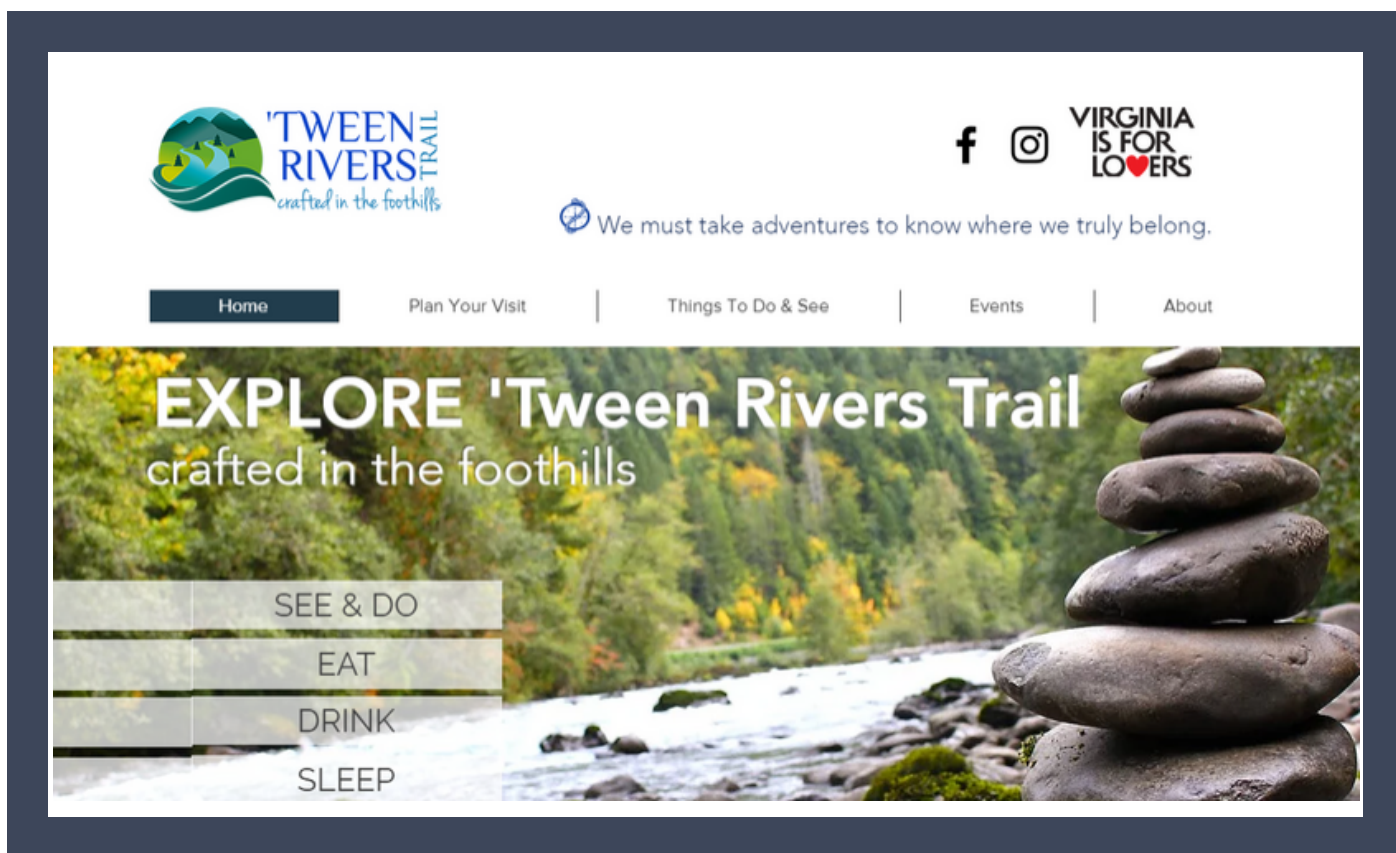
WEBSITE UPDATE

Our website was recently updated, including edits to the Trail member pages. Please take a look at www.tweenriverstrail.com.



Social media and online resource links have been added to each Trail member page. If you would like to change or add another social platform, other resource links, or a more detailed description of your site, please contact us at TRT@rregion.org.

Any additional comments or suggestions are also welcomed.



spring getaways



Walden Hall



Holladay House



rest, relax & enjoy

With spring on the horizon, we're all dreaming of escaping away for the first getaway of the year.

There are many scenic and unique sites around the TRail region for anyone to enjoy this spring. We will highlight a few of our favorites for you to learn more about in the pages to follow.



Farmers Market

sleep



WALDEN HALL

Walden Hall is an award winning luxury Bed & Breakfast and events venue nestled in the foothills of the Blue Ridge Mountains. Located in the heart of Virginia Wine Country, just a short drive from DC. Inspired by Thoreau's Walden, Walden Hall sits on 10 acres of rolling farmland in the tranquil countryside of Reva, Virginia; the perfect setting for a romantic getaway, family gathering or memorable Virginia wedding. Gourmet farm to table breakfast made with local ingredients is served every morning in our sunny dining room, wraparound porch or in the privacy of your room.

17440 True Blue Ln, Reva, VA 22735
p: 540.509.1440 w: www.waldenhall.com



HOLLADAY HOUSE

The Holladay House is an inn that offers luxury accommodations in central Virginia wine country. Includes six guest rooms and offers a range of luxury options, including: fireplaces, double-sized whirlpool jacuzzi suites, private patios, free WiFi. Savor fresh, made-from-scratch cookies on our side porch, or curl up in front of the nineteenth-century marble fireplace in our parlor. Awaken to a full breakfast every morning, created from the innkeepers personal collection of delectable recipes!

155 W Main St, Orange, VA 22960
p: 540.673.4893
w: www.holladayhousebandb.com

taste

GRIFFIN TAVERN

Griffin Tavern in Rappahannock County-Flint Hill, Virginia is a casual dining restaurant and serves as the local social gathering place for everyone. We also have rooms upstairs which are perfect for private dining, small functions, and business meetings.

Our menu features home-style cooked meals and pub favorites using fresh ingredients and local products.

659 Zachary Taylor Highway
Flint Hill, Virginia 22627
p: 540.675.3227 w: www.griffintavern.com



THE MARKET AT GRELEN

The Market at Grelen opened in April, 2013 as a European-Style Garden Shop and over time the concept has continued to evolve and now includes The Casual Cafe. The menu now includes delicious farm to table fare, as well as a wonderful selection of Virginia beer, cider & wine. Many visitors can also enjoy a public 3.9 mile trail system, Grelen Trails.

The Market opens for the season on March 1st.

15091 Yager Rd, Somerset, VA 22972
p: 540.672.7268
w: www.themarketatgrelen.com



drink

EARLY MOUNTAIN VINEYARD

With a strong commitment to the vineyard as well as a fervent expression of place, Early Mountain's mission is to craft high quality wines and to support Virginia's ascent as a world-class wine region. Guests come to Early Mountain for the wines, but stay for the experience. We are proud to pair the best wines in Virginia with the best seasonal produce from local farms, artisanal cheeses from craft cheesemongers and charcuterie made in-house.

6109 Wolfstown-Hood Road
Madison, VA 22727
p: 540.948.9005 w: www.earlymountain.com



GRANITE HEIGHTS WINERY

A small production, boutique winery owned and operated by a devoted husband and wife team. Our tasting room is in a 19th century farm house with "sit down" tastings. Award winning Bordeaux style reds, 100% Red Varietals, Petit Manseng, Chardonnay, and port-style wines. Most of the vines are French certified ENTAV clones planted in high density fashion and our wines are produced on site. We focus only on the wines and let the wines speak for themselves.

8141 Opal Rd
Warrenton, VA 20186
p: 540.349.5185 w: www.gh.wine



to do



BIG DOG POTS POTTERY

Big Dog Pots Pottery is both a gift shop and working studio.

We offer 3 gallery rooms filled with unique handmade gifts; classes in wheel throwing; classes in hand building (for ages 3 and up); paint & glaze; parties, events, and scouting sessions; custom made wedding gifts; dog and cat bowls; and custom pieces and gifts for all occasions.

8287 East Main Street
Marshall, Virginia 20115
p: 540.364.2834 w: www.bigdogpots.net



MILLER FARMS MARKET

A 3rd generation family farm with the 4th generation contributing daily as well. We offer U-Pick Strawberries, U-pick blueberries, U-Pick Blackberries, U-pick Raspberries, U-Pick Pumpkins, and Choose and Cut Christmas Trees. We offer a 33 week CSA that includes the Spring, Summer, and Fall Seasons or you can buy our CSA 11 weeks at a time.

The kitchen in the Market on our Farm also offers Hand Dipped Ice Cream, Pies, Breads, Soups, Granola Bars, Brownies, Casseroles and More!

12101 Orange Plank Rd, Locust Grove, VA 22508
p: 540.850.5009
w: www.millerfarmsmarket.com

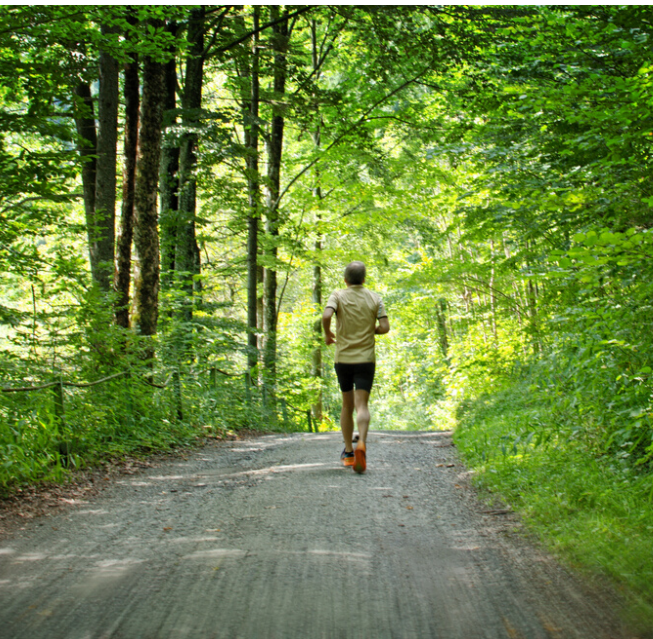


upcoming events

**APR
27**

SPERRYFEST STREET FAIR

Hosted on Main St. in Sperryville



**MAY
4**

FARMER'S MARKETS BEGIN

Our Regional Markets Open for the Season

**MAY
4**

VIRGINIA GOLD CUP RACES

Hosted at Great Meadows

**MAY
4&5**

ORANGE UNCORKED WINE FESTIVAL

Hosted at The Market At Grelen



**MAY
18**

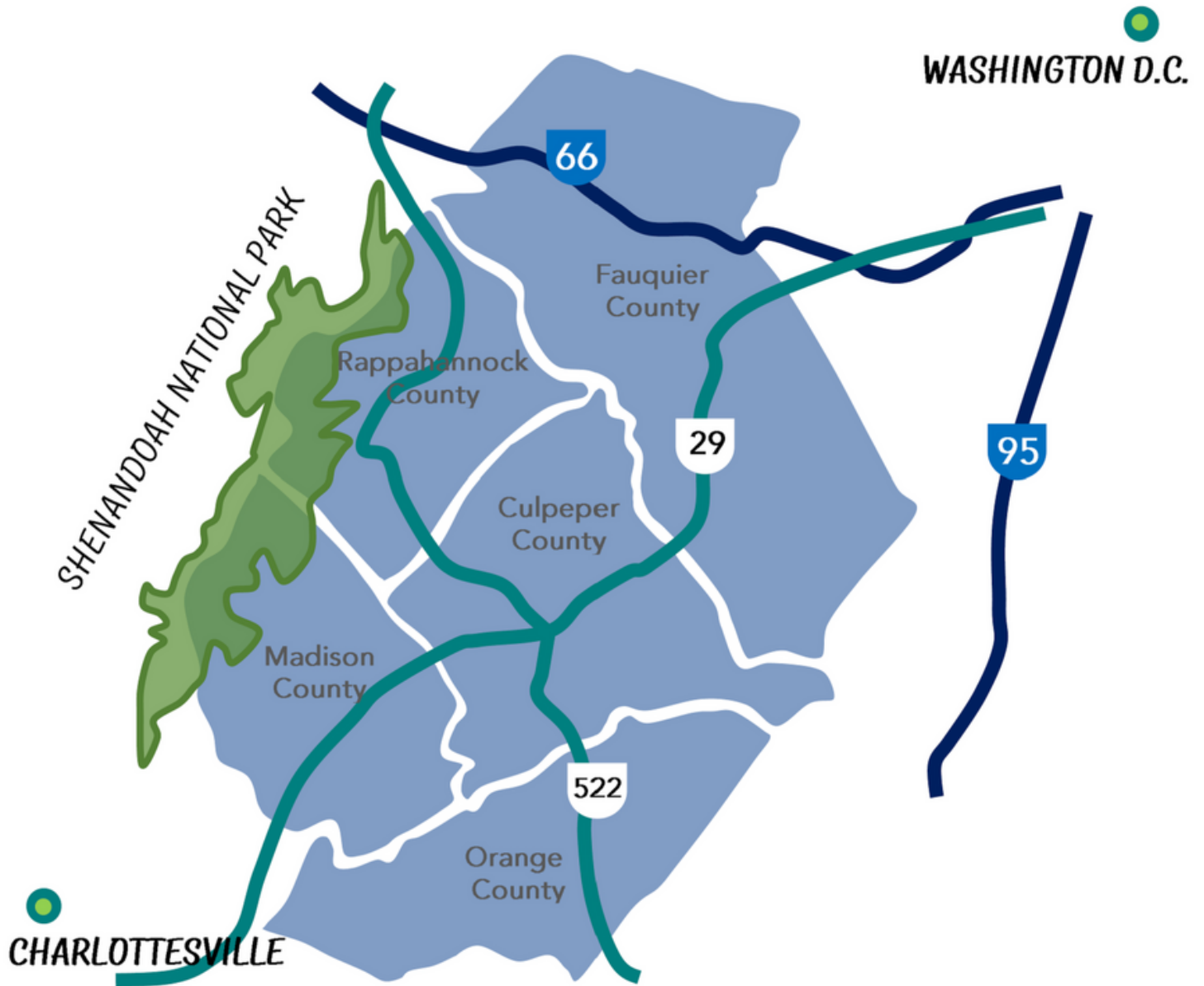
32ND ANNUAL TOUR DE MADISON

Hosted at Graves Mountain Lodge

**MANY MORE GREAT EVENTS CAN BE FOUND
ONLINE ON OUR EVENTS CALENDAR!**

Find it

MAP OF THE RAPPAHANNOCK RAPIDAN REGION



An interactive map with all of our TRTrail member sites is available on our website!

✓ SPRING BUSINESS CHECKLIST

☐ VIRGINIA.ORG

If you have a listing on Virginia.org, ensure that it is up-to-date with your current business' information and hours.

☐ VTC MARKETING LEVERAGE GRANT

This Virginia Tourism Corporation grant is designed for tourism partnerships and to extend the "Virginia is for Lovers" campaign. Applications open in the Spring.

☐ UPDATE HOURS

If you are a seasonal business, remember to update your hours listed on your website, social media, and other digital formats, so customers are aware.

☐ SOCIAL SHARING

Sharing abilities on your website and other social media allows your reach to potential customer to grow exponentially. Make sure to have icons for sharing on Facebook, Twitter, etc. available.

☐ 'TWEEN RIVERS TRAIL EVENTS LIST

Do you have any upcoming or planned events? Send them to TRT@rrregion.org to be added to the Events calendar on the website, which is shared often to our followers.



'TWEEN
RIVERS TRAIL
crafted in the foothills

Visit our websites!
www.tweenriverstrail.com
www.thevirginiapiedmont.org



@tweenriverstrail



@tweenrivers_trail