

Applying CLV Lens to Your Cut Flower Farm

1) Identify Your Entry Points

How do **new customers** most often **first interact with your Farm**?

- Farmers market
- Social media
- Website or online store
- Workshop or on-farm event
- Word-of-mouth
- Other: _____

2) Map Repeat Engagement

After a first purchase or interaction, what **opportunities exist for customers to return**?

- Bouquet re-purchases
- Flower CSA or subscription
- DIY buckets
- Seasonal or holiday sales
- Additional workshops or events
- Weddings or special orders
- Other: _____

3) Identify Relationship Builders

Which activities **create the strongest emotional connection** to your farm?

- Workshops
- On-farm experiences
- Direct conversations at markets
- Educational content (email or socials)
- Personal follow-up or thank-you messages

Which of these do you currently invest the most time in?

4) Encourage Word-of-Mouth

What **makes customers likely to recommend** your farm to others?

- Unique experiences
- Product quality
- Farm story
- Shareable moments (photos, events)
- Ease of buying & communication

One thing I could do to increase referrals:

5) CLV Reflection

Which offering on your farm likely creates the most long-term value, even if it isn't the most profitable today?

One small change I could make this season to increase lifetime value: