

# Marketing:

For the Marketing Impaired

**Missouri Dept. of Agriculture**

# What You Will Learn Today

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- Importance of marketing “locally grown”
- Basics in Branding Your Products and Your Farm
- How you can *sell the sizzle, not the steak*. Marketing ideas you can use on a small budget
- Resources to help you achieve your operation goals

# Direct Marketing Today

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- Good marketing = Success
- **Localvores**
- Marketing is not just about selling.
  - Requires a clear understanding of what consumers want and the ability to deliver it to them.



# Where are we headed?

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- What are the trends today:

- Farmers' Markets
- Organics, Natural
- Agritourism
- Farm Stands
- Pick-Your-Owns
- Ethnic shoppers



- It's all about locally grown...restaurants and grocery stores want local produce

# What is a brand?

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- Combination of a name, words, symbols or designs that identifies a product, its company and differentiates it from the competition.
- People are extremely loyal to specific brands.



# Examples - My Brands

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# How is branding used?

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1. Market a new product
2. Protect market position
3. Broaden product offerings
4. Enter new product categories



# Why is a brand important?

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- Differentiates your product
  - Provide a clear reason to buy your product
- Conveys value
  - Perceived value – higher quality, safe, better
- Builds brand loyalty
  - Recurring stream of profits
- Builds pride
  - Sense of pride in buying this product

# What does it take to succeed?

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- Willingness to commit time to process
- Ability to provide a consistent, quality product
- Differentiating characteristic
- Desire to build brand loyalty

# Developing the brand

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- Appropriate Name
  - Easy to remember Develop a slogan
  - Catchy, easy to remember, 2-3 words
- Create a logo
- Use the name, slogan and logo on every piece of correspondence related to the product.
- A simple slogan: From the Columbia Farmers' Market: *The Place to be on Saturday morning!*

# Why brand loyalty's important?

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- Higher sales volume
  - Continue to purchase & refer product
- Premium pricing ability
  - Less sensitive to brand's price because perceive unique value
  - Don't rely on coupons
- Customer retention
  - Search for favorite brand & less sensitive to competitors promotions
  - Lower costs for advertising, marketing & distribution

# *Sell the Sizzle, Not the Steak:* **Marketing Your Products**

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- Ways to Differentiate Your Product
  - Cut flowers arranged into bouquets
  - Pumpkin patch that offers pumpkin carving classes
  - Garlic turned into decorative braids or wreaths
  - Farm stand that also offers cooking classes
  - Bunched fresh herbs
  - New varieties with recipes
  - Corn Stalks tied with fall leaves
- Grow what consumers want...do your research:
  - Martha Stewart
  - Food Network
  - Ask the Consumer

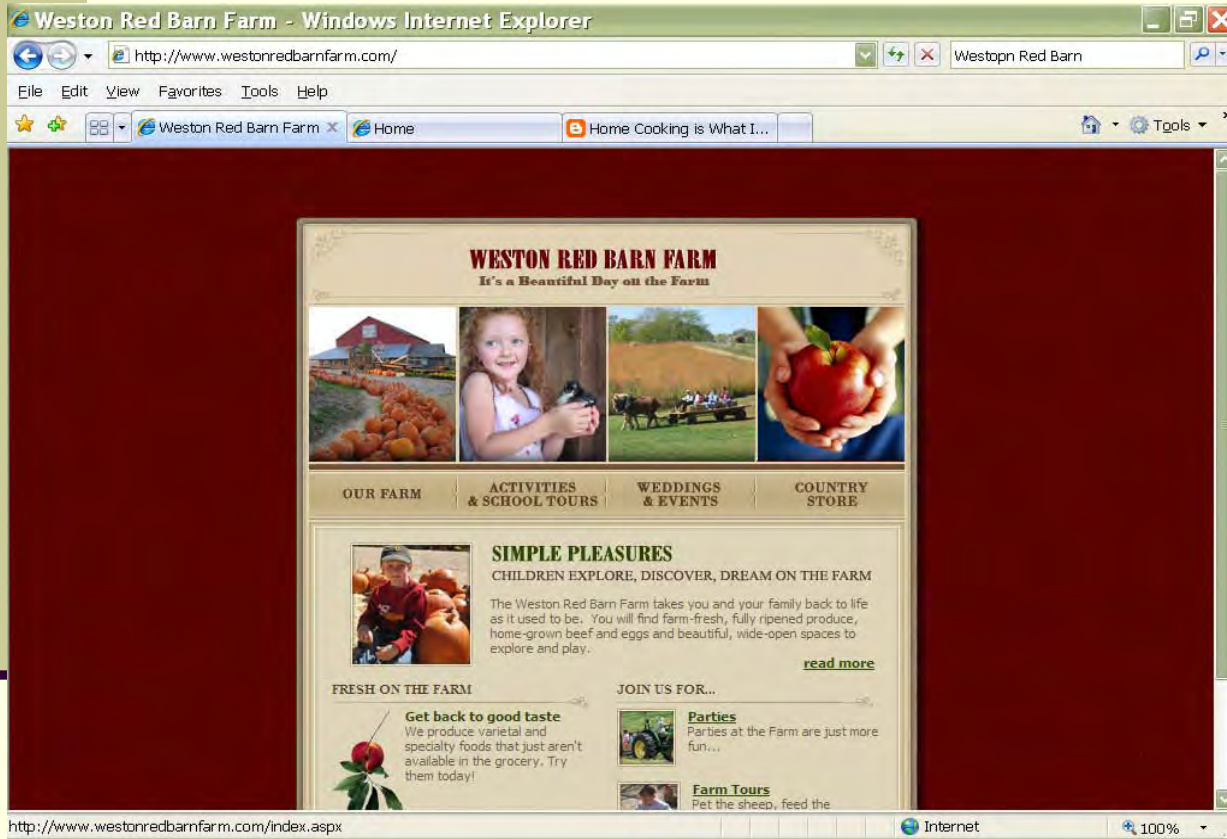
# Build Consumer Trust

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- Word-of-mouth advertising is the most effective and inexpensive way to attract new customers
- Salesmanship: Where the sale is made!
  - A happy customer will tell their friends, but an unhappy customer will tell everyone!
- Educate the consumer and let them know what makes your products special



# Are You Online?



Don't want to spend the \$\$ on a website?

Set-Up a BLOG for Free...

[www.blogger.com](http://www.blogger.com)

Or try out Webs.com for a free website!

# Marketing Ideas...

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- Farm tours
- Recipe cards
- Contact local farm and news publications
- Signage with farm logo and contact info
- Informational DVD about your farm
- Partner with community on various events (how can you give back to your community)
- Farm Brochures, Flyers, Coupons
- Weekly email alerts, Newsletters, Mailings to customers
- Offer samples of your products
- Weekly specials
- Start a blog that includes photos of your farm
- Restaurants and grocery stores are looking for producers
- Advertise what makes your product different (Local, Organic, Farm-Raised, Straight from the Farm)

# ConstantContact.com

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- Newsletters
- Email Promotion
- Email Event Invite
- Online Survey



# Resources To Help You

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- SCORE, the Service Corps of Retired Executives, is a Small Business Administration program: [www.score.org](http://www.score.org)
- AgriMissouri: [www.agrimissouri.org](http://www.agrimissouri.org)
- Missouri Dept. of Agriculture: [www.mda.mo.gov](http://www.mda.mo.gov)
- Missouri Alternative Center:  
<http://agebb.missouri.edu/mac/index.htm>
- Missouri Farmers' Market Blog:  
<http://mofarmersmarket.blogspot.com/>
- Missouri Farmers' Union (For Coop Info):  
<http://www.missourifarmersunion.org/>
- Selling Strategies for Local Producers:  
<http://extension.missouri.edu/explore/agguides/hort/g06222.htm>

# Thank You...Questions?

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