



Marketing

GoFarm Hawai'i

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United States
Department of
Agriculture

National Institute
of Food and
Agriculture

Developing a Marketing Plan

Sell more, get more



Why bother making a Marketing Plan?

- ◉ More control over timing of demand
- ◉ Higher prices
- ◉ More and repeat customers
- ◉ Better reputation/image
- ◉ More efficient (say the right things to the right people)

** More money **

But first, a definition

- Marketing is everything you do to gain and keep customers (it is not just advertising)
- It encompasses the “4 P’s”
 - Product
 - Price
 - Place
 - Promotion
- We’ll add 2 more:
 - Positioning
 - Personal Selling



POP QUIZ!

- What have you been doing?
- What have you thought of?

Take the Marketing Self-Assessment



Did the self-assessment make you think about what you're not doing and the opportunities you might be missing?

Developing THE PLAN

Keys to success

- A simple version you could do in class!
- Remember, a plan is only as good as the action you take based on it
- In a marketplace with little marketing, he who markets is King
- Knowing your Positioning and Target Market will make marketing decisions much easier

The Marketing Objective

What are you trying to achieve in the near-mid term?

- It's often not simply “more sales”
 - Market introductions, brand awareness, etc.
- Other options:
 - Higher prices
 - Repeat customers
 - Larger customers
 - Off season sales
 - More non-traditional customers



Analyzing the Marketplace

What's going on in the world, with your customer, and with competitors that can affect your marketing?

- ◉ World/General
 - ◉ Economy, politics/regulations, social trends
- ◉ Market/Industry
 - ◉ Size, growth trends, strength of industry, supporting infrastructure
- ◉ Competitors
 - ◉ Who, pricing, strengths/weaknesses

Positioning

What are you in the minds of the customers?
What do you want to be?

- Rational
 - Why do business with me?
 - What is unique about my business?
- Tagline/Slogan
 - From the customers' perspective:
XYZ is the company that....
 - Now turn it into a slogan



Target Market

Who do you want to sell to?

- ◉ Why defining a target is key to communicating with them
 - ◉ Don't be afraid to be narrow
 - ◉ Saves resources
 - ◉ More effective
- ◉ Characteristics (stereotyping welcome!)
 - ◉ Consumer vs Business
 - ◉ Demographics
 - ◉ Psychographics
- ◉ Market potential



Tactics

The “how” of marketing. Knowing your objective, the marketplace, your positioning, and your target, what should you do?

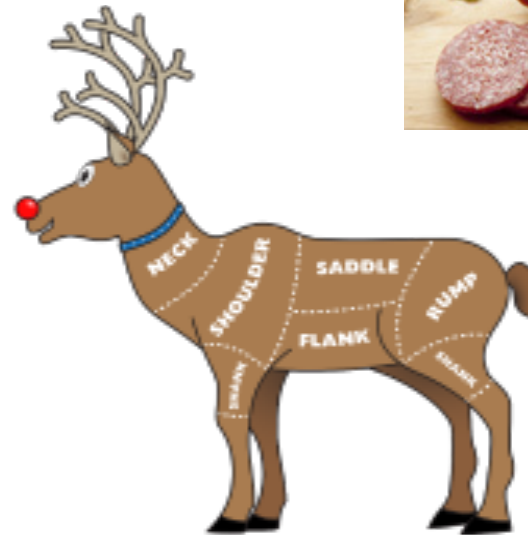
- Product
- Price
- Place
- Promotion
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Tactics: Product

What can you do about your product itself to support your marketing objectives?

- Naming
- Packaging
- Sizes
- Combinations
- Quality
- Service/Guarantee



Tactics: Price

Can pricing impact your marketing?

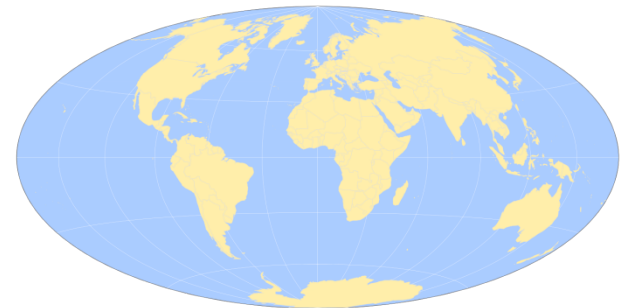
- Pricing strategies should match objective
- Pricing should support Positioning
 - Floor wax?
- Can't ignore competition, but they aren't necessarily right!



Tactics: Place

How can where you sell matter? Even how you distribute?

- Market coverage (reach)
 - Retail locations
 - Retailer customer base and positioning
- Direct v Food Service v Wholesale
- Speed, freshness, convenience
- Channel selection (who does what)
- Channel selectivity
- Internet
- Shipping options



Tactics: Promotion

You don't have to spend a lot, but reach your target market, and don't forget your existing customers!

- Advertising (print, radio, outdoor, web...)
- Events/shows
- Direct mail & E-mail
- Sales promos
- Public relations
- Education/sampling



Tactics: Personal Selling

It's not about being "slick," it's about serving your customer's needs

- Includes everyone that touches customers
- Communication
- Responsiveness
- Salespeople & incentives
- Agents: Brokers & distributors



Branding Elements

How else will they recognize you?

- Support your positioning!
- Name
- Tagline
- Domain
- Logo
- Colors
- Font
- Spokespeople, characters, & voice



Action

A plan is useless without action. What are you committed to do to achieve your marketing objective?

- What (tactic)
- When
- Who
- How much

