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- Maps & Apps: Mobile Media Marketing
- Social Media Marketing
- Branding & Image
- ohiomarketmaker.com
- Designing Effective Marketing Materials
- Merchandising

- & Much more!
Marketing: “Combination”

Marketing is not only much broader than selling, it is the whole business seen from the customer’s point of view.

Peter Drucker
Are You…

MARKETREADY
Think Like a Customer

- **People**
  - Customers: can you think like them?
  - YOU & Your business goals/capabilities
- **Product**
- **Place**
- **Promotion**
- **Plan & Process**
Think Like a Customer

- Direct to Consumer
  - Demographics +
- Direct to Wholesale Buyers
  - Restaurants, Grocery Stores...
  - Bait Shops, Pay Lakes, ...
  - Other Aquaculture Businesses
- Other Influential People

- What do you know about who they are, what’s important to them, where they get information and how they behave?
Think Like a Marketer

New growers need to find a place in the market to match their land, facilities, abilities, and scale of production.

Richard de Wilde, Harmony Valley Farm

- What to Consider…
  - Your Personal, Family & Business Interests/Goals
  - Your Resources & Strengths
  - Your Lifestyle & Motivations

- Is Aquaculture Farming For You?

People – Product – Place – Promotion – Plan
• People
• **Product**
  – Product selection and supply
  – Packaging & Labeling
  – Pricing & Payments
• Place
• Promotion
• Plan & Process
Product Selection & Supply

- Product selection and supply
  - What products/services do you offer?
    - Food Fish and Shrimp (fresh, value-added)
    - Aquaponic Crops
    - Sport (bait, stocking)
    - Agritourism Experiences
  - Quality & Attributes
  - Quantity
  - Timing – available when buyer wants
Food Trends & Predictions

• 1 Locally sourced meats and seafood
• 2 Locally grown produce
• 4 Environmental sustainability
• 7 Hyper-local sourcing (restaurant gardens)
• 9 Sustainable seafood
• 11 Farm/estate-branded ingredients
Agritourism Experiences:

- Guided Tours
- Festivals/Events
- Entertainment
- Adventure
- Celebration
- Education
- Shopping – Retail Therapy
- Eating locally grown or locally prepared food
- Overnight stays – B&B, cabin, cottage, …

People – Product – Place – Promotion – Plan
Packaging & Labeling

- Regulation
- Protection
  against damage, spoilage, and pilferage
- Assist in marketing
- Function, Education, Reinforce Brand…
- Cost Effective
• How Much $? Pricing Objectives?
  – Bottom Up – ALL costs are starting point, then influences such as competition & market tolerance
  – Top Down – Analyze range, set retail price, then analyze - costs covered / profit enough?
  – What are customers willing to pay? (supply & demand, seasonality, competition, unique factors, perceived value)
  - What image convey? Penetration, Rate, Skim
  - Other Strategies: Bundling, Lost Leader, Impulse
  - POP (no more than 1/3 of average sale)
  - AgT: One Entry Fee or Price/Attraction?
Pricing & Payments

• How & When Pay?
  – Consumers
    • Cash
    • Check
    • Credit Cards
    • Mobile Payments
  – Wholesale Buyers (invoice & terms)
• People
• Product
• **Place**
  – Distribution & Storage
  – Signage & Merchandising
  – Marketing Environment
• Promotion
• **Plan & Process**
Distribution

On-Farm Examples

- Retail Market
- Food Service
- Agritourism
- Tours
- Pondside Shrimp Harvest
- Festival
Distribution

Off-Farm Examples

- Farmers’ Market
- Community Event
- Catering
- Restaurant Sales
- Grocery Sales
- Other
- CSA
Distribution Options

- Own delivery direct-to-buyer
- Shared delivery with other producers
- Pre-arranged pick up points
- 3rd Party delivery company
- Wholesaler or distributor working with restaurants

*Each system has own benefits and costs*
• Distribution & Storage
  – How can you keep product quality?
  – Harvest to Delivery
  – Cost of distribution and storage

http://plantsforhumanhealth.ncsu.edu/2012/08/20/pack-n-cool/
Signage

- Signage
  - Way finding
  - On Premises
  - Point of Purchase
    - Direct, Find You
    - Inform, Educate
    - Select Product … Other Action
    - Answer common Questions or Solve problems
    - Positioning/Branding

People – Product – Place – Promotion – Plan
Signage

- Elements of good signage & materials
  - Simple, clear message
  - Tough to read ALL CAPS, Fancy Fonts
  - Size of Letters & Color Combinations
  - Color Psychology ... Consistency
  - Appropriate Materials (Permanent/Temp)
  - Background

www.oaaa.org/marketingresources/industrystandard sandpractices.aspx

www.thesignagefoundation.org/Research
MarketReady

- People
- Product
- Place
- **Promotion**
  - Print & Electronic Communications
  - Targeted Campaigns
  - Custom Service
- Plan & Process
Basic Communications

• Print
  – Business Card
  – Brochure
  – Price List

• Electronic
  – Website
  – Social Media

• Other
  – Elevator Pitch
  – Directory Listings
  – Uniforms
Basic Communications

Market Partners

- Sales & Marketing to wholesale buyers
- Marketing with wholesale customers
  - Recognition on menus
  - Signage in grocery
  - Link on websites
  - Cross-promo on social media

People – Product – Place – Promotion – Plan
Connecting through MarketMaker

Free Business Profile – buyers can find you

Buy/Sell Forum post/find (private)

Free market data demographics, food consumption, industry contacts

Feature your business

People – Product – Place – Promotion – Plan
Targeted Campaigns
Why, how & when you lead the customer to purchase (Taylor, 1965)

- **Why?** (what will you measure?)
  - Awareness, Trial, Customers, Referrals, Loyalty
- **Who?**
  - Right Audience/s … Relationships
- **What?**
  - Right Message (Benefits vs. Features)
    Attention, Interest, Desire, Action (Lavidge and Steiner, 1961)
    What do you want them to feel, do, know?
- **When?**
  - Right Time, Frequency (4-9x), Consistency
- **Where?** - Right Place, Media Choices
- **How Much?**- Right Budget

People – Product – Place – Promotion – Plan
Customer Service

Policies, Practices & Performance

- The Customer Service Experience

So what? Customers’ willingness to recommend you to someone else (Harvard Business Review)
### Customer Service

#### Communication examples

<table>
<thead>
<tr>
<th>Wrong Approach</th>
<th>Polite and Friendly Alternative</th>
</tr>
</thead>
<tbody>
<tr>
<td>“I don’t know.”</td>
<td>“I’ll find out.”</td>
</tr>
<tr>
<td>“No.”</td>
<td>“What I can do is…”</td>
</tr>
<tr>
<td>“That’s not my job.”</td>
<td>“Let me find the right person who can help you with …”</td>
</tr>
<tr>
<td>“You’re right – this is bad.”</td>
<td>“I understand your frustrations.”</td>
</tr>
<tr>
<td>“That’s not my fault.”</td>
<td>“Let’s see what we can do about this.”</td>
</tr>
<tr>
<td>“You want it by when?”</td>
<td>“I’ll try my best.”</td>
</tr>
<tr>
<td>“Calm down.”</td>
<td>“I’m sorry.”</td>
</tr>
<tr>
<td>“I’m busy right now.”</td>
<td>“I’ll be with you in just a moment.”</td>
</tr>
<tr>
<td>“Call me back.”</td>
<td>“I will call you back, what is your telephone bern.”</td>
</tr>
</tbody>
</table>

• People
• Product
• Place
• Promotion

• Plan & Process
  – Current Marketing Audit (customer/s point of view)
  – Industry Overview & Competitive Analysis
  – Resource Management ($, Human, Space, Equip)
  – Risk Management (Quality, Safety, Insurance)
  – Marketing & business plan (goals, milestones, budget, calendar)
Are You MarketReady?
Bring it all Together

Your Plan …
Aquaculture Marketing

Introduction

Marketing aquaculture products directly to consumers or wholesale buyers requires a plan that includes people (customers), products (packing, labeling and pricing), places (distribution), promotion and a process that fits with resource and risk management.

Aquaculture MarketReady Overview Presentation (pdf)

Aquaculture Marketing Resources

An Assessment of Ethnic Market Opportunities for Indiana Farm-Raised Fish, Purdue University

Making Wise Choices When Direct Marketing Your Aquaculture Products, Illinois/Indiana Sea Grant Program

Marketing Farmed Fish in Ohio, Ohio State University Extension

Marketing Options for Small Aquaculture Producers, Alabama Cooperative Extension Services

Processing and Marketing Aquaculture Products on a Small Scale, Kentucky State University

Selling Aquaculture Products at Farmers’ Markets in Ohio, Ohio State University Extension

Ten Tips to Help you Eat More Seafood, USDA
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