



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

**The Basics of Marketing
Aquaculture Boot Camp 2
April 8, 2017**

Christie Welch, Direct Marketing Specialist



Selling & Marketing Concepts



(a) The selling concept

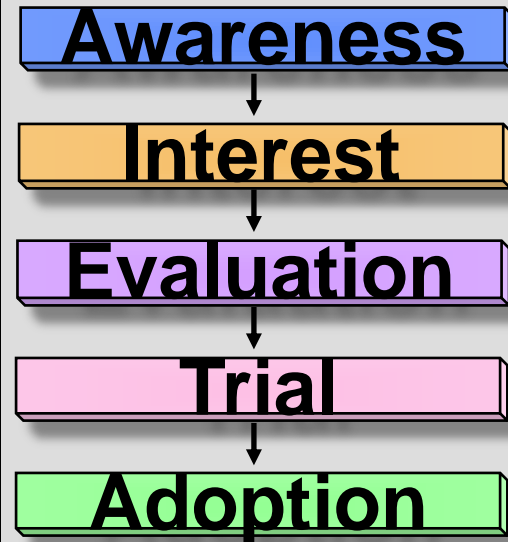


(b) The marketing concept



People: Prospects, Customers, Friends & Fans

- New to the company
- New to the product



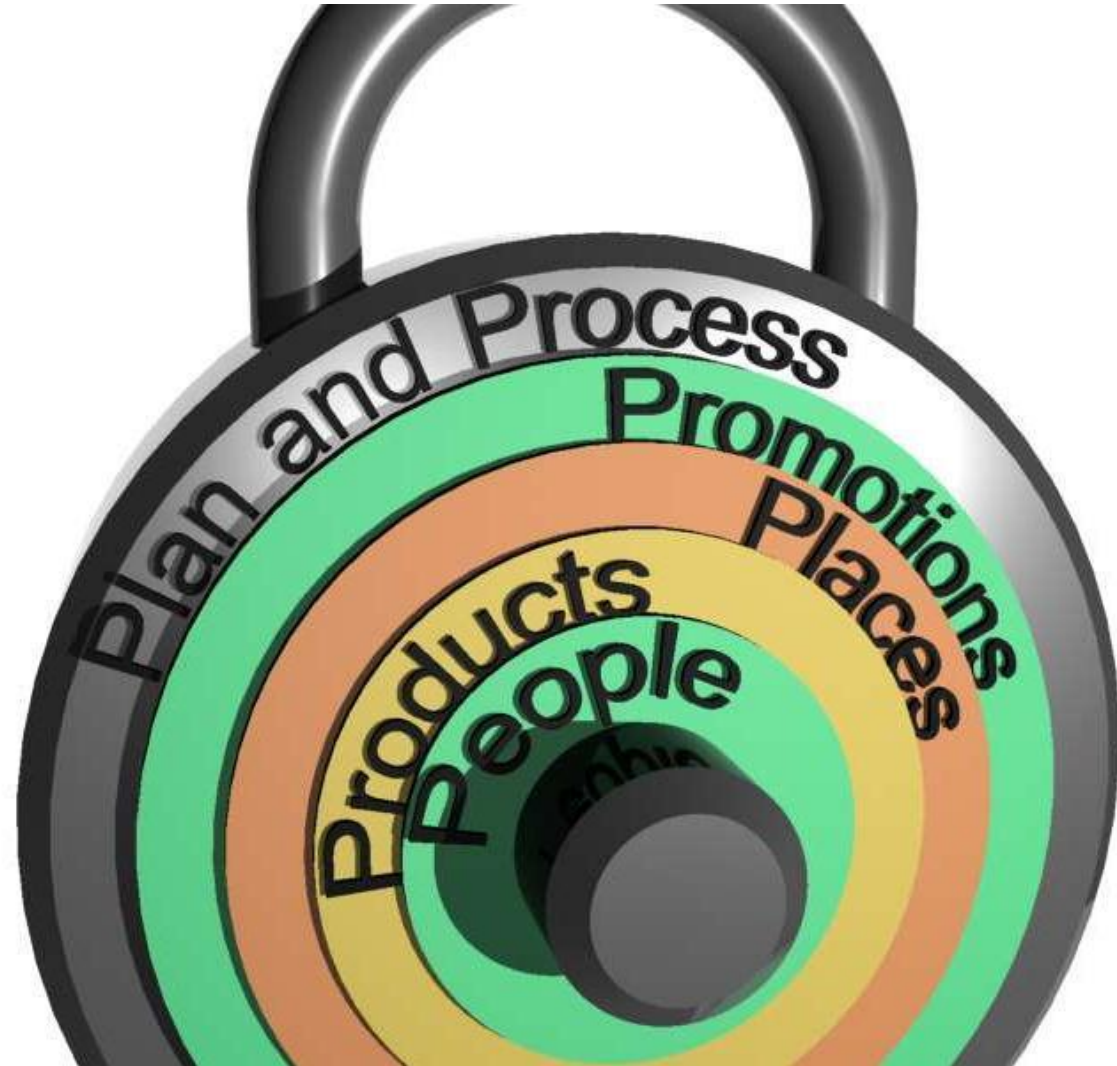
Customer	Friend	Fan
Price	Value	Experience
Need Reason	Prefer to Buy	Devoted
Shop Opportunistically	Shop Purposefully	Shop for Pleasure



Marketing: “Combination”

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

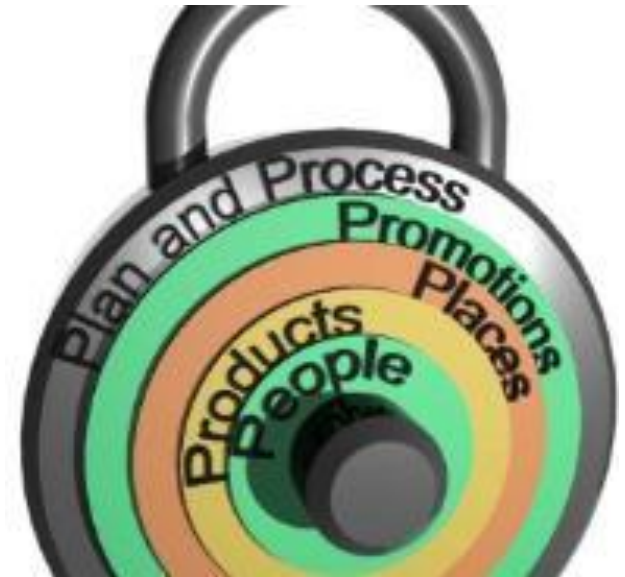
Peter Drucker





5 P's of Marketing

1. People
2. Product
3. Place
4. Promotion
5. Plan & Process



People – Product – Place – Promotion – Plan



People

Customers: can you think like them?

You and your business goals/capabilities

Product

Place

Promotion

Plan & Process



People – Product – Place – Promotion – Plan

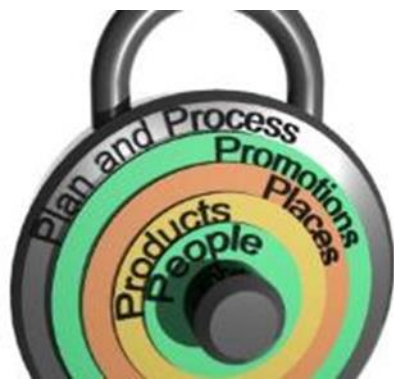


Think Like a Customer
Who produced it?

How was it produced?

Where was it produced?

All have implications for **local food systems** and merchandising programs



Kentucky Department of Agriculture
Compliant with 2002 USDA-NOP

Organic Farm/Crop Certification Application

Please fill out this application completely if you are requesting organic farm/crop certification. Use additional sheets if necessary. You must submit farm maps and field history sheets with this form. Attach all other supporting documents (e.g., water tests, rented or recently purchased land histories, etc.) outlined in section 10 of this questionnaire. This form may be used for re-certification.

SECTION 1: General Information

Name _____

Address _____

State _____ Zip code _____

Phone _____ Fax _____ E-mail _____

Legal Status: ☐ Sole Proprietorship ☐ Trust or partnership ☐ Other specify _____

☐ Legal Partnership ☐ Other specify _____

Do not request organic certification by other agencies _____



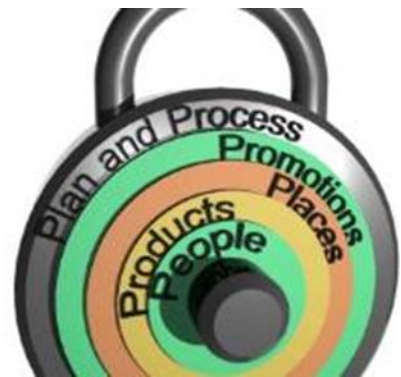
People – Product – Place – Promotion – Plan



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



People – Product – Place – Promotion – Plan



Think Like a Marketer

What to Consider...

Your Personal, Family & Business Interests/Goals

Your Resources & Strengths

Your Lifestyle & Motivations



People – Product – Place – Promotion – Plan



Product

Selection and supply

What products/services do you offer?

Quality & Attributes

Quantity

Timing

Specialized vs. commoditized

Industry Trends



People – Product – Place – Promotion – Plan



Product

How have you positioned your product
in the market?

The best quality available?

The cheapest?

The best value for the money?

The most convenient?

Is it a necessity or a luxury item?



People – Product – Place – Promotion – Plan

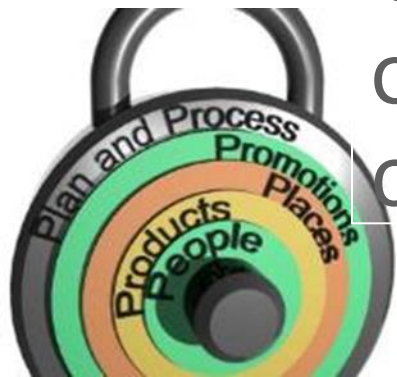


Place (position)

The products or services you offer will help determine where you place (position) your product in the market.

For example, if you sell bottled water, is your product the 'top of the line' which has added features/benefits?

Or is it simply bottled water which offers convenience to the ultimate consumer?



People – Product – Place – Promotion – Plan



Pricing your product

The way in which you price your product conveys a message to your consumer.

If it is the most costly bottle of water what message does that send to the consumer?

If it is the least costly bottle of water, what message does that send to the consumer?



People – Product – Place – Promotion – Plan



Is your Promotion Consistent?

Does your logo appear on **all** your print materials?

Does it clearly reflect your company's mission?

Does it set you apart from your competitors?

Do you recognize these logos? Why?



People – Product – Place – Promotion – Plan



Mission

Why are you in business?

Does your family/partner agree?

Is it in writing?

Is it simple?

Saunders@Farm

Saunders Farm is an award-winning family-run Farm in the village of Munster tucked into the western part of Ottawa, Canada. Over the years we've worked hard, tried new ideas and never stopped innovating.

Our Vision- The Most AMAZING family farm in the World!

Our Mission - Creating AMAZING fun, food and memories.

Our Values:

- FUN - to foster an environment of play and enjoyment; to maintain a sense of humor
- EXCELLENCE - to engage my best efforts for the success of the entire organization
- TEAMWORK - to work together in our development, problem-solving and achievement to accomplish a shared purpose
- RESPECT - to esteem the worth, qualities and abilities of another person
- FRIENDLY - to be favorably disposed, kind and helpful
- HARD WORK - to commit to a task with diligence, energy and endurance and pride.

We've won numerous awards for our innovation, marketing, leadership and overall excellence.



People – Product – Place – Promotion – Plan



Developing a Mission Statement

A mission statement is a business plan written on the head of a pin.

The fundamental underlying reason for the business to exist—*its critical purpose*.

Meets family, financial, customer, and employee needs.

Captures the family values and goals.



People – Product – Place – Promotion – Plan



What Do You Value?

Definition: Values are –

Those beliefs that we hold so strongly that they dictate our words and behaviors

Those beliefs that we are comfortable telling everyone around us about them, and

Those beliefs that we believe so strongly that we would fight for them.



People – Product – Place – Promotion – Plan



What Are Your SMART Goals?

What are your goals for the family farm?

Personal goals

Family goals

Business goals

Synchronized

SMART

Specific

Measurable

Attainable

Rewarding

Timed



People – Product – Place – Promotion – Plan



Customer Trends

Improve customer experience – that's why they choose you over big box or grocery

Intelligence – educate them about your products and benefits

“Be Serious” about
being green



People – Product – Place – Promotion – Plan



2017 CULINARY FORECAST

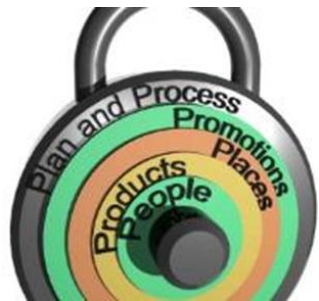
TOP 10 FOOD TRENDS

- 1 New cuts of meat
- 2 Street food-inspired dishes
- 3 Healthful kids' meals
- 4 House-made charcuterie
- 5 Sustainable seafood
- 6 Ethnic-inspired breakfast items
- 7 House-made condiments
- 8 Authentic ethnic cuisine
- 9 Heirloom fruit and vegetables
- 10 African flavors



National Restaurant Association

People – Product – Place – Promotion – Plan





2017 CULINARY FORECAST

TOP 10 CONCEPT TRENDS

- 1 **Hyper-local sourcing**
- 2 Chef-driven fast-casual concepts
- 3 Natural ingredients/clean menus
- 4 Environmental sustainability
- 5 Locally sourced produce
- 6 Locally sourced meat and seafood
- 7 Food waste reduction
- 8 Meal kits
- 9 Simplicity/back to basics
- 10 Nutrition



People – Product – Place – Promotion – Plan



THE OHIO STATE UNIVERSITY

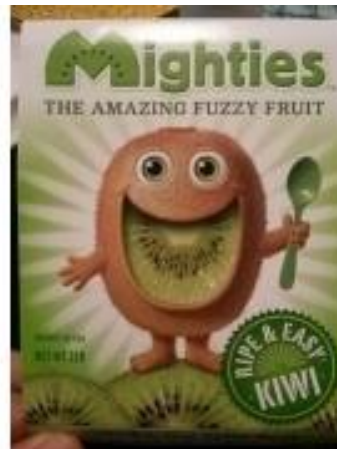
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

OHIO STATE UNIVERSITY EXTENSION

OHIO AGRICULTURAL RESEARCH AND DEVELOPMENT CENTER

Emerging Trends

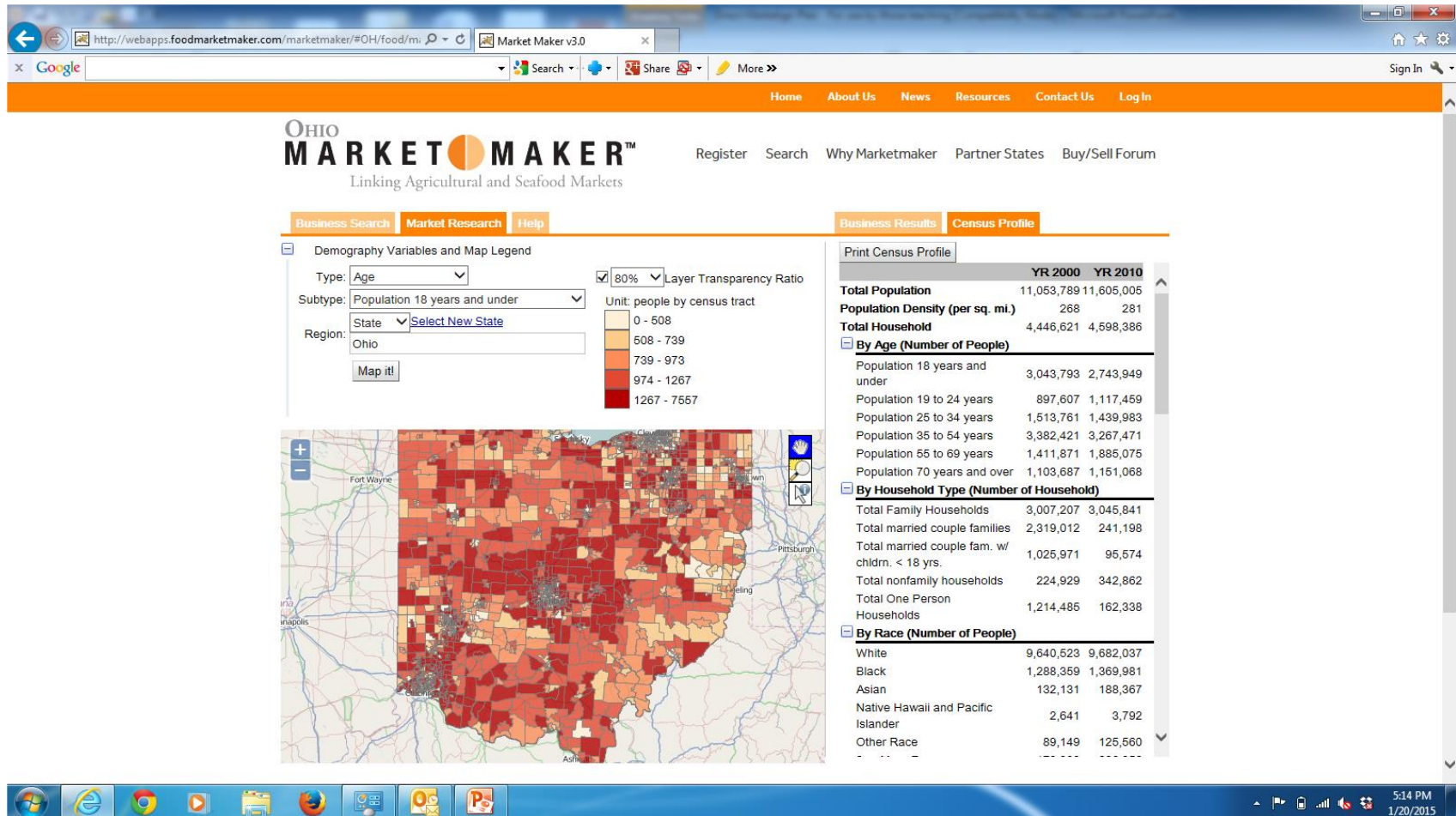
Sustainable, kid friendly, convenient



People – Product – Place – Promotion – Plan



Market Research





Have a great 'brand'

What is your logo?

What colors will you use?

Consistency

Easy to look at

Easy to replicate

Weave your brand into everything you paint,
wear and bring along



People – Product – Place – Promotion – Plan



Place

People

Product

Place

Distribution & Storage

Signage & Merchandising

Marketing Environment

Promotion

Plan & Process





People – Product – Place – Promotion – Plan



Place

- Retail Market
- Food Service
- Agritourism
- Tours
- Events



Proper Handling and Storage of Freshwater Shrimp

Fish and shellfish are nutritious. They are high in protein, vitamins, and minerals but low in total fat and saturated fat. Freshwater shrimp contain less cholesterol than saltwater shrimp and less than 0.5% fat.

Purchasing Fresh Shrimp

- ❖ Fish is firm in texture, not soft
- ❖ Odor is fresh and mild
- ❖ Shell is free of black spots

Purchasing Frozen Shrimp

- ❖ Shrimp should be solidly frozen
- ❖ Little or no odor
- ❖ No brown spots or freezer burn

Freezing Fresh Shrimp

- ❖ Place shrimp in plastic freezer bag
- ❖ Add some water, partially close bag



People – Product – Place – Promotion – Plan

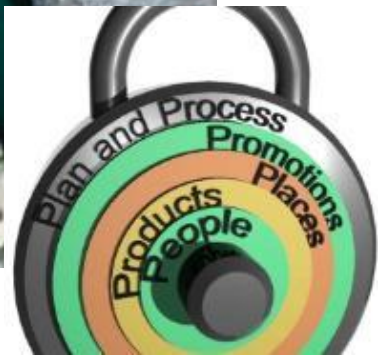




Place

- Roadside Stand/Market
- Farmers' Market
- Community Event
- Catering
- Restaurant Sales
- Grocery Sales
- Schools, ...

Other – CSA, Buying
Clubs, Orders



People – Product – Place – Promotion – Plan



Promotion

People

Product

Place

Promotion

Print & Electronic Communications

Targeted Campaigns

Custom Service

Plan & Process



People – Product – Place – Promotion – Plan



Signage & Merchandising

Elements of good signage

- Simple, clear message
- Tough to read ALL CAPS, *Fancy Fonts*
- Size of Letters & Color Combinations
- Color Psychology ... Consistency
- Background



People – Product – Place – Promotion – Plan



Signage & Merchandising

POP Signage (Point Of Purchase)

- What is it?
- What do I do with it?
- How much does it cost?
- Benefit
- Other (branding)



People – Product – **Place** – Promotion – Plan



Signage

Clear message

Simple

Large enough to see

Solving problems for customers

Traffic problems

Customer questions

Match branding



People – Product – **Place** – Promotion – Plan



Print Media

What is your ROI?

Be sure to not 'just use your name' – use your Logo/Branding

People don't read anymore

- 60% like a billboard – headline, logo
- 30% a bit – but quickly only 10% read most



People – Product – Place – Promotion – Plan



Website

How does it work? - Do you know?

How it is used?



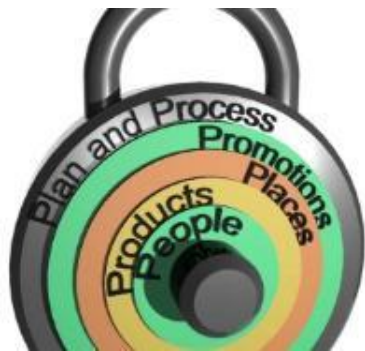
People – Product – Place – Promotion – Plan



Build a Photo Library of the Farm

Tourism bureau may ask

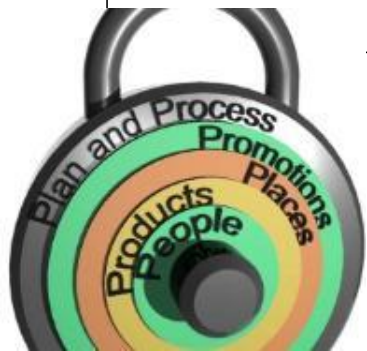
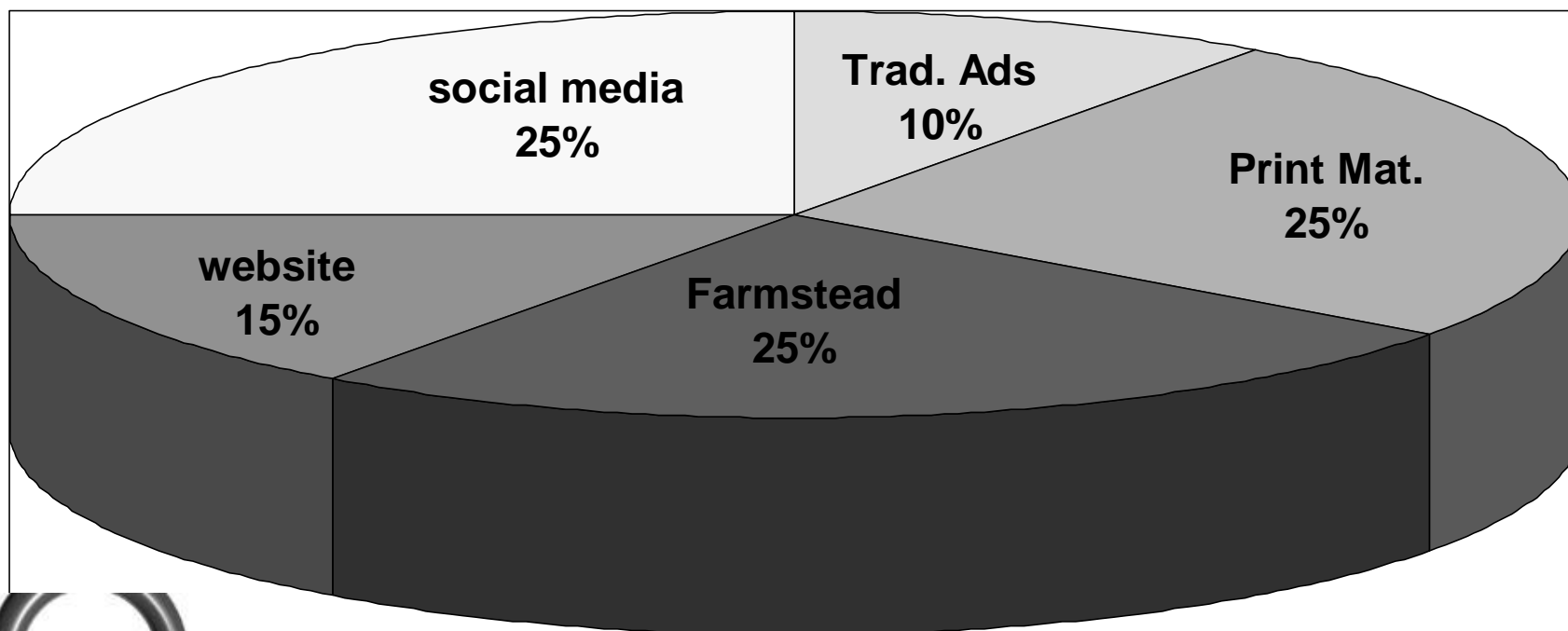
Reporters, writers, photographers... busy



People – Product – Place – Promotion – Plan



Example Mix



People – Product – Place – Promotion – Plan



Your Marketing “To-Do’s”

1. Have a mission
2. Research target market trends
3. Brand plan – Plus train family/employees
4. Press Release Contacts
5. Print materials
6. Website – analytics
7. Social media – prep & plan
8. Set marketing timeline & budget
9. Be ready for change
10. Have fun!



Review

People – think like your customer

Product – what, where, how

Place – direct to consumer

Promotion – signage, packaging, tell your story

Plan & Process – develop and work your plan.



People – Product/Program – Place – Promotion – Plan



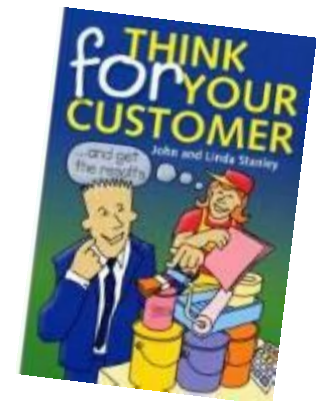
Resource: General Marketing Associations & Publications

American Marketing Association,
<http://www.marketingpower.com>

Direct Marketing Association
www.the-dma.org

Marketing Research Association
www.mra-net.org

Social Media Examiner
<http://www.socialmediaexaminer.com/>





THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

OHIO STATE UNIVERSITY EXTENSION

OHIO AGRICULTURAL RESEARCH AND DEVELOPMENT CENTER

Develop Your Marketing Plan



So what is a marketing plan?

It Defines your:

- Target market
- Product/service
- Competitive advantage
- Promotion strategies
- Sales forecasts
- Measures of success



Define Your Target Market

Include demographic information – age, income, marital status, employment status, geographic location, education level

Include psychographic information – lifestyle, values, interests, attitudes



How do they get information?

Based on customer profile –

- Newspaper
- Social media – which platform(s)
- Community events/newsletters
- Clubs, groups, etc.
- Signage



Based on how your customers get information you can now develop your marketing plan.

- Where will you market?
- What “story” will you tell?
- How much will you budget?
- How will you measure success?



Define your product/service

What are the benefits to the customer

What the customer receives from products or services

What are the attributes

Concrete features of a product

Example – Fish

Benefits – Supporting local, healthy, sustainable

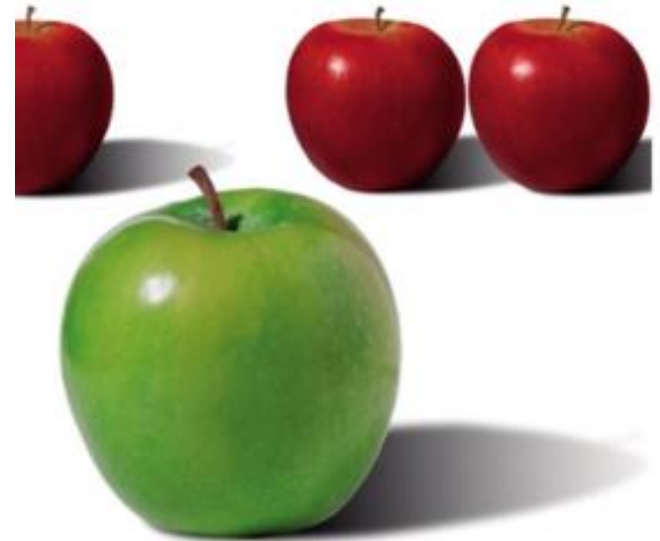
Attributes – locally grown, sustainably produced



Define your competitive advantage –

Why will customers buy your product vs. another product?

- Quality
- Reliability
- Convenience
- Price
- Production methods





Define Your Promotion Strategies Based on your:

- target market
- product/service
- competitive advantage
- how will you communicate with your target customer



Promotion strategies take in to account

- How your target market gathers information
- What benefits are important to the target customer
- Why will they purchase from you vs. a competitor
- What resources do you have/need?



Sales Forecasts –
What do you want to accomplish?
Increase sales
Introduce new product
Add a new activity

S.M.A.R.T. Goals



Measures of Success

- Did your marketing campaign help you reach your goals?
- If not, how can you make adjustments for the future?
- Did you use your numbers to confirm your findings?



Review

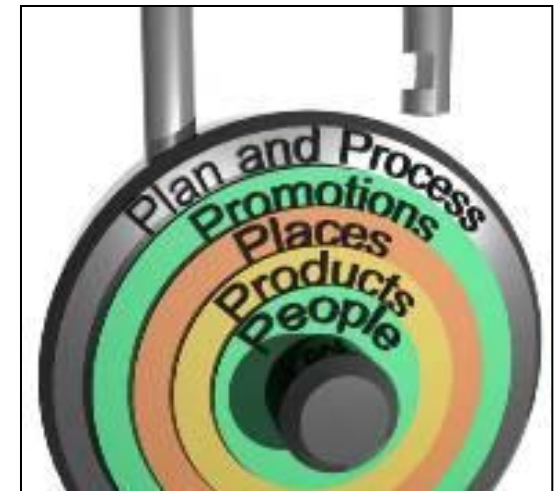
Marketing is everything

Consider the 5 P's of marketing

Develop a marketing plan

Work your plan

Measure your success



People – Product/Program – Place – Promotion – Plan



Contact

Christie Welch, welch.183@osu.edu
Direct Marketing Specialist

The Ohio State University South Centers
College of Food, Agricultural, and Environmental Sciences
- Extension & OARDC

1864 Shyville Rd.

Piketon, OH 45661

Tel: 740.289.2071(ext. 234)

Fax: 740-289-4591

<http://southcenters.osu.edu/marketing>

