Marketing:
Evaluating Traditional Tactics and New Trends
“The Tried & True, as well as What’s New”

Eric Barrett & Julie Fox, Ph.D. - OSU Extension
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Overview of the Day

• 5 points of marketing
• Marketing Check Up
• Social Media
• Marketing Plan … Ready to take action
Materials

• What’s on Your CD
  – Presentations
  – Marketing Fact Sheets
  – How To Videos
  – Interactive Marketing Plan
Materials:
Response Cards (Clickers)

- To respond, click and hold down the button of your choice (you will see a green light)
- Please return clicker at the end of the day.
Materials: Clickers *Let’s Practice*
During 2012, do you plan for…

1. Residential sales
2. Commercial sales
3. Directly to both
5 Most Important Parts of Your Marketing

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

Peter Drucker
Marketing is …

... everything - Jay Conrad Levinson

... tactics, strategy, culture
Tactics: advertising, public relations, …
Strategy: to position and compete based on what’s happening in the market
Culture: everyone in the organization values the customer and operates based on buy-in to strategies

... process / function
Art (Creative, Emotional, Bond with customers)
Science (Hypotheses, Test, Evaluate)

... interactive / experience / relationships
What is your **largest** marketing challenge?

1. Understanding Customers
2. Product
3. Pricing
4. Signage & Merchandising
5. Promotions & Sales
6. Other
Consumer/Buyer Trends

- Baby Boomers $ Influence
- Kids 😊 Influence
- Local Economy
- Experience Economy
- Social (Mobile) Media
- Instant Everything
- Indoor Plantscape / Outdoor Living
- Food
- ‘Lazy’
Customer’s Point of View…

- Plant quality
- Garden performance
- Unique colors and varieties
- Reducing the fear of failure
- New uses for plants

- Innovation - [http://lgrmag.com](http://lgrmag.com)
Product Trends in the market over time

- Food Gardening Sales
- Total sales for all types of do-it-yourself lawn and garden activities
- The number of households that hired lawn care and landscape services

http://www.gardenresearch.com

48% of companies are seeing an increase in the popularity of upscale landscaping and outdoor living spaces in general.

Source: The American Institute of Architects
Product - Services

- Outdoor Design Team
- 25% of homeowners (over 6 million households) with a household income of $75,000 or more are likely to consider a design team to help create an outdoor living space. Another 26% indicated that they were undecided about the idea of hiring an outdoor design team.

Source: Standpoint Marketing Research
Product: Food Connection

- Flamingo Road Nursery in Davie, FL, created their own Farmers Markets to sell edibles and get customers back in during the summer and fall.
Products

- **Festivals** related to tomatoes, corn and pumpkins kept garden centers ahead of the game.

- Hillermann Nursery & Florist in Washington, MO, even went as far as to work with a local community college to hold canning classes. They carried a full line of canning products.
Product: Container Garden/Edible Garden

- Containers & Edibles
- Ball Horticultural Co. recently surveyed gardeners to find trends in the edibles segment.
- Vegetable gardening in containers. This opens the door for more products like herb gardens in color bowls, Earth boxes, square-foot gardens and other small-space, contained gardens.

“Container gardening as an indicator for why pottery may have been up slightly this year.”
Product

- Wellness trend - lavender as a stress reliever and sleep aid.
- Scent - combine home fragrance and plants
  - (can the pot or soil be infused with a long-lasting scent if the plant does not naturally produce one?)
- Attract wildlife or repel pests
- Create a line of plants for travelers
Packaging & Labeling

- John Crook of Town & Country Gardens in Idaho, switched over to a private label fertilizer, which helps with margin and takes away the comparison to more price-sensitive products. His sales in this category were up more than 10 percent.
Packaging & Labeling

• Watering reminder system (text, e-mail alerts, stickers for a calendar, magnet)
• Include a “Best if Planted By” date on pot.
• Print a “Shipped On” date on the pot. (Consumers shop for plants like produce, and this gives them a reason to buy the “freshest” plants on the bench.)
• Consumers were very interested in the actual plant producers. Personalize the purchase - “From our home to yours. This plant was inspected by Joe on March 15th, 2011.”
Pricing & Payments

• **How Much $?**
  - Cost+
  - Market Position: Penetration, Rate, Skim
  - Supply/Demand
  - Perceived Value / Unique Product
  - Bundling

• **How & When Pay?**
  – Deposit + … # of Payments
  – Cash, Check, Electronic
When it comes to pricing...

1. I feel 100% confident in my pricing strategy
2. I am OK with my pricing, but I continually reassess
3. I am struggling to figure out profitable pricing
Place

Signage & Merchandising

- **Signage**
  - Find You
  - Select product
  - Inform, Educate, Direct
  - Positioning/Branding

- **Merchandising**
  - Inviting / Interactive
  - Flow, Abundance, Experience, Senses
  - Decisions/Actions
  - What do you want them to do?
Place; Merchandising

• Merchandising: group plants that “go together”
  – Tall plants for the back of the space and shorter plants for the front
  – color combinations
  – different textures
Place

Signage & Merchandising

• Perennials – just like with annuals - and signing them with photos to show how they bloom, have helped improve sales.
Place

• What’s happening in my business… & around me and my customers

• Opportunities & Threats
  • P - political
  • E - environment / economy
  • S - social
  • T - technology
  • + Competitors, …
In 2011, we promoted through...

1. Traditional marketing (print, radio, newspaper)
2. Electronic media (website, email, social media)
3. Combination of traditional and electronic media
Promotion

- Advocate
- Supporter
- Client
- Customer
- Prospect

Loyalty
Adoption
Trial
Awareness

The Loyalty Ladder - Christopher et al (1991)
Promotions

- Know the audience & sell to them
- The Perfect Offer
- Overcome human inertia
  - Attention, urgency, involvement, appeal to greed
- Bring the product to life
  - Benefits, testimonials, demonstration
- Create effective format for medium
- Create excitement, interaction
- Make it a pleasure – comfortable, convenient, reassuring (simple decision making)
- Answer quite concerns (reduce perceived risk)
Promotions

- Newspaper, Magazines, Direct Mail,…
- Directories
- Internet (Web, Email, …)
- Billboards & Signage
- Radio, Cable TV
- Specialty Advertising (caps, pens, mugs …)
- Cards, Brochures, Catalogs, Newsletters (print)
- Events (sponsor, display, badges, folders, bags…)
- Public Relations, Presentations & Networking
- Uniforms …
- Packaging Inserts
- Loyalty Programs
- Strategic Partnerships
- Other – Word of Mouth,…
Promotions - PR

- Get involved in community activities
- Help sponsor community events
- Acknowledge referrals
- Press Releases (News worthy, Local appeal, Visual appeal)
- Contests
- Media link on website with story ideas
- Deliver samples of ‘first picked’ to influencers
- Be an “Expert” Speaker
- Have an answering machine message
Promotion

kcmulch.com
Promotion

- Rose selection on its website in January.
- They pre-book rose orders ahead of time.
  “We entice them with a 10 to 15 percent discount, and then allow these customers one week in early April to pick up their roses before they go on sale to the general public.” Some years they reserve more than 1,000 roses, creating anticipation for spring and guaranteed sales.
Promotion

- With certain plants, co-package the seeds, and promote it as a “pass it along” campaign.
- Plants as gifts (plant/bridal registry).
Promotion

• Tier III: products command premium prices because the consumer can see (and values) their distinct garden performance differences (The Endless Summer hydrangea - repeat bloom.)

• Tier II: fairly common plants - highlight new uses; call attention to the product via clever merchandising

• Tier 1: common products ...
Promotion

- **Why?** (what will you measure?)
  - Right Reason
  - 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
Customer Convenience

- Convenience with bagged products
- Anderson’s Home & Garden Showplace’s “Leave The Bag, Take The Tag” program.
• Marketing Check-Up

• Social Media Marketing
Your Plan

Business Plans (Story)

- Section 1: Summary
- Section 2: Management
- Section 3: Marketing
  - People: Target Markets/Trade Area
  - Products & Services (pricing, packaging)
    & Places (distribution)
  - Promotions (competitive advantage)
- Section 4: Money
- Section 5: Measures of Success
- Section 6: Attachments
Personal Goals

• Direct Marketing
  – To make $??
  – To expand an existing business?
    • Diversification/Risk
    • Extended Season/Cash Flow
    • Volume
  – As a way of life?
  – For social interaction?
  – Other reasons?
Planning & Management

- What you want?
- What is the current situation?
- Existing ("Audit") –what is / is not working

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<tr>
<th>(SWOT)</th>
<th>Strengths (Internal)</th>
<th>Weaknesses (Internal)</th>
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<td>Opportunities (External)</td>
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<td>Threats (External)</td>
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- Develop objectives, goals and plans
Your Plan Summary

- Comes first - write this section last
- Summarizes the key points of the management, marketing, and money
- What are the compelling reasons that this project will be a success? Keep this section to 1-2 pages.
Your Plan – Section II
Management

- Current Business Description
- New Plan
Your Plan - Section III
Marketing

• People
• Products & Places
• Promotions
Your Plan – Section IV

Money

- Incomes
- Expenses
- Cash Flow
- Balance Sheet
Your Plan - Section V
Measures off Success

- **Sales** (Units, Timing, $ – gross/net)
  - By the hour, day, week, week in a month, month, season, year – How much did you sell… didn’t you sell?

- **People**
  - Customer mix, Frequency of visits/purchase

- **Products** (pricing, packaging)
  - New Product, Cross-sell (or bundle products)
  - Extended Season, …
  - Product profitability

- **Places**

- **Promotions**
  - Awareness, Trial
  - Source/cost per lead, Convert lead to sale %

- **Other KEY DRIVERS** (impact profitability, goals)
Plan
Sales Forecasts & Assumptions

- Customer
- Projected #
- Products/Pricing
- $ Year
- Projected $
Plan
Measures of Success

- Key Drivers
- Short & Long-term
- Why Success
Trends

www.landscapemanagement.net
In 2012, we plan to promote...

1. Traditional marketing
2. Electronic marketing
3. Combination of traditional and electronic
Contact

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