Creating a Marketing Strategy

UC COOPERATIVE EXTENSION
UC SMALL FARM PROGRAM
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A Good Marketing Strategy Will:

1. Identify Your Target Customers
2. Identify How You Will Reach Your Customers
3. Identify How You Will Retain Your Customers
Elements of a Marketing Strategy

1. Target Customers
2. Unique Selling Proposition
3. Pricing & Positioning Strategy
4. Distribution Plan
5. Call to Action – Offers
6. Marketing Materials – Collateral
7. Promotions Strategy
8. Online Marketing Strategy
9. Conversion Strategy
10. Joint Ventures & Partnerships
11. Referral Strategy
12. Increasing Transaction Prices Strategy
13. Retention Strategy
14. Financial Projections
Target Customers

- Who are your customers?

- Define demographic profile (age, gender)

- Psychographic profile (interests)

- What are their wants and needs related to your product?
Unique Selling Proposition (USP)

- What distinguishes your product from competitors?
- What do you do better than your competitors?
- Succinct
Pricing and Positioning Strategy

- How do you want your product to be known? Premier? Low Price?

- Pricing and positioning need to be aligned
Distribution Plan

- How your customer will buy from you

- Purchase directly? Purchase online? Purchase through distributors?

- Identify the different ways to distribute your product
Call to Action – Your Offers

- Special deals to “secure” new customers and bring previous customers back to you

- Free trials, packages, discount offers

- Not always needed, but infrequent use stimulates quick growth jolt
Marketing Materials – Collateral

- Used to promote your product
- Includes website, print brochures, business cards, flyers
- Select which materials you need based on your target market
Promotions Strategy

- Identifies “how” you’ll reach new customers

- Many tactics to consider: trade shows, press releases, online advertising, event marketing, print ads

- Consider which ones most effectively reach your target customers and fits within your budget
Online Marketing Strategy

- **Keyword Strategy** – what key words to optimize your website

- **Search Engine Optimization Strategy** – what updates to make to your website

- **Paid Online Advertising Strategy** – identify which ones you want to use most effectively

- **Social Media Strategy** – identify which channels work best for your product
Conversion Strategies

- What strategies you will use to convert inquiries into customers
- Testimonials?
- Sales Script?
- Service?
Joint Ventures & Partnerships

- Identify other businesses/organizations you can work with to help reach new customers or better monetize existing customers

- What do your customers buy before, during or after they buy from you?

- Are there opportunities to enhance your product through partnerships?
Referral Strategy

- Opportunity to increase your market reach (one customer refers new customer adds up)

- Determine when to ask customers for referral

- Will there be a reward for referrals?
Retention Strategy

- Costs less to keep existing customers
- Think about opportunities to increase their spend with you – enhancements? Frequency?
- Monthly newsletter? Loyalty program?
Financial Projections

- List costs of each section of your strategy
- Use to determine return on investment
- Use to set goals and track achievements
- Living document to adjust to changing market trends and to manage your marketing budget
Marketing Strategy

- Your Roadmap

- Living Document

- Use to Make Targeted Decisions That Work for Your Product – not just “trends”....

- Be Persistent and Track Results