Identifying, Reaching and Connecting with your Agritourism customers

1. *Identifying*
   Discover your customer types

Brand Intermission!

2. *Reaching*
   Get your customer's attention

3. *Connecting*
   Create emotional, long lasting relationships with customers

Identify your Customer

Customer Profile 1

Age:
Gender:
Education:
Income:
Marital /family status:
Location:
Personality:
Lifestyle:
Attitudes:
Opinion:
Activities and interests:
Attitudes and beliefs:

Customer Profile 2

Age:
Gender:
Education:
Income:
Marital /family status:
Location:
Personality:
Lifestyle:
Attitudes:
Opinion:
Activities and interests:
Attitudes and beliefs:

Identify your Customer

Demographics explain "who" your buyer is:

Age: children, teens, millenials, middle-aged, boomers, elderly

Gender: male, female

Education: high school, college, post grad

Income: low, medium, high

Marital /family status: single, married, divorced, newly married, married for 10 – 20 years, with or without children

Location: Local, Regional, Statewide, National, International

Identify your Customer

Psychographics explain "why" they buy:

Personality: trendy, healthy, natural
Lifestyle: college student, working family man, "dynamic duos", rebellious teen
Attitudes: uptight, relaxed, thrill seeker
Opinion: easily led or opinionated
Activities and interests: sports, fitness, shopping, books, current events
Attitudes and beliefs: environmentalist, security conscious, religious, traditional/conservative

Identify your Customer

- Create a profile of your customer(s)

Examples of two customer types for an organic fruit/veggie delivery service:

- *Customer 1: Busy family that bought organic where the mom or dad liked to cook*
- *Customer 2: Married vegetarians/vegans who did not live close to restaurants that catered to them*

Everyone

Busy Families with Kids in the House

Who Can Afford the Service

Who Want to Eat Organic

Who Actually Cook 4-5X per Week

Some common customer data:

Agritourists are generally interested in a unique rural experience:

- Preserving farms and the rural way of life
- Establishing a deeper connection with their food than buying at the grocery store
- Exploring rural landscapes and seeking rural wildlife

Brand Intermission!

Before you can reach your customer, you have to make sure your brand is ready.

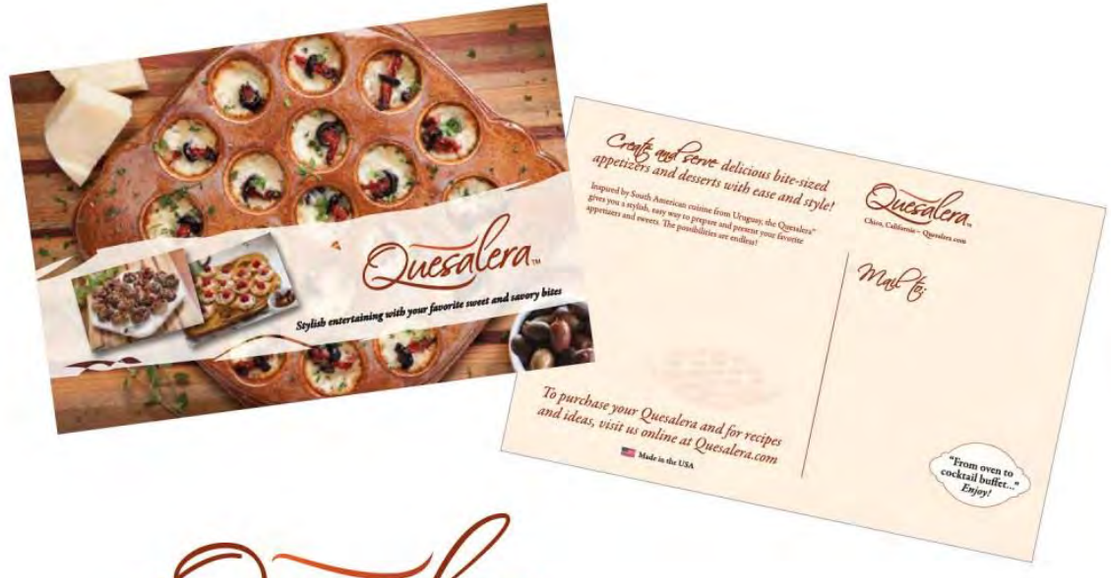
Make the most of your marketing efforts by having your brand in top form across all media:

- Logo
- Website
- Business Cards
- Collateral material (brochure, rack card, price list, menu, etc.)
- Apparel (uniforms, tshirts, hats, aprons, etc.)
- Company Video
  (strongly recommended)
- Social Media Page
  (facebook, YouTube, Instagram, Pinterest)
- Exterior Signage

6 Basic Branding Tools

Before you do anything:

1. Brand Logo
2. Business Card
3. Website
4. Packaging (if applicable)
5. Handout
6. Facebook page



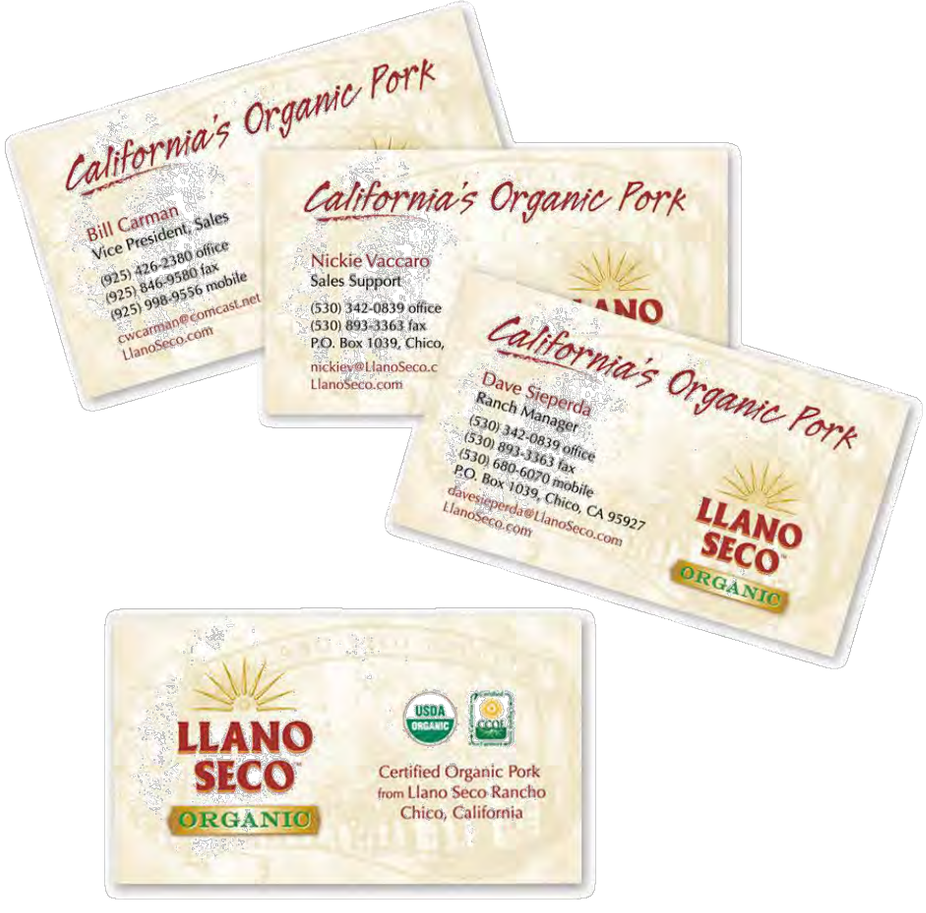
Quesalera™

Brand Consistency is KEY!!!

Logo + Business Cards

LLANO SECO™

ORGANIC



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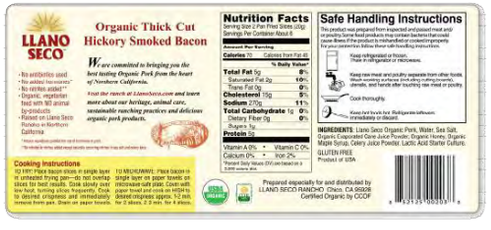

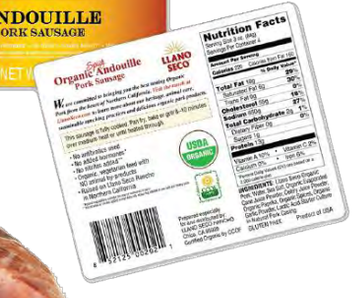

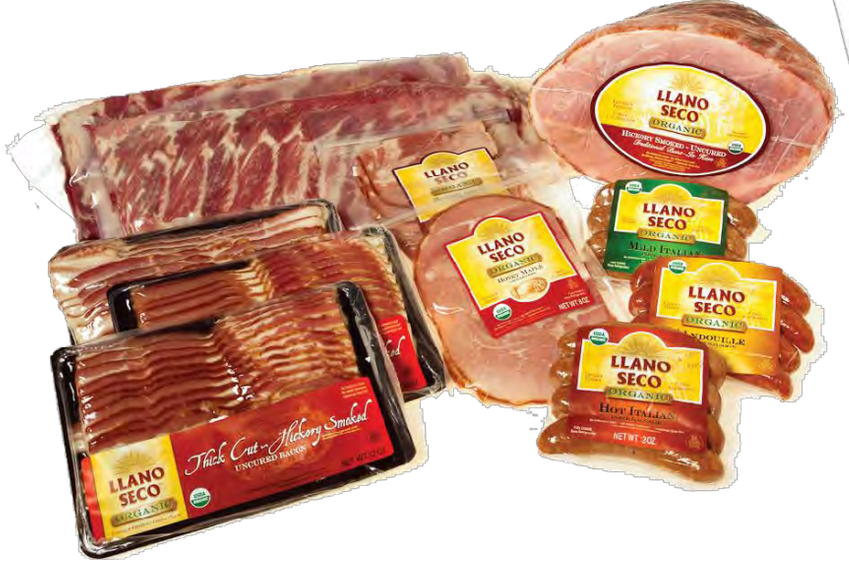

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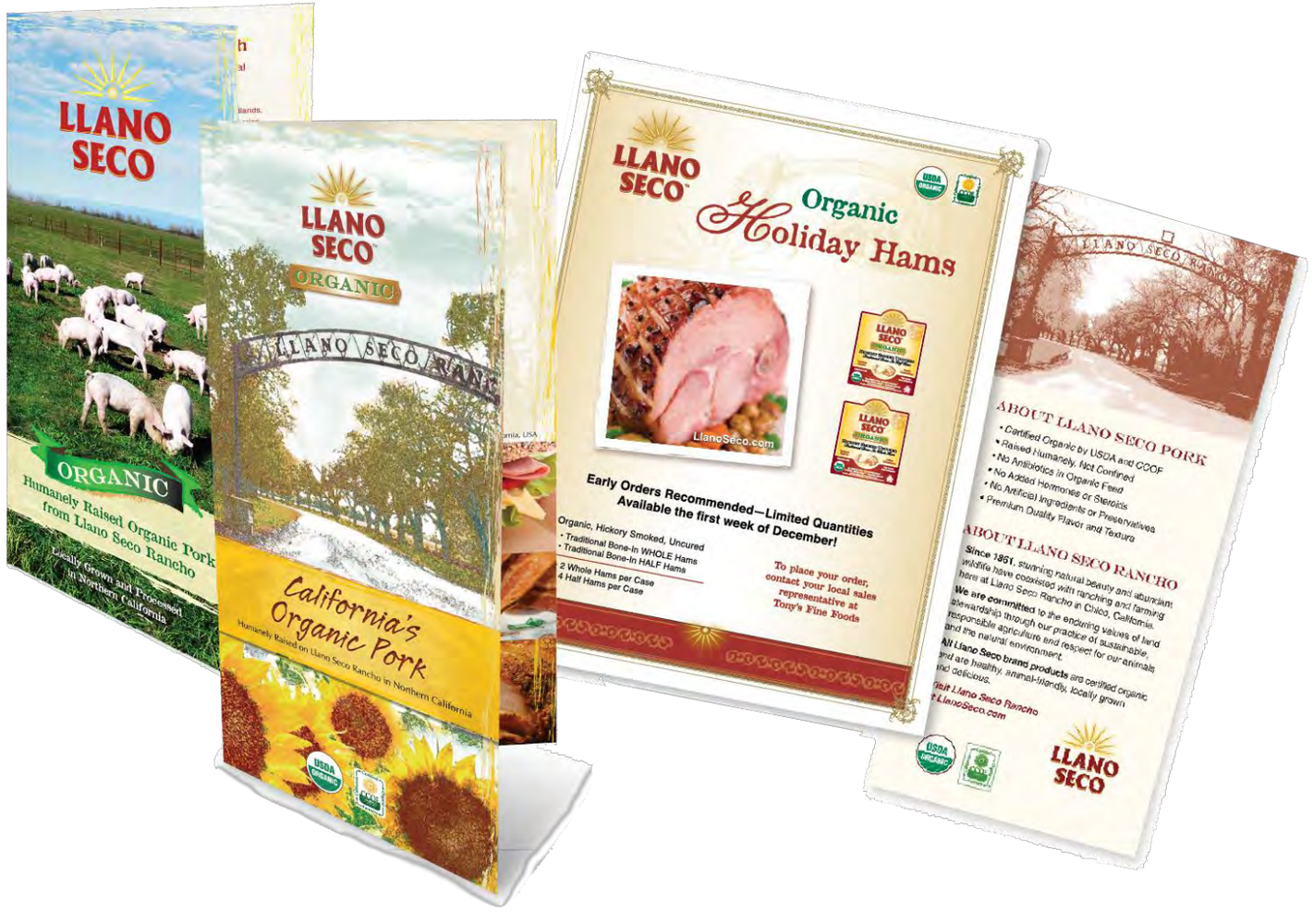
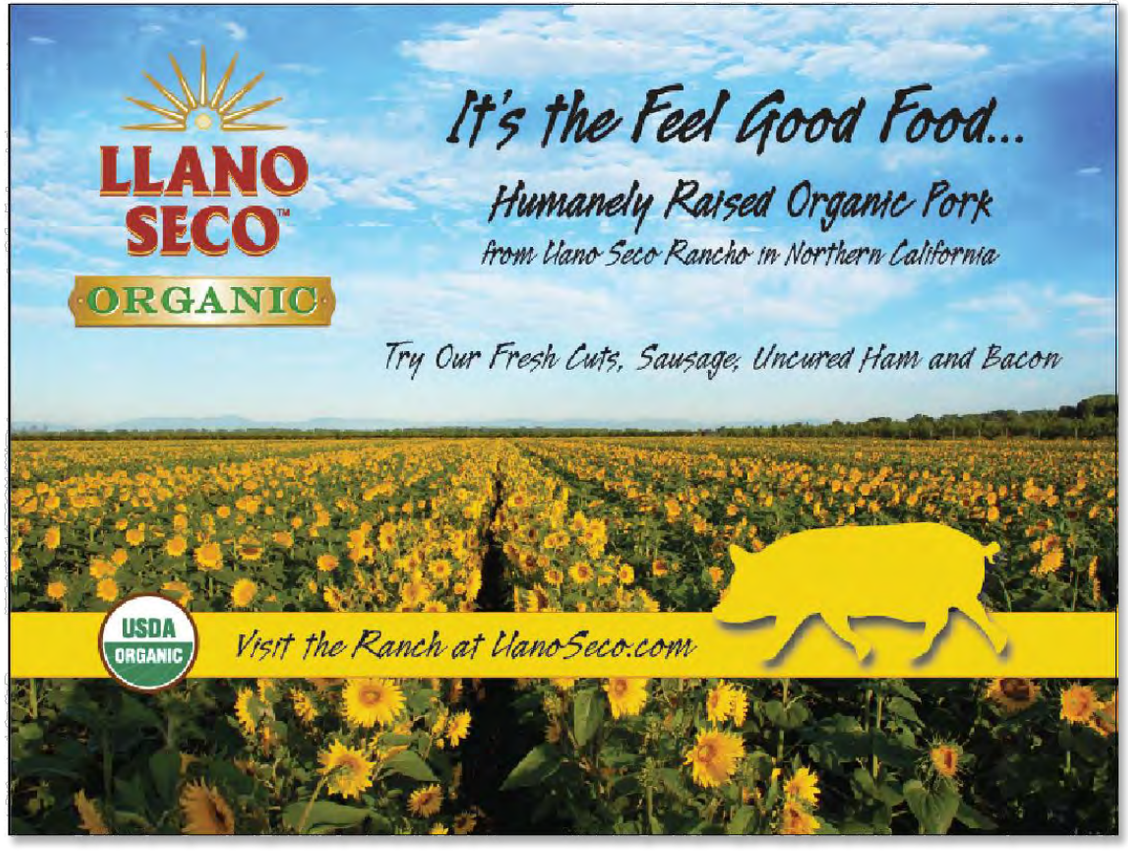
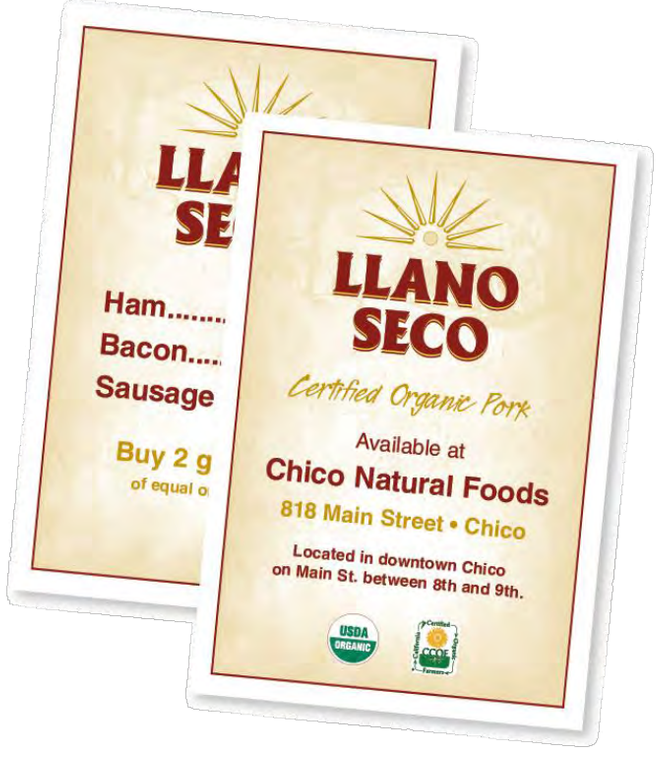
Brochures + Flyers

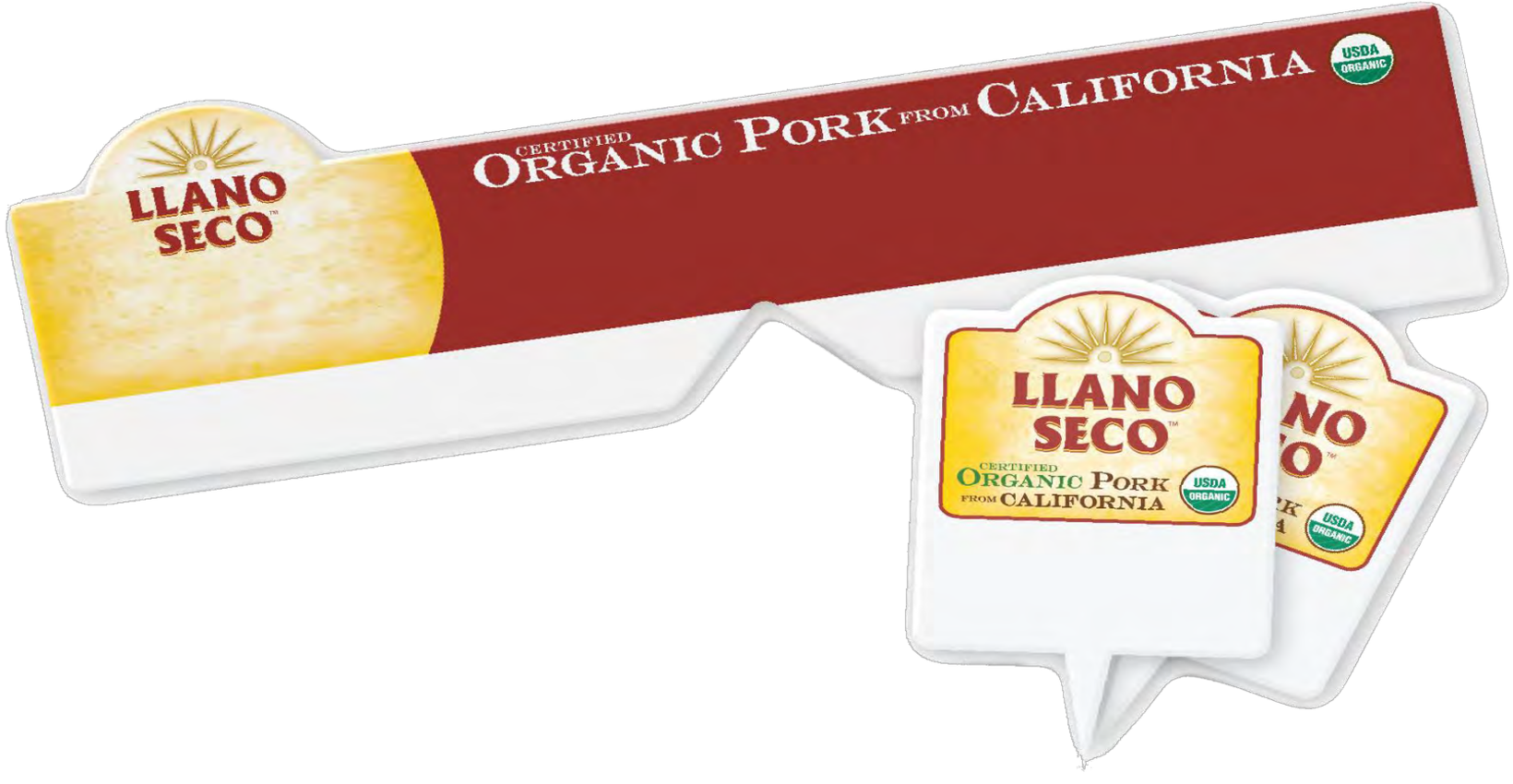


Signage


LLANO SECO
ORGANIC
It's the Feel Good Food...
Humanely Raised Organic Pork
from Llano Seco Rancho in Northern California
Try Our Fresh Cuts, Sausage, Uncured Ham and Bacon
USDA ORGANIC
Visit the Ranch at LlanoSeco.com


Ham.....
Bacon....
Sausage
Buy 2 g
of equal o
LLANO SECO
Certified Organic Pork
Available at
Chico Natural Foods
818 Main Street • Chico
Located in downtown Chico
on Main St. between 8th and 9th.
USDA ORGANIC

Case Dividers + Meat Picks



How to Reach Your Customers

Reaching your Customer

Talk to your existing customers to find out:

1. Where is your customer looking for your product or service?
2. Are they finding you?
3. What are they buying from you?
4. Where are they buying?
5. How often do they buy?

Reaching Your Customer

Build your local/regional market awareness:

- Get product into local retail outlets
- Give your product to restaurants or big event
- Run a Facebook promotion
- Website sales
- Offer your venue for a party to create awareness
- Contact schools if your service can accommodate student field trips
- Partner up with a complimentary company
- Throw a party/event for press – see next slide for examples

TIP: Always ask to have a link back to your site and to be able to leave marketing materials behind after a meet & greet

Reaching Your Customer

Party/Event Ideas

- Farm stay/weddings/haycation
- Farmers Market
- U-pick day/ event/
- Nature activity/learning event
- Hunting/Hiking/Horseback riding
- Pet the piggies or cows, milk a goat etc.
- Work-on-the-farm day
- Social Media, traditional media, free press/articles

"People that choose to visit farms are often seeking "authentic" experiences"

Reaching your Customer

- Define your marketing methods based on your market research:
- Establish a budget

TIP: Most studies show that word of mouth is the most effective way to promote agritourism ventures. Luckily, this is the least expensive way to promote your product as well. But remember, successful word of mouth depends entirely on customer satisfaction.

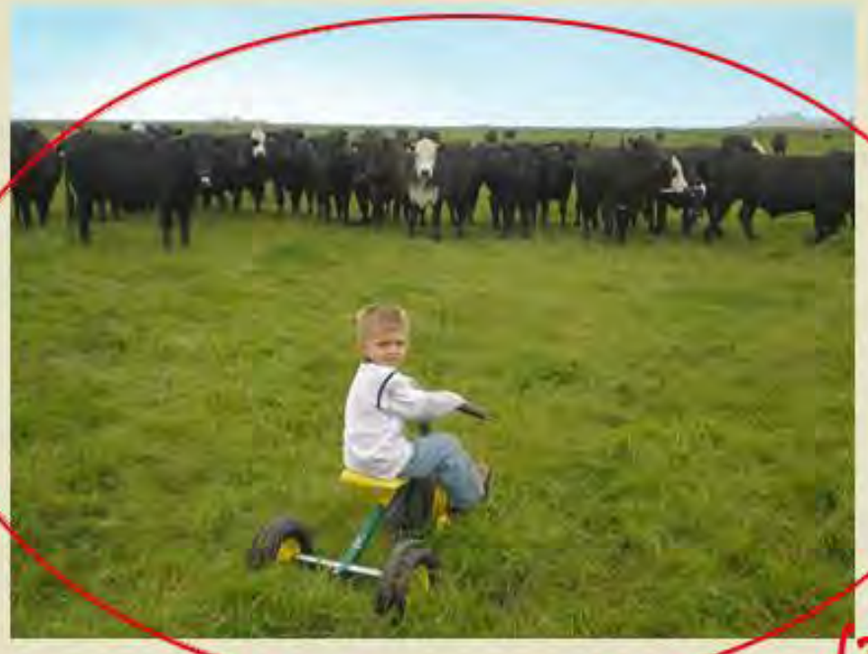
Connecting With Your Customer

Connecting With Your Customer

- Visual Brand Connection
- Product (or service) Connection
- Emotional Connection – bring in the personal story of your agritourism business
- Customer Service Connection – have the best customer service

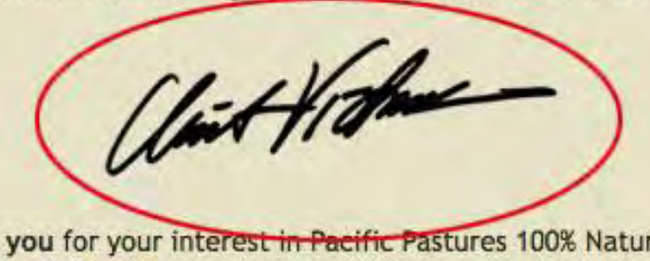
More Ways to Connect

- Satisfy their desire for a unique rural experience
- Always spotlight the “feel good” aspect to buying your product
- Follow up after the purchase for reviews/testimonials/suggestions
- Keep them in the loop with your activities, events, farm/seasonal news - and to bring them back!
- Hangout where your customers hang out
- Be a resource for them



Clint's son out on the pasture ~~doing his part~~ for the company

"The growth of Pacific Pastures has been gratifying. Our customers appreciate the taste and quality of the meat, its significant grass fed health benefits and the humane care of the animals—*which means more and more ranchers can earn a living raising cattle in the most natural, humane way."*



Thank you for your interest in Pacific Pastures 100% Natural Grass Fed Beef. Contact us if you have questions or feedback ~ we would love to hear from you.

About Page: Personal touch with photo of owner's son and owner's signature

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brand development design marketing services

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