



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