

Marketing Strategy

How do you build an
effective one?

UC Cooperative Extension
UC Small Farm Program
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Creating a Good Marketing Strategy

- Identify your brand
- Identify your customers
- Determine methods to reach your customers
- Determine how to retain your customers
- Make sure you remain profitable and sustainable

You want to tell and sell your story

Identify your Brand

What makes your brand/product/adventure special?

*Ask WHY you are venturing down this path?

What are key elements that will identify you from others doing the same thing?

*What sets you apart?

How do you adapt and change over time?

*Stay fresh and modern, yet retain consistency?



Identify Your Customers

Who is your target group? Why should they do business with you and your brand?

Is it?

Age

Health Concerns

Environmental Concerns

Wanting to learn

Wanting to help

Families or Singles

Flat out fun!

Experiencing something completely different

*You want to tell and sell your story appropriately.
Is there different messaging you should employ?*

Determine Methods to Reach Your Customers

Website
Brochures
Business Cards
Paid and Earned Media
Trade Shows
Parking Lot Events
Contributions
Word of Mouth
Collaboration
Cross Marketing
Social Media



*Tell your story honestly and truthfully
to sell your product.*

Determine How to Retain Your Customers

Customer Service, Customer Service, Customer Service
Provide the best product possible
Ask for feedback and listen to the feedback you receive
Discounts for Referrals
Discounts for Volume
Special Sales at slow time or high inventory
Take time to communicate with Customers



You want to tell and sell your story

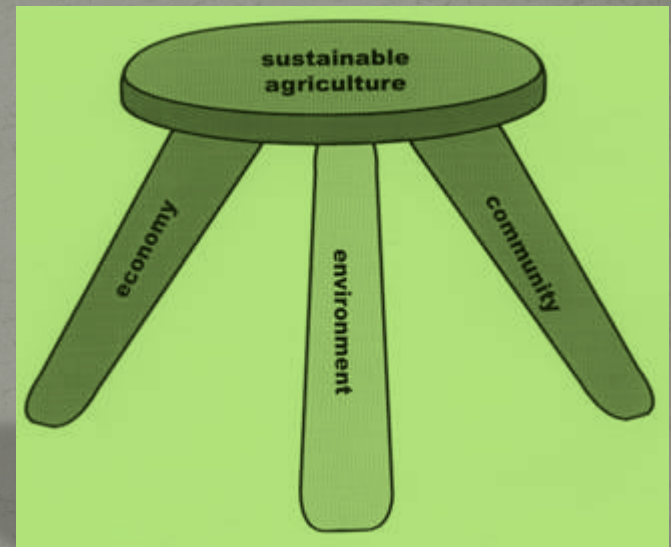
And Finally, What is your Budget?

Fit contributions to your overall budget

Think carefully about printed materials, things change and they are expensive

Website updates need to occur, make sure you match the volume of business you receive

Invest more in your product to ensure it is the best possible and meets your story



You want to tell and sell your story in a way that ensures you are doing it a manner that keeps you profitable in the long run.

Thank you!

Hopefully you felt this was a useful discussion as you build YOUR STORY to tell to your Customers about the great product or experience you will provide!