

Marketing tips

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What is marketing?



*"We see our customers as invited **guests** to a party, and we are the hosts. It's our job every day to make every important aspect of the customer **experience** a little better"*

Jeff Bezos, Amazon founder and CEO



What is marketing?

“The goal of Marketing is **to create a product that sells**, not to sell a product”

A. CHERNEV, Strategic Marketing Management



Marketing essentials

Create value

- Market research
- Marketing plan: the so-called 4/5/7 P's

Capture value

- Build loyalty and retention



The Marketing Landscape Nowadays

- ✓ The Digital age
- ✓ The Changing Economic Environment
- ✓ The growth of not-for-profit Marketing
- ✓ Rapid Globalization
- ✓ The call for more environmental and Social Responsibility
- ✓ ...



The Marketing Landscape Nowadays for Small/Family Farm/Agribusiness

- Direct marketing/sales to customers
- Differentiation
 - Sustainable marketing
 - Labeling strategy
 - Value-added products
 - ...
- Partners relationship
- Customers relationship



Direct marketing/sales to customers:

- Farmers market
- Community-Supported Agriculture (CSA)
- U-pick operation/ Agritourism...
- Farm to school programs
- Selling online
- ...



Differentiating your business

- Find your niche marketing (e.g. organic, specialty crop...)
 - Add value to your product or service to get a premium
 - Increase sales and cut costs
- On-going process, stay tuned to your market...



- Sustainable marketing

has a central role to play because it can influence behavior and generate a “win-win-win” outcome:

- customers **win** (obtain genuine benefits),
- organizations **win** (achieve financial and other objectives),
- and ecosystems **win** (functioning is preserved or enhanced) at the same time..



- Sustainable marketing – Why?

The "agrifood " world is facing challenges:

- Feeding the growing population
- Climate change
- Conservation of natural resources
- Preserve and improve environmental quality
- ...

And increasing consumer demand!





“Mayflor Farms strives to **build a locally sustainable future** for ourselves and our community to **food security and education.**”

Source: <http://www.mayflorfarms.com/vision.asp>



Please visit
 “Sustainable Agriculture at UGA”!

<http://sustainagga.caes.uga.edu/>

And get information about sustainable farm systems, farm management and farm business planning... and more!



- Labeling strategy?



-Labeling strategy:

Consumers are willing to pay more...

- Georgia/locally grown (conventional): at least 2% more (average)
- Organic: 1-2% more
- Non-GMO: less than 1%
- Farm brand: ? Brands and consumer loyalty
- Grass-fed/ Free range/ Cage free are becoming popular...

↳ Labels/brand are an asset...



- Value-added product?

Consumers are willing to pay for **different features** compared to competitors' offering.

↳ By differentiating your products and "educating" your clientele about it, you create a psychological superior value in your customers' mind.



- Value-added product
Different ways to sell a product...



Partners relationship

Fruitful association with other businesses (not necessarily ag or food):

- Cross-advertising
- Co-sales
- Health and wellness programs
- Give-back programs
- ...



Customer relationship

Acquiring, keeping and growing customers

Keep your customers **highly satisfied!**

- Fit between your value proposition and customer's values, preferences, needs and wants... drive **satisfaction**
- Satisfaction drives **loyalty**
- Loyalty drives **profitability and growth**



Customer relationship

Delighted customers not only **repeat** their purchases...

↳ They also **spread the word around!**



Customer relationship

Call people to action and get feedback

Talk about what matters:

- Why/What do your customers care about with your business?
- How can you improve your product and/or service to increase sales?
- ...
- ▶ Fill out your "guests' " book!



How to communicate?



Engaging consumer through digital and social media marketing

“Customer-engagement marketing”
 = make your business/brand a meaningful part of consumer’s conversations and lives.
 = spread the word

- ✓ use a Facebook account to release information to your “fans”
- ✓ use “tweets” to start conversations
- ✓ post your latest ads or videos on Youtube
- ✓ launch your own blogs or mobile apps



Be “content efficient”

- Lee, D. & al. (2015) Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook:
 - ↳ Use “brand-personality” related content; humor, emotion and discussion of the philanthropic positioning...
 - ↳ vs. “direct informative content”; i.e. prices, availability, and product features
- ▶ A combination of these two forms of content — with fine tuning according to the type of business — is a balanced tradeoff for establishing customer engagement

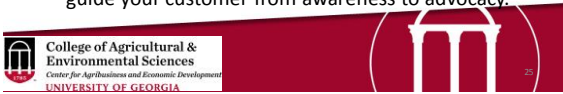


Improve your customer's experience

- **Layout/Display**
- **Atmosphere**
- **Customer service**
- ...

↳ Generate a **WoW effect!**

From experience to engagement,
guide your customer from awareness to advocacy.



To sum it up

Marketing nowadays is a "fine line":
 you need to create an **custom-made marketing**
 strategy that will **attract, keep and grow** your
 customers.



Sources

- **Armstrong&Kotler** – 2015 – Introduction to Marketing

Websites:

- Slideshare.com
- Harvard Business Review (hbr.org)
- SocialMediaToday.com



Thank you
for your interest!

Any question?

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<http://www.caes.uga.edu/center/caed/>

