



# Marketing for Profit: Tools for Success

## Marketing Training for farmers Curriculum

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### Module 5 Overview: Business Assessment

#### **Workshops:**

- Keeping an Eye on Your Customer
- Putting a Handle on the Tomato
- Drudgery That Pays Well

#### **Objectives:**

- Farmers will understand the benefits of maintaining databases of customer information and learn what information to collect and strategies for collecting and maintaining the information.
- Farmers will learn strategies and techniques for effective communications with their customers.
- Farmers will learn how to position their business and products to maximize exposure and increase sales.
- Farmers will understand the need for repositioning their products when sales slump or the market changes, as well as learning methods for repositioning or repackaging their products.

**Target Audience:** The target audience is all farmers involved in or considering entering direct-to-consumer sales.

#### **Time:**

90 minutes, including Q & A for each workshop

#### **Equipment/Materials/Supplies**

- Laptop/projector/screen
- Easel/easel pad
- Marketing pens

#### **Handouts:**

- None

## **Resources:**

For further information on self-assessment, visit:

- <http://www.buylocalfood.org/upload/resource/MarketingManual.2012.pdf>
- [http://www.agmrc.org/business\\_development/operating\\_a\\_business/marketing/articles/how\\_much\\_should\\_i\\_spend\\_on\\_marketing.cfm](http://www.agmrc.org/business_development/operating_a_business/marketing/articles/how_much_should_i_spend_on_marketing.cfm)
- <http://extension.oregonstate.edu/sorec/sites/default/files/documents/MarketingPlan.pdf>
- <http://www.sare.org/Learning-Center/Bulletins/Marketing-Strategies-for-Farmers-and-Ranchers>
- <https://attra.ncat.org/attra-pub/summaries/summary.php?pub=440>
- [http://www.ers.usda.gov/media/138324/err128\\_2\\_.pdf](http://www.ers.usda.gov/media/138324/err128_2_.pdf)

## **Lesson Plan:**

1. Introduce the topic of discussion, encouraging participants to participate in all three workshops in the series, as well as participation in the entire program of Marketing for Profit: Tools for Success.
2. Use the provided powerpoint presentation to present the material to participants.
3. Utilize the notes section of the PowerPoint for discussion points, activities and handouts to present the workshop for this module.

## **Options for Facilitation**

This curriculum is designed to be user-friendly and as easy as possible to incorporate into your programming. The choice of how you utilize the materials is yours. You may use the PowerPoint presentations, play the archived recorded webinar or just use the notes as a guide as you verbally share the information. The amount of interaction you have in your workshop is also your choice. You can use direct instruction and simply share the information with participants or utilize the assignments provided for each session.

## **Archived Webinar Recordings**

Keeping an Eye on Your Customer

- <https://www.youtube.com/watch?v=hU93lm7yx3o>

Putting a Handle on the Tomato

- <https://www.youtube.com/watch?v=C3KTvLNo9Io>

Drudgery That Pays Well

- <https://www.youtube.com/watch?v=IUvmID-UV-E>

## **Feedback and Evaluation**

This project is federally funded and requires documentation of all outreach efforts and follow-up. After you deliver this module, please email [deggert@nyfarmersmarket.com](mailto:deggert@nyfarmersmarket.com) or [dgrusenmeyer@nyfvi.org](mailto:dgrusenmeyer@nyfvi.org) and attach scanned copies of the Workshop Evaluation for or send copies to:

Diane Eggert  
Farmers Market Federation of NY  
117 Highbridge St., Suite U3  
Fayetteville, NY 13066  
Fax: 315-637-4691

**If you have any questions or need assistance, please contact Diane Eggert  
([deggert@nyfarmersmarket.com](mailto:deggert@nyfarmersmarket.com)) or David Grusenmeyer ([dgrusenmeyer@nyfvi.org](mailto:dgrusenmeyer@nyfvi.org))**

Marketing for Profit: Tools for Success

# Keeping an Eye on Your Customers

Presented by Lindsay Ott Wilcox 1.8.14



# Customer Relationship Management (CRM)

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It's a system for managing the relationship between your business and your customers.

# 1) What is CRM and Why it Matters

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It pays to pay attention.

## 2) CRM Systems

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Organizing your customer data.

## 3) Gathering Contact Info

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How to make the “ask”!



## 4) Keeping the Connection

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A strong bond means strong profits.

## 5) Survey Says...

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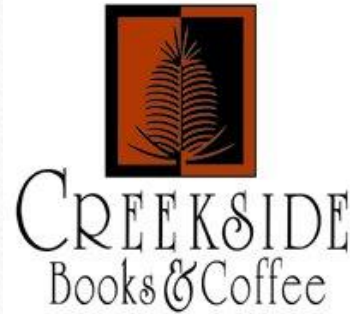
To keep an eye on your customers, keep the dialogue going.



# CASE STUDIES



- “Start Up” Non-Profit
- Entering 3<sup>rd</sup> Year
- 1,000 Active Volunteers, Supporters, Donors



- Local Business in Skaneateles
- 10+ Years
- 3,500 Customers



- CSA in Ithaca
- Entering 4<sup>th</sup> Year
- 75-100 Customers



# CASE STUDIES



Pinecone  
Lane Farm

- Market 2x Week
- 2 Decades
- 500+ Customers



**SWEET DEW  
ORCHARDS**

- Farmstand, Agri-Tourism + Orchard
- Family Owned
- 10,000+ Customers

# 1) What is CRM and Why it Matters

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It Pays to Pay Attention



# CRM CASE STUDY



Pinecone  
Lane Farm



**Smith Family  
Fresh Farm**

Excel database, Email,  
Facebook

- Emailed out a \$1 digital coupon
- Facebook status: “We’ve got Arugula!”
- New customers received a \$2 welcome “gift”

Uses “memory” + conversation

- 3 customers have birthdays that week (no way of knowing)
- Shoppers pleased to see new item but no \$ left, no recipes ready



# CRM CASE STUDY



Pinecone  
Lane Farm

Uses Excel database, Email, Facebook

- 20 customers stop by to redeem a \$1 off coupon emailed last week, spend \$10 average **(\$200+)**
- 20 customers stop by to pick up the new item they saw on Facebook: arugula \$3/bunch **(\$60+)**
- 4 NEW customers redeem new customer \$2 bonus, spend \$10 total **(\$40+)**



**Smith Family  
Fresh Farm**

Uses “memory” + conversation

- 3 customers have birthdays within the week, no mention or reward coupon **-\$30**
- 10 customers are pleased to see new item (arugula \$3) but have already spent money elsewhere **-\$30**
- **Spends \$50/week advertising to get NEW customers \$-50**



# CRM CASE STUDIES



Pinecone  
Lane Farm

**+\$300**



**Smith Family  
Fresh Farm**

**-\$110**



# CRM and the Feel Good Factor



# Retaining v. Acquiring Customers

“70% of companies say it’s cheaper to retain a customer than acquire one.

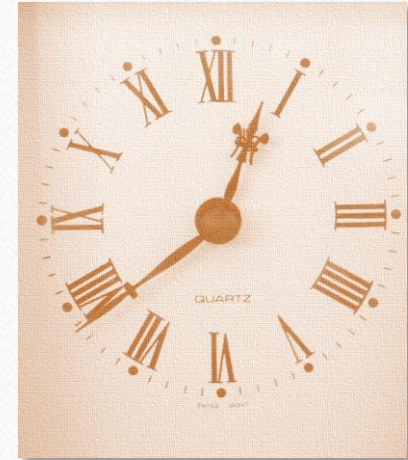
49% say that they achieve better ROI (return on investment) by investing in relationship marketing over acquisition marketing.”

SOURCE: eConsultancy Research Firm, August 2013 [http://econsultancy.com/us/blog/63303-almost-a-quarter-of-businesses-don-t-carry-out-any-relationship-marketing-report#blog\\_comment\\_958818](http://econsultancy.com/us/blog/63303-almost-a-quarter-of-businesses-don-t-carry-out-any-relationship-marketing-report#blog_comment_958818)

# CRM Saves Time + Money

INCREASE customer retention by 27%

DECREASE spending on marketing by 23%





*Be My  
Customer*



# MEMORY versus MANAGEMENT

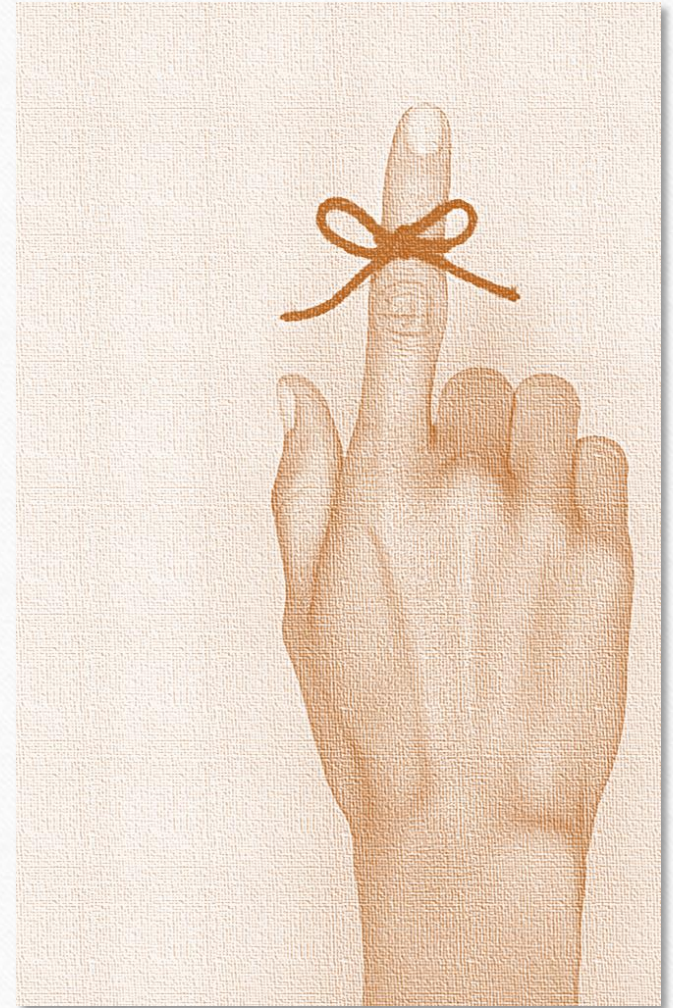
Accounting

Product Orders + Inventory

Sales and Income

Hiring and Employees

Equipment



# CRM Golden Rule №1



“Think of CRM as two-way street. You GET customer data. You GIVE back better customer experiences. Better experiences mean more profit.”

## 2) CRM Systems

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Organizing your customer data.

# CRM Systems

1. Excel
2. CRM Software (Cloud)
3. ESP (Email Service Provider)



# CRM Golden Rule №2



“A system is only useful  
if you use it.”

# Excel

**DEMO TIME!**

# Excel

**PROS:** \$103 One Time Fee (or already available if you have Microsoft Office Suite), Easy Sorting, Low Maintenance

**CONS:** Does not automatically “sync” – requires manual upload into other programs whenever data changes



# CASE STUDY



USES: Excel

## TRACKS

- Likes/Dislikes of Weekly Share
- Weekly Share Contents
- Paid or Unpaid
- Pick-Up Day



# CASE STUDY



“CRM enhances – not hinders  
–my already personal  
relationship with my  
customers...”

# CRM Software (Cloud)

The logo for 'insightly' is written in a lowercase, orange, cursive-style font.

FREE if you have less than 2,500 customers!

Synchs with Excel, Google Apps, Mail Chimp, etc.

## Map Fields to Insightly

### We're about to import your contacts.

The final step is to map the fields from your file with the corresponding correct fields in Insightly.

In the table below, the Insightly field on the left needs to be matched up with the correct column from your file. The fields highlighted in yellow are the ones you will have to do manually.

[See below for tips on importing contacts.](#)

Insightly field	Column Name	Your Data
First name	First name	William
Last name	Last name	Nelson
Work Address line #1	Delivery Address:	109 International Dr., Suite 240
Work Address city	City:	New York
Work Address state	State	New York
Work Address zip/postal code	Zip Code:	37067
Contact Tag 1	Tag 1	deb

### Skip the first row when importing

Check this box if the first row in your file is made up of column headers ("first name" "last name" etc.) and not the actual contact's information ("John", "Doe").

or

[Cancel my import](#)

# CRM Software (Cloud)

*insightly*

Rated #1 CRM  
by Google  
Apps!

- Flexible Calendaring and Events
- Automatic Address Book
- Insightly Notes, Evernotes, and Comments
- Lightning Fast Search
- Custom Fields and Filters
- File Sharing
- Web to Contact
- Tags, Notification, and Following
- Linking (Direct Relationships Between Contacts, Organizations, Opportunities, Projects)
- Mass Email Contacts with MailChimp Integration

# CRM Software

**PROS:** Free or low cost for non-enterprise, synchs well with major systems

**CONS:** Too much power!



The screenshot shows a web browser displaying a Forbes article. The URL is [www.forbes.com/sites/quickerbetteartech/2013/07/01/11-terrible-crm-systems-for-your-company/](http://www.forbes.com/sites/quickerbetteartech/2013/07/01/11-terrible-crm-systems-for-your-company/). The page features the Forbes logo and navigation tabs for 'New Posts', 'Most Popular', and 'Lists'. The article is by Gene Marks, a contributor, and is dated 7/01/2013. The title is '11 Terrible CRM Systems For Your Company'. The article text begins with 'Thinking of getting a Customer Relationship Management (CRM) application? Below, I've described 11 terrible ones. Sure, they are all popular, affordable and mature. In fact, my company (full disclosure) sells and services five of them (Salesforce, GoldMine, Microsoft Dynamics CRM, ZohoCRM and Nimble). And given their features and functionality you'd think they'd be great tools for so many small and medium sized companies. But they're not. They are all terrible.' To the right of the text is an image of a stack of coins.

213  
f Share

288  
T Tweet

525  
in Share

0  
reddit

31  
g+1

0  
Submit

Forbes

New Posts  
+2 posts this hour

Most Popular  
Year's Hottest Startups

Lists  
Best Actors For The Buck

Gene Marks, Contributor  
I cover technologies helping companies be quicker, better, wiser.  
+ Follow (208)

TECH | 7/01/2013 @ 9:30AM | 60,519 views

## 11 Terrible CRM Systems For Your Company

+ Comment Now + Follow Comments

Thinking of getting a Customer Relationship [Management](#) (CRM) application? Below, I've described 11 terrible ones. Sure, they are all popular, affordable and mature. In fact, my company (full disclosure) sells and services five of them (Salesforce, GoldMine, [Microsoft](#) [MSFT](#) -0.03% Dynamics CRM, ZohoCRM and Nimble). And given their features and functionality you'd think they'd be great tools for so many small and medium sized companies. But they're not. They are all terrible.





# Email Service Provider (ESP)



Organize Multiple Lists: NEW v. EXISTING

FREE if you have less than 2,000 customers!

Create the right email for the right people

The screenshot shows the MailChimp interface for creating an email. At the top, it says "Double Double Records | basic - 1 Column" and "Help | Save & Exit". The main heading is "To which list shall we send?". Below this, there are two radio button options: "Album Release List (6,921 recipients)" (selected) and "Send to entire list". Under "Send to a segment", there are three conditions listed: "Member Rating" (is greater than 4 stars), "Subscriber Activity" (opened recent campaigns), and "Location" (is within 25 miles of Atlanta GA USA). There is an "Add Condition" button and a note "2,119 recipients in this segment." At the bottom, there is a progress bar with steps: "Recipients" (active), "Setup", "Design", "Plain-Text", and "Confirm". A "Next >" button is also present.

# Email Service Provider (ESP)

**PROS:** Simple way to organize emails, great if most of your customers prefer to be contacted via email newsletter

**CONS:** Not as customizable as Excel or CRM Software, can be time consuming to export/import lists to other systems

## 3) Gathering Contact Info

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How to make the “ask”!

# How to Gather CRM Data

1. At Point of Sale (POS)
2. At Random

# CRM Golden Rule №3



“They call it ‘data mining’ for a reason. Customer data willingly given is like a gold mine of information!”

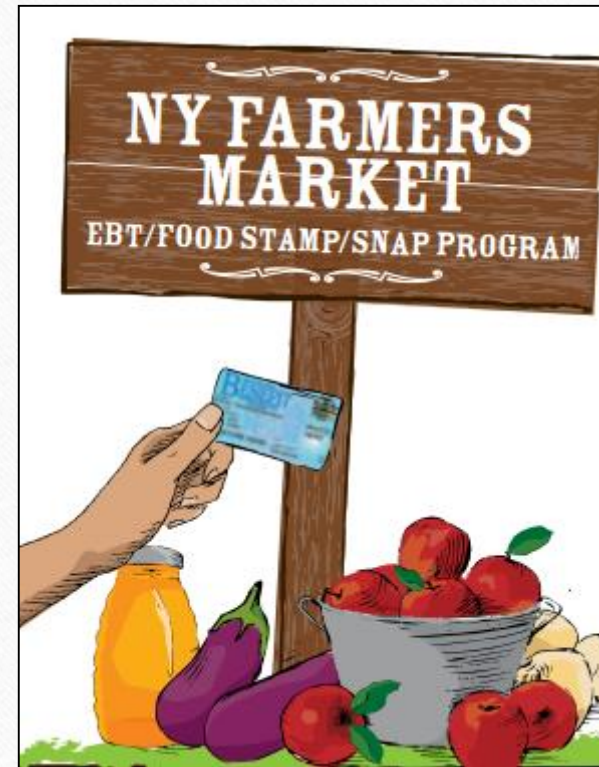
# POS: Point of Sale is the BEST Point

1. “Natural”  
Timing
2. Keep it Simple!  
CLIP BOARD
3. Make it Protocol
4. Accuracy  
Matters



# POS: Market Managers

1. Cannot Pull Data from EBT, But...
2. Sign Up for Market Newsletter?
3. Collect Only What You'll Use...



# POS: Incentivize the Customer

1. Give a GIFT or OFFER
2. Loyalty Program
3. Ensures Safety from JUNK





# POS: Incentivize Your Staff

1. Monetary/Product Reward
2. Quality Assurance





# CASE STUDY



CREEKSIDE  
Books & Coffee



# At Random: A Mixed Basket!

Enter to Win a Harvest Basket!

Your Name \_\_\_\_\_

Your Email \_\_\_\_\_

Your Address \_\_\_\_\_

Yes! I'd like to receive emails/mail with special offers,  
recipes and more from Pinecone Lane Farm

No Thanks



## 4) Keeping the Connection

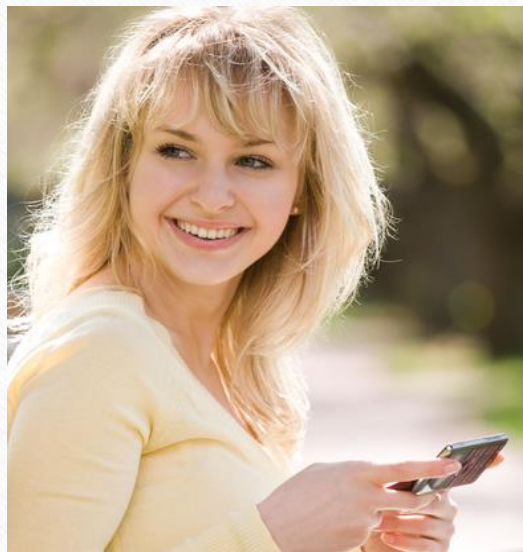
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A strong bond means strong profits.

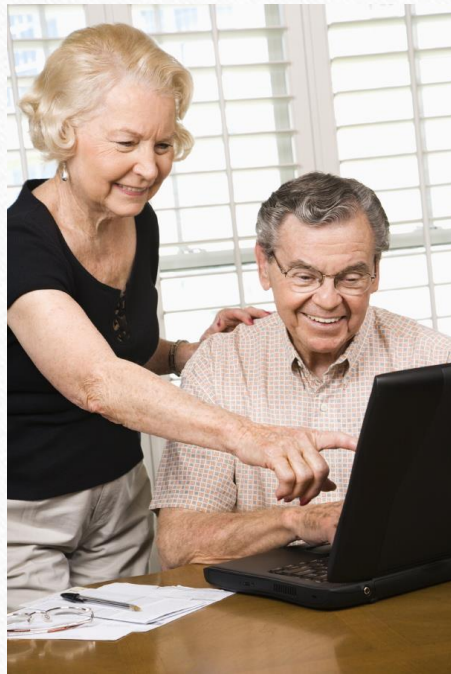
# How to Keep Connected...and Keep Watch

1. Emails
2. Snail Mail
3. Social Media
4. Text
5. Loyalty Program

# Connect the Way THEY Connect



# Everyone is Embracing Technology



		Use the Internet
<b>All adults (n=2,252)</b>		85%
a	Men (n=1,029)	85
b	Women (n=1,223)	84
<b>Race/ethnicity</b>		
a	White, Non-Hispanic (n=1,571)	86 <sup>c</sup>
b	Black, Non-Hispanic (n=252)	85 <sup>c</sup>
c	Hispanic (n=249)	76
<b>Age</b>		
a	18-29 (n=404)	98 <sup>bcd</sup>
b	30-49 (n=577)	92 <sup>cd</sup>
c	50-64 (n=641)	83 <sup>d</sup>
d	65+ (n=570)	56
<b>Education attainment</b>		
a	Less than high school (n=168)	59
b	High school grad (n=630)	78 <sup>a</sup>
c	Some College (n=588)	92 <sup>ab</sup>
d	College + (n=834)	96 <sup>abc</sup>
<b>Household income</b>		
a	Less than \$30,000/yr (n=580)	76
b	\$30,000-\$49,999 (n=374)	88 <sup>a</sup>
c	\$50,000-\$74,999 (n=298)	94 <sup>ab</sup>
d	\$75,000+ (n=582)	96 <sup>ab</sup>
<b>Urbanity</b>		
a	Urban (n=763)	86 <sup>c</sup>
b	Suburban (n=1,037)	86 <sup>c</sup>
c	Rural (n=450)	80

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,252 adults. Interviews were conducted in English

# Email Overview

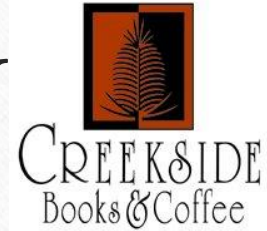
## **N**ew**E**vents**O**ffers**N**eed-to-know


- NEON CONTENT ONLY
- BRANDING!
- Use an ESP NOT just cutting/pasting email addresses...
- Mobile Friendly
- Research CAN SPAM ACT (unsubscribe link, no list sharing, etc.)






# CASE STUDY







Creekside Books & Coffee  
35 Fennell Street  
Skaneateles, NY 13152  
[www.creeksidebooks.com](http://www.creeksidebooks.com)



*"Relax....Enjoy....Linger"*

**Connect With Us**  
[Website](#)  
[Live Music and Events](#)  
[Book Clubs](#)  
[Creekside Menu](#)  
[Contact Us](#)

**We are Social**



[Join Our Mailing List!](#)

Greetings!

Happy Holidays and thanks for checking out Creekside's December Enewsletter!

Exciting news at Creekside!  
**In conjunction with the Rosamond Gifford Lecture Series, Lee Child, bestselling author of the *Jack Reacher* novels, will be making an impromptu visit to Creekside.** Come and have books signed by Lee Child on Tuesday, December 17th from 2:00-3:00pm! Autographed books make great gifts for the Holidays!

We have lots more going on in December, including live music every weekend and trivia night every Thursday. Check out

# CRM Golden Rule №4



“The subject line of your email is like a well designed book cover...will you pick it up?”

# Email: Subject Line DOs + DON'Ts

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- DO think what makes YOU open an email?
- DO remember your #1 goal: OPEN!
- DO use timely words “alert, new, just announced”
- DO be personal... “You’re invited, Your exclusive offer”
- DON'T get too witty
- DON'T call it a “newsletter”
- DON'T overuse “free” and never say “cheap” (but DO use “sale” or discount if it’s good)
- DON'T forget that it’s a privilege to be invited into their inbox!

# Emails: Subject Line Examples

Two New Items This Week...One Sweet, One Savory

**New! We Have Blueberries and Cilantro**

Calling All Canners: \$1/lb. Roma Tomatoes

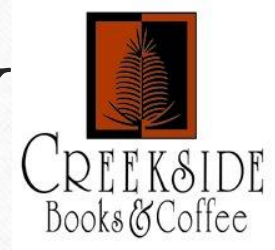
**We've Got Cheap Tomatoes, Find Out How Much**

We've Gone Gluten-Free, And We're Sharing the Recipe

**Our Bread is Now Available Gluten Free**



# CASE STUDY



Subject:

Guess Who's Coming to Creekside?

A promotional poster for Lee Child. The background is a dark, close-up portrait of Lee Child. The text is white and arranged as follows:

**Lee Child** Author of the JACK REACHER Series

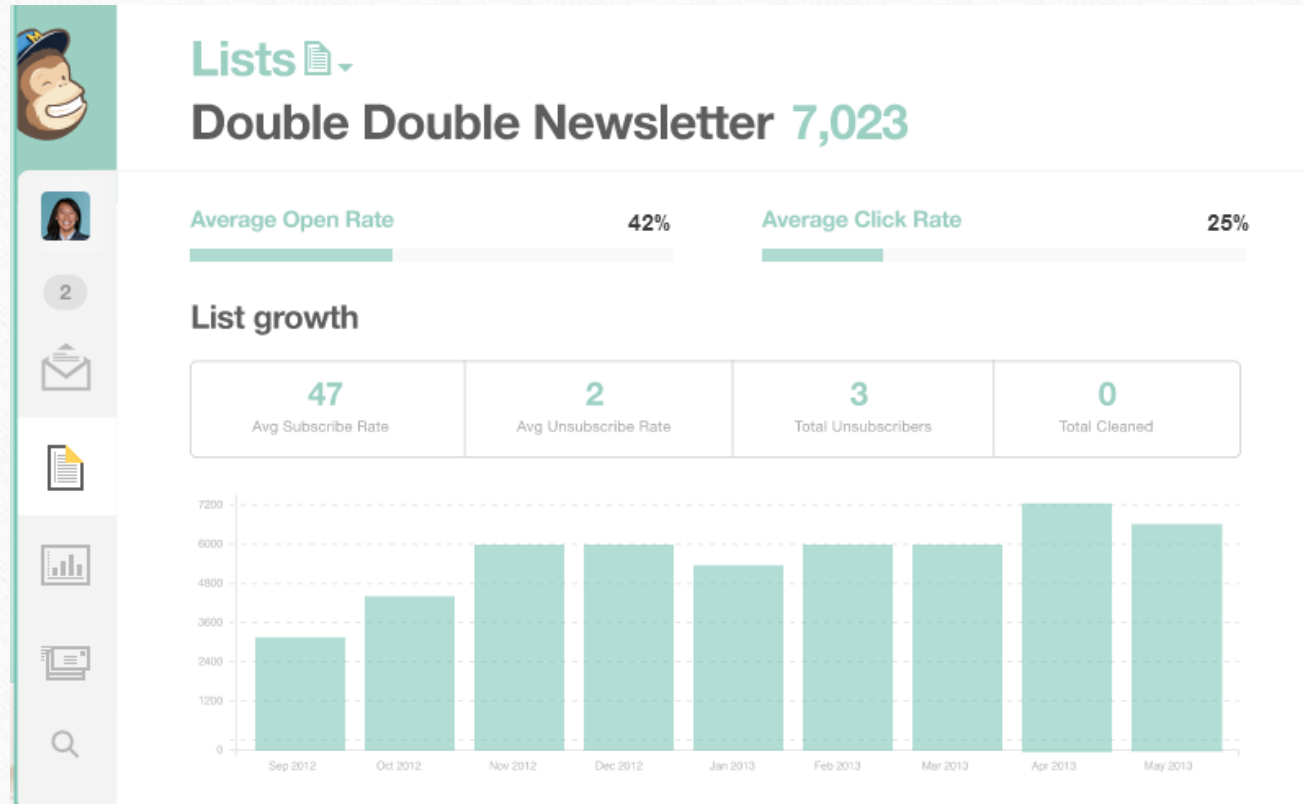
BOOK SIGNING  
Tuesday, Dec 17, 2pm - 3pm  
Creekside Books & Coffee  
35 Fennell Street in Skaneateles

LECTURE  
Tuesday, Dec 17, 7:30pm  
Syracuse Civic Center

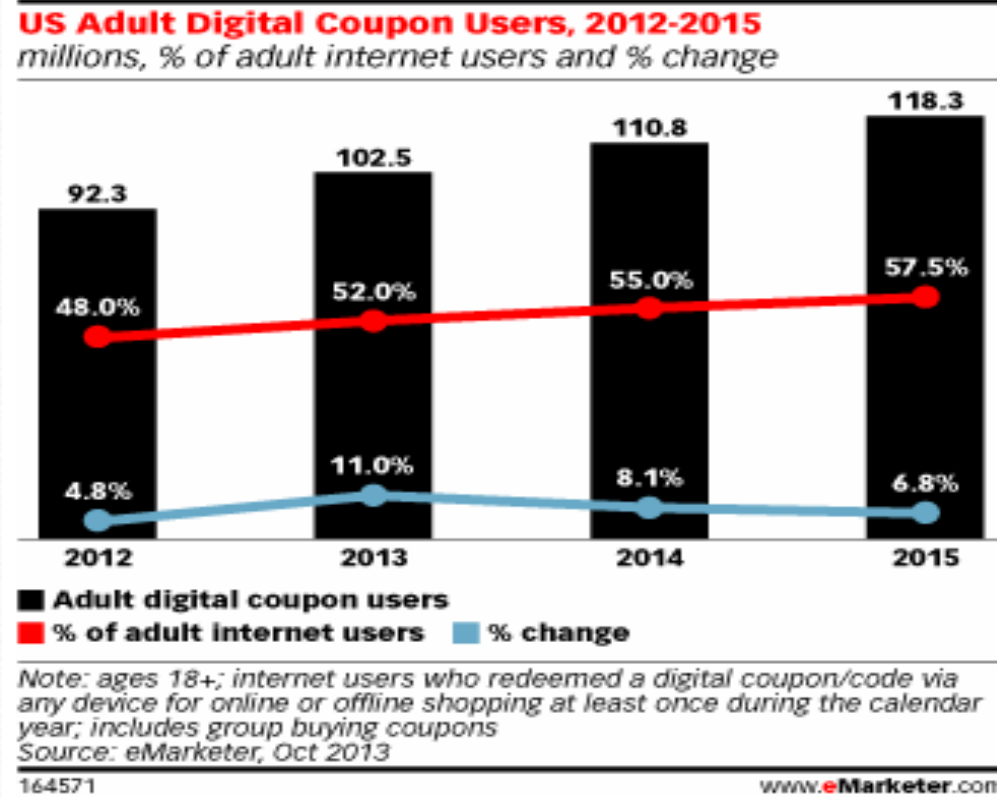
Presented by the Friends of the Central Library  
Buy tickets for the lecture at [foclsyracuse.com](http://foclsyracuse.com) or Ticketmaster

# Email: Analytics

See What's Working...And What's Not



# Email Content : Coupons





# CASE STUDY



CREEKSIDE  
Books & Coffee

## Weekday Lunch Special!

Buy one grilled sandwich and receive half off a second!  
[Check out our menu online!](#)

*Offer Expires 12/31/13.  
This coupon is transferrable so feel free to forward to family and friends! COUPON MUST BE PRESENT AT TIME OF PURCHASE.*

## 20% OFF!

Enjoy 20% OFF any book purchase with this coupon

*Offer Expires 12/31/13  
This coupon is transferrable so feel free to forward to family and friends! COUPON MUST BE PRESENT*

Purchase \$20.00 in food, drink books or gifts and get a FREE 16oz Latte!

## Free Latte!



*Offer Expires 12/31/13.  
This coupon is transferrable so feel free to forward to family and friends! COUPON MUST BE PRESENT AT TIME OF PURCHASE.*



# Snail Mail

65% of consumers of all ages have made a purchase as a result of “snail mail.”

-2013 Direct Mail Association Factbook

“Bulk” order standard mailers (new customer coupon, for example)

**NEON**

**New!**

**Events**

**Offers**

**Need-to-Know**



# CASE STUDY



# Social Media



**NEON**

**New!**

**Events**

**Offers**

**Need-to-Know**



# CASE STUDY



- Status messages: “Early apples are here!”
- Creating “Facebook Events”
- Also great to ask for quick feedback



# CASE STUDY



- Doesn't use email, uses Facebook!
- Customer Relationship Management and Time Management
- Analytics

# Text

- Short, Sweet, Powerful!
- NOT just for Teens!
- Power of “The Link”
- The Way People Communicate
- Managed Systems Available



# Loyalty Programs

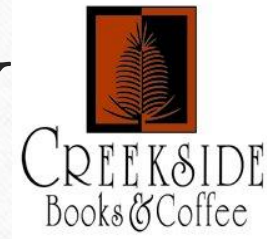
MANUAL: Can be as simple as a “punch card”

MANUAL/DIGITAL: Enter into digital system once someone signs up manually at-market

DIGITAL: Tied to POS – more involved but GREAT if you have existing POS system.



# CASE STUDY



- 1) For every \$150 in book purchases, customers receive a \$10 coupon for their next book purchase
- 2) For every \$75 in food and beverage, customers receive a complimentary 16oz drink of their choice
- 3) For every 5 1/2lb or 1lb bags of coffee, customers receive a free bag of coffee.



## 5) Survey Says...

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To keep an eye on your customers, keep the dialogue going.

# CRM Golden Rule №5



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“The act of asking customers for their ideas, opinions, and thoughts is just as important as the information that you receive.”

# Surveys

MANUAL: Can be simple cards filled out at-market or in store

MANUAL/DIGITAL: Can provide a LINK to a survey on a card given out at market

DIGITAL: Can send out via collected emails

# Survey Monkey



[Sign In](#) [Help](#)

[Home](#) [How It Works](#) [Examples](#) [Survey Services](#) [Plans & Pricing](#)



## Create Surveys. Get Answers.



### Design

Build your own surveys or choose from our templates.



### Collect

Choose how to distribute and start collecting responses.



### Analyze

Use our powerful analytical tools for intelligent insights.

## Start Today

[Pro Sign Up](#) ▶

Unlimited Surveys & Responses

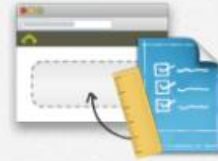
[Sign Up FREE](#) ▶

Just the Basics

# Survey Monkey

FREE 10 questions,  
100 responses

\$17/month  
unlimited surveys,  
respondents



## Easy question creation

With 15 question types including rating scales, multiple choice, and more, it's easy to create online surveys from scratch. Or, choose [certified questions](#) from Question Bank, our library of question templates.



## Custom branding

[Customize](#) the look and feel of your surveys. Add your logo, company name, colors, and images. Create your own survey URL and send respondents to a promotional landing page upon survey completion.



## Reach the right people

Need the insights of moms in Texas or the general US population? [SurveyMonkey Audience](#) gives you access to millions of respondents ready to provide the answers you need to make critical decisions.



## Collect responses

[Gather responses](#) with one handy URL by including your link on emails, websites, Twitter, Facebook, and more. All of our survey templates meet [Section 508](#) accessibility standards. Plus, they look great on just about any device.

# Survey Monkey

Incentivize!

“Take our survey, be entered to win a \$50 gift card”

5 Minute Rule

Keep it short + sweet

Share the Results

Show that you were listening!  
Feel Good Factor

Thank You!

---

[ott.lindsay@gmail.com](mailto:ott.lindsay@gmail.com)

315.882.6823



## Keeping an Eye on Your Customers

Presenters: Lindsay Ott Wilcox

Lindsay Ott Communications

### Webinar Questions and Answers

**1. In terms of CRM, what role should a business website play and what should it emphasize?**

Your website should help you data mine for customer information. Create a place for them to sign up for your newsletter or email campaigns. Use the registration as a means to gather the information you want to track.

**2. Are folks sensitive about giving out such personal info, given the identity theft issues we face today?**

Yes, consumers are a bit more sensitive about that than they were in the past. However, you can still get people to share. Try creating a script to use when you or your staff approach consumers to ask for their information. Include why you want the information, what you will do with the information and above all else, be sure you let them know that you will never share the information with anyone. As long as you are putting people's fears to rest, most will be willing to share some of their personal information.

**3. What percentage of your marketing budget should be spent on acquisition marketing versus relationship marketing?**

Generally 25% of your budget should be spent on relationship marketing, while 75% would be on reaching new consumers.

**4. You mentioned how much time to spend on CRM. I know this is very important, but as a small farmer and a few markets per week it seems that I almost need to hire someone.**

Even though you are a small farmer, CRM is still very important. You should consider 5- 10% of your time should be spent on CRM. But once you have the system set up and have become familiar with it, it will be easier to use, more an automatic response and will take less of your time. Keep a notepad with you and when you have a conversation with a customer or hear something you want to remember, jot it down on the notepad. Then you can enter it into your CRM system when you return home and have the time to enter the information. Keep in mind the advantage that this system can offer your business – when you are able to build customer relationships with the help of your CRM system, then customers will be coming your market table or farm stand rather than to your competition.

**5. What is a digital coupon?**

A digital coupon is any coupon or offer that is made through an electronic means, email or social media, for example. It can be something they print out or something they show you on their phone or provide you with a code.

**6. Don't coupons give away the store?**

Make sure that the coupon has value to both the consumer and the business. Coupons don't have to have a big dollar value, rather use it as an incentive. A small dollar value can still show your customers how much you care about them and their business.



**7. Don't customers feel that they get too many emails? This would be hard to get them to "buy" into this system.**

It's true that consumers are bombarded with emails, but that doesn't mean that you shouldn't be sending emails to your customers. If you make your emails interesting and include the kinds of information that they want to have then your emails will be opened and read.

**8. I already do a Wholesale weekly farm update with new harvests and pricing and delivery dates. I do all of this through gmail. Could this be done the exact same way?**

Yes. But it would be better to use an Email Service Provider like MailChimp since they can give you a variety of analytics on your email campaigns.

**9. How much money should be used for promo items like bags or tee shirts as maybe part of an email signup? Debating as to use bags as purchase \$20.00 and receive free bag instead of outright give for signing up for email. The bags/tees are more as promo for advertising.**

I would not recommend using a tote bag or anything else as a free gift for signing up for your email or newsletter. That cheapens your message. Rather you should think of the message within your email or newsletter as the incentive to sign up. Tote bags, however, are a great giveaway in that they help to promote your business wherever people go with your tote. But use them as part of a loyalty program rather than as an incentive to signup for your email or newsletter.

**10. I find some folks don't want to give email but will use Facebook (and vice versa). Would you post coupons on Facebook?**

Absolutely. The whole point of digital coupons is the ability to share them among friends and family. Facebook will do that as easily as emails.

**11. Do you need to ask folks for their text address, or use their email address?**

Rather than ask for their text address, just ask for their phone number. Some people want to get a phone call or phone message from you. But then collect both phone number and email address.

**12. What questions are good to ask on Facebook. I've had trouble getting responses?**

Never ask "yes" or "no" questions. These do not encourage conversation. Rather make your questions open-ended. Also make sure the question will create a conversation that is important to your customers. For example, "Next week the eggplant will be ready. Does anyone have a great eggplant recipe to share?" Give your customers an opportunity to share; whether it's an idea, a recipe or an opinion.

**13. MailChimp will auto post to Facebook and Wordpress. I have been autoposting to Facebook, but copying and pasting into Wordpress blog so the whole post shows. Any thoughts on importance of posting into Wordpress (photos using up my server space) vs just letting MailChimp post a link to the newsletter?**

If you are not posting the entire message or newsletter, then make your message tease a bit to encourage them to open the link.

**14. When you do a web search for "mailchimp newsletter best practices" you may find several useful articles to read, including:**

<http://blog.sourcmetrics.com/email-marketing-newsletter-best-practices/>  
<http://kb.mailchimp.com/article/best-practices-in-writing-email-subject-lines>

<http://kb.mailchimp.com/article/best-practices-for-lists>

**15. In surveys, do you give them answers to choose from plus a text box, or just leave it totally open-ended?**

I like to use a combination of both. When you supply a series of answers the survey program can provide you with the analysis of responses. But consumers always want an opportunity to provide their opinion, suggestions or vent. The text box is their opportunity to do that.

**16. Suggestions for loyalty program for a self-serve farmstand? Can't think of much other than a prepay and get "farmstand dollars", or let them put paper in money box when they purchase and we keep track when they reach a certain amount. A lot of customers want to write down what they got and the money they put in so it would work for some, maybe?**

This is actually a great idea and it gives you information that you can track. You can also just put out a clipboard and ask for their feedback on whatever it is you are trying to analyze. But if you are not concerned about tracking consumer information, you may want to leave a message that encourages them to come back. For example, Thank you for stopping, next month we'll have a special offer in the box for you.



## Keeping an Eye on Your Customers

### Marketing Webinar for Direct Marketing Farmers

### Glossary of Terms

#### **Acquisition Marketing**

This is marketing toward acquiring new customers. While relationship marketing has a greater return on investment, you must continually be reaching out to get new customers for your business.

#### **Canned Spam Act**

This is a piece of legislation that prevents people and businesses from inundating consumers email inbox with unsolicited and unwanted email. Among the Act's requirements is that you are prohibited from sharing your list and you must always provide a means for the receiver to opt out or unsubscribe from further emails. When you use an Email Service Provider, such as MailChimp or Constant Contact, they are set up to ensure that your emails comply with the Canned Spam Act.

#### **Customer Relationship Management**

This is a system that helps you maintain customer information with the purpose of helping you build relationships with your customers and continue the good experience your customers have had with your business.

#### **Data Mining**

When you data mine you are collecting information about your customers; whether its email addresses, their birth date or any other information you want to track. Keep in mind that the data you collect is private and should never be shared.

#### **Digital Coupon**

These are coupons or offers that are made through electronic means such as emails and social media. Because they are electronic, the coupons or offers are easily shared with new, potential customers, giving you a much greater reach.

#### **NEON content**

The content of your emails, texts and facebook posts should follow the NEON content principles to make the message important for consumers to want to open and read your message. The information should be **N**ew, announce an **E**vent, provide an **O**ffer, or include **N**eed-to-know information

#### **Relationship Management**

Relationship marketing is geared toward those customers you already have and helps to build a long term relationship with them. Relationship marketing does not cost as much as acquisition marketing, but results in a greater return on investment of your marketing dollars.



## Keeping an Eye on Your Customers

### Marketing Webinar for Direct Marketing Farmers

#### Session Assignment

You have worked hard to attract customers to your business. But now you need to keep those customers coming back to you week after week, year after year. Customer Relationship Management will help you track your customers, build relationships, and maintain loyal customer base. Let's look at creating your own Customer Relationship Management system.

1. Identify the information about your customers that you will want to track.
2. Create an excel spreadsheet with to record and track the data you have selected for tracking. (Or you can set up an Insightly account if you prefer.)
3. Choose an Email Service Provider to use for your business and set up an account.
  - a. Create an email template which is attractive, engaging and reflects your brand.
  - b. Begin to build your email list.
4. Set up 3 ways to collect customer data, including the means and methods for each.
5. If you do not have a Facebook page, create one now. Be sure the page reflects your brand.
  - a. Create a series of posts to use. The posts should follow the NEON principles and encourage customer engagement.

## Keeping an Eye on Your Customers

### Quiz

1. A Customer Relationship Management system will help me:
  - a. Keep track of vital customer information
  - b. Help me to build relationships with my customers
  - c. Waste my time
  - d. a and b
2. While marketing to my existing customers is important and offers the highest rate of return on my marketing investment, I still need to use up to 75% of my marketing budget to promote and market my business in efforts to attract new customers.
  - a. True
  - b. False
3. How can I be sure my emails are read?
  - a. Compose a subject line that is short and teases the reader about what is inside
  - b. Use the words free or cheap in the subject line
  - c. Contains content that is new, announced an event, contains an offer or is need-to-know information
  - d. a and c
  - e. All of the above
4. A coupon or offer doesn't have to give the store away, it should:
  - a. Be an incentive to buy from your business
  - b. Be of value to both the customer and the business
  - c. Be a small value that shows the you care about getting the customer's business
  - d. Be avoided as coupons can bankrupt a business
  - e. a, b and c
5. What are some of the ways that you can use to collect customer information? Check all that apply.
  - a. Customer conversations
  - b. Drawings or contests
  - c. Social media
  - d. Sharing customer information with other farmers
  - e. Website
  - f. Newsletter or email sign ups
  - g. Purchased data from 3<sup>rd</sup> party
6. Surveys are an important means of keeping the dialogue with your customers going. What are some of the benefits of surveying your customers?
  - a. Get feedback on your business and your products
  - b. Surveys annoy customers, so better not to do them
  - c. Makes customers feel good that you are asking their opinion.
  - d. a and c

Repackaging & Repositioning for Success

# PUTTING A HANDLE ON THE TOMATO

# “Repackaging” is all around us

- ⦿ All Natural becomes Organic
- ⦿ Smaller “concentrated” packaging for better value or easier storage
- ⦿ Affordable Care Act becomes Obamacare, becomes the ACA and then the Affordable Care Act again.
- ⦿ Whatever happened to new and improved?

# What does this Mean?

- ⦿ Repackaging or repositioning
  - A process by which the product/business attributes are reengineered to emphasize certain aspects
  - An adjustment to strategy, communications or approach to market in order to take advantage of sales opportunities
  - A new way to invite the customer to buy the product or engage with the business



# Why do this?

- ⊙ Customer need/perception
  - Safety – product concerns
    - Spinach
    - Tylenol
    - Mad Cow Disease
  - Opportunity/Threat – Market Conditions
    - Demographic Shifts
    - New Product Entry (18 month cycle)
  - Regulations
  - Technology
  - Cultural Shift

# And of Course, Profitability

- ◎ 11.5 ounces at the same price as 12 ounces
  - 4% increase in revenue
  - New product look, attributes, angles
- ◎ Packing more product into the same shelf space
  - Reduces inventory management
  - Increases sales

# But.....

- ① How does this apply to farms and food business?
  - Positioning your business/product
    - Product Value Perception
    - Business image
  - Packaging
    - Product presentation
    - Product promotion

# Western Beef Company

- ⦿ Family owned butcher shops in NYC
- ⦿ “western” beef meant quality
- ⦿ Expanded to become supermarkets with 27 locations mostly in NYC
- ⦿ Small, neighborhood stores
- ⦿ Became the Farmers Market before the Farmers Market. Small, specialized products.

# Western Beef Company

## ◎ Mystery Veggies

- Brown Paper lunch bag
- \$1 worth of “last day” veggies
- Always a mystery, but usually contains 3 – 4 items with small defects
- More profitable than disposal
- Physically at the front of the store, “positions” value as part of their approach.

# Wegmans

- ⦿ Never wait to check out
- ⦿ Embracing, or creating new technology
- ⦿ Stay ahead of the competition and stake out the high ground
- ⦿ Is it a supermarket, a narcotic or a religious icon?

# Stew Leonard's

- ⦿ Supermarket Icon
  - Wide Aisles
  - Rear Loading Racking
  - Customers rarely interrupted by help
  - Studied worldwide
- ⦿ Customer Photos
- ⦿ Animatronic Shows at Main counters

# Positioning for advantage

- ◎ Western Beef – Product Focused
  - Small run product, high quality, good price
- ◎ Wegmans – Corporate Focused
  - Image is everything
- ◎ Stew Leonard's – Customer Focused
  - Entertain the kids and sell the parents!



# Positioning your business

## ◎ Product Focus

- We know cabbage (peppers, organics, spice and herbs, the color yellow)
- Own the product “category” OR
- Create the category (shelf stable, better tasting, greater value) Roma Tomatoes vs. Beefsteak (?)

## ◎ Corporate Focus

- Consistent, reliable presentation of product and business
- CSA Strategy – Reliable, responsive
- The “US Steel of food business” (under 30? Google it)

# Positioning Your Business

## ◎ Customer Focus

- We value your input, response, feedback
  - Questionnaires
  - E-Mail, direct response marketing
  - Suggestion box
- We provide advice, expert insight
  - Try Bok Choi, and this is how.....
  - What about selling me one carrot?
    - Be prepared to provide the service, even if it is not worth promoting

# Positioning focus

- ① You need to do all of these, to some degree
- ① Focus on developing one of these aspects and the other(s) will fall into place to support it
- ① Seek out research, feedback measurable results, minimize gut feelings

# Packaging Perspective

- Why are Artichokes and carrots always “bundled” yet green beans sold individually?
- Why sell mushrooms both ways?
- Why slice and dice butternut, but not Hubbard squash?
- What product can be effectively “repositioned” by repackaging?

# Pittipat Squash

- ① Farmer sells two pound, full grown Pittipats at market
- ② Customer requests smaller, golf ball sized product
- ③ Farmer finds product is easier to harvest, sells better and is more profitable
- ④ Product has been repositioned and repackaged

# Bulk Artichokes

- ① Product is priced per pound, yet wrapped in bundles
- ① Empty nesters can use 10, not 30
- ① Can repackaging provide new customers, expand sales, build profitability?
- ① What about carrots?

# Complementary Product mix

## ◎ Mexican Fiesta Mix

- Tomato, pepper, cilantro and onion in a “to go” pack. Got any limes?
- Tequila Coupon?
- Instructions for preparation
- Additional individual sales

## ◎ Herb Mix

- Fresh basil, oregano and thyme-Italian Nite
- Rosemary and lemon balm-Bakers special

# Package a “dog” with a “prince”

- ⦿ Abundance of butternut and few late tomatoes?
  - Package the two as a soup base
  - Promote BOGO and 2fer strategies
  - Combined discounts
- ⦿ Cilantro selling but Basil stuck?
  - Combo and promote
- ⦿ Create the package and promote it properly “Build it and they will come”



# Position and package

- ⦿ Infinite Variability & Opportunity
- ⦿ Creative solutions borne from market experience and consumer research
- ⦿ Teasing out the “facts” from the “fluff” and acting upon it

# Basis of All Consumer Marketing

- ◎ Position (or package) it well, price it right and promote it properly and anything can be sold.
  - Sugared, colored water with gas in it becomes Coca – Cola
  - Bitter, coarse wheat becomes Spelt, the Egyptian Wheat
  - Leftover grapes are crushed into custom blended vintages
  - Italian Minestrone – No two recipes the same!

# Old School vs. New Tech

- ◎ The Internet will never sell food
  - TwittFace, e-mail, Google and such can position food, and food business but will never act as the transactional basis for fresh food. These are tools of positioning, not methods.
  - People need to squeeze the melon
- ◎ Technology can assist
  - Recipes, positioning, customer contact
  - Visuals and interaction

# Local is Not a Position

- ⦿ The “Locavore” craze is advantageous to many farmers and food businesses, BUT
  - It is difficult to protect (corporate infiltrators, Wal Mart, Wegmans, Harris Teeter)
  - It is assumed by your customer at point of purchase.
- ⦿ Customer should be previously educated concerning local status.
- ⦿ Do NOT fight the big guys, spend the effort positioning yourself and your product(s)

# Crisis Positioning

- ⊙ Bad news comes fast
  - “Bad” meat
  - “poisoned” food supply
  - “contaminated” product
- ⊙ Manage the Moment
  - Communicate clearly and authoritatively
  - DO NOT overreach
    - Stay with what you know
    - Use/refer to outside authority where needed
    - Never speculate or respond to rumor

# Crisis Positioning

## ◎ Tainted Spinach

- Make certain to differentiate
  - California is not your state
  - Large scale commercial production is not your business
  - Here is what we do to assure top quality....
- Speak of your quality or process or product without degrading others
- Do not dodge the question, but respect the authority and resources around you

# Crisis Positioning

## ◎ YOUR crisis

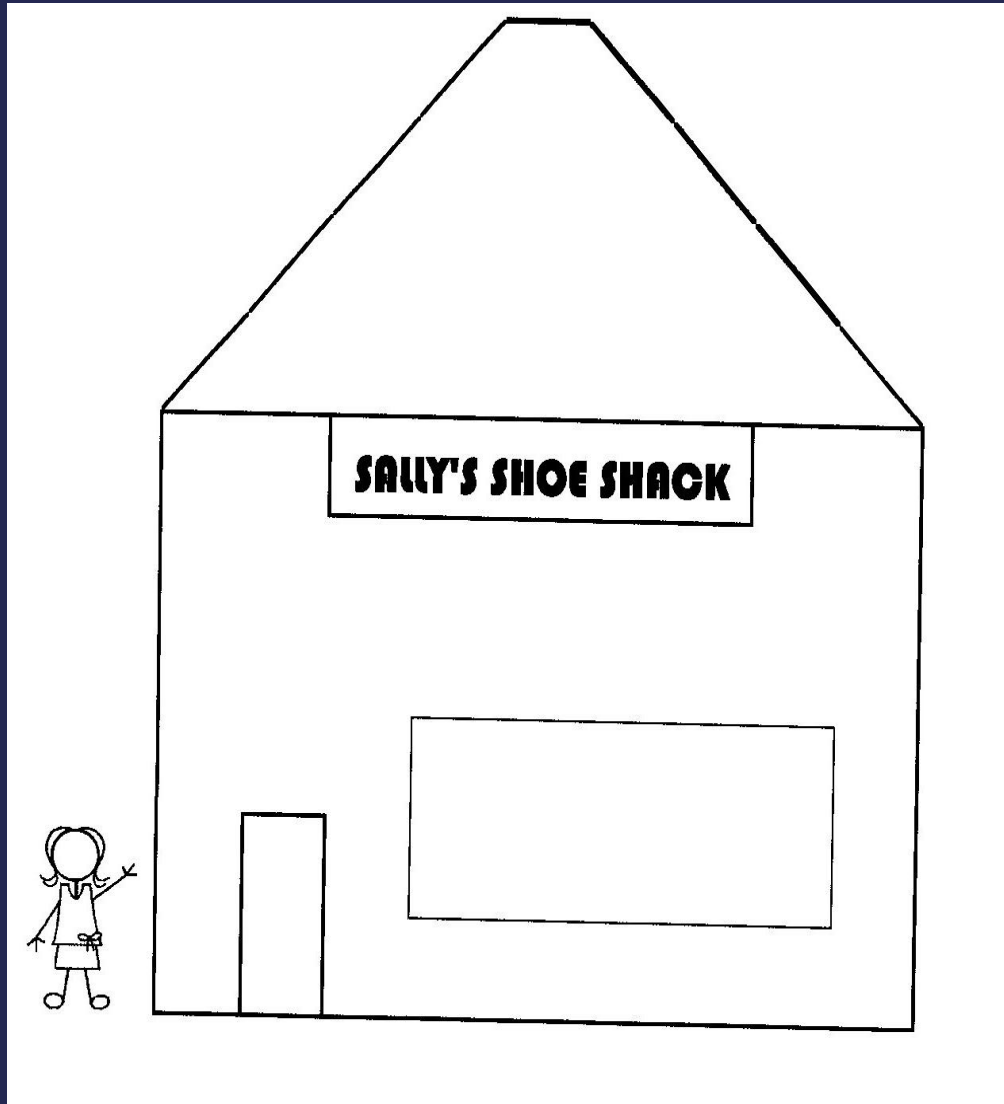
- Must be addressed quickly with all resources at your disposal
  - Legal
  - Media
  - Government
  - Extension
- What are your options and at what cost?
- Cost of doing nothing vs acting immediately
  - Tylenol - Stayed in front
  - Beef Council – Trying to catch up

# Crisis of Competition

- ⦿ Assess your competition
  - Potential business loss
  - Options to change the field (new product, new pricing...)
- ⦿ Understand what others have tried before you
- ⦿ Focus your response
- ⦿ The story of Sally.....



# The Story of Sally's Shoe Shack



- Sally's Shoe Shack is a small business, selling shoes to her customers for many years. Business was good, until one day.....

# MEGA SHOE CAME TO TOWN!!

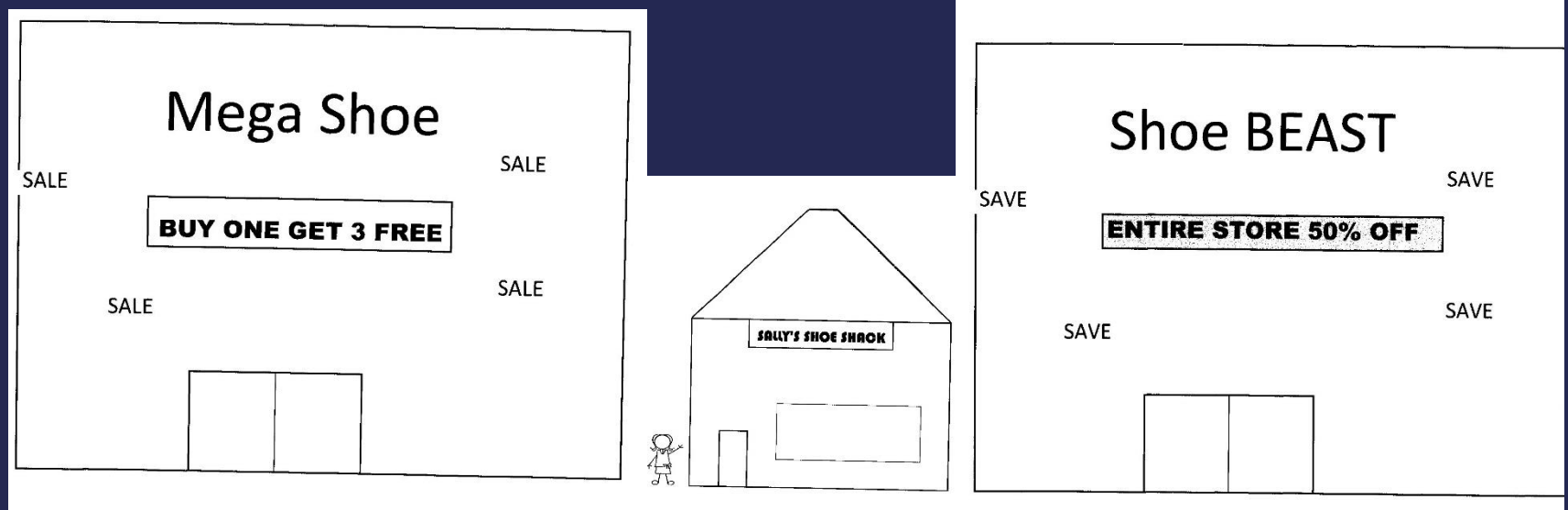


But there  
was more  
to  
come.....

Monster chain store

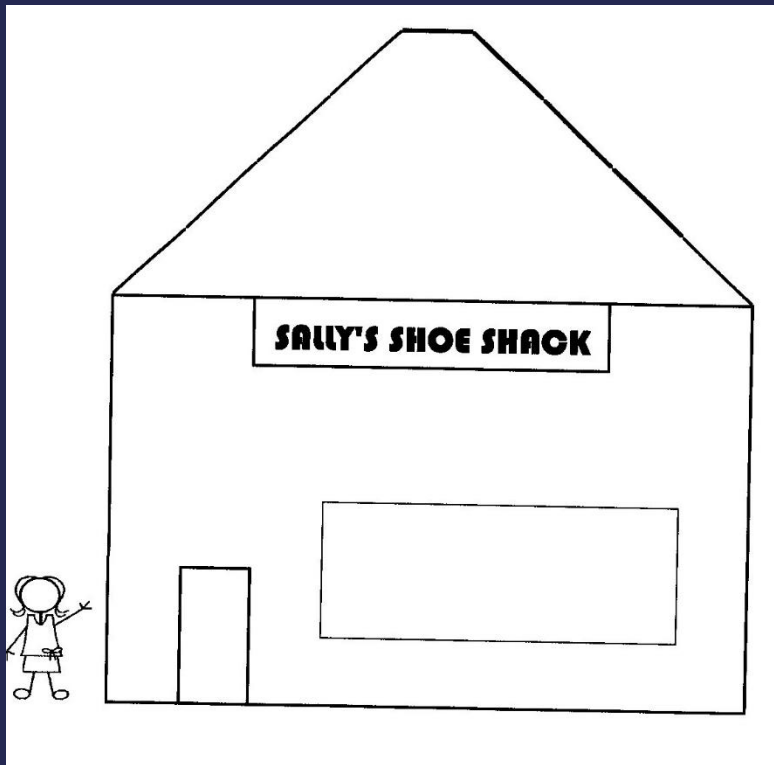
Small business

# SHOE BEAST FOLLOWED



Sally could not compete on price, nor afford to position her corporate image against the “big guys”

# Time to Reposition?

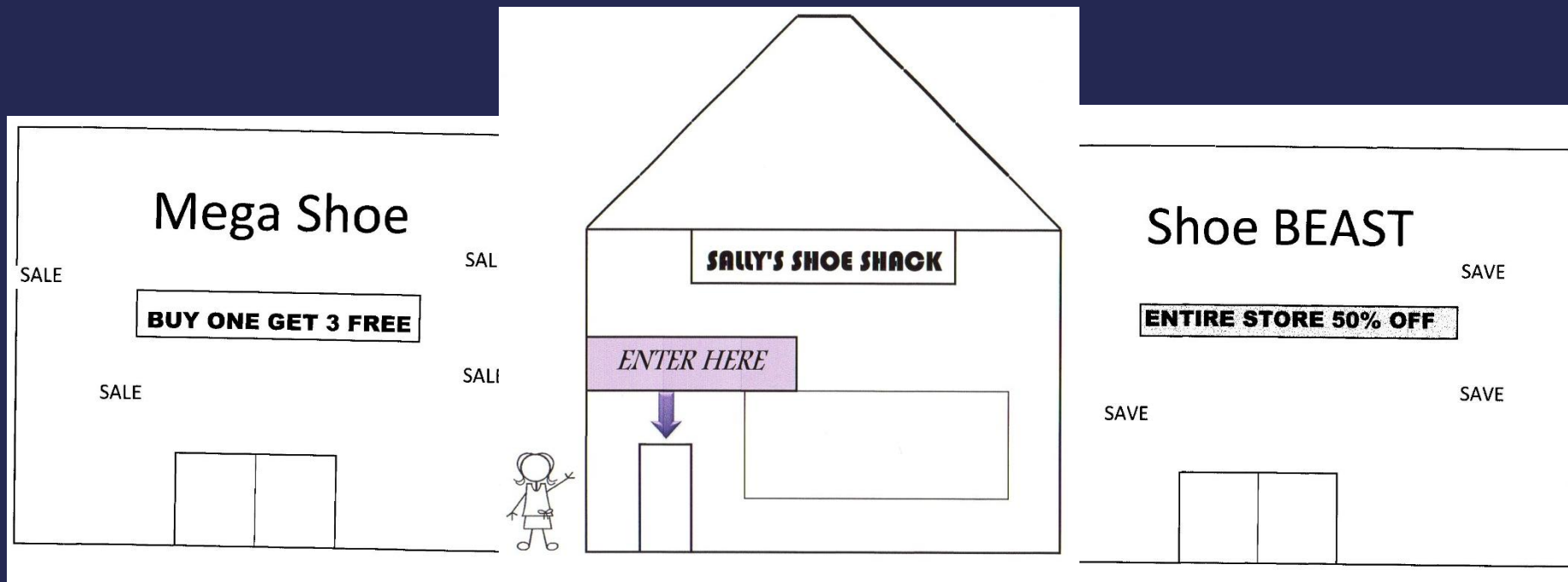


So she decided to focus on something the mega stores couldn't possibly know better than she;

Her Customers

And she hung a sign of her own.....

# To Invite her customers to shop



Positioning or repackaging is a creative response to changing market conditions, product attributes or customer perceptions.

Many Thanks



# Putting a Handle on the Tomato

Presenter: Robert Buccieri

## Webinar Questions and Answers

- 1. When you offer a high-quality product, how do you draw the line between offering some kind of "special" while not undercutting the integrity of your product's reputation (or your bottom line)?**

Pair a high quality product with something more common. For example, bundle a common bell pepper with another special pepper, say a less common hot pepper. Using the more common product will reduce the economic impact on you with a bundled price, but may ultimately increase your sales when people become familiar with the unique product and come to buy that independently. Be sure your strategy includes getting feedback from your customers.

- 2. It is hard to do good communications and questions when you are busy. It can be done, but at the end of the day, I cannot remember the responses. And it is hard to take time to write their responses down. How can this be done? It is done when slow, but I can never get to the "busy time of day" customers.**

It really is all about the question you ask. The more focused the question, the more direct and memorable their response will be. A more open ended question leads to a much longer conversation with too much information that is not relevant to the information you are seeking. So make your questions to the consumer more targeted.

- 3. If we bundle items like tomatoes, onions, basil, is that considered processing and requires special permits?**

As long as the products are not altered then this would not be considered processing. So unless you are cutting, chopping or cooking any of the components, putting raw ingredients together in a package would not be processing.

- 4. Local is a critical tag for direct marketing farmers, but you say it is not a position. Can you explain further?**

Local is indeed important. Consumers are looking to better support local businesses and eat local so they can support their local farmers and local economy. However, local is a feature and not a benefit. So when you promote your business and your products, the best money is spent on the benefits or buying your products. Consumers may already perceive you as local because you are a farmer in the community's farmers market, but they seek YOU out because of the quality of your products or the health benefits, etc. So as we have learned throughout these marketing presentations - features should be made known to consumers, but promote the benefits to capture the sale.

5. What are some resources that direct marketing farmers should look into to better prepare for crisis positioning?

Just like when you leave your children's babysitter with the phone numbers of the fire department, the police and poison control, there are critical numbers and resources that should be at your fingertips should a crisis occur, whether a crisis with your business or elsewhere. Look at government agencies, such as the Ag Department and the local Health Department. Others would be Cooperative Extension and industry organizations.

For more information on preparing and implementing a crisis plan, the Farmers Market Federation of NY has a market managers training manual online with guidance to preparing a plan, [http://www.nyfarmersmarket.com/NYFM\\_Training\\_Manual.pdf](http://www.nyfarmersmarket.com/NYFM_Training_Manual.pdf). The Federation has also created a document to assist you in dealing with the media in times of crisis. This piece can help you craft you a consistent message, <http://www.nyfarmersmarket.com/images/documents/training/handouts/Crisis-Communication-Guidelines.pdf>.





## Putting a Handle on the Tomato

### Marketing Webinar for Direct Marketing Farmers

### Glossary of Terms

#### **Crisis Positioning**

This is the way in which an entity tries to manage the communications and consumer perception during negative publicity or rumor. It is usually the product of a prepared crisis communications plan that determines who will speak, under what conditions and to which media outlets. Keep in mind that a consumer question is just as important as a question from the media and both require a consistent response. In the event of tainted product, do not speculate as to the cause, but point out what you do to assure the best quality, refer people to government and private research or appropriate legislation for more information and keep the positioning of you and your product positive.

#### **Product Value Perception**

This is the manner in which a consumer determines the final worth of your product. For instance, they may see Roma tomatoes more valuable for sauce, but will buy a traditional tomato for slicing and salads. Or, they may see it as worth the extra cost to have certified organic goods, or buy from a reputable local source as opposed to big box retailers.

#### **Repositioning**

Also known as rebranding or repackaging. This is the process where a business or product is re-engineered to favor different attributes or approach to market that recognizes changes in the marketplace or new opportunities



## Putting a Handle on the Tomato

### Marketing Webinar for Direct Marketing Farmers

#### Session Assignment

The lesson from this workshop is about positioning your product – communicating the benefits of your products in the way your customers want it. Positioning can be mainly customer, product or corporate focused; but must have some elements of all three positioning focuses. Let's put this lesson to work on for our own business.

1. Using your business and main product, how can you position your product with
  - a. Customer focus:
  
  - b. Product focus:
  
  - c. Corporate focus:
  
2. After reviewing your answers above, which focus would you choose as your main focus in positioning yourself and why?
  
  
  
  
  
  
  
  
  
  
3. Greens have been identified as being contaminated with Salmonella. Sixty people have been hospitalized and 2 have died. The greens have been identified as coming from another state. The local newspaper is calling you for a statement. Prepare your statement here.
  
  
  
  
  
  
  
  
  
  
4. Wholefoods is opening a store in your community. Knowing that Wholefoods is known for their organic produce and other food products, what impact do you think Wholefoods opening will have on your business? How do you position and promote yourself to maintain your customers?

## Putting a Handle on the Tomato

### Quiz

1. **Why repackage or reposition your products?**
  - a. Take advantage of new sales opportunities
  - b. Promote alternative product attributes
  - c. Create new strategies to invite customer sales
  - d. Satisfy customer needs or perceptions
  - e. All of the above

2. **Match the positioning focus with the appropriate attributes:**

	Product	Corporate	Customer
Image is reliable and consistent		XX	
“ownership” of product and product knowledge	XX		
Always looking for feedback and responsive to it			XX

3. **How can the internet best help sell food products? (Circle all that apply)**

- a. Help establish product positioning
- b. Engage consumers
- c. Provide a transaction marketplace
- d. Disseminate information

4. **When a crisis occurs in your industry, you should:**

- a. Respond to all questions, even if the answer is “I don’t know”
- b. Refrain from speculation or responding to rumors
- c. Use and refer to knowledgeable resources
- d. Spin the story to explain how your business is safe and responsive
- e. All of the above

5. **When a crisis occurs with your own product or business, you should:**

- a. Assure your customers that the news is false
- b. Be in front of the story and explain what you are doing to correct the problem
- c. Blame others to deflect media attention
- d. Avoid all media and your customers

- 6. In response to new competition, you should:**
- a. Analyze what the actual impact may on your business
  - b. Review your knowledge of your customers and focus on that
  - c. Remember that not all competition is bad
  - d. All of the above



# Drudgery that Pays Well: Maintaining Database & Information

Laura Biasillo

Cornell Cooperative  
Extension Broome County

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# Agenda

- How far we've come
- What do I do with this information?
- How do I evaluate it's usefulness?
- Questions?

# Marketing for Profit Journey

- We've learned what data to collect
- We've learned how to find data on our customers & competition
- We've learned how to complete a SWOT
- We've created spreadsheets to track all this information
- We've learned marketing & promotional skills

# Data

- Information Overload
  - What should I be collecting?
  - How should I be collecting it?
  - How should I be maintaining it?



# SWOT

Strength, Weakness, Opportunity, Threat

→ For you/your farm

→ For your community & your products

→ Weaknesses → Opportunities

# Spreadsheets

- Method to track data
- Regularity of updates
- Go back to the source, often
- Find a system that works

# Marketing & Promotions

- Marketing is NOT trying to get anybody to buy whatever you have → must be targeted to be successful
- What will fit best with your personality and type of products?
- Importance of cohesive branding
- Promotions: Not always the answer
- Roles for different types of marketing
  - Print, radio, electronic, social media, word of mouth

# Let's Put It All Together

- Create a business plan
- Create a marketing plan
- Implementation
- Evaluation

# The Business Plan

- Sections
  - What do you have to sell?
  - How will you sell it?
  - Market Analysis
  - Customer Analysis
  - Financial Projections
- Why do this?
- What to do with information?
- When & Should I update?
- Reality check with lifestyle

# The Marketing Plan

- Sections
  - Objectives
  - Research
  - Competition
  - Communication
- Why?
- What to do with information?
- When & Should I update?
- Reality check with personality style

# Implementation

- How do you integrate your plans?
  - Timeframe
  - Prioritization of tasks

# Evaluation

- Does not need to be complicated
- Conduct a “Collateral Audit”
- On what are you basing success?
  - Increased sales?
  - Increased number of customers?
  - More efficient use of time and resources?
  - More cohesive branding?



# Bring it all together

- Your business and marketing plans are living documents
- The information from them can make you more profitable
- Utilize local resources if you aren't comfortable with any areas:
  - Small Business Development Centers
  - Cooperative Extension
  - Trade organizations
  - Community Colleges & Universities
  - Local marketing firms



# Thank you!

Laura Biasillo

[lw257@cornell.edu](mailto:lw257@cornell.edu)

(607) 584-5007



# Drudgery That Pays Well

## Presenter: Laura Biasillo

### Cornell Cooperative Extension, Broome County

#### Webinar Questions and Answers

#### 1. Can you recommend a good data storage and analysis package?

The Excel spreadsheet is really good at storing the data and allowing for manipulation, graphing and charting information. I think it is underutilized for this and represents a low cost option as well, since most people have the Microsoft Office Suite, including Excel already on their computers.

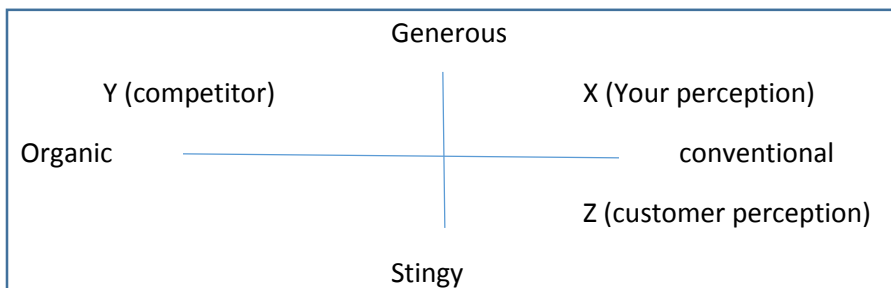
#### 2. How stable are the various kinds of data that you recommend collecting -- good for a season, a year, several years?

Most information about your customers is not good beyond a year. People's lifestyles change, purchasing habits evolves and contact information is always changing. You will need to monitor and update customer information at least annually.

#### 3. Can you more clearly explain a perceptual map?

This is a crisscross map of your farm or product characteristics. It will help you understand where you fit with your customers and against your competition, allowing you to make the necessary adjustments to bring your customers perceptions of your business in line with your own perception or the image you want your customers to have of you.

For example: if we look at a CSA program and the characteristics might be generous vs stingy share sizes and organic vs conventional production.



#### 4. How do the 2 budgets, marketing and production, differ?

There are two budgets: marketing and production. The marketing budget will include all your marketing, advertising and promotion expenses. These can be anywhere from the cost of a radio spot to the cost of stamps to mail a direct mail piece or the cost of maintaining your website address.

The production budget is just that – it includes the costs of everything you must do to grow/develop/raise your product.

#### **5. Where can I find more information on budgeting?**

A good resource for production budgeting would be the Penn State Ag Alternatives site. They have excellent examples. <http://extension.psu.edu/business/ag-alternatives/farm-management/budgeting-for-agricultural-decision-making> Another resource is the Marketing for Profit webinar on Self Assessment. You can find this on the Federation website, [http://www.nyfarmersmarket.com/index.php?option=com\\_content&view=article&id=125](http://www.nyfarmersmarket.com/index.php?option=com_content&view=article&id=125)

#### **6. How do you tie amount of sales to specific marketing efforts in different media?**

This can be very difficult. But one suggestion is to assign a different promotion to each media. For example, a coupon on your e-newsletter and a mention on your Facebook page. Then you can track which campaign your customers respond to.

#### **7. How do you get from this evaluation to return on investment so you can stay in business?**

Your return is the accomplishment of your plan goals. So if you know what your goals are, then you would use your evaluation to determine if your strategies are helping you to reach your goals. If not, then you know you need to make some adjustments.

#### **8. What resources I can use to identify whether there is a market for the product I want to get into i.e. meat, cheese, value-added products?**

There are a number of resources you can use:

- USDA ERS (Economic Research Service)
- Trade organizations
- Local colleges – either they may have the data you need or they may assign your project to a marketing class to do the surveying you need

#### **9. Do you have any hints for using Insightly, an online CRM tool? It's a bit overwhelming since all I've gathered before was contact info off of checks, and CSA memberships.**

It can be overwhelming, but a general rule of thumb is to ONLY collect the information that you know you will use. So you definitely want customer contact information. Beyond that is a personal decision. What information would help you make good business decisions or build better customer relationships? That's the information you want to collect.



# Drudgery That Pays Well

## Marketing Webinar for Direct Marketing Farmers

### Glossary of Terms

#### **Business Plan**

The business plan is a roadmap that provides the detail on how you will achieve your business goals, including timelines and goals.

#### **Cohesive Branding**

This is using your brand on all your marketing materials and everything you do. That includes your logo, coloring, font, and message. If you use it consistently customers will come to know you by your brand.

#### **Collateral Audit**

This is looking at your marketing materials, your farm stand, etc from a customer point of view. You can learn critical information about your business and marketing by getting a feel for how you are perceived by your customers. Then using that information to make adjustments to bring customer perceptions in line with what you want their image of your business to be.

#### **Marketing Plan**

A marketing plan spells out your marketing and promotions plans for your business, including the goals you want your marketing to achieve.

#### **Perceptual Map**

This is a crisscross map of your farm or product characteristics. It will help you understand where you fit with your customers and against your competition, allowing you to make the necessary adjustments to bring your customers perceptions of your business in line with your own perception or the image you want your customers to have of you.

#### **SWOT**

SWOT analysis is a process for identifying and analyzing the internal and external factors that can have an impact on your business. The components include:

- Strengths - internal attributes and resources that support a successful outcome.
- Weaknesses - internal attributes resources that work against a successful outcome.
- Opportunities - external factors the project can capitalize on or use to its advantage.
- Threats - external factors that could jeopardize the project.



## Drudgery That Pays Well

### Marketing Webinar for Direct Marketing Farmers

#### Session Assignment

You have now completed all the workshops in the Marketing for Profit: Tools for Success series. You have gathered the data, analyzed what it means for your business, learned how to prepare business and marketing plans, and learned key marketing concepts and skills. The last step is to complete your business and marketing plans and implement them on your own farm. Here is your last session assignment.

1. Choosing characteristics of your business, create a Perceptual Map and pinpoint your perception of yourself, your competitors position using the same characteristics, then indicate your customer's perceptions. Once mapped out, devise a plan to turn the discrepancies between your perceptions and your customers perceptions of you.
2. Perform a collateral audit of your farmstand or farmers market boot. Assess the drive by view in terms of its inviting appearance, signage and overall message. Then go inside and describe the experience. Does it match the drive by view? What can be done to make your farmstand or market table more aligned with the message and experience you want to provide for your customers.
3. The final outcome of this series of workshops is to help build your marketing skills and create a business and marketing plan. With the information gathered through the work done with each workshop, finalize your business and marketing plans.

## Drudgery That Pays Well

### Quiz

1. Data collection helps us to better understand who our customers are and what they want. Which of the following is data we need to collect.
  - a. Customer contact information
  - b. What type so f products customers are buying
  - c. What types of products customer are asking for
  - d. What is our competition doing
  - e. All of the above
2. True or False. A perceptual map is a tool we can use to help us understand our customers perception of our business in relation to our own perception.
  - a. True
  - b. False
3. What are the 4 types of consumers? Circle all that apply.
  - a. Foodie/locavore
  - b. Price conscious
  - c. The naysayer
  - d. Motivated by social causes
  - e. Motivated by ethnicity or religious beliefs
4. True or false. A business plan and marketing plan should always include a reality check against your other life priorities, skills and personality.
  - a. True
  - b. False
5. To evaluate your business and marketing plans, you should:
  - a. Conduct a collateral audit
  - b. Check your progress against the goals established in your plans
  - c. All of the above
6. The best place for your business and marketing plan is:
  - a. On the shelf where it won't get dirty
  - b. On your desk for frequent referral
  - c. In your closet for safekeeping
  - d. In the trash as it is a useless effort