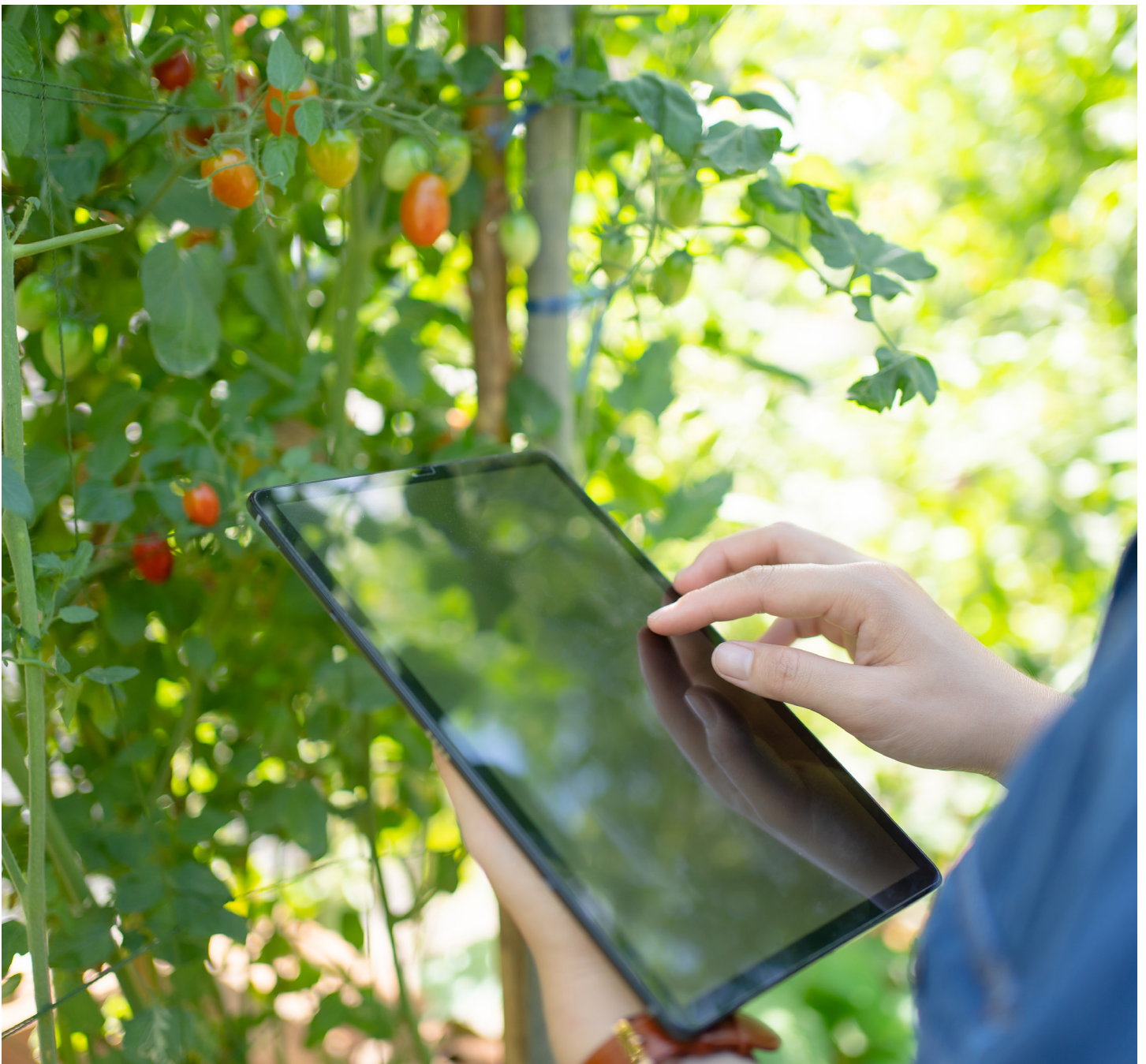


Creating a Bridge Between Specialty Crop Farms and E-Commerce

PREPARED BY





Creating a Bridge Between Specialty Crop Farms and E-Commerce

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AUTHORS



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- Expertise includes Retail Strategy, Local Foods, Small Business & Entrepreneurship, Agritourism, and Retail Technology
- Previous work with SC Department of Agriculture on Federal-State Marketing Improvement Program Grant and university research on small South Carolina farms



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- Expertise in online website building through WIX platform



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Specialty Crops

USDA DEFINITION

“Specialty crops are defined in law as “fruits and vegetables, tree nuts, dried fruits and horticulture and nursery crops, including floriculture.” This definition, although more exact than previous legal definitions, leaves a certain amount of latitude in interpretation. Fruits, vegetables, tree nuts, nursery crops and floricultural crops are all considered to be horticultural crops. Regardless, the specific mention of these crop groups means that plants so classified automatically qualify as specialty crops. Where interpretation is needed is in which plants, not specifically mentioned in legislation, can be classified as horticulture (sic) crops.”

“However, the following groups of crops are not considered specialty crops: grains (corn, wheat, rice, etc.), oil seed crops (canola, soy bean, camelina, etc.), bio-energy crops (switchgrass, sugar cane, etc.), forages (hay, alfalfa, clover, etc.), field crops (peanut, sugar beet, cotton, etc.), and plants federally controlled as illegal drug plants (cannabis, coca).”

SOURCES

ams.usda.gov/services/grants/scbgp/specialtycrop

ams.usda.gov/sites/default/files/media/USDA_Specialty_Crop_Definition.pdf

USDA ECONOMIC RESEARCH

Average Net Farm Cash Income (NFCI) for specialty crops in 2018 was \$179,500. This was a 15.1% decrease from 2017.

“Farm businesses specializing in specialty crops are expected to undergo the largest percentage and dollar decline (down 31.9% per form or 15.1%) due to expected higher production expenses and lower cash receipts.”

PEW RESEARCH ON ORGANICS

“In 2015, the Organic Trade Association estimated U.S. organic retail sales at \$43 billion, representing double-digit growth in most years since 2000, when the USDA established national organic standards.”

“South Carolina saw increases of more than 200% since 2011. And several other Southern states saw their certified organic farm count more than double in those five years (2011-2016).”

SOURCES

ers.usda.gov/topics/farm-economy/farm-sector-income-finances/farm-business-income

pewresearch.org/fact-tank/2019/01/10/organic-farming-is-on-the-rise-in-the-u-s



Profitable Products and Crops

PROFITABLE VALUE-ADDED SPECIALTY FOOD PRODUCTS

- Herbed Vinegar
- Salad Dressing
- Braided Garlics
- Dried Herbs
- Chutney & Salsa
- Sauces
- Jams & Jellies
- Pickles

PROFITABLE SPECIALTY CROPS TO GROW

- Lavender
- Gourmet Mushrooms
- Woody Ornamentals
- Landscaping
- Trees/Shrubs
- Bonsai Plants
- Garlic
- Bamboo
- Herbs

SOURCES

profitableplantsdigest.com/profitable-value-added-specialty-food-products/

profitableplantsdigest.com/10-most-profitable-specialty-crops-to-grow/

Resources

Oxford Dictionary Definition:

“A stock or supply of money, materials, staff, and other assets that can be drawn on by a person or organization in order to function effectively.”

MY IMPORTANT FARM RESOURCES

RESOURCES I WOULD LIKE TO HAVE FOR FARM

HOW DO I COMMUNICATE UNIQUE RESOURCES TO CUSTOMERS?

HOW ARE MY FARM RESOURCES...

VALUABLE?

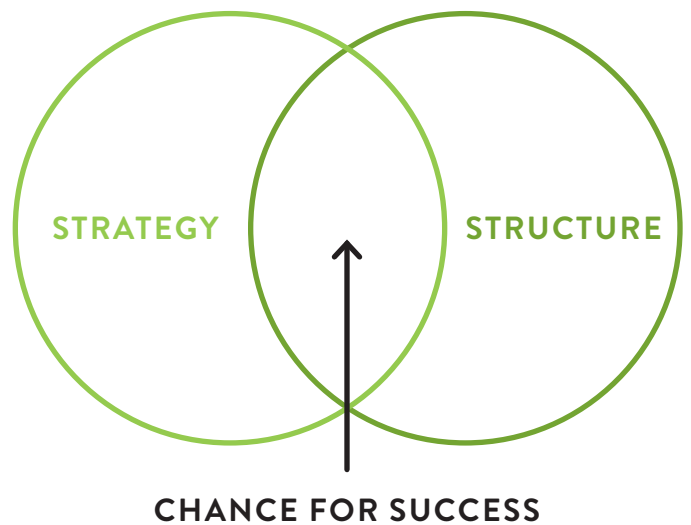
RARE?

HARD TO IMITATE?

HARD TO SUBSTITUTE?

FOR RESOURCES TO WORK, ASK YOURSELF:

1. What am I creating of value to the customer?
2. Are my resources dependent or independent of each other?
3. Why would a customer want my products versus another farm that does similar things?
4. Do I spend more of my time on production or marketing?
5. Do I have a strategy for my products?
6. Does my farm structure(s) as a resource help to support my strategy?
7. Do I expect the product to “sell itself”?
8. What was the last “unique” or different thing I did with my products for the customers?



Marketing Strategies

American Marketing Association:

“The domain of marketing strategy research is broadly defined to include all firm-level strategic marketing issues/decisions/problems.”

SOURCE

ama.org/marketing-strategy-sig

Should Marketing Strategy be Relationship-based or Transactional?

Grönroos, C. (1991). The marketing strategy continuum: towards a marketing concept for the 1990s. *Management decision*, 29(1).

RELATIONSHIP-BASED MARKETING

- Acquiring new customers is harder/more and costly than keeping existing ones
- Form longer-term relationships with customers via direct contact, resulting in positive word-of-mouth marketing by them for you
- Not linked to a single product or offer or event
- Involves high level of customer service
- Social media is key in keeping contact with customers on regular basis for extended period of time
- Effective brand can help keeping customers coming back and willing to try different items/products

TRANSACTIONAL MARKETING

Focuses on the “P’s” of Marketing

Product: Does it meet my customer needs and wants?

Place: Can my customers easily find the products? Do I sell the products only in one venue or across different platforms (such as online, farmers market)?

Price: Are my prices competitive with other sellers? Am I making enough profit on my sales?

Promotion: Do I use or accept coupons? Do I have free trials or samples? If I sell online, will my business charge shipping or offer a discount for first-time purchases or recommendations?

Is the sale or the customer most important to my farm/business? Can both goals be achieved through my marketing plan?



FEASIBILITY ANALYSIS (A.K.A. MARKET RESEARCH)

MARKET RESEARCH PROCESS & FEASIBILITY ANALYSIS

1. Define problem
 2. Develop research plan
 3. Collect information
 4. Analyze information
 5. Do something with the data
 6. Follow up with customers/potential customers
- Why am I not selling as much as I should?
 - Who will I survey or where will I obtain info?
 - Will I use surveys, face-to-face discussions or focus groups?
 - What do I expect to find from the data?
 - Will I make changes based upon what I am told by customers?
 - Will I check-back with customers and let them know what I am doing differently if I do make changes?

MARKETING TO DIFFERENT GENERATIONS

GENERATION Z (1996 – 2010)

- Short, positive, interactive, and relevant content that has visual appeal
- Exclusivity important
- Authenticity key
- Reward driven in exchange for loyalty
- Since tied to technology, know when they are most likely reviewing content (early morning, after school)

GENERATION Y MILLENNIALS (1977 – 1995)

- Brand advocates important in establishing trust and connection
- Idealistic and vocal about causes important to them
- Online ratings and reviews used to select products and services (social exchange)
- Reward driven in exchange for loyalty
- Want unique artistic approach to marketing plus added value products

GENERATION X (1965 – 1976)

- Spend more time on social media than Millennials (usually very late night)
- Want luxury in products as well as believe in nostalgia and comfort
- Likes vibrant videos
- Doesn't like consumer research, polls
- Demand easy click-thru links to website

BABY BOOMERS (1946 – 1964)

- Prefer interactive content for engagement such as surveys
- Content information most important (where, when, how, why)
- Will read newsletters and e-mails
- Vocal and opinionated, will share views

SOURCE

socialmediatoday.com/social-business/how-market-different-generations-social-media-infographic

THE MARKETING FUNNEL

In order to create a good marketing strategy, the marketing must be a bigger part than just the sale. It involves a number of steps including the following:

- Do a feasibility analysis to figure out who is my customer
- Once I know my customer, how can I create awareness to my products?
- Ask: How interested are they in my products versus other competitors?
- Ask: What are their consideration factors prior to sale (cost, value, uniqueness)?
- Do I market to customers based upon how they intend to purchase/use/consume the product?
- Did my marketing approach work for customers?
- Did the customer ultimately buy my products?



WHO IS MY CURRENT CUSTOMER / TARGET MARKET?

WHO IS MY IDEAL CUSTOMER / TARGET MARKET?

FOR MY FARM PRODUCTS, WHAT ARE THE CURRENT:

BENEFITS

FEATURES

WHAT MARKETING “METHODS” IS MY FARM CURRENT USING TO KEEP IN TOUCH WITH MY CUSTOMERS?

THROUGH WHICH DISTRIBUTION CHANNEL(S) IS MY FARM OR BUSINESS MARKETING ITSELF?

BOOTSTRAP MARKETING

- Inexpensive
- Creative
- Unconventional
- Memorable
- Relevant
- Entertaining
- Connects

Bootstrapping is all about taking a small amount of resources, and making them stretch as far as possible.

Marketing = 10% of budget in retail/wholesale

Channels to Use Bootstrap Marketing:

- Farmers' Markets
- Websites
- Networking Events
- Media
- Customers
- Friends & Family

Any place or means you can interact with potential customers!



SOURCES

business.tutsplus.com/articles/a-brief-introduction-to-bootstrapping-your-marketing--cms-22758

deloitte.wsj.com/cmo/2017/01/24/who-has-the-biggest-marketing-budgets/

EXAMPLES OF BOOTSTRAPPING TECHNIQUES:

1. Be active and creative on social media
2. Use e-mail lists for your current and potential customers
3. Create a newsletter that goes to customers monthly or quarterly
4. Use free trials for your products
5. Give a free product for each referral gained
6. Have users try your products and post videos of their experiences/testimonials
7. Create an online video showing how your product can be used
8. Create and maintain an online blog
9. Create a frequent buyer program with discounts
10. Get customer birthdays and send them coupons or free samples with birthday well-wishes
11. If you have a webpage, make sure to use search-engine-optimization (SEO) to link to your site
12. Create and leverage your own brand thru passive means (t-shirts, hats with your brand)
13. Find a complimentary business who will help display or sell your goods
14. Work hard for positive testimonials and Google Reviews
15. Start a recipe club using your own farm products
16. Create a contest with prizes for the most “unique” way to use your farm product
17. Consider community churches, clubs, events as a means to get your product/brand name recognized
18. Gift certificates and 100% guarantees on products

Branding

WHAT MAKES A POWERFUL BRAND?

- Quality
- Awareness
- Value
- Loyalty
- Trust
- Perception
- Identity
- Marketing
- Recognition
- Strategy
- Promotion
- Design

DOES MY FARM HAVE A BRAND? IF SO, WHAT BRAND “ELEMENTS” ARE WITHIN THAT BRAND?

WHAT BENEFITS DOES MY BRAND OFFER TO CUSTOMERS?

WHAT ARE THE MEANS/METHODS I USE TO COMMUNICATE MY FARM BRAND TO MY CUSTOMERS?

10 WAYS TO GET YOUR BRAND NOTICED ONLINE

1. Create/Use a Distinct Logo
2. Marketing imagery/collateral (flyers, brochures, mugs, t-shirts...anything with brand on it)
3. Use influencers to help promote through word-of-mouth advertising
4. Good website design
5. Use of e-mail marketing
6. Share your story/content online
7. Use contests
8. Tell a story
9. Livestream events
10. Engagement with customers across all available distribution platforms

SOURCES

[entrepreneur.com/article/286093](https://www.entrepreneur.com/article/286093)

business2community.com/digital-marketing/10-powerful-ways-getbrand-noticed-online-01889397

BRANDING FOR SMALL BUSINESSES AND STARTUPS

SIX MAIN AND IMPACTFUL STRATEGIES FOR BRANDING



1. Pick a **NAME** that is memorable (and hopefully unique compared to other competitors).
2. Make sure to evoke some form of **EMOTION** with audience (positive emotion such as nostalgia, amusement, or connectedness to something).
3. Develop an **IDENTITY** that is visual (colors, fonts, pictures, typography).
4. Make sure your brand identity and **WEB** site are aligned properly.
5. Create a large **SOCIAL MEDIA** presence.
6. Promote with brand **VOICE** and don't use same tactics with all demographics. Remember to target audience with appropriate messaging that is relevant to **THEM**.

SOURCE

forbes.com/sites/forbescoachescouncil/2019/02/20/six-brand-building-strategies-for-small-businesses-and-startups/#28c64c8866ba

CO-BRANDING OR CO-MARKETING?

CO-BRANDING

The marketing of brands in combination to create a new product or service

- By linking brands together, it creates a level of brand recall where the memory of the brands can be retrieved
- Opens up opportunities for brands to add potential customers from each other
- Expense “friendly” as it allows for split of marketing/branding costs for added exposure
- Consider compliments to your products as potential partner

CO-MARKETING

Two like-minded brands align their marketing efforts to promote each other’s product or service

- Increased access to resources
- Adds credibility
- Time efficient
- Avoid direct competitors but look for companies with similarities but not similar products

SOURCES

ama.org/2017/09/06/cobranding-arrangements-and-partner-selection-a-conceptual-framework-and-managerial-guidelines/

impactbnd.com/co-marketing-vs-co-branding-whats-the-difference



Social Media

Forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

SOURCES

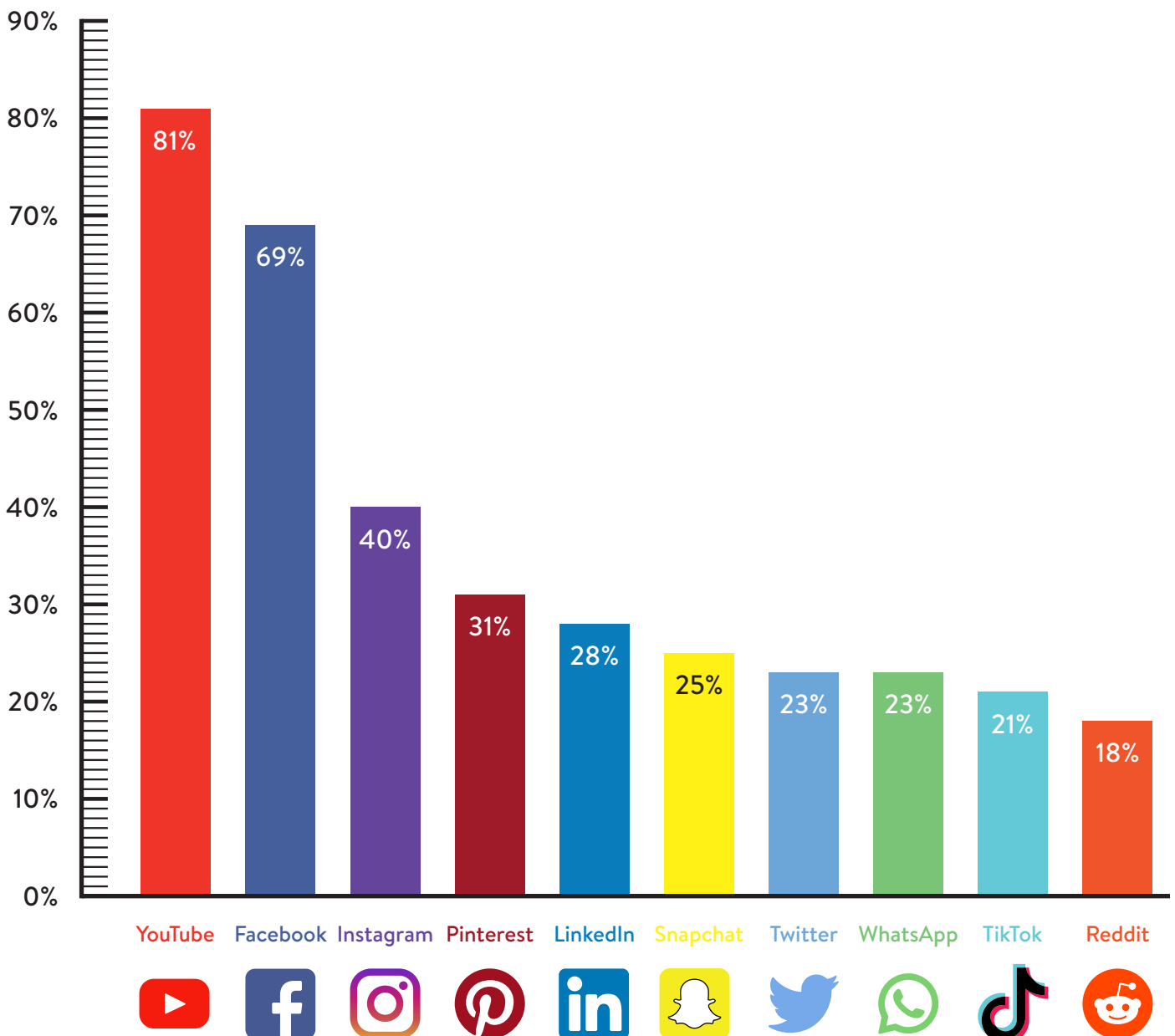
[merriam-webster.com/dictionary/social%20media](https://www.merriam-webster.com/dictionary/social%20media)

[pewinternet.org/fact-sheet/social-media/](https://www.pewinternet.org/fact-sheet/social-media/)

flaticon.com

SOCIAL MEDIA USAGE STATISTICS

ADULT SOCIAL MEDIA APP USAGE PERCENTAGE (AS OF FEBRUARY 2021)

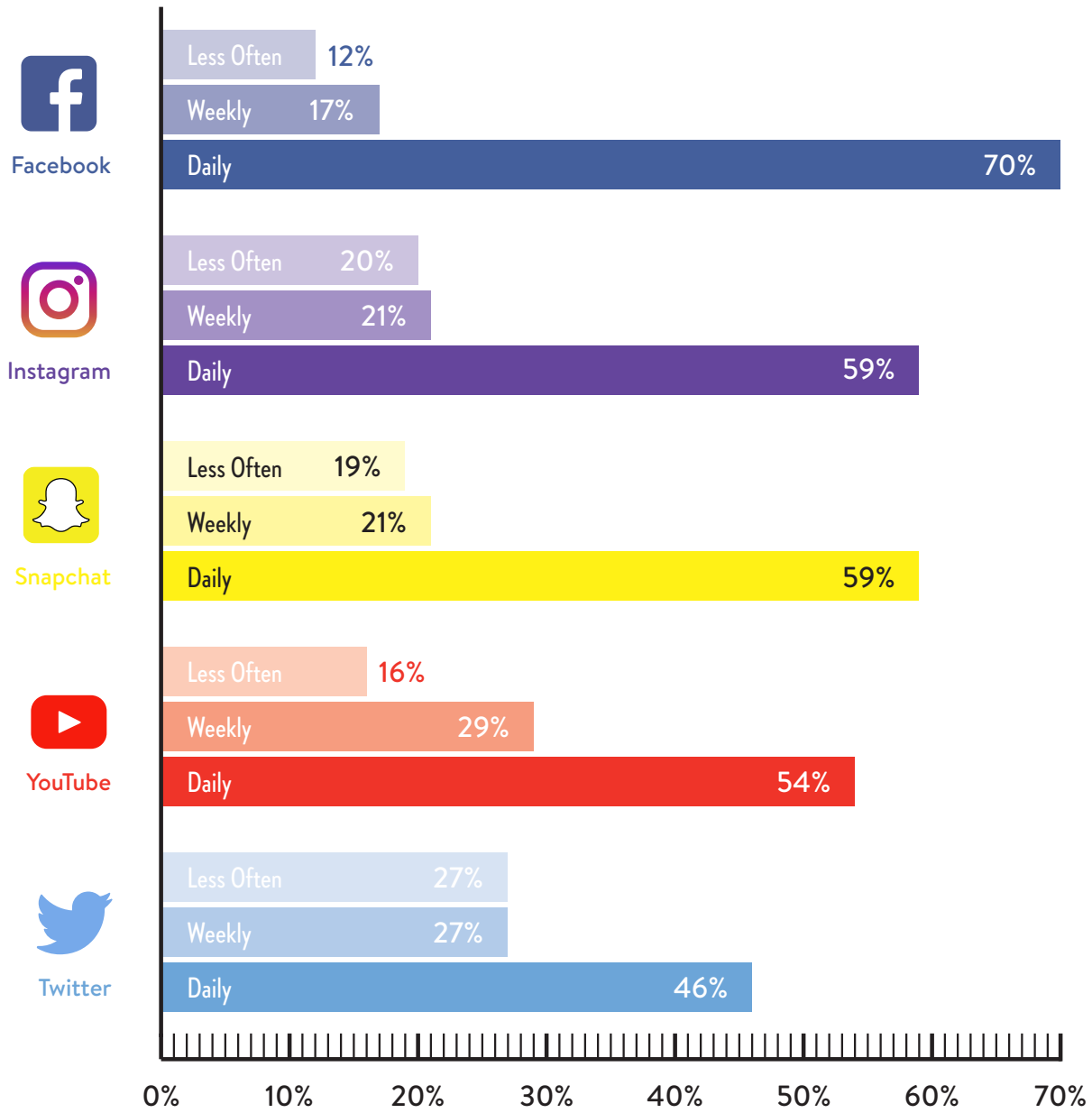


ADULT SOCIAL MEDIA APP USAGE PERCENTAGE (AS OF FEBRUARY 2021)



	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit
TOTAL	81%	69%	40%	31%	28%	25%	23%	23%	21%	18%
GENDER										
Men	82%	61%	36%	16%	31%	22%	25%	26%	17%	23%
Women	80%	77%	44%	46%	26%	28%	22%	21%	24%	12%
AGE										
18-29	95%	70%	71%	32%	30%	65%	42%	24%	48%	36%
30-49	91%	77%	48%	34%	36%	24%	27%	30%	22%	22%
50-64	83%	73%	29%	38%	33%	12%	18%	23%	14%	10%
65+	49%	50%	13%	18%	11%	2%	7%	10%	4%	3%
RACE										
White	79%	67%	35%	34%	29%	23%	22%	16%	18%	17%
Black	84%	74%	49%	35%	27%	26%	29%	23%	30%	17%
Hispanic	85%	72%	52%	18%	19%	31%	23%	46%	31%	14%
EDUCATION										
High School or Less	70%	64%	30%	22%	10%	21%	14%	20%	21%	9%
Some College	86%	71%	44%	36%	28%	32%	26%	16%	24%	20%
College Graduate	89%	73%	49%	37%	51%	23%	33%	33%	19%	26%
RESIDENCE										
Urban	84%	70%	45%	30%	30%	28%	27%	28%	24%	18%
Suburban	81%	70%	41%	32%	33%	25%	23%	23%	20%	21%
Rural	74%	67%	25%	34%	15%	18%	18%	9%	16%	10%

SOCIAL MEDIA SITE USAGE BY AMERICANS (AS OF FEBRUARY 2021)



FIVE SOCIAL MEDIA TRENDS YOU NEED TO FOLLOW IN 2021

ACT ON YOUR VALUES

Brands have to quickly and transparently communicate their values. Consumers expect brands to show their true colors, standing up for what's right and taking real action on it. Communicating what you stand for is good, but taking action is even better. And, of course, you can share your action plan on social media to spread the word.

QUALITY IS BETTER THAN QUANTITY

Chances are your brand posts a certain number of times every day or week. In 2021, social media platforms and followers care less about how much you post. At the end of the day, it comes down to quality.

Instead of cranking out nonspecific, generalized content to fill your buffer slots, dedicate your energy to in-depth posts. That might mean doing one of the following:

- Sharing behind-the-scenes content.
- Filming videos or podcasts instead of writing text posts.
- Sharing customers' reviews, videos or images in a compilation post.

This sounds like more work, but in reality, you're just refocusing your time and resources on a smaller number of better posts. This will improve follower engagement and increase your chances of going viral.

SHORTER, HELPFUL CONTENT

Customers prefer shorter, digestible content. But that sounds like a catch-22: how can you make higher quality content while keeping it short?

Your goal shouldn't be trimming the word count. You should focus on streamlining the message of your social posts, focusing on quick, actionable tips that people can use. TikTok is famous for that very reason!

Tap into this trend to improve your content's shareability and engagement rates. That might mean breaking a large post into multiple, snackable posts or converting text posts into quick videos.

SOCIAL COMMERCE

Social commerce generated \$22 billion in 2019 in the United States alone. With more people browsing social media, your business needs to be selling its goods on social media, too.

Create your Facebook Shop or create a shoppable post on Instagram to take advantage of this trend. With built-in payment processing and a slick customer experience, social commerce removes a lot of friction in the e-commerce sales process, which means boosting your sales with fewer headaches.

INTERACTIVE, REAL-TIME CONTENT

Facebook Live, Instagram Live, YouTube Live and more are great avenues to share your brand in front of a live audience in 2021. If you're marketing your business on a shoestring budget, use interactive, real-time features like live social media video to reach your audience. Since social media isn't bound to one location, you'll be able to reach a global audience of customers who are ready to engage with your content.

SOURCE

forbes.com/sites/theyec/2021/02/12/five-social-media-trends-you-need-to-follow-in-2021/?sh=26a90f7b15eb

WHICH SOCIAL MEDIA DO YOU CURRENTLY HAVE A PRESENCE AND WHY?

WHAT ARE THE GOALS OF YOUR SOCIAL MEDIA ACTIVITIES?

March 7, 2019 Workshop

PRESENTED BY DR. JEFFERY CAMPBELL & DR. JOOHYUNG PARK

Creating a bridge between specialty
crop farms and e-commerce

WORKSHOP MARCH 07, 2019
PHILLIPS MARKET CENTER
WEST COLUMBIA, SC
(GRANT AWARD: AM180100XXXXG026)

Workshop Partnership



About Your Workshop Faculty:

- Associate Professor of Retailing @ UofSC
- Expertise includes Retail Strategy, Local Foods, Small Business & Entrepreneurship, Agritourism, and Retail Technology
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Dr. Jeff
Campbell

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Dr. Joohyung
Park

Sessions to be Covered:

- ▶ **Session I:** Farm Resource Development
- ▶ **Session II:** Marketing Strategies
- ▶ **Session III:** Brand Creation
- ▶ **Session IV:** Leveraging Social Media

HOW USDA VIEWS SPECIALTY CROPS:

Section 101 of the Specialty Crops Competitiveness Act of 2004 (7 U.S.C. 1621 note) and amended under [section 10010 of the Agricultural Act of 2014, Public Law 113-79](#) (the Farm Bill) defines specialty crops as “fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture).” Eligible plants must be cultivated or managed and used by people for food, medicinal purposes, and/or aesthetic gratification to be considered specialty crops. Processed products shall consist of greater than 50% of the specialty crop by weight, exclusive of added water..

<https://www.ams.usda.gov/sites/default/files/media/USDASpecialtyCropDefinition.pdf>

Questions to be addressed:

- ▶ How are resources defined?
- ▶ What are my key resources within the farm/business?
- ▶ What makes my farm/business different from others in terms of product, brand, supply chain or marketing efforts?
- ▶ How can my farm best leverage current (and future) resources to increase demand for my products?

IS THIS STATEMENT TRUE OR FALSE:

**IF I FOCUS ON WHAT I DO BEST,
MY FARM/BUSINESS
WILL SUCCEED.**

How are farm resources typically defined:

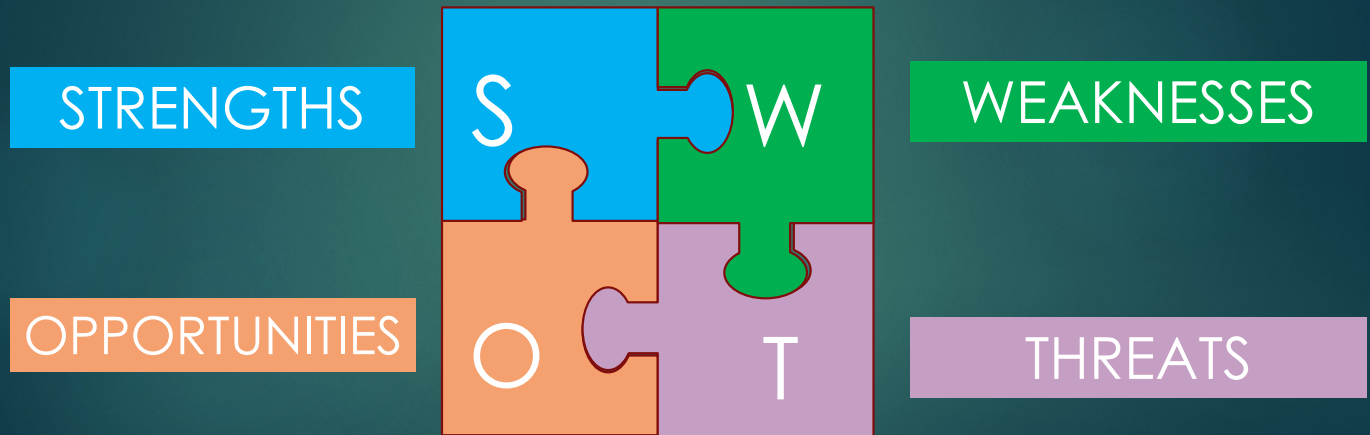
▶ **Tangible Resources:**

- ▶ Land
- ▶ Buildings/Storage
- ▶ Farm Machinery
- ▶ Labor (Numbers of Employees)
- ▶ Capital (Financial /Credit)

How should we define RESOURCES:

- ▶ Farm Assets
- ▶ Capabilities (product, value-added)
- ▶ Processes
- ▶ Information/Knowledge
- ▶ Attributes
- ▶ Physical capital (size of farm, type of products & machinery)
- ▶ Human capital (experienced workers, enough workers)
- ▶ Organizational capital (financing, computer systems, control)
- ▶ **OTHERS?**

General Way to Analyze Your Business (FARM)



What is the Resource-based View of the Firm?

- ▶ First conceptualized by Dr. Birger Wernerfelt in 1984
- ▶ Considered the “resource-side” to analyzing businesses rather than the standard “production side”
- ▶ Less about what you produce and more about who you are and what makes you special or UNIQUE
- ▶ Has become key foundational theory for analyzing and creating business strategies

What is the Goal of the RBVF?

- ▶ To evaluate your company and determine which potential factors can provide you the greatest competitive advantage versus others who compete in the same retailing market space.
- ▶ Once factors identified, it is up to the company (farm) to:
 - ▶ Develop them
 - ▶ Nurture them
 - ▶ Protect them
 - ▶ Implement them to full capacity

The work of Dr. Jay Barney and the modern development of RBVF (1991)

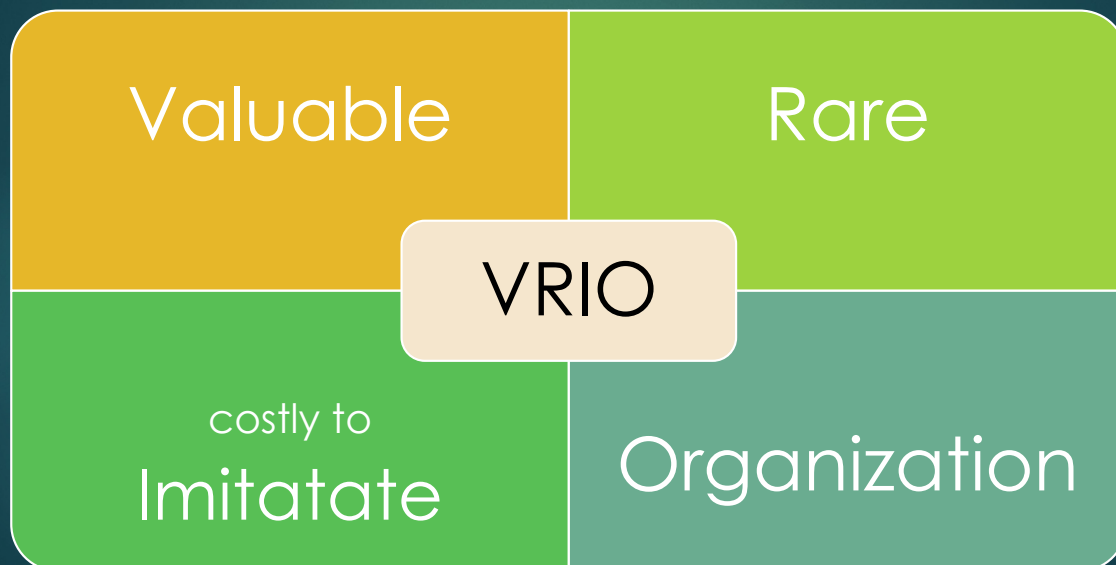
- ▶ His work helped to explain why two businesses operating in the same industry (retail...or farming?) could have different performance results.
- ▶ His studies lead to the focus on four key indicators for firm resources to lead to SUSTAINABLE COMPETITIVE ADVANTAGE
- ▶ Further work to develop the VRIO framework in 1995

Identifying Criteria Relevant to RBVF

- ▶ Are the identified resources **VALUABLE** in that strategic efficiency and effectiveness is improved?
- ▶ Are the identified resources **RARE** in that other farms/businesses cannot easily access the same resources?
- ▶ Are the identified resources **HARD TO IMITATE** (they cannot be implemented by others)?
- ▶ Are the identified resources be **NON-SUBSTITUTABLE** with something else? (something less rare or valuable)?

(Barney, 1991)

VRIO Framework Components (Barney 1995)



Resource-based View of FARM

- Tangible Resources
- Intangible Resources

Resource Characteristics

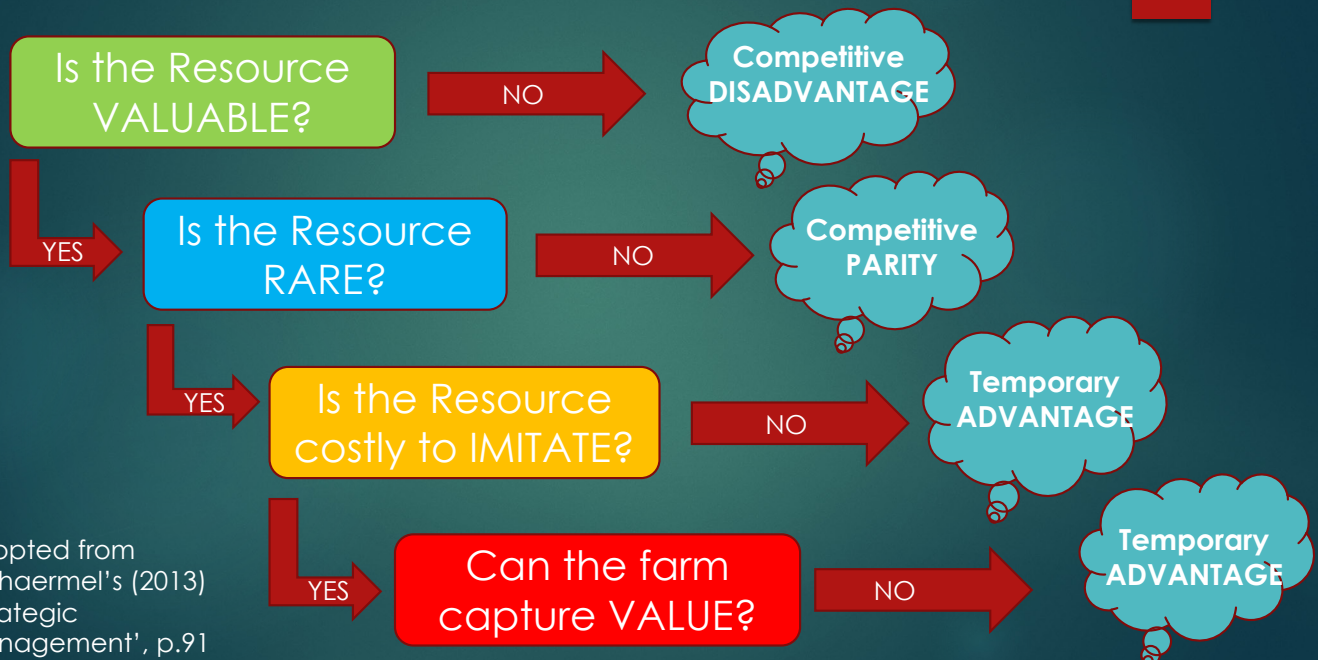
- Heterogeneous
- Non-transferable

VRIO Attributes

- Valuable
- Rare
- Imitability
- Organizations/structure

Adopted FROM:
<https://www.strategicmanagementinsight.com/topics/resource-based-view.html>

Ask the following...



adopted from
Rothaermel's (2013)
'Strategic
Management', p.91

THE GOALS OF THIS STRATEGY...

TO PROVIDE A COMPETITIVE
ADVANTAGE THAT IS
SUSTAINABLE OVER TIME!!

What is the role of the
“Organization”(FARM)?

MATCH STRUCTURE
WITH STRATEGY:



▶ Resources DO NOT EQUAL ≠
ADVANTAGE unless organization
can support it through:

- ▶ Systems
- ▶ Processes
- ▶ Policies/Procedures
- ▶ Partnerships
- ▶ Structure
- ▶ Culture/People

How is RBVF different than SWOT Analysis?

Resource-based View of the Firm



Internal Analysis

SWOT ANALYSIS



External Analysis

Types of Assets in RBVF

▶ Tangible

- ▶ Land
- ▶ Buildings
- ▶ Machinery
- ▶ Equipment
- ▶ Structures

▶ Intangible

- ▶ Knowledge
- ▶ People
- ▶ Processes
- ▶ Brands
- ▶ Trademarks

How much time do you spend creating new resources?

- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____

Summary Session 1 (Farm Resource Development)

- ▶ By better understanding what **unique** resources your farm has that other farms do not, you will be better able to communicate this to your customers
- ▶ Unique resources can be **tangible** (e.g., new value-added products) or **intangible** (e.g., history of the farm, expert growers)
- ▶ Resources can be **changed and/or developed** over time
- ▶ Resources must be supported by **strategy and structure** to provide a sustainable competitive advantage over other farms/businesses



Session 2: Marketing Strategies

CREATING A BRIDGE BETWEEN SPECIALTY CROP FARMS AND E-COMMERCE

WORKSHOP MARCH 07, 2019

PHILLIPS MARKET CENTER

WEST COLUMBIA, SC

(GRANT AWARD: AM180100XXXXG026)



Sessions to be Covered:

- ▶ Session I: Farm Resource Development
- ▶ **Session II: Marketing Strategies**
- ▶ Session III: Brand Creation
- ▶ Session IV: Leveraging Social Media

Who is my current target market? Who is my IDEAL target market?

- ▶ Current: _____
- ▶ _____
- ▶ _____
- ▶ Ideal: _____
- ▶ _____
- ▶ _____

Marketing Strategies Process:



The importance of a feasibility analysis:

- ▶ Created “Prior” to marketing strategy development
- ▶ “Determines the degree to which a product or service idea appeals to potential customers and identifies the resources necessary to produce the product or provide the service” (Scarborough, 2011)
- ▶ Is essentially data collection about potential customers
- ▶ Use of prototypes, new “varieties” of products, samples and free trials
- ▶ Provides a direction for which to base the marketing efforts

What is a “Target” Market?

- ▶ “The specific group of customers at whom a business (Farm) aims to sell its goods and/or services”.
- ▶ “Experts contend that the greatest marketing mistake small businesses can make is failing to define clearly the target market to be served”. (Scarborough, 2011)
- ▶ **WHEN YOU ATTEMPT TO REACH EVERYONE YOU OFTEN REACH NO ONE!!!**

What do you know about your customers?

- ▶ Aside from sales information...What do you know about your customers?
- ▶ How are you currently analyzing your sales?
- ▶ Are you looking for sales patterns?
- ▶ What items are purchased together (market basket) versus individually?
- ▶ What would customers buy if you had it for sale?
- ▶ Have you ever asked your customers for feedback?

Describe your current customer in a few points/sentences:

- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____

Active vs. Passive Marketing (Create Awareness & Interest)

ACTIVE

- ▶ Connecting with Customers
- ▶ Social Media Engagement
- ▶ Conversation WITH customers not speaking TO
- ▶ Two-way street
- ▶ Short-term & targeted
- ▶ Frequent and often
- ▶ Immediacy

PASSIVE

- ▶ Use of traditional advertising medium (website, newspapers, flyers, etc..)
- ▶ Paid advertisements
- ▶ Press telling your story
- ▶ One-way street
- ▶ Long-term and mass
- ▶ Less time consuming
- ▶ Often not immediate

How consumers evaluate products via benefits and features:

- ▶ **Benefits:** What a customer may gain (or lose) from using your product/service. Related to customer “needs”
- ▶ **Features:** Basic descriptive items or facts about your product or service (e.g., color, size, shape, function)

(Longenecker et al., 2012; Scarborough, 2011)

What is “Bootstrap Marketing”?

- ▶ “Unconventional, low/cost creative marketing techniques designed to give smaller companies an edge” over their direct and indirect competition”
(Scarborough, 2011)
- ▶ Focuses on unique, clever, and creative ways to sell your business to your target customers
- ▶ Can be addressed with seven points:

Seven points to “Bootstrap Marketing”:

- ▶ **What is the purpose** of the marketing? (Sell? Inform? Direct customer to something?)
- ▶ Who is the **target market**?
- ▶ What **primary benefit** can you offer customers?
- ▶ What **marketing tool** will you use to reach target audience?

Seven points to “Bootstrap Marketing” cont...

- ▶ What is your **niche?** (What do you do better or different from your competitors?)
- ▶ What is your **identity?** (What are you known for?)
- ▶ What can you **spend/budget** on the marketing plan?

Best practice principles for Bootstrap Marketing Plans

- ▶ **Identify/find a specific niche and FILL IT!!** (e.g., consider what you are selling that is different and unique as discussed in Session 1 and market it)
- ▶ **Publicity is your friend if done correctly and positively!**
- ▶ **SELL & ENTERTAIN!**
 - ▶ Fun & Excitement > Price & Convenience

Best practice principles for Bootstrap Marketing Plans

- ▶ Connect with EACH customer on emotional level
 - ▶ You want “Fans” of your product so they will tell others via word-of-mouth
- ▶ Create a unique and memorable identity through branding
- ▶ Love and embrace social networking

Best practice principles for Bootstrap Marketing Plans

- ▶ Consider a blog/videos of your products in use
- ▶ Quality is KEY
- ▶ Convenience is still important (innovate?)
 - ▶ (but maybe not as important as fun/excitement!)

“Bootstrap Marketing” tactics

- ▶ Engage in community sponsored events/sponsor one
- ▶ Sponsor offbeat or “original” events (Farm visit)
- ▶ Utilize local organizations to promote business (e.g., speak to school kids interested in agribusiness or @ church functions)
- ▶ Create loyalty/frequent buyer program with extra benefits, discounts, etc..

“Bootstrap Marketing” tactics

- ▶ Create rewards for “referrals” that bring new customers to your business
- ▶ Use “unique” places to sell products like bars/pubs/food festivals, etc..
- ▶ Samples. Lots of them.
- ▶ No hassle returns and 100% guaranteed.
- ▶ Contests

“Bootstrap Marketing” tactics

- ▶ Leverage customer testimonials and ratings from social media outlets like Facebook or Twitter.
- ▶ Newsletters for customers telling about farm/upcoming season/new ways to use products/recipes
- ▶ Have local newspaper feature you in a story about your farm or products
- ▶ Find complimentary products to yours and “co-market” with other companies.

Investment in Marketing (\$\$\$\$\$)

- ▶ Does my farm have a specific budget for marketing?
- ▶ How much do I typically spend each year on marketing efforts?
- ▶ Do I see a return on my marketing investment?
- ▶ Am I strategic in how I spend my marketing money (if at all)??
- ▶ Where would I obtain the greatest ROI?

Sessions to be Covered:

- ▶ Session I: Farm Resource Development
- ▶ Session II: Marketing Strategies
- ▶ **Session III: Brand Creation**
- ▶ Session IV: Leveraging Social Media

Questions to be addressed:

- ▶ What is a brand and why do we care?
- ▶ How to develop a successful brand?
- ▶ How to build a brand for your farm/business?

What is a “Brand”?

“Name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition”

(American Marketing Association)

Essential Brand Elements



Brand Identity: A set of brand elements that identifies & distinguishes one brand from another.

More than just a name, symbol...
or their combination!

**A promise of
benefits to
Consumers.**

More than just a name, symbol... or
their combination!

Anderson Hay & Grain Co., Inc.

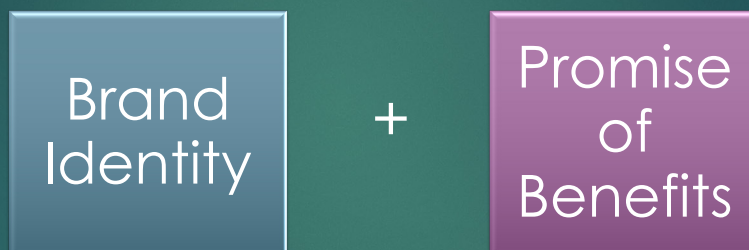
*“Quality products and friendly service, consistent,
year-round delivery, and flexible and easy to do
business with”*

(Anderson Hay & Grain Co., Inc.)

More than just a name, symbol..
or their combination!



What is a Brand?





Why do we care?
Why do brands matter?



For Consumers

Brands:

- ▶ identify the source/maker of a product,
- ▶ facilitate consumption decision,
- ▶ reduce search cost, and
- ▶ have symbolic meaning.

For Companies

Brands:

- ▶ differentiate their products/service.
- ▶ create customer loyalty
- ▶ allow predictability & security of demand
- ▶ are a competitive advantage

How to Build a Successful Brand?



How to Build a Successful Brand?



4Ps of Marketing



How to Build a Successful Brand?



Loyal Customers

Premium Price

Repurchase

Resistance to Price Discount

Brand Advocate

How to build a brand for your farm/business?

Start with Benefits You Promise

- Product Attributes
- Functional benefits
- Emotional benefits



Develop brand identity & protect!

- Name, logo, symbol, slogan, etc.
- Create visual elements
- Trademark Registration

Create Visual Elements

- Online logo design sites
 - ▶ <https://www.deluxe.com/>
 - ▶ <https://www.fiverr.com>
 - ▶ www.logocrisp.com
 - ▶ <https://www.wix.com/>

Register Trademark

- United States Patent and Trademark Office:
www.uspto.gov
- [Search Trademark Electronic Search System \("TESS"\) database.](#)
- About 6 mon. on average for review
- No generic names or domain extensions.
- Online trademark registration services: Service fee + Government fee

Communicate

IMC Approach

- Apply them consistently in all marketing elements online & offline.
- Website, package, social media sites, signage, email communications, delivery truck, etc.

Deliver the benefits

- Product
- Price
- Place
- Promotion

Summary of Section III (Brand)

- ▶ A brand is a combination of **brand identity** and **promised brand benefits**.
- ▶ Brand is useful for consumers as well as companies.
- ▶ Positive customer experience, **delivery of promised benefits**, through **IMC** builds **customer loyalty**.
- ▶ Tools, services, & platforms are readily available online.

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Do you have a brand?
What brand elements you currently have?

- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____

What benefits does your brand offer to
customers?

- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____



What are the means you use to communicate your brand?

- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____



Sessions to be Covered:

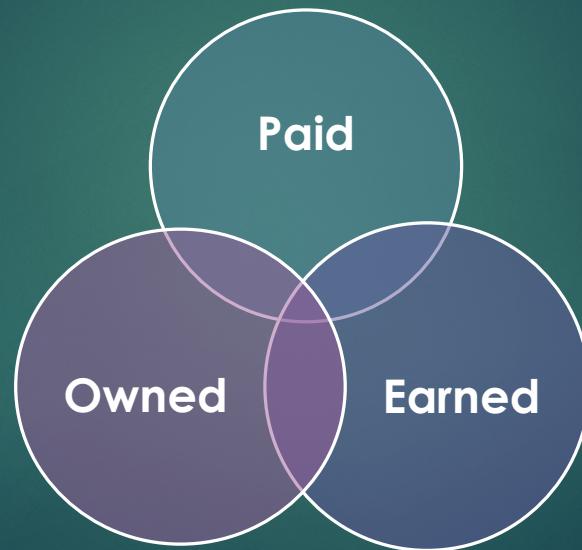
- ▶ Session I: Farm Resource Development
- ▶ Session II: Marketing Strategies
- ▶ Session III: Brand Creation
- ▶ **Session IV: Leveraging Social Media**

Questions to be addressed:

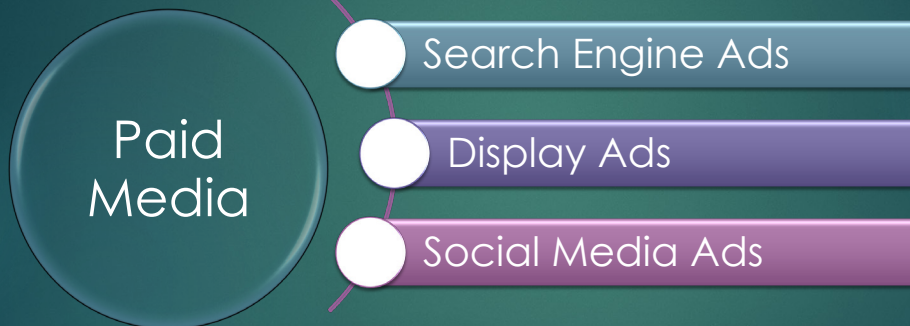
- ▶ What types of digital marketing media exist?
- ▶ What is social media marketing and what are the goals?
- ▶ How to leverage social media to build your brand and customer base?

What types of digital marketing media exist?

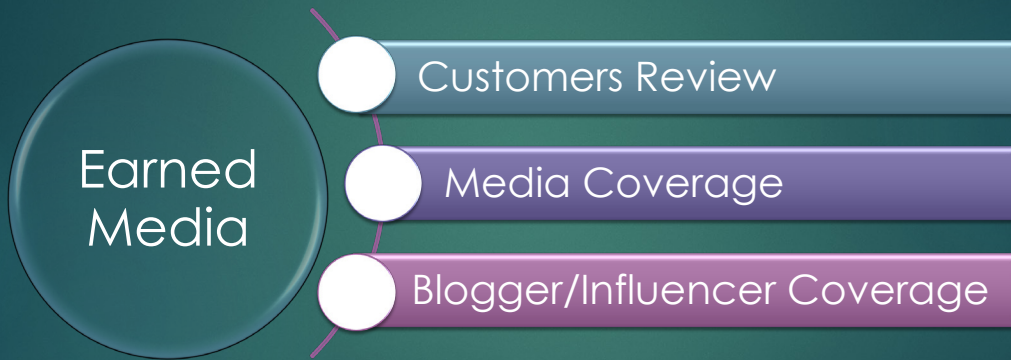
Different Types of Digital Marketing Media



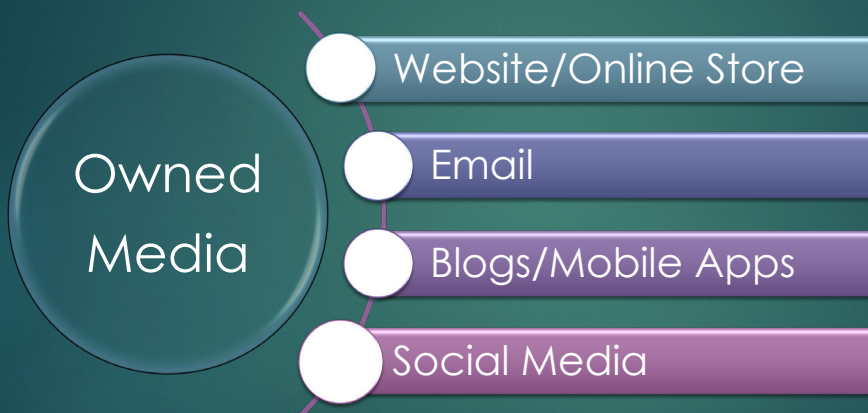
Different Types of Media cont.



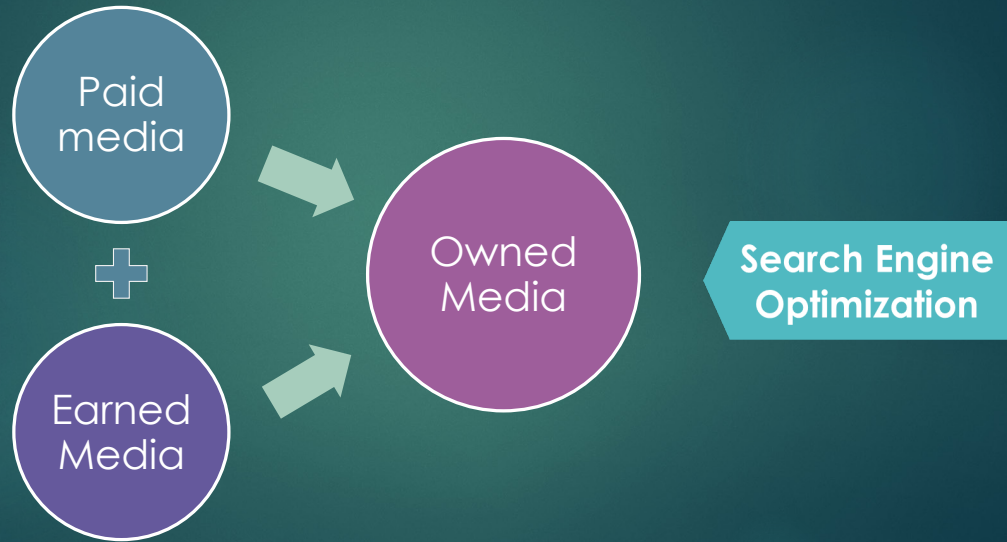
Different Types of Media cont.



Different Types of Media cont.



Building Brand Online



Creating Online Presence

► Start with developing a Website.

- Central location all of your information
- Define your brand & tell your story
- Visually represent your business/brand
- Interact with potential/existing customers
- Link to social media
- Show case your best work



Guideline for Developing Website

- ▶ **Set your site goals.**
 - Increase awareness, driving sales, engage customers & prospects, generate leads, etc.
- ▶ **Introduce your business.**
 - Personal story, motivation, & why you exist
- ▶ **Convince prospects.**
 - Why you are different, team & testimonial
- ▶ **Curate contents.**
 - Your best work, brand promise & identity

Quality
Content
+
Great
Design

Website Platforms & Services

- ▶ [Wix.com](https://www.wix.com), WordPress, Shopify, Bigcommerce, Woocommerce
- ▶ [Kestrel Website Design & Development](#)



What is social media marketing
and what are the goals?



Social Media Marketing

“The utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization’s stakeholders”.

(Tuten & Solomon, 2018)

Social Media Marketing Goals?

Branding & Promotion

- Extend Brand's Exposure
- Influence Consumer Decision Making

Customer Relationship Management

- Customer Service & Service Recovery

Marketing Research

- Social Listening

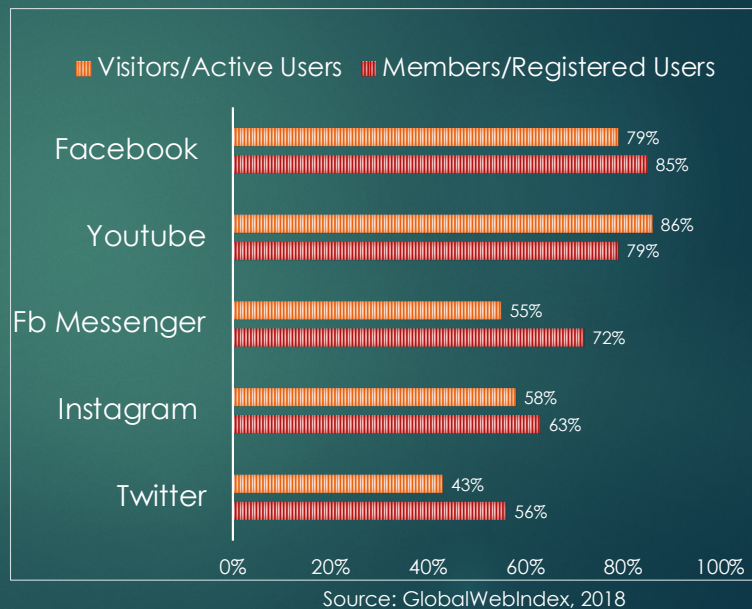
E-commerce /e-Retailing

- Social storefront
- Online Reviews/Ratings

How to leverage social media to build your brand and customer base?

Popular Social Media platforms

- ▶ Facebook
- ▶ YouTube
- ▶ Instagram
- ▶ Twitter
- ▶ ...



Leveraging Facebook for Branding

▶ Facebook business page

- You need a personal Facebook profile page first.
- Create a FB business page.
- Your company logo or a photo for profile & cover image.
- Collect Information about your business.
 - Description, website, phone #, address, email, etc.

Leveraging Facebook for Branding

▶ **What and how to post?**

- Offer value
- Be strategic with images
- Avoid lengthy posts
- Encourage engagement
- Connect as a friend, not a business

Excerpted from Newtek (2014). 5 Content tips for your Facebook business page.

Leveraging Facebook for Branding

▶ **Facebook as an Advertising Tool**

- Use your business's email list
- Identify them on Facebook, analyze their interest, behavior, lifestyle, etc.
- Identify Facebook users with similar life style.
- Display your ads to both.

Summary of Section IV (Social Media)

- ▶ Need to take a **strategic approach** to create an online presence including social media sites.
- ▶ Social media is a type of owned media in which a brand **showcases** its brand, **engage** with customers, and **build** a long-term relationship.
- ▶ Leverage Facebook ads to increase **awareness, traffic, and leads** to your website and contents.

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