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- Maps & Apps: Mobile Media Marketing
- Social Media Marketing
- Branding & Image
- ohiomarketmaker.com
- Designing Effective Marketing Materials
- Merchandising
- & Much more!

Marketing: “Combination”

Marketing is not only much broader than selling, it is the whole business seen from the customer’s point of view.

Peter Drucker
Are You…

Think Like a Customer

- **People**
  - Customers: can you think like them?
  - YOU & Your business goals/capabilities

- **Product**

- **Place**

- **Promotion**

- **Plan & Process**

Think Like a Marketer

- **What to Consider…**
  - Your Personal, Family & Business Interests/Goals
  - Your Resources & Strengths
  - Your Lifestyle & Motivations

- **Is Aquaculture Farming For You?**
**People – Product – Place – Promotion – Plan**

### MarketReady

- **People**
- **Product**
  - Product selection and supply
  - Packaging & Labeling
  - Pricing & Payments
- **Place**
- **Promotion**
- **Plan & Process**

### Product Selection & Supply

- **Product selection and supply**
  - What products/services do you offer?
    - Food Fish and Shrimp (fresh, value-added)
    - Aquaponic Crops
    - Sport (bait, stocking)
    - Agritourism Experiences
  - Quality & Attributes
  - Quantity
  - Timing – available when buyer wants

### Food Trends & Predictions

- Locally sourced meats and seafood
- Locally grown produce
- Environmental sustainability
- Hyper-local sourcing (restaurant gardens)
- Sustainable seafood
- Farm/estate-branded ingredients

### Agritourism Experiences:

- Guided Tours
- Festivals/Events
- Entertainment
- Adventure
- Celebration
- Education
- Shopping – Retail Therapy
- Eating locally grown or locally prepared food
- Overnight stays – B&B, cabin, cottage, …
Packaging & Labeling

- Regulation
- Protection against damage, spoilage, and pilferage
- Assist in marketing
- Function, Education, Reinforce Brand...
- Cost Effective

Pricing & Payments

- How Much $? Pricing Objectives?
  - Bottom Up – ALL costs are starting point, then influences such as competition & market tolerance
  - Top Down – Analyze range, set retail price, then analyze - costs covered / profit enough?
  - What are customers willing to pay?
    (supply & demand, seasonality, competition, unique factors, perceived value)
    - What image convey? Penetration, Rate, Skim
    - Other Strategies: Bundling, Lost Leader, Impulse
    - POP (no more than 1/3 of average sale)
    - AgT: One Entry Fee or Price/Attraction?

Pricing & Payments

- How & When Pay?
  - Consumers
    • Cash
    • Check
    • Credit Cards
    • Mobile Payments
  - Wholesale Buyers (invoice & terms)

MarketReady

- People
- Product
- Place
  - Distribution & Storage
  - Signage & Merchandising
  - Marketing Environment
- Promotion
- Plan & Process
**Distribution**

**On-Farm Examples**

- Retail Market
- Food Service
- Agritourism
- Tours
- Pondside Shrimp Harvest
- Festival

**Off-Farm Examples**

- Farmers’ Market
- Community Event
- Catering
- Restaurant Sales
- Grocery Sales
- Other
- CSA

**Distribution Options**

- Own delivery direct-to-buyer
- Shared delivery with other producers
- Pre-arranged pick up points
- 3rd Party delivery company
- Wholesaler or distributor working with restaurants

*Each system has own benefits and costs*

**Distribution & Storage**

- Distribution & Storage
  - How can you keep product quality?
  - Harvest to Delivery
  - Cost of distribution and storage

http://plantsforhumanhealth.ncsu.edu/2012/08/20/pack-n-cool/
**Signage**

- **Signage**
  - Way finding
  - On Premises
  - Point of Purchase
- **Direct, Find You**
- **Inform, Educate**
- Select Product … Other Action
- **Answer common Questions or Solve problems**
- **Positioning/Branding**

**Elements of good signage & materials**
- Simple, clear message
- Tough to read ALL CAPS, **Fancy Fonts**
- Size of Letters & **Color Combinations**
- **Color Psychology ... Consistency**
- Appropriate Materials (Permanent/Temp)
- Background
  - www.oaaa.org/marketingresources/industrystandard
  - sandpractices.aspx
  - www.thesignagefoundation.org/Research

**MarketReady**

- **People**
- **Product**
- **Place**
- **Promotion**
  - Print & Electronic Communications
  - Targeted Campaigns
  - Custom Service
- **Plan & Process**

**Basic Communications**

- **Print**
  - Business Card
  - Brochure
  - Price List
- **Electronic**
  - Website
  - Social Media
- **Other**
  - Elevator Pitch
  - Directory Listings
  - Uniforms
Basic Communications

Sales & Marketing to wholesale buyers
Marketing with wholesale customers
- Recognition on menus
- Signage in grocery
- Link on websites
- Cross-promo on social media

Targeted Campaigns

Why? (what will you measure?)
- Awareness, Trial, Customers, Referrals, Loyalty
Who?
- Right Audience/s … Relationships
What?
- Right Message (Benefits vs. Features)
  Attention, Interest, Desire, Action (Lavidge and Steiner, 1961)
  What do you want them to feel, do, know?
When?
- Right Time, Frequency (4-9x), Consistency
Where?
- Right Place, Media Choices
How Much?
- Right Budget

Customer Service

The Customer Service Experience
So what? Customers’ willingness to recommend you to someone else (Harvard Business Review)
**Customer Service**

**Communication examples**

<table>
<thead>
<tr>
<th>Wrong Approach</th>
<th>Polite and Friendly Alternative</th>
</tr>
</thead>
<tbody>
<tr>
<td>“I don’t know.”</td>
<td>“I’ll find out.”</td>
</tr>
<tr>
<td>“No.”</td>
<td>“What can I do is…”</td>
</tr>
<tr>
<td>“That’s not my job.”</td>
<td>“Let me find the right person who can help you with…”</td>
</tr>
<tr>
<td>“You’re right – this is bad.”</td>
<td>“I understand your frustrations.”</td>
</tr>
<tr>
<td>“That’s not my fault.”</td>
<td>“Let’s see what we can do about this.”</td>
</tr>
<tr>
<td>“You want it by when?”</td>
<td>“I’ll try my best.”</td>
</tr>
<tr>
<td>“Calm down.”</td>
<td>“I’m sorry.”</td>
</tr>
<tr>
<td>“I’m busy right now.”</td>
<td>“I’ll be with you in just a moment.”</td>
</tr>
<tr>
<td>“Call me back.”</td>
<td>“I will call you back, that is your telephone number.”</td>
</tr>
</tbody>
</table>


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**MarketReady**

- **People**
- **Product**
- **Place**
- **Promotion**
- **Plan & Process**
  - Current Marketing Audit (customer/s point of view)
  - Industry Overview & Competitive Analysis
  - Resource Management ($, Human, Space, Equip)
  - Risk Management (Quality, Safety, Insurance)
  - Marketing & business plan (goals, milestones, budget, calendar)

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**Ohio MARKETING CONNECTIONS**

Aquaculture Marketing Resources

Aquaculture producers align marketing with front and innovative trends

Aquaculture Marketing

- Introduction
- Marketing aquaculture products directly to consumers or wholesale buyers requires a plan that includes people (customer), product (pricing, quality, size, shape, flavor), place (distribution), promotion and a process that fits with research and risk management.

Aquaculture Marketing Overview (pdf)

Aquaculture Marketing Resources

An Assessment of Ohio Market Opportunities for Small Aquaculture Producers

Marketing for Small Aquaculture Producers

Aquaculture Marketing Resources

Aquaculture Marketing Resources

Tips to Help You Get More $$$

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**Are You MarketReady?**

**Bring it all Together**

Your Plan …
DIRECT MARKETING
COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCES

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