

Developing a one page marketing plan¹

Which Marketing Strategies are Right for Our Farm?

Personal, Family & Business Goals	
Resources & Strengths/Capabilities	
Lifestyle & Motivations	

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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

	Target Audience	Time/Manpower	Costs	Success Indicators
Branding				
Logo				
Color Scheme				
Font Scheme				
Signage				
Customer Service				
Hiring				
Training				
Content				
Writing				
Infographics				
Photography				
Videos				
Traditional Advertising & PR				
Direct Mail/Email				
Print Media				
Radio				
Public Relations				
Website				
Social Media and PR				
Twitter				
Facebook				
Youtube				
Other				

Ideas to improve image, connect with customers





**To improve our brand and ability to
market our business,
I plan to implement...**

1.

2.

3.

